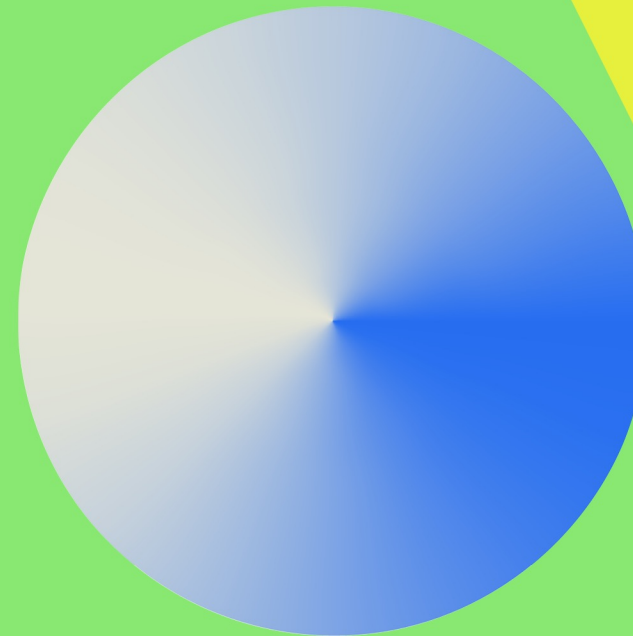
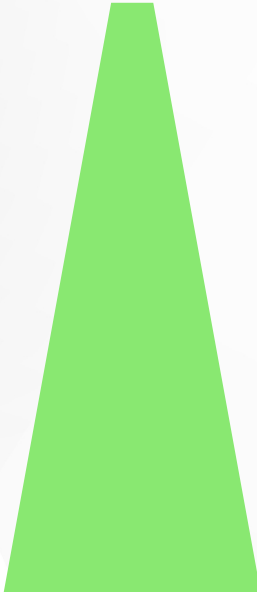
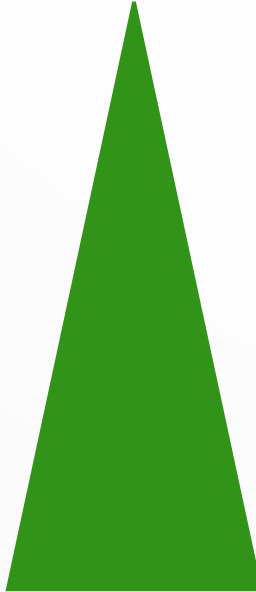
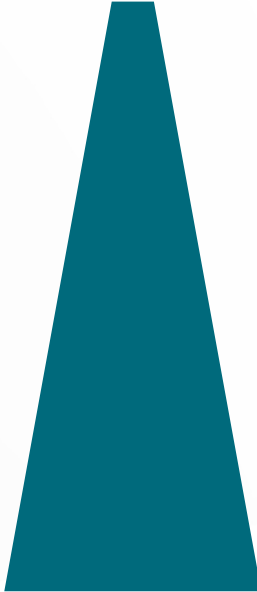


TRANSFORM TO PERFORM

**ALSO CAPITAL MARKET DAY
2.12.2021**

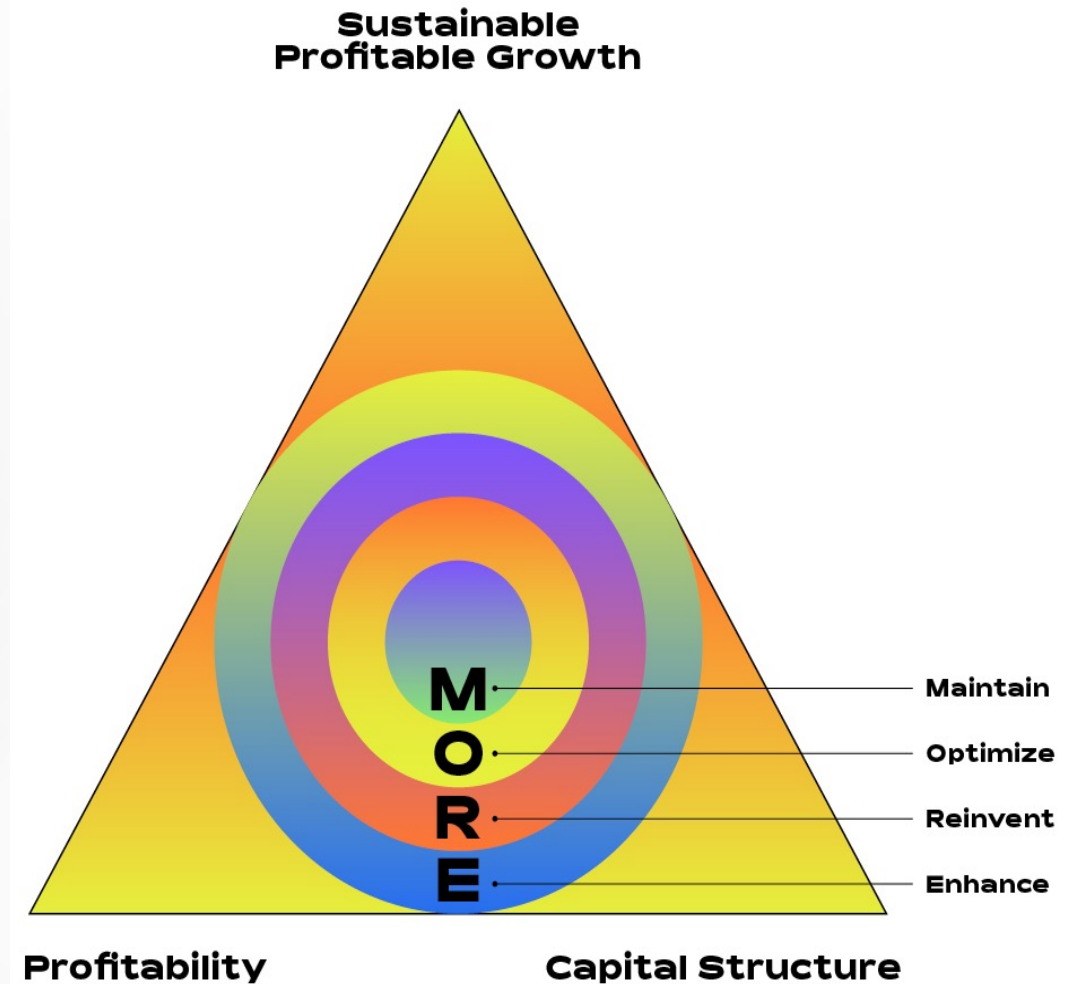


OUR BUSINESS MODELS – SUPPLY, SOLUTIONS, SERVICE

Business model	Route to market	Revenue	EBITDA margin	Customer loyalty	ROCE
Supply	Mainly transactional				
Solutions	Hybrid				
Service	Mainly consumptional				

STRATEGICAL FRAMEWORK: MORE

- ▶ **Maintain** our existing business
- ▶ **Optimize** our market share and processes
- ▶ **Reinvent** our business models
- ▶ **Enhance** our portfolio and profitability



SUPPLY AND SOLUTIONS (TRANSACTIONAL BUSINESS)



BEFORE

Sourcing

Training

Certification

Purchasing

Logistics

Stock management

Sales process

Pricing

Credit management

Marketplace





Rechnung	
Nummer	962175451
Datum	23.11.2021
Kunden Nr.	
UID	
Seite	1/2

MatNr.	Bezeichnung	Menge/Einh.	Einzelpreis	Gesamt
Lieferschein Nr. 6070741468 / 23.11.2021				
Lieferung an:				
Auftrag Nr.	7044769129 / 05.11.2021	Kommission		
Bestell Nr.	i			
J9281D	1m Direct Attach Copper Cable	2	45,39	90,78
300				
2969632				
Serialnr.				
JW125A	AC power cord 220V/10A 1.8m C13 to SEV 1011	1	2,77	2,77
400				
2667295				
Serialnr.				
JW735A	2-port 10GBASE-X (SFP+) Controller	1	4.516,98	4.516,98
600				
2651711				
Serialnr.				
Q9G71A	Mount bracket kit 10-pack type D solid surface Campus AP	2	72,29	144,58
700				
3315762				
Serialnr.				
R2H28A	RW Unified AP	19	235,55	4.475,45

AFTER

Logistics

Reverse Logistics

Accounting

Aftersales

Analytics

Sales



TRANSFORMATION LIMITS



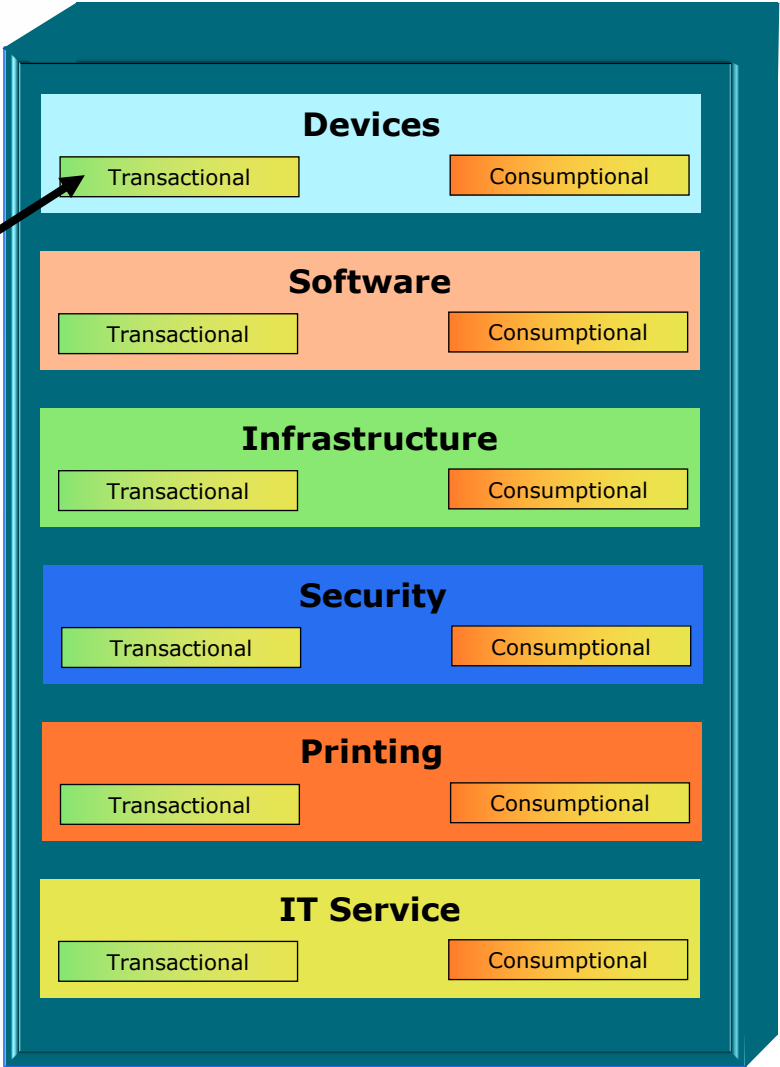
Unique User

ALSO

Rechnung				
Nummer	962175451			
Datum	23.11.2021			
Kunden Nr.				
UID				
Seite	1/2			

MatNr.	Bezeichnung	Menge/Einh.	Einzelpreis	Gesamt
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Reseller



TRANSFORMATION OF BUSINESS WITH SELECTED RESELLERS



isolutions'

FOCUS ON CUSTOMER BREADTH

Unique Users: +90%

Monetization: 450 CHF

Turnover: +230%

All figures since November 2019



SOLUTIONS AND SERVICE (CONSUMPTIONAL BUSINESS)



BEFORE

Digital Platform
Sales process
Onboarding
Migration of
customers
Integration of
reseller services
Credit management
Sourcing and
provisioning
Certification
Usage collection



ALSO				
Rechnung				
Nummer		961894099		
Datum		31.10.2021		
Kunden Nr.		UID		
Seite		2/3		
MatNr.	Bezeichnung	Menge/Einh.	Einzelpreis	Gesamt
1000 2392013				
6180	Business Basic	1	321,27	321,27
1100 2392014				
6183	Business Standard	1	2.480,08	2.480,08
1200 2392015				
6186	Enterprise E1 Monthly	1	44,40	44,40
1300 2392016				
6189	Enterprise E3 Monthly	1	4.594,93	4.594,93
1400 2392017				
6192	F3	1	286,58	286,58
1500 2392018				
6195	Apps for enterprise	1	444,48	444,48
1600 2392020				
7255	Phone System	1	776,29	776,29
1700 2508164				
6219	Visio Pro for Office 365 Monthly	1	110,88	110,88
1800 2392028				
16983	Mailbox DC Global Subscription Fee	1	523,20	523,20
1900 2966077				
47785	Cloud Managed Printing Service HP MFP A3 48 Monate Mini per unit	1	255,65	255,65
2000				

AFTER

Invoicing
24/7 support
Accounting
Continuous
sales
Implementation
Adoption
Analytics



Sales

TRANSFORMATION OPPORTUNITIES



Unique User

ALSO

Rechnung

Nummer

961894099

Datum

31.10.2021

Kunden Nr.

UID

Seite

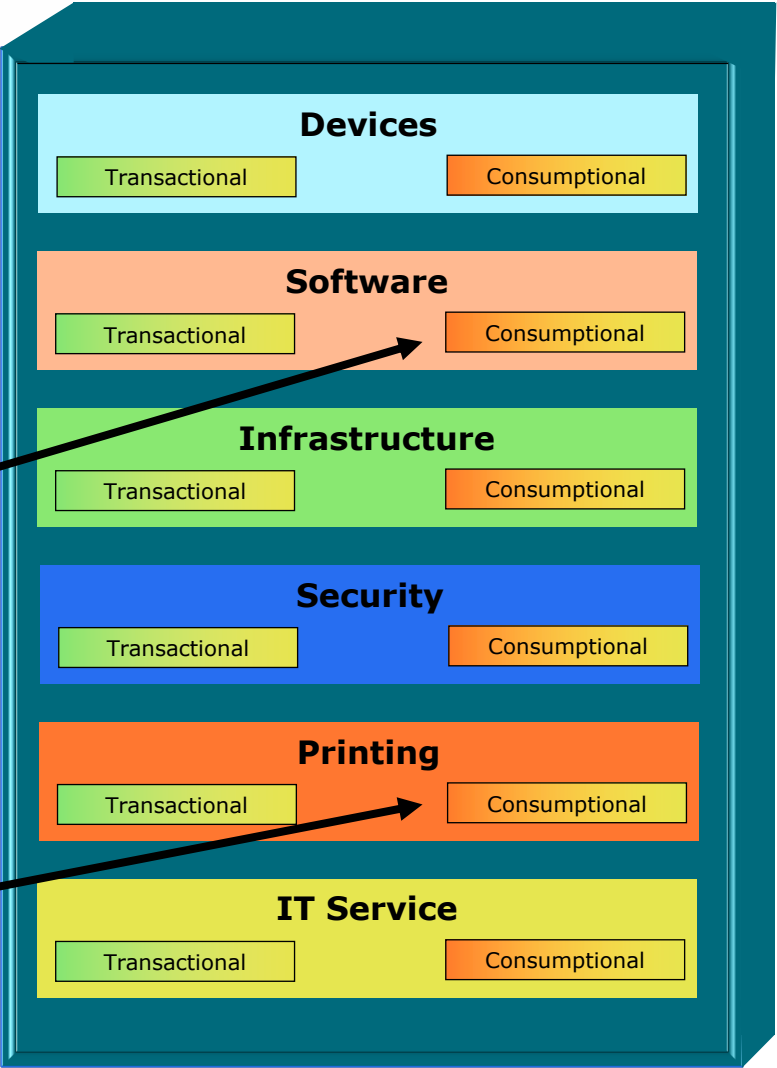
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MatNr.	Bezeichnung	Menge/Einh.	Einzelpreis	Gesamt
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1900 2966077				
47785	Cloud Managed Printing Service HP MFP A3 48 Monate Mini per unit	1	255,65	255,65
2000				

Opportunity
Transactional Consumptional



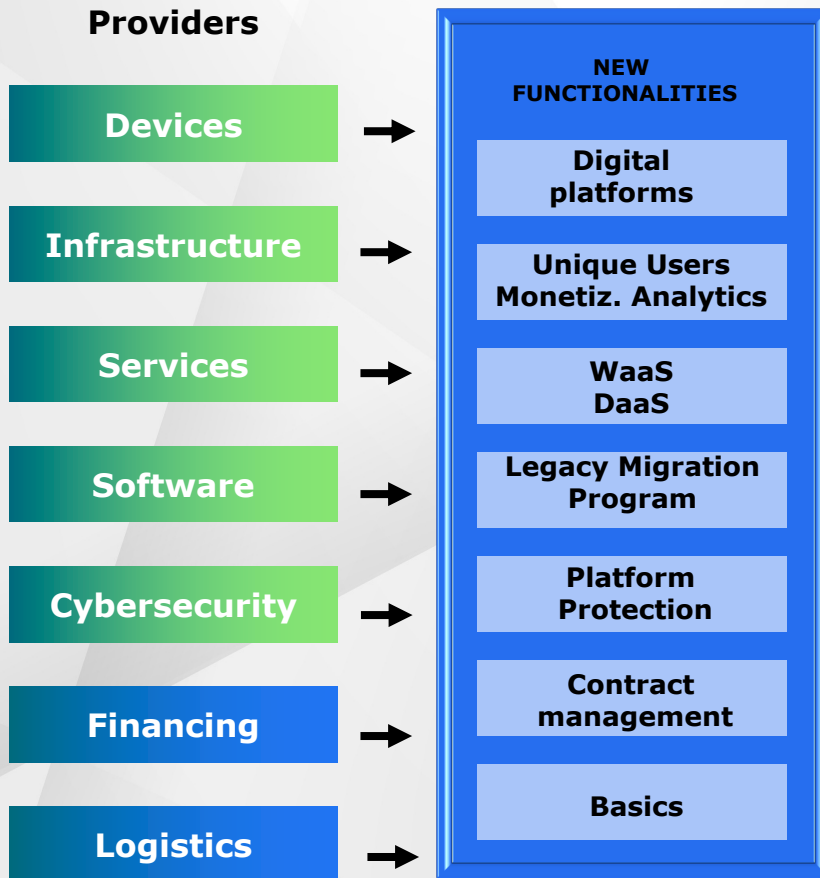
Reseller



CLOUD PLATFORM



ACMP*



Capabilities	Market	ACMP
Ability of end customers to get new services in seconds	NO	YES
Monetization of whole Unique User	NO	YES
Intelligent data driven Sales Quotation Tool	NO	YES
Analytics on service consumption and user behavior	NO	YES
Military Grade Cybersecurity	NO	YES
Advanced Billing	NO	YES
Branding and Customer Self-Service	NO	YES
Licensing Program Migration Automation	NO	YES
Analytics and BI – UU Monetization potential	NO	YES
Basics – Ordering, Provisioning, Billing	YES	YES

CLOUD BUSINESS AS A DATA MONETIZING TOOL

* Selected functionalities



ACQUISITION AND...

MORE

1 Strong Market Position	2 Market Presence	3 No Presence
Reinvent business with new, scalable digital platforms Invest in verticals	Acquire ecosystem of established market providers Reinvent business with new, scalable digital platforms Invest in verticals	Acquire ecosystem of established market providers Reinvent business with new, scalable digital platforms Invest in verticals

...TRANSFORMATIVE INTEGRATION IN ACQUISITIONS



Human Resources

KPIs

New business models

IT

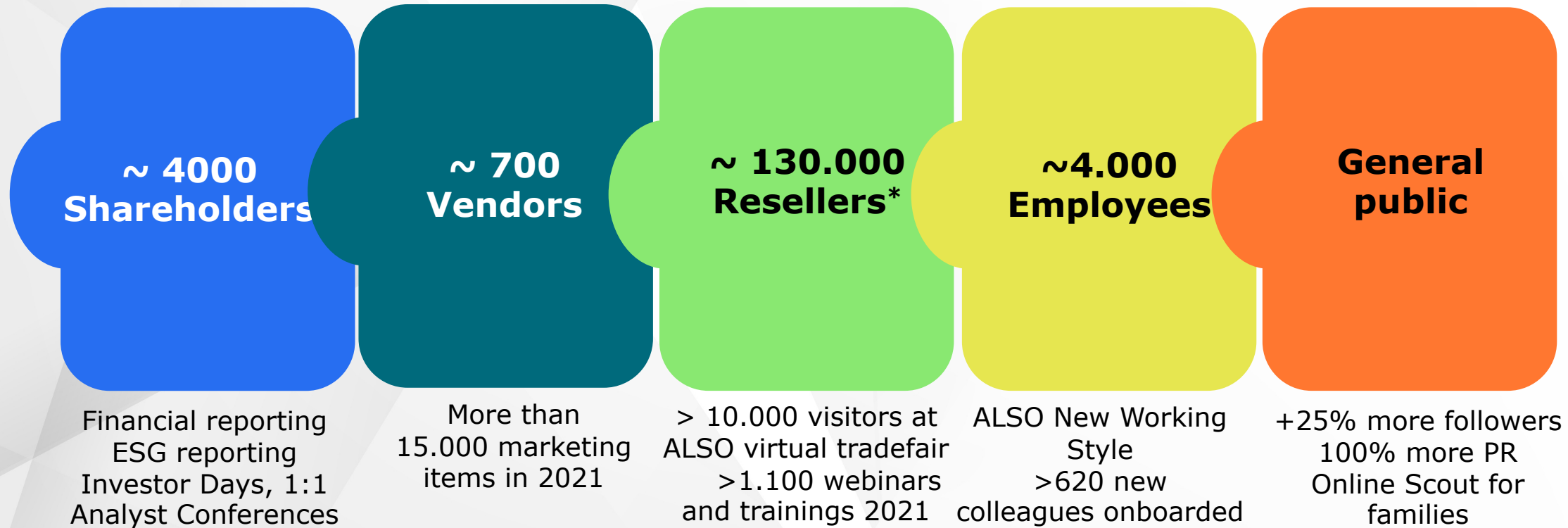
Processes





COMMUNICATE TO TRANSFORM

MORE



*Potential in countries of presence





TRANSFORM TO PERFORM

**Sustainable,
profitable growth**





THANK YOU

