

Si.mobil

Opportunity for Telco Providers inside Cloud Solution ECO system

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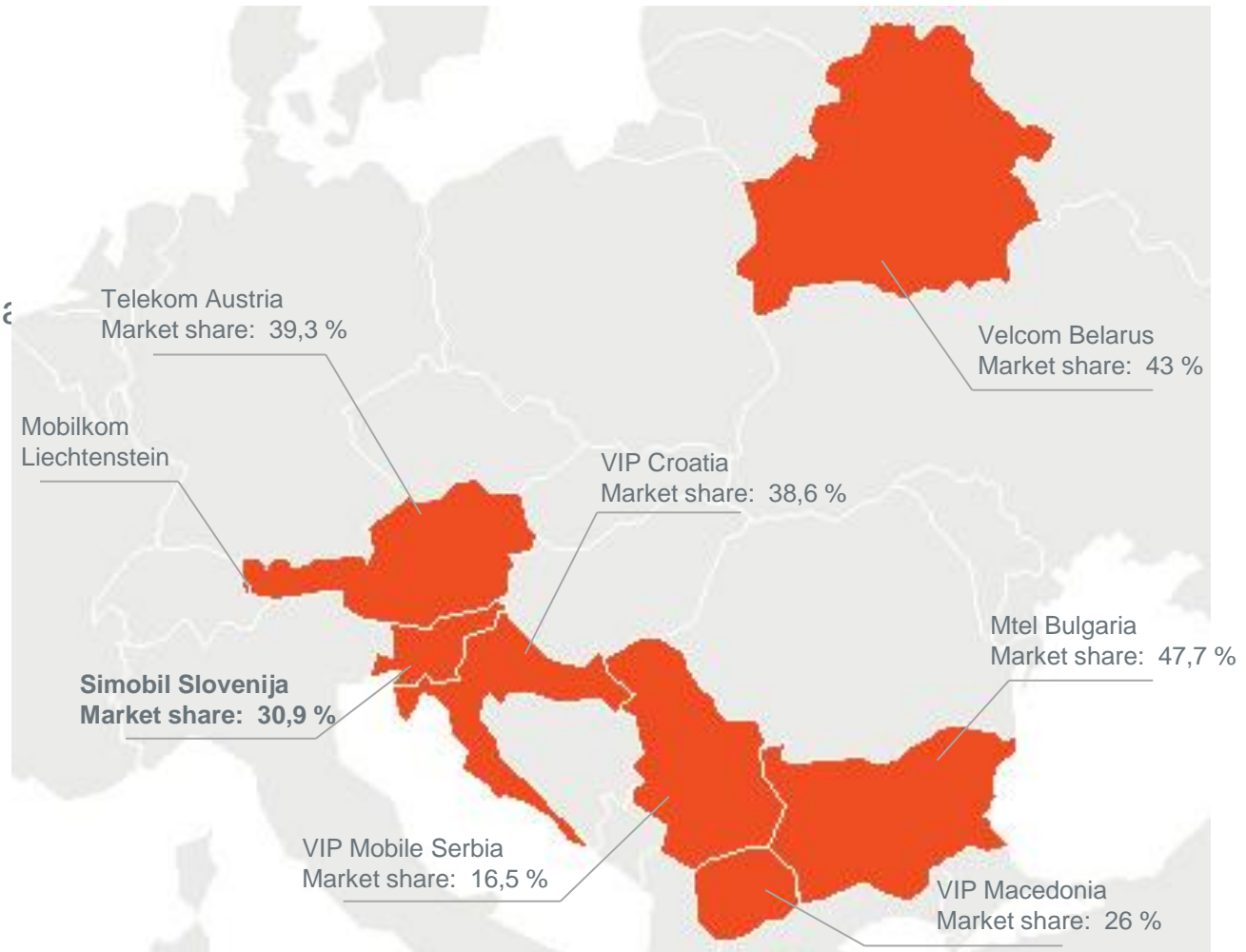
Telekom Austria Group Footprint

20M mobile subscribers

Si.mobil facts:

- 2nd operator in Slovenia
- 30% market share
- member of TAG

Small enough
to be a Playground.



Telco Entering the Cloud Business – “environment”

WHO? Business segment.

ADVANTAGES? Leverage current potentials:

- **TRUST:** existing customer base and relationship.
- **SCALE:** existing direct/indirect sales force (KA, shops, franchises, dealers, ...).
- **REPUTATION:** brand positioning, awareness.
- **CUSTOMER handling:** 24/7 customer care, billing, collection, ...

BASIC REQUEST! Manage Risk

- Low investment.
- Risk share.
- Time to market.

MISSION:

„Focus on your core business and we will take care of the rest”



Our business model

Cloud solutions broker (CSB)

OFFER

Providers
of cloud services.



OpCo
as a cloud solution broker



DEMAND

Business users
and their devices



Without an intermediary between cloud provider and cloud consumer, there's just too much work, time and expense

Daryl Plummer, vice president and fellow at Gartner

Gartner

Provide our business customers what they need when they need and all on one place



How we did it? First 10 months

First half - strategy set up:

- brokerage model (low investment, leverage potential),
- revenue share (risk share),
- NO data centers, they are at service providers,
- local customer relationship.

Next half - "just do it":

- set up initial service portfolio,
- establishing eco system (sales force automation, marketplace, 3rd party integration, self care, Telco system integration),
- sales strategy,
- go to market strategy,
- partner management.



Market launch (June 2011)

Last year:

- build market awareness
- sales channels
- partnering (adding new services)
- sell, sell, sell

Now:

- 3% of existing customer base , 0,5% new
- 21 services
- www.bizstore.si
- developer community start:Cloud

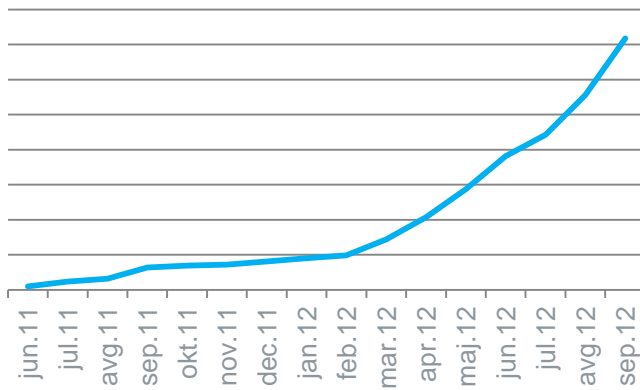


How to sell cloud solutions?

Bundle them with all other services to satisfy all business needs in one place. CV↑

Customer benefits:

1. One provider – Total Offer.
2. Central and simple access whenever.
3. Single contact for all solutions with 24/7 support.
4. Monthly payment.
5. Payment for actual needs – scalability.
6. Consulting – personal custodian.
7. Si.mobil takes over responsibility for security and licenses.



Class Conference 2012



The image shows a screenshot of the Si.mobil website. At the top, there's a navigation bar with the Si.mobil logo and several menu items: POPOLNA PISARNA, TELEFONIJA, INTERNET, POSLOVNE REŠITVE, NAPRAVE, and POMOČ IN IHIHO. Below the navigation bar, there are several service cards. One card is titled "Si.mobilova ponudba poslovnih aplikacij" and lists various services with their monthly prices: Microsoft Exchange (od 2,95 €/mesečno), Microsoft Lync (od 5,95 €/mesečno), Microsoft Office 2010, Google Aplikacije za poslovne uporabnike (Google docs), and miniMAX. A large blue arrow points from the bottom of the screenshot towards the text "Popolna pisarna" and "Vse, kar potrebujete za svoj del, na enem mestu." at the bottom of the image. Below this text are four icons representing different services: Telefonija, Internet, Poslovne rešitve, and Naprave.

How to sell cloud solutions?

Sell them independently to attract non-customer buyers.

www.bizstore.si

Independent web sales channel & marketplace, dedicated to sales, access to cloud-based business solutions.

Target groups:

Non-customer buyers:
BUY

Users (new & Si.mobil):
ACCESS & CONFIGURE

Services providers/developers:
SELL

bizstore.si TRŽNICA POSLOVNIH REŠITEV Rešitve Za razvijalce O bizstore.si Košarica Prijava

Osredotočite se na vaš posel. Uporabljajte rešitve, kjer plačate le mesečno naročnino.

Pozdravljeni na bizstore.si
Spletna tržnica poslovnih rešitev Bizstore.si v slovenski prostor prinaša nov, enostaven način za hitro vzpostavitev informacijske infrastrukture v podjetju. Pozabite na iskanje in nakupovanje drage informacijske tehnologije ter instalacijo programov na vaš računalnik in vsako posamezno napravo. Zdaj lahko rešitve preprosto naročite na enem mestu preko Bizstore.si ter do svojih podatkov, e-pošte in aplikacij dostopate kjerkoli, ne glede na lokacijo ali napravo, ki jo uporabljate. Za rešitve plačujete le naročnino in se na ta način izognete stroškom investicije v infrastrukturo, poslovati pa lahko začnete takoj! Brez dodatnih stroškov za vzdrževanje, nadgrajevanje in licenciranje rešitev






Priključene rešitve: [Vse rešitve](#)

Product Name	Price (€/mesečno)
SOS Backup & Restore	Od 5.00
Allhours.com (delovni čas in prisotnost)	Od 1.80
Exchange	Od 2.95
Google aplikacije za poslovne uporabnike	6.95









Current bizstore.si portfolio

Communication & collaboration

<p>Exchange</p>  <p>Od 2.95 €/mesečno</p>	<p>Lync</p>  <p>Od 5.95 €/mesečno</p>	<p>SharePoint</p>  <p>Od 19.95 €/mesečno</p>	<p>Microsoft Office</p>  <p>Od 11.95 €/mesečno</p>	<p>Google aplikacije za poslovne uporabnike</p>  <p>6.95 €/mesečno</p>
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Business solutions

<p>miniMAX (računovodski program)</p>  <p>Od 18.00 €/mesečno</p>	<p>eInvoices (e-računi)</p>  <p>Od 15.00 €/mesečno</p>	<p>Allhours.com (delovni čas in prisotnost)</p>  <p>Od 1.80 €/mesečno</p>	<p>PamFax</p>  <p>Od 14.95 €/mesečno</p>	<p>MetaKocka, ko poslovanje postane enostavno</p>  <p>Od 36.00 €/mesečno</p>	<p>Poslovna administracija Balirka</p>  <p>21.48 €/mesečno</p>
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Security & Backup

<p>Varnostne rešitve F-secure za računalnik</p>  <p>3.00 €/mesečno</p>	<p>Mobilne varnostne rešitve F-Secure</p>  <p>2.40 €/mesečno</p>	<p>SOS Backup & Restore</p>  <p>Od 5.00 €/mesečno</p>
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Hosting

<p>Najem strežnika</p>  <p>Od 271.50 €/mesečno</p>	<p>Spletna domena</p>  <p>1.95 €/mesečno</p>
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More ...



How to address service providers and developers?

Established developers portal

<http://developers.simobil.si/>

Developers benefits:

1. Additional sales channel and new revenue source.
2. Recognition through Telco.
3. Access to existing Telco customer base in business segment.
4. Support, promotion, billing, SSO, metrics.
5. References & access to community partners.



Razvijajte za Bizstore

[Bizstore](#) [Prednosti](#) [Postopek pridružitve](#) [Pridružite se](#)

Prihaja Bizstore. Največja slovenska spletna tržnica poslovnih rešitev!

bizstore.si 

Razvijate programsko opremo ali rešitve za poslovne uporabnike? Mi vam **omogočamo posel!**

S Si.mobilovo spletno tržnico **Bizstore** prihaja popolnoma nov koncept sodelovanja med razvijalci in kupci. Kot prvi na slovenskem trgu vzpostavljamo enostaven in odprt način prodaje poslovnih rešitev, s katerim boste zlahka dosegli vse slovenske poslovne uporabnike. Poleg prodaje bomo poskrbeli tudi za promocijo, zaračunavanje in metriko vaših rešitev.

Si.mobil. Omogočamo posel.

[Vpis](#) | [Pogoji](#)



What's next?

2013

**Regional footprint in
7 countries:**

- Local presence, brand, customer, handling.
- Global services/prices.
- Local services/ developers community.
- Marketplace federation.
- one central repository of services.
- 7 local service selections targeted to match local market requirements.



Oppurtunity for Telco Providers

inside Cloud Solution ECO system

- **Business consulting based on customer knowledge**
Sales strategy + Go to market strategy + Marketing strategy.
- **Build on Marketplace functionalities:** Webshop + Cross-promotion + Customer Self admin + 3rd party developers integration.
- **Support and build up local Developers community:** The development of locally adapted cloud solutions is ESSENTIAL!
- **Develop Sales force tool** as support for direct sales personnel to sell services to customers.
- **Build Support for Partnering** with local partners mainly IT which have existing knowledge and customer base.
- **Business model based on revenue/risk share** vs. high initial investment.



Thank you.

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