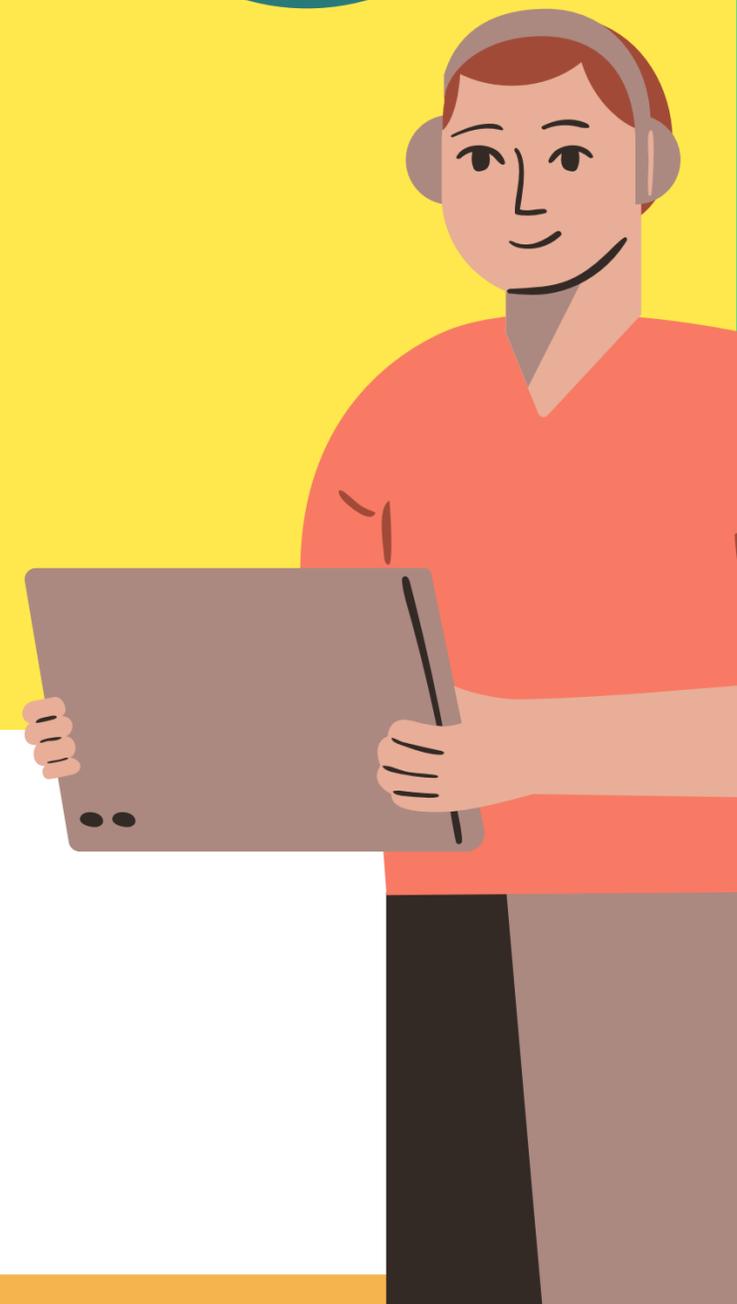
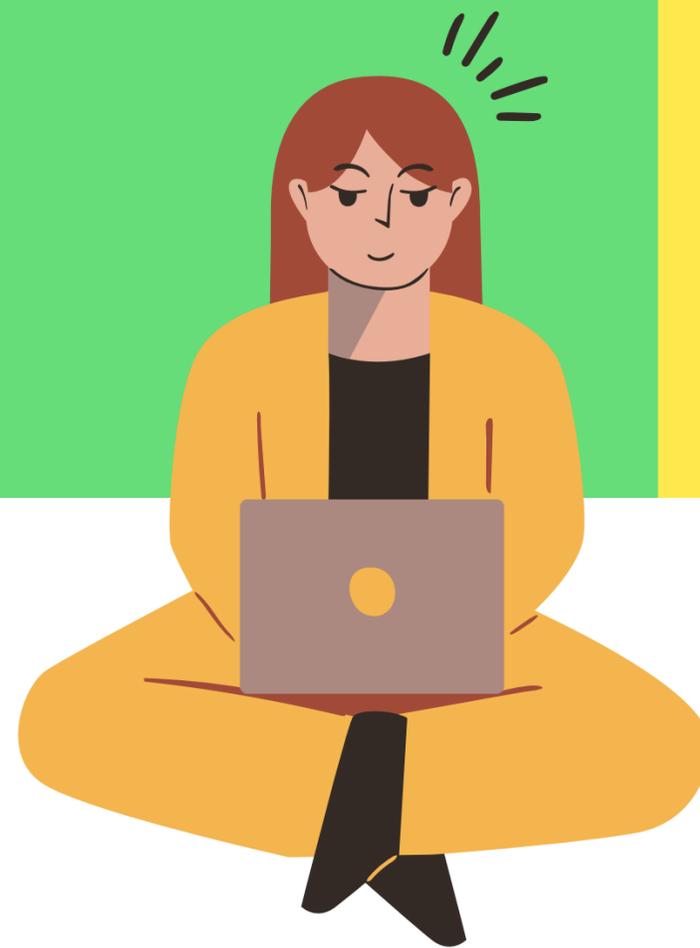
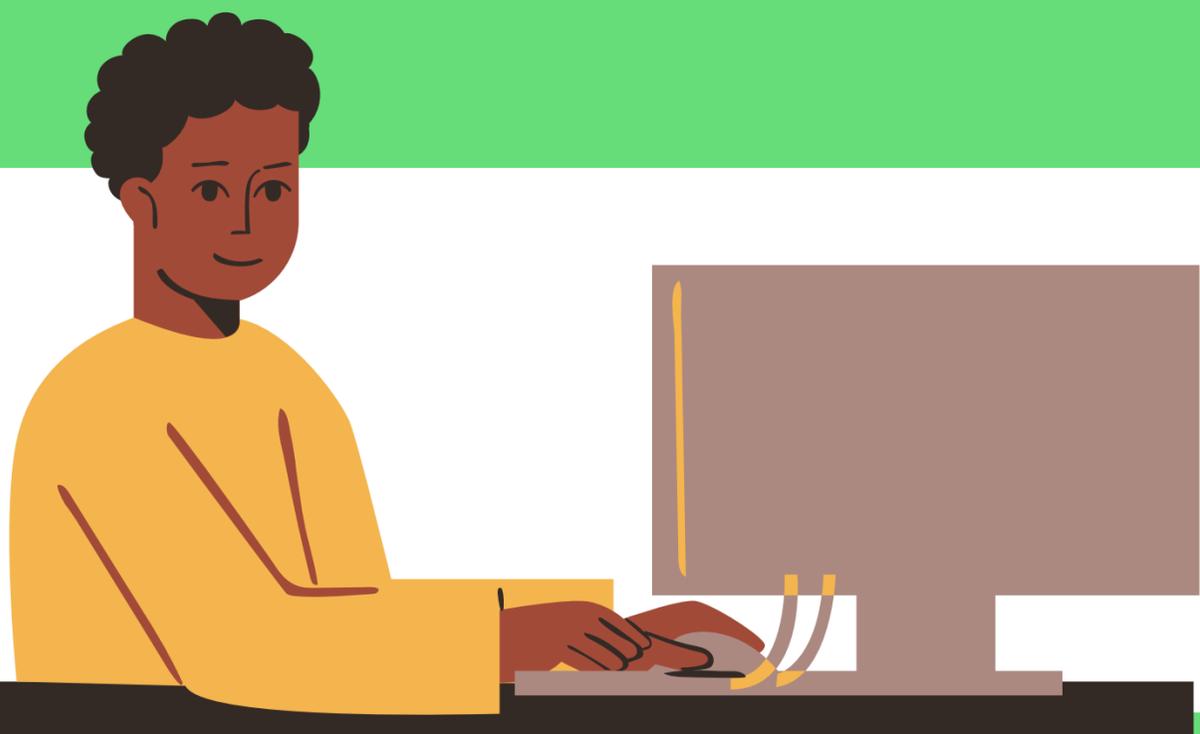


# DIGITAL DESIGN



# Few words before beginning...

**RBI**  
THE ART  
OF REAL ESTATE



Digital Design is one of the top 20 software developers in Russia.

350+  
clients in 30+  
countries



5000+  
completed projects

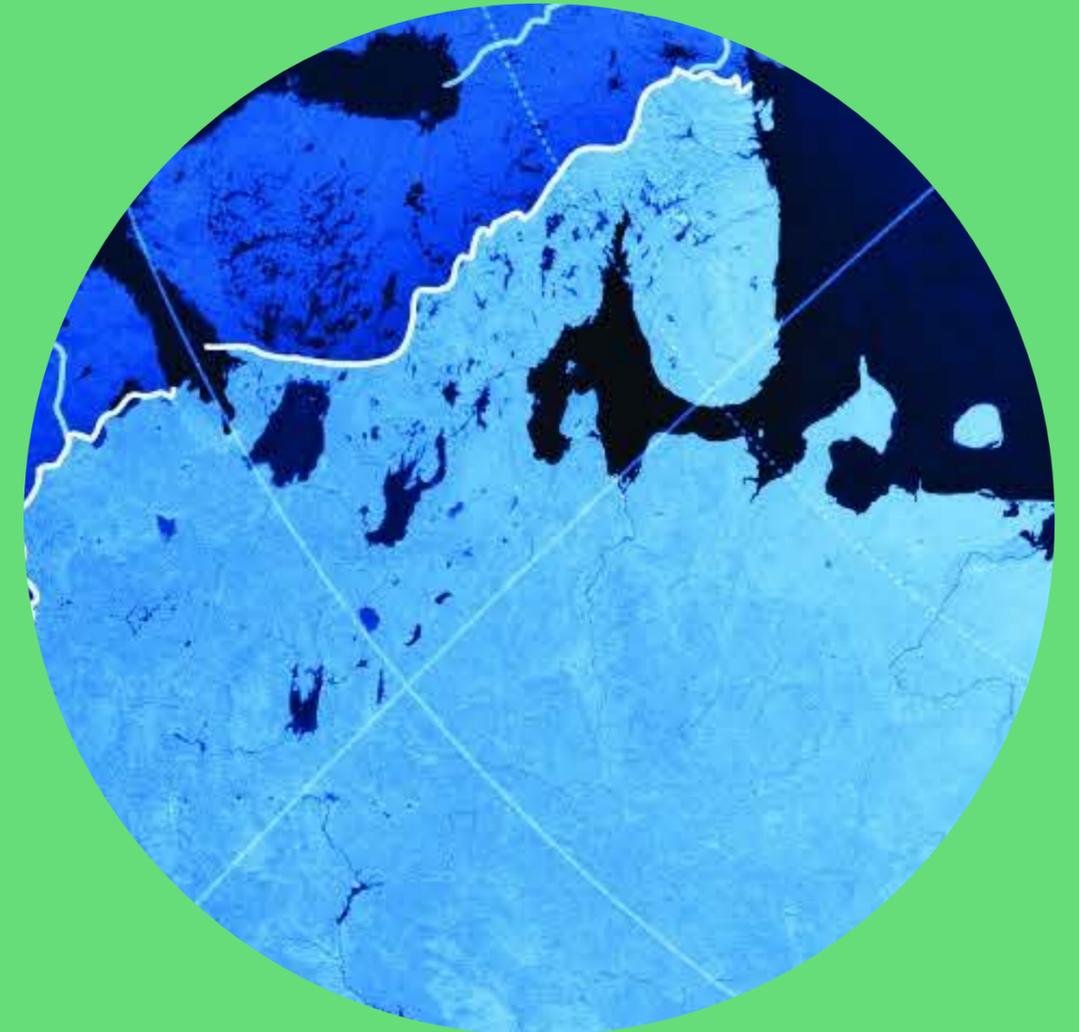


550+  
employees

29+  
years of experience



Ростелеком



# So back to business..Our case is....

## Helps board members:

- make and manage notes in agenda;
- chat with other board members;
- manage calendar;
- get announcements and news;
- vote on agenda issues;
- approve and sign minutes of board meetings.

Areopad is a board management software that automise the full cycle of meeting management: preparing an agenda, holding a vote, recording discussions and decisions, tracking assignments.



## Helps corporate secretaries:

- set up meetings and book time and meeting rooms;
- send invitations and set up meeting agenda;
- collect and distribute materials for the meeting;
- receive and manage feedback from meeting participants;
- create and send minutes and protocols;
- collect and count votes on the meeting agenda issues.

# So what is our case about?

- Analysis of markets that needs BMS product in their work
- Analysis of competitors that are widely sells their BMS products en North Europe
- Finding new partners and end customers among IT companies
- System implementation strategy

# Our main goal

Implementation of Areopad on North European market

# Team tasks

- Development of business strategy on the North European market
- Analysis of core competitors
- Search of potential IT partner
- Search of opportunities to partnership



**"Everything new is a well forgotten old." -  
Jacques Pesce**

Development of business strategy on the North European market.

## **Our strategy:**

- Focus on the most-developed countries and industries
- Focus on large scale companies
- Individual approach to each client
- Creation of partnerships with local institutions and associations



# Search results of most developed counties and industries in Finland, Sweden, Norway, Denmark, as well as potential clients.

## Finland

## Sweden

## Norway

## Denmark

### Most developed regions

- Southern Finland
- Western Finland
- Eastern Finland
- Lapland

- Stockholm County
- Vaestra Goetaland County
- Skåne County
- Norrbotten County

- Oslo
- Akershus
- Hordaland
- Soer-Troendelag

- Capital Region of Denmark
- Central Denmark Region
- Region of Southern Denmark
- Region Zealand

### Most developed industries

- Telecom
- Paper production
- Trading
- Machine manufacturing

- Automotive industry
- Machine manufacturing
- Manufacture of basic metals
- Telecom

- Oil and gas extraction
- Telecom
- Chemical production
- Bank and finance

- Water transport
- Land transport
- Property services
- Food products

# Finland



Name of company	Industry	Turnover in thousands EUR	Public or not public
Nokia Oyj	Manufacture of computer, electronic and optical products	23 147 000	
Neste Oyj	Manufacture of coke and refined petroleum products	13 217 000	
Kesko Oyj	Wholesale trade	10 675 900	
Stora Enso Oyj	Manufacture of paper and paper products	10 045 000	
UPM-Kymmene Oyj	Manufacture of paper and paper products	10 010 000	
KONE Oyj	Manufacture of machinery and equipment n.e.c.	8 942 400	
Suomen Osuuskauppojen Keskuskunta, SOK	Wholesale trade	7 074 005	
Outokumpu Oyj	Manufacture of basic metals	6 363 000	
Sampo Oyj	Financial service activities	5 815 000	
UPM Sales Oy	Wholesale trade	5 341 112	

# Sweden



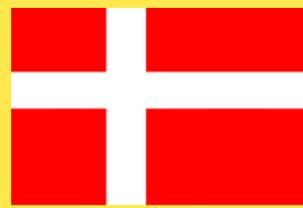
Name of company	Industry	Turnover in thousands EUR	Public or not public
Volvo, AB	Manufacture of motor vehicles, trailers and semi-trailers	338 446 000	
Volvo Car AB	Manufacture of motor vehicles, trailers and semi-trailers	262 833 000	
Ericsson, Telefon AB LM	Manufacture of computer, electronic and optical products	232 390 000	
H & M Hennes & Mauritz AB	Retail sale of clothing in specialised stores	187 031 000	
Skanska AB	Construction of buildings	160 344 000	
Vattenfall AB	Production of electricity	158 847 000	
ICA Gruppen AB	Wholesale trade	126 283 000	
Scania CV AB	Manufacture of motor vehicles, trailers and semi-trailers	125 125 000	
Scania AB	Manufacture of motor vehicles, trailers and semi-trailers	125 125 000	
Essity AB	Manufacture of paper and paper products	121 752 000	

# Norway



Name of company	Industry	Turnover in thousands EUR	Public or not public
Viessmann Refrigeration Systems AS	Wholesale trade	524 148 747	
Norsk Tjenestemannslag	Activities of membership organisations	196 815 905	
Hikoki Power Tools Norway AS	Wholesale trade	189 146 000	
Norsk Hydro ASA	Aluminium and electricity production	151 007 000	
Telenor ASA	Wireless telecommunications activities	114 407 000	
Helse Sør-Øst RHF	Public administration and defence; compulsory social security	86 765 194	
Odd Reitan Private Holding AS	Financial service activities	76 596 000	
Reitangruppen AS	Wholesale trade	76 596 000	
Equinor ASA	Extraction of crude petroleum and natural gas	64 357 000	
Rema 1000 AS	Rental and leasing activities	57 205 000	

# Denmark

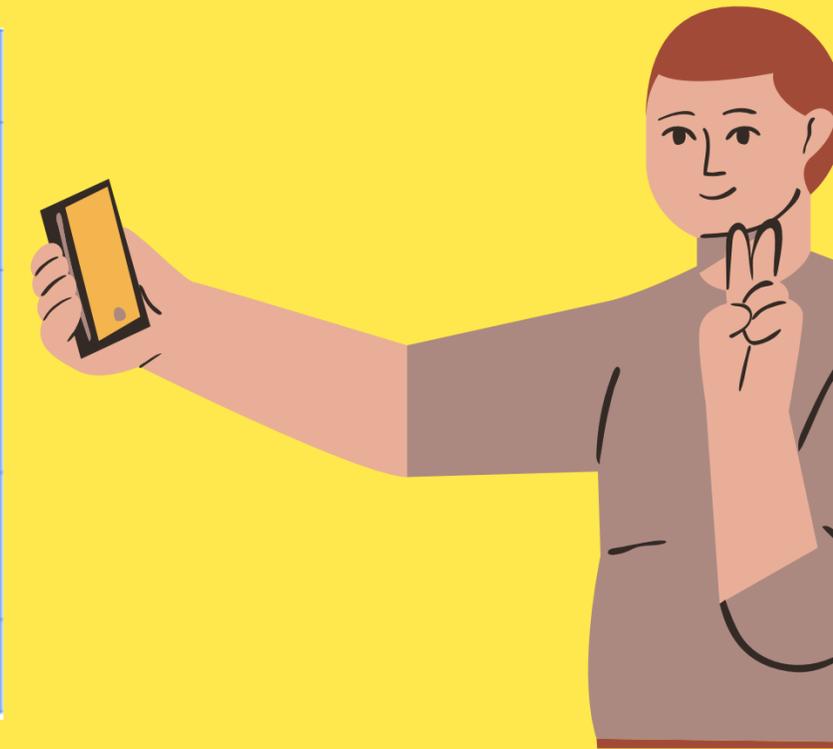


Name of company	Industry	Turnover in thousands EUR	Public or not public
E-boks A/S	Information service activities	231 043 405	✗
Glunz & Jensen Holding A/S	Manufacture of machinery and equipment n.e.c.	195 629 000	✓
Centrica Energy Trading A/S	Electricity, gas, steam and air conditioning supply	77 826 081	✗
Vestas Manufacturing A/S	Manufacture of machinery and equipment n.e.c.	48 189 016	✗
Energi Danmark A/S	Electricity, gas, steam and air conditioning supply	44 541 667	✗
Lego A/S	Activities of holding companies	38 544 000	✗
Coop Danmark A/S	Retail trade, except of motor vehicles and motorcycles	35 339 000	✗
Ørsted Salg & Service A/S	Electricity, gas, steam and air conditioning supply	33 080 000	✗
Siemens Gamesa Renewable Energy A/S	Manufacture of electrical equipment	30 459 321	✗
Lego System A/S	Manufacture of games and toys	28 112 000	✗

# Analysis of competitors

## Main competitor

Areopad	ContractZen
Voting system	Working with orders (control and setting)
Chats among participants	Preparation of minutes (capacious extract from the meeting / abstracts)
Integration with video conferencing systems	
Distribution On-premise	



## Marketing review

	Areopad	ContractZen
Standard project price (for 50 users)	40000 \$	From \$ 1800 per month with full functionality
Competitive positioning	A system for organizing the entire preparation cycle and organizing meetings in electronic form.	Simplicity in meeting management for private, public & non-profit organizations.
Industry focus	Manufacturing, Mining, Banks, Energy	Energy, transport, non-profit organizations, retail

# Results of potential IT partner search

	Name	Services
Finland	<b>Startup Development house</b> <b>Vincit</b> <b>Fulcum Digital</b>	<ul style="list-style-type: none"><li>- Product Discovery Process;- User Testing;- Product Design Web Development Mobile development.</li><li>- Mobile Apps;- Web Services;- Embedded System.</li><li>- Intelligent Business Platform;- Interactive Services;</li><li>- Cloud Services.</li></ul>
Sweden	<b>Nash Tech</b> <b>Escoal</b> <b>Forbyres</b>	<ul style="list-style-type: none"><li>- Software development;- Business process solution;- Application maintenance and support;- Quality assurance and testing.</li><li>- Consultation;- Design;- Mobile development;- Web development.</li><li>- Software development;- eCommerce Development;- Mobile Development;- UI/UX Design.</li></ul>
Norway	<b>EL Passion</b> <b>Frontkom</b>	<ul style="list-style-type: none"><li>- Product Design;- Web Development;- Mobile development.</li><li>- Marketing;- Design;- Hosting &amp; Suppor.</li></ul>
Denmark	<b>Front IT</b> <b>Deceus</b>	<ul style="list-style-type: none"><li>- Consulting &amp; IT Strategy;- Software Engineering &amp; Product Development;- Dedicated 24/7 Support;</li><li>- Data Science &amp; Analytics.</li><li>- Custom software development;- Web app development;</li><li>- Mobile app development- UI/UX design- Data migration services.</li></ul>



Results of  
opportunities to  
partnership with  
local institutions  
and associations  
search



# Institutions and associations

## Name

Directors' Institute Finland

The Swedish Academy Of BoardDirectors

The Norwegian Institute of Directors

Danish IT Industry Association

## Mission

DIF is a non-profit organization – a network of professional board members of Finnish companies – which aims to promote corporate governance and standards, and contribute to the work of corporate boards and non-executive directors through influencing, educating and networking.

The Swedish Academy of Board Directors is a non-profit membership organisation aimed at improving corporate governance in Sweden. We have more than 7000 members, and consist of 16 regional member associations.

The Norwegian Institute of Directors is a network for board members in listed and state-owned companies. The Institute contribute to new knowledge, sharing best practice, networking and open dialogue, relevant diversity in top management and board of directors.

The Danish ICT Industry Association represents +700 ICT companies and is the largest independent representative for the ICT business community in Denmark.

# Summary



- Target clients – Large scale public companies, especially if they have many subsidiaries
- Key benefit – individual approach to each client
- Key for success – finding an IT partner
- It is necessary to create partnerships with local institutions and associations