

Next step FLOW



- FLOW is ready for prime time 2 year development April 2018
- The IT market is growing
- We are in a sweet spot for B2G in Europe
- We have a unique opportunity with Google “AdWords in the Channel”
- New deals and partner show that FLOW is a success
- Partner Automation is what companies Invest in the coming years

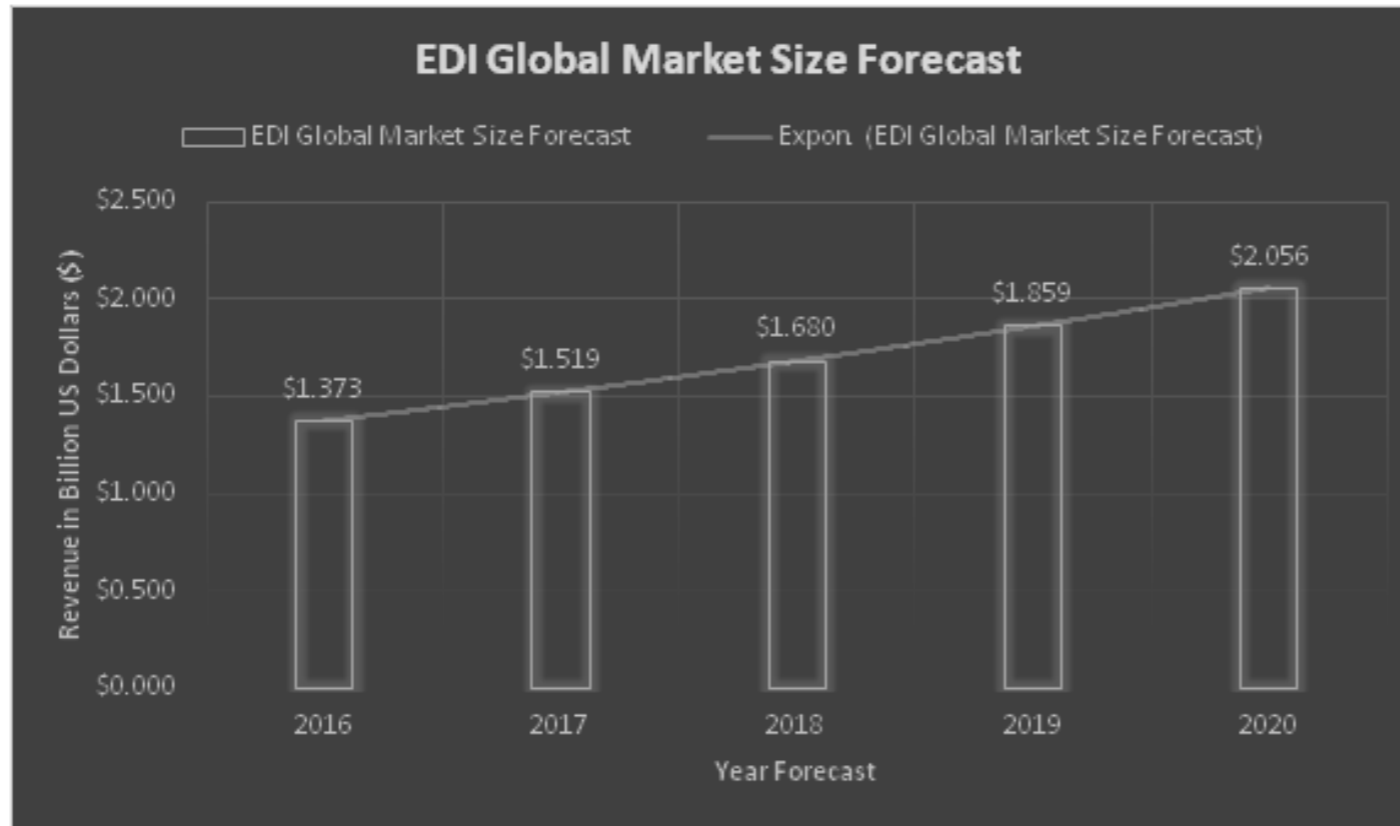
Midyear Global Tech Market Outlook For 2017 To 2018

Global Tech Purchases Will Exceed \$3 Trillion For The First Time

September 25, 2017

Why Read This Report

If 2016 was a year of political and economic disruption, with the Brexit vote in the UK and the election of Donald Trump in the US, 2017 has been a return to normality. As fears have abated and the prospects of major shifts in US fiscal and tax policies diminished, economic growth has strengthened in many countries. In response, tech spending will also improve, driven by a focus on business technologies to win, serve, and retain customers, expanded cloud options, and more investment in analytics. This report helps CIOs set their priorities in this improving environment.



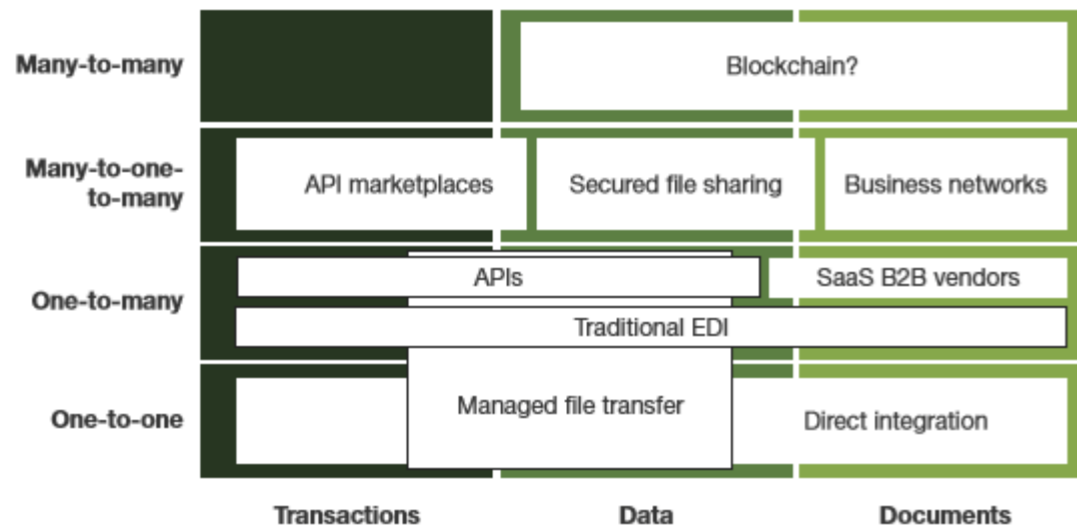
[February 18, 2016](#)

<https://www.dartconsulting.co.in/market-news/electronic-data-interchange-edi-global-market-and-its-applications-in-industries/>

➤ Growth is in volume

- › **The volume of B2B data exchanged continues to increase.** Almost all companies we interviewed for this report have seen the volume of data exchanged increase over the last five years. For some, the increase has been 20% to more than 50% every year — and they do not see any signs that this growth will slow down over the next half-decade.

B2B integration solution landscape

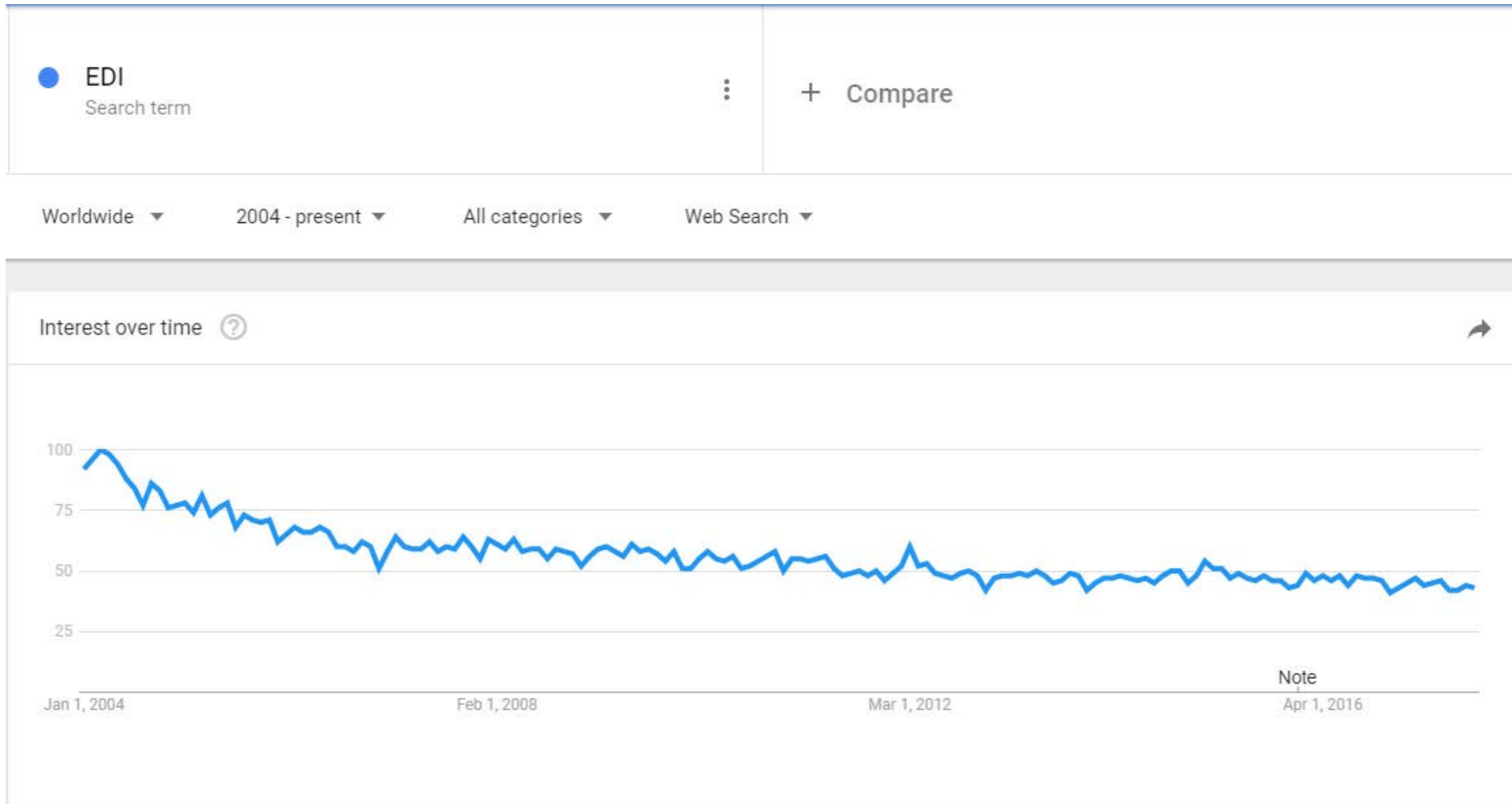


B2B Integration Solutions Are Evolving To Address The New Challenges

EDI will continue to exist, and other existing B2B Integration offerings from EDI vendors continue to evolve to bring more business security, visibility, automation, and agility. Some useful enhancements include:

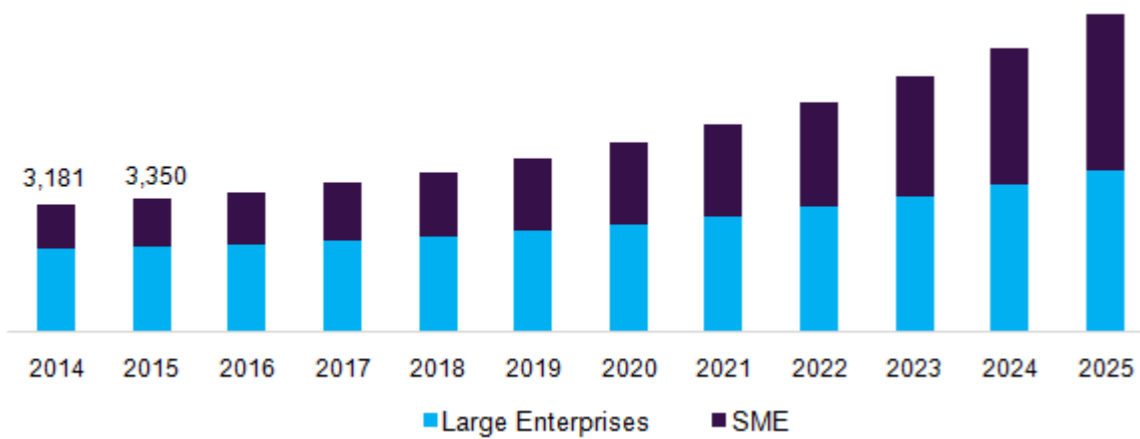
- › **A partner onboarding portal that allows self-service.** These portals allow small companies to join large partner networks without strong internal EDI skills. A partner onboarding portal can provide different levels of self-service capabilities, such as a web form in case of a unique exchange, self-declaration for a new onboarding partner, and self-deployment of an agent/connector for automation of recurrent exchanges.
- › **End-to-end business monitoring that increases technology and business automation.** Automating the treatment of errors detected at the technology organization level (involving, for example, format, transmission, or protocols) has often been the first level of decreasing operational costs. The second level is when the business can monitor the exchanges and automate business errors. In addition, there is actually a renewal of business activity monitoring in the B2B space using predictive analytics to detect abnormal business activity.
- › **EDI and MFT moving to the cloud.** EDI and MFT are beginning to be available as software-as-a-service (SaaS), bringing more agility by allowing companies to change their provider more easily than with managed services. These solutions can be associated with managed services for implementation, operations, and maintenance.

Interest over time (Google Trends)

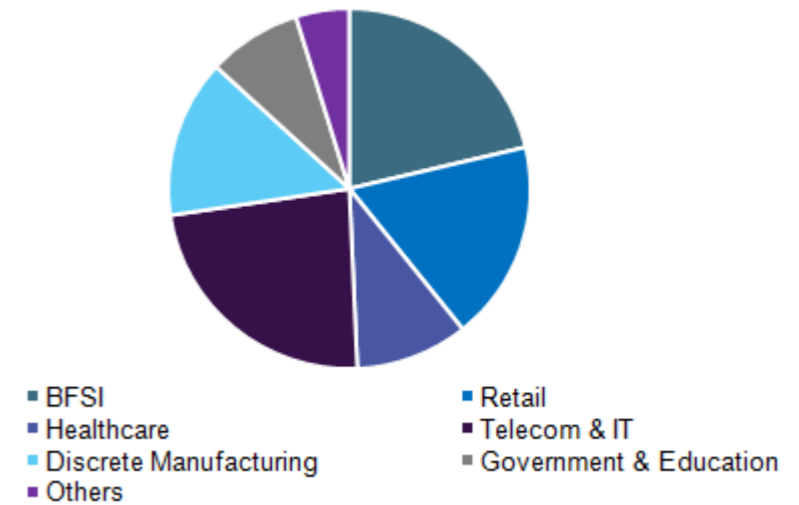


<https://trends.google.com/trends/explore?date=all&q=EDI>

Global marketing automation software market, by enterprise size, 2014 - 2025 (USD Million)



Global marketing automation market, by application, 2015 (%)



Published: April 2017

<http://www.grandviewresearch.com/industry-analysis/marketing-automation-software-market>

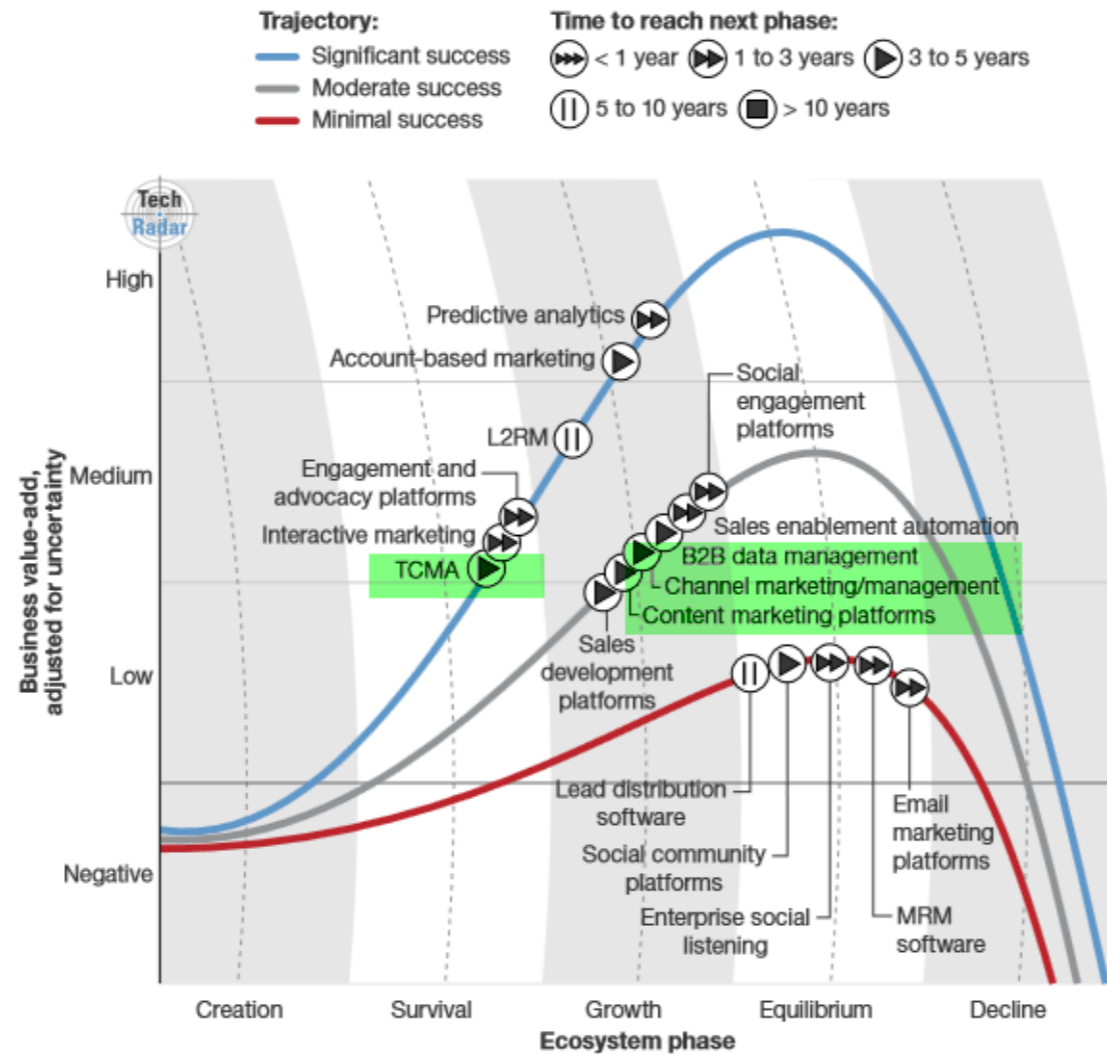
FOR B2B MARKETING PROFESSIONALS

October 4, 2017

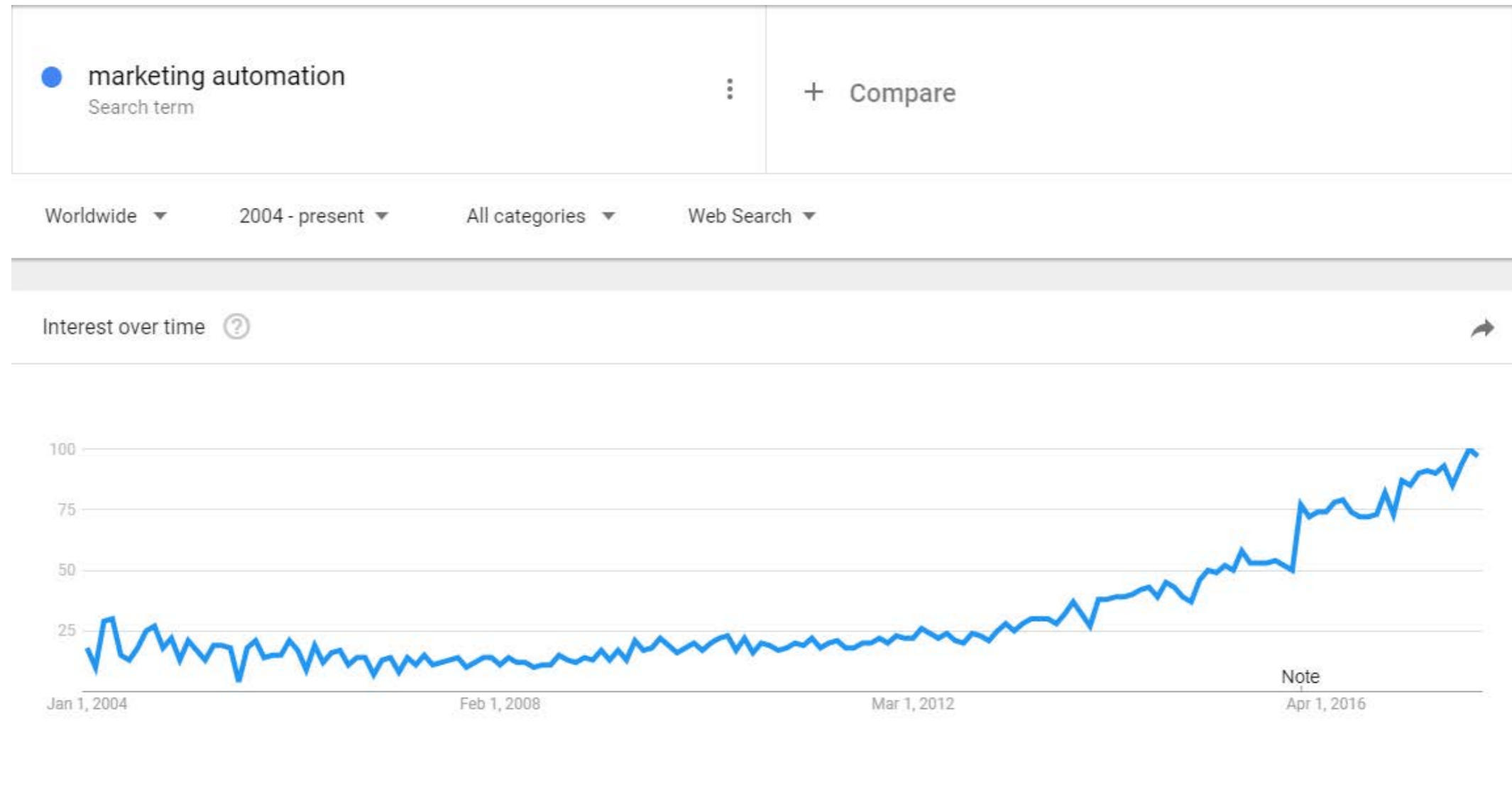
TechRadar™: B2B Marketing Technologies, Q3 2016 (Updated)

Tools And Technology: The B2B Marketing Playbook

FIGURE 3 TechRadar™: B2B Marketing Technologies, Q3 2016



Interest over time (Google Trends)



<https://trends.google.com/trends/explore?date=all&q=marketing%20automation>

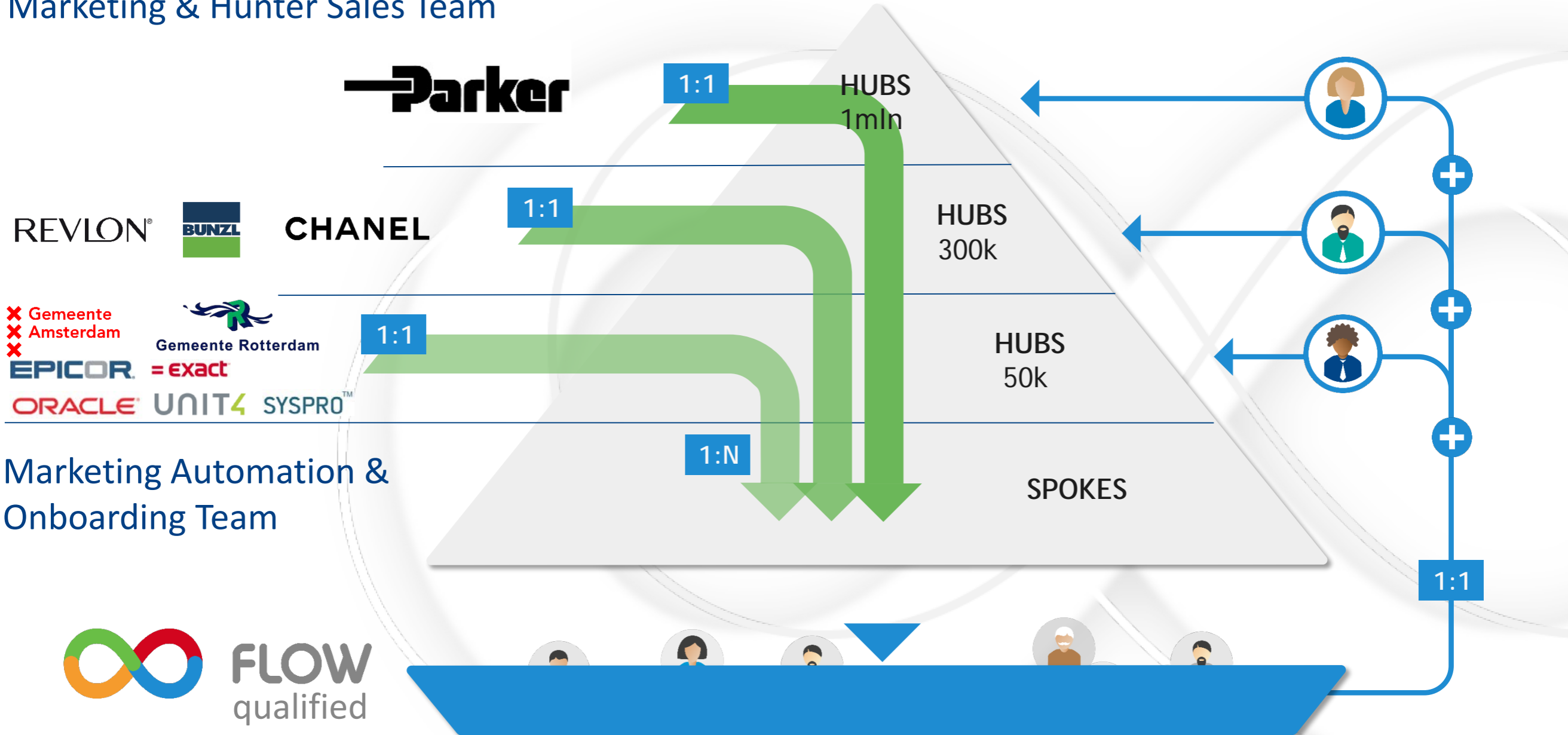
New end user accounts thanks to FLOW

- Chanel (USA)
- Bunzel (EU)
- Amsterdam (NL)
- Rotterdam (NL)
- Kemet (USA)
- Parker (Global)
- Unify (Global)
- Xerox (EU and USA)
- Hon (USA)
- Michelin (Global)
- Syspro (USA)
- Motorola (USA)

Partners for FLOW

- Epicor (Global)
- Syspro (USA)
- Oracle (Global)
- Exact (NL)
- Unit4 (NL)
- Objectif Lune (Global)
- Google (Global)
- RIFF (NL and Aisa)
- Red Hot Penny (UK and USA)

Marketing & Hunter Sales Team



Targets

- Main Targets: HUB's
- Secondary Targets: Spokes *via the Hubs*

- Companies with a large partner eco system (> 1,000) where we can sell pay per document or per click as AdWords.

makes it scalable for growth

- Local Governments

- ERP companies

Lead sources for HUB's

- ERP companies (Epicor, Exact, Unit 4, Oracle, SysPro)
- Existing Google relation ship NEW offer AdWords for the channel
- List building marketing action via LinkedIn
- Existing customers

Killer Apps to get in to HUB's

➤ AdWords for Channel

➤ B2G Connector

➤ ERP Connector

Investment short term

- Marketing investment to find new hubs *extra marketing budget*
- Hunter Sales Teams to close new hubs *+10 new fte 2018*
- Onboarding Software self service and farmer team to get new Hub and set up the spokes *software and system investment*

Vertical approach, lead with killer apps

- ERP user conferences sponsorships
- Google joined local events and seminars AdWords and Analytics
- Marketing Automation, Social Media, PPC, Website
- Webinars killer apps
- Local Press to the verticals even Radio in some market the we have a dead line as B2G
- Cross and Up sell use on boarding team to connect the community we have via our Hubs as Amsterdam etc..

Selection verticals: qualification criteria

- > 1,000 trading partners / resellers
 - Lots of touch points, connections and document/data/content exchange needed

- Sell their own finished products through the supply chain to end users
 - Control through and exchange with partners is important

- Complex installed base of internal systems and infrastructure
 - Integration is essential and complex to achieve full automation

- Very big set of products
 - makes the manual alternative impossible (# products * # partners * # updates)

- Products with high risk
 - makes the right content in the right place crucial

- Parker competitors: 50 (approach global headquarters)
- Michelin competitors: 71 (approach per global headquarters and/or per country)
- Existing customers: 200 (est) FLOW qualified