

A woman with short dark hair, wearing a green hooded jacket, is looking down at a tablet computer she is holding with both hands. She is standing outdoors at night, with blurred city lights and buildings in the background. The image has a professional, modern feel.

**softone**  
more than software

Change the way you do business

Tryphon Papazoglou  
Country Manager, SoftOne Cyprus

Change is inevitable. Growth is optional.

John C. Maxwell  
American author, thinker, speaker

# The new business reality

## A new generation of customers

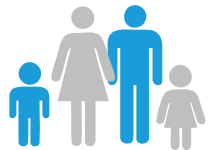
25%

of shopping malls in USA will close in the next 5 years! (Source: Business Insider)



4 of 10

of retailers will use artificial intelligence technology by 2020 (Source: Forbes.com)



By **2020**, customer experience will overtake price and product in buying decisions (Source: walker)

Percentage of consumers that have used their smartphone to look up a product while in a shop (Source: walker)



They Are Channel Agnostic

Compare, Compare, Compare!

They Consume New Technologies

Demand Tailored Experience

AI Empowered

Expect Proactive Personalization

Always Connected

They Know More

They Are Social

# The disrupters

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Uber

**NETFLIX**

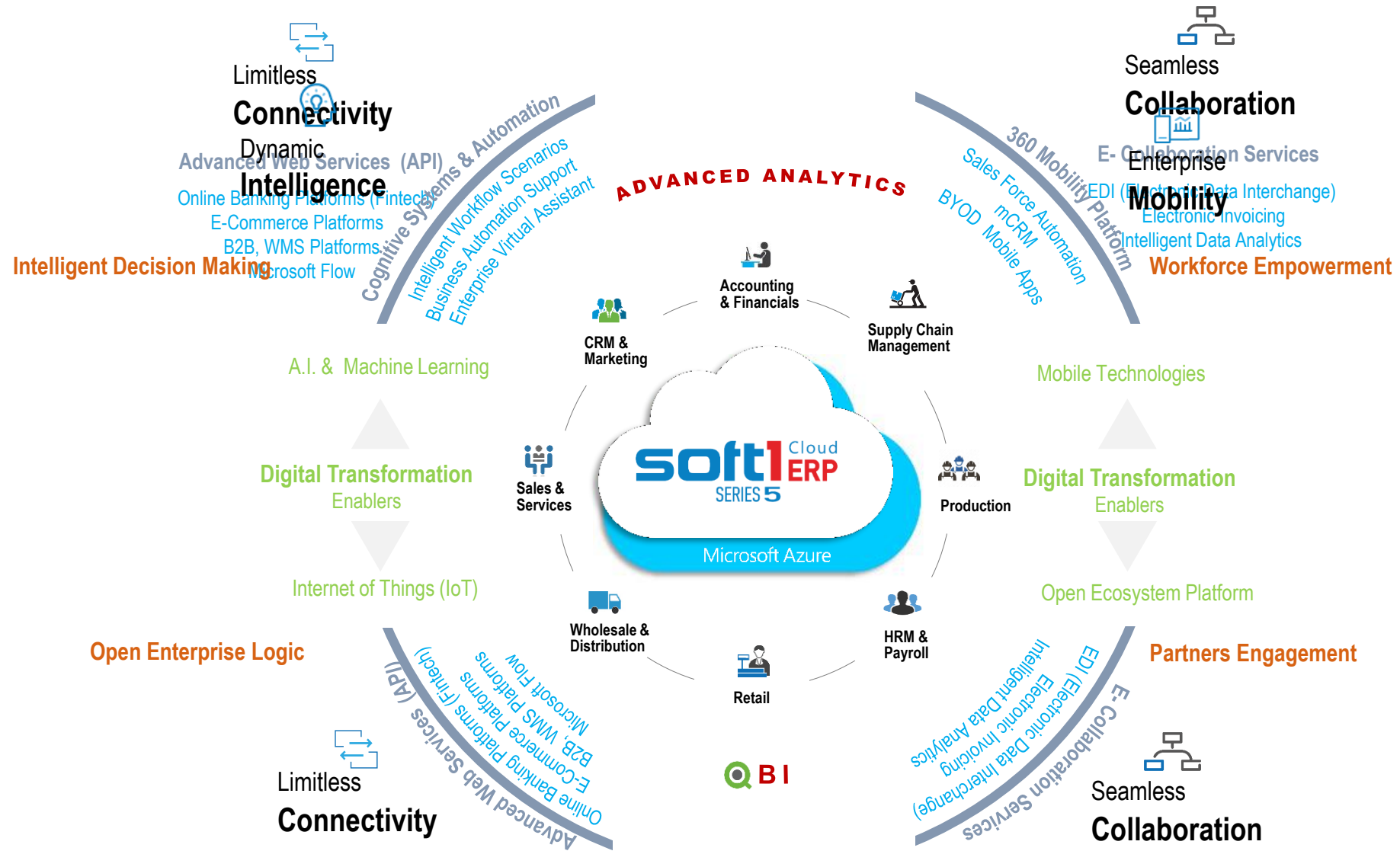


Wyre

Change is inevitable.  
Transformation is a conscious choice.

But where do you start?

# The Business Transformation Platform





## Next Generation Cloud Platform

### Serving

3,500 SaaS Installations

18,000 users

8,9 million requests

300 GB of data transfers

every single day...



Keep your **running costs low** and free-up your IT resources



Be **always up-to-date** with the latest releases and add functionality with ease



Operate in an environment of **utmost security and reliability**



Easily **scale your needs** to requirements when necessary, in a monitored environment



**Focus on running your business** rather than your software or IT systems



## Enterprise Mobility

Mobile Solutions

Sales Force Automation

Role based Applications

BYOD Apps

Mobile Device Management

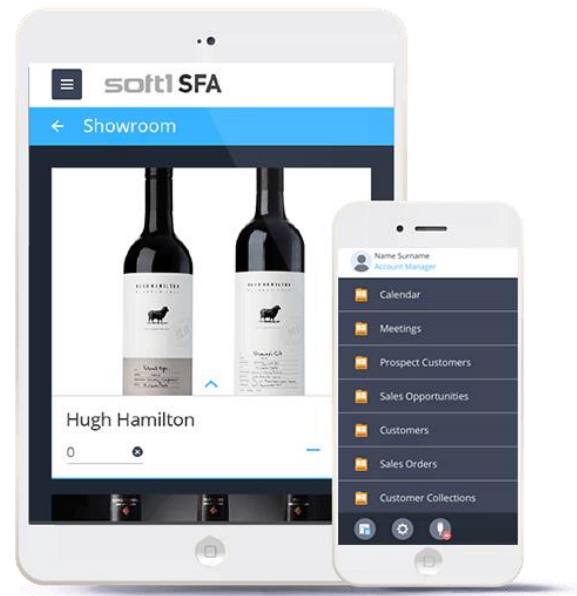
Web Apps

100%

functionality across  
any smart device

BYOD

cross-platform  
applications support



Role-based  
menu across any  
smart device

Utmost Security  
access and authentication  
controls



Increase  
productivity with an  
always **connected**  
workforce



Access data  
instantly anytime,  
**anywhere, on any**  
device



Access information in  
real-time, anywhere  
and **improve your**  
decision making

## Be where your customers are



**Amaze your**  
customers with  
excellent customer  
support

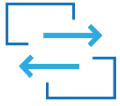


**Sell more, faster**  
never miss a sales  
opportunity



**Plan everything**  
**better**, evaluate risk  
and apply process  
adjustments





## Limitless Connectivity

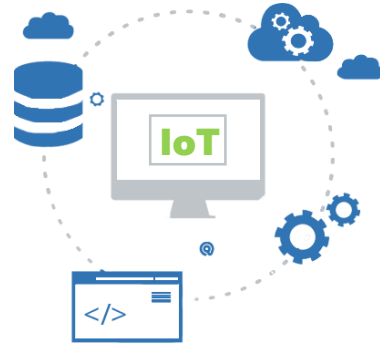
Advanced Web Services

FinTech Ready

E-Commerce Platforms

B2B Platforms

Social Media Platforms



## Connect flawlessly with anything

- Online banking platform
- E-shop or e-commerce platform
- B2B platform
- WMS platform
- Office 365 application
- Web Mail
- Social Media platform



**Improve speed and agility**



**Improve customer experience**



**Leverage data to improve decision-making**



**Simplify operational models and workflows**



## Seamless Collaboration

Electronic Data Interchange (EDI)

Electronic Invoicing

Electronic Statements

Intelligent Data Analytics

## Electronic Data Transfer

Exchange large volumes of critical B2B data or documents with your business partners

Invoices

Purchase orders

Shipment authorizations

Inventory updates

**Error-free**

**Instant delivery**

**Digitally authenticated**

**System agnostic**



Automate collaborations with your business partners

Improve speed & accuracy

Improve customer support

Optimize critical processes



## Dynamic Intelligence

Artificial Intelligence

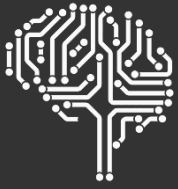
Conversational UI

Cognitive Systems

Machine Learning Automation

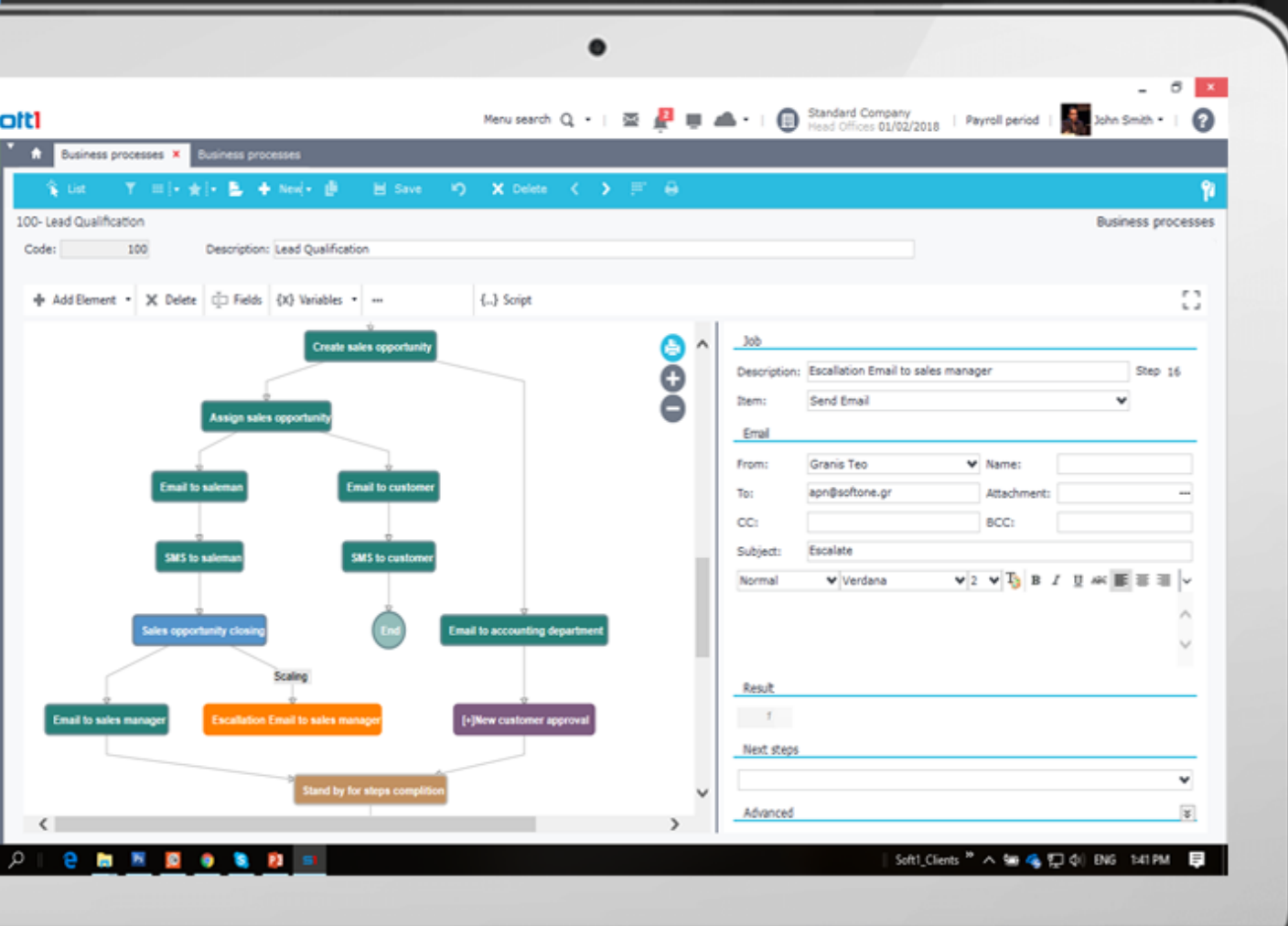
Intelligent Workflow Support





# B.A.M

## Business Automation Machine



acts  
executes  
assigns  
approves  
dismiss  
time schedules  
communicates  
interacts



# E.V.A.

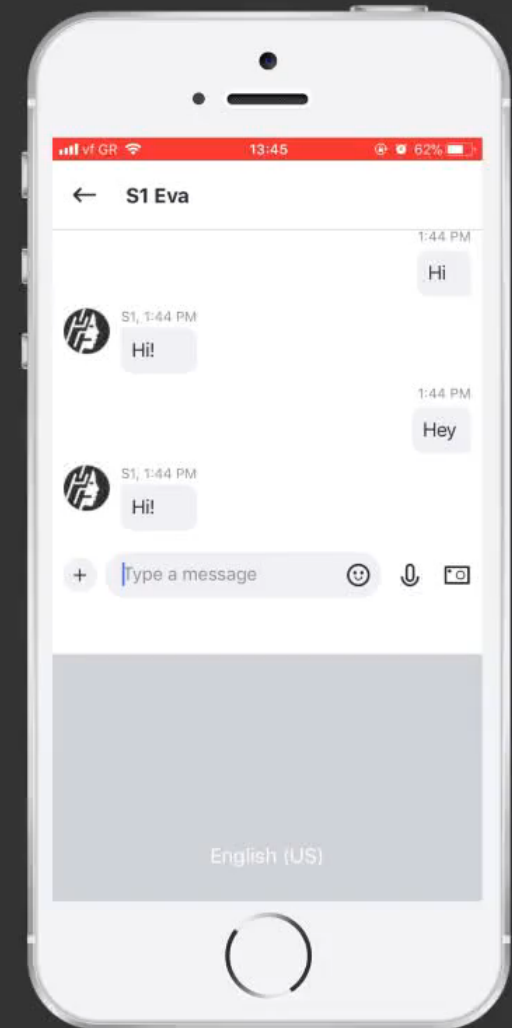
Enterprise Virtual Assistant

Microsoft Cloud

Soft1 Open Enterprise Architecture

Web Services, Micro Services

NLP - Microsoft LUIS





Improved Decision-Making



Streamline Business Processes

How can an **AI enabled Cloud ERP** improve your business



Automating Data Input



Reduce Operational  
& Installation Costs

What would be your business model  
if you were founded today ?