



TIE Kinetix 30 March AGM 2018

Cijfers 2017

– Michiel Wolfswinkel

- Omzet en kosten ontwikkelingen in 2017
- Balans, impairment, eigen vermogen
- trends

Marktonwikkelingen en vooruitzichten
Michiel

– Jan Sundelin

Wolfswinkel

2017 Verlies en Winstrekening

	2017	2016
Total revenue	18.854	20.246
Total cost of sales	(8.551)	(9.515)
Gross margin	10.303	10.735
Total Operating expenses	(8.589)	(8.643)
EBITDA (excl. one-time expenses)	1.714	2.065
Impairment	(2.287)	-
Depreciaton & Amortization	(1.416)	(1.280)
EBIT	(1.989)	785

Omzet lager:

- Duitse hosting/portals
- T-Mobile kontrakt eind
- EU projecten eind

Genormaliseerde EBITDA 9.1% (2017) tegenover 10.2% (2016).

Lagere marge door lagere portals/TMobile.

Omzet ontwikkeling

revenue type	2017	2016	YoY growth
License	575	906	-37%
Maintenance and support	2.960	2.988	-1%
Consultancy	4.987	5.794	-14%
SaaS	9.981	9.818	2%
Total	18.503	19.507	-5%
EU projects	351	744	-53%
Total	18.854	20.251	-7%

Portals, Avaya, Hartford

Omzet ontwikkeling:

Licenties: incidenteel, vernieuwing oude licenties. Verkoop via Epicor.

Maintenance/support: licht lager door overgang naar SaaS van bestaande klanten.

Consultancy: lager door minder omzet hosting/portals/non FLOW.

SaaS: FLOW groeit, non FLOW daalt

EU: be-eindigd

Ontwikkeling van FLOW

FLOW	2017	2016	
licenses	0,6	0,9	-33%
maintenance&support	3,0	3,0	0%
SaaS	7,9	7,0	13%
consultancy	4,4	4,5	-2%
FLOW revenue	15,9	15,4	3%
NON FLOW			
SaaS	2,0	2,8	-29%
consultancy	0,9	1,3	-31%
non FLOW revenue	2,9	4,1	-29%

Uitfaseren in FY 2018 en FY 2019

Kosten ontwikkeling

decrease in:	2017	2016	difference
employee benefits	5.195	5.548	-6%
office supplies	230	249	-8%
accomodation	681	691	-1%
communication expenses	434	471	-8%
travel costs	352	458	-23%
increase in:	2017	2016	difference
D&A	1.416	1.280	11%
Professional Services	735	618	19%
marketing	692	512	35%
G&A (incl. Insurance, temps etc)	270	100	170%
non recurring	139	22	532%
impairment	2.287	-	

€ 525k lagere kosten
In alle kosten posten
die aan personeel zijn
gerelateerd

€ 720k hogere kosten
In kosten derden, advies
en afschrijvingen

Impairment waarom?

Ultimo 2017:

- geen financiering
- Stabiele cash positie
- Werkkapitaal faciliteit € 1.25 mln niet getrokken

Shareholder equity:

Daalt van € 4,47 per aandeel (2016) naar € 2,94 per aandeel (2017)

HAND OVER TO JAN SUNDELIN

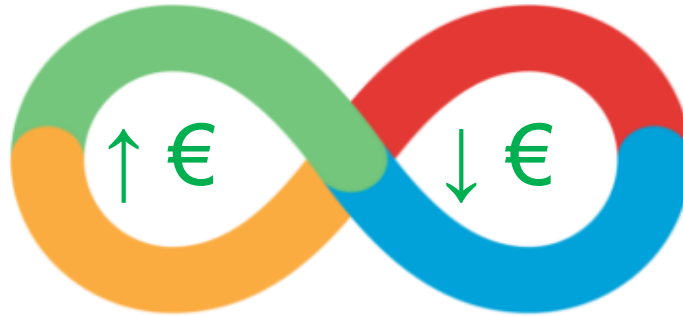
At the core of TIE Kinetix

- Doing business with and through independent partners is complicated
- Independent partners run their own business
- Revenue in the entire supply chain is not maximized
- Cost in the entire supply chain is unnecessary high



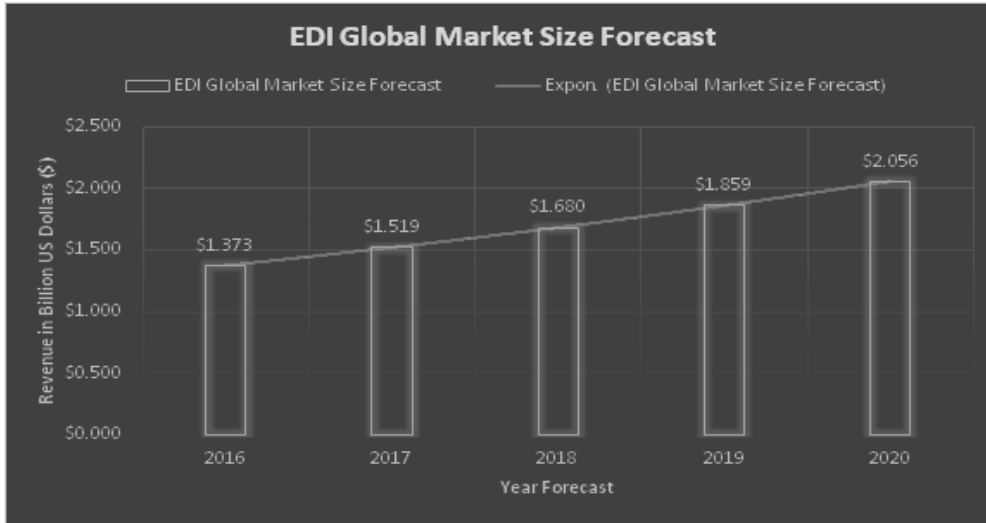
FLOW Partner Automation comes to the rescue

FLOW Partner Automation from TIE Kinetix removes all boundaries and blockers in marketing, sales and fulfillment through your partner community. It enables you and your independent channel and trading partners to seamlessly work together and lets you operate as if you are 1 company. FLOW creates a seamless end user experience and buyers journey by paving the partner-customer journey.





System & Supply Chain Integration



[February 18, 2016](#)

<https://www.dartconsulting.co.in/market-news/electronic-data-interchange-edi-global-market-and-its-applications-in-industries/>

E-invoicing adaption (Gartner)

Position and Adoption Speed Justification: After a few dormant years, e-invoicing adoption has finally increased, showing solid growth in the past three to four years. Although none of the following reasons in isolation is likely to be enough to warrant continued growth, all of them together have been driving, and will continue to drive, toward widespread adoption:

- Strong user demand, because of the associated process improvements and resulting cost savings
- More governments worldwide mandating e-invoicing, with more to come in the next few years
- Increased maturity and effectiveness of e-invoicing solutions

E-invoicing will continue to grow steadily simply because the momentum of the three factors noted above is stronger than the decelerating force of the challenges.

➤ E-Invoicing Adoption has increased and will continue to grow steadily.

E-Invoicing - Market Priority (Gartner)

Figure 2. Priority Matrix for Procurement and Sourcing Solutions, 2017

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
transformational			AI for Procurement B2B Network Intelligence Multienterprise Grid Functionality Postmodern ERP Blockchain Smart Contracts	
high	Contract Life Cycle Management Procurement Networks	Application PaaS Multidomain MDM Solutions Procure-to-Pay Suites Robotic Process Automation Software Source-to-Pay BPO	Track-and-Trace and Serialization	
moderate	E-Invoicing Parts and Materials Search and Selection	Data Quality for Purchased Parts Dynamic Discounting Enterprise Legal Management Information Exchanges IT Vendor Risk Management Mobile Procurement Applications MRO Procurement Solutions Procurement Savings Management Solutions Security Rating Services Social Procurement Tools SOW Services P2P Solutions Supplier Quality Management Applications Supply Base Management	Freelancer Management Systems News Monitoring Service Governance Solutions Source-to-Settle Solutions	
low				

As of July 2017

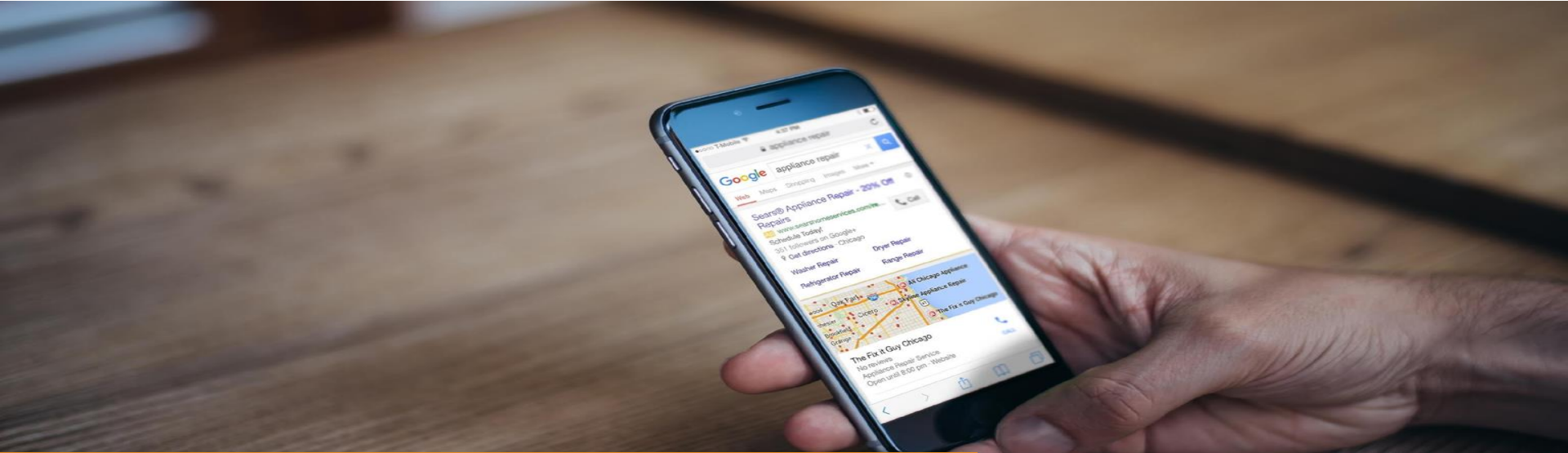
© 2017 Gartner, Inc.

- E-Invoicing is set as moderate priority (by Gartner)
- E-Invoicing takes 2-5 years to mainstream adoption (by TIE)

Strategic Planning Assumptions

By 2021, expanding adoption of e-invoicing, e-sourcing and supplier information management technology will result in a tenfold increase in digital B2B interactions over 2017 volumes.

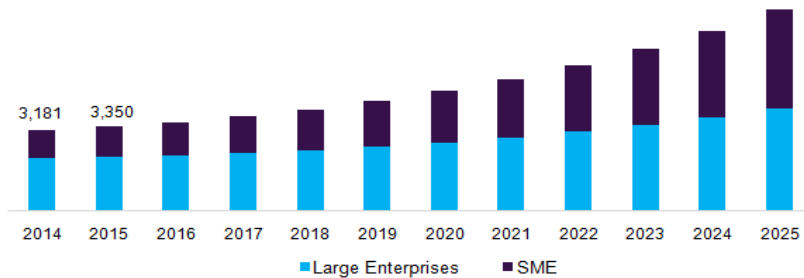
Supplier adoption of multienterprise solutions will grow slowly (less than 10% per annum) until 2019, at which time buyers and technology providers will begin to take supplier experience seriously and growth rates will accelerate to more than 100% per annum.



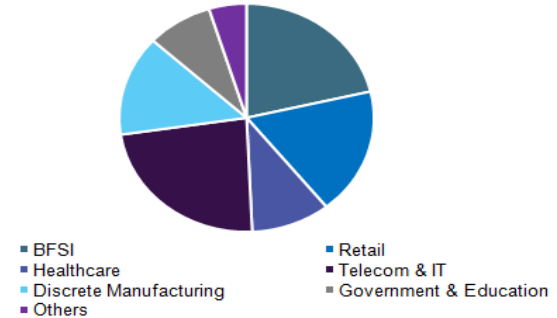
Demand Generation Side of FLOW -

Marketing automation

Global marketing automation software market, by enterprise size, 2014 - 2025 (USD Million)



Global marketing automation market, by application, 2015 (%)



Published: April 2017

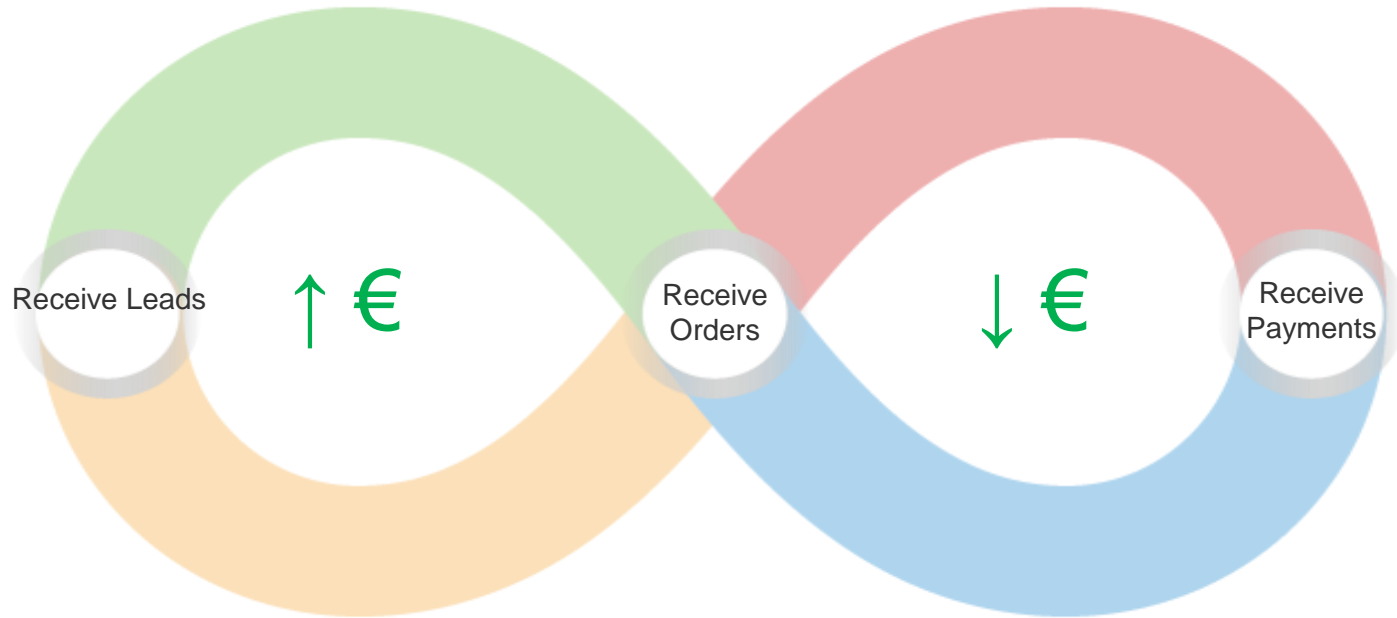
<http://www.grandviewresearch.com/industry-analysis/marketing-automation-software-market>

Strategic Planning Assumption

By 2019, 20% of B2B organizations in the high-tech industry will have changed their indirect channel support approach by using commercially available PRM applications.

- According to Gartner, the PRM (Through Partner Marketing Automation) market is growing

Partner Journey: Automated



Work with, to, through and from your partner ecosystem

FLOW Success Integration Side 2017

- Chanel
- Bunzel
- Amsterdam
- Rotterdam
- Kemet
- Epicor*
- Syspro*
- Oracle*
- Exact*
- Unit4*

CHANEL 

**X Gemeente
X Amsterdam
X**


Gemeente Rotterdam

EPICOR
SYSPROTM
ORACLE
= EXACTTM
UNIT4

*partner for new business

FLOW Success Demand Side 2017

- Parker
- Unify
- Xerox
- Hon
- Michelin
- Syspro
- Motorola
- Google*
- RIFF*
- Red Hot Penny*

The Parker logo features a stylized arrow pointing to the right, followed by the word "Parker" in a bold, black, sans-serif font.The Unify logo consists of the word "UNIFY" in a bold, black, sans-serif font, with a vertical green bar integrated into the letter "I".The Michelin logo features the iconic Michelin Man character on the left, standing next to a blue rectangular box containing the word "MICHELIN" in white, bold, sans-serif capital letters.The Syspro logo displays the word "SYSPRO" in a bold, blue, sans-serif font, with a small "TM" trademark symbol to its upper right.The Google logo is the multi-colored wordmark, with "G" in blue, "o" in red, "o" in yellow, "g" in blue, "l" in green, and "e" in red.

*partner for new business



FLOW

B model

TIE KINETIX
total integrated e-commerce

Marketing & Hunter Sales Team

Parker

1:1

HUBS
1mln

REVLON®



CHANEL

1:1

HUBS
300k

× Gemeente
× Amsterdam



Gemeente Rotterdam

1:1

HUBS
50k

EPICOR = exact

ORACLE UNIT4 SYSPRO™

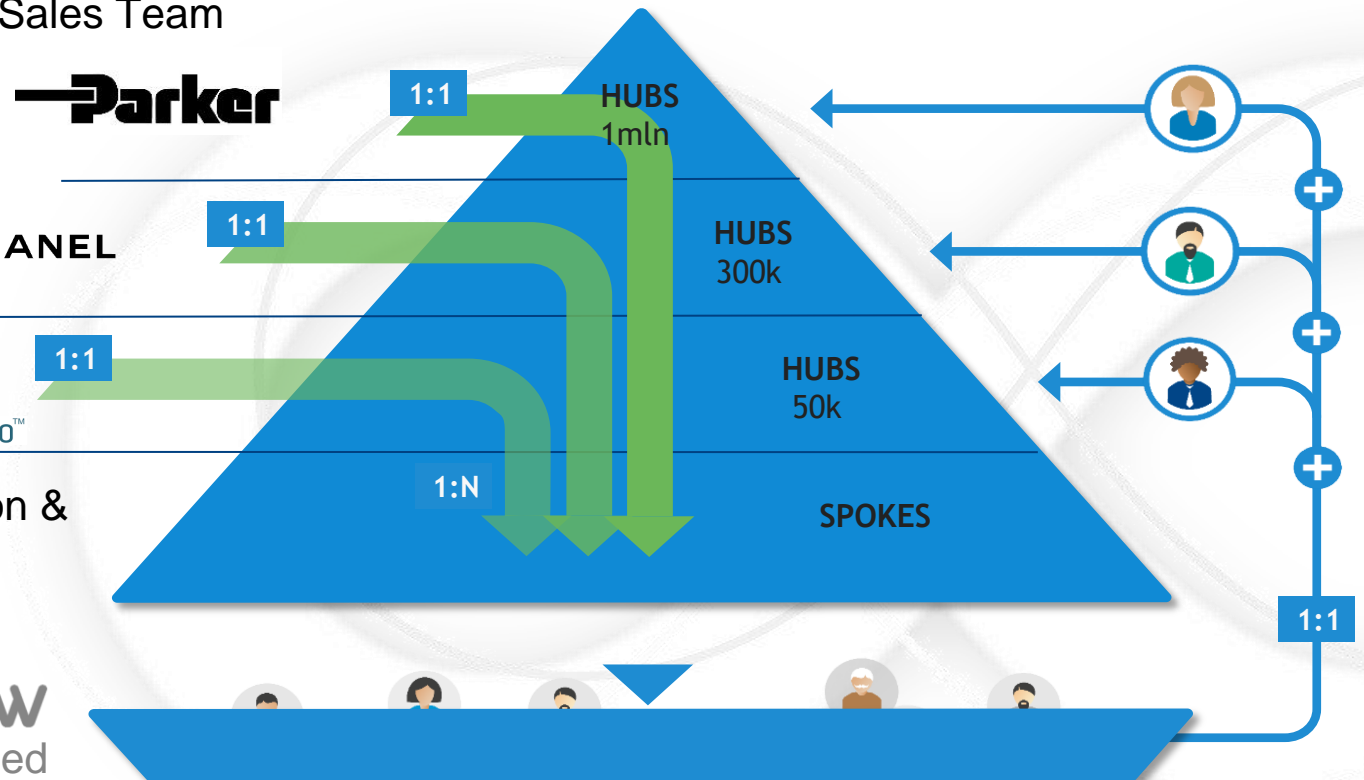
1:N

SPOKES

Marketing Automation &
Onboarding Team



FLOW
qualified



Targets

-
- Main Targets: *HUB's via Supply our Demand Side*
 - Secondary Targets: *Spokes via the Hubs*

- Companies with a large partner eco system (> 1,000) where we can sell pay per document or pay per click as AdWords.
makes it scalable for growth
- Local Governments
- ERP companies

Lead sources for HUB's

- ERP companies (Epicor, Exact, Unit 4, Oracle, SysPro)
- Existing Google relation ship NEW offer AdWords for the channel
- List building marketing action via LinkedIn
- Existing customers

Killer Apps to get in to HUB's

- AdWords for Channel
- B2G Connector
- ERP Connector



Google AdWords
Campaigns



eGov
Invoicing



System
Connectors

Integration: organic growth >> than market growth through:

- leading position in BtG (E-invoicing to government) **YES**
- Vertical focus (FOOD / AUTOMOTIVE / Software / Business Services) **YES**
- International expansion through member of CEFACT (UN) and Peppol (EU) standards **YES**
- Partnership with leading ERP (Epicor, Exact, CGS, etc) **YES CGS still open. Oracle, unit 4, PROSYS new**
- Partnership with Objective Lune. **YES**
- PtP (Purchase to Pay) application Smart PDF. **YES**

AdWords: high volumes / lower margin

- 'Google' drives new accounts **YES but start April 2018**
- 'on-line add market' brings new account and markets **YES pilot 18 total**
- Upsell potential: from AdWord to FLOW **NO still pilot no deal**
- Vertical focus
- Unify / Xerox / Michelin **YES still pilot and still local**

Serious revenue potential; however at lower margins **NO still pilot**

Mid Term outlook

Hosting and portal revenue: non strategic

This is going on still

- Customers' move from private to public accelerates
- maintain existing accounts if/where possible
- Limited role for TIE Kinetix

SaaS / business application revenue:

- Significant monetary potential
- Customer migration requires serious efforts



Mid term ambition:

100% revenue growth, with margin % decline:

1. loss of non strategic revenue (\approx € 3 million in 2017) \approx € 1,5 million in 2018
2. Replace with FLOW
 - Sales fte's solution selling YES
 - Mass market (self service / low prices) YES
 - Deep penetration in less verticals YES
3. Funding to scale (organic / non organic) Organic

HANDOVER TO MICHIEL WOLFSWINKEL

Hoog Groei scenario

Kenmerk: hogere groei met op langere termijn +/- 0% EBITDA marges

Omzet verwachting:

Daling non FLOW omzet op korte termijn

Daling FLOW consultancy omzet o.a. door self service

Groei in FLOW SaaS omzet

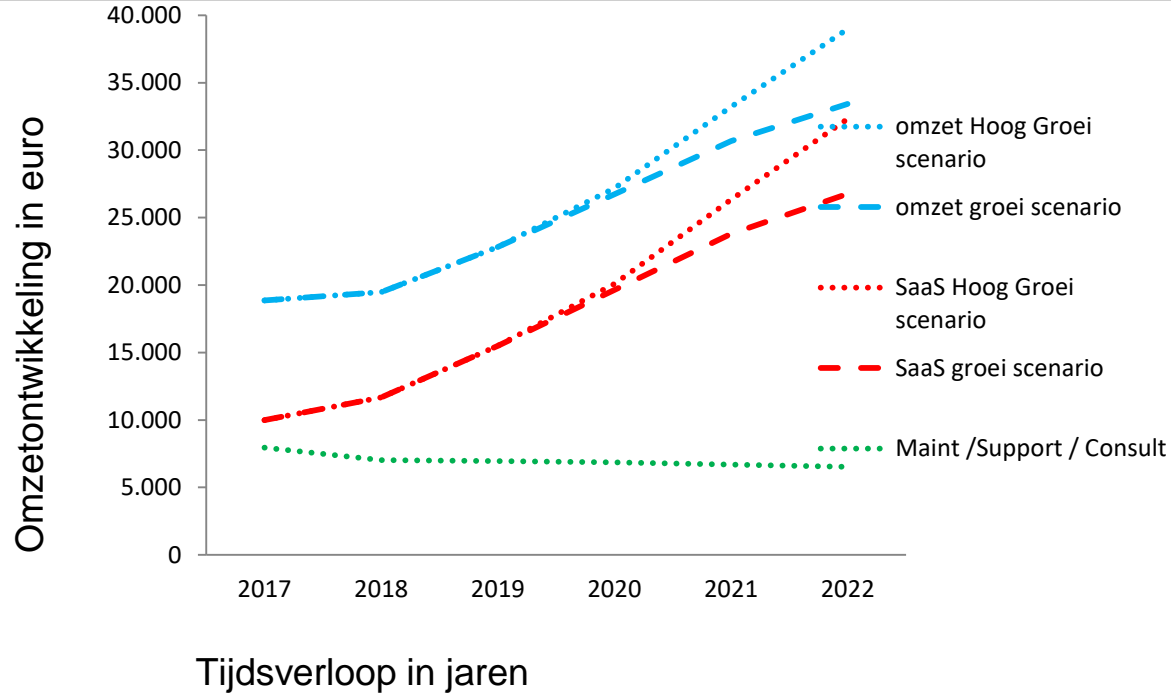
Verschil met huidig scenario: sterkere groei in SaaS door extra sales fte

EBITDA marge:

EBITDA meerjarig ingezet om groei te financieren

EBITDA meerjarig naar +/- 0%

Omzetontwikkeling per scenario



Inzet van TIE Management

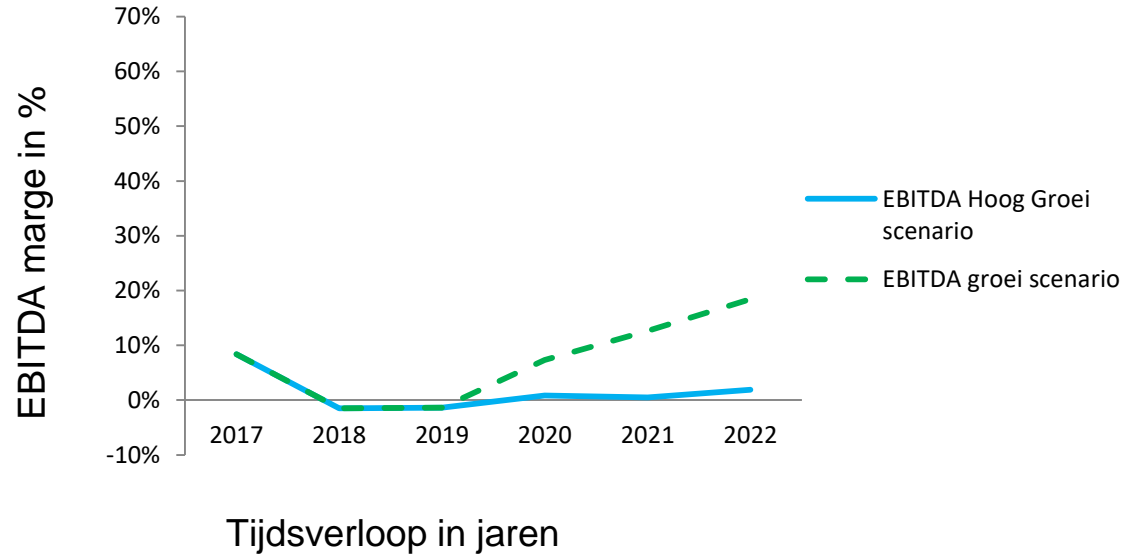
Korte termijn (2018 en 2019) groei scenario;

Akties 2018 en 2019:

1. Opschalen Marketing inspanningen
2. Opschalen Sales Werving & Selectie (+/- 10 sales fte extra per jaar)
3. Actieplan Duitsland (versterken management en sales ftes in Duitsland)
4. Actieplan Frankrijk (openen kantoor Parijs, reorganiseren Montpellier)

Bij gebleken succes eind 2019: hoger groei scenario jaar 2020, 2021 en 2022

EBITDA ontwikkeling groei scenario's



Investeren in SaaS:

kosten (sales kosten;set up kosten) komen eerst, en omzet (abonnementen) komt later → 9-12 maanden

Thank you!


TIE KINETIX
total integrated e-commerce



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Demand Generation | E-Commerce | Integration | Analytics & Optimization