

GLOBAL SALES SUMMIT

Account Management & Channel Engagement

Brandon Shaban

PEOPLE



PURPOSE



PASSION

Global Sales Summit

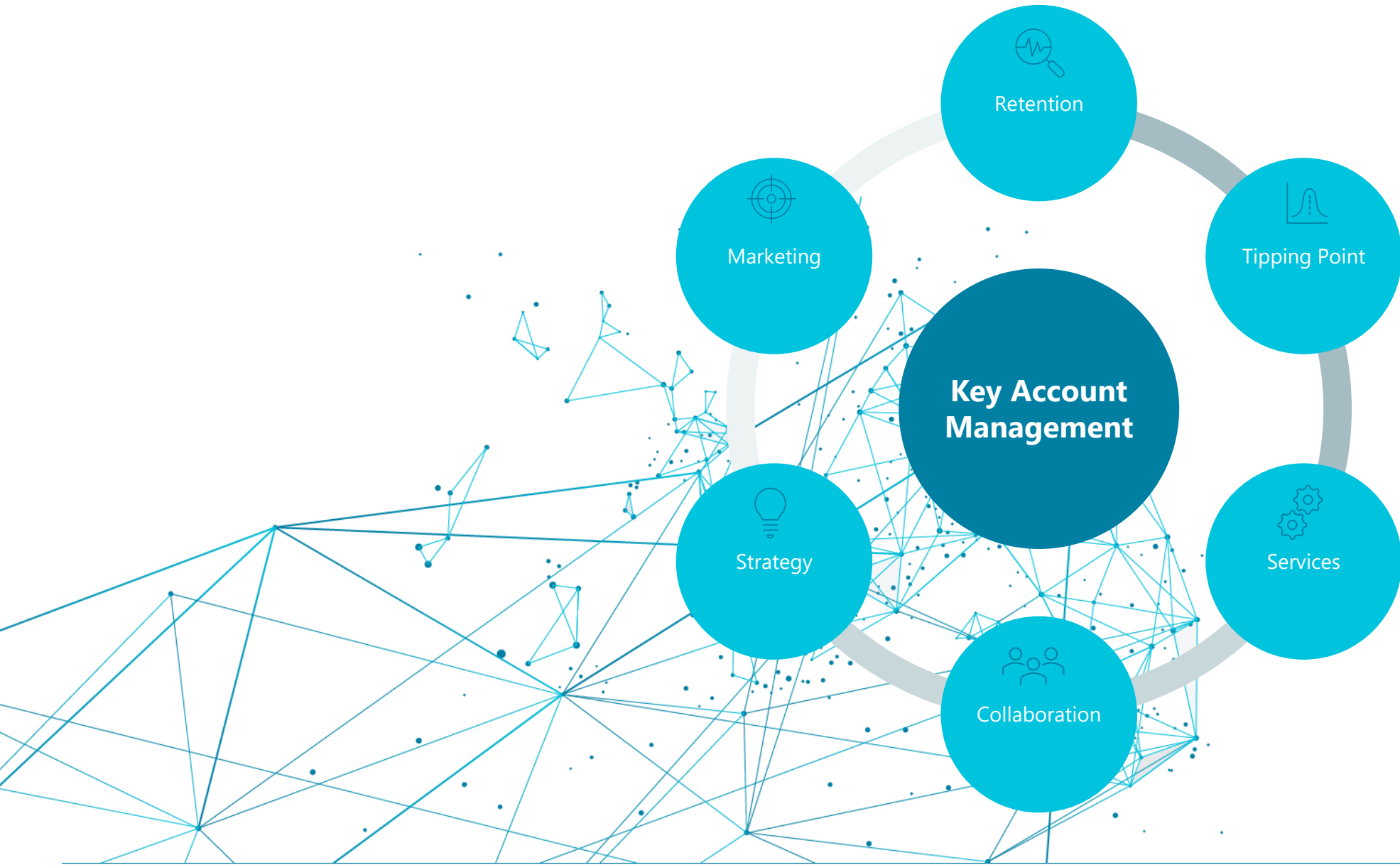
Key Account Management

Brandon Shaban





1. Introduction
2. Account Management – Our Journey
3. Customer Stories
4. Partner Testimonials
5. Customer Testimonials
6. SYSPRO User Group Africa
7. Thank you



Key Account Management – A Journey

Business Plans with strategy, vision, SWOT, roadmap, architecture

- 30, 60 and 90 day plan
- 30 Groups, 150 individual companies constitute 5000 licenses

It's not all plain sailing...

- Customer Intimacy
- Industry expertise
- SYSPRO 8
- Be a trusted advisor and build relationships
- Be humble, professional and sometimes subservient but show confidence!
- SYSPRO Products and license upsell
- Listen to the customer requirements
- Regular interaction with Customer and Partner
- Teamwork

Partner engagement with industry and product expertise with TMS specialty

- Elite, Premium and Authorized

Collaborate with Support VAR and Customer

- Support tickets

Training

- Classroom training
- SLC



BUSINESS PLAN

Brandon Shaban



FY 2020

Who is Front Runner?

SYSPRO Client since 2019

Founded in 1988



A leading South African
**Outdoor and Camping
company**

Off road
Camping
Fishing
Surfing
Snow, Paddle
Eat and Bike

Revenue:
Over R1 billion
Record growth during lockdown

B-BBEE contributor 7

Customer Centricity
Never to be out of stock
8000 SKU's
800 KVI's

Revenue increased 17%

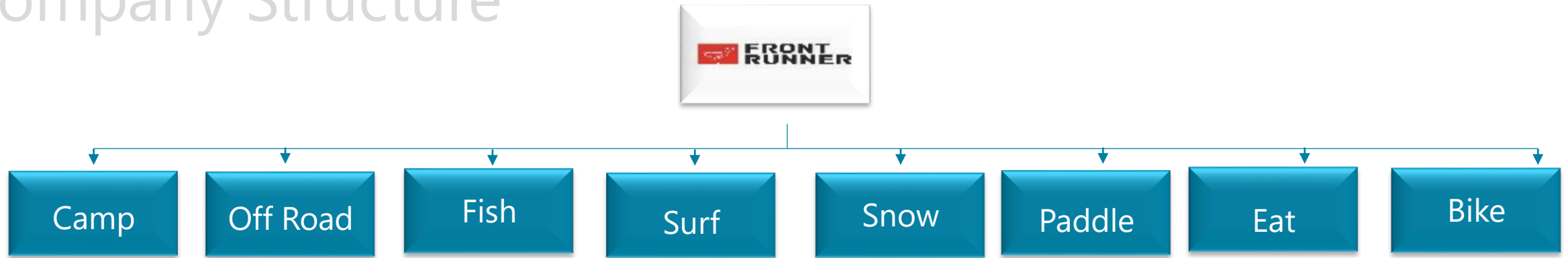
*Share Price:
Private Company*

➤ International business
Head Office in Kyalami Johannesburg
Distribution sites in Canada, CA USA,
Singapore, Australia and Germany

Travel. Dream. Design. Build. Test. Evolve. Repeat.



Company Structure



Company Structure



Strengths

- Relationship is excellent
- Open communication
- Good relationship with Stanley and Renee as well as rest of EXCO
- 3 license purchases of bundles of 20
- Looking at more licenses, more ZAP connectors, MoM, Espresso
- Good relationship with iPlan
- Reference customer
- Upsell

Threats

- Cost reductions internally
- Like to do things themselves

Weaknesses

- Inventory Optimization shortfalls - Tempo
- German tax requirements

SWOT Analysis

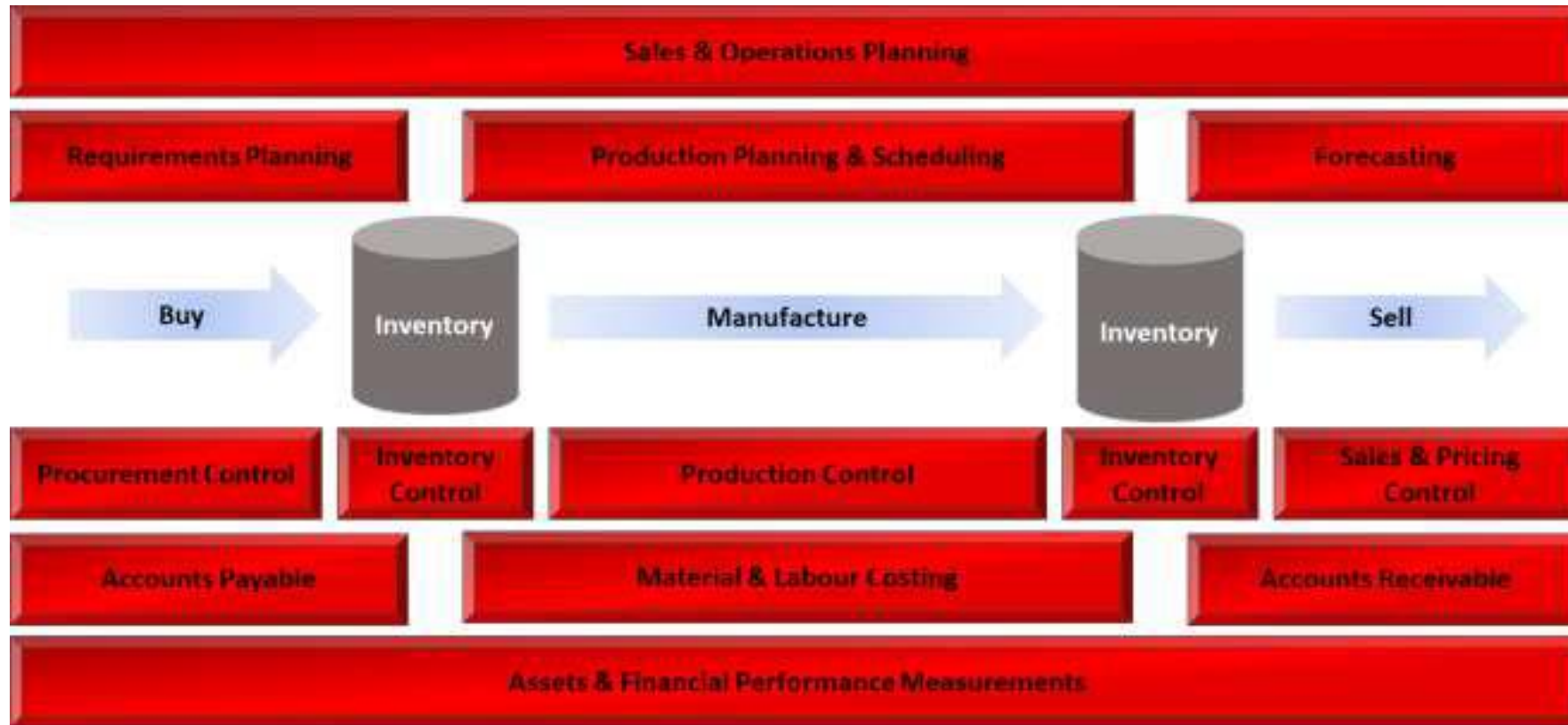


- Upsell products IO, Espresso,, ZAP, MoM, PoS,
- Account Management – Licenses

Opportunities



Scope



Pricing

Infrastructure

IT internal +
iPlan, ZAP UK + SYSPRO
support

Long term strategy to
move to Azure

Tempo, next phase will
look at IO, PoS, looking
at MoM, Espresso + 3rd
Party products

e.net areas

Sales, Inventory,
General Ledger,
Accounts Payable,
Accounts Receivable,
Inventory, MRP, WIP

3rd Party products

Datarapt,
Magento, CADTalk,
SourceIT, iPlan Bank
Reconciliation

HR System

VIP Payroll
SAGE
iPlan built a web
application to enter
expenses

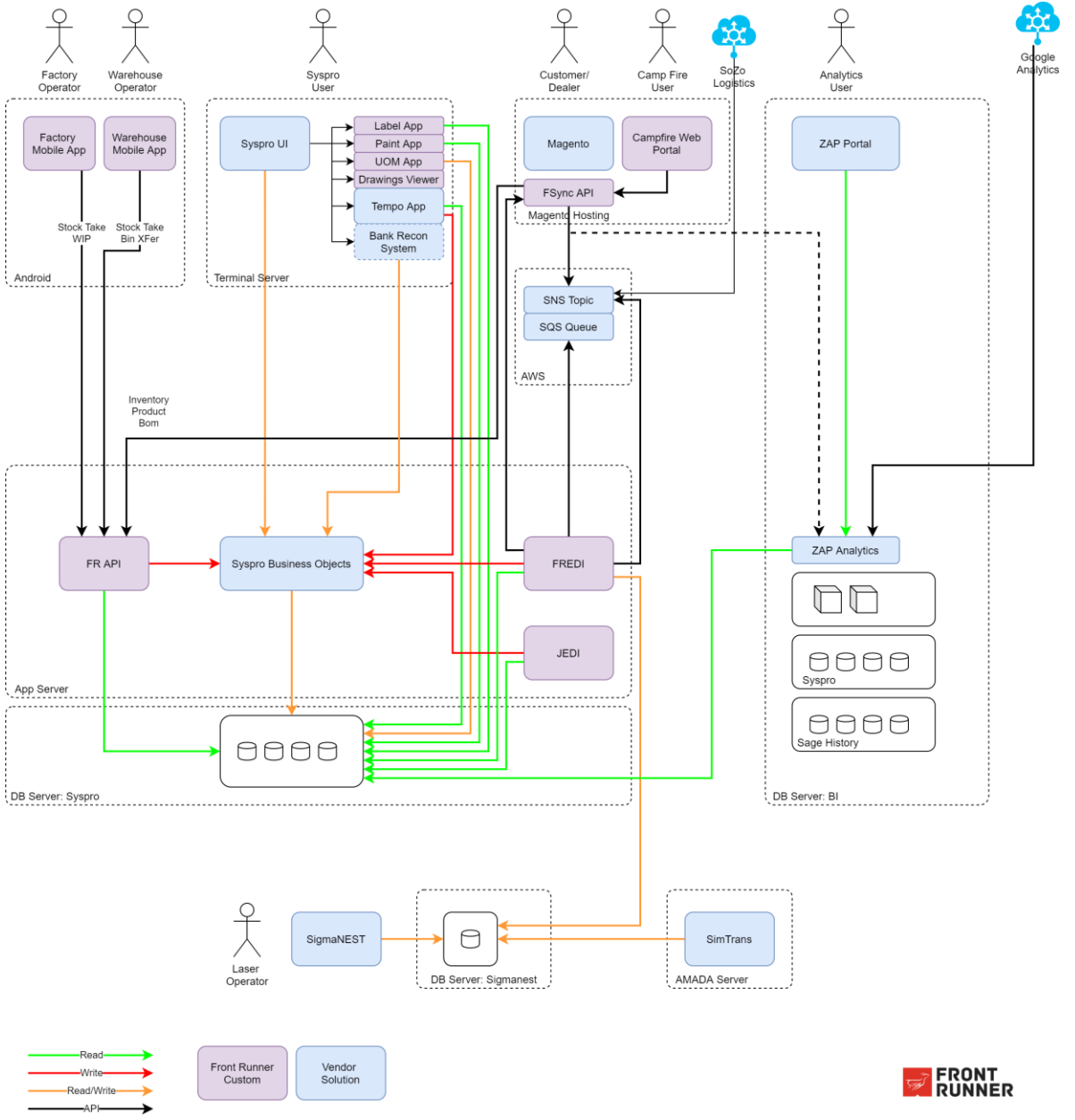
Data Analysis

BI tools = ZAP



System Architecture

- Loosely Coupled Architecture
- Event Driven Integration
- Micro services at the edge
- Paperless
 - except for in-store invoices
 - shipping documentation
 - Factory documentation





SYSPRO client since 1996



Company Rev: R8 920Bio
Profit: R710 Mio
Share Price: R20

CURRENT INTERACTION

- A wonderful success story and a pleasure working in this prestigious group

KA Manager	<ul style="list-style-type: none"> ▪ Brandon Shaban
Bidvest & SYSPRO	<ul style="list-style-type: none"> ▪ International services, trading and distribution company ▪ Founded by Brian Joffe in 1988 ▪ Operating in 5 continents ▪ Employ 141 016 people ▪ Turnover R240bn ▪ Our focus is Bidvest Commercial Products – Including Academy Brshware, Afcom, G. Fox. Vulcan, Yamaha, Buffalo Tapes, Interbrand, Moto Quip, Bidpaperplus, Bidcorp Food + upsell into Rotolabel
OPPORTUNITY	<ul style="list-style-type: none"> ▪ Current opportunity value = R1m
ENGAGING NOW	<ul style="list-style-type: none"> ▪ Opportunities = Inventory Optimization (just won over Netstock), Point of Sale, Increased users, ZAP, V8 upgrade, Business Object



SYSPRO USER GROUP AFRICA



Speakers and Board members

SYSPRO User Group AFRICA

The Art and Science of a Successful IT Implementation

14 October 2020

SUGA Webinar Recording

Dear Valued SUGA Member,

On behalf of the SYSPRO User Group Board, we would like to Thank You for joining us at our second virtual SUGA event. We are delighted to have had such a great turnout, and to receive so many positive reviews from this event. We understand that business takes precedence and emergencies need to be prioritized, so if you missed the live event, we have recorded the session to watch in your own time. The Agenda included:

1. Introduction to SUGA and the Board members – Brandon Shaban, SUGA Chairperson and Key Account Manager SYSPRO Africa
2. Introduction to all the presenters showcasing their journey with SYSPRO:
 1. Bongani Xaba - Management Accountant Umfolozi: Sugar Mill
 2. Carrie Adams – Director: Norman Goodfellows
 3. Deon de Waal – Company Information Officer: Libstar
 4. Jannie Steyn – Chief Information Officer: Rhodes Food Group
 5. Alison Lambert – Guest Speaker: Independent IT Consultant – Art & Science of a successful IT implementation

We will send out a "Call for Papers" in January 2021 requesting our SYSPRO community to volunteer to present at our 3rd SUGA event, scheduled for the beginning of March 2021. If you have any further questions, please do not hesitate to contact me via email brandon.shaban@syspro.com. We look forward to our next User Group event with you. We wish you a safe festive season.

Brandon Shaban

Brandon Shaban
Strategic Sales and Key Account Manager

[View the Recording](#)

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Testimonials

Partner



**I believe that strong Account Management in IT is a must
I am gratified that this approach has been adopted
by SYSPRO in South Africa**

This focus has enabled us, as iOCO, to develop a much stronger and trusting working relationship with the SYSPRO team

**We have also successfully shown our customers that
SYSPRO and iOCO are a team with similar goals**

iOCO has delivered the most **SYSPRO 8 upgrades** in Southern Africa

This partnership between SYSPRO and iOCO has been crucial in ensuring that these upgrades have gone smoothly
Thank you SYSPRO, we look forward to greater success together

Keith Farely - Business Development iOCO

Customer

**I have been working with the SYSPRO Key Account
Management team over the last couple of years
with great success!**

Each time we had a business challenge or system problem that required innovative thinking, we meet with Brandon as we require dedicated and creative thinking

He set up a meeting with the correct specialist team to solve the issue immediately

**Without this assistance of the KAM,
we would use fewer SYSPRO modules**

At one stage, we even considered replacing SYSPRO due to poor system performance and limited attention

Brandon, then worked with the SYSPRO team and got each problem solved"

Reynard Heldberg – IS Manager Bidpaperplus Group

