# VEKIA

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## Eurotechnologies Company Presentation

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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

## VekiaPlan

- Forecasting and planning functionalities

## Provisia

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

## 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

## Weakness

- Each function in a different software

## Opportunities

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

## 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

## Comple-mentary Function

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

# 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