Market, Sell, Deliver and Optimize
through your supply chain.

TIE KINETIX
total integrated e-commerce

Market

Deliver

Optimize

Sell

Analytics & Optimization

Erik Jan Hengstmengel,
CEO and Vice-President Analytics & Optimization

Erik Jan Hengstmengel

- **Managing Consultant Cap Gemini (Utrecht)**
  - Change Management, Intranet, E-Business
- **Manager Consultancy and Services Wideyes (Stockholm)**
  - HR SaaS Solutions
- **Division Manager Jobpilot (Frankfurt, London)**
  - Recruiting SaaS Solutions
- **Manager Sennheiser (Hannover)**
  - Global Marketing and Sales
- **MD Tomorrow Focus Technologies**

(based in Germany since 2001)

Optimize with Analytics & Optimization Solutions

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DEMAND GENERATION	E-COMMERCE	INTEGRATION	ANALYTICS & OPTIMIZATION

Solutions

- User Experience Optimization
- Search and Performance Solutions
- Portal Solutions and Optimization
- Hosting / Cloud Solutions

Results

- Continuous Data Driven Conversion Improvement
- Market Leading Tools Optimally Integrated in Your Platform
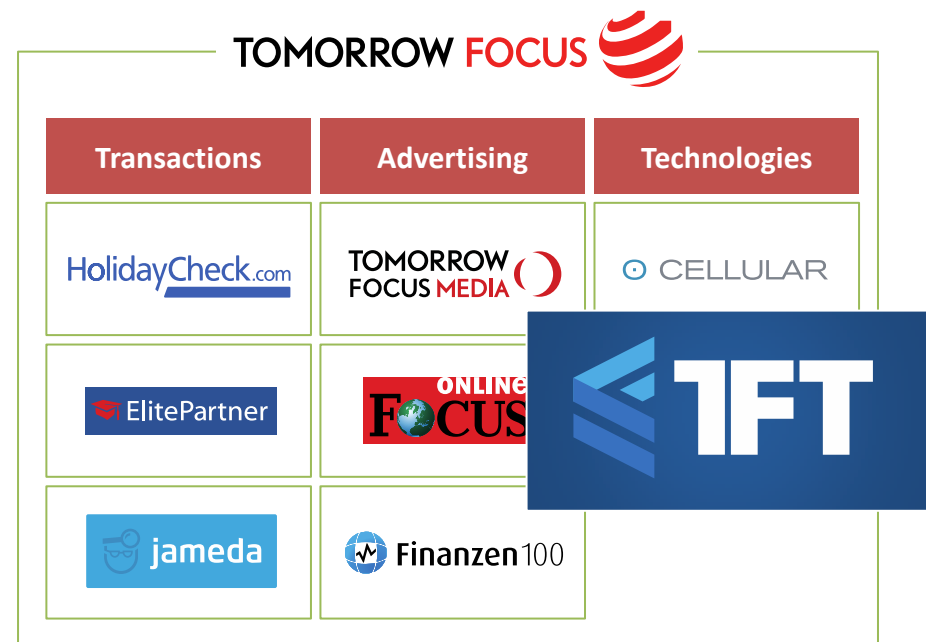- Innovative Solutions to Generate Online Business

The roots of TIE Kinetix GmbH

- **Untill December 1 2013: 100% Subsidiary of Tomorrow Focus AG**

- **Business areas:**
  - Solutions and Technology
  - IT Services and Hosting
  - User Experience and Design

burdadigital
the future of digital media

TOMORROW FOCUS

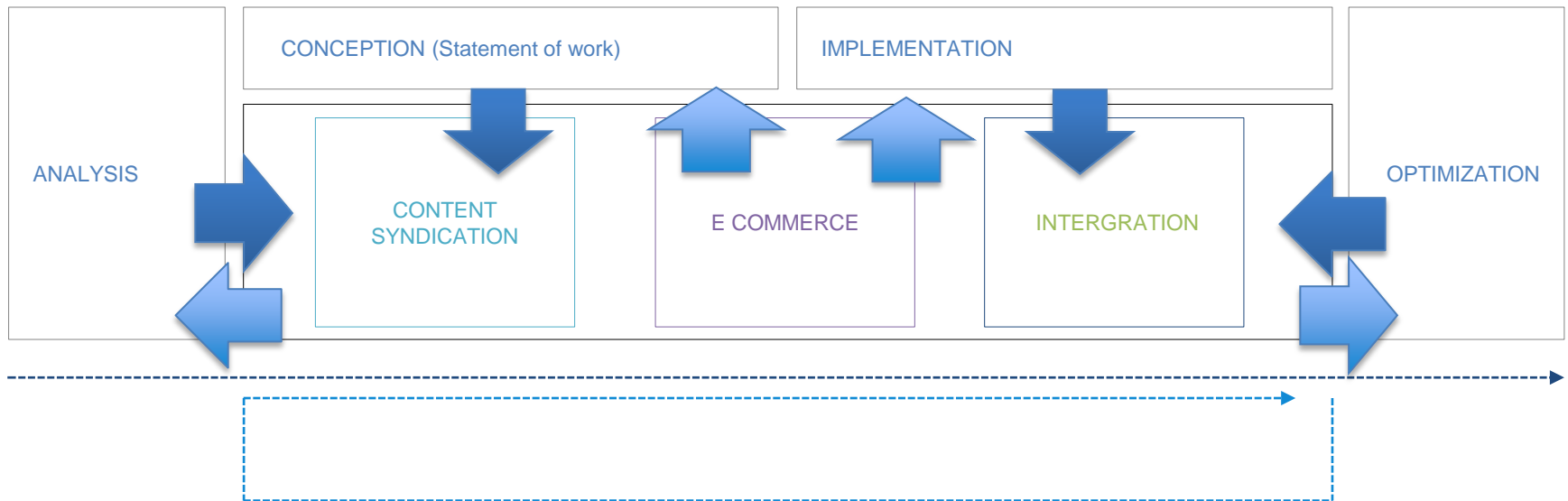| Transactions	Advertising	Technologies
HolidayCheck.com	TOMORROW FOCUS MEDIA	CELLULAR
ElitePartner	ONLINE FOCUS	
jameda	Finanzen100	

TFT

Mission Analytics & Optimization

For companies doing online business, we offer services and products that raise their Business Maturity, by making web solutions performing under any circumstance, more attractive, accessible and intuitive.

We aim for supporting our customers in a continuous improvement process, data driven, with use of state of the art tools and lead by inspiring specialists with high expertise.

A&O synergies with other business lines

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ANALYSIS	CONCEPTION (Statement of work)		IMPLEMENTATION		OPTIMIZATION
	CONTENT SYNDICATION	E COMMERCE	INTERGRATION		

A&O leads to cross selling of SaaS products

A&O gives us the the opportunitiy to help existing customers in other areas, leading to more customer loyalty

A&O expertise as major driver for product definition and development

Product categories A&O

- **Google for Work**
  - Enterprise Search
  - Google Cloud Platform
- **User Experience Optimization**
  - Conversion optimization (including Design)
  - Testing tools reselling and implementation: e.g. Optimizely
- **Analytics**
  - Data is basis for all optimization engineering
  - Google Analytics reselling and implementation
  - Monitoring, analysis, consultancy

Enterprise Search

- **Global partnership (sales, technology, consultancy) with Google for Work**
  - License margins between 15 – 30%
  - Consultancy Margins: 35 – 50%
  - €1.020 K ISP to date FY 2015 (of which €250 K outside DACH)
    - Total FY 2014: €800 K ISP
  - Pipeline 2015 growing steeply
- **USP's TIE Kinetix**
  - Sales presence in UK, NL, DACH, US, F
  - Central consultancy support from DACH
  - Customer references like BMW, Siemens, SKY

Google Cloud Platform

- **Hosting customer portals 25% of revenue of TFT (2013)**
- **Hosting major cost element SaaS solutions TIE**
  - (2nd behind staff costs)
- **GCP Partnership for both own products and sales**
  - Existing DACH customers
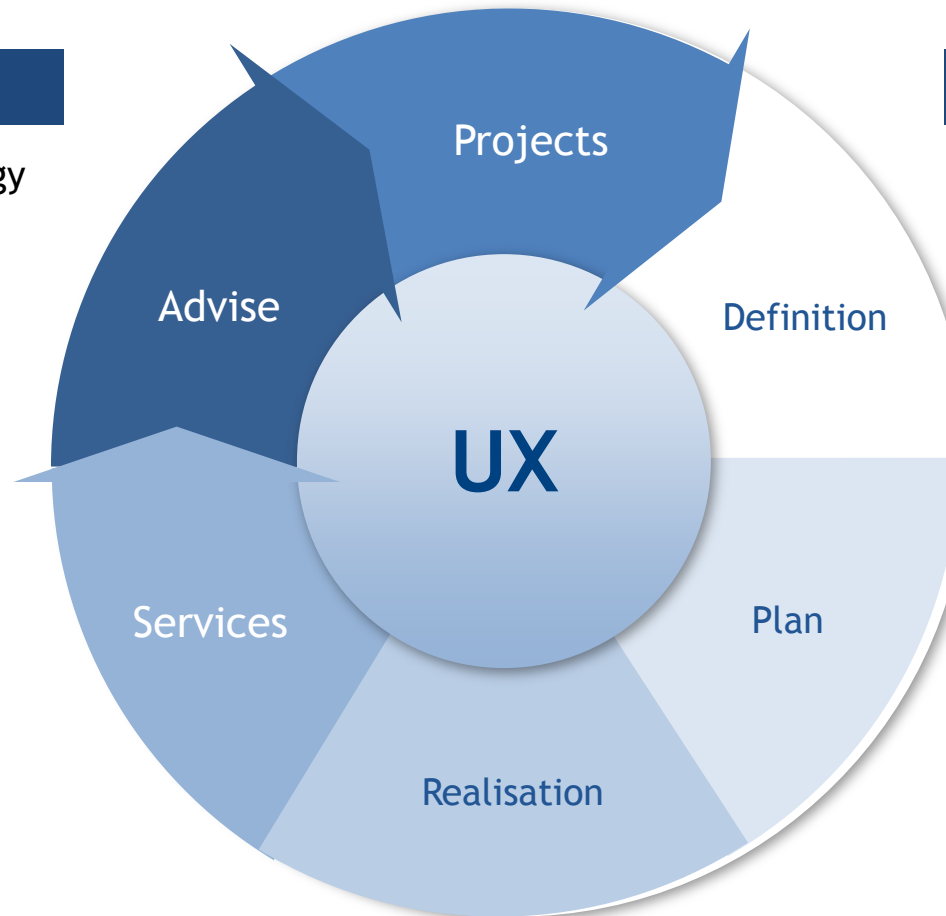 - E-Commerce SaaS
  - New business globally

User Experience Optimization

- **Data based engineering**
- **Focus on conversion improvement customer**
- **Tool reselling Google Analytics and Optmizely**
- **Cross-selling with E-Commerce and Content Syndication**

Market Focus

- **Publishing and Media: € 3,6 M budget**
    - Content Syndication
    - Editorial SaaS (Newsasset)
    - Search and Marketing solutions
    - Portals
- **Telco**
    - E-Commerce SaaS
    - User Experience Optimization
    - Search and Marketing solutions
- **Retail**
    - User Experience Optimization
    - Search and Marketing solutions
    - E-Commerce
- **Integration (TWZ)**

Internal services for TIE Kinetix

- **Office IT**
- **Hosting and Operations**
- **CI and Website Design**
- **Marketing**