

# GLOBAL SALES SUMMIT

## SYSPRO Strategy

Jaco Maritz

PEOPLE



PURPOSE



PASSION

# Through The Looking Glass



**'In our country,' said Alice, still panting a while, you'd generally get to somewhere else – if you run very fast for a long time, as we've been doing.'**

**'A slow sort of country!' said the Queen. 'Now, here, you see, it takes all the running you can do, to keep in the same place.'**

Purpose



We make it possible

Our Values



Growth Mindset



Integrity



Passionate



Results-Driven



Authenticity



Winning Together

Vision



To be the most trusted name in ERP

Mission

- Become a trusted advisor and drive business transformation
- Provide consistent, expert and specialized services across our global ecosystem
- Adopt a narrow focus in the specific industries aligned to our strengths as a specialist organization
- Focus on the right channel partners who support our strategy
- Scale our business through channel growth
- Build communities through great relationships with our people, customers and partners

Strategy Pillars



Growth



Profitability



Offering



Customer Experience

Strategy Enablers



People



Technology



Finance

Operational Priorities



Upskilling



Revenue and Cost Optimization



Product Offering Optimization



Systems



Channel



SYSPRO Cloud ERP



## Purpose



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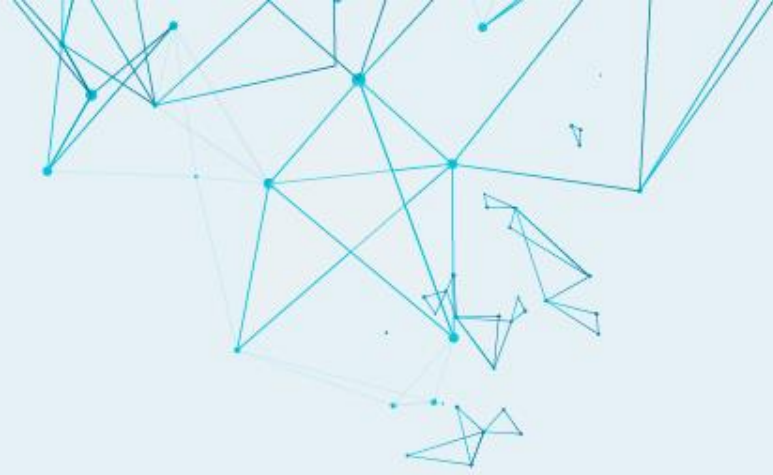
## Vision



To be the most trusted name in ERP

## Mission

- Become a **trusted advisor** and drive business transformation
- Provide **consistent, expert and specialized services** across our global ecosystem
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# Strategic Pillars And Imperatives





Strategy Pillars



Growth



Profitability



Offering



Customer Experience



# Why Growth?

**Growth** is crucial to the long-term survival of a **business**. It makes it easier to acquire (develop) assets, attract new talent and fund investments.

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Growth means we can remain competitive

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Growth means we can do what we love to do

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It also drives **business** performance and profit

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***Without growth your aspirations exceeds your ability***

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# Isn't Profitability Obvious?

**Growth** is crucial to the long-term survival of a **business**. It makes it easier to acquire (develop) assets, attract new talent **and fund investments**.

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You can do all these things without being profitable

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Over the short to medium term...

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Sustainable, responsible and value adding business  
(Strategic imperatives)

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# Our Strategic Pillars - Growth



## Growth

- Grow our revenue
- Grow our business through the implementation of a Cloud solution
- Grow our business through world class partners
- Explore geographical expansion in **APAC and EMEA**
- Growing the **North America market share**
- Diversify revenue through enhancing our offering

**Achieve \$90m  
revenue by  
2023  
95,000 users?**

**x% uptake on  
Cloud for all new  
deals**

**Deliver on 3-year plan**

**Deliver 20% of  
revenue through other  
streams**

**Deliver 70% of all net new  
business through partners**

**Sign up 5 Tier 1 partners  
globally**

# Our Strategic Pillars - Profitability

## Profitability

- Grow our profit margins to unlock investment opportunities
- Implement effective and efficient cost structures to drive growth
- Optimise our revenue through enhanced product commercialisation and adoption

**Achieve profitability targets**

**Increase revenue per employee**

**Improve our CAC**

**Service profitability @ x%**

**Measure Corporate investment**

**Improve our avg deal size**

**Grow SYSPRO 8 user base to x by 2023**

**Ensure the achievement of business case returns for all new offerings**

# Our Strategic Pillars – Product



## Offering

- Build product to match TMS requirements and quality expectations
- Enhance our product through leading and appropriate technology
- Maximise analyst reviews to build our brand awareness
- Build a profitable services and support model
- Implement a sustainable ISV program delivering on x% of revenue

Deals in TMS

Commercialize at least 60% of innovation initiatives

Engage with at least 10 analysts per year with an 80% positive sentiment

Realized business case for all investments over \$xm

X% of support revenue from formal implemented support offerings

X% of ISV revenue to be recurring

Delivery of product roadmap

# Product Strategy Pillars

## Providing Specialization

Vertical industry capabilities – **specialist, expertise**

Focus on a specific problem or solution that cuts across select industries and sectors – **leaders, experience**

## Clear Differentiation

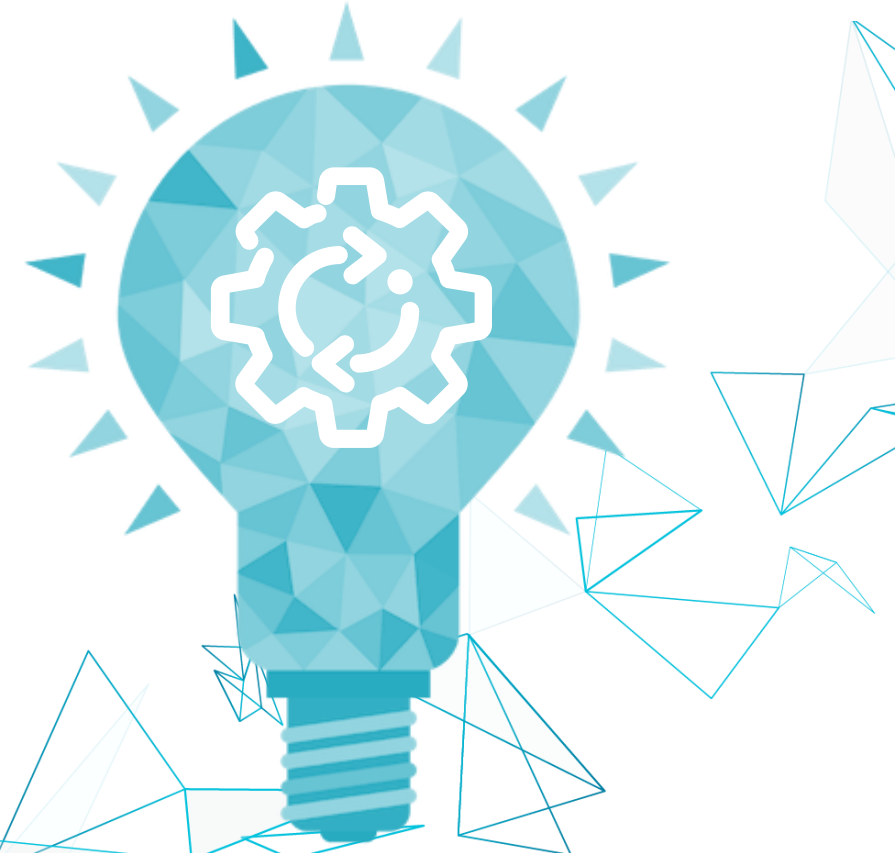
Develop a position that potential customers and the market see as unique – **distinctive**

## Enabling Transformation

New processes, technologies and techniques our customers can apply to further gain **market share, increase revenue, customer satisfaction, improved efficiencies** or **reduce operating costs**

## Focused Commercialization

Bringing new products or services to market. The broader act of commercialization entails production, distribution, marketing, sales, customer support, and other key functions critical to achieving the **commercial success** of the new product or service



# Our Strategic Pillars – Customer Retention

## Customer Experience

- Ensure that we retain our customers
- Drive customer satisfaction through building excellent sustainable customer engagements and relationships
- Become known as a Trusted advisor in our customer base and in the industry

**Achieve 95,000 users by 2023**

**X % of Customer users on SYSPRO 8 by 2023**

**Achieve an overall NPS / CSAT of 85% -Include partner customers; CLTV**

**Measurement of trusted advisor?**

**Customer engagement model?**

**Implemented SAM model in regions and corporate**

# Strategic Imperatives

- **Market segments**
- **Product**
- **Value proposition**
- **Channels and key relationships**
- **Growth and sustainability**
- **Customers**
- **Capacity and capability**
- **Culture – values**
- **Differentiators**

# Operational Priorities



Strategy Enablers



People



Technology



Finance

Operational Priorities



Upskilling



Revenue and Cost Optimization



Product Offering Optimization



Systems



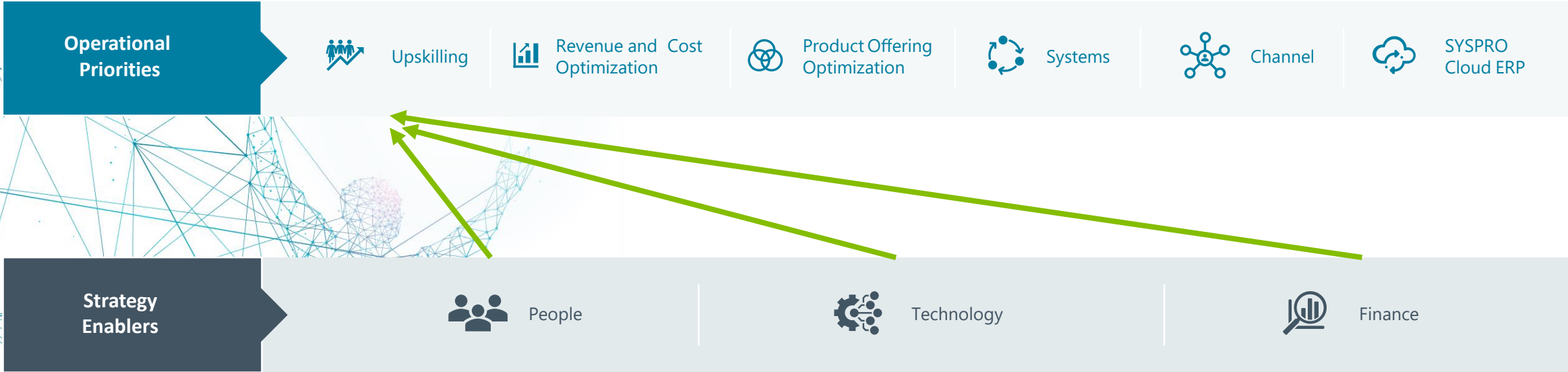
Channel



SYSPRO Cloud ERP







**How much to we allocate to each priority?**

**How efficient are we?**

**How effective are we?**



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Upskilling



Revenue and Cost  
Optimization



Product Offering  
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Systems

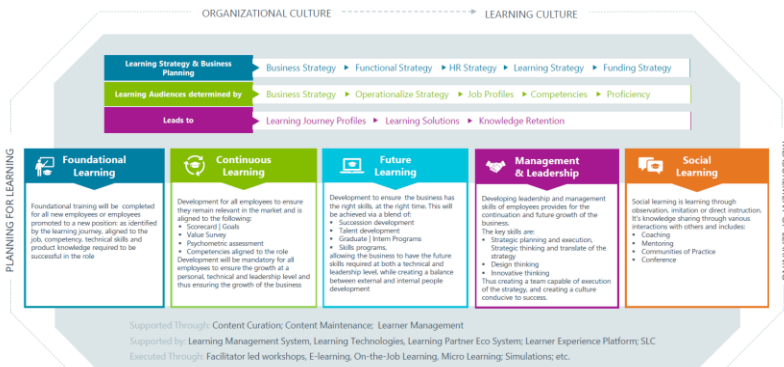


Channel



SYSPRO  
Cloud ERP

# Learning and Development



## L&D Framework

**Articles and Books** ★

- World largest library for e-books, audio books, expert talks. New content is added daily.
- Harvard Business Review – 10 free courses per person per year

**On-line Learning** ★

- bookboon
- SLC E-learning | Micro Learning | MOOCs (Massive Open Online Courses)
- Harvard Business Review
- Udacity
- Udacity
- Udacity

**Video**

- Video is a ideal way of increasing student engagement and facilitates remote learning opportunities, ensuring a consistent message is being delivered.
- This will be created in-house or sourced externally

**Coaching and Mentoring** ★

- Ideal way to ensure every employee in the business is a trainer.
- This will be in the form of Ad-hoc or long term mentoring | coaching
- Platform to support to matching of mentors; coaching will be required to speed up the process.

**Facilitator Lead Learning**

This takes the form of the following:

- Workshops – Internal or external
- Conferences
- Seminars

**On-the-Job** ★

This can take various forms:

- Allocating a buddy to a new starter or newly promoted employee
- Coaching by line manager
- Job rotation
- Graduate | Intern programs

**Social Learning**

There are various forms of social learning:

- Communities of Practice – employees sharing their experiences with each other
- Action based projects
- Learning via the Learning Platform – learning groups

**Podcasts and Blogs**

- There are various platforms that can be used to access content, as well as creating these internally for SYSPRO
- This learning tool creates personalized learning experiences, as well as encourages "learning from the experts"

**Simulations, Role Plays, Games, Case Studies**

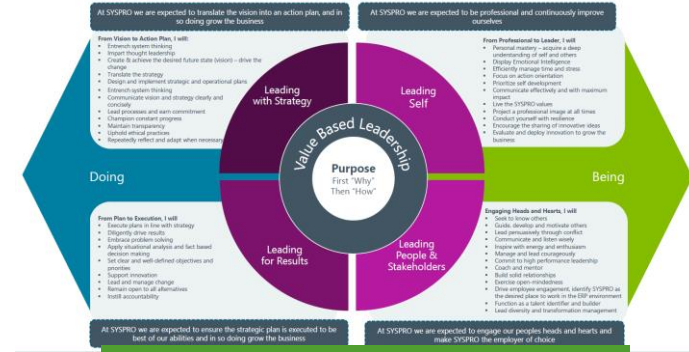
This training needs to be customized for the work environment.

- Amazing progress has been made with VT | AR – giving employees real life experiences
- Learning to deploy is key.

## Defined Delivery Mechanisms



## Learning Journeys



## Leadership Model

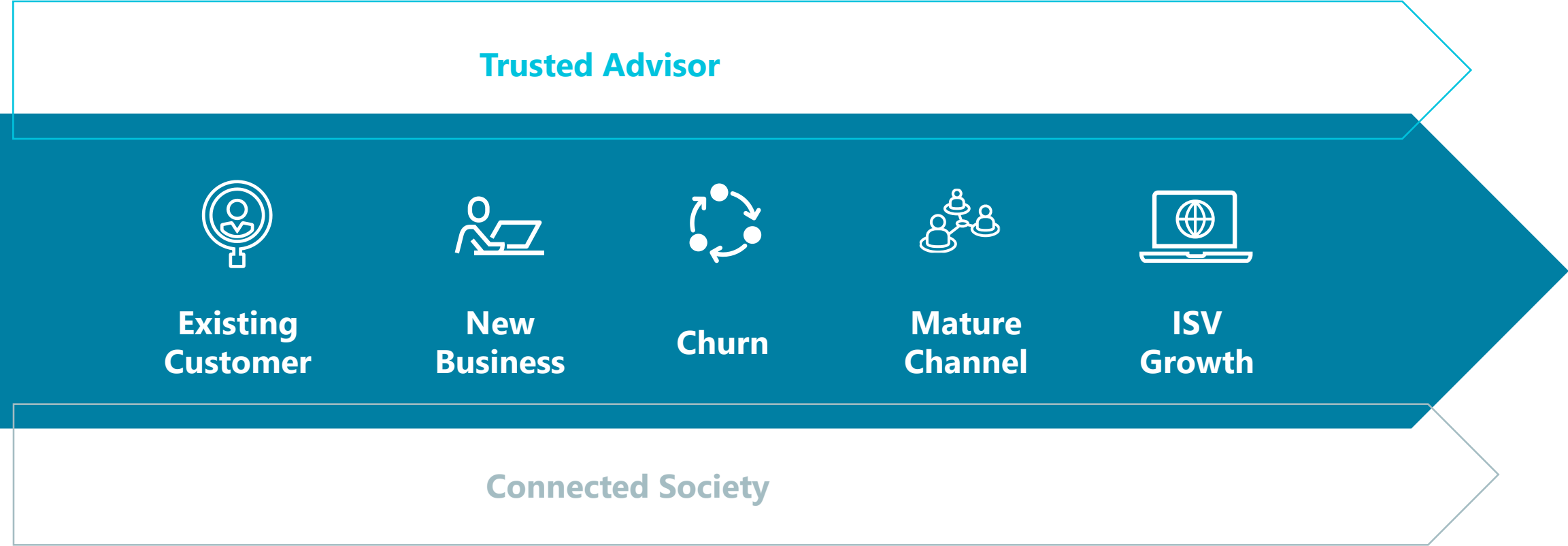


## Leadership Development

- Graduate Program
- Executive Development
- Sales
- Business Simulations



# Revenue Optimization



# Strategic Business Processes



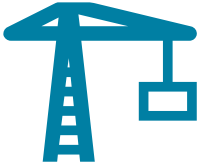
Warehouse & Logistics Management



Sales Management



Quality Management



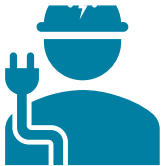
Enterprise Asset Management



Financial Management



Supply-Chain Management



Service Management



Operations Management



Enterprise Management



Technology Management



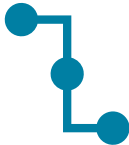
# System Architecture and Innovation



Enterprise Analytics



Mobility



Connected Services



A.I.



Document Management



Distributed Ledgers (Blockchain)



Augmented Services



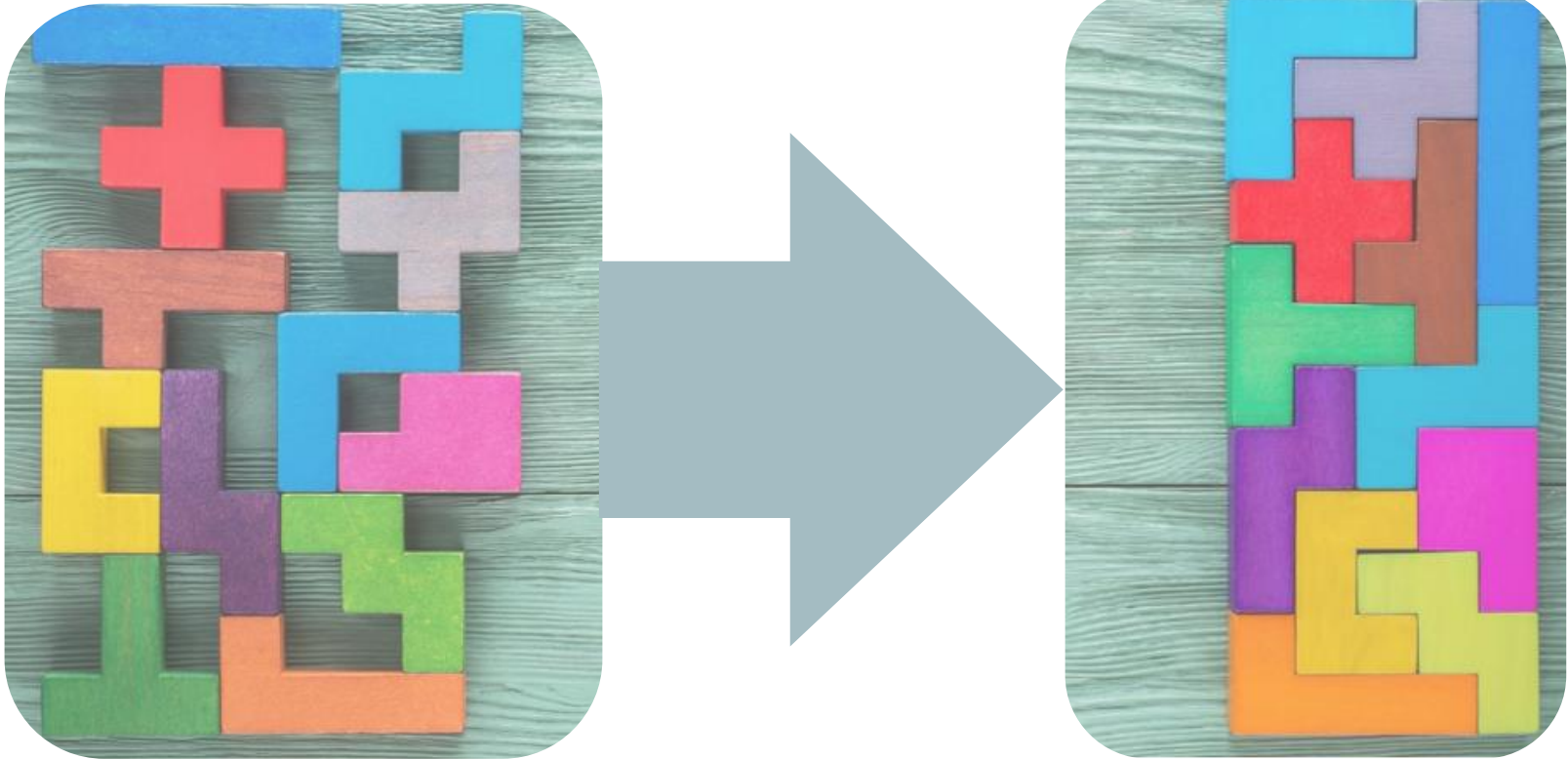
Industrial IoT



Partner Platforms



# Systems





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