# Soft One Technologies The OPEN ENTERPRISE Solutions ERP Provider



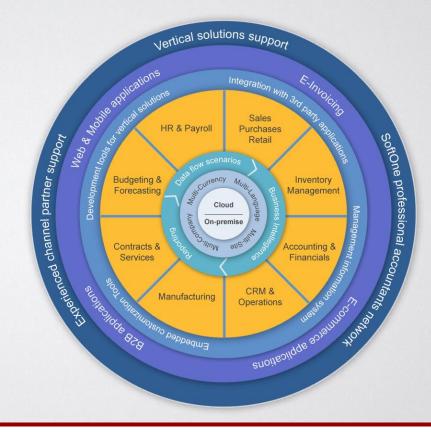
# The company behind the technology

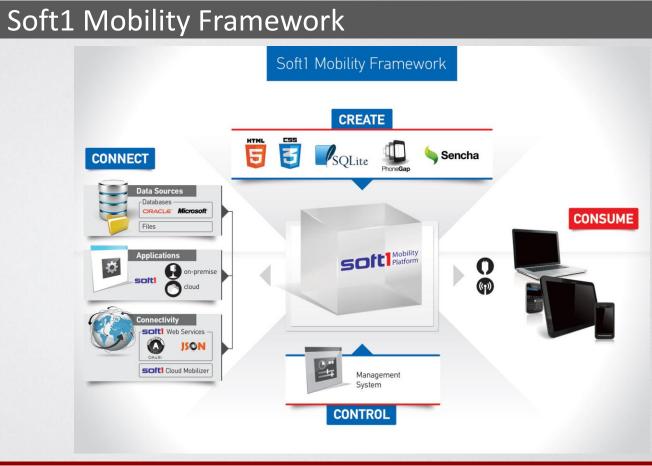


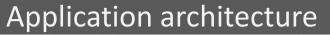
Soft1 Open Enterprise Edition

- Established in 2002
- Development of Packaged Business Software, primarily for SMBs
- Business model Distribution via Channel Partners
- Pioneers on Cloud Windows Azure platform with Soft1 ERP
- 10,500+ installations South Eastern Europe, Russia and Middle East
- International installations Cyprus, Romania, Bulgaria, Serbia, Turkey, Malta, Russia, Dubai
- Effective support organization serving 300 channel partners
- Management of SoftOne, 30 years ERP experience in packaged business software solutions
- 75 employees marketing, sales, support, R&D, Accounting & Administration

# The Product: Single – Powerful - Open Enterprise Solution







▶

### **Design Principles**

**Operational Configurations** 

- Interoperability
- Cloud enabled
- Multi-tenant
- DB & OS independent
- Standalone
- Client / Server
- Cloud
- Web Server
- Com Server

- Services
- Remote SMS & e-mail
- Web Services (REST, JSON)
- Cloud Agent through web sockets

# **Application Features & Capabilities**



- Clipboard Integration
- Editable Browsers
- Quick View
- In-Field Calculations
- Jobs History
- Auto save & send reports
- Outlook Connector
- Custom Forms & Browsers
- Alerts Event Driven Actions
- User Fields, Tables, Objects etc.
- System Functions Business Functions
- Master Detail Lists / Printouts
- Internal SQL Monitor & Explorer
- Data Import & Export (Excel, ASCII, etc.)
- System Log Files
- Activities Trace

- Drag n Relate
- Work Flow Scenarios
- Custom HTML Menus
- Drill down
- Search as you type
- Server or Client side report execution
- Custom Administration
- Auto Login System
- POS & Retail Management
- Gadgets (RSS, Data, HTML)
- Custom SDK Code Files
- S1 Database Designer
- Internal & Windows Scheduler
- Soft One Batch Script Language
- Email, Task, Calendar Management



# **Reporting Tools**

### **Business Intelligence Tools**

- QlikView
- Soft1 Dashboards
- Soft1 Pivot Tables

### **Embedded Reporting Tools**

- Browsers
- Design Reports
- Open Reports

# **QlikView**

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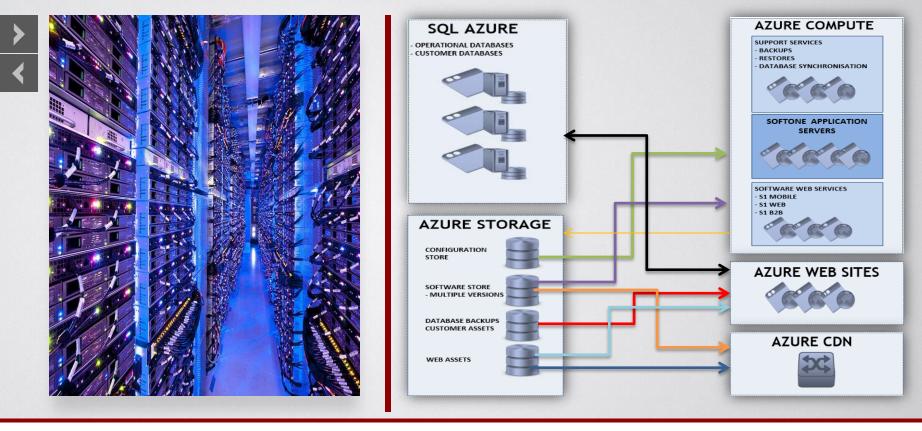
### **Integrated Reporting Tools**

- Crystal Reports
- MS Word Forms & Printouts
- MS Excel Forms & Printouts





### Architecture - Soft1 Ecosystem on the cloud (Windows Azure)



### Soft1 ERP - Next Generation Open Enterprise Software

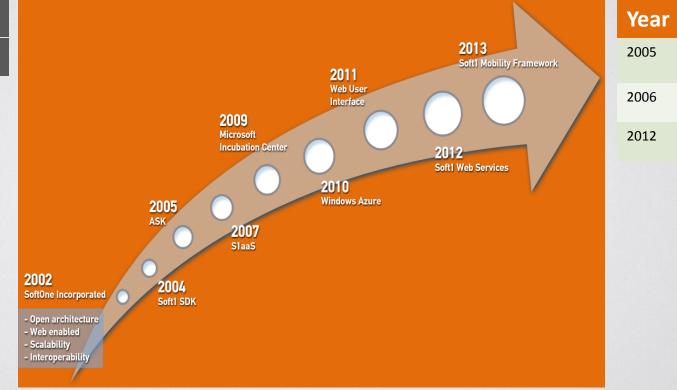


# 7 Reasons...

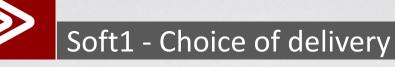
- 1. SoftOne Commitment
- 2. Choice in Soft1 delivery model
- 3. Anytime-Anywhere access
- 4. Soft1 a Development Platform
- 5. Role based functionality
- 6. Enhanced Business Intelligence capabilities
- 7. Corporate wide-visibility

SoftOne Commitment





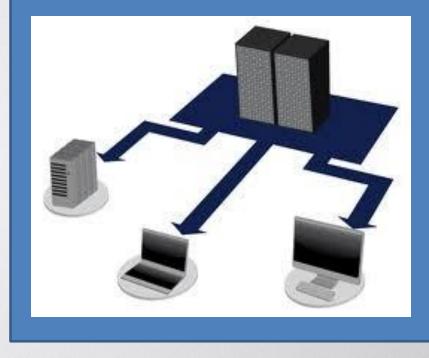
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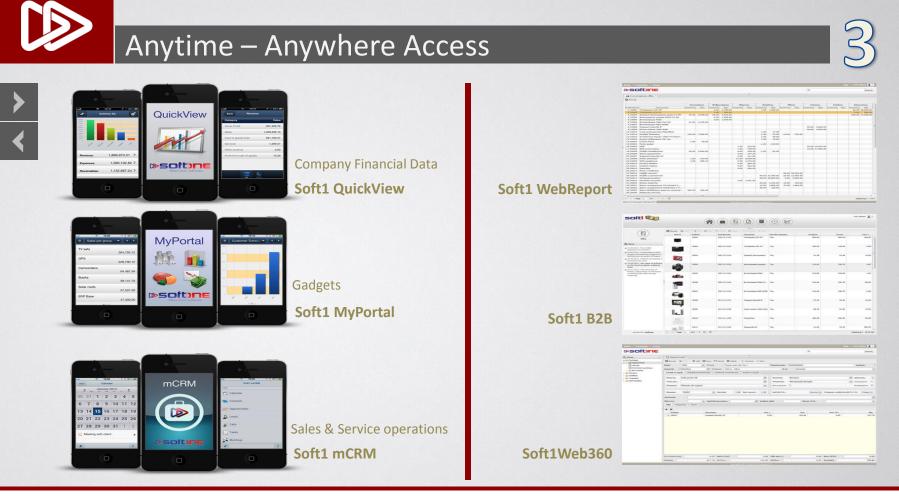




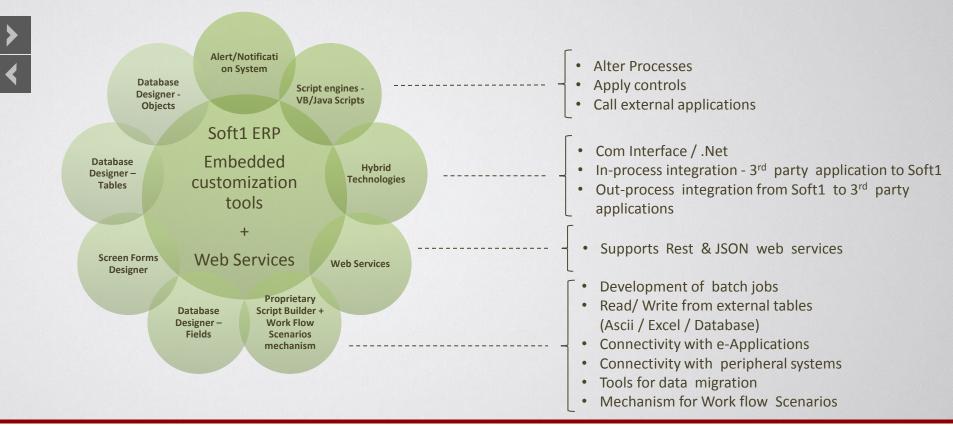
Cloud Public Cloud / Private Cloud vs 17 220 22 120

### **On-Premise**





Soft1 ERP a Development Platform





Example of Soft1 Development platform

> After Modified Retail Screen developed with Soft1 Hybrid Technologies

Before

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## Role Based User Functionality



#### **Applicable to Users / User Groups**

- Linked to Company/ Branch / Department
- Access User Rights
- Control

### Users can apply:

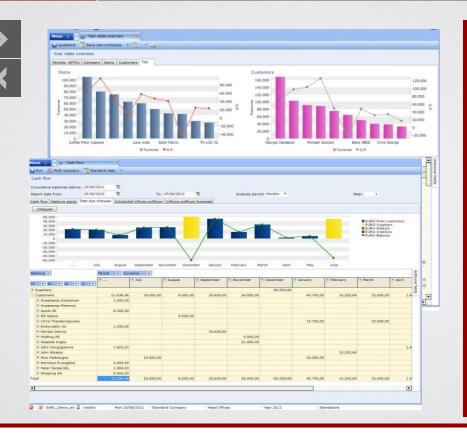
- Graphic Views
- Lists / Browsers
- Emails
- Current / Outstanding jobs
- Other Information

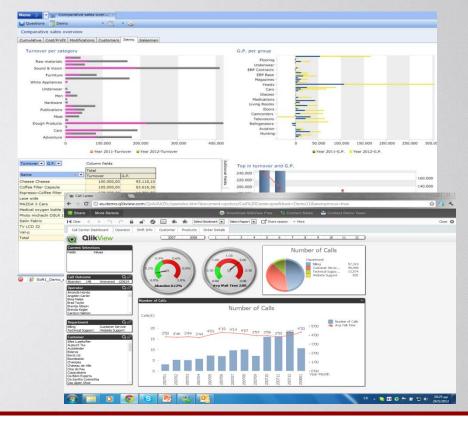
### Soft1 Open Enterprise

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**Enhanced Business Intelligence** 



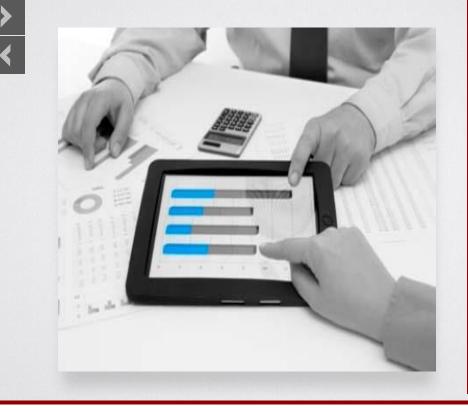






# Corporate-wide Visibility





- Multi-company
- Multi-site
- Multi-currency
- Multi-warehouse
- Multi-lingual



## SoftOne Support



- Embedded Support Services in Application
- e-Learning & User Support
- New Versions & Fiscal Adaptation
- Enhanced capabilities in the installed modules
- Fiscal congruency of the business at all times



# Soft1 Product – Market Sectors Deployed

#### **Commercial**

- Medical & Scientific Equipment
- Books Newspapers Magazines
- Computers Office Equipment
- Construction Materials
- Electrical Appliances & Equipment
- Hair Dressing Equipment
- Household Appliances
- Liquor Stores
- Bathroom Fixtures
- Supermarkets
- Toys
- Telecommunications
- Textiles
- Optics
- Heating Air Conditioning
- Flower Shops
- Paper Wood
- Minerals
- Machines Tools Abrasives
- Retail

### **Services**

- Accounting Services
- Consulting Services
- Radio & TV
- Travel Agencies
- Hotels
- Logistics
- Civil Engineering
- Decoration
- Banks
- Financial Services
- Security Services
- Training Education Centers
- IT Services
- Plumbing Installations
- Transportation
- Fuel Distribution

### **Production**

- Food Products
- Chemicals
- Linen
- Metal Products & Construction
- Furniture
- Agricultural products
- Wood and cork products
- Mines Saltems
- Clothing Footwear
- Medicine Cosmetics
- Wall and Floor Lining
- Paper Products



Partner Value Proposition

Product

> <

- Ready-to-Run application
- Agile
- Highly configurable
- Open Architecture platform
- Deliverable on Cloud / On-premise
- Embedded Web services for Web and Mobile applications
- Embedded customization tools for the development of bespoke solutions

Pricing .

- Flexible Pricing Policy in line with local market conditions
- Greater profit margins

#### Partner

The Opportunity

- Negligible investment Low risk entering new markets
- Quick time to market
- Opportunity to develop a new business model
- Cloud Computing
- Mobility

# Our goal... a Win-Win Partnership...



- By introducing our existing success into a new partners' market
- By leveraging our award winning cloud technology to a new partner dominant ERP position in the small to medium size market
  - By speedily meeting a new partners' country needs using our rapid localization process and tools
- By meeting partners' customer pricing needs with our flexible and competitive subscription or license model











# **SoftOne Partners**