

hartelijk welkom!

maconomy klantendag 2009

14 mei 2009, Peter van Ditmarsch



maconomy
don't waste

Agenda



- 13.00 Claus Thorsgaard COO
welcome / new logo / roadmap
- 13.30 Willem Geijtenbeek PwC, Sr Manager
ontwikkelingen / aandachtspunten zakelijke
dienstverleningsmarkt
- 14.00 Michaël van Dalen / Martijn van Bunge, Maconomy
new features Maconomy X1
- 15.00 Pauze / Rondleiding ArenA / 1:1 consultants
- 15.45 Jan Jensen, Product Manager People Planner
Maconomy X1 / People Planner V2.0
- 16.15 Huib van Velthoven, Sales Manager Blx
Maconomy X1 / AnalytiX
- 16.30 Borrel / netwerk

maconomy^{X1} launch

benelux, may 14th

claus thorsgaard, coo



our priorities for maconomy^{X1}



1) customer requirements

2) ease of use

3) integration

our priorities for maconomy^{X1}



1) customer requirements

2) ease of use

3) integration



“X1 will save us a huge amount of time.”

Gayle Giovanazzi, Millward Brown, US

“Maconomy have shown a real interest in our specific requirements...”

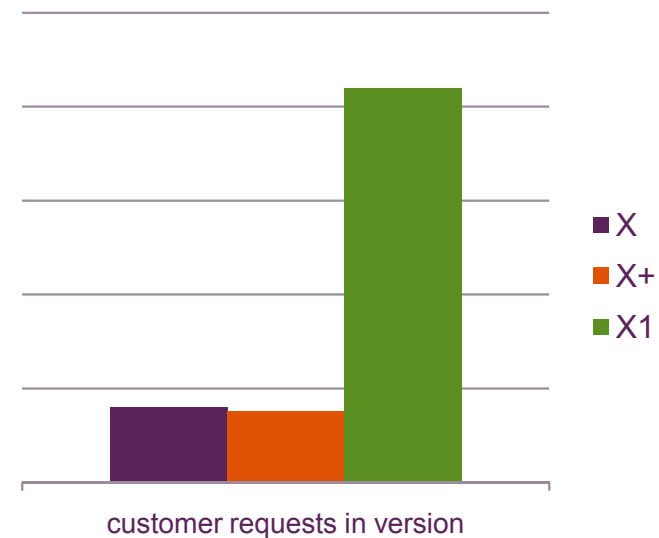
Eva Maria Ecsedi-Larsson, LRF Konsult, Sweden

“...so logical and in line with our different working processes. ...the most flexible solutions that we have seen from Maconomy yet...”

Andy Wood, Research International, UK

“Maconomy fully engaged with us in hearing our business pains and gathering our key requirements...”

Roger Hansen, ErgoGroup, Norway



feedback from customers participating in the development of maconomy X1

the promise of X1

- all about customer requirements



our priorities for maconomy^{X1}



1) customer requirements

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background



600 användare rankar användbarhet

CS RANKNING

Hansa leder med bäst användbarhet, IBS får citronpriset.
Fördelningen bland de deltagande affärssystemen, komplett med poäng – så kallad global usability score, gus:

1 Hansa	66
2 Maconomy	56
3 Comactivity	55
4 MS Axapta	54
5 Jeeves	53
6 Monitor	52
7 MS Navision	52
8 Megabok	51
9 SAP	49
10 Visma/XOR	40
11 Agresso	39
12 Lawson M3	36
13 IBS/ASW	32

Källa: Advince

– Skulle man hårdra data skulle en rimlig ökning av användbarheten kunna översättas i en besparing på upp till 8 miljoner kronor per år och användare. Samtidigt går det

– Värdet av studien ligger i att den visar att det finns ett samband mellan användbarhet och resultat, även om vi inte kan säga exakt vad det består i, säger han.

source: ComputerSweden (an IDG paper), April 2009 (based on X+ release version)

our priorities for maconomy^{X1}



1) customer requirements

2) ease of use

3) integration

maconomy^{x1} highlights



- stronger and more flexible invoicing process
- added back-office control
- more easy to use and flexible resource planning
- tighter resource planning and project follow-up
- new reporting solution
- improved business intelligence solution
- new mobility support
- new look and feel
- ...and a lot more...

maconomy
analytiX

maconomy
people planner

maconomy
mobile

- improved look 'n' feel
- workspaces combining overview with detail
- many new interactive elements
- interface customisation through plug-ins
- massive performance improvements

the promise of X2

- all about end-user experience





the promise of X3

- all about consultant and partner efficiency and effectiveness

- “one PSO solution”
 - modular industry configuration and documentation
- customisations using standard languages and tools
 - eclipse, java, web services, bpel
- open and extensible architecture
 - plug-in extensions in both client and server
 - easy integrations to other systems
 - work flow customisations
- solution toolbox
 - tooling for development, deployment and upgrades of industry solutions
- a real partner offering!



time/work/people/needs

time/work/people/needs



the egoist

"I work solely for my own sake."

needs
status
credit
confidence
self-assertion



the modern individualist

"I work for the company as well as my own sake."

needs
creativity
responsibility
development
challenge



the collectivist

"I work solely for the company's sake."

needs
acceptance
group-membership
contact
subjection



what this means

- maconomy "represents" the modern individualist with a need for creativity, responsibility, development and challenge
- maconomy supports sustainability and balance in the relationship between people and business
- maconomy implements solutions in a way that suits the decision maker as well as the end user based on a respect for their time

our new brand essence



organic business solutions

we create a natural relationship
between people and processes
in professional services organisations

we provide a basis for
overview, follow-up and decision making
in a way which ensures
human as well as financial gain

human as well as financial gain
in a way which ensures



our new pay-off

- don't waste opportunity
- don't waste talent
- don't waste money
- don't waste time

maconomy

don't waste

don't waste



- **qualify your pipeline**
- **woo your prospect**
- **know your client**
- **deliver your promise**
- **embrace your attitude**
- **empower your people**
- **use your heart**
- **balance your life**
- **release your potential**
- **know your facts**
- **create your synergy**
- **don't waste opportunity**
- **don't waste interest**
- **don't waste insight**
- **don't waste trust**
- **don't waste courage**
- **don't waste energy**
- **don't waste relations**
- **don't waste it**
- **don't waste talent**
- **don't waste decisions**
- **don't waste time**



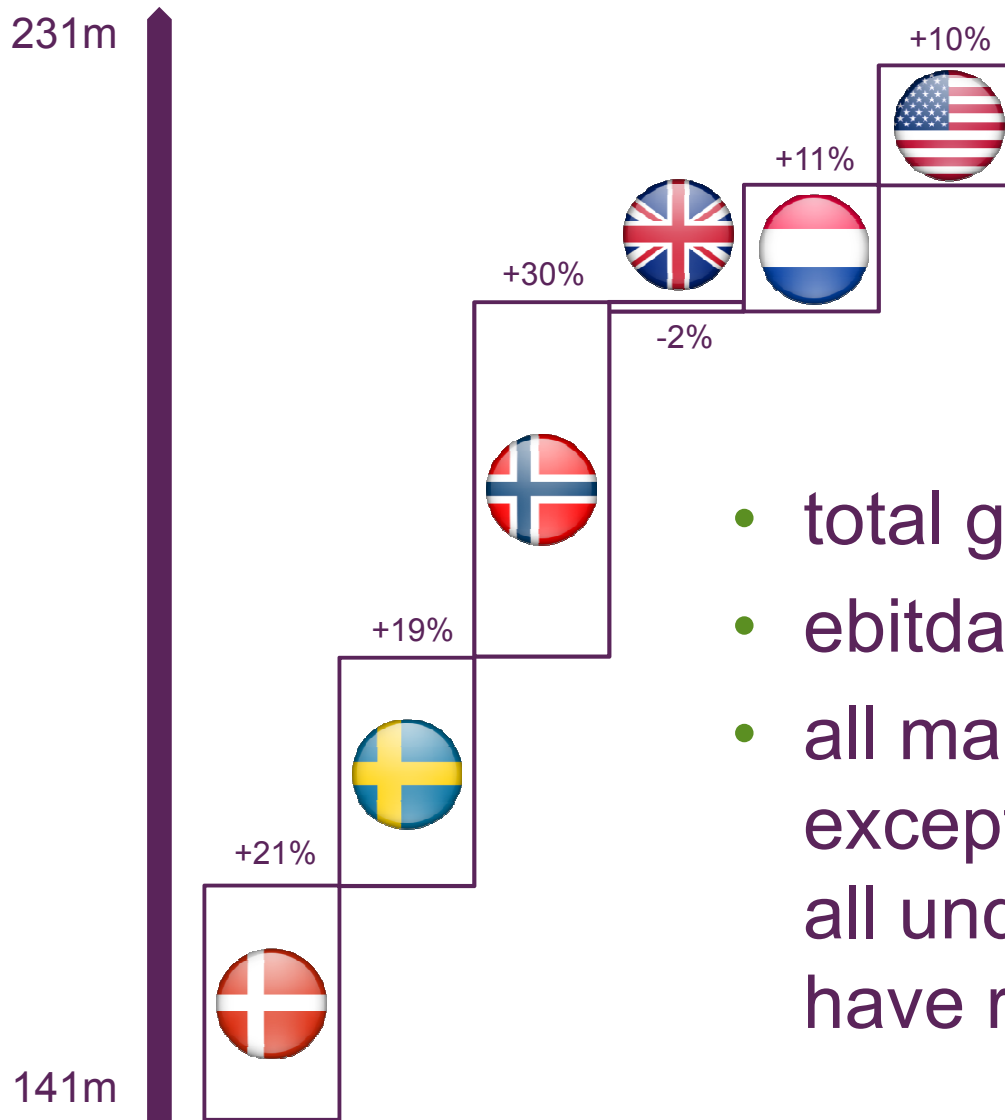
maconomy's focus

- 1) getting closer to our existing customers
- 2) investing more than ever in our portfolio
- 3) becoming more efficient
 - ensuring we have our facts straight
 - improving our processes
 - continuously monitoring our capacity

BACK UP



revenue growth by country 2006-2008



- total growth of 64%
- ebitda from -20 to +9 mdkk
- all markets grew double digit except our uk business (we all understand why, and they have recovered well)



strategic vision

“maconomy will be the leading provider of erp for professional services organisations in europe”

- goals

- 100m€ in revenues in 2011
- ebitda margin of 15%+
- recognized in top 5 by pso industry executives

- strategy elements

based on our strong vision and proven track record on delivering professional services optimization

- new pso segments and new european geographies
- industry configurable “one PSO solution”
- add new license revenue sources
- leverage organic growth as well as acquisitions
- operational excellence

maconomy brand essence



maslow's 'hierarchy of needs'

