VEACT

TSM Europe 2013:
Munich Companies Presentation

VEACT
MARKETING AUF KNOPFDRUCK.

Focus: After-Sales Area of the Automotive Industry
(SaaS Application)

Done by: Calcy Tay | Siti Mardiana Tumadi

OBJECTIVES

- Develops and markets products for <u>web-based automation of marketing processes</u> in the <u>automobile</u> sales sector
- Optimizes the marketing activities of car dealers and car dealer groups through <u>automated analysis</u> and <u>recommendations for marketing planning</u>
- <u>After-sales software</u> for the automotive industry
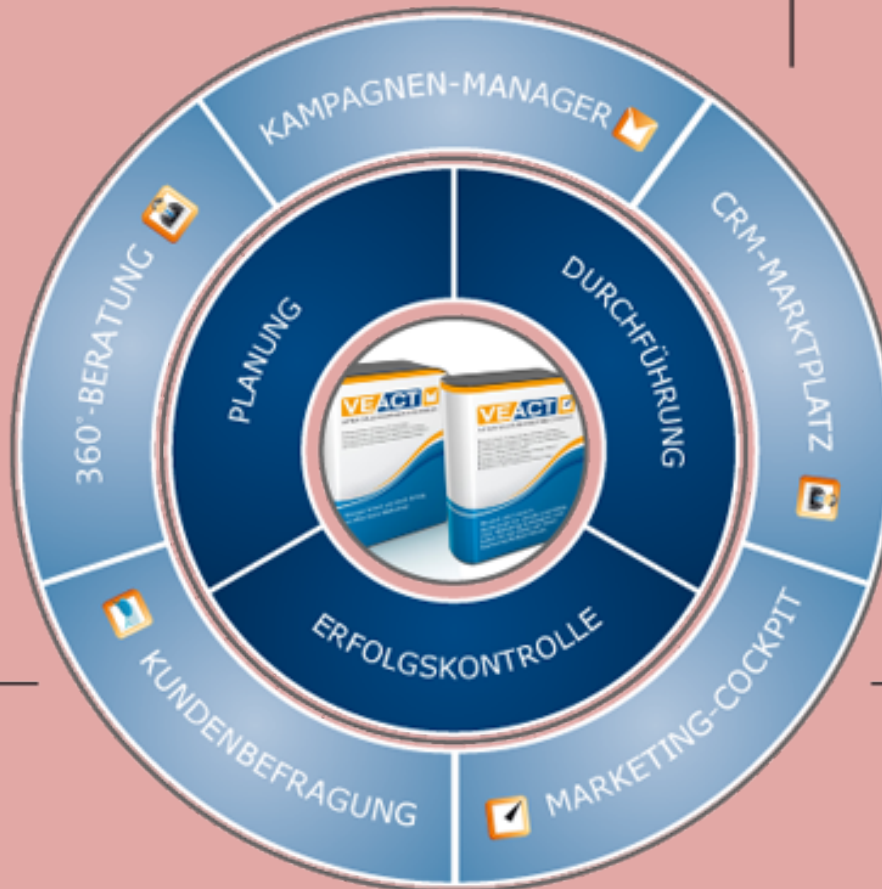
SERVICES OFFERED

Campaign Manager

CRM Marketplace

360° Consulting

Module Customer Survey

Marketing Command (ASMC)

SWOT ANALYSIS

Strength

- No installation required: cloud
- Intuitive usability, high performance and bottom-line impact
- Highly experienced team
- Renowned customers: BMW AG
- All aspects of trade marketing

Weakness

- Only cater to the German automotive market currently
- CRM software in German only – language barrier, software needs to be in English if wish to go global

Opportunities

- Enhance: multiple languages, prevalence of digital marketing tools
- Expand: Increase market outreach
  - Automotive industry is spending about 1/3 of its revenue on marketing and sales

Threats

- Competitors worldwide
  - Dealer.com, DealerSocket – a CRM software provider focused on the U.S. automotive dealership market
  - CRM companies in China
  - Software AG SG, Web Synergies

OPPORTUNITIES

- Expand: Asia expansion strategy → China
  - To set up frontline presence
  - Collaborating with companies which promote the proliferation of Internet cloud computing such as EuroCloud

- Enhance: Develop and add features into the current software

QaDIM

Develop Feature

- Multiple languages enabled software to reach out to the global market
- English and/or Chinese as a head start

- Increase customer outreach through multiple channels with mobile applications/interfaces (eg. SalesForce): Listen to customers directly
  - Important statistics for the recent campaigns can be displayed on the existing dashboards real time
  - Add download reports feature for future static reference

Add Feature

INDUSTRY ANALYSIS

2012 CRM software market was about $11 billion — Gartner, 2013

CRM software market grew about 12% (between 2011 and) 2012 — IDC, 2013

MARKET ANALYSIS: WHY CHINA?

Opportunities

- "CRM software is emerging as a basic necessity for organizations that are looking for expansion" — Analyst from TechNavio's Enterprise Computing team

- "CRM software helps such organizations by acting as a communication platform between customers and marketing or brand executives" — Analyst from TechNavio's Enterprise Computing team

- One of the key factors contributing to this market growth is the high demand for Software-as-a-Service (SaaS)-based CRM Software (Yahoo! Finance, 2013)

China's Potential

- Shanghai Zhangjiang High Technology Park is China's top Software Technology Parks (CCID Consulting, 2008)

- The park specializes in research in several areas, including software and information technology (Reuters, 2008)

- It is often known as China's Silicon Valley

- Connecting with EuroCloud Germany
  - EuroCloud is a company that plays an active role in the design of the cloud industry and helps international businesses enter the China market

COMPETITOR ANALYSIS

	Veact (Optimizes the marketing activities of car dealers)	Neusoft (Focuses on software technology, providing solutions through software and services)	Kingdee (Provides management consultation and information services)
Main strength of company	All aspects of trade marketing	Open innovation to construct continued, rapidly-growing technologies and business models	A leader of enterprise management software and internet service in China and Asia Pacific region
Main target consumers	Automobile industry players	Large number of customers from all over the world, including China, United States of America, Eastern Europe, Middle East and others	Has more than 1,000,000 customers around the world, including enterprises, governments and other organizations
Economies of scale	High	High	High
Customer focus	High	High	High
Product innovation	High	Medium	Medium

Adaptation Required:
- Establishing online presence with its web-based solutions requires understanding the country's constraints of Internet bandwidth
- Chinese language software

MARKET ANALYSIS: WHY SINGAPORE?

Opportunities

- The SaaS Customer Relationship Management market in Asia, excluding Japan, will grow at a compound annual growth rate of 61 percent – Springboard Research, 2013
- Australia, Singapore, Hong Kong, Korea, India and China are the key SaaS CRM markets in Asia Pacific – Springboard Research, 2013

Singapore's Scene

- All other (vehicle) markets in South-east Asia are expected to see continued growth in 2013 – Asia Motor Business, 2013
- Demand for used cars are expected to go up – CNA, 2013

Sources:
http://www.crmsearch.com/asia-crm.php
http://www.asiaecon.org/special_articles/read_sp/12807
http://www.channelnewsasia.com/news/singapore/demand-for-used-cars-set/808626.html

COMPETITOR ANALYSIS

	Veact (Optimizes the marketing activities of car dealers)	Software AG Singapore (Offers a variety of end-to-end solutions that deliver low total cost of ownership and high ease of use)	Web Synergies (Provides innovative consulting, services and solutions)
Main strength of company	All aspects of trade marketing	Global company, and established company for almost 20 years in Singapore	Provides IT solutions, including customer relationship management and e-commerce
Main target consumers	Automobile industry players	Wide range of corporate businesses	Wide range of corporate businesses
Economies of scale	High	High	High
Customer focus	High	High	High
Product innovation	High	Medium	Medium

Adaptation Required:
- Linking with second hand dealers: "…Second hand dealership is increasingly popular in Singapore.."
- Establishing online presence with its web-based solutions requires understanding the country's constraints of Internet bandwidth and server compatibility
- English language software

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Dankeschön! :)