

VEKIA

TSM Europe 2013: Lille
Eurotechnologies Company Presentation



The image shows a screenshot of the Vekia website. The header features the Vekia logo in white and green, followed by the tagline "INNOVATION FOR RETAIL" in white capital letters. Below the header is a navigation menu with the following items: "Accueil", "Solutions", "Produits", "Entreprise", and "Contact". To the right of the navigation menu is a small graphic of a white robot holding a laptop. The main banner has an orange background with a shopping cart and a stylized grid pattern. The text on the banner reads: "LOGICIELS DE GESTION PREVISIONNELLE POUR LE COMMERCE".

vekia INNOVATION FOR RETAIL

Accueil Solutions Produits Entreprise Contact

LOGICIELS DE
GESTION PREVISIONNELLE
POUR LE COMMERCE

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PRODUCTS

Probuy

- Manage workflow
- Track the key elements of the business: sales and stock flows through a system of alerts and performance indicators

Provisia

- Optimize inventory management
- Calculation engine
- Alerts
- Performance indicators

VekiaPlan

- Forecasting and planning functionalities

ProOrder

- Prediction and calculation of potential sales

SWOT ANALYSIS

Strength

- Strong technical background
- Excellent understanding of business areas: Xerox and Computer Assoc.
- Dual software and consultancy services

Opportunities

- Expand: Accounting management
- Expand: Transport management
- Expand: On-the-go tracking of supplies
- Growing business opportunities in Asia

Weakness

- Each function in a different software



Threats


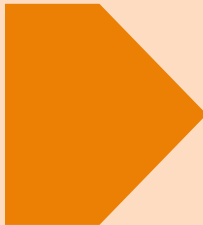
- Many competitors in Europe and Asia
 - Eg. Anchor Information Technology, Hyrus Technology, Hentor in China.
- Established market leader in business solution software → Eg. SAP

EXPAND STRATEGY



Add Product

- 
- Accounting management system software
 - Transport management system software
- 

- 
- Mobile tracking
 - Create an iPhone or Android application to facilitate on-the-go monitoring
- 



Complementary Function

INDUSTRY ANALYSIS

Worldwide Supply Chain Management Software Market Grew 7.1 Percent to Reach **\$8.3 Billion** in 2012 – Gartner, 2013

Supply chain remains a **key source of competitive advantage** in driving business growth objectives. – Gartner, 2013

North America and Western Europe continue to be the prime consumers of SCM software. However, Western European growth slowed, and **Asia/Pacific** continued to experience **robust growth**, reflecting a **shift toward investment in technology in emerging-market manufacturing centers**. – Gartner, 2013

MARKET ANALYSIS: Why China? Why Shanghai Zhangjiang High Technology Park?

Opportunities

- “(China has) a huge appetite and desire for **supply chain technology and improvements**, driven by the need to compete with complex and more efficient U.S. systems.” – High Jump, 2013
- “Logistics is the key to supply chain and business effectiveness. Developing more advanced logistics solutions in China is a strategic imperative...this means **investing in people, processes, and technology.**” – China Business Review, 2009
- In 2012, **China's software industry software revenue 2.5 trillion yuan**, an increase of 28.5 percent (than the previous year)” – Ministry of Industry and Information Technology of People’s Republic of China, 2012

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**

HOW TO ENTER THE CHINA MARKET?

- Partnerships with Compario to host the software
 - Compario is a cloud based e-commerce solution company
- Connecting with EuroCloud
 - 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

	Vekia (Supply chain management software company provides 4 products)	Anchor Information Technology (provides supply chain management and other services)	Hyrus Technology (provides industry-leading supply chain solutions and technologies)
Main Strength of Company	Experienced technical team	Expertise in supply chain management	One-stop solution
Main Target Consumers	Companies who want to automate their supply chain process	Companies of all sizes across the Asia-Pacific region	Companies in the fast-growing manufacturing, e-commerce, 3PL and apparel industries
Customer Focus	Medium	Medium	High
Services provided	Purchase, personnel and distribution management, and forecasting and predictive analysis. Consulting services.	Logistics consulting, transportation management, inventory and demand planning	Business application, product and module development. Consulting services

GENERAL CRITERIA FOR ENTRY INTO CHINA



- Need for warehouse management systems, transportation management systems, route accounting systems, manufacturing execution, mobile sale
- Need for links on the e-commerce platform
 - Goods are shipped internationally