Opportunity for Telco Providers inside Cloud Solution ECO system

Boštjan Škufca Zaveršek, CFO
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.

**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

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.
5. Payment for actual needs – scalability.
7. Si.mobil takes over responsibility for security and licenses.
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**
Current bizstore.si portfolio

Communication & collaboration

- Exchange
  - Microsoft Exchange
  - From 2.95 €/month
- Lync
  - Microsoft Lync
  - From 5.95 €/month
- SharePoint
  - Microsoft SharePoint
  - From 19.95 €/month
- Microsoft Office
  - From 11.95 €/month
- Google Apps for Business
  - From 6.95 €/month

Business solutions

- miniMAX (business program)
  - From 18.00 €/month
- envoices (e-receipts)
  - From 15.00 €/month
- Allhours.com (time and attendance)
  - From 1.80 €/month
- Pafax
  - From 14.95 €/month
- MetaKocka, one-click posting
  - From 36.00 €/month
- Electronic administration Balirka
  - From 21.48 €/month

Security & Backup

- F-Secure
  - From 3.00 €/month
- Mobile security F-Secure
  - From 2.40 €/month
- SOS Backup & Restore
  - From 5.00 €/month

Hosting

- SRC domain rental
  - From 271.50 €/month
- Selected domains
  - From 1.95 €/month

More …

Class Conference 2012
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.
What’s next?

2013

Regional footprint in 7 countries:

• Local presence, brand, costumer, 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.


• 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.

bostjan.zaversek@simobil.si