

# SaaS & Cloud: a SP perspective

**VCI - Innovative Information Technologies**

That's **IT!**

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# ABOUT US



## COMPANY OVERVIEW



VCI was founded in 2005 as a business incubator investing in cutting edge technology startups and promoting innovation. In 2012 acquired commercial business in telecommunications and financial services technologies. VCI has local presence in Greece, Italy, Bulgaria and Cyprus and has built an extensive partner network. VCI provides the most advanced and competitive products and integrated software solutions for:



OPERATORS



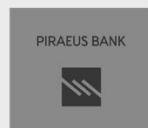
FINANCE



RETAIL & FMCG



PUBLIC SECTOR & GOVERNMENT



# COMPANY & CUSTOMERS



## Vision

- + Provide great expertise, innovative/custom made solutions & services, and high level employee commitment
- + Continually set the highest standards of customer satisfaction in the industry & secure the strongest competitive position in the markets the company operates

## Mission

- + Offer cutting edge technologies and integrated IT & Communications solutions
- + Be well recognized as a strong regional player in the industry by creating value for all stakeholders





## OUR APPROACH OUR EXPERTISE



**VCI is a proven product & professional services company**

Software product development, highly experienced professionals that live and breath for our customers and strong technical integration skills are the **three main ingredients** to our end-to-end offerings that provide competitive time-to-market and **cost effective** propositions to our customers and their evolutionary path.



# PRODUCTS & SOLUTIONS

# ONLINE CUSTOMER LIFECYCLE MANAGEMENT



The screenshot shows the Vodafone website interface. At the top, there's a navigation bar with 'Privati' and 'Aziende' tabs, a search bar with the placeholder 'Cosa stai cercando?', a shopping cart icon with '(0)', and a login button 'Entra nel Fai da te'. Below this is a red banner with the Vodafone logo and navigation links: 'Tariffe e Smartphone', 'Tablet e Chiavette', and 'Fibra, ADSL e Telefono'. The main content area features a large promotional banner for 'Vodafone YOU ti porta al cinema' with the text 'In regalo un ingresso per il film che preferisci' and a 'Scopri di più' button. Below the banner are four promotional tiles: 'Scegli Tu' (Ricaricabili Scegli Tu), 'RELAX' (Abbonamenti RELAX), 'ADSL Vodafone' (Solo online, -30%, 20€ al mese per 6 mesi), and 'Ricarica' (Ricarica e vai in vacanza, Solo online, Expedia.it). On the right side of the bottom row, there's a section titled 'I più richiesti' with a list of links: 'Registrazione Vodafone.it', 'Offerta per Te', 'Promo Tablet NEW', 'ADSL e Telefono', 'Invia SMS da web', and 'Scarica Fatture (abbonamenti)'.

- + Self Care
- + Bill presentment & Payment
- + E-Commerce
- + Web & Mobile Portals
- + Mobile Applications
- + Gamification
- + Benefits Club for Loyal Customers
- + E-Marketing
- + Content Management
- + Personalization
- + Reward Schemes
- + Customer Insights & Reporting
- + SEO & SEM



# BUSINESS CLUB

## CUSTOMER ENGAGEMENT



A member club for Vodafone business users.

Users can login & enjoy the benefits of being a Vodafone Customer!

The screenshot shows the Vodafone Business Club website. At the top, there's a red header with the Vodafone logo and the text 'Vodafone Business Club'. Below the header is a navigation bar with links: Αρχική, Εξοπλισμός, Ταξίδι, Υπηρεσίες, Αναλώσιμα, Εκπαίδευση. The main banner features a 'Thank you business club' logo, a 'Μοναδική Προσφορά!' (Unique Offer!) with a price reduction from €538,00 to €461,55, and a countdown timer for a flight to London. Below the banner, there's a section titled 'Καλώς ήρθατε στο Vodafone Business Club!' (Welcome to Vodafone Business Club!) with a message about exclusive offers. To the right, there's a 'Γίνε μέλος' (Become a member) section with a registration button and a note about receiving exclusive offers. Below this, there's a 'Κατάσταση παραγγελίας' (Order status) section with input fields for the Business Club code and the order code, and a 'Νέες προσφορές' (New offers) section with a radio button for 'E-mail' and a text input for the email address. At the bottom, there are two promotional tiles: one for a 30% discount on flights to Europe and the USA, and another for a 1-day interactive workshop for €100.00. Both tiles have countdown timers and 'Αγοράσέ το' (Buy it) buttons.

### Key Features

- + Win situation for all involved parties
  - + Business Customers
  - + Vodafone Partners
  - + Vodafone itself
- + Targeted Offers based on interests
- + Offer countdown
- + Weekly campaigns & newsletters
- + Login area for authorized access
- + Special discounts on products
- + Online Purchase & Basket Overview

A close-up photograph of a person's hand typing on a silver laptop keyboard. The keyboard has Cyrillic characters. The person is wearing a dark blue long-sleeved shirt. The background is dark and out of focus.

# PRODUCTS & SOLUTIONS CATALOG



1. **Online Customer Lifecycle Management**
2. **Mobile Portals & Applications**
3. **Business Process Management**
4. **E-Commerce Solutions**
5. **Payments & Banking solutions**
6. **Self Care Management**
7. **Mobile Ticketing / Mobile Parking**
8. **Loyalty & Coupon Management**
9. **Content Solutions**
10. **Document Management**

# MOBILE PORTALS & APPLICATIONS

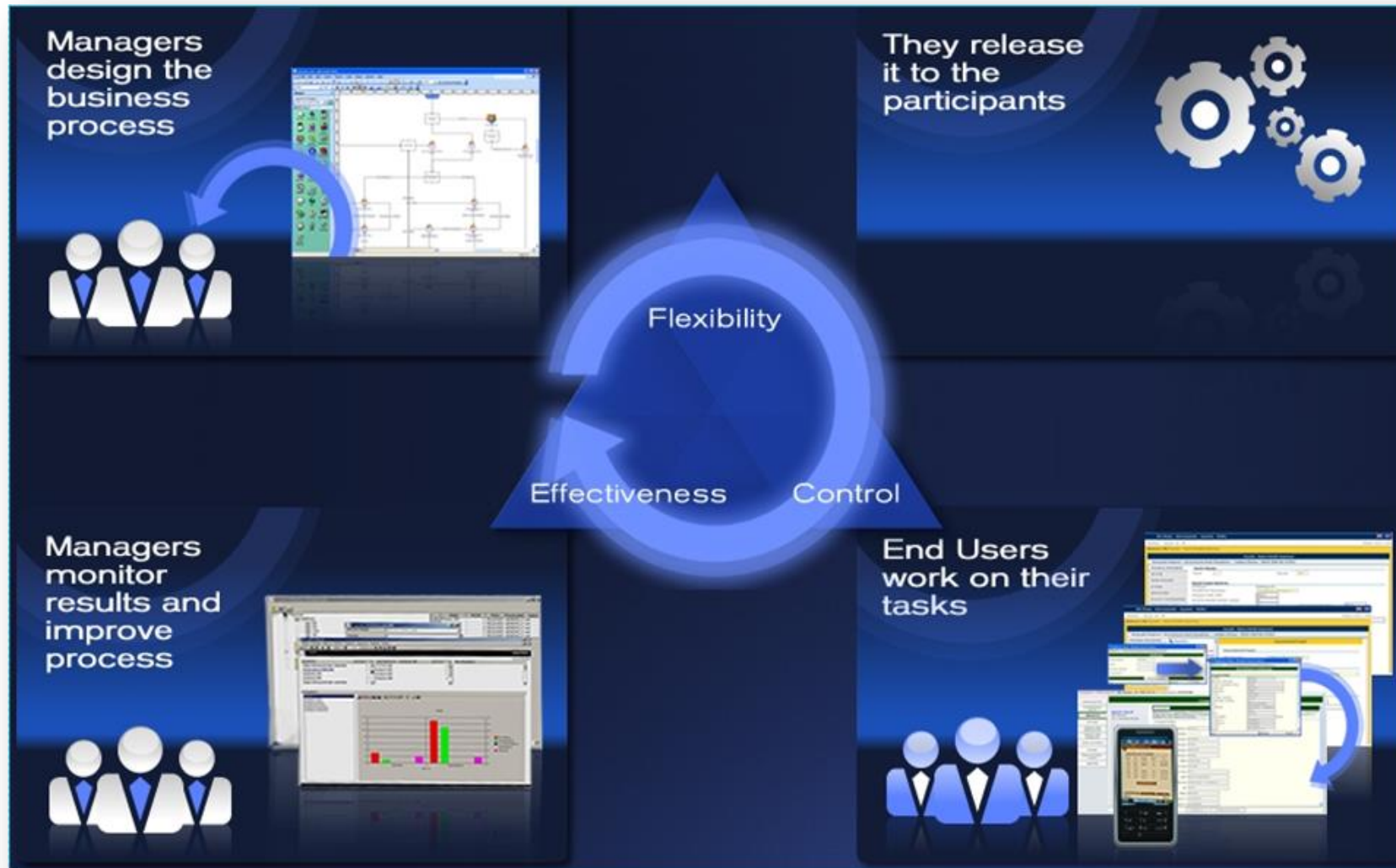


- + Proven experience in operator grade mobile applications
- + Agility in mobile application framework development ranging from native to hybrid and mobile web applications.
- + Smart content adaptation & rendering
- + Offers & Promos based on Geolocation
- + Reporting & Analytics
- + Cross channel campaigns
- + Targeted offers based on insights
- + Operational monitoring & fault handling
- + End-to-End design of user experience
- + Extensive network of Content Providers





# BUSINESS PROCESS MANAGEMENT



- + Loan and credit card approvals
- + Instant credit
- + Document Management
- + Procurement Processes
- + Human Resource processes
- + Internal control/approval/audits
- + Corporate Web-banking
- + Government to Citizen



# SELF-SERVICE KIOSKS



- + Cash/Credit Payments using
  - + Barcode
  - + Account Number
- + Telecom bills Payment
  - + Internet
  - + Postpaid
  - + eTopup
  - + Landline
- + Utility bills
  - + Electricity
  - + Water



## Key Solution Benefits

- + Over 2 million transactions (per year)
- + Close to 100m USD revenue collected through kiosk (per year)
- + High throughput in “rush hour” can support over 2 transactions/sec
- + Wide deployment which includes own shops and malls operating in 24x7 basis
- + Free-up personnel time to do sales than collection
- + Targeted service



# CORPORATE INFORMATION

# Why Us?



## People

Strong Project Management experience  
Enterprise account management  
Highly qualified professionals

## Products

Proven Enterprise scale products  
Intellectual Property  
Vertical domain ready  
Easy configuration and customization

## VCI's Competitive Advantage

## Customers

Strong customer base  
Highly repeatable business  
Footprint in multiple countries  
Established partnership network to support international expansion

## Governance

Leadership with Start-up to NASDAQ  
experience  
Corporate structure  
Enterprise internal processes

## Cloud players today, what are the needs?



In these days of the Cloud, more and more IT & Communications businesses explore the way they can deliver efficiently software as a service (SaaS)

- **Internet software vendors (ISV):** study how they can enable their existing applications as Software-as-a-Service (SaaS)
- **Communications service providers (CSP):** look at how they can offer value-added services (VAS) through Cloud to their customer base and create an alternative, new revenue stream
- **Internet service providers (ISP) & Data Center operators (DCO)** at how they can take advantage of their existing infrastructure and Cloud technologies in order to provide software services as well
- **Application Service Providers (ASP):** turn focus to SaaS Apps and benefit from centralization through single instance – multi tenant architecture, offering either directly from the vendor or an aggregator (provide SaaS offering bundles from different vendors as part of a unified app platform)



# What is the problem?



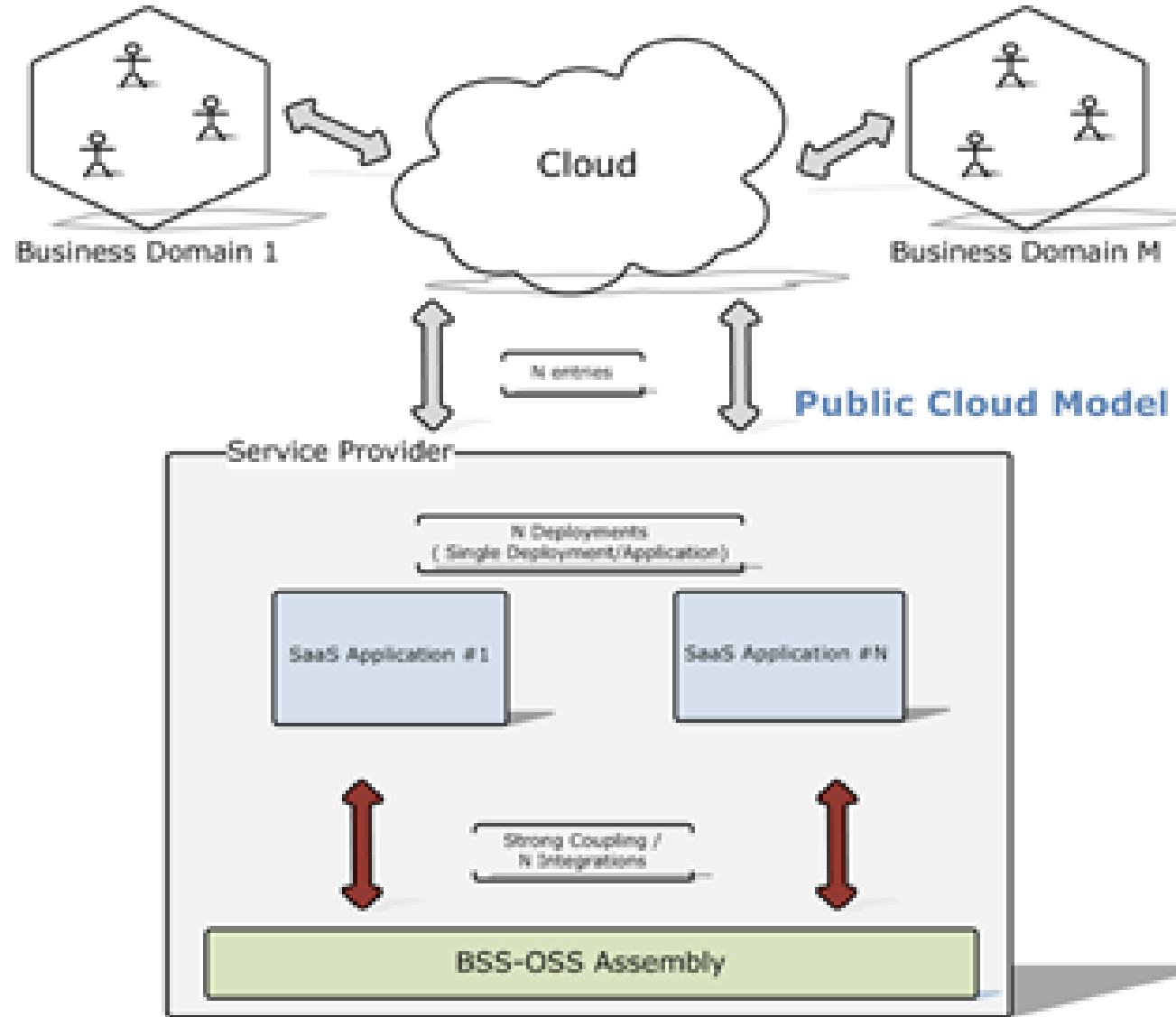
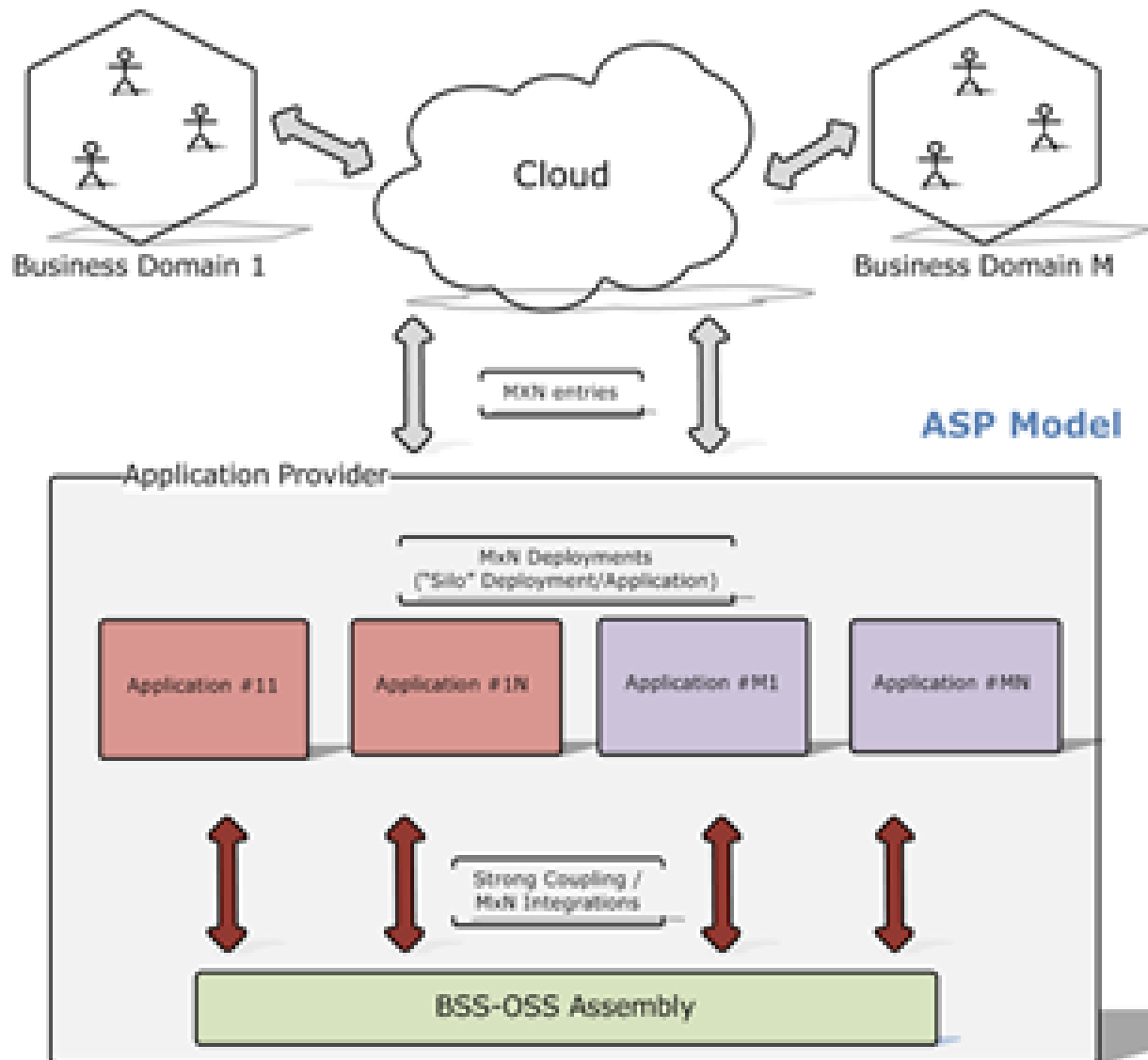
A SaaS enabled SP should conform with the following statement:

How is it possible to achieve the «scale-in & scale-down» transformation of a software as well as its delivery and operation as a service in order to make it available as «Software as a Service» (SaaS) towards multiple business domains at the same **time** and **profitably**?

New issues for the SP to be addressed:

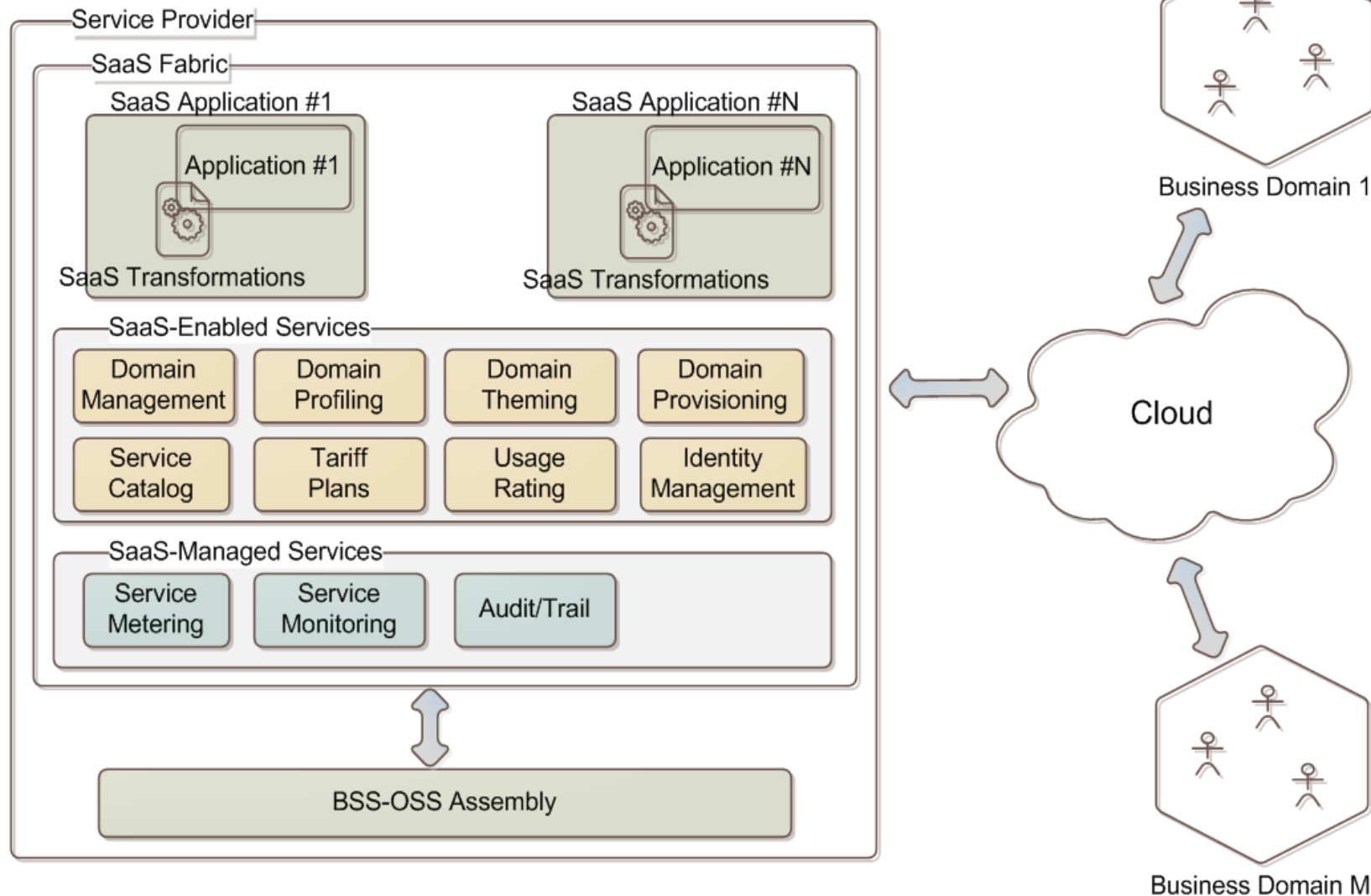
- **Unavoidable Constraint:** since in any other case the provider couldn't reliably and cost-effectively support the subscribed tenants
- **Transition Required:** from the "on-premises" to the "on-demand" software delivery model, affecting several layers including system architecture, business operations, sales, customer management and other
- **Scale-In/Down:** the solution in order to reduce costs including licensing, system maintenance, infrastructure, enhancement management, administration, etc

# What is required?



ASP vs Public Cloud SaaS model

# What is required?



- Address End-to-end Software delivery
- Transform Software into Service according to the SaaS model
- Provide all necessary support services so that the Software operates as a service
- Enable Software service to be managerially self-sufficient
- Interface effectively w existing OSS-BSS

## The Goal of VCI



- Adopt SaaS as a common delivery model for many business applications, like document management, ERP and CRM and others, enjoying added value in terms of cost savings, scalability, simplicity in management, better security and resiliency.
- Exploit its strong customer base, ranging from telecom operators to financial institutes and SaaS's enhanced features, playing the role of prime cloud-hosted SaaS enabled SP.
- Create a highly modularized novel software delivery ecosystem enabling all key stakeholder to collaborate and cooperate effectively increasing their revenue streams while support the needs and their growth plan.



# THANK YOU

**Vasileios Kaldanis** | Senior Project Manager  
t • +30 213 01 86 946 m • +30 694 48 39 648  
f • +30 213 01 86 888  
[vkaldanis@vci.gr](mailto:vkaldanis@vci.gr) | [www.vci.gr](http://www.vci.gr)