



SALES KICK OFF 2023

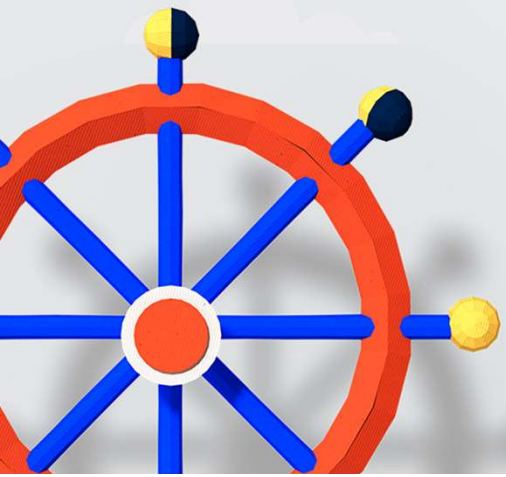
Cegid Iberia, LatAm & AfricaPT

**SALES
KICK-OFF
2023**



Renaud CLAVEL

Head of Sales HCM

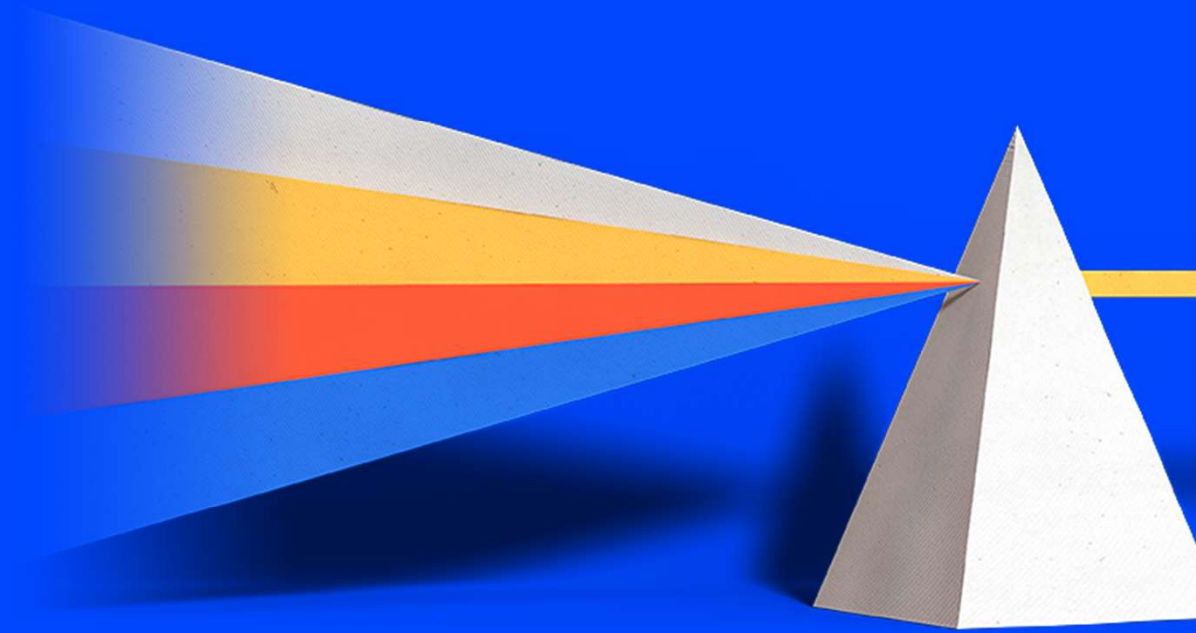


**SALES
KICK-OFF
2023**

0

1

THE
2023
HCM
AMBITION



SALES
KICK-OFF
2023

2022 HCM - Foundation

#1 BU @Cegid

- From 60 to 240M€ in 3 years (35% of Cegid Rev)
- Historical business then Meta4 + VisualTime + TalentSoft + Wittyfit + DR ... MTC ;)

2022 Rev. Growth +7% (97,5% of Rev. Plan)

- But 59% of the 2022 Booking Plan (short of 18,5M€)



YTD Like for like	Total		CPA		SB		HCM		FINANCE		RETAIL	
	Actual	N-1 LfL %	Actual	N-1 LfL %	Actual	N-1 LfL %	Actual	N-1 LfL %	Actual	N-1 LfL %	Actual	N-1 LfL %
Software	603,4	9,7%	153,9	7,8%	34,9	12,6%	206,3	9,7%	127,1	10,0%	80,8	11,9%
Licenses	17,9	11,6%	0,1	(82,2%)	0,3	(13,4%)	2,6	41,0%	9,9	19,2%	5,1	(1,4%)
Maintenance	91,0	(19,5%)	4,3	(68,1%)	6,7	(21,5%)	17,1	(13,3%)	32,8	(12,2%)	29,7	(11,4%)
Saas	494,6	17,4%	149,6	16,0%	27,9	26,2%	186,7	12,0%	84,4	20,7%	46,0	37,2%
Professional Services & Other	79,9	(10,3%)	5,1	(26,0%)	3,9	(19,2%)	33,7	(7,7%)	14,8	(20,5%)	22,4	3,1%
Financing	3,0		0,0		3,0		0,0		0,0		0,0	
Total	686,4	6,8%	159,0	6,3%	41,8	6,6%	240,0	6,8%	141,9	5,7%	103,3	9,8%
of which Recurrent Revenue	585,5	9,6%	153,9	8,1%	34,7	12,9%	203,7	9,4%	117,3	9,2%	75,7	12,9%

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2023**



Tough transition at TS

- High churn & SaaS Booking <50% of Plan
- Positives on Public & Nordics
- Xselling below expectations but OK - Ramping up
- Now refunding - **New talents & new leadership**
- **Additional value & opportunities (Witty, DR)**

2022 HCM - Foundation

High Positives

- Payroll FR, VisualTime
- Revenue upsides - LATAM, Cegid Talent

Very Promising M&A

- Wittyfit & DigitalRecruiters

Clients, Partners and Market

are impressed by our vision, pace and strategic roadmap



2023 Ambition

In 2023 we plan to achieve a Revenue growth of +7,2% and further accelerate

HCM	B23	A22	Gap N-1	Growth	A21	Gap 22 vs 21	Growth
Software	224 986	206 905	18 081	8,7%	188 551	18 354	9,7%
Licenses	4 261	2 592	1 669	64,4%	1 838	754	41,0%
Recurring Revenue	220 725	204 313	16 412	8,0%	186 713	17 600	9,4%
Maintenance	14 268	17 061	(2 793)	-16,4%	19 678	(2 617)	-13,3%
Saas	206 457	187 252	19 205	10,3%	167 036	20 216	12,1%
PS & Other	32 960	33 679	(719)	-2,1%	36 474	(2 795)	-7,7%
Financing	-	-	-		-	-	
Total	257 946	240 584	17 362	7,2%	225 026	15 558	6,9%

Growing our SaaS Booking by **> +40%**

- Payroll FR / IB / LAT
- TS France & International
- DigitalRecruiters
- Wittyfit

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2023**

02

SALES GTM 2023



**SALES
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2023**

2023: 1 079 Deals signed over HCM Payroll



And so much more ...

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2023

TOP PERFORMERS PAYROLL



Gael 151 %



Esther 138 %



Pierre
169%



Arnaud
209%



Arzu
165%



Benoit 128 %



David 127 %



Josep 120 %



Florence 114 %



Arancha 106 %

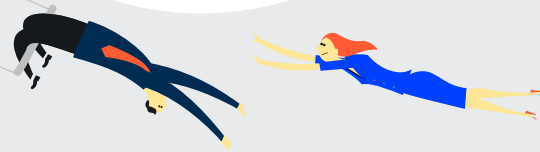


Sandra 102 %

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STRATEGY 2023

PAYROLL



2023 Year of the « New Biz »



**Re-Invit the way we work with
Partners & Alliances**



Accelerate on TALENTOFT

+

UPSELLS



Acquisition Value



**SALES
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2023**

DRIVERS : What about 2023 ?

PAYROLL

1

Organization

2

Staffing

3

Collaboration



**SALES
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2023**

HCM Sales Organisation



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2023

BUDGET BOOKING 2023

PAYROLL

Plan 2023 : 25,8 M€ Booking



Excl. X Sell : FRANCE 9,5M€
IBERIA 6,2M€
LATAM 1,4M€
17,1 M€

X Sell : VisualTime 2,4M€
Wittyfit 1,7M€
DigitalRecruiters 1,6M€
Talentsoft 3,0M€
8,7 M€

Landing SaaS & Lic. 2022
17,7 M€

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We can do a fantastic 2023!



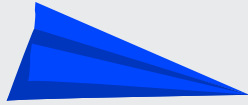


**WE NEEDED
YOU**

**SALES
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2023**



Cristina Fernández de Landa
Sales Director IB



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2023**

Base Instalada Iberia De Y22 => Plan Y23

UPSELLING TALENT
13 CLIENTES

+ 3 M€
(70% Migración - 30% Transición)

38 CLIENTES
+ 100.000 ee

IB Sales PLAN Y23

Booking 2023: 2,8 M€

Transición al SaaS => 1,2M€

UpSelling => 900k €

Crossselling => 700k €

PLAN Y22 BOOST TO SAAS - MIGRATION

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Objetivos Base Instalada Y23

1

Maximizar Saas

Aceleración y Crecimiento

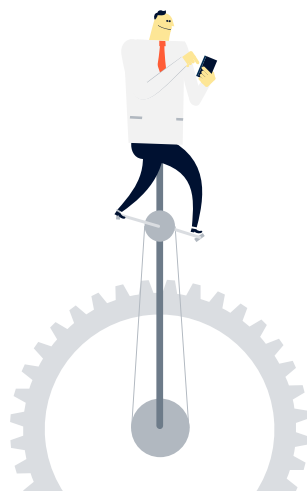
Transición – Migración (OP-SaaS-SaaS)
Crossselling (TS, VT, WF, DG, PF)
Upselling - PN



2

Fidelización – 50 TOP

Incrementar Posicionamiento Cegid
UpSelling
Plan Relacional
Referencias – Casos de Exito



3

Sales Team

Equipo 100% On Board – New AM
Sales Enablement y Formación
Doble Booking (Unico Equipo)
Partners => Cegid TEAM



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EQUIPO IB SALES – PRESALES - PARTNERS



Mk & Comunicación

PS

CES

Legal

Seguridad

Product + PMM

Finanzas





Fernando Murcia
Sales Director NewCli



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NUEVO NEGOCIO EN ESPAÑA

RETOS 2023

CUOTA

2,8 M€

MAYOR PORTFOLIO SOLUCIONES

- Ofertar las **mejores soluciones** de Cegid por **área funcional**:
PNET + VT + TS
- **Apoyo y Cooperación** de los equipos de TS y VT
- **Crear** una nueva **solución integral**

PARTNERS

- Son **indispensables** para el **crecimiento esperado**.
- Vamos a tener una **mayor involucración** en los procesos comerciales y a **derivar cuentas** de mayor volumen.

RELANZAMIENTO de AAPP

- **Gran Oportunidad** de Negocio.
- **Inversión** de Cegid:
 - Certificación ENS
 - Roadmap de Evolución
 - Posicionamiento (CNIS)
- **Oportunidades reales** de cierre este año.



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Carlos Alonso
Sales Director Cegid Talentsoft



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NUEVO NEGOCIO EN ESPAÑA

RETOS 2023

CUOTA

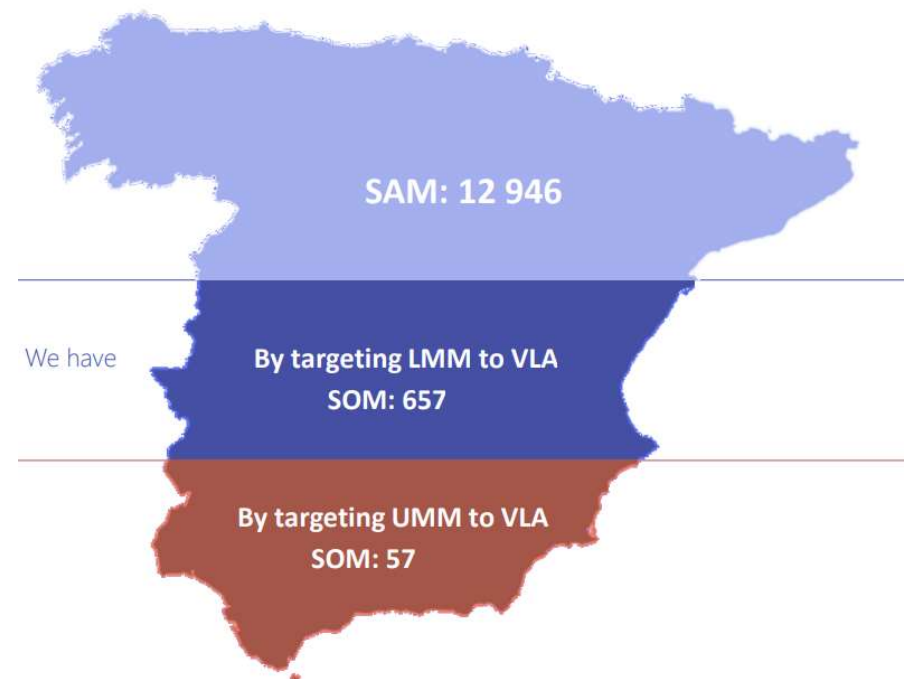
923K €

POSICIONAMIENTO

- Aumentar el número de **referencias locales**
- **Oportunidad en el mercado:** Solución « Top Gama » nivel funcional, mejor approach económico.
- **Crosselling PN:** Base Instalada + Newcli.



TAM: 33.100



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2023

PLAN DE ACCIÓN 2023



150 nuevas reuniones nuevo negocio

60 %

Thru Sales activity
8 mensuales



23%

Prospects
(Best Few)



13%

Suspects
(In Funnel)



15%

Leads
(Universe)

40 %

Thru In / Outbound
SDR, MKT, WEB
5 mensuales

49%

Lost / No go

Objetivos

- Tamaño promedio del lead
 - 2.500 employees
- Promedio ARR del lead
 - 60.000 €

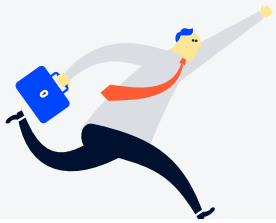


35 prospects: 2.1 M€ In funnel

20 suspects: 1.2 K€ Universe

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COMPETIDORES



successfactors™
An SAP Company

- Core HR / Employee C.
- Referencias
- Proceso de onboarding
- Recruiting
- Workforce analytics
- Employee and Manager mobile app
- Red de Partners



Customer Base



workday.

- Core HR
- Proceso de onboarding
- Performance
- Plan de Sucesión
- Módulo de compensación
- Payroll Analytics

Lobby

Cornerstone

- Mayor catálogo de formación
- Número de oferta de cursos
- Integración 3rd plataformas
- Mobile app machine learning

Learning



ORACLE®

HCM CLOUD

- Core HR. Countries compliance
- HR analytics (propio BI)
- Workforce planning & budgeting
- Performance & career planning.

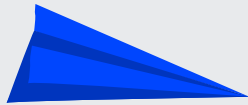
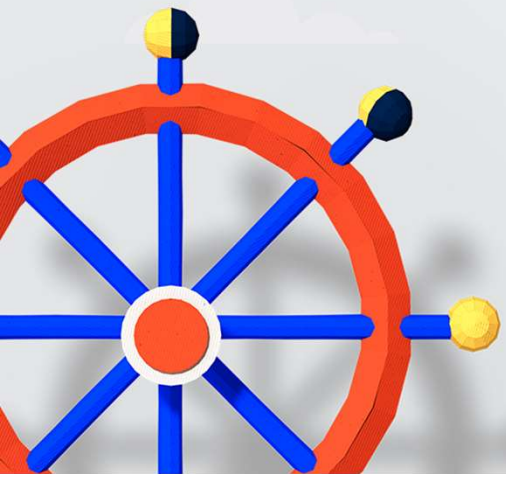
Branding



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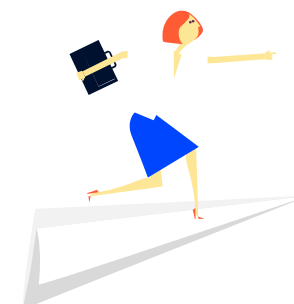
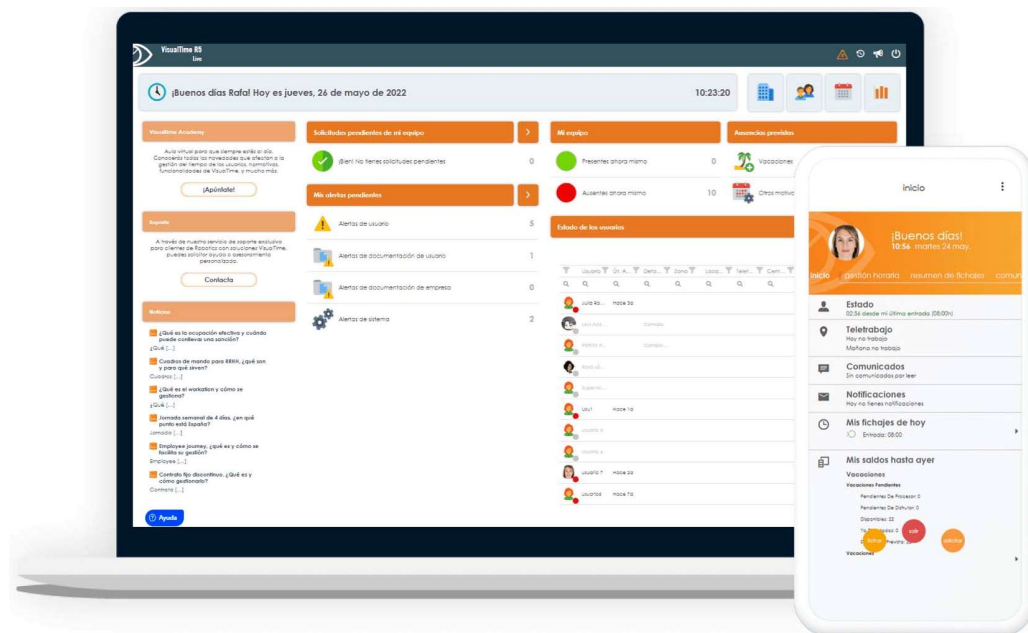


Enric Blanco
Sales Director Cegid Visualtime



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Solución #1 de Gestión del Tiempo



2022

+67% Booking vs 2021

161 NewCli

155 Migraciones

1.289 Clientes

- ✓ Integración
- ✓ President's Club
- ✓ 3 Top Performers

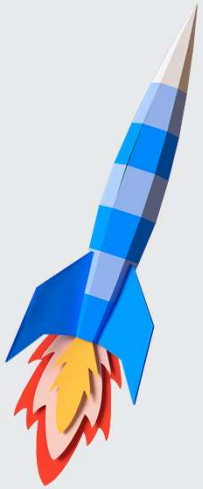


2023

**Seguir creciendo a
doble dígito**

2,2M€ Booking

Objetivos 2023



Exploiting client's full **potential** by enhancing **Upsell** and finalizing **Migrations**

Acquiring **New Cli**

Development of sales **Channels** and **Cross Selling**

Exploiting client's full potential

Migrations



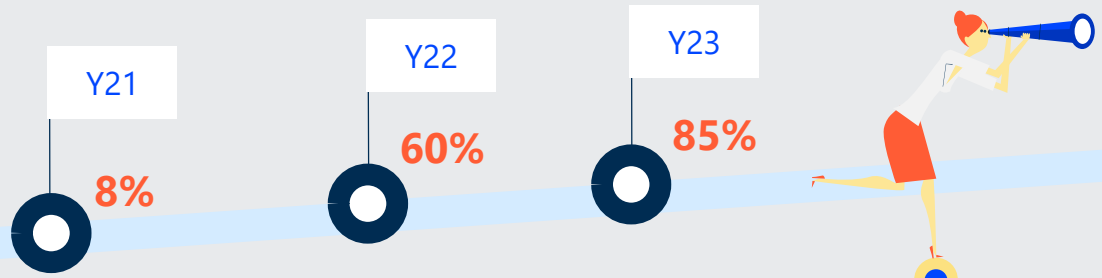
2,1M€
+ARR



470
Clientes OP



3Y
Booking 3Y



Upsell



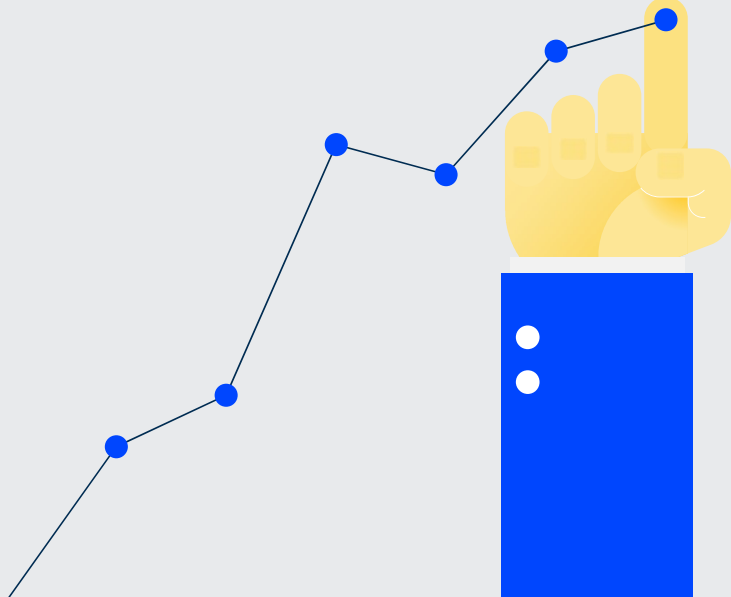
Product Tiering



VisualTime Hybrid



Legacy Customers



Acquiring New Cli

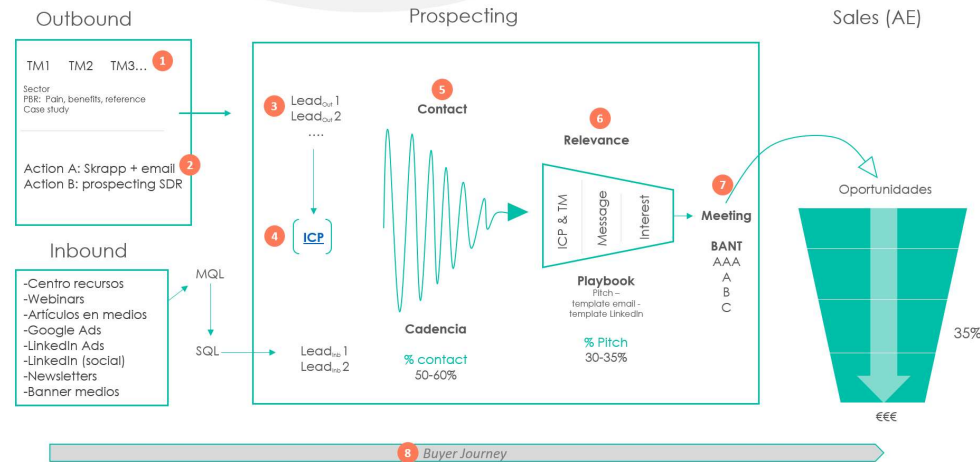
Prospecting

- Optimizar Sales Machine
- Sector & PBR
- TM – Playbook & Pitch

Sales

- Especialización
- Venta consultiva
- Elevator Pitch + Argumentarios
- Story telling (demo)
- Case Studies*
- + comunicación / + relación
- Focus
- SF: Forecast / Daily update opp / Activity

Sales Machine



+ pipe (x3)

+ win rate (35%)

cegid Visualtime

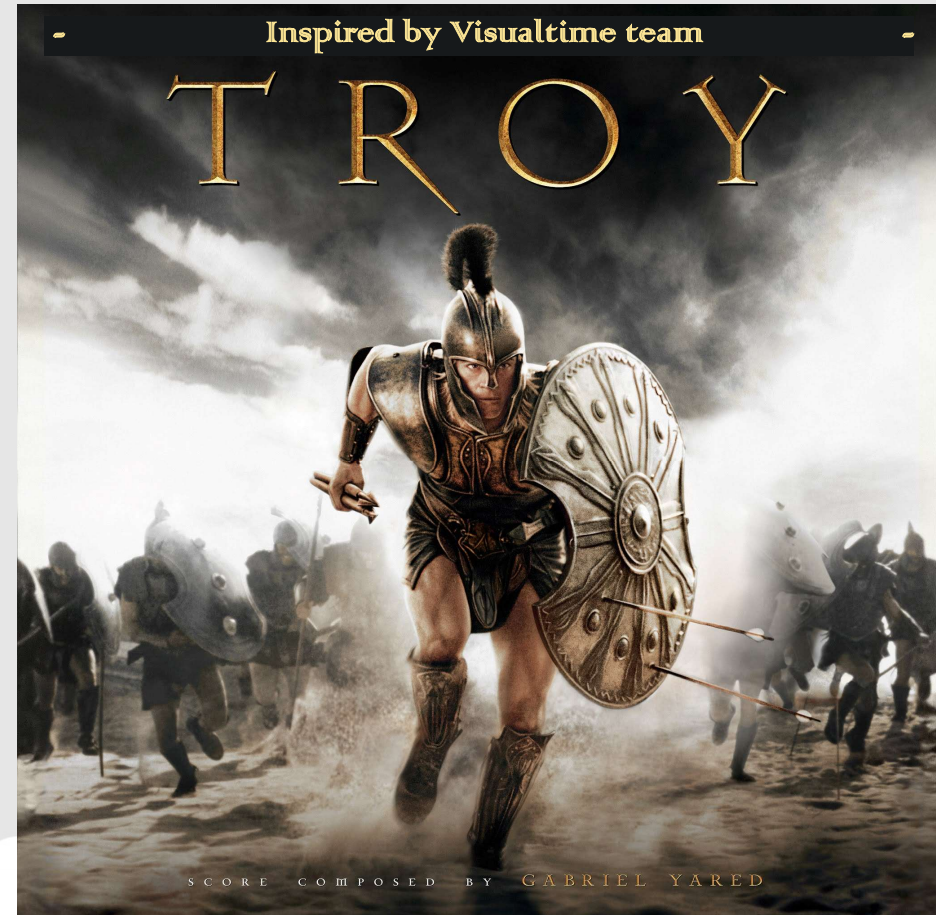
Cross Selling



Cross Selling



Cross Selling



Cross Selling



Cross Selling



Cross Selling



Cross Selling



Cross Selling



Cross Selling



**grupo
primavera**
A Cegid Company

Cross Selling



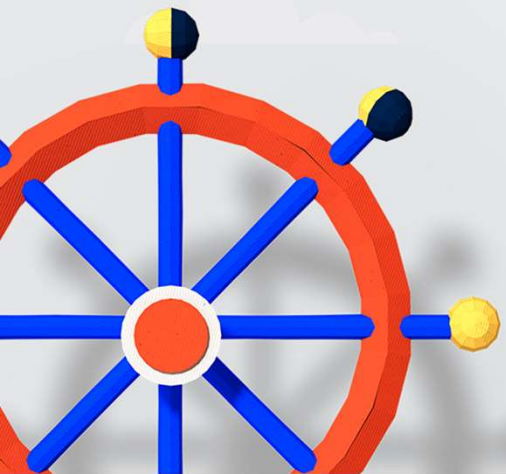
**grupo
primavera**
A Cegid Company

Cross Selling





Alberto Quintana
Sales Director Latam



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2023 Budget

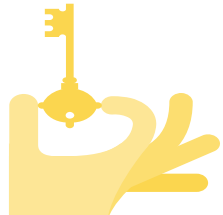
€ 2,15 M
SaaS Booking (12mths)

€ 1,8 M 

SaaS Booking (12 mths)

- € 0,5 Migrations
- € 0,2 VisualTime
- € 0,4 TalentSoft
- € 0,1 WittyFit
- € 0,6 NewCli

€ 0,35
Licences

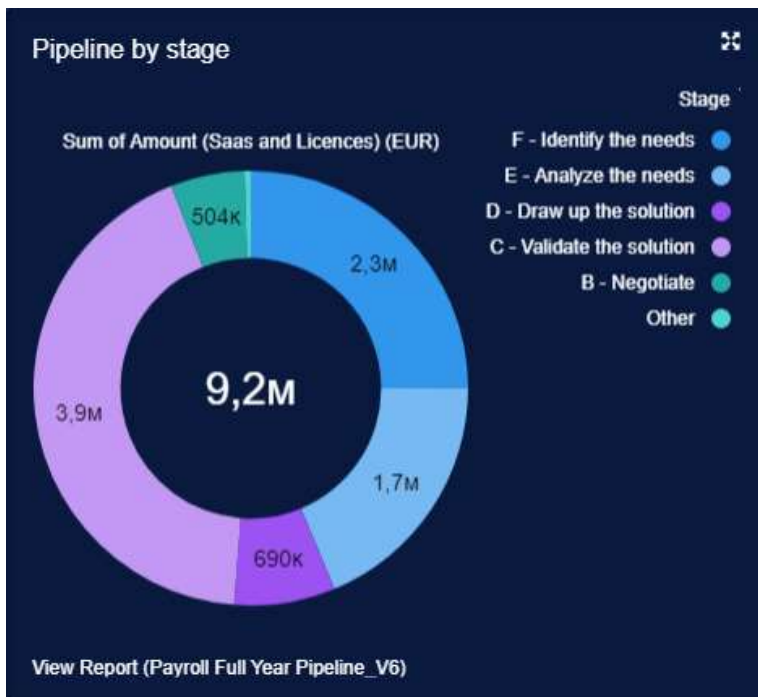


2023 Focus:

- **Big Focus on NCA and Xsell/Upsell.**
- **Build a stronger Pipeline.**
- **Reconnect with SaaS Clients.**
- **Complete the R2M (TalentSoft, VisualTime, WittyFit)**

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cegid

Pipeline 2023



Sales Purpose	Q1	Q2	Q3	Q4	Total
Cross-Sell	52	828	89	0	968
Migration OP/OP	466	0	0	0	466
Migration OP/SaaS	739	1.181	135	0	2.055
Newcli	320	2.529	1.429	930	5.207
Upsell only	0	233	198	45	476
Total general	1.576	4.771	1.850	975	9.172

Organisation FY23: Sales Latam



Sales Director
Alberto QUINTANA



5 Standard Sales Representatives



Sandra BALAGUERO

Argentina (AR)

Territory (PN+VT+VF) AR
Territory TS – AR, CH, PE New Client



Gerardo SANCHEZ

Perú (PE)

Territory (PN+VT+VF) CH, PE, AR Public
Territory TS – CH, PE- IB +Int. Oppy



Jorge LOPEZ

Colombia (CO)

Territory (PN+VT+VF) CO
Territory TS – CO IB +Int. Oppy



Juan REYES

México (MX)

Territory (PN+VT+VF) MX
Territory TS – MX IB +Int. Oppy



Julio SUAREZ

México (MX)

Territory TS – MX, CO New Cli

4 Presales (All Countries & All Products)



Mariano AGUIRRE



Ana H. RODRIGUEZ



Oscar GONZALEZ



Alain RAMIREZ

1 Dedicated SDR



Rodrigo TORRES

• Reinforcing Sales Activities:

- Weekly Forecast Review
- Territory Planning
- ***Daily*** update on opportunities
- Weekly Sales Activity

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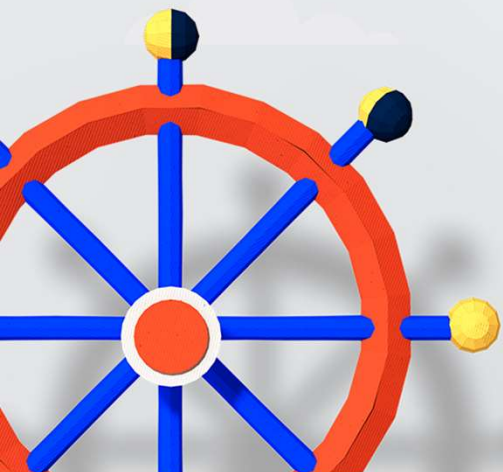
Pablo Giráldez Quiroga
Partner & Alliances Director



Pilar Gallo Ayala
Business Developer



Enrique Sala Pascual
Business Developer



Este año han sido muy **relevantes** en nuestro negocio...



- El ecosistema de partners ha participado en el **60%** de las oportunidades
- Han impactado directamente en el **33%** del resultado comercial SaaS (ventas) de Cegid Iberia
- Se convierten el **40%** de las oportunidades en que están presentes

Y además ...



New partners SaaS

LĀBERIT

Laborit

SH/S

SHS*

minsait
by Indra

Minsait

mp
max people

Max People (Port)

HCEVOLUTION

HCEvolution (Port)

New certified Professionals

11 Cegid Peoplenet AAPP

31 Cegid Peoplenet

10 Cegid Peoplenet HR

4 Cegid Peoplenet Payroll

1 Cegid Tinnova

Actividades 2022



Cegid Visualtime – marzo 22

Cegid Talentsoft – junio 22

Evento partners - oct 2023



Portal del Partner

Showpad



Portal del Partner

cegid

Sales - Marketing - Partner Care - News & Events - Partnership - Help

Hello David!

Welcome to your Cegid Partner Portal

Company : Vincere Soluciones S.L.
Cegid Partner Status - HCM: Cegid Partner

Register Opportunity View Opportunities

Short cuts

First time on the Partner portal? Discover it in this 2 min video!

Access now to innovative sales resources with Showpad, the digital briefcase for modern sellers.

Connect to Showpad

Need co-funding to generate leads? Go to the MDF portal (access limited to Business Owners and Marketing profiles).

OCTOBER 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
					TecniaRH Fa...	
2	3	4	5	6	7	8
TecniaRH Fase II: Programa de especialización...						
		Programa "Módulo ...				
9	10	11	12	13	14	15
		tecniaRH Fase II: Programa de e...				
16	17	18	19	20	21	22
		Programa "Módulo de Ev...				

Registra tus oportunidades y consulta su estado
(conectado a Sales Force)

Descubre las herramientas de venta de productos Cegid HCM

Consulta tu agenda partner
(webinares, formaciones, eventos)

Accede a todos los recursos marketing de tu solución
(E-books, newsletters, videos, infografías, testimonios clientes, etc ...)



Resultados 2022



Pero hemos de reconocer que sólo el 20% de las oportunidades son « partner sourced »



VITALDENT
SMY secret



haizea
windgroup

M MECALUX
ESMENA

NORTHGATE

swiftair



STL

DENSO

BB BlueBay
Hotels

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3 grandes ejes de actuación para 2023

1

Ampliar "la tienda"

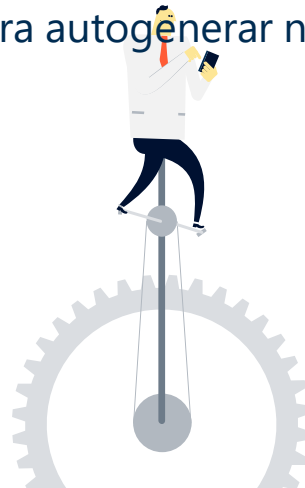
- Nuevos productos y soluciones
- Certificaciones



2

Aumentar la independencia y capacidad del partner

- Para vender
- Para implantar e integrar
- Para autogenerar negocio



3

Mejoras operativas

- Seguridad
- Eficiencia



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3 grandes ejes de actuación para 2023

La actuación es estos ejes nos exige (como organización) activar una serie de palancas:



Ampliar las **capacidades** de los partners en los productos actuales

Determinar y comunicar el ámbito de actuación en las nuevas soluciones

Productos Channel ready

Diseñar un **modelo de negocio** con partners que les impulse a la acción e impulse nuestro negocio

Atraer y captar recursos: nuevos partners y nuevos profesionales

Partner Care

Aumentar las capacidades de interacción, comunicación y operatividad de nuestras soluciones

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¡Gracias!

Obrigado!

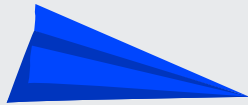
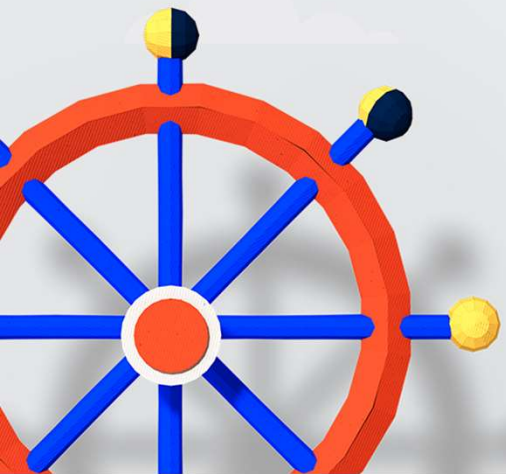
Merci!

Thanks!

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Emilio Martin Cross
Presales Director



**SALES
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2023**

PREVENTA IBERIA

RETOS 2023

ACTIVIDAD

- **Cualificación y Orientación**
- **Demos, WS, POC**
- **Toma de Datos y Consultoría**
- **Estimaciones**
- **Propuestas**
- **RFI, RFP, Pliegos**
- **Apoyo Comercial y Partners**
- **Webinars**
- **Funcionalidad, Tecnología, Seguridad, Integraciones**

OFERTA

- **Nueva Oferta "Integral":**
PeopleNet, Talentsoft, VisualTime, Wittyfit, Digital Recruiters, Paycheck Now...
- **Nueva Oferta GC y Partners**
- **Portugal**
- **Público**

RETOS

- **Transformarnos** para dar soporte a las nuevas ofertas.
- **Consultoría** de procesos y soluciones
- **Oferta Comercial**
- **Apoyo a Partners**
- **¿Apoyo a Latam?**

EQUIPO

- **Dos personas nuevas en 2022: Victor y Antonio**
- **Especialización vs. Polivalencia**
- **Contad con nosotros**



9,3M€

**SALES
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An aerial photograph of a city, likely Madrid, showing a dense urban landscape with a prominent corner building in the foreground. The sky is blue with light clouds, and the sun is low on the horizon, creating a warm glow. The text 'SALES KICK OFF 2023' is overlaid in large blue letters on the left side.

SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

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HCM

PRODUCT Marketing Management

HCM STRATEGY | IBERIA & LATAM

Fabrice Coutadeur | Head of Product Management Peoplenet | WW

Mohamed Zaghou | Head of Product Marketing Management HCM | WW

cegid





**Mohamed
Zaghou**

**Head of Product Marketing
Management HCM**



**Fabrice
Coutadeur**

**Head of Product
Management Peoplenet**



**SALES
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2026 Product Marketing Vision

From Products to Capabilities – From upsell to growth

2022 Comprehend	2023 Enable	2024 Enlarge	2025 / 2026 Secure
<ul style="list-style-type: none"> • Taxonomy • Value proposition • NPI • Sales enablement • FMM alignment • PM alignment • Market sizing and positioning (TAM to SOM) 	<ul style="list-style-type: none"> • Cover successfully NPI gates from 1 to 4 • Improve Market sizing and positioning • Secure 2022 best practices • Focus on competitive intelligence and “PCC” (Proactive Competition Campaigns). 	<ul style="list-style-type: none"> • Cover successfully NPI gates from 1 to 5 (portfolio optimization + New product/features launches) • Finalize all the “Product VPs” and increase PMM support on “Capability messaging”. 	<ul style="list-style-type: none"> • Extend all that has been done between and improve

Ensure commercial success of all our product launches and support organic growth and upsell

ORGANISATION



Mohamed Zaghou
Head of Product Marketing
HCM



Jérôme Ricard
PMM
Payroll (FR)



Myriam Hetier
Sr PMM
HR (International)



Flora Brousse
PMM
HR (International)



Charlie Esclapez
PMM
Payroll (Iberia/LATAM)

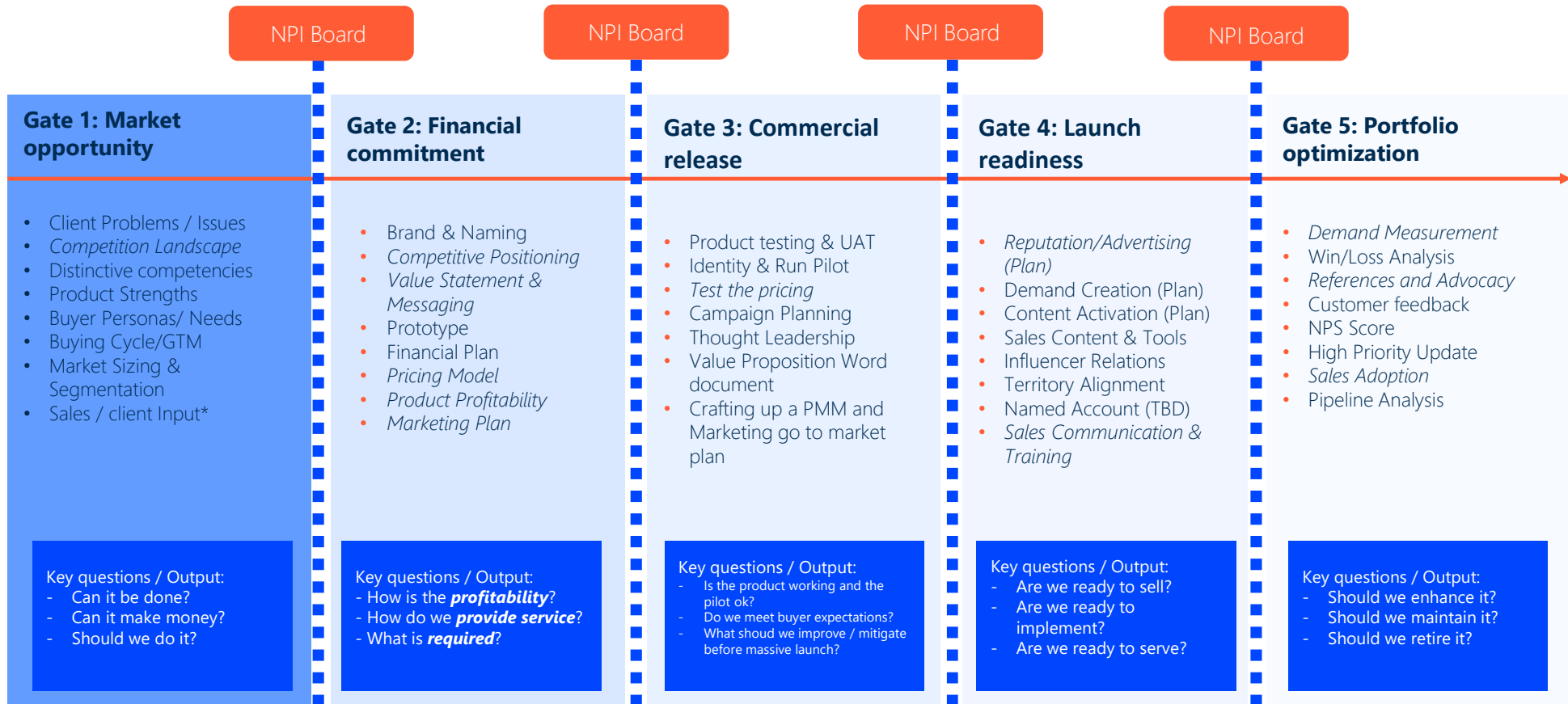


**Maria-Bettina Rodriguez
Flick**
PMM
Proxy – Iberia / LATAM



Laurent Cuilleret
PM/ PMM
Talentsoft Public Sector

New Product Introduction Process





* Sales/client input : not available yet because the product is not released/relaunched

A decent go to market takes a least of 3 to 5 month

Taxonomy tied to our value proposition

The story of a 200€ swimwear

<i>Client need</i>	<i>Product description</i>	<i>Brand</i>	<i>Capability</i>	<i>Product taxonomy</i>	<i>Product value proposition</i>
<ul style="list-style-type: none">• Distinctive and high-end swimwear• High quality and durable material• A recognizable brand	<ul style="list-style-type: none">• Swimwear with elastic waistband• Supple twill with a peach finish and an extra soft feel• Special material for extra quick drying swimwear• Water reactive shorts• Water reactive effect• 100% polyester		<ul style="list-style-type: none">• Men swim short	<ul style="list-style-type: none">• Water Reactive Requins 3D 	<ul style="list-style-type: none">• Incognito in the open air, the sharks on these Aquaréactif Moorea Requin 3D men's swimming trunks only reveal themselves once in the water. These three-pocket shorts revert to plain when dry, and are stylish and comfortable as they feature the original Vilebrequin cut from the '70s.

Decline the value proposition

Marketing campaigns and content

Marketing campaigns

Top of Funnel

- Though leadership content
- Global campaign content
- Supporting campaign themes
- TOF public speaking events

Top of Funnel

- Webinar content, themes and speaker contribution

Bottom of Funnel

- Webinar content, themes and speaker contribution

Sales kits

Large kit

- 1st level presentation
- Deep dive presentation
- Modules dedicated presentation (upsell)
- Client facing collateral (brochures, product white papers or eBook, etc.)
- Module product sheet (upsell)
- A least of 3 sales tools

Medium Kit

- 1st level presentation
- Deep dive presentation
- Client facing collateral
- A least of one sales tool

Small kit

- Deep dive presentation
- Product sheet

Training

Sales training

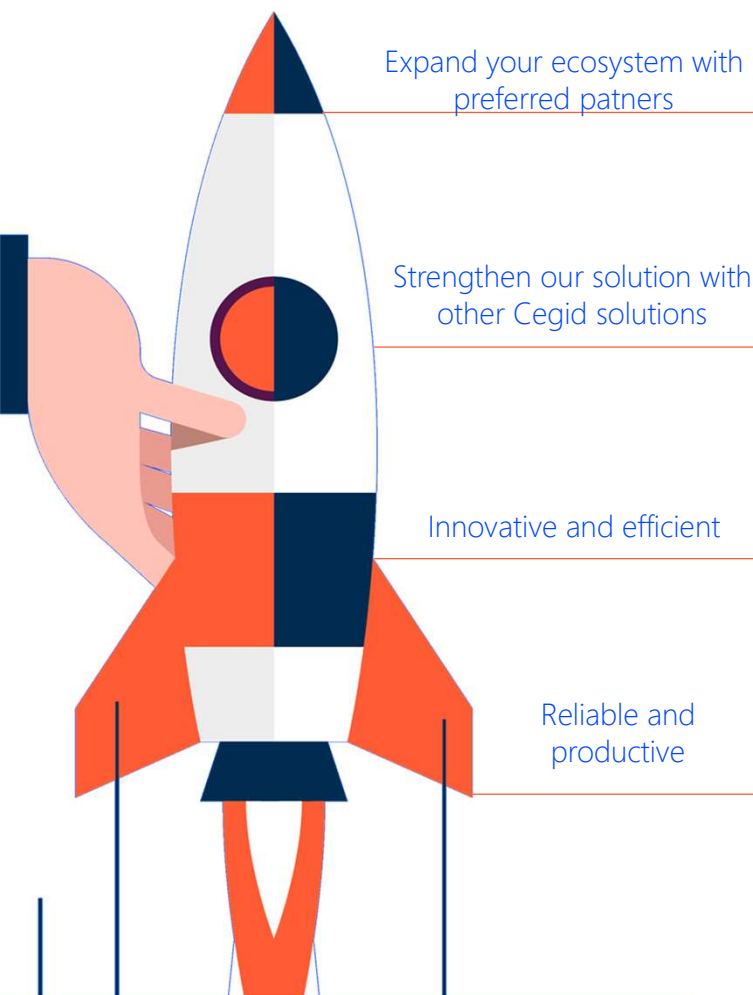
- 1st level training for new comers or simply a training refresh
- Deep dive trainings with multiple guest speakers with different expertise and 1st level demo training.
- Training to be led by Product Marketing and mandatory for any new product launch or "relaunch".

Pre-Sales training

- More technical and product oriented training
- Deep dive training also with multiple speakers.
- Training also led by product marketing but Product Management contribution is key to insure technical accuracy of the content
- Training to be led by Product Marketing still, and also mandatory for any new product launch or relaunch.
- Sales can also attend those training sessions.



Build a space rocket to the future of payroll and PA



Expand your ecosystem with preferred partners

Enable our clients to extend or complement our solutions with third-party solution using APIs, based on our Core HR module.

Strengthen our solution with other Cegid solutions

Standard connectors with Cegid products

Standard connectors with Cegid products allows easy and frictionless integrations.

Sole access point

The application provides a unique access point to aggregate all HR Services, including external ones, independently of their origin.

Core HR

The CoreHR component is the entry point in the HRMS, allowing our customers to have a better control on data quality and exchanges

Innovative and efficient

Payroll controls

Efficient and automated controls allow Payroll Professionals to focus on exceptions and added-value tasks and increase payroll and data quality. Payroll analytics uses AI to go even further

Process and business orientation

The application is process oriented, allowing any user to interact with it, making it easier to understand. Navigation is guided by the context

Productivity of HR Professionals

Automation, exception management, or a prioritized to-do list contribute to enhanced productivity

Reliable and productive

Compliance

We deliver up-to-date and relevant compliance with high quality and on time.

Optimization of TCO

Applicative maintenance and operation processes are straightforward and highly automated

Best in class UX

We provide a best-in-class UX for HR Professionals, managers, and employees

Reduction of Build time

The tools used to set up a client's payroll are configuration oriented, with low or no code



Product and Product Marketing – Support to sales

Product Management

Confidence

- *New product strategy and roadmap*

Autonomy

- *More visibility and material to explain what we'll deliver*

Product Marketing

• Conversation

- *Support market communication on our innovation (Features availability matrix and activation)*

• Advocacy

- *Making noise and advocating our new functionalities and innovation effectively*



An aerial view of a city skyline at sunset, featuring a large blue text overlay on the left side. The text reads "SALES KICK OFF 2023". In the center, there is a white rounded rectangle containing the text "Cegid Iberia, LatAm & AfricaPT". In the bottom right corner, there is a small white box with the text "SALES KICK-OFF 2023".

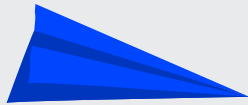
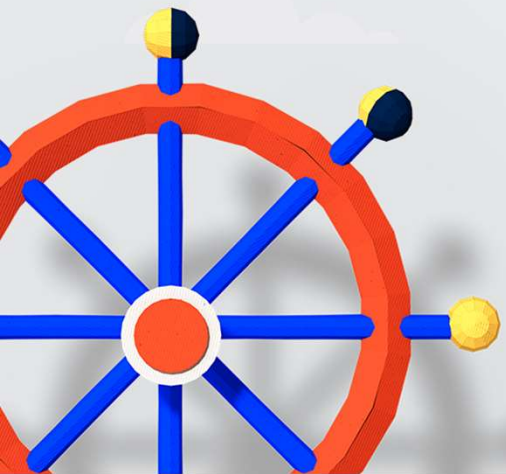
SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

**SALES
KICK-OFF
2023**



Nicolas Maritan
Global Head of Campaigns – HCM



**SALES
KICK-OFF
2023**

What's Marketing mission?



Marketing is about
Creating Value

Customers

Understand
Market & Needs

Customer
Experience

Business

Cegid Revenue
Growth

Brand
Reputation



In 2022 (NewCli)

50%
Of the pipe
created

+800
SAL

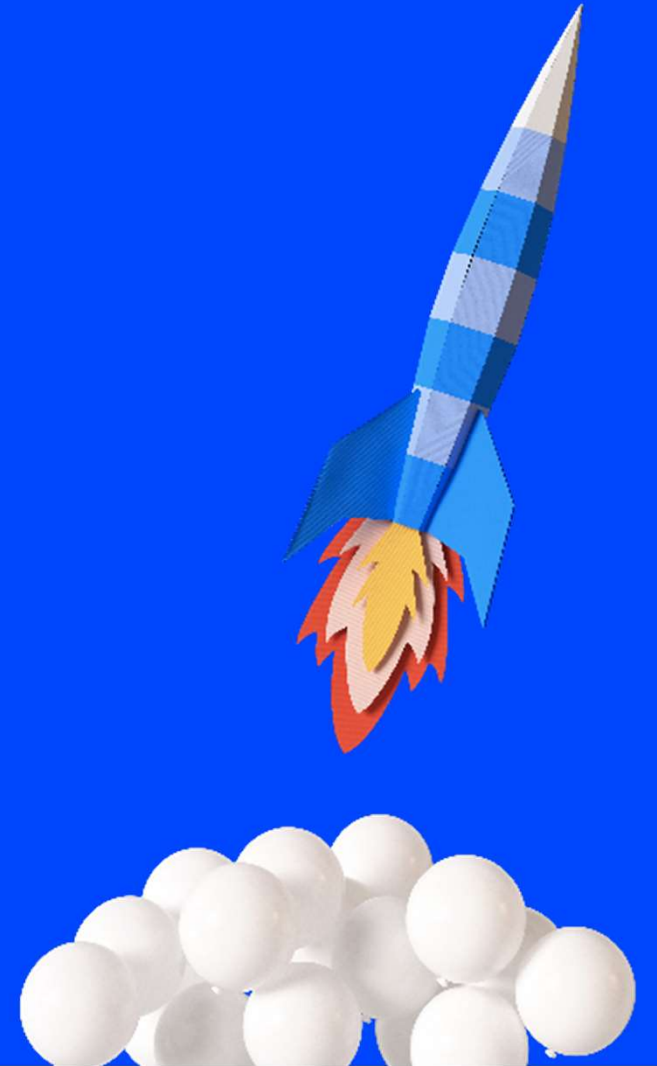
3,7M€
SaaS
Booking

Brand Transition

Meta4, Talentsoft,
VisualTime, Wittyfit

+1M€
Advertising
FR, DACH,
Iberia

**HOW WE WILL
SUPPORT YOU
IN 2023?**



1. CEGID REVENUE GROWTH

830

32,8



1. CEGID REVENUE GROWTH



Capture New Demand

830

NEW OPPIES
STAGE F (SAL)

32,8

MILLIONS EURO
OF PIPELINE

2. CEGID BRAND



Be Top of mind

AWARENESS

- > Continue to invest to develop Cegid Brand across the globe

REPUTATION

- > Cegid x IDC WW Study
- > PR / Local HR / Major Events

3. CUSTOMER ENGAGEMENT



Be close to our customers

LOYALTY

- > Customer events
- > Webinars roadmap (*Jan & Sept*)

UPSELL

- > New job role "FMM UpSell" for programmatic campaigns (Pilot in France)



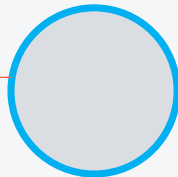
A GREAT TEAM BEHIND ALL THAT!



IBERIA - 3



Guadalupe



Leyre



Sonia

LATAM - 3



Maribel



Diana



Noelia

FRANCE - 5

Wittyfit



Nathalie

Talentsoft



Stéphanie
March 13th



Sophie
(until Feb 1st)

Payroll



Marie-Anne



Romane

Talentsoft
Community



NEW

TBH

UpSell

INTERNATIONAL - 4

NORDICS



Gitte

BENELUX



Gerdien

DACH



Mihaela
(March 1st)



Denise
(maternity leave)

CANADA



Alexandra

#COLLABORATION



Engage & Amplify
all our actions



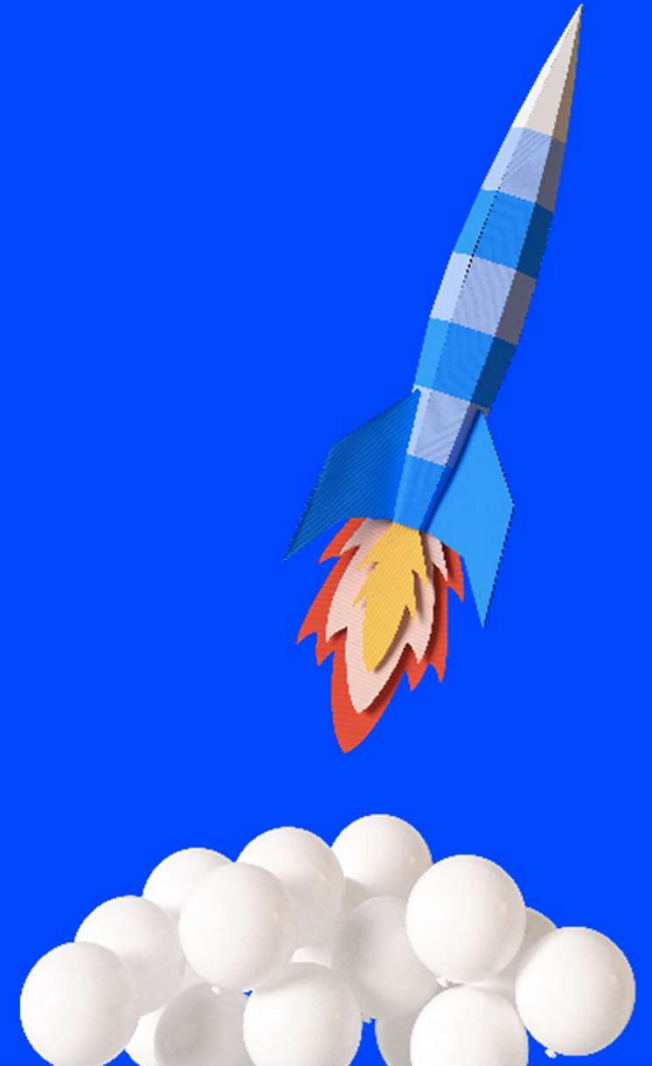
Follow the
Oppies delivered

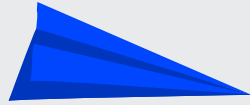


Give feedback &
share ideas

Spain 2023 Plan

Guadalupe Garcia-Soto
Head of Campaign HCM Iberia





Guadalupe García Soto
Iberia Marketing & Communications Manager

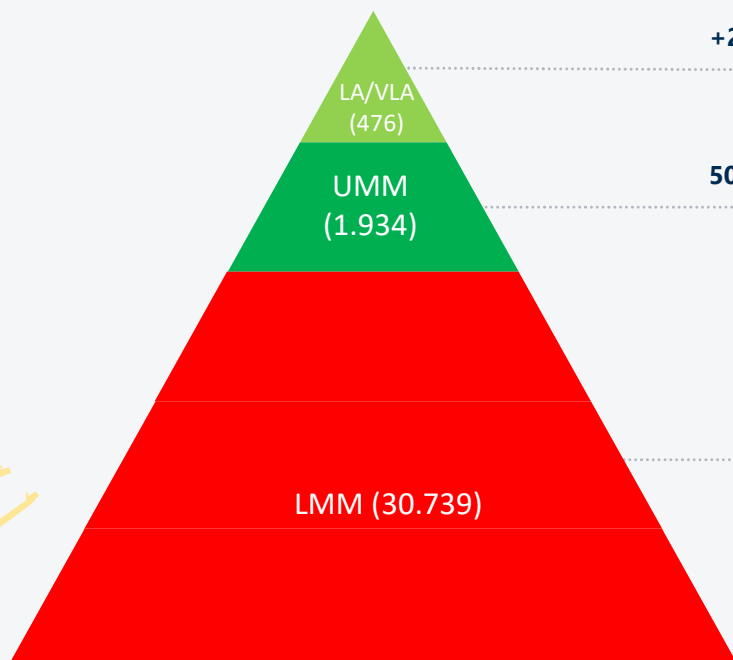


**SALES
KICK-OFF
2023**

TAM Spain focus (33.149 companies): Market available to Cegid products

Tamaño del mercado/Oferta Cegid HCM España/Sectores Clave

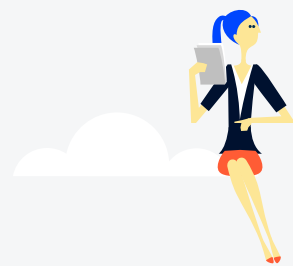
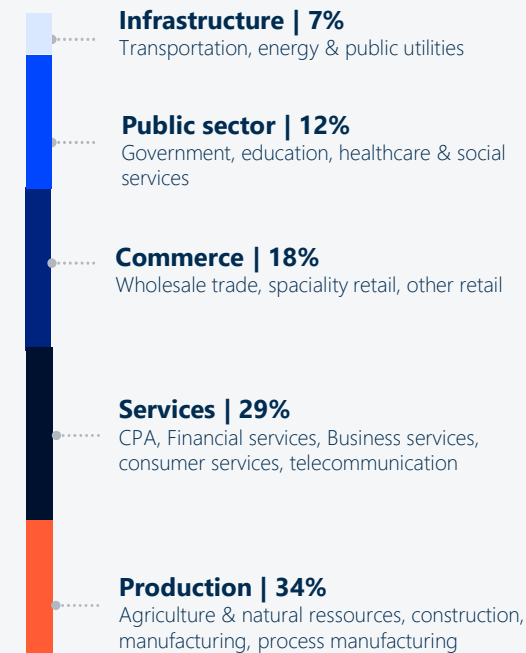
- Oferta disponible (Cegid Peoplenet & Cegid Talentsoft)
- Oferta no disponible (solo Cegid Visualtime y Cegid Wittifyt)









% MARKET SHARE

- Cegid Peoplenet
- Cegid Talentsoft
- Cegid Visualtime
- Paycheck Now by Cegid
- Cegid Wittifyt
- Cegid DigitalRecruiters (500-1000 NPS)

- Cegid Visualtime
- Cegid Wittifyt ?



2023 Iberia Marketing Objectives

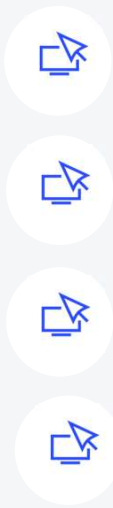
	NEW CLI: FERNANDO	BI/UPSELL: CRISTINA	NEW CLI/UPSELL: CARLOS
OWNER			
OFERTA	 <ul style="list-style-type: none"> • Cegid Peoplenet Nómina • Cegid Peoplenet AAPP • Paychecknow by Cegid • Cegid Wittyfit • Cegid DigitalRecruiters 	<ul style="list-style-type: none"> • Cegid Peoplenet • Paychecknow by Cegid 	<ul style="list-style-type: none"> • Cegid Talentsoft 
MK CONTRIB.	<p>40% of the <u>sourced</u> pipeline</p> <p>6M€ pipe creation</p> <p>75 SAL</p>	<p><u>influence</u> 45% of the upsell pipeline</p> 	<p><u>influence</u> 45% of the upsell pipeline</p> <p>40% of the <u>sourced</u> pipeline</p> <p>40 SAL</p>



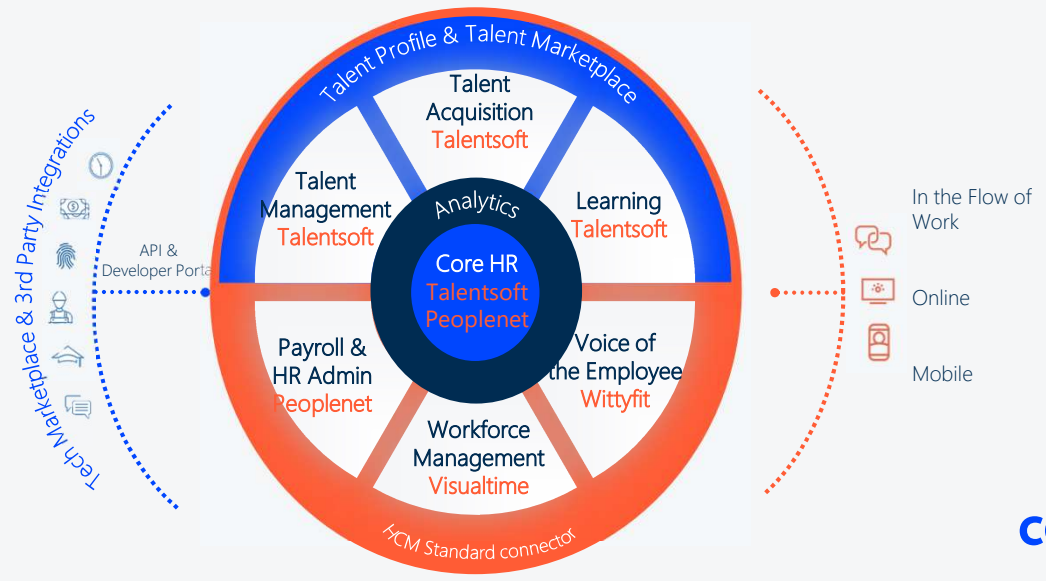
2023 Iberia Local Campaigns KEY PRIORITIES



PROPUESTA DE VALOR HCM: RETHINK THE WORK EXPERIENCE



1. **Cegid Peoplenet + Talensoft** – Focus on NEW CLI
2. **Cegid Peoplenet** - Public Administration
3. Market Launch of **Cegid Paycheck Now**
4. Market Launch of **Cegid Wittyfit**. (Pending NPI)



TOP MK Programs & Tactics

Demand Creation Programs

Obj: LeadGen



1. Web marketing



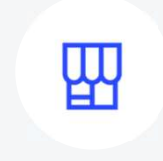
2. Events & HR Congress & Webinars



3. Telemarketing



4. Digital MK



5. Sales Enablement



6. Customer Engagement



TOP MK Programs & Tactics

Reputation Programs

Obj: Reputation & LeadGen



1. PR & Social Media



2. HR content & Blog



3. Case Studies



4. Newsletter: Cegid HRTrends



5. Product overview

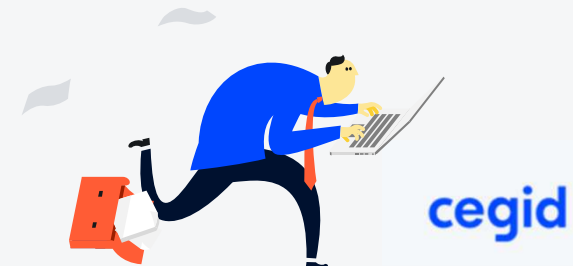


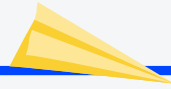
6. Videos



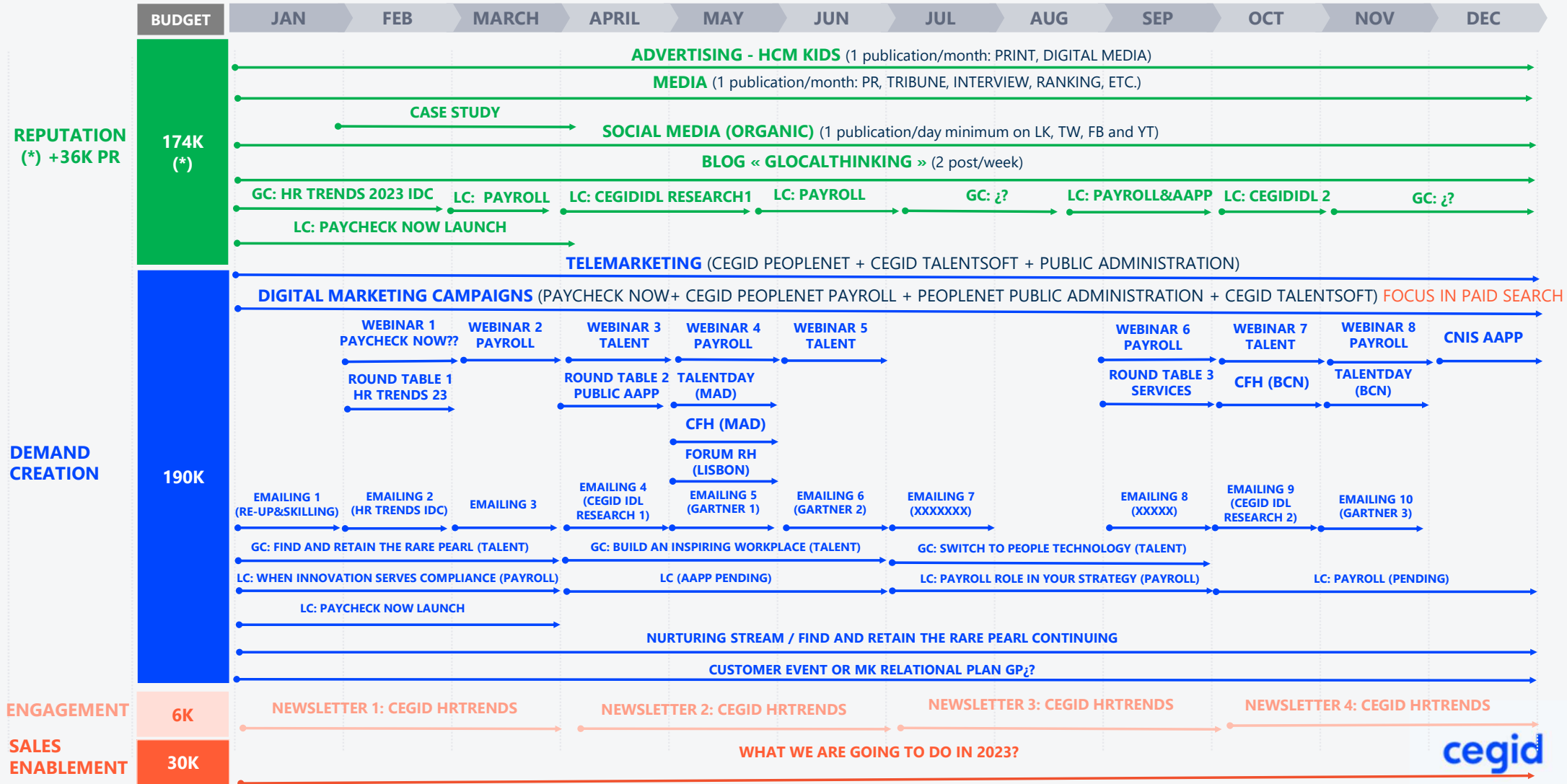
7. Webinar

Cegid Awareness





HCM Iberia 2023 Calendar



Zoom on: Leadgen (Events)

HR CONGRESS

HR Congres List

- Congreso Factor Humano. MADRID | May
- Congreso Factor Humano. BCN | Nov
 - - Foro HR Lisbon | May
 - - Talentday. MADRID | Jun
 - Talentday. BCN | Sept.
- Congreso CNIS (AAPP) | Dec

WEBINARS (*)

Global Campaigns (Talentsoft)

- H1 (Talentsoft Solutions)
- H2 (Talentsoft Solutions)
- H3 (Talentsoft Solutions)
- H4 (Talentsoft Solutions)

Local Campaigns (PeopleNet Payroll)

- H1 (Payroll Solutions)
- H2 (Payroll Solutions)
- H3 (Payroll Solutions)
- H4 (Payroll Solutions)

* We need resoures for webinars in Spain

CEGID POSITIONING

Activities

- Membership supported by marketing
- Identification of activities by marketing

Sponsorship

- CEAPI
- Embajada de Francia
 - Gala RH Lisboa
- 3 CANAL FORO RADIO
- EVENTOS AAPP SOCINFO?

+ Plan Relacional GP

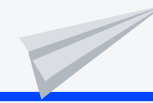
CEGID EVENTS

Product launch

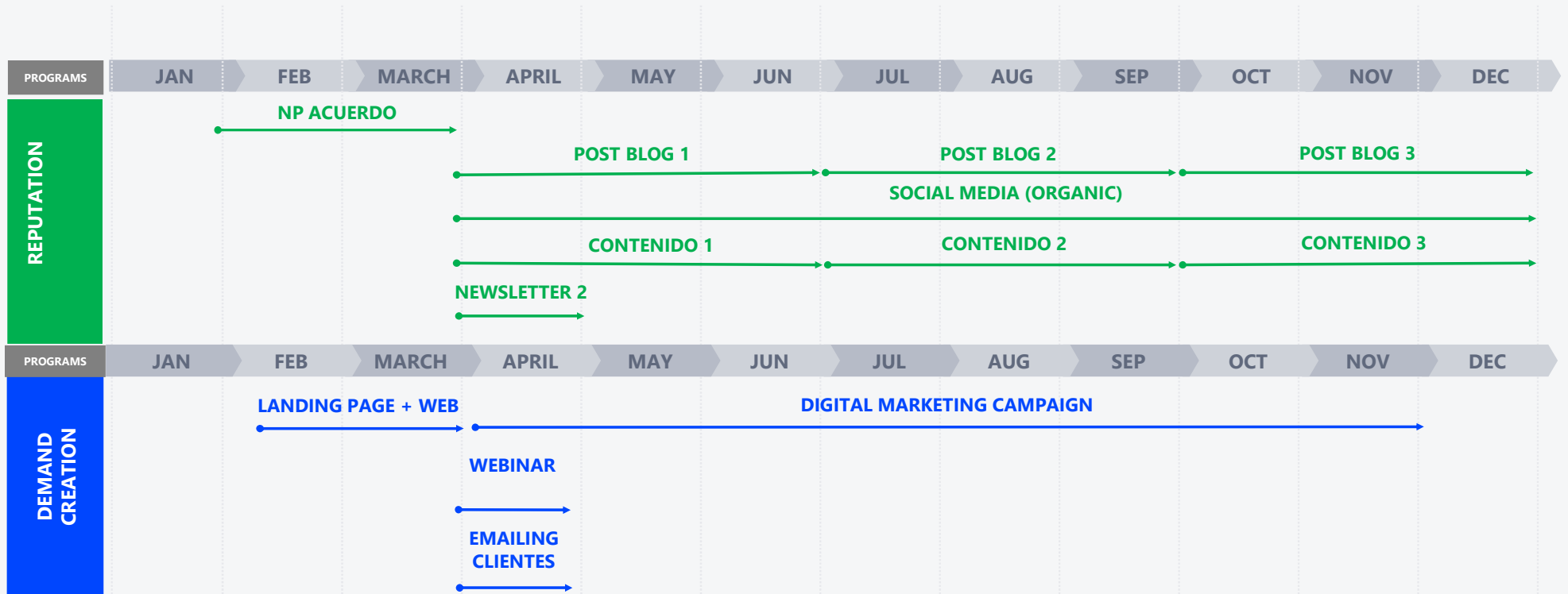
- Paycheck Now by Cegid

Cegid HR Connections ¿?

Zoom on: Cegid Paycheck Now Launch (Q1)



PAYCHECK NOW BY CEGID

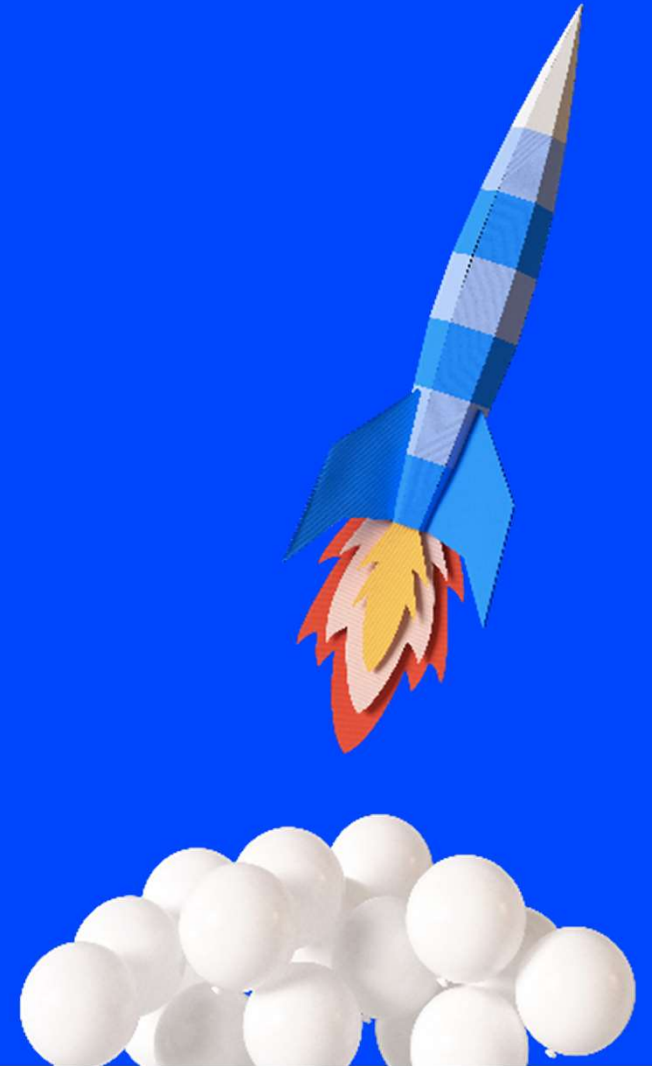


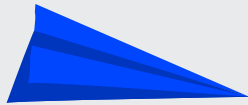
Plan on a page Cegid Iberia (Q1)

January	February	March
REPUTATION PROGRAMS		
SOCIAL MEDIA ACTIVITY: LK/TW/FB (every days) & BLOG (2 Post/week)		
"CEGID FOR HR" LINKEDIN ACCOUNT PROMOTION CAMPAIGN		
ADVERTISING PRINT & DIGITAL (KIDS HCM)		
PR1: TOP EMPLOYER + TRIBUNE HR1	PR2: COUNTRY SALES MANAGER PT + TRIBUNE HR2	PR: PAYFLOW AGREEMENT + TRIBUNE HR3
GC: RESKILLING & UPSKILLING	GC: EBOOK HRTRENDS 2023 (INTERNAL)	GC: HRTRENS IDC ¿?
	CASE STUDY	LC: PAYCHECKNOW
DEMAND CREATION PROGRAMS		
DIGITAL MARKETING CAMPAIGNS: RESKILLIN&UPSKILLING	DIGITAL MARKETING CAMPAIGNS: HR TRENDS 2023	DIGITAL MARKETING CAMPAIGNS: GARTNER RP 1 ¿?
DIGITAL MARKETING CAMPAIGNS: When innovation serves compliance (PAYROLL)		
TELEMARKETING: TALENTSOFT + PEOPLENET		
	WEBINAR PAYROLL ORH & LEXA (NC + BI)	WEBINAR TALENT (REAR PEARL II)
	15FEB: ROUND TABLE FORO RRHH: HRTRENDS 23	EMAIL SPONSORED: GARTNER RP 1
EMAIL SPONSORED: RESKILLING&UPSKILLING	EMAIL SPONSORED: 2023 HR TRENDS 2023	WEBINAR PAYCHECK (IB)
CUSTOMER ENGAGEMENT PROGRAMS		
EMAIL: NEWSLETTER CEGID HRTRENDS	EMAIL: HRTRENDS IDC	EMAIL: pending
EMAIL: RESKILLING&PSKILLING		

Spain 2023 Plan

Cegid Visualtime





Sonia Casimiro
Marketing and Communications Manager
Cegid Visualtime



**SALES
KICK-OFF
2023**

Key strategic axis for 2023

1

Optimize PPC's strategy, and solving problems with tracking and conversions

2

Product "Declaration – register"

3

Build awareness VisualTime now is Cegid Visualtime

4

Local Campaigns: HR Webinar

5

Increase Database with LMM, UMM and LA

6

Working with LATAM, Mkt + SDR



2023 Marketing Objectives



NEW CLI > Cegid Visualtime

40%
of the sourced
pipeline

240
SAL

1,2€
pipe creation

* **Without Google + Microsoft Ads** → 180 SAM – 900K pipe creation 60/65%

UPSELL > Cegid Visualtime

Influence **30%** of the upsell pipeline in Cegid Visualtime

PeopleNet and TalentSoft → Common oppys or oppys for PeopleNet or TalentSoft but the oppy come from Cegid Visualtime Local Campaing



Events

Program types : Reputation & Lead Gen; Sales purpose : NewCli & UpSell

TRADESHOWS

List of tradeshows

- To be defined

Success factors

- Sponsorship/Visibility



Budget : 3k
Obj. : to be checked SAL



WEBINAIRES

Opportunités

- One February
- One March
- One April
- One May
- One June
- One September
- One October
- One November



Budget : 53k
Obj. : 185 SAL



TIME EVENT

Activities

- With ESADE and Cuatrecasas

Sponsorship

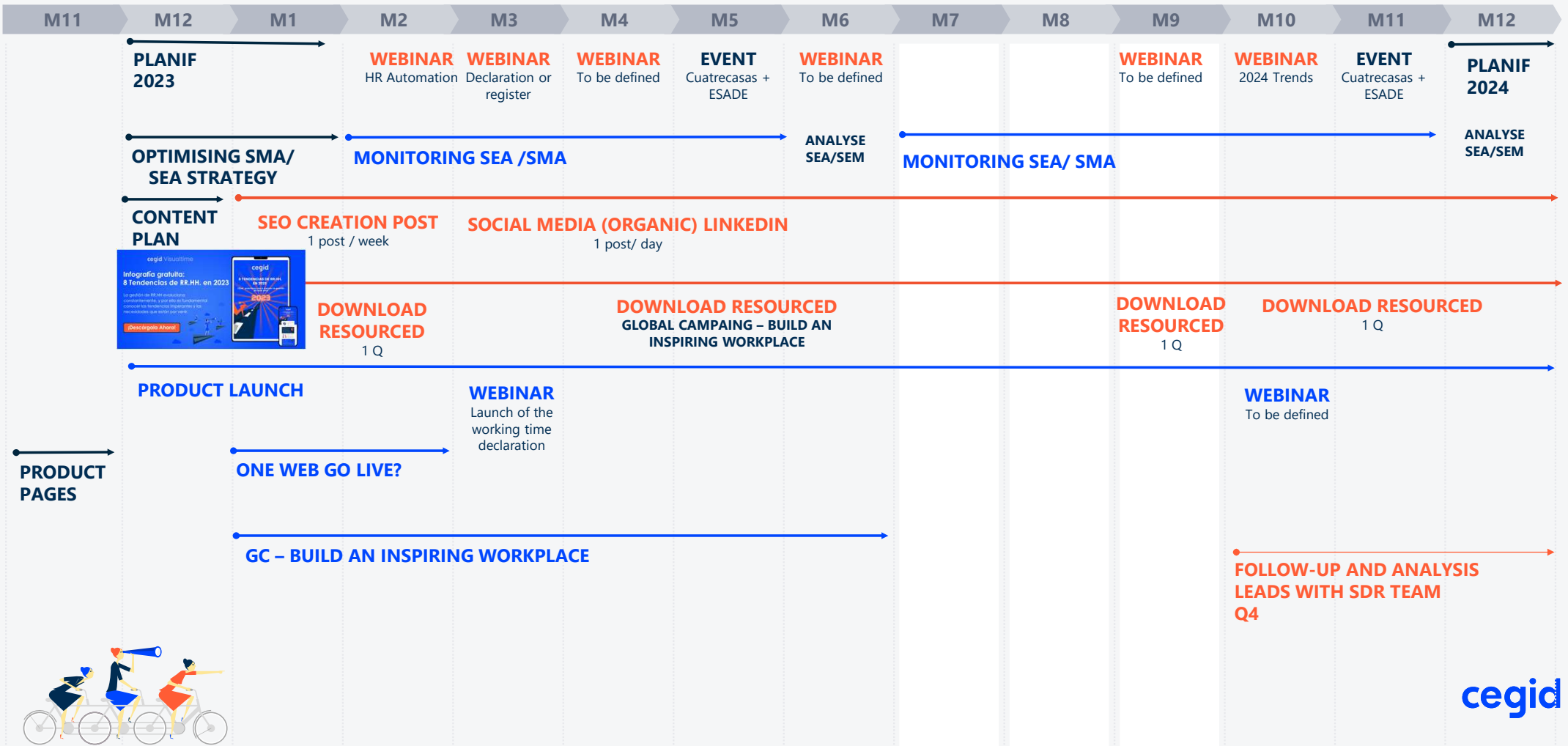
- Visibility
- Participation
- Other?

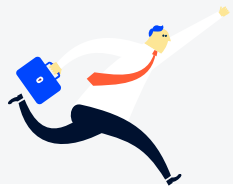


Budget : 15k
Obj. : 20 SAL



2023 SCHEDULE





1 global campaigns in 2023



FIND AND RETAIN THE RARE PEARL

Duration: Q1

Targets: 1 & 2

Themes:

Recruitment and retention of employees

Contents: 10 written contents & webinars

Product: Talentsoft

Demand creation

HR TRENDS 2023

Duration: Q1

Targets: 1-2-3

Thematic: tendencies RH 2023

Content: IDC Trends Report & IDC Assessment Online tool

Product: aucun/tous

Reputation

BUILD AN INSPIRING WORKPLACE

Duration: Q1 & Q2

Targets: 1 & 2

Thematic:

Critical talent shortage
Employee retention
Employee and candidate experience
Diversity, Equity and Inclusion

Content: coming soon

Product: TS, WF, DR, RITA, VT

Demand creation

SWITCH TO PEOPLE TECHNOLOGY

Duration: Q2 & Q3

Targets: 1 & 2

Thematic:

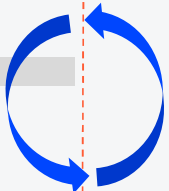
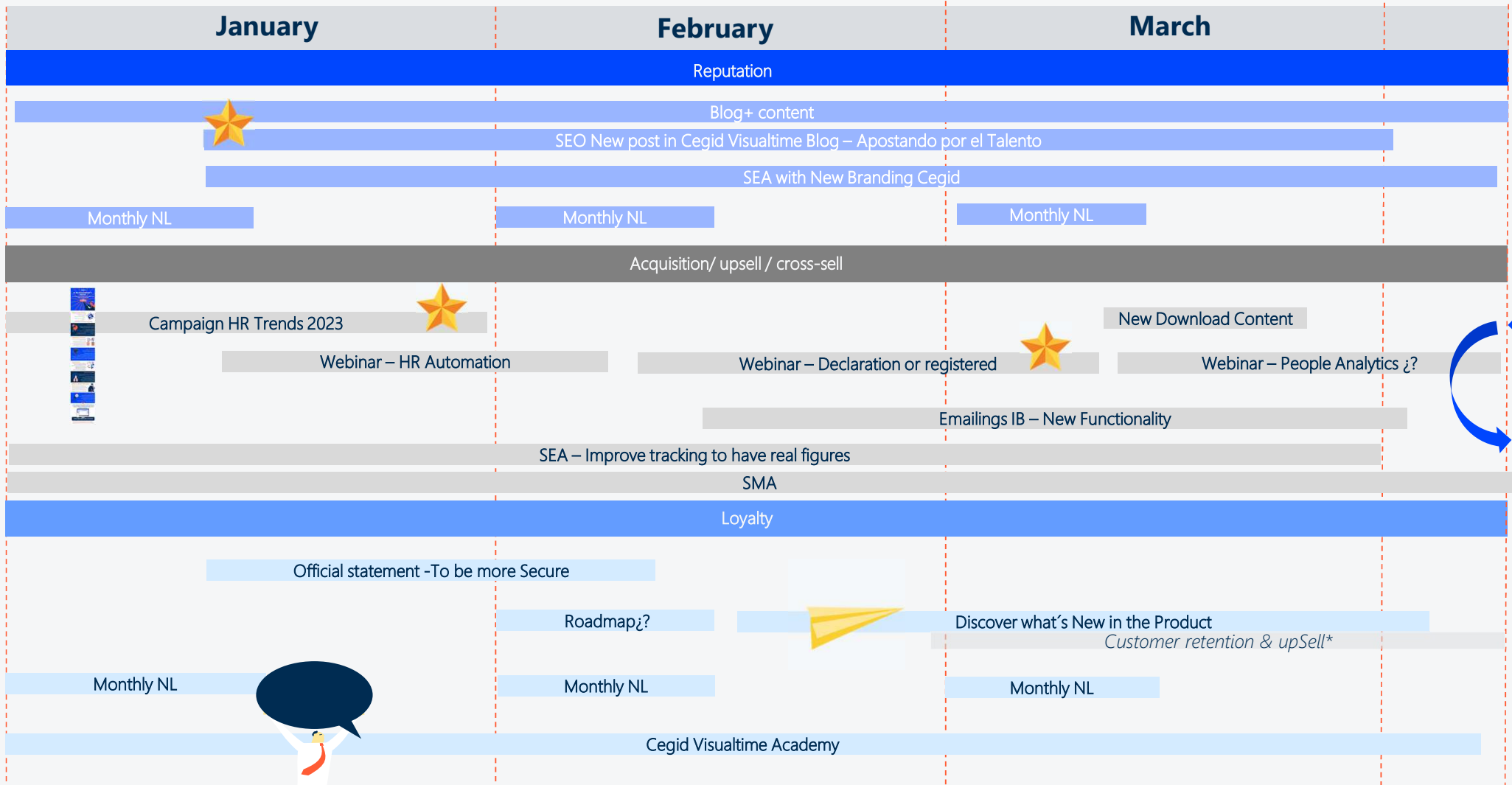
Importance of UX and overall employee experience
Drive technology adoption at all levels
Implications of adopting the hybrid model
Techno ROI difficult to evaluate
HR data craving

Content: coming soon

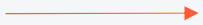
Product: TS, Wittyfit

Demand creation

Plan on a page Cegid Visualetime Spain



Sales enablement

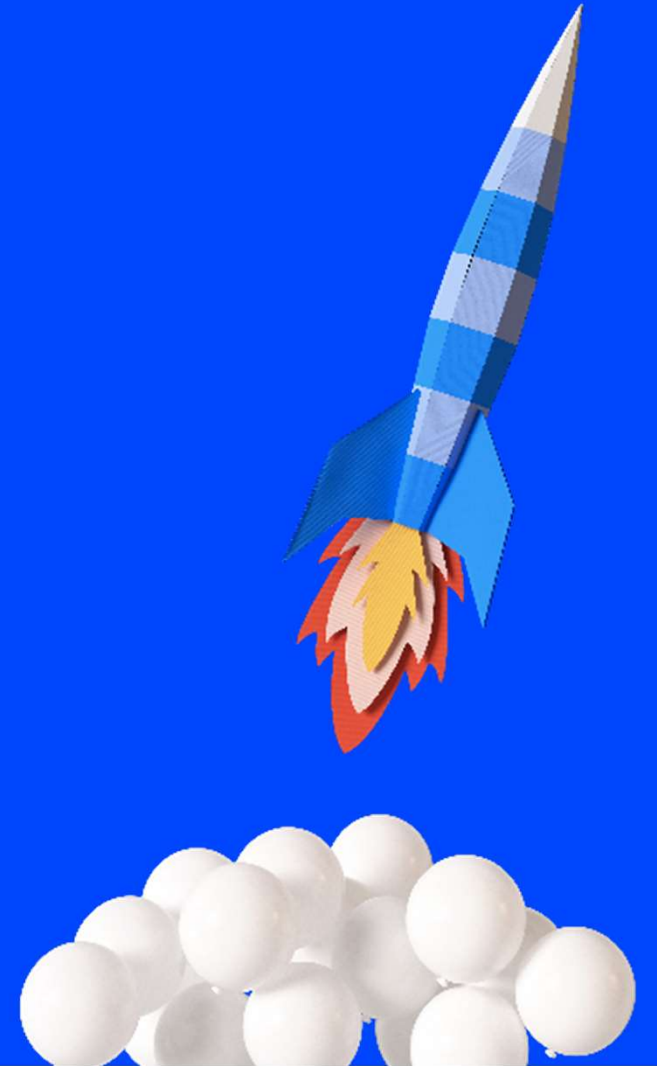


Introduce Productivity concept in speech



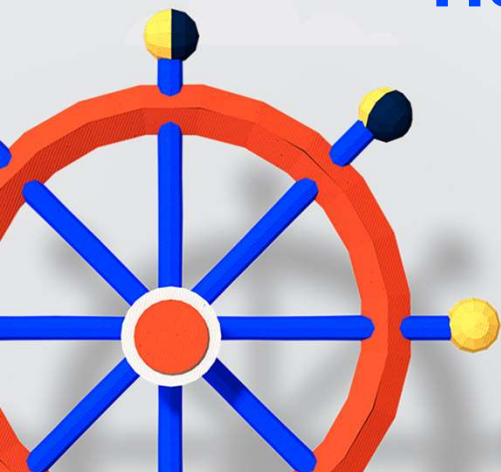
Latam 2023 Plan

Maribel Cano





Maribel Cano
Head of Marketing and Communications
LATAM



**SALES
KICK-OFF
2023**

Key strategic axis for 2023

1

Clients (Installed Base):

- Maintain & Increase Loyalty
- Upsell & Xsell
- Finish the migration to cloud

2

Lead Gen

- Focus on New Cli after 2 years of being focused on migration
- Lead Gen for new products

3

New Products

- Launch TS
- Launch VT
- Launch Wittifyt?
- Sell more to our clients
- Sell to new clients

Brand awareness

- 7/10 have heard about Meta4, only 1 or 2/10 knows who Cegid is**

4

**Data obtained Nov2022



2023 Marketing Objectives

NEW CLI > PeopleNet, Talentsoft, Visual Time, Wittyfit

40%
of the sourced
pipeline

75
SAL

2.2M€
pipe creation



UPSELL > PeopleNet, Visual Time

influence **40%**
of the upsell pipeline

TOP Program & Tactics



1. Digital marketing

Generic Campaigns

Obj: Reputation & LeadGen

Budget: 41k



2. Cegid Events

Obj. Reputation & Demand Creation

Budget :37k



3. Product Launch

Objectif : Reputation & LeadGen

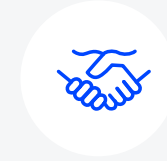
Budget : 40 500



4. Digital Marketing Global Campaigns

Obj: Lead Gen

Budget: 50k



5. Customer Engagement

Objectif : UpSell

Budget: 41k





4 global campaigns in 2023



FIND AND RETAIN THE RARE PEARL (TALENT)

Date: Q1

Thematic : Employee recruitment and retention

Content :
Upskilling/Reskilling

Product : Cegid Talentsoft (PN GlobalHR)

Core Business: Talent

Demand creation

HR TRENDS 2023

Date: Q1 and Q2

Thematic : HR trends for 2023

Content : Master the X trends to deploy the best HR strategy in 2023 – Data Visualization report – Assessment tool

Product : Cegid Talentsoft (PN GlobalHR)

Core Business: Trends

Reputation

WHEN INNOVATION SERVES COMPLIANCE (PAYROLL)

Date: Q1 and Q2

Thematic : Payroll innovation

Content : Payroll innovation in a new context, Assessment of payroll effectiveness

Product : Cegid Peoplenet

Core Business: Payroll

Demand creation

BUILD AN INSPIRING WORKPLACE (TALENT)

Date: Q2

Thematic : Shortage of critical talent, Employee retention, Employee and candidate experience, Diversity, Equity and Inclusion

Content : What are your employee's expectations

Product : Cegid Talentsoft (PN GlobalHR)

Core Business: Talent

Demand creation

2023 HCM LATAM Product Launches (Talentsoft, VisualTimes, Wittifyt)



Target

UMM- VLA

Themes

- TBD with the HCM value prop after the local survey

Content

Aligned with the Global Campaigns

Product

Talentsoft- 1Q, Visual Times 2Q, Wittyfit-

Budget

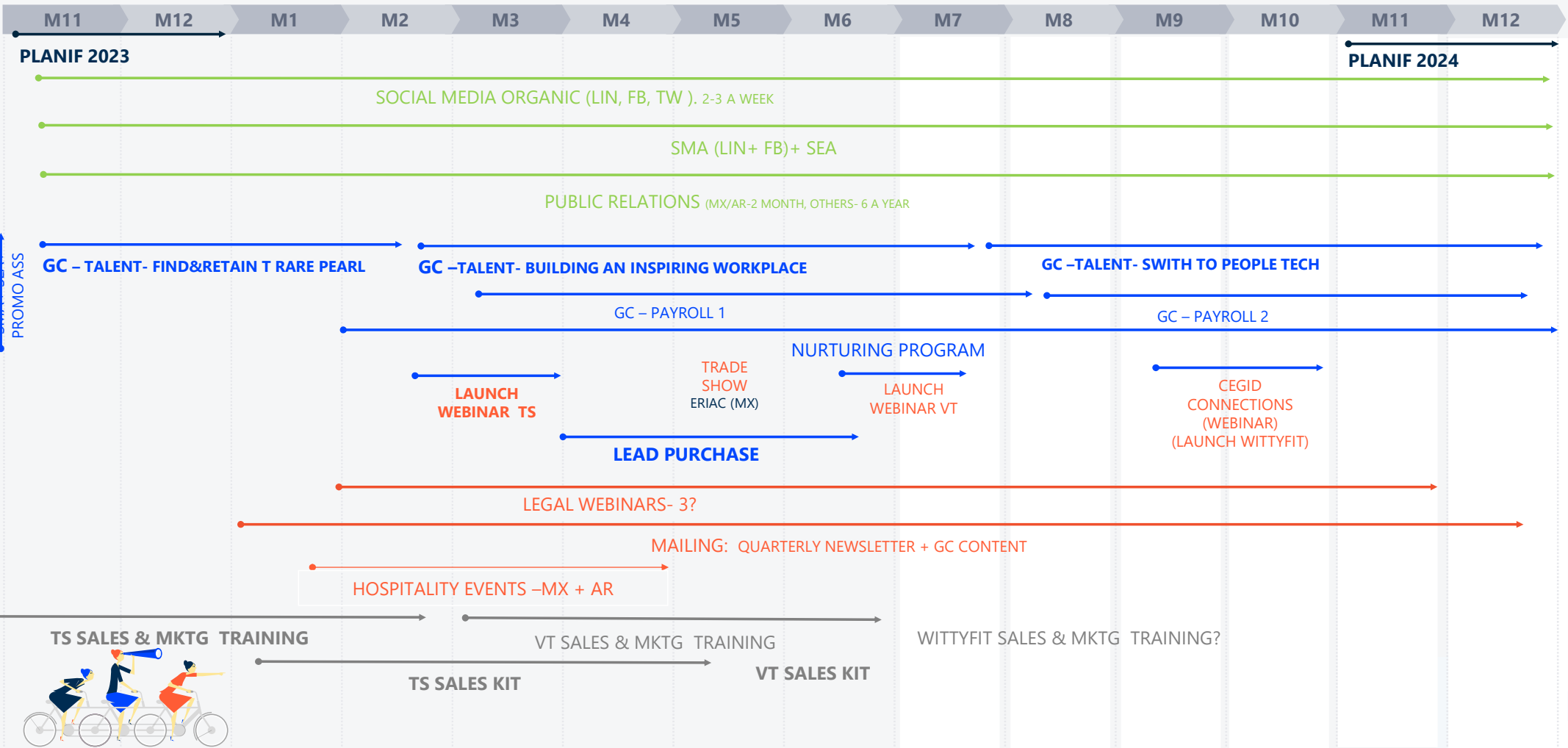
40k total

Activities

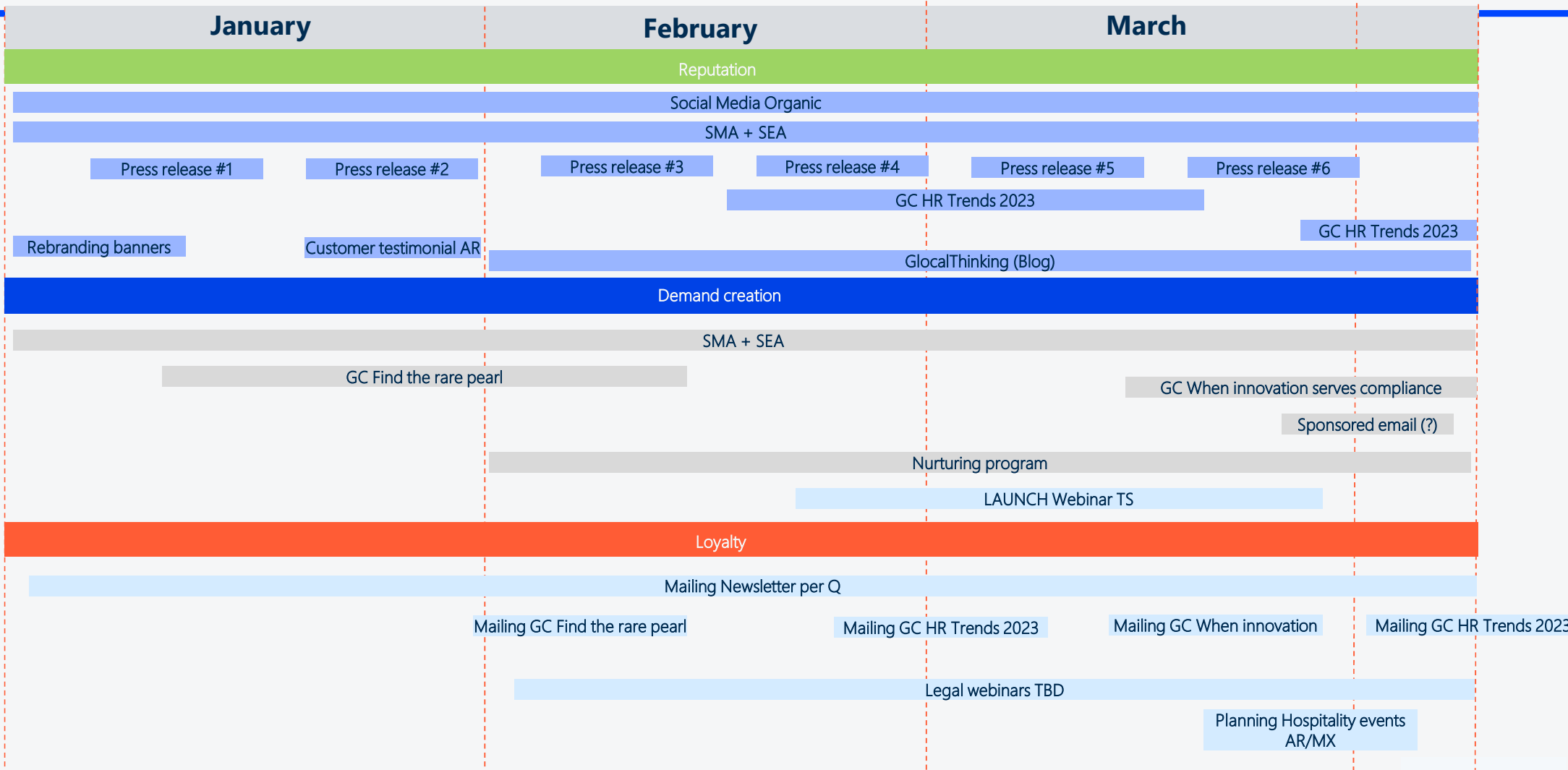
Launch event+ digital campaign+lead purchase

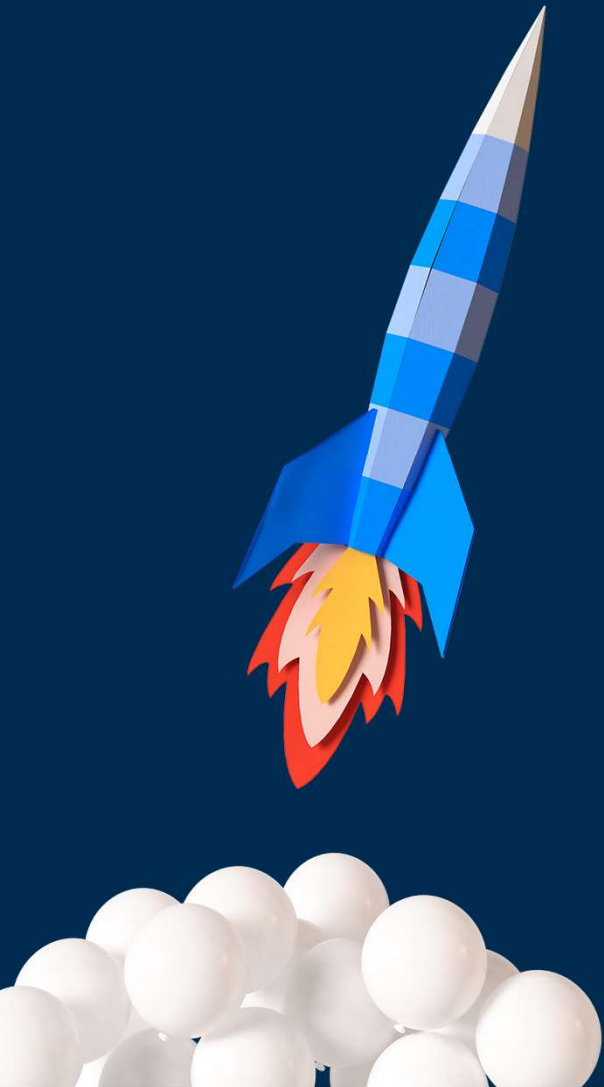
2023 Calendar HCM LATAM

REPUTATION
DEMAND CREATION
LOYALTY
SALES ENABLEMENT
TALENTSOFT ONLY- BOLD



Plan on a page LATAM – 1Q





THANK YOU