

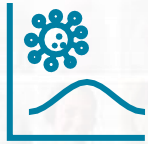
Say Yes to Next

Sales Kickoff
2022

Sales Kickoff 2022



Global Landscape



COVID 19
Recovery



Socio Economic
Challenges



Political
Unrest



Supply Chain
Disruptions

What's Next?

2022 Manufacturing Outlook: Optimism Prevails

81% of the respondents say they anticipate that their plants will **increase production in 2022**



47% said they expect their companies to

open or add lines or entire plants.



48% said they anticipated an **increase in their companies' capital spending budget.**

Of these, 18% said they think the budget will go up more than 10%, and another 17% said it will go up from 5% to 10%.



Next Level Growth

What?

Deliver 3 Year Revenue Targets

FY21 Actual \$62 Million



\$72 Million (15% YoY growth)



\$82 Million

FY

22

FY23

\$91 Million

FY24

How?



TMS Focus

Electronics, Fabricated Metal, Food & Beverage and IM&E

Mid-Market



Earn Trusted
 Advisor Status

20+ User
 Band

Win with
 Partners

Solutions Selling – Understand NEED and add VALUE to our customers

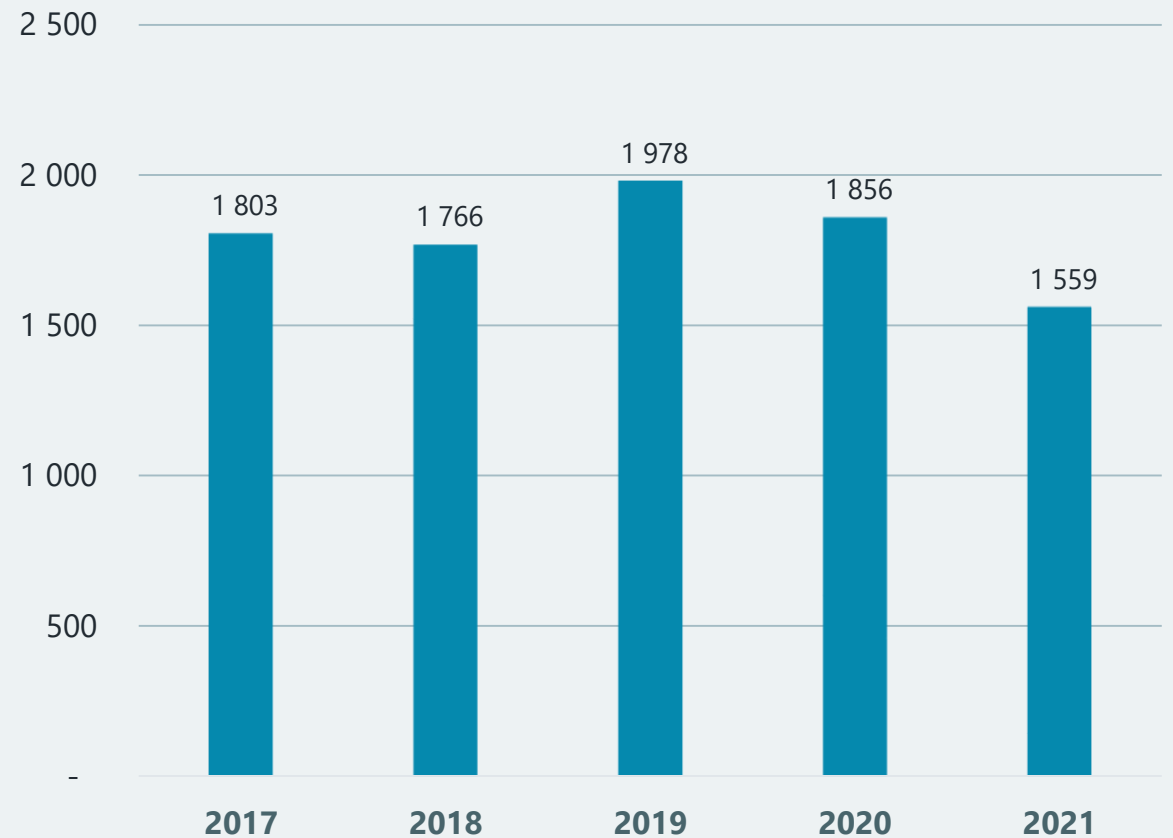


Ready for Growth

New customers

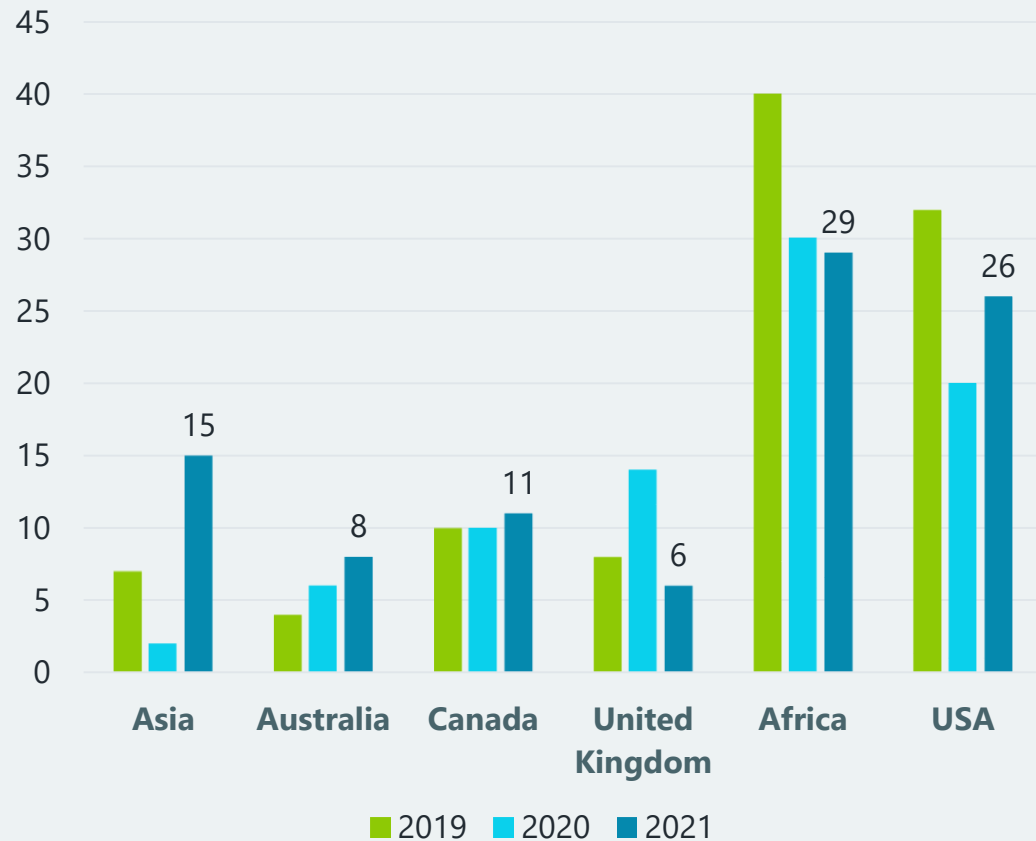


Users added from new customers

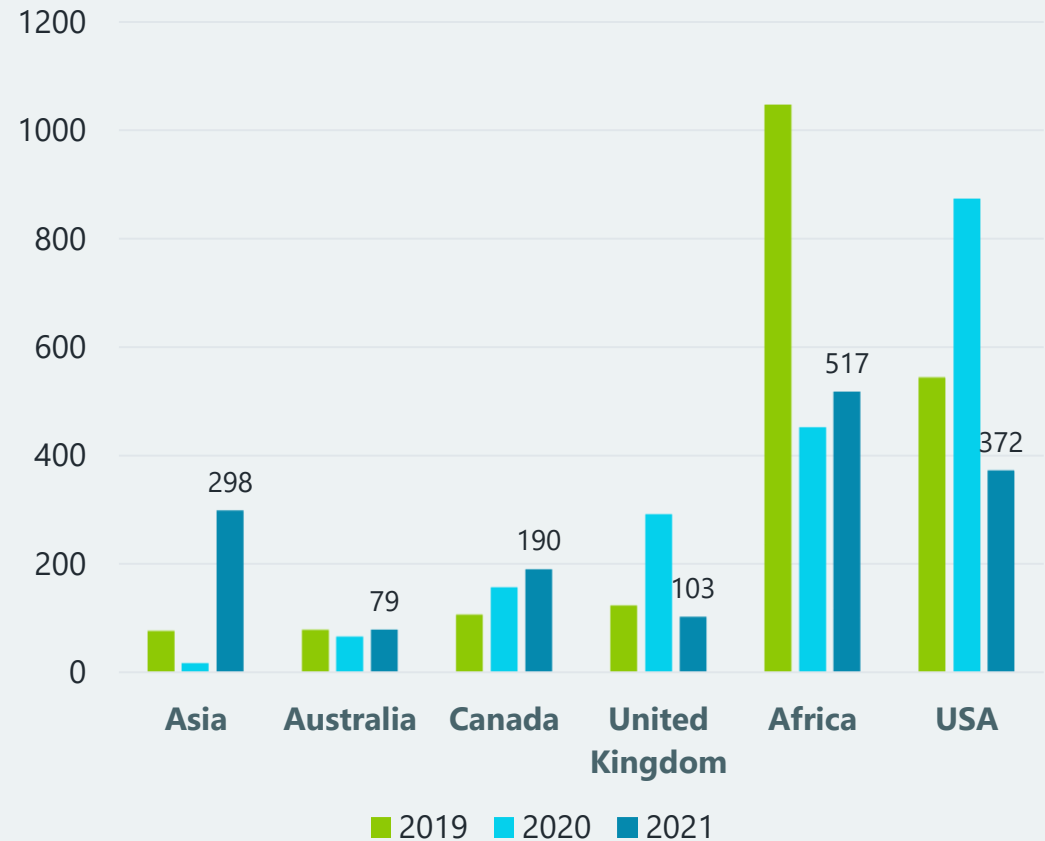


New customers per region ... Improved Y-O-Y performance across most regions

New customers per region



New users per region



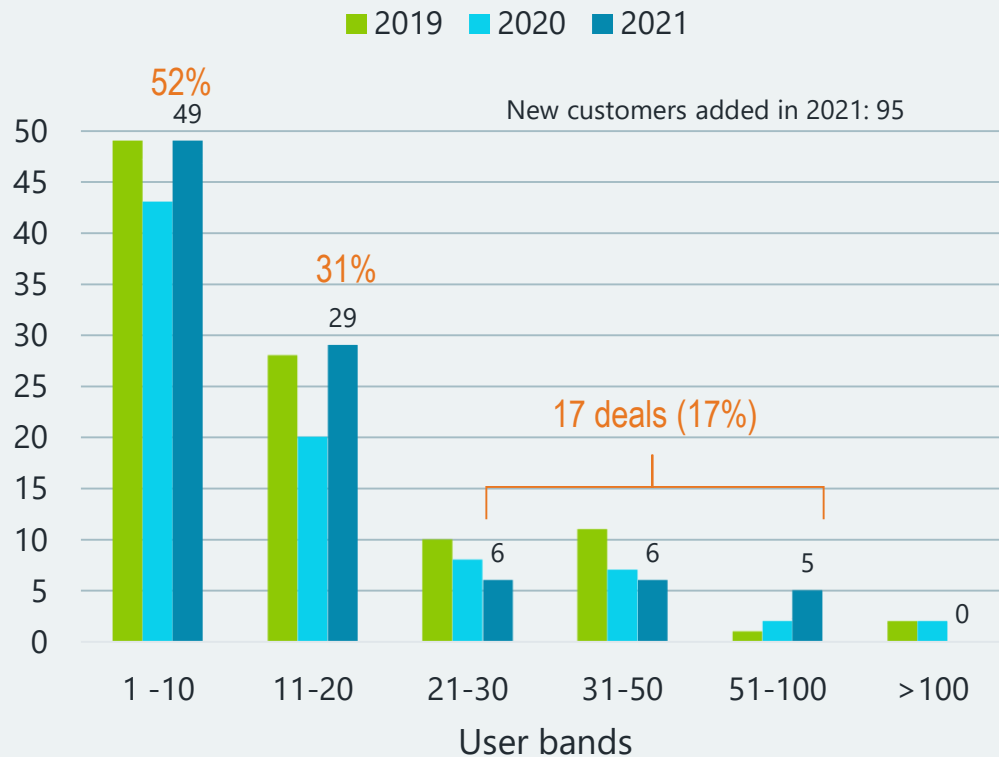
In which user bands did we win new customers?

- 49 new deals (52% of total deals) won in 2021 were in the 1 -10 user band range, adding 314 new users (20%) of new user count.
- Successful in the 11 - 20 user range (~30% new deals and users)
- 50% of new users (779) were added from the 21+ bands (17 deals).

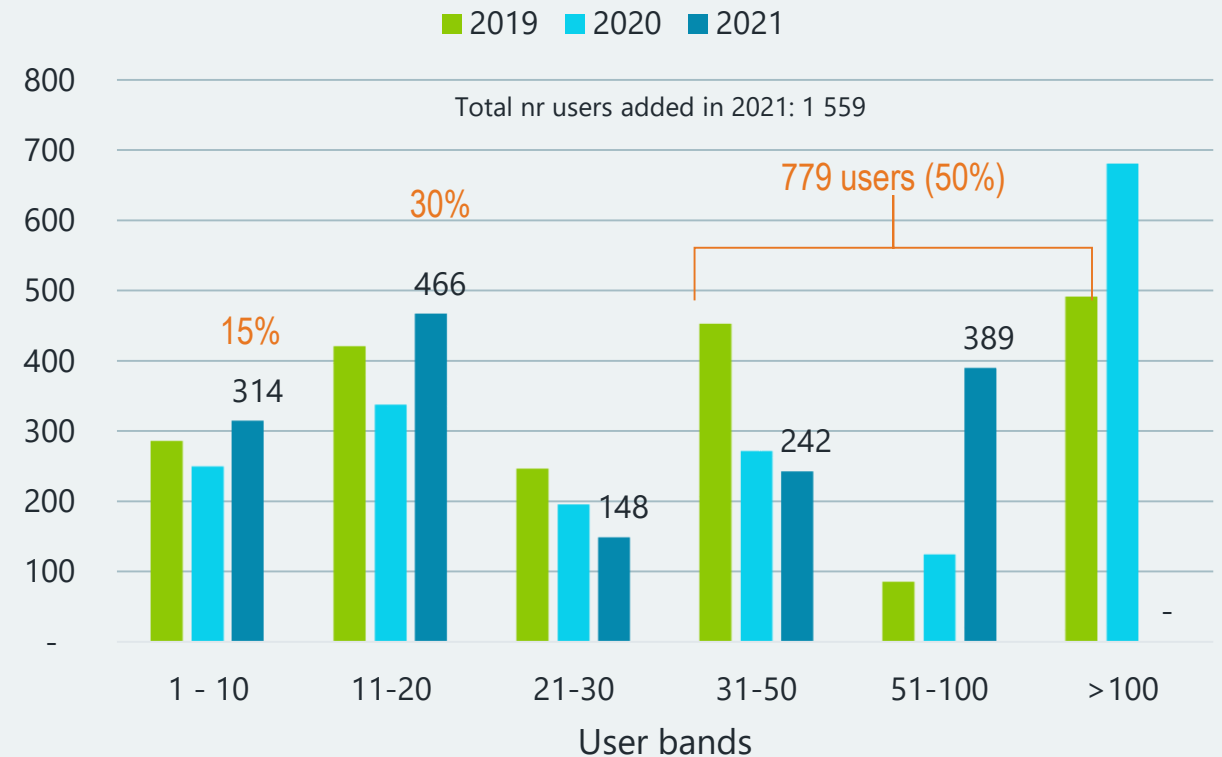
Key questions:

- Are we generating the return on efforts?
- Function of our deal pipeline and impact of COVID?

New customers added

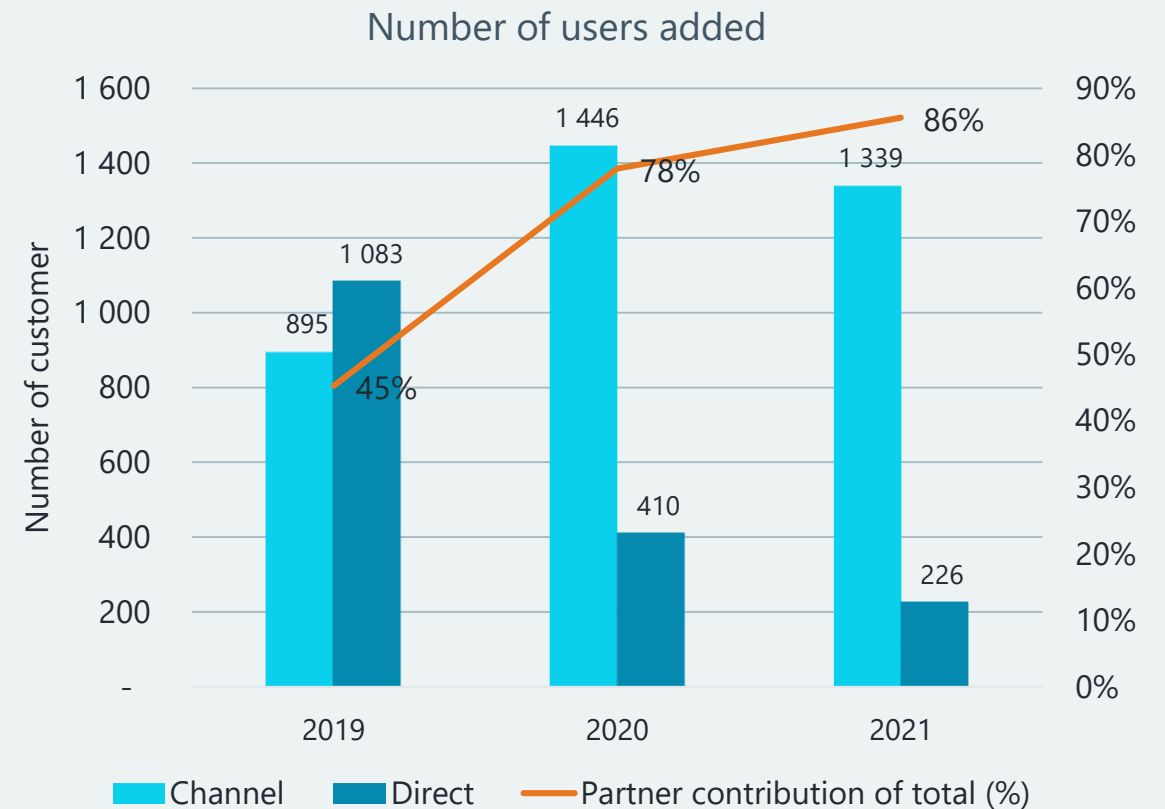
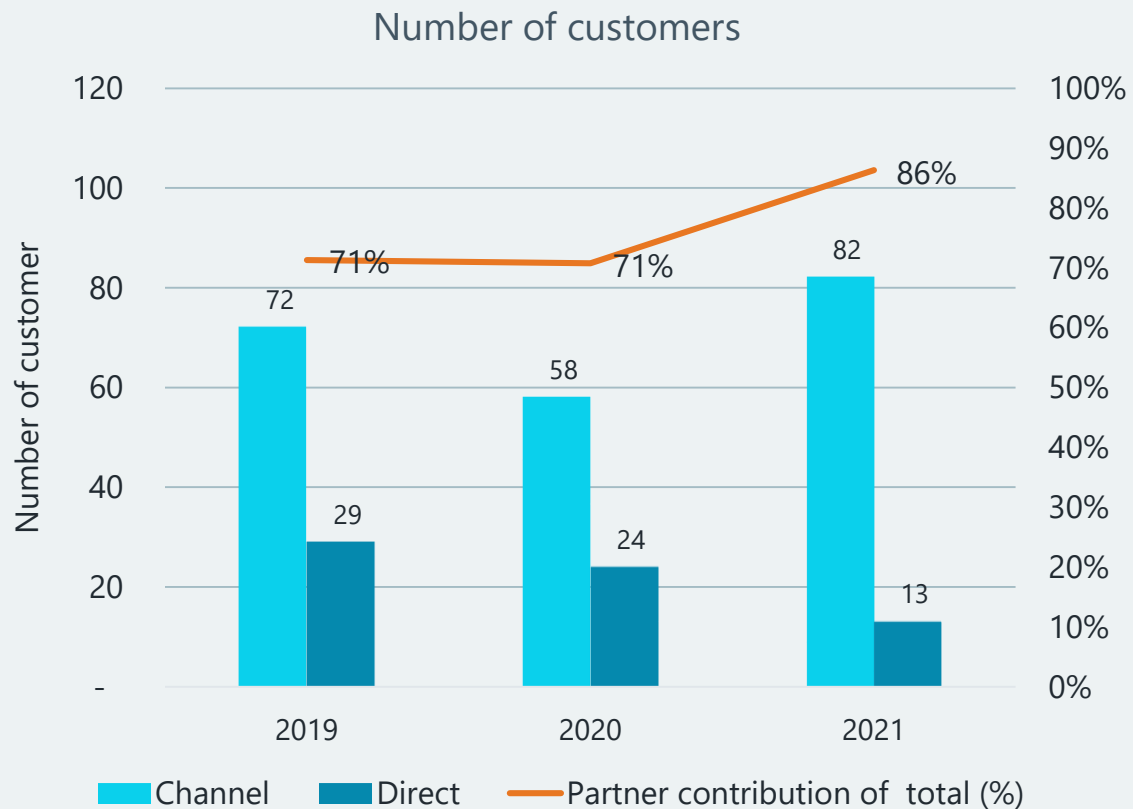


Nr of users added on new logos



New deals: Direct versus Channel

- 86% (2020: 71%) of new customer deals were done through Channel
- Channel deals added 86% of new user count
- Recognize that SYSPRO is involved in many of the Channel deals



FY22 Targets by Region

2022

USD	Australasia	Asia	USA	Canada	Africa	UK	Corporate	Consolidation Adjustment	Total
Total Revenue	6.599	3.328	35.010	10.263	13.833	1.256	17.696	(16.270)	71.714

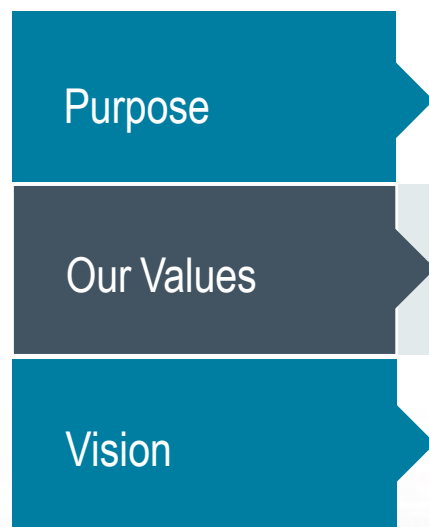
Global Sales Priorities

FY22



Unlocking Next

The foundation



Integrity



Passionate



Results-Driven



Authenticity



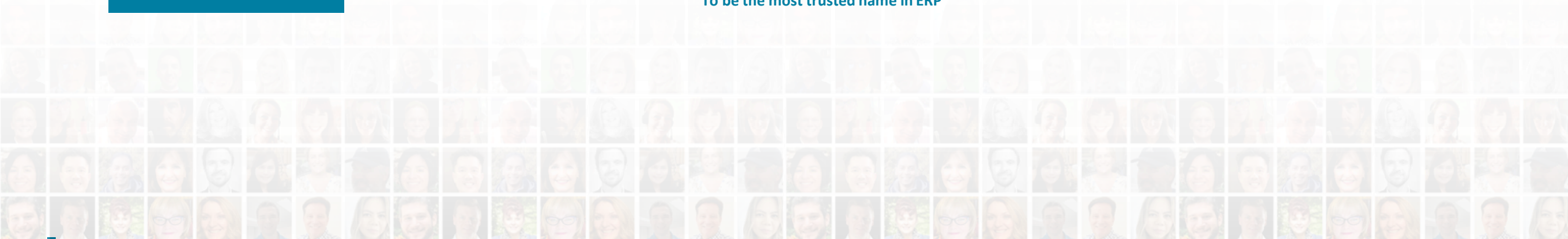
Winning Together



We make it possible



To be the most trusted name in ERP



Achieving Next – Global Sales Priorities – The 6C's

1

Customer First



- Add value as a trusted advisor and industry specialists
- Retain our customers – reduce churn
- Customers seek complete solution and business value
- Customer for life
- Upgrade customers to SYSPRO 8
- Drive utilization of modules
- Increase share of wallet - Cross Sell & Up Sell
- Build References and track record

2

Channel Acquisition & Maturity



- Scale globally through Channel
- Co-Sell (win –win)
- Increase Partner Revenue globally
- Collaborative efforts to reduce “friction” and “customer frustration”
- Acquire new Channel Partners
- Develop and mature existing Channel Partners
- Consolidation of Partners
- Launch Global ISV Program and drive revenue
- Deliver a robust Channel Onboarding program
- Connected Society

Achieving Next - Global Sales Priorities

3

Customer Acquisition



- Net new business growth
- Improve SQL to close ratio
- Qualify and focus on winnable
- Easier to work and partners with – North America Channel Agreement
- Global Agreement Framework

4

Choice

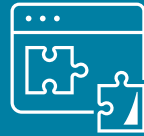


- Cloud
- On-premise
- Mobile

Achieving Next - Global Sales Priorities

5

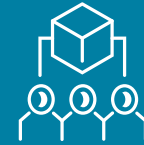
Consistency in terminology and methodology



- Pipeline Management
- Forecast accuracy
- Standard Sales Methodologies
- Standard Sales Tools and processes
- Metric Tracking

6

Collaboration and Talent Enablement



- Working and winning together as a team
- Continuous upskilling and training of our team, customers and partners
- Sharing best practices globally
- #AllIn

Pre Sales

- Global Solutions collaboration
- Standardized demo scripts, packs
- Updating demo servers
- Industry specific demo data



Thank You

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