

## Our Identity

*Our way of working differs from that of our competitors in a number of areas.*

We believe that a personal approach and building a relationship with your customers has more results in the long term. The customers will also be different than, for example, the customers you get with a Google Ads campaign.

A number of players are (or have been) active on a European level, such as: UsedSoft, Preo, Value Licensing, Discount Licensing, Relicense and more.

What is characteristic of the way these companies work? How does that relate to our way of working?

We then look specifically at the differences in:

- Customer and customer approach,
- Location / Place,
- Our customer groups,
- Market share and penetration,
- Connect to your customers / customer groups
- Products and services

But let's start by briefly stating our vision regarding the European approach.

### **Our vision:**

Find a local partner, so in this example from France and work with a Frenchman, who knows the customs and dos and don'ts of this market. This gives us the opportunity to build a (physical) relationship with the customer and resellers in that region.

Benefits:

Gives more confidence to the client, gives the opportunity to build a physical relationship of trust because you are a local partner.

Cons:

The head office has less input and is dependent on the performance of the (local) partner.

We think it is a good point to see the organization as one organization instead of a Head Office with partners. We have extra 'power' because we are working with partners locally. Together we are stronger and local representation gives the confidence what the business needs!

## Customers and customer approach

As far as we have been able to see, the competitors operate differently from us. We see that customers are often approached through Google Ads and that this often also results in responding to a customer request. We try to do it the other way around and approach the customer, build a relationship and then fulfill a need. We call it pro-activ instead of spending money on Google and wait until you get a call!

The option to work with Google ads has the advantage that the customer will search if and when he needs licences or a licensing solution. The customer then contacts one of the salespeople and all they have to do is respond to that request. This appears to be an effective way, but the major disadvantage is that it is expensive and that no real relationship is built with the customers. The customers googled this time with success, so will probably do so again when appropriate!

The way we use, whereby a relationship is built and we therefore actively approach the (potential) customers. We can present our whole range of services and start building a relationship. The advantage is that we have the proof that it works and that we are reaping the benefits in the Netherlands and Spain. You also do not have the costs (or lower costs) of Google that run into the thousands of euros each month. The disadvantage is that success comes less quickly, because you do not know when the customers will need licenses or a licensing solution.

The conclusion is that there is something to be said for both strategies, we think that the way of working of the competitors also leaves a market share untouched and that's great!

## Location / City

The European players on the market usually work with a head office from which everything is arranged and all persons are stationed. If a "Relicense" (as an example) wants to acquire a position in France, they hire a Frenchman who, for example, will sit in the (head) office in Germany and take care of the French market, but will be staying in Germany and work from there.

Benefits:

Cheaper, Clear, Short lines

Cons:

No feeling with the market, difficult to build a relationship with the customer

## Our customer groups

We work with different customer groups and distribution channels.

We distinguish a 'direct' distribution channel and an 'indirect' distribution channel, via resellers. We reach some customers or customer groups through both channels.

Direct customers and customer groups:

- Hospitals and the like. Also think of psychiatric institutions, old people's homes
- Government institutions, including the municipality
- Multinationals (Heineken, DHL, Engie, Vodafone, T-mobile and so on)
- Banks, Insurance companies and airports , for example

'Indirect' customers and customer groups:

- Cloud Migrators, (G-Company and so on))
- (License) Advisors, (Blackbelt and so on)
- Microsoft Resellers, (Tech Data, Bechtle, Crayon, Comparex and so on)
- Resellers of hardware and software in general.

Of course there are even more customers and target groups, but this is certainly the 80% we are aiming for.

The 'indirect' distribution channel gives you the chance to sell 'our proposition' ones and let the network/clients of the reseller do the rest. We have margin enough and this will make sure, to get to the break even turnover as soon as possible. This will also give you the opportunity to use the trust the clients already have in this particular reseller to buy 'our proposition'. Sometimes you do this 'thru' the reseller channel and sometimes the reseller wants you to do it yourself and give him a kickback.

## Connect to your customers / customer groups

If we are not using Google ads, how do we get in contact with our customers and customer groups?

The answer is simple; **Just get out there while spreading the word!**

I always say, the most important thing is becoming part of the market in the first place. So all the players on the market, need to get to know you. In the beginning I also made sure that we were in the newspaper and on the national radio. This makes your organization and proposition trust worthy to the market. I can help you with this when you want, been there, done that 😊.

The resellers can be a very useful group to get you known all over the market. You can also look for partners and share your interest with them. We see that working as well. So make sure that they mail, communicate and so on about you and in exchange you can put a so called 'partner' page on the website. This also gives backlinks what will be great for your Google ranking and the organic search engine optimisation.

We are busy with our international network of Microsoft reseller to lay the foundation. If you want we can reach out to the local Microsoft resellers and make sure that they know our successful co-operation in Spain and The Netherlands and introduce you to them. For sure this will give a spin-off!

## **Market share and penetration**

Only when you look at the market as a whole and the percentage that we serve, you realize how great the potential actually is. If you take the Netherlands as an example, Microsoft has a turnover of 1.8 billion per year and the entire market for pre-owned licenses is no more than 15-20 million.

What's important to keep in mind is that the market as a whole is huge and we only need to get a small share of it! In addition, we can often save enormously with our proposition and we have a unique offer in relation to the other providers.

Compared to the other (regular) providers, we have a wider range and better prices. Compared to our direct competitors, we have local representation and are more customer-oriented with our way of working.

## **Products and services**

What products and services do we provide?

- Volume licenses, new and pre-owned,
- Cloud and Hybrid Cloud solutions,
- SAM

With pre-owned and Hybrid Cloud solutions, we offer an additional range of services, where serious money can be saved!

If you have any questions, do not hesitate to call me and we will help you to get the train in motion!