

An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a 'METRO' sign. A large white oval is superimposed over the center of the image, containing the text 'Cegid Iberia, LatAm & AfricaPT'.

SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

**SALES
KICK-OFF
2023**

SKO Welcome: Vision & Objectives



Santiago Solanas
CEO Cegid Iberia, Latam & AfricaPT



**SALES
KICK-OFF
2023**

VIDEO HITS AYER 1 FEBRERO

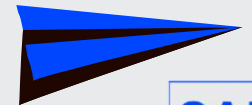
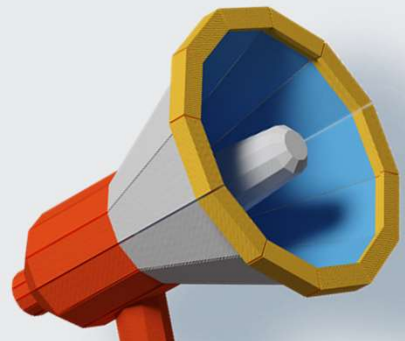
Bu Leaders



Lara Costa
Brand Lead



Jorge Valentín
Technical Presales HCM



**SALES
KICK-OFF
2023**

VIDEO HITS AYER 1 FEBRERO

An aerial photograph of a city, likely Madrid, showing a mix of classical European architecture and a prominent modern skyscraper in the distance. The sky is a clear, light blue with some wispy clouds. The foreground shows the rooftops and upper floors of buildings, with a street visible below.

SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

**SALES
KICK-OFF
2023**



Mohammed Zaghou

Product Marketing Director HCM



Isidro Velis

Product Management Director
Mid-Market



Ángel Zuate

Product Management Director
SME&CPA



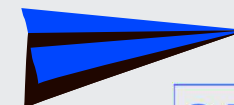
Jorge Batista

Chief Technology Officer

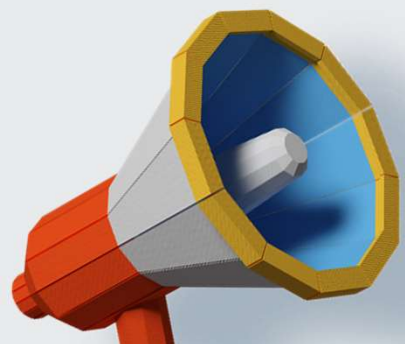


Fabrice Coutadeur

Product Management Director
HCM



**SALES
KICK-OFF
2023**



FALTAN FOTOS DE LOS SPEAKERS

HCM IBERIA

PRODUCT Marketing Management



cegid

HCM

What that stands for?

cegid





HCM

Human

Capital

Management



Human

At the core of what we're doing as a company

cegid

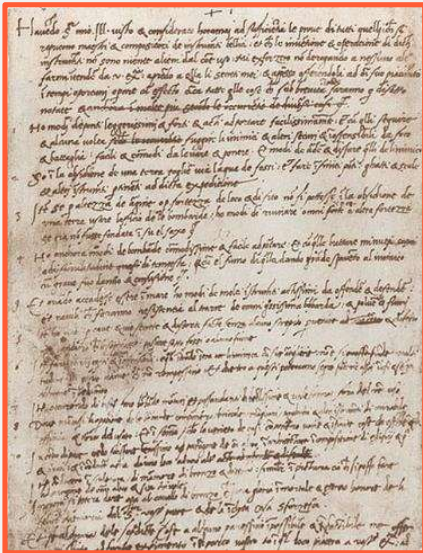


The first payslip



"Cuneiform" from 5000 years ago

Other HR practices that exist from long ago

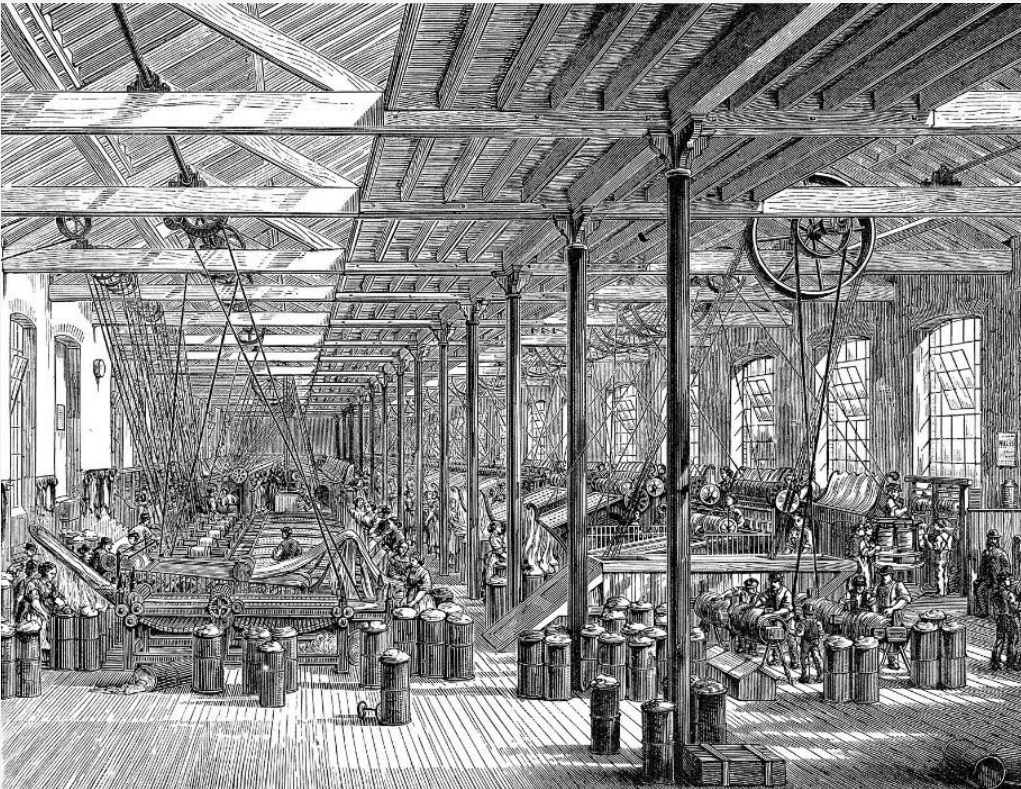


The first resume from Leonardo Da Vinci



Employee referral in Roman army

HCM really framed since industrial revolution



Initiated by Robert Owen and Charles Babbage late 19th Century

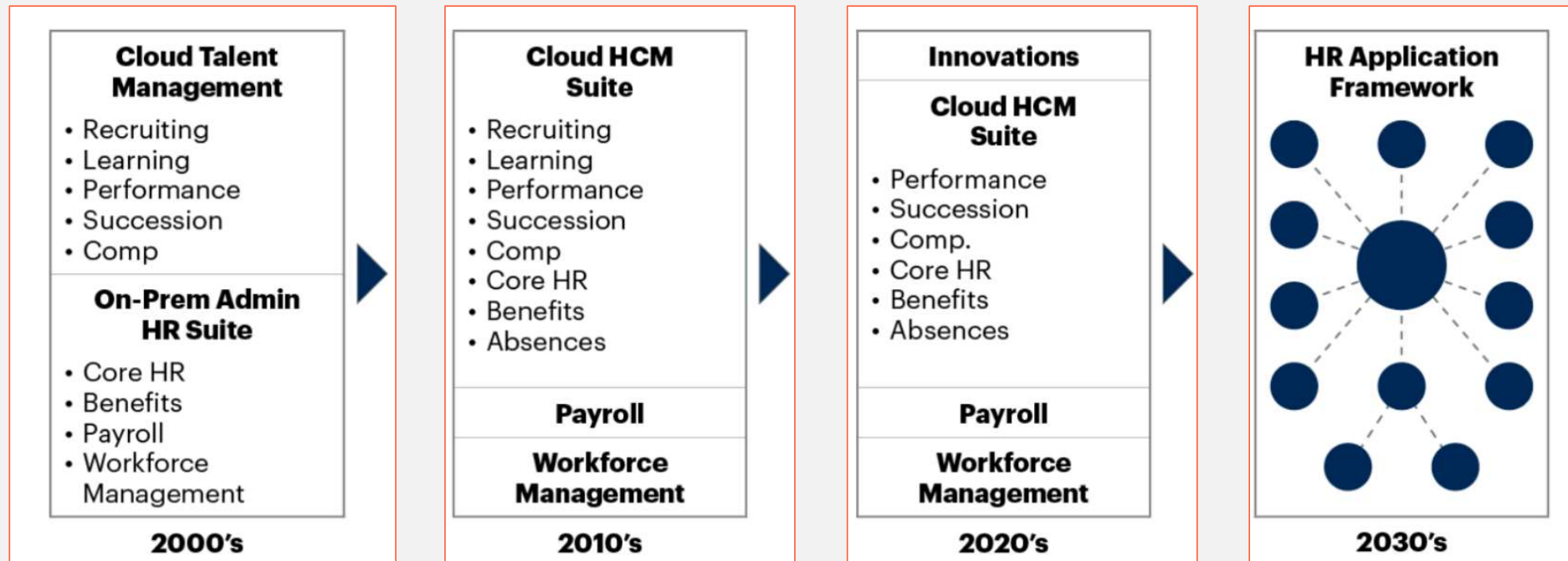
Capital Management

More like Core Matter

cegid



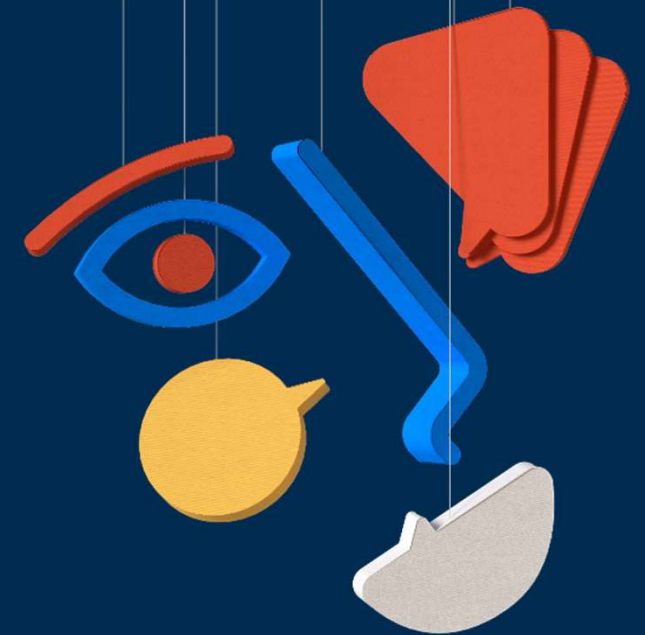
HR Technology evolved along with HR expertise



Source: Gartner

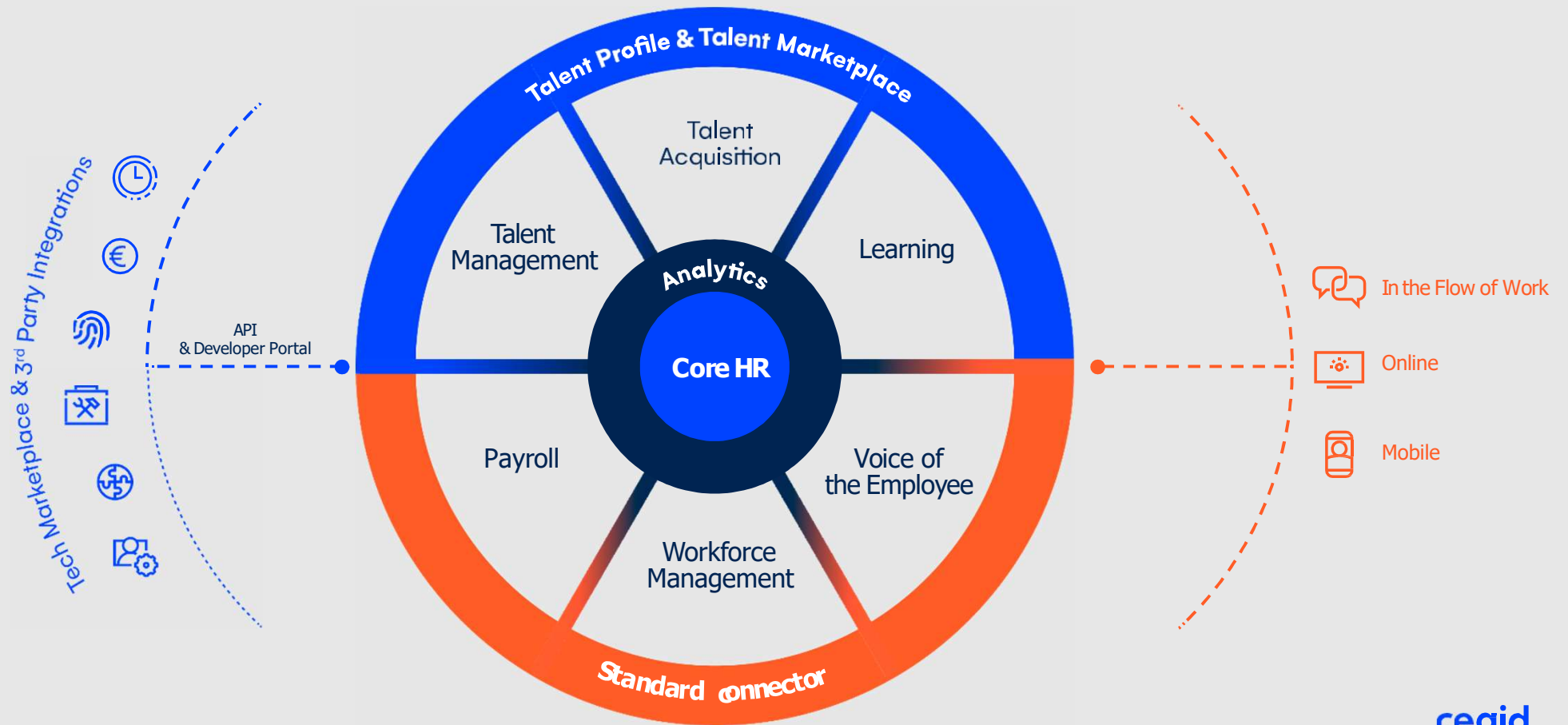
CEGID HCM

RETHINK WORK EXPERIENCE



Rethink work experience

Cegid offers cloud HCM suite that helps companies shaping the future of work for lasting performance



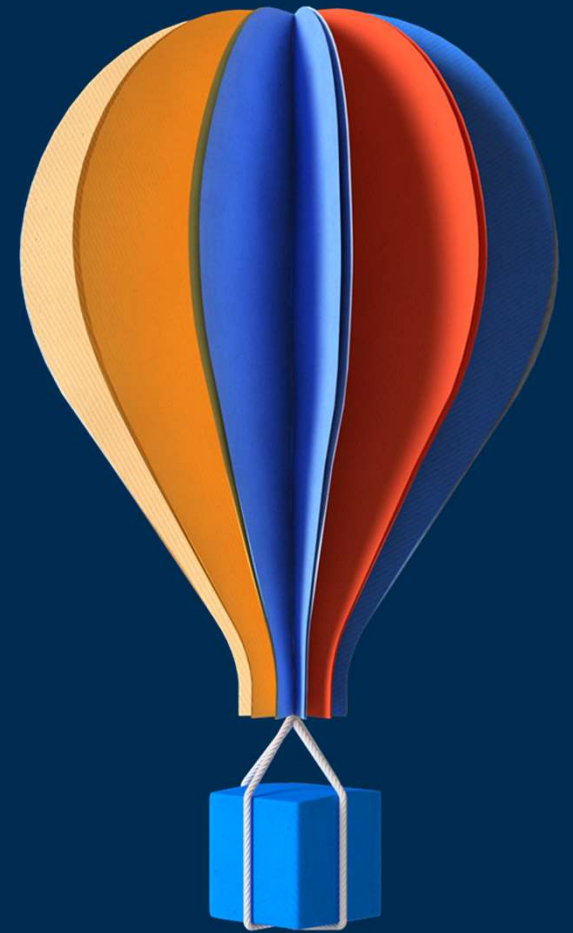


Product Strategy Mid Market

Isidro Velis | Product Strategy Director

01

Mid Market ¿qué buscan los clientes?



¿Qué buscan los clientes del Mid-Market en las soluciones de gestión?

1

Soluciones avanzadas y especializadas

2

Ecosistema Digital

3

Soporte a la toma de decisiones

4

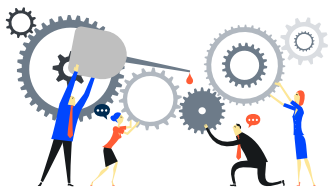
Alineamiento del fabricante con el Partner

5

Preservar su identidad y elementos competitivos

6

Entrega de valor continua



Soluciones avanzadas y especializadas



Accesibilidad

Disponibilidad

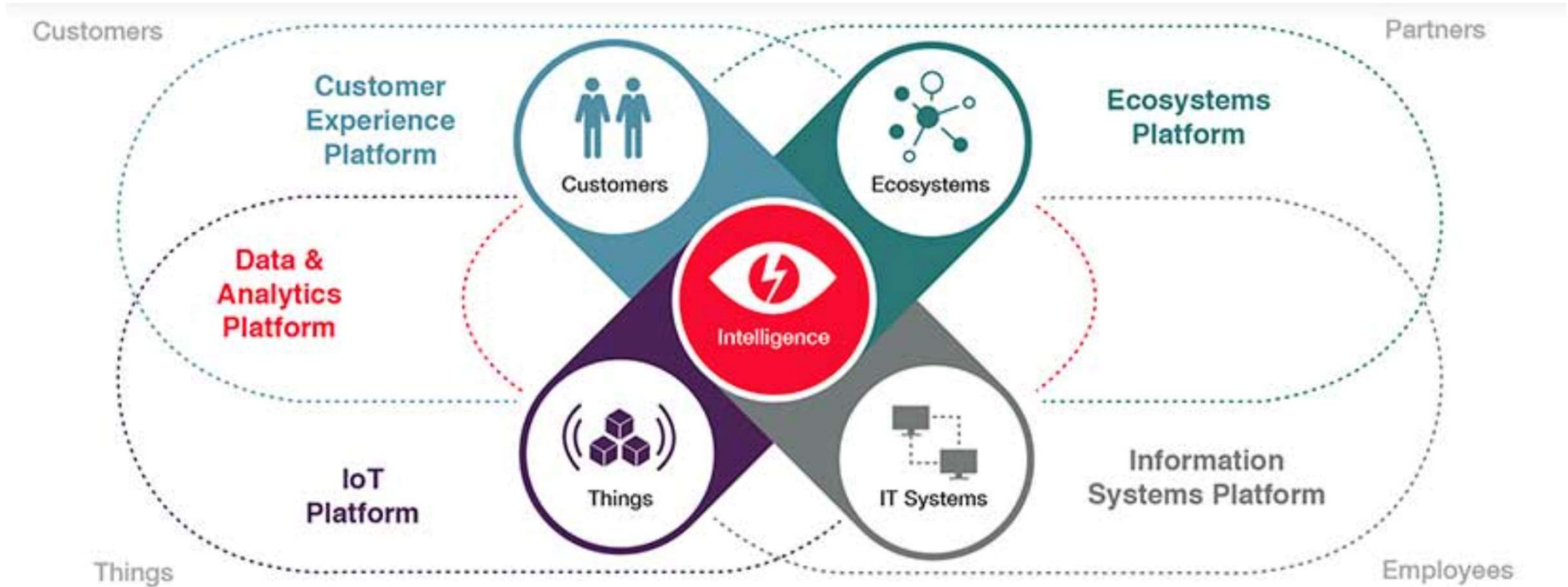
Adaptabilidad

Integración

Productividad

cegid

Ecosistema Digital



Source: Gartner (2018)

Experiencia del cliente

Retención del talento

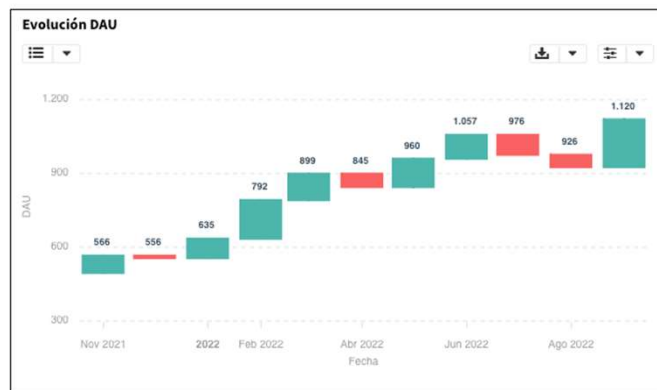
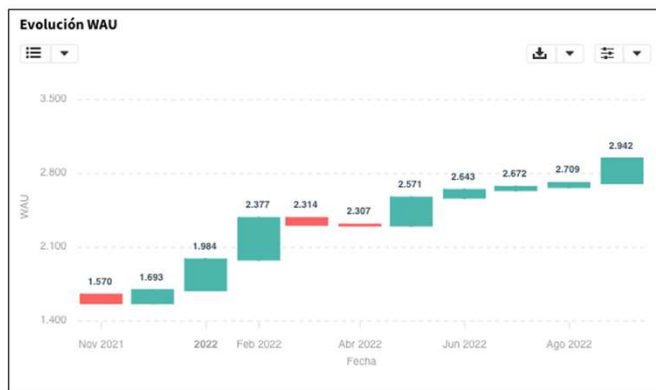
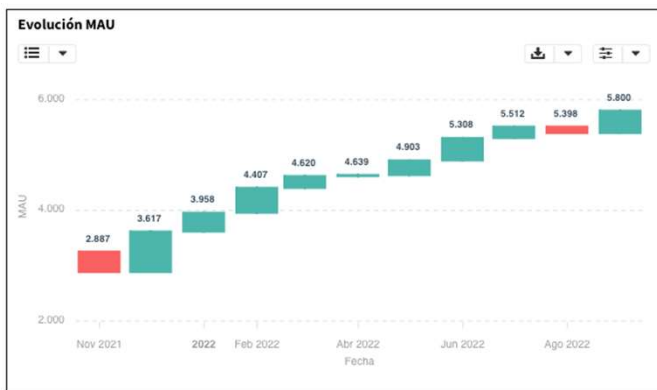
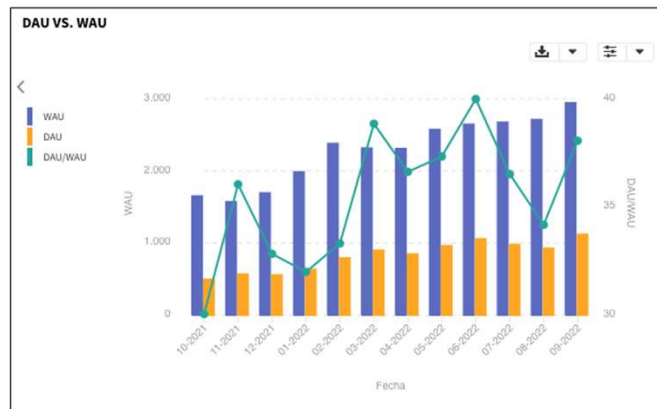
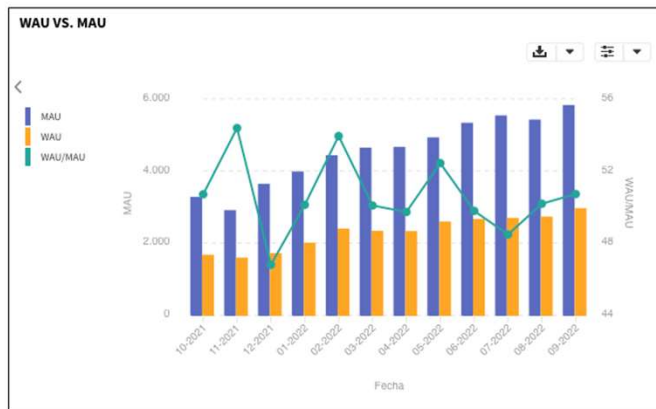
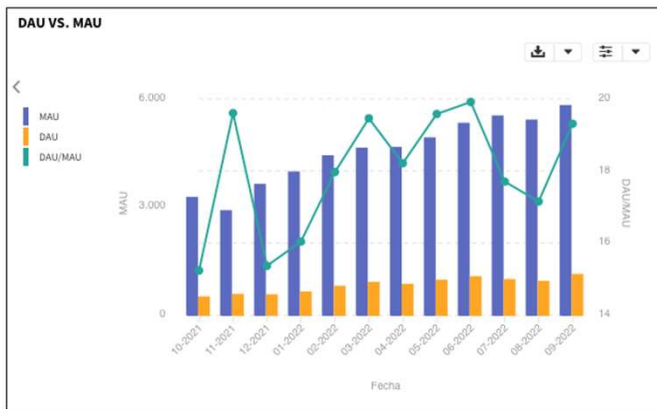
Sistemas inteligentes

cegid

Soporte a la toma de decisiones

DEFAULT SELECT. SELECCIÓN

Fecha:
 Producto:
 Cliente:




Soluciones preconfiguradas

Modelos Predictivos

Insights para el negocio 


Partner Alignment

Campus Virtual Mi aprendizaje ▾ Mis reservas ▾ Catálogo Recursos ▾ ✉ 🔔 Usuario Campus Demo 








¡Campus Virtual te ayuda a pensar!

Accede a tus cursos 24/7, estudia a tu ritmo y cuando puedas, y lo más importante...

¡olvídate de horarios!



Formación en curso

 Consultor Técnico Cadena de Suministro 18% Itinerario	 Consultor Técnico Finanzas 14% Itinerario	 Consultor Técnico Nómina 48% Itinerario	 Desarrollo Ekon Code Development ... 32% Itinerario	 Desarrollo Ekon No Code Development ... 44% Itinerario	 Usuario Experto CRM 32% Itinerario	 Usuario Experto Vision 49% Itinerario
----------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------

Visualización de 1 - 7 de 20 resultados

« 1 2 3 »

Academy

Metodologías de implantación

Herramientas de Project Management

cegid

Preservar su identidad y elementos competitivos



No Code

Low Code

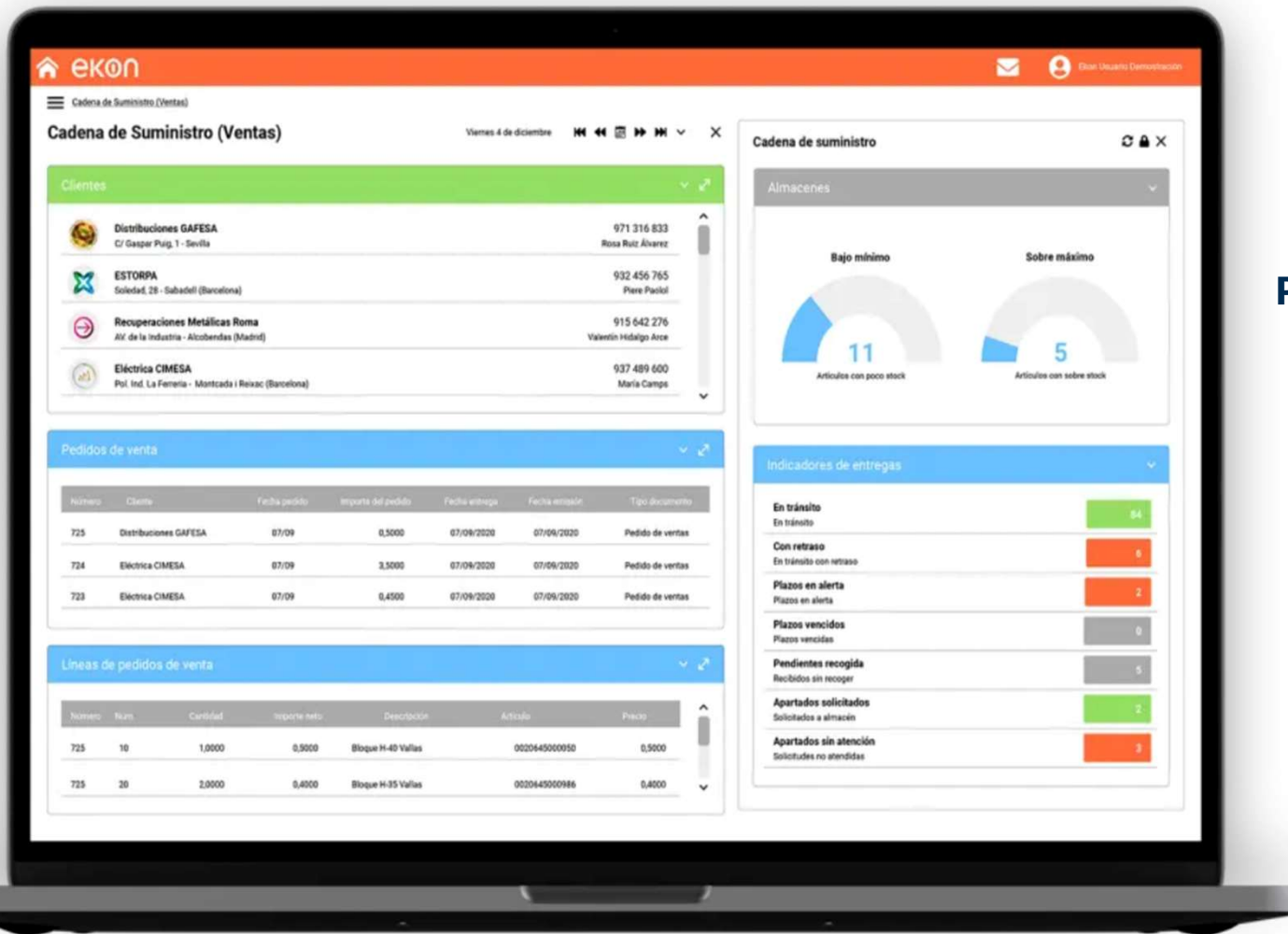
API Rest

Workflow

Cloud Powered

cegid

Ekon ERP: El futuro de las soluciones Cloud orientadas al Mid Market



100% Cloud

Cobertura vertical

Localización geográfica

Plataforma de Desarrollo en Cloud

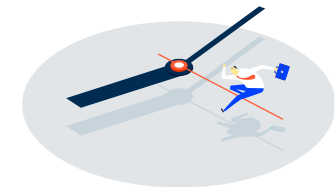
Analytics Predictivo

+4.000 Negocios gestionados

+44.000 Usuarios Activos

Releases cada 6 meses

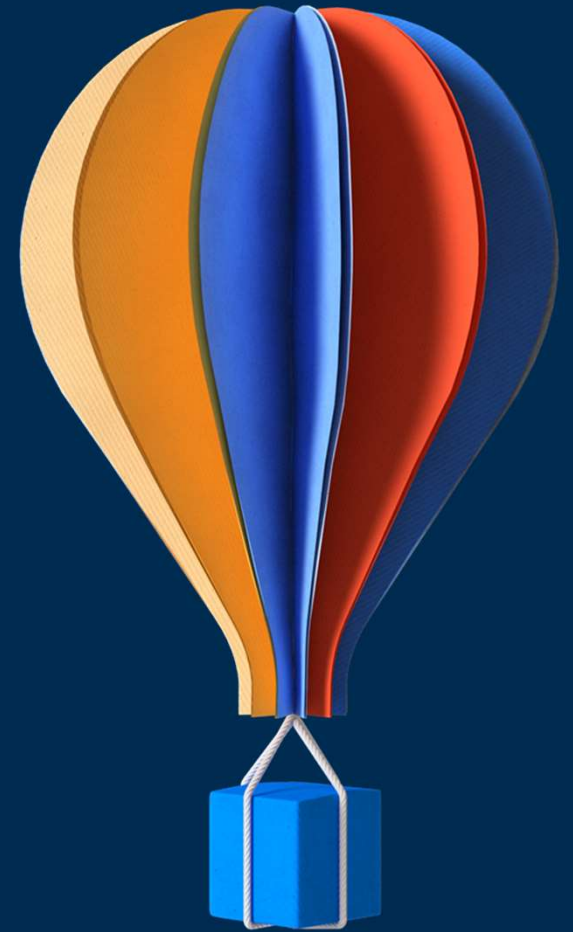
+80% En última versión



cegid

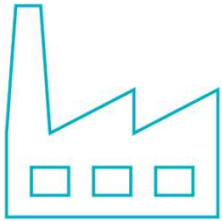
02

Mid Market Soluciones



The importance of Vertical Specialization

Manufacturing



BOM, Routes
Production Orders
Subcontractor Orders
Machinery Maintenance
MPS-MRP
Scheduler

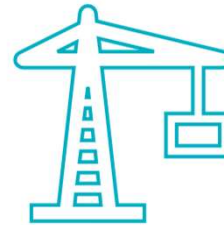


Wholesale



Inventory
Warehouse Mgmt.
Commercial Documents
Price Books
Purchase Planning
Delivery Routes

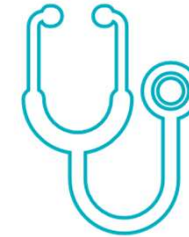
Construction



Budgeting
Project Execution
Planning
Certification
Purchase
Subcontractors



Healthcare



Patient vs Customer
Medical Record
Medical Examination
Centers
Operating Theatres
Specialized Centers
Mental Health















Services



Contracts
People Planning
Work Orders
Timesheets
Invoicing

Mid Market. Soluciones Actuales

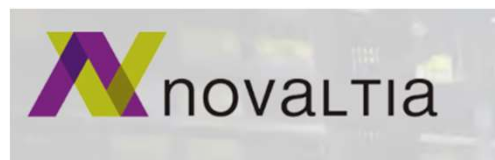
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	<p>v10</p>	<p>v10</p>	<p>v10</p>	<p>v10</p>	<p>v10</p>
	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center;">  Retail </div> <div style="text-align: center;">  Projects </div> <div style="text-align: center;">  P. Services </div> <div style="text-align: center;">  Healthcare </div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="text-align: center;">  Manufac. </div> <div style="text-align: center;">  Wholesale </div> </div>	<div style="text-align: center;">  Construct. </div>	<div style="text-align: center;">  Payroll </div>	<div style="text-align: center;">  Public S. </div>

03

Mid market Algunos clientes



Algunos de nuestros clientes Ekon en España



*"We needed to manage all our business as a whole in a very **efficient** way. ekon ERP for all the company was the solution"*

Pedro Gallego, CEO

*"ekon just fits our needs, and contributes to remain us **competitive**"*

Fernando Castillo, CFO

*"ekon allows us to respond to the needs of the Healthcare sector, and to be able to **adapt in a simple way** anything"*

Emilio Rodriguez, CIO

Algunos de nuestros clientes. PRIMAVERA v10 en Portugal



*"Em 2009 a STCP iniciou um processo de substituição do ERP SAP por soluções PRIMAVERA, **garantia de resposta** das funcionalidades consideradas imprescindíveis ao bom funcionamento dos serviços"*

Helena Meira

Diretora de Sistemas de Informação STCP, SA



*"O ERP PRIMAVERA tem-nos ajudado muito em termos de decisão estratégica o que nos tem permitido **ganhar eficiência** e aumentar a certeza na tomada de decisão."*

João Magalhães

Diretor Financeiro do Grupo Lanidor



*"Todo o negócio está assente no PRIMAVERA, o que garante um **nível de controlo** e de eficiência muito elevados"*

Marta Costa

Diretora Financeira da H3

cegid

Algunos de nuestros clientes. PRIMAVERA v10 en África, Angola y Mozambique



*"A escolha do ERP PRIMAVERA deveu-se essencialmente à **grande versatilidade do sistema**, o qual nos permite gerir automaticamente toda a **informação financeira, comercial e operacional**"*

Victor Fonseca
Responsável SI Petrogal Moçambique



*"Com as soluções PRIMAVERA a gestão de cerca de **1200 funcionários** distribuídos pelas várias dependências passou a ser mais **eficiente, rápida e centralizada.**"*

Sérgio Bernardo
Técnico de Sistemas de RH | Coca-Cola Botling Luanda



*"O projeto de implementação dos produtos PRIMAVERA permitiu que **todo o grupo usasse a mesma solução**, ganhando assim sinergias e uma **visualização** mais abrangente e **global do negócio**"*

Ricardo Santos
Diretor Financeiro da Médis | MZ

cegid

Algunos de nuestros clientes. SIGRID Construcción World Wide



DRAGADOS



FLATIRON



Telefonica

PLAINTEC
BUILDING YOUR PROJECTS

ALZA
OBRAS Y SERVICIOS



Goainvest
Grupo **INDITEX**

...y sus proyectos



Bertha TBM

US\$ 1.360 millones



Ottawa LRT

US\$ 1.620 millones



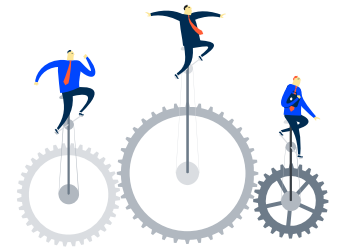
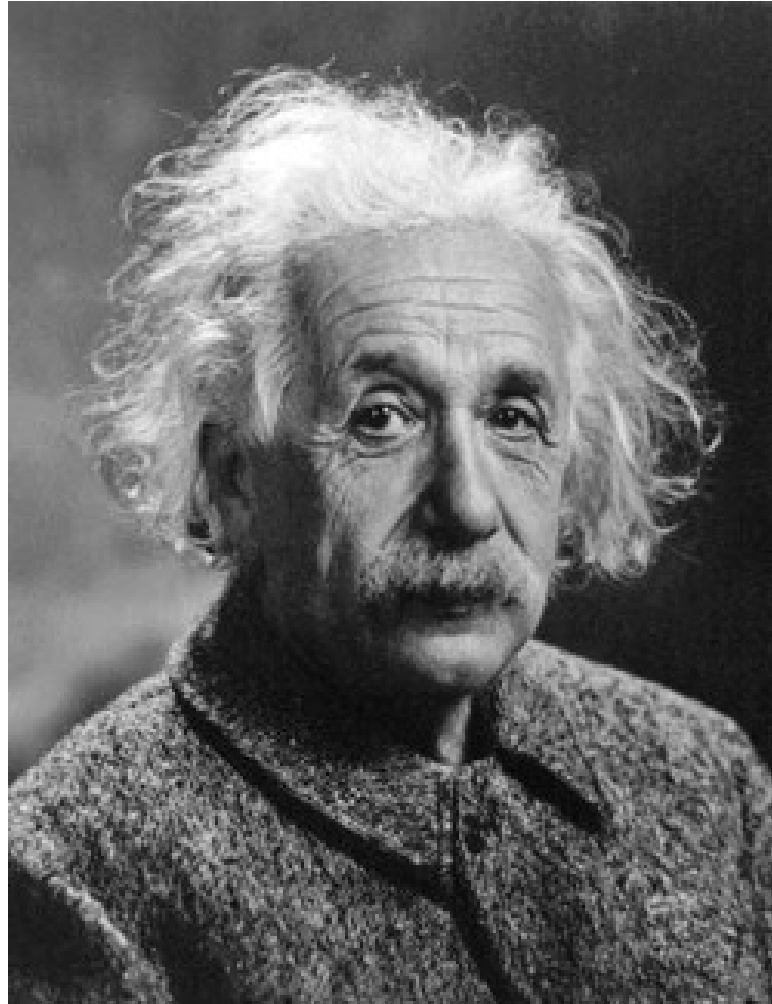
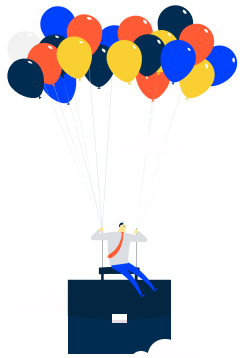
Metro 2 Lima

US\$ 3.900 millones



Louvre Abu Dhabi

US\$ 661 millones





Product Strategy Small Business

Ángel Zuate | Product Strategy Director SMB & CPA

SMB



98 %

**Freelancers and Small
Businesses
(0-49 employees)**



93 %

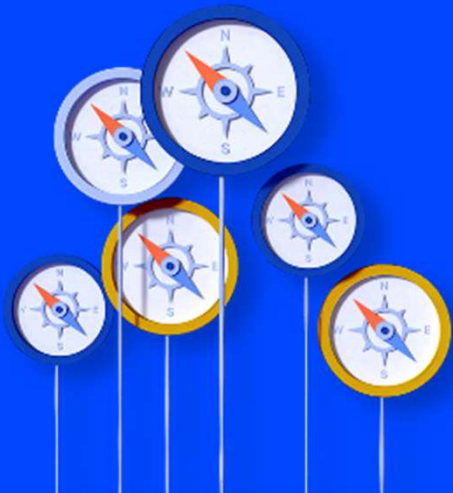
**Freelancers and Small
Businesses
(0-10 employees)**



SMB TAM

4.5 M

companies!



1.3 M
companies



3.3 M
companies



Context & Trends



EU economy struggling

High inflation (ES 8.4%, PT 7.8%)
Ukraine war & Energy crisis
Euribor scale (from -0.47% to 3% in 12m)



Regulatory changes

Resilience and recovery mechanism
E-Invoicing mandatory for SMBs
Anti-fraud Law



Customer experience

Shifting expectations of the digital native
Always connected
The power of now



Disruptive technology

Cloud
Cybersecurity
IA



What do they look for in Business SW?

- 1. FREE TIME, simple & effective solutions, their data 24x7 availability**
- 2. OPERATIVE EFFICIENCY, automating and optimizing their processes**
- 3. CASH, reducing late payments & unpaid.**
- 4. INTELLIGENCE, supporting them to make the best decisions.**

SMB

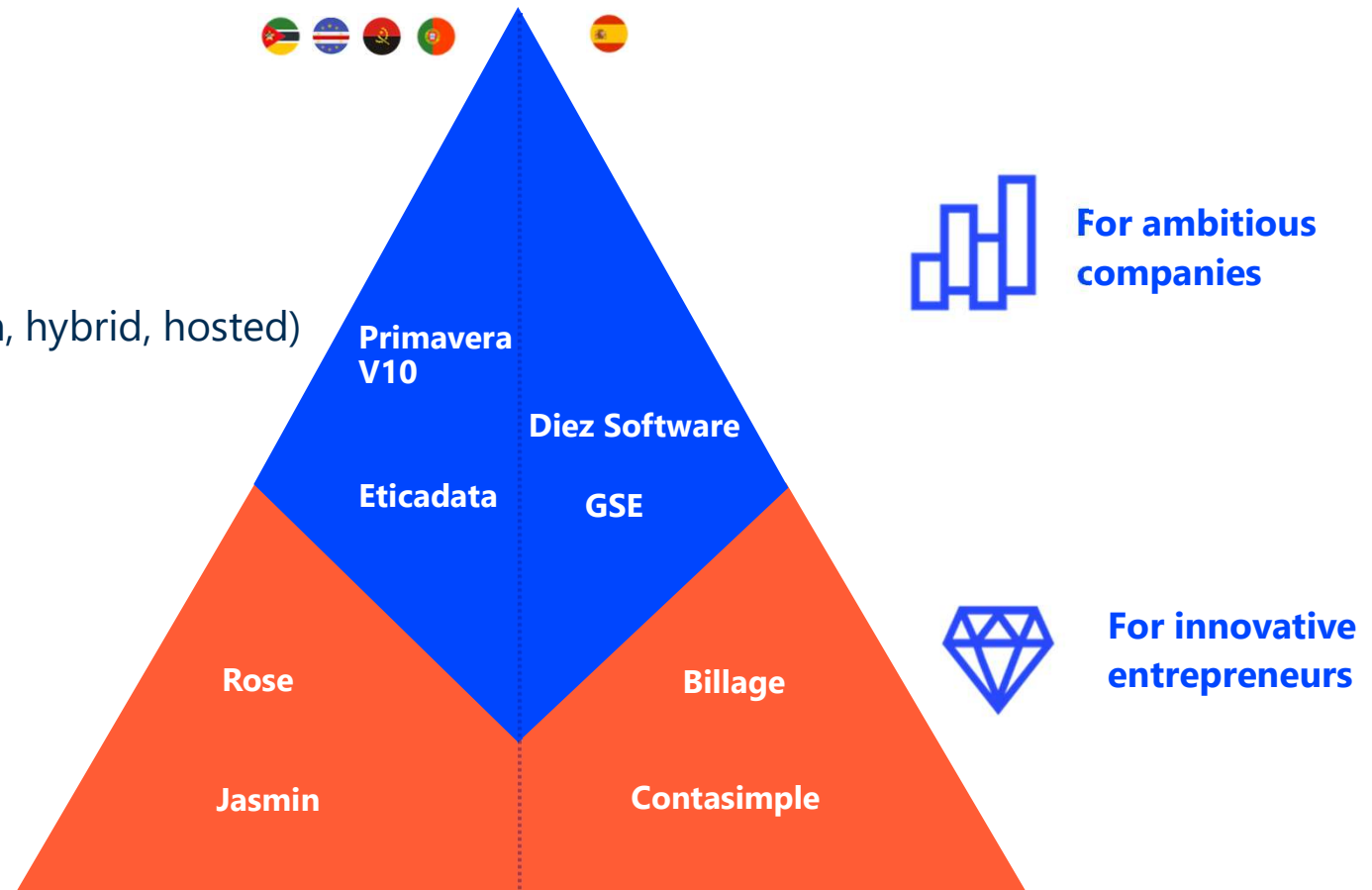
Product Portfolio

Small Businesses

- Functionally advanced
- Reliable and ensuring compliance
- Free of choice deployment (onprem, hybrid, hosted)
- SaaS with great value for money

Freelancers & micro

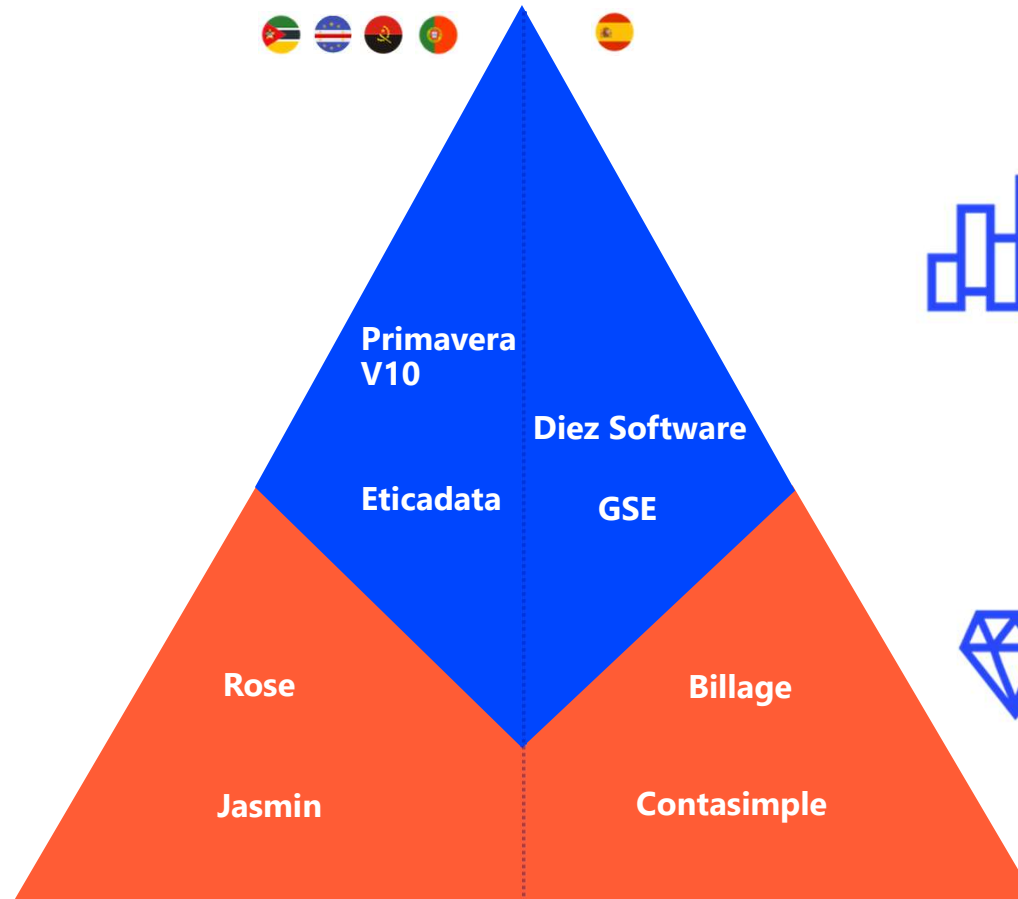
- 100% Cloud
- Simple & usable
- API-powered
- No entry barriers



SMB

Product Portfolio

- Invoicing & Commercial
- Financing & Treasury
- Services & Projects
- Wholesale & Stocks
- C.R.M.
- Reporting y Business Intelligence
- Mobile
- Automations
- Connectivity



For ambitious companies

For innovative entrepreneurs

cegid

0

Accountants



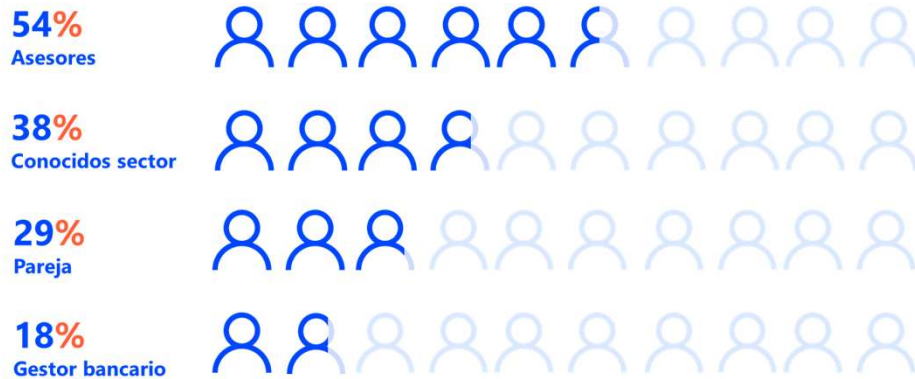
Accountants (CPAs)

Why accountants are important for us?

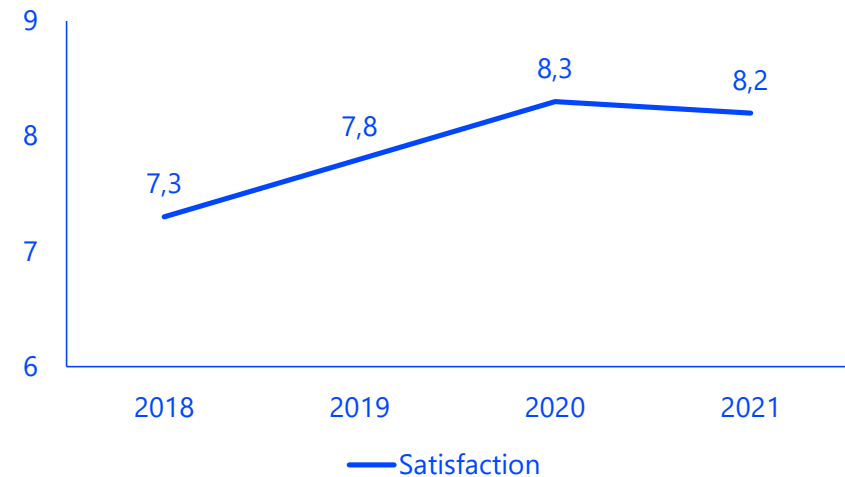
Heavy users + Software Recommendation capabilities = Endorsement!

Trust and confidence

Entrepreneurs rely on their accountants for regulatory compliance and business advice



High rating from their clients

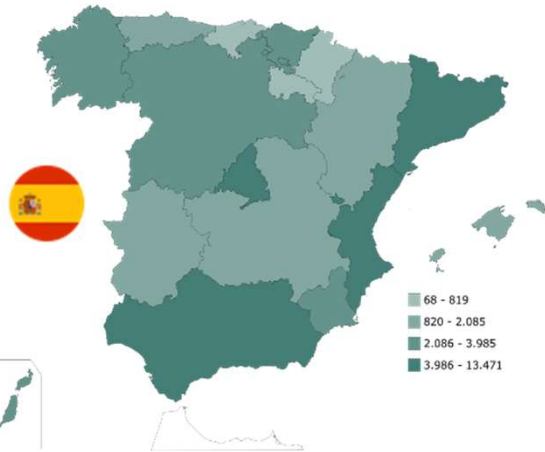


Accountants (CPAs)

Per Region

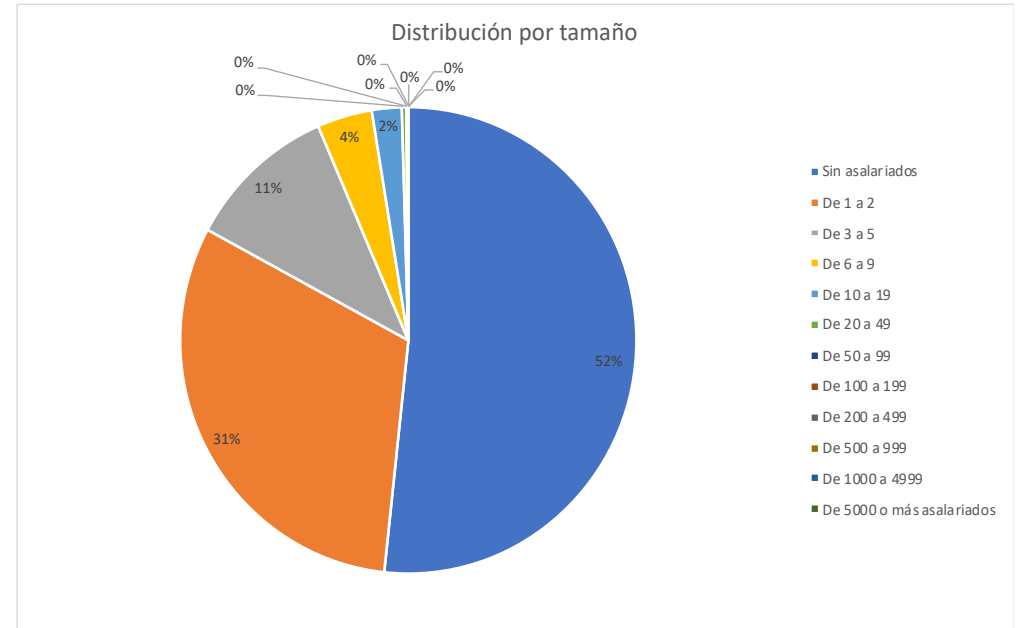


25.110
accountants



69.602
accountants

Per Size



94 %

Freelancers and Micro Practices
(0-5 FTEs)

92 %

Freelancers and Nano Practices
(0-2 FTEs)



What do they look for in Business SW?

1. FREE TIME, simple **complete** & effective solutions, their data 24x7 availability



2. OPERATIVE EFFICIENCY, automating and optimizing their processes



3. Sectorial **EXPERTISE**

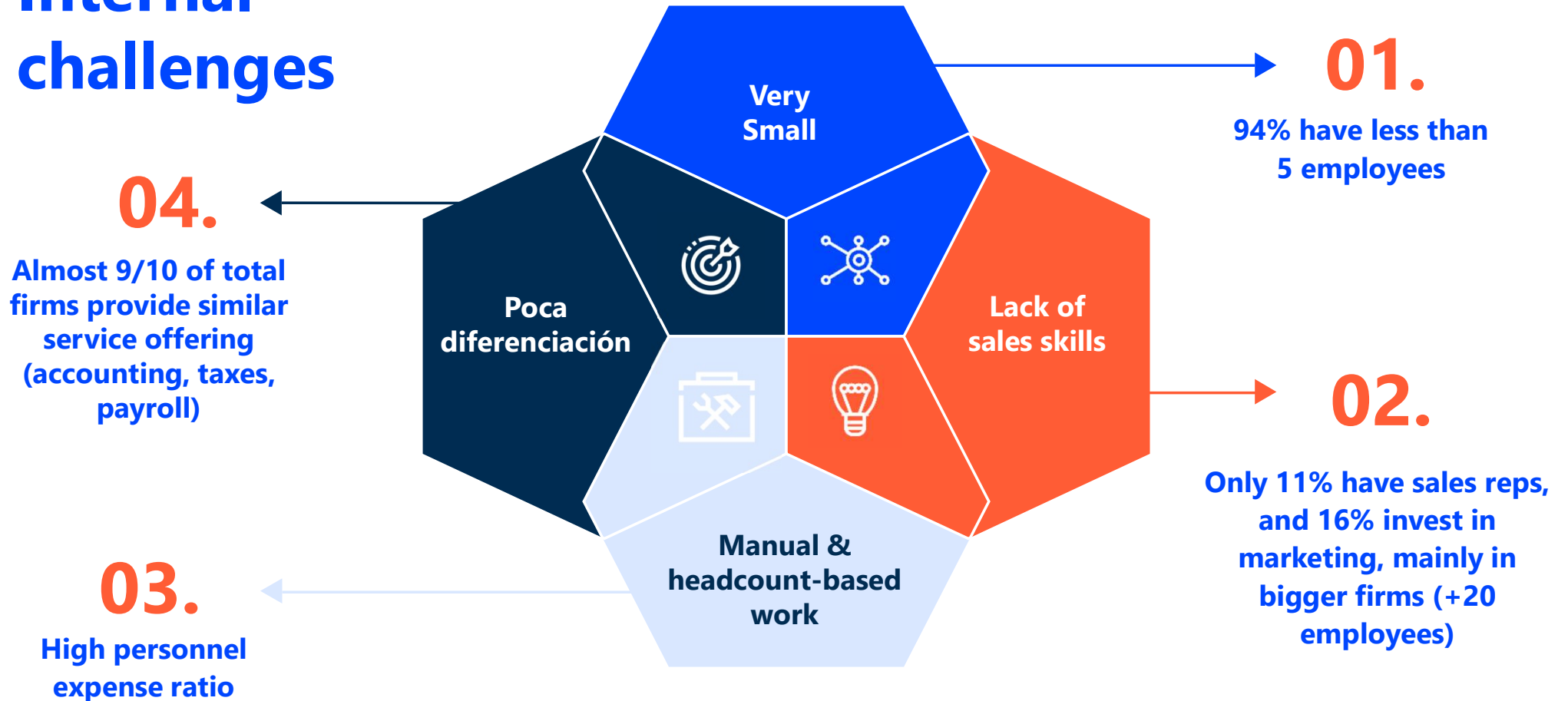


4. INTELLIGENCE, supporting them to make the best decisions.



Accountants (CPAs)

Internal challenges



Accountants (CPAs)

External threats



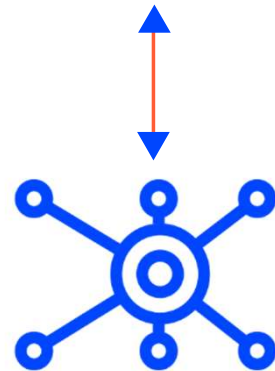
Customer behavioural change



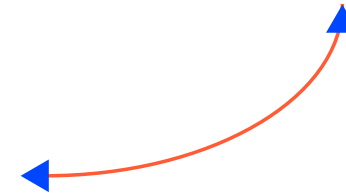
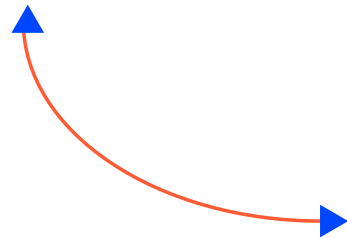
Public Administrations Transformation



Low-cost online competition



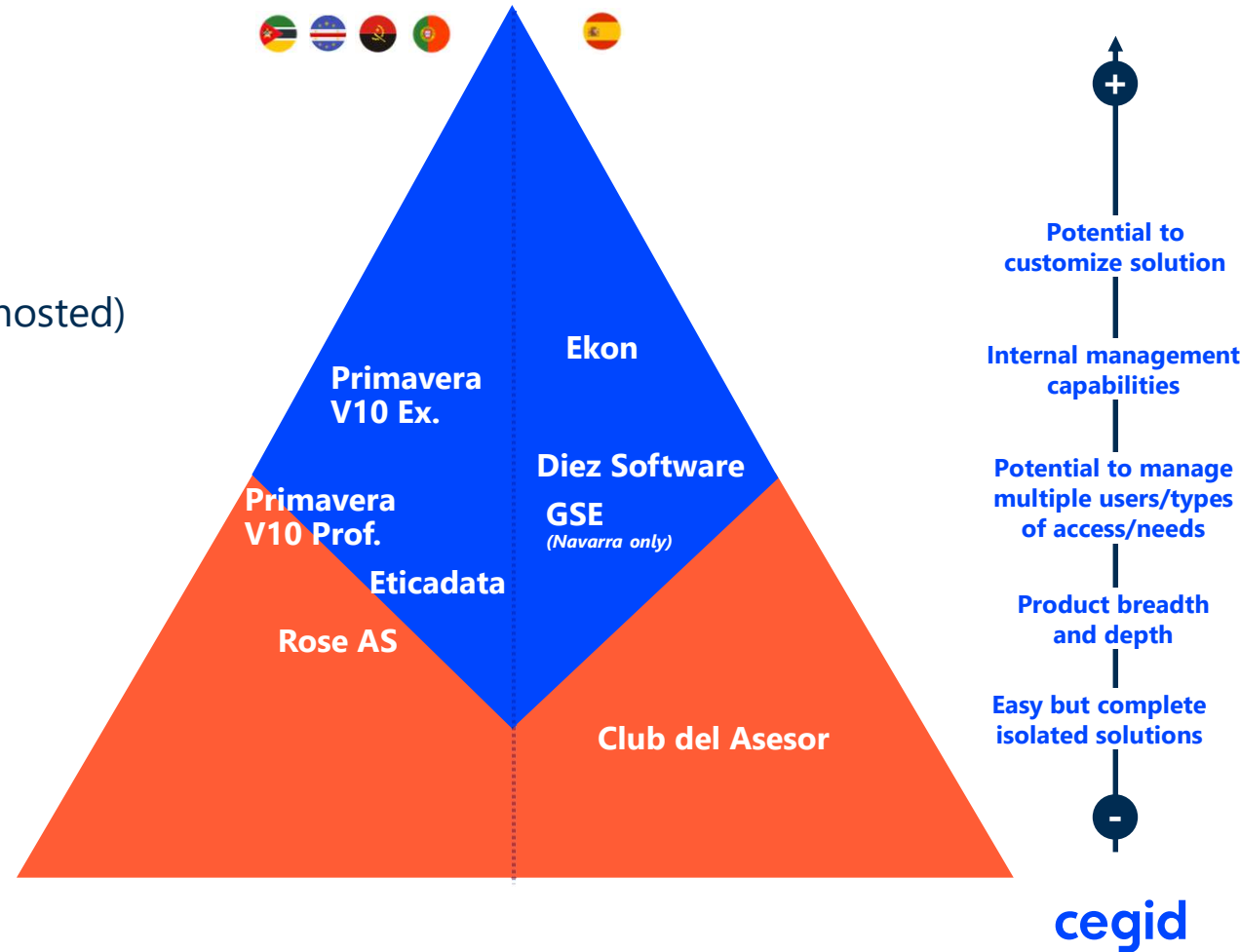
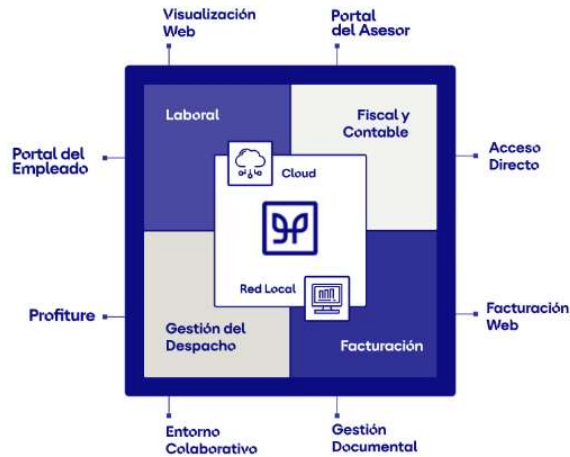
Technology



Accountants (CPAs)

Best of breed offering

- Functionally advanced
- Reliable and ensuring compliance
- Automation and collaboration
- Connected services
- Free of choice deployment (onprem, hybrid, hosted)
- SaaS with great value for money

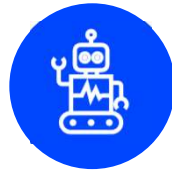


ROSE Accounting Services

**100% Cloud-powered
Collaborative Platform,
designed to serve
Accounting Firms and
their customers**



Collaboration



Automation

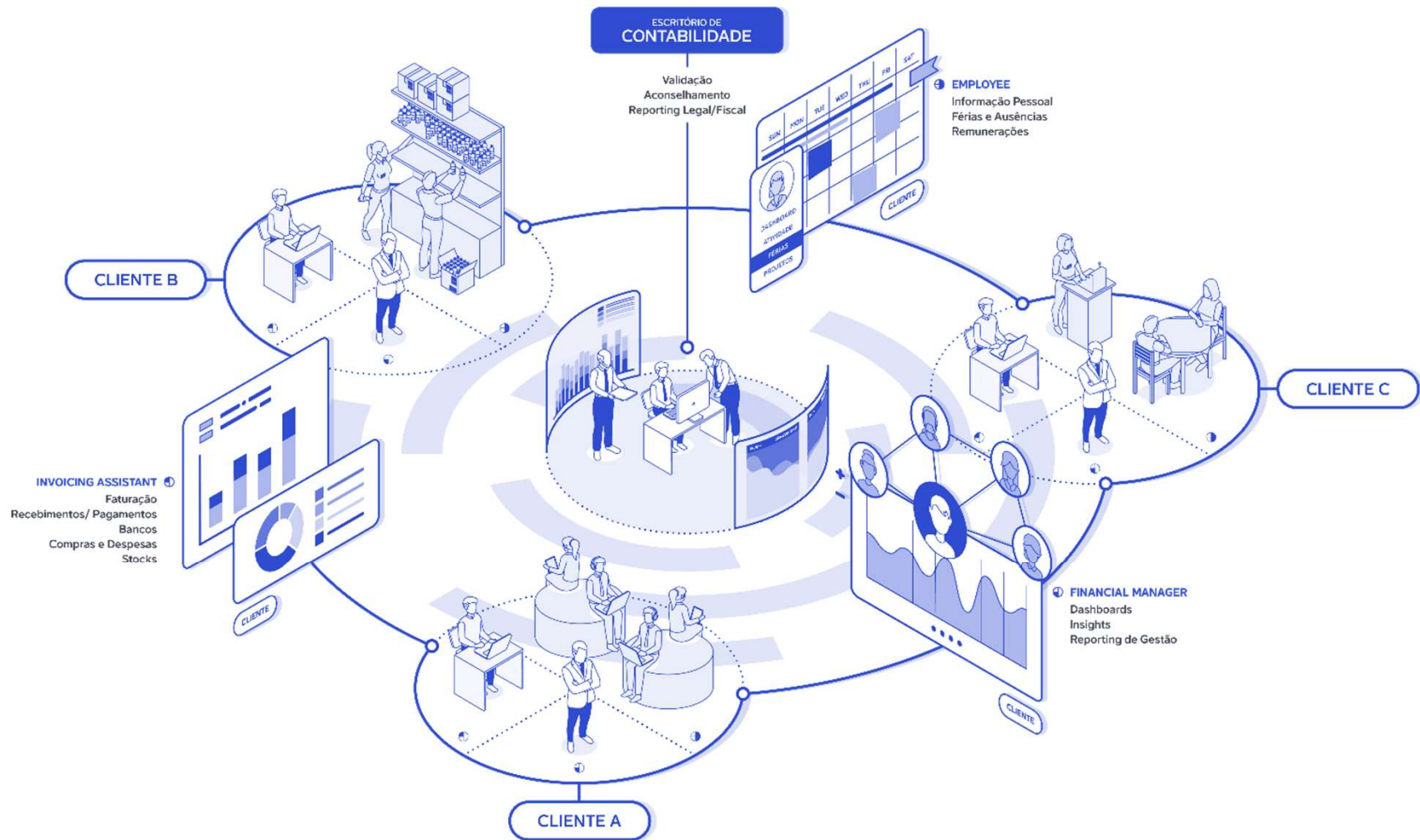


Intelligence

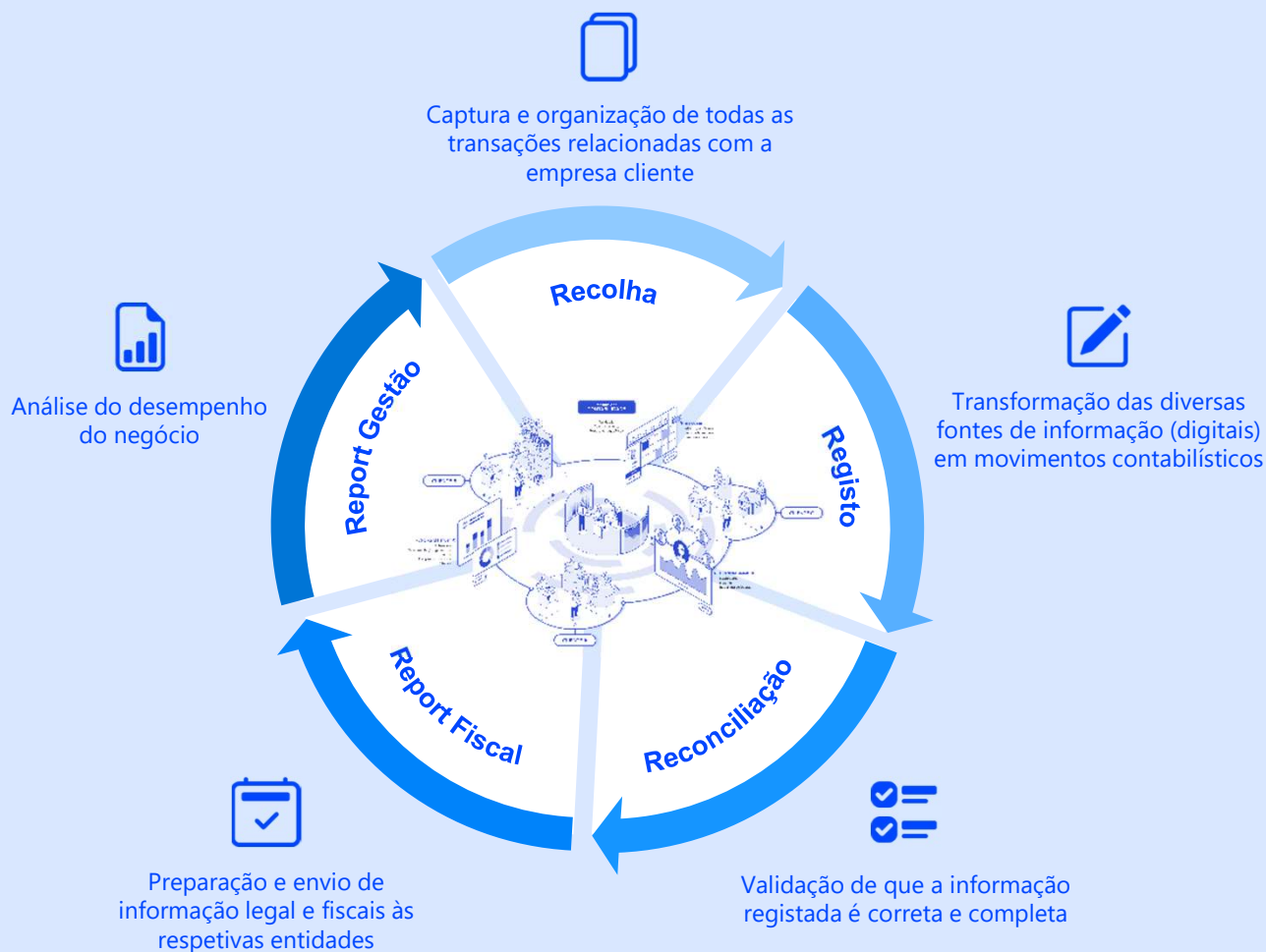


cegid Rose

Rose Accounting Services



ROSE Accounting Services



**Full coverage of
accounting lifecycle**

**Tools designed to
optimise every
desenhadas para
otimizar cada uma
das etapas**

SMB PORTFOLIO – PORTUGAL & AFRICA



SMB	Small (10-49)	Primavera v10										Primavera v10	
		Eticadata											
VSB	Micro (0-9)	Rose										Rose	
		Primavera v10											Eticadata
VSB	Freelancer	Jasmin											
		Jasmin											
		Education	Healthcare & Social Services	Construction	Manufacturing	Wholesale	Specialty Retail	Automotive	Hotels & Restaurants	Logistics & Transportation	Professional & consumer	Accountants	Payroll & HHRR
		Education	Health & Social Services	Production	Commerce			Infrastructure	Services				

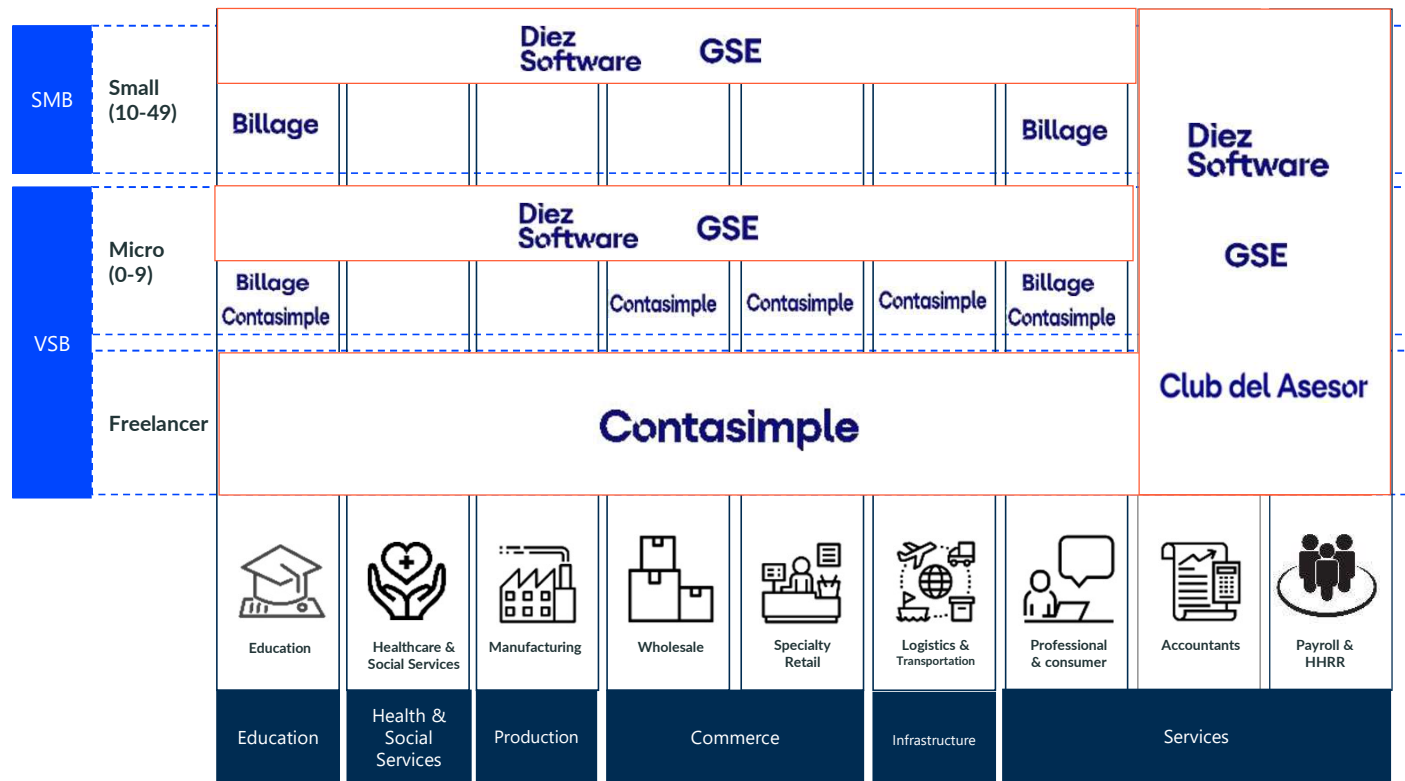
* Government (Public Sector), Agriculture (Production), Telecommunications (Services) and Energy & Public Utilities were excluded.

** Manufacturing and Process Manufacturing were merged into Manufacturing.

*** Financial Services and Business Services were merged into Professional Services. But it was created a subsegment for HHRR.

**** Starter was merged into Primavera V10.

SMB PORTFOLIO – SPAIN



* Government (Public Sector), Agriculture (Production), Telecommunications (Services) and Energy & Public Utilities were excluded.

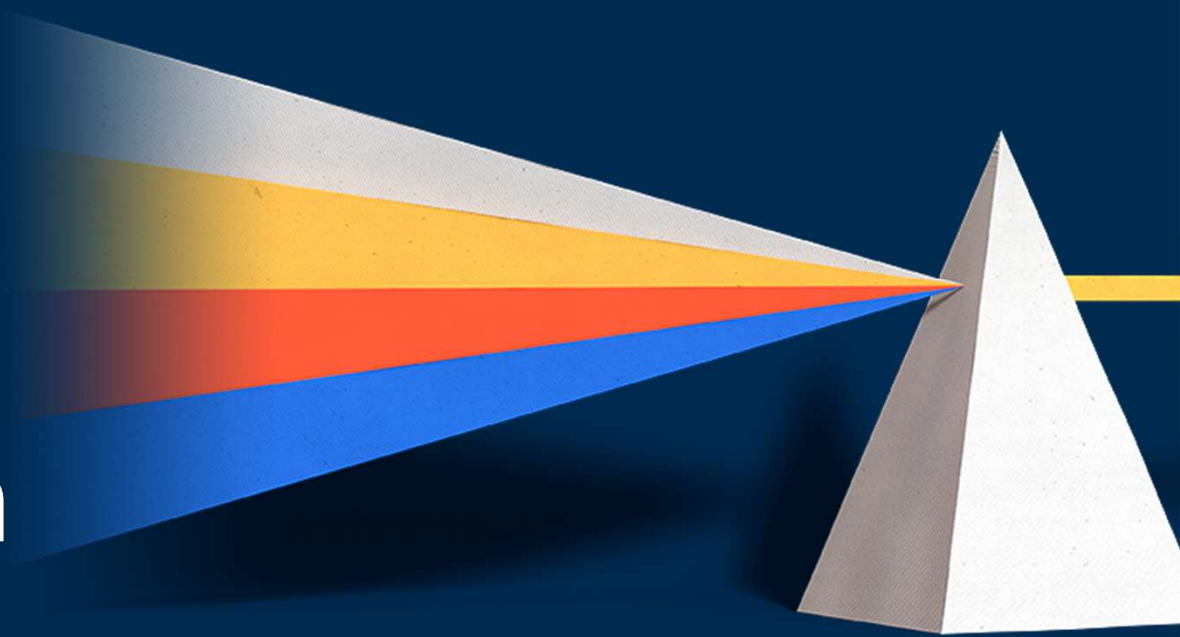
** Manufacturing and Process Manufacturing were merged into Manufacturing.

*** Financial Services and Business Services were merged into Professional Services. But it was created a subsegment for HHRR.

**** Starter was merged into Primavera V10.

Thinking about the future...

What can we expect in the short-medium term?



SMB (& CPA) market trends & forecast



Regulatory changes will force the use of e-invoicing → business software adoption!

European Union will need to continue supporting SMEs (Kit Digital in Spain)

High-quality digital experiences (*Surveys find that nearly half of potential customers don't return to websites when they have problems with mobile access*)

From productivity approach (task-based) to Performance Monitoring & Analytics.

AI adoption + human language chatbots fine-tuned with reinforcement learning.

Automation and collaboration needs are dramatically increasing.

"Cloud first, cloud only" heavily pushed by remote workforce.

Cybersecurity as a key buy factor as malicious software ramps up!

WE HAVE A HUGE OPPORTUNITY!

Market Share

165,000 SMB

25,000 CPA

4.5 M TAM

93,000 TAM

4% Share

27% Share



WHO
WANTS
TO BE

#1

THE LEADER?





**IT'S A LONG
WAY TO THE
TOP
IF YOU WANNA
ROCK N' ROLL**

**LEADING THE MARKET
IS F#@KING COOL!**



THIS YEAR... WE'LL CONQUER IBERIA!



THESE ARE OUR WEAPONS



 Primavera

 GSE

 Profiture

 Club del Asesor

 Eticadata

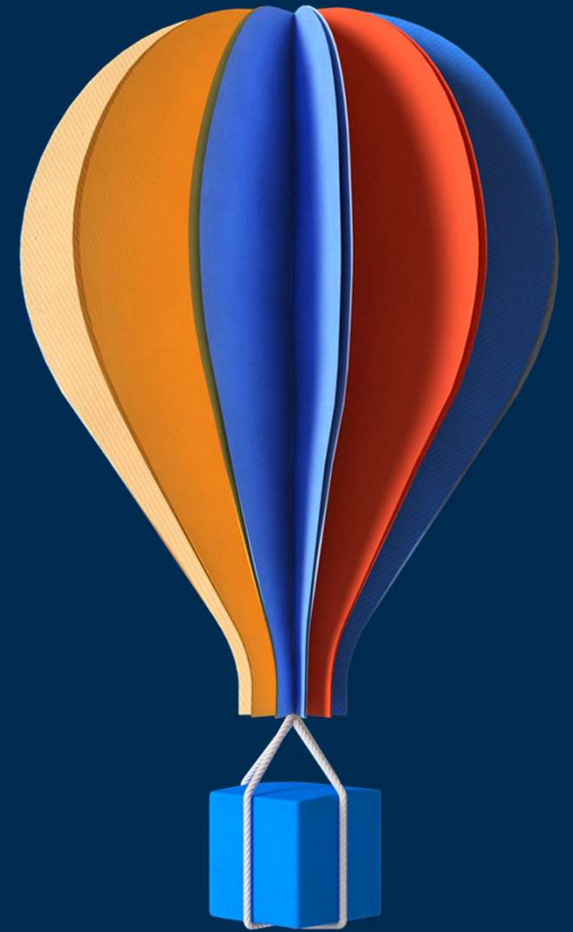
 Billage

 Diez Software

 Contasimple

THIS IS OUR FLAG

cegid



cegid





SMB MARKETING LEADER!





SMB SALES WARRIORS!

Primavera

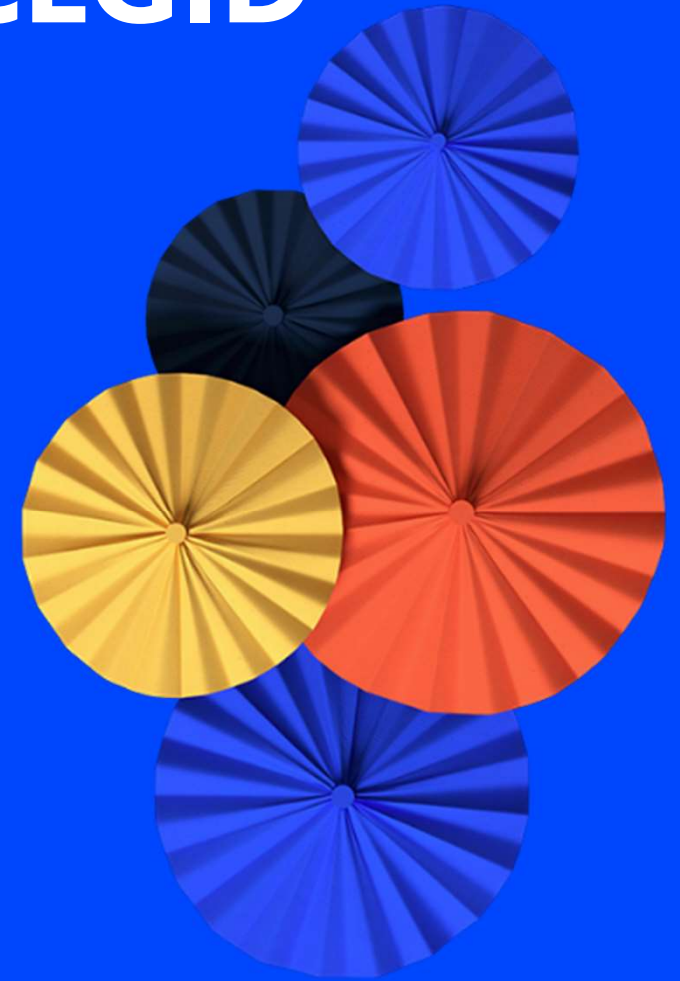
AMAZING COLLEAGUES!



TOGETHER WITH PARTNERS

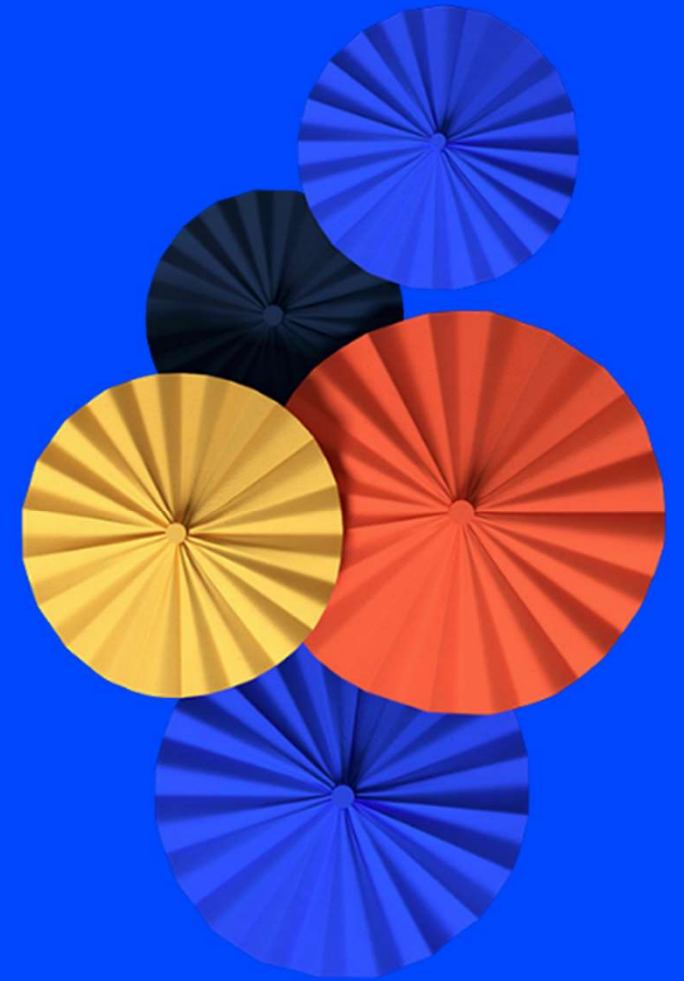


ONE TEAM. ONE CEGID



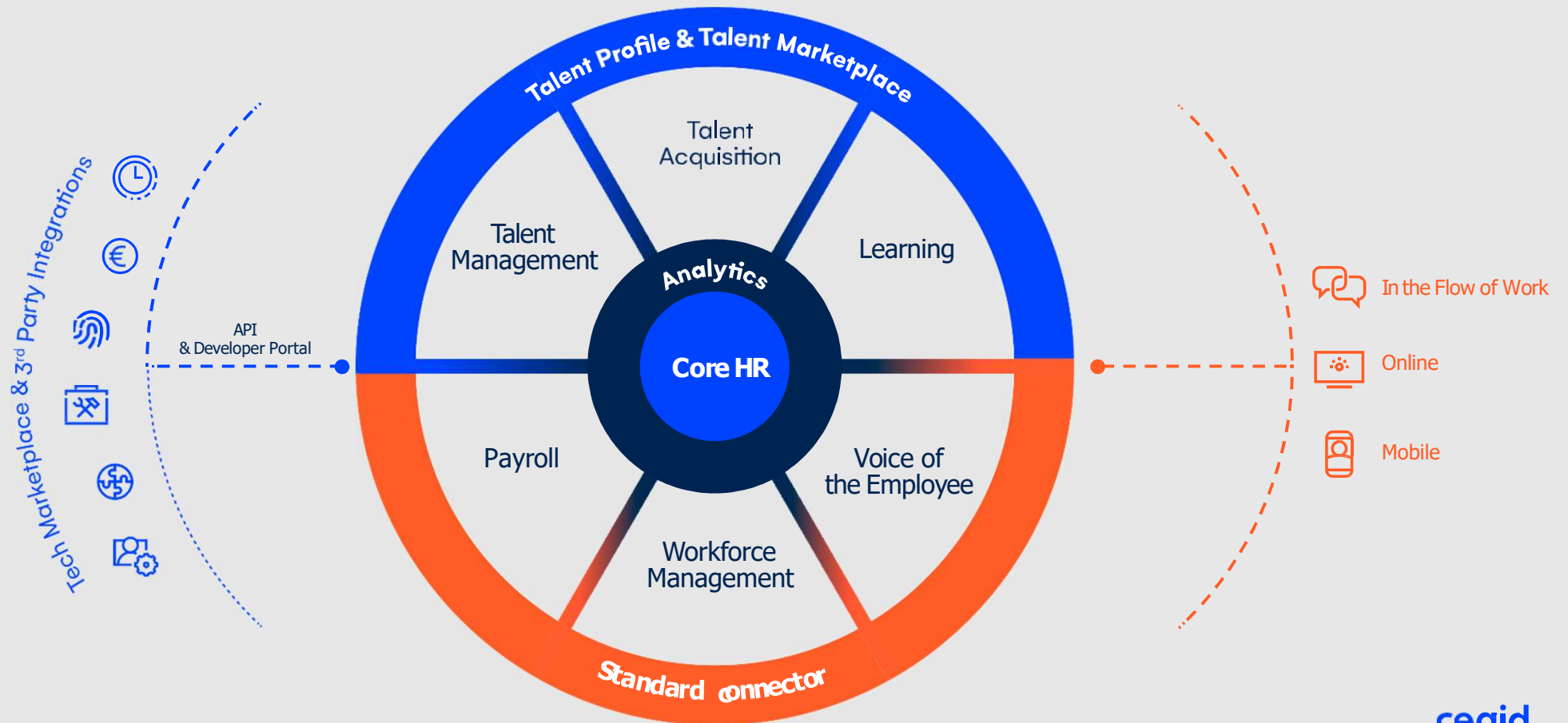
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Thanks!



Rethink work experience

Cegid offers cloud HCM suite that helps companies shaping the future of work for lasting performance



Examples of customers using our HCM solutions global or locally (Payroll & PA)

cegid

HILI
VENTURES

9.000 // 7


majorel

13.000 // 5

EXIDE
TECHNOLOGIES

5.000 // 20

SYKES

14.000 // 5

 **Hermanas**
Hospitalarias

8.000 // 1

KIABI
la mode à petits prix

1.200 // 1

velatia

4.000 // 20

 **ribera**

6.500 // 1

 **Teleperformance**
each interaction matters

14.000 // 2

 **CA**
Crédito Agrícola

6.500 // 1

 **SENER**

1.700 // 16

STL

2.000 // 14

 **Viscofan**

4.600 // 12


Securitas

65.000 // 9

Examples of customers using our HCM solutions global or locally (Talent)



An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a classical facade. A large white oval is superimposed over the center of the image, containing text. The sky is blue with light clouds.

SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

**SALES
KICK-OFF
2023**

Bu Leaders



Bettina Rodriguez

Internal Communications
& Product Marketing
Manager



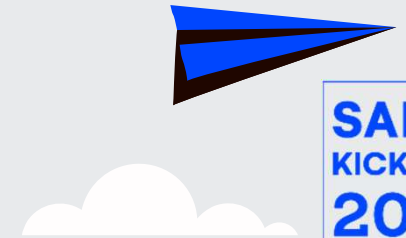
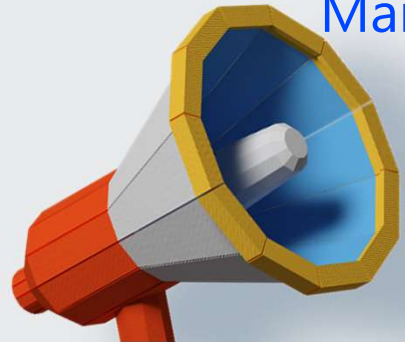
Santiago Solanas

CEO Cegid Iberia, Latam
& AfricaPT



Pablo Martínez

Partner & Alliances
Director

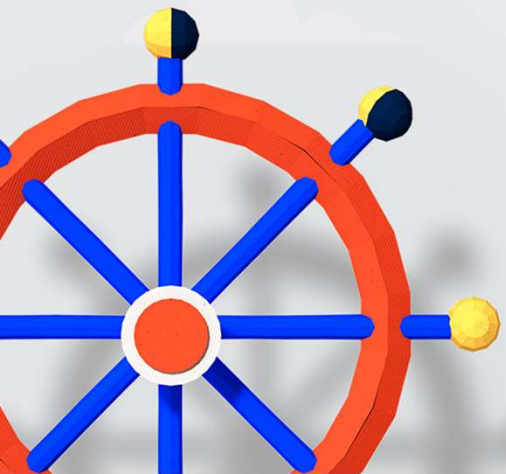


**SALES
KICK-OFF
2023**

METER VIDEOS GRUPOS DE MÚSICA



Pascal Houillon
CEO Cegid



**Y EL VIDEO GANADOR
ES...**

**SALES
KICK-OFF
2023**



La Unión



The Cure



pause
pausa
break