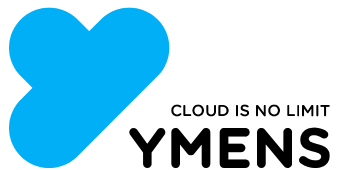




Who needs cloud?



Bogdan Balaci
CEO Ymens

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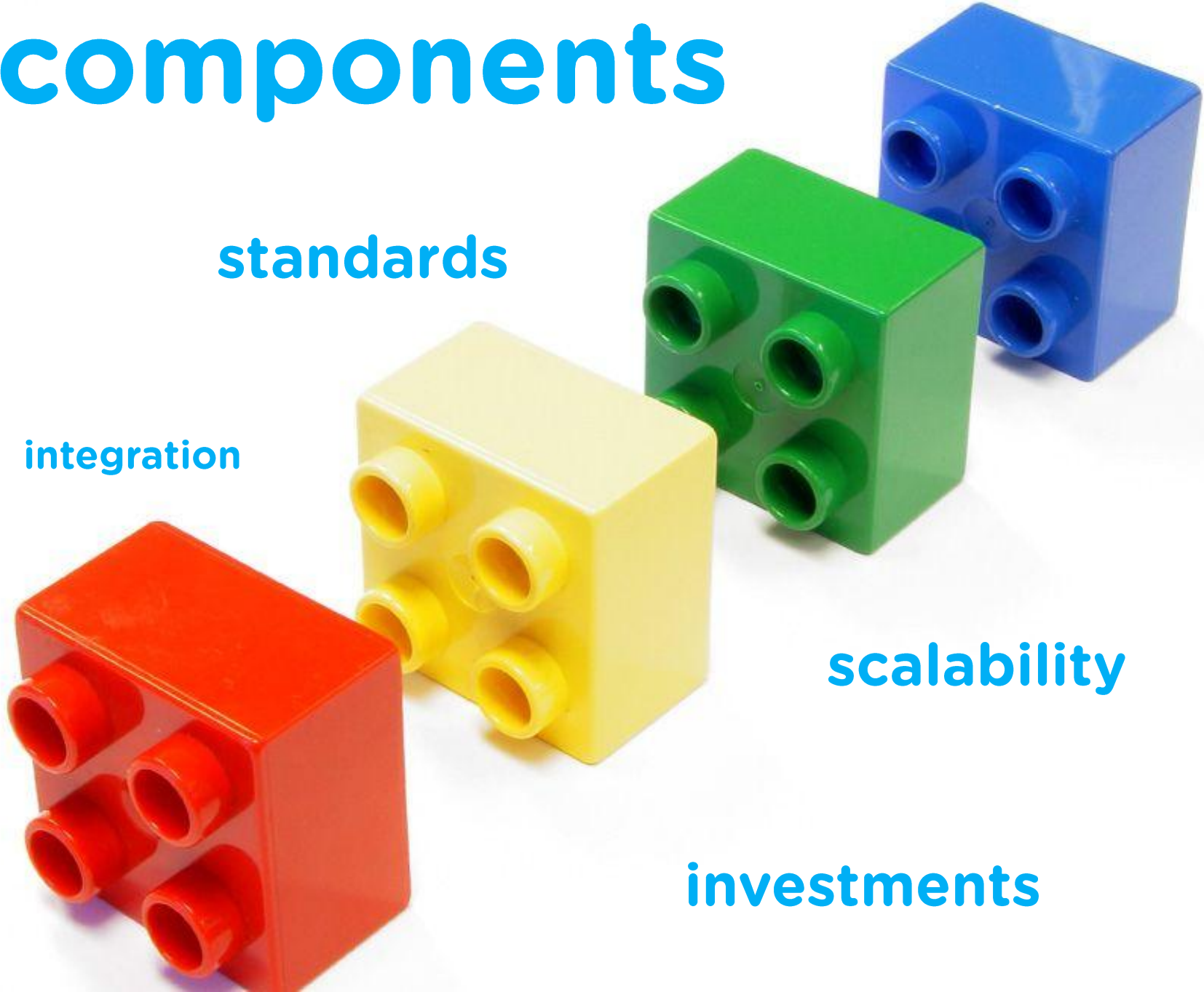
components

standards

integration

scalability

investments



81% cost reduction

increased productivity **41%**

35% new business

Romanian paradox

1st place
in computer science

Top 5
World Wide Internet speed

27%
presentation
websites

4%
online
transactions

47%
NOT using
software solutions

8%
are using cloud
for business

38%
priority for IT
projects

small company

approach:	I'm curious about it
usage:	traditional / no solutions at all
budget:	small, if any
needs:	survival on the market
concerns:	pricing, security
solutions:	UC (email, internal portal), invoicing, archiving, ERP, CRM

“I need an ERP”

“why do I need an application?”

“security matters”

“why do I have to pay?”

medium company

approach:

I'm open for discussion

usage:

on-premise applications

budget:

exists, no / little planning

needs:

competitiveness, costs

concerns:

**security, functionalities,
support, services**

solutions:

**UC (email, internal portal,
text & audio-video
communication), ERP, HR
apps, IaaS, archiving**

“we need to raise our customer numbers”

“how to be more competitive?”

“I’m looking for a trustworthy partner”

“what’s the best offer in our budget range?”

large company

approach:

I know what I want

usage:

dedicated IT solutions

budget:

procurement procedure

needs:

**efficiency, control,
scalability, flexibility**

concerns:

**security, SLA, support,
services**

solutions:

**UC (incl. customized
solutions) IaaS, HR apps,
document management,
ERP, CRM**

“let’s gain more flexibility on the market”

“focus on the customer”

“how do we control the business?”

“we need to invest more in our core-business”

local public institution

approach:	I know what I want
usage:	traditional / old IT
budget:	procurement procedure
needs:	cost reduction, efficiency, quality
concerns:	security, support, costs
solutions:	UC (email, internal portal, text & audio-video communication), document management, ERP

“citizen needs richer services”

“we need to increase efficiency”

“let’s optimize the IT investments”

“communication is important”

Romania

+35%

opportunitates

+5%

response speed

+7%

new customers



COMERCIANT
Solutie de tip
CRM

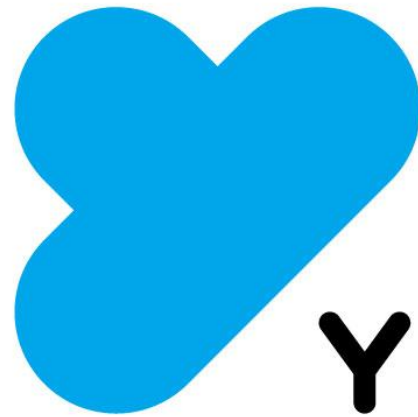


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INTRANET
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portal intern

everybody
needs
cloud



CLOUD IS NO LIMIT

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