

GLOBAL SALES SUMMIT

Industry Specialists

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PEOPLE



PURPOSE



PASSION

Specialization

Purpose



SYSPRO Mission

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

1.



Value Proposition

2.



Learning Curve

3.



Authority

4.



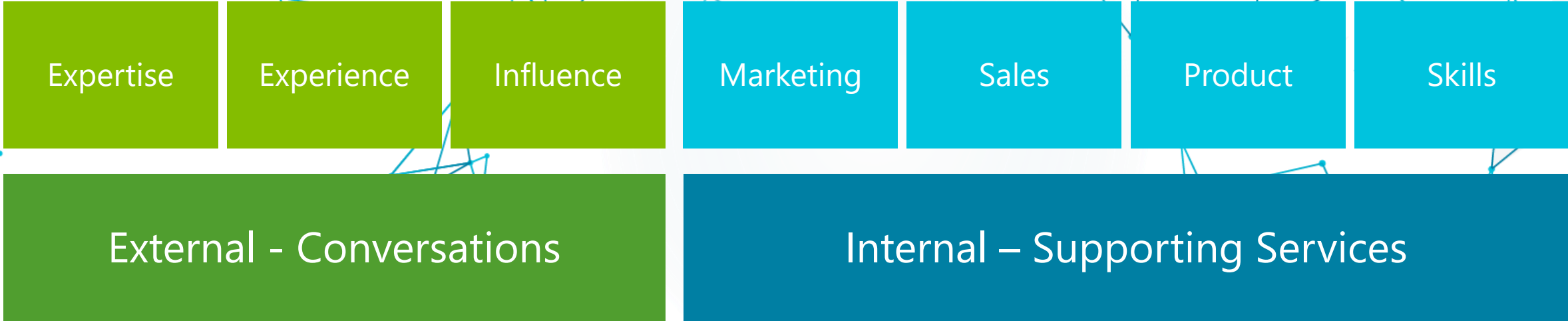
Conversions

5.



Network

Specialisation 360



Industry Specialisation

Specialization

Impact



Marketing Support (External Conversations)

Thought Leadership

Acknowledgement of **industry expertise and experience** to influence markets using:

Specialist industry conversations, understanding and opinions delivered via:

Blogs, articles, conference talks, webinars

Program & Local Support

Published **calendar** of thought leadership conversations and **engagements** for the year

Support for **local marketing initiatives** on request where a **SME** is required

Industry Webinars

New processes, technologies and techniques the industries can apply to resolve known problems, **improved efficiencies** or **reduce operating costs**

Focused on delivering Industry **insights**

Conferences and Events

Support for global or regional conferences and events as **industry SME**



Sales Support

Sales Opportunity

Unique guidance specific to that prospect and the unique vertical within their industry, **on request**

- Available for **select and motivated** deals
- **Active F2F engagements** with prospect
- Tactical **advisory services** to sales team

Industry Know-How

Continued development of Industry **playbooks** and **educational content**

Passive opportunity involvement with sales team for industry guidance **on request**



Product & Skills

Providing Specialization

Vertical industry capabilities built into the core application that demonstrates—***specialist knowledge, capability & expertise***

Clear Differentiation

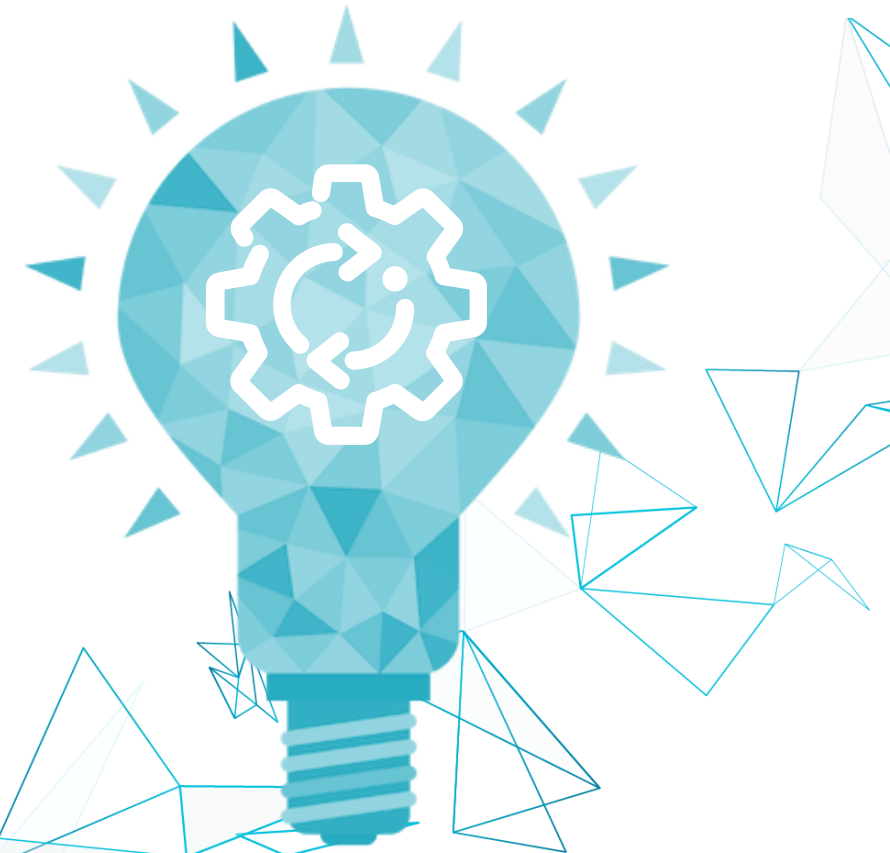
Develop a position that potential customers and the market see as unique – ***distinctive from generalist ERP solutions***

Enabling Upskilling

Provision of specialist content and know-how to assist L&D of staff and partners in our chosen target industries and verticals within

Focused Mentoring

Assisting with hands-on development of select individuals with industry knowledge and competency assessment



Specialists

People



Specialists

SYSTEMS DX AND TECHNOLOGIES
e-commerce
integration platforms
Salesforce Automation
ERP
Cloud Services
Analytics
ML/AI
Automation & Orchestrations

INDUSTRY EXPERTISE
Food and Bev
IM&E
Fab Metals
Electronics
Plastics & Rubber
Packaging
Automotive components

3 Year Resourcing Plan



DOMAIN
Accounting and financial
HRM
Technology development
Procurement
Inbound logistics
Operations
Outbound Logistics
Marketing and Sales
Service

CONTROLS
Quality Control
Compliance
Regulatory
Privacy
Security



PEOPLE
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