

24Seven Technology Group ASA

- International growth -



Window of opportunity

Technology/products	Organisation	Market
<ul style="list-style-type: none">Invested heavily the last three years to prepare products and infrastructure for international growthScalable multinational platform ready	<ul style="list-style-type: none">Fully trainedReady to manage international growthRecently and continuously strengthening management team	<ul style="list-style-type: none">Window of opportunityHigh SaaS market awareness and growthGlobal internet infrastructure SaaS ready

*Taking advantage of the **current window of opportunity** to enter the **rapidly growing market** for SaaS applications, building a platform for **international growth***

Strengthening the management team

New Management Positions

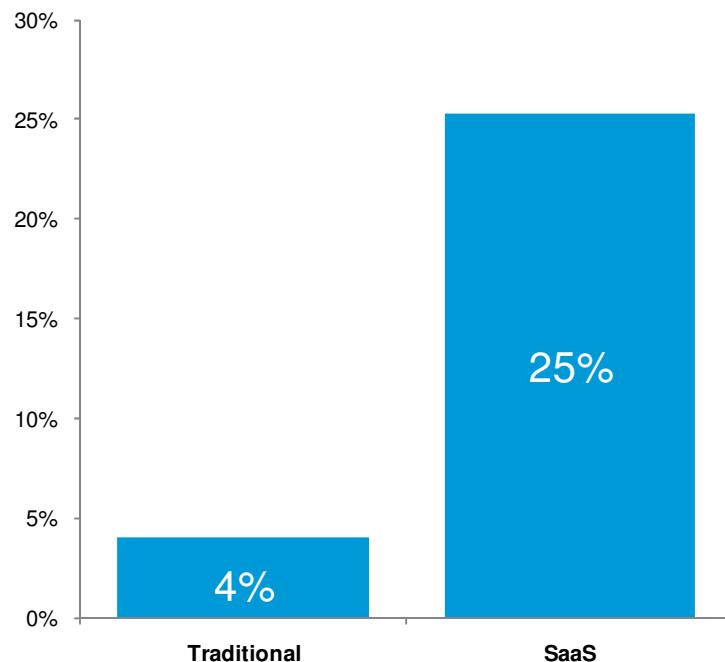
Position	Status
	New Marketing Manager Started November 2010
	New Development Manager Started November 2010
	New Delivery Manager Started November 2010
	New Product Manager Started November 2010
	New International Manager Initiated search for experienced manager Currently the board is evaluating two potential candidates



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Strong momentum for SaaS based solutions

Predicted annual growth - SaaS vs. Traditional



Source: IDC

“30% of all new software in the business market will be delivered as SaaS by 2012”

Source: Gartner

“SaaS will be the business standard in the SME market by 2020”

Source: Social Issues Research (SIRC)

“Transition from traditional software to SaaS will be more a revolution than an evolution ”

Source: Gartner

Marketplaces represent large potential for apps

Google Apps Marketplace

- Google Apps Marketplace promoting and selling third party software
- 25 million users, 2 million companies
- 4,000 new companies every day



Apple®



Windows Marketplace

- 5 billion app downloads since its inception two years ago

- Launch of latest Windows Marketplace version in October 2010
- 2000 apps ready at launch of the Windows Phone 7



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Currently only 3 fully integrated providers

Google Apps Marketplace Project Management

Marketplaces

Sort listings

- › Highest rated [Newest](#) [Most reviewed](#)

Refine listings

- › All listings [Installable products](#) [Products](#) [Professional Services](#)

Refine by features

- Mail integration
- Calendar integration
- Universal navigation
- Single Sign On
- Docs integration
- Contacts integration

Google Apps › Project Management

1 - 3 in Project Management

 [Manymoon: Free Social Productivity, Project Management & Task Management](#) Product by Manymoon

Manymoon is the #1 team & project management application for Google Apps and trusted by tens of thousands of businesses. Put your social network to use to securely get work done.

★★★★★ 166 reviews

 [Insightly: Free simple CRM and Project Management](#) Product by Insightly

Insightly is the most popular CRM and Project Management package for Google Apps. Track leads, proposals, opportunities, projects and manage files, all through an easy to use interface.

★★★★★ 229 reviews

 [Smartsheet Project Management for Google Apps](#) Product by Smartsheet

Smartsheet's online project management tool takes an easy to use spreadsheet to the next level with features such as a Gantt chart, dependencies, sub-tasks, and attachments and discussions on any row.

★★★★★ 103 reviews

Technology ready

Cross-browser compatible

- Pioneer in AJAX programming – IE only browser supporting this technology at earlier stage
- Work on all browsers such as Firefox, Opera, Chrome, etc

International infrastructure

- Virtualisation of infrastructure
- Independent of geography
- Working environment in the US

Mobile applications

- Trend towards mobile workforce and smart phones (Iphone, Android)
- Developed mobile applications launched on Apple's App Store

Community and viral

- Community based platform allowing users to share information across companies - new modules developed on this platform
- Effective marketing tool for viral spread (e.g facebook, linked in, etc)

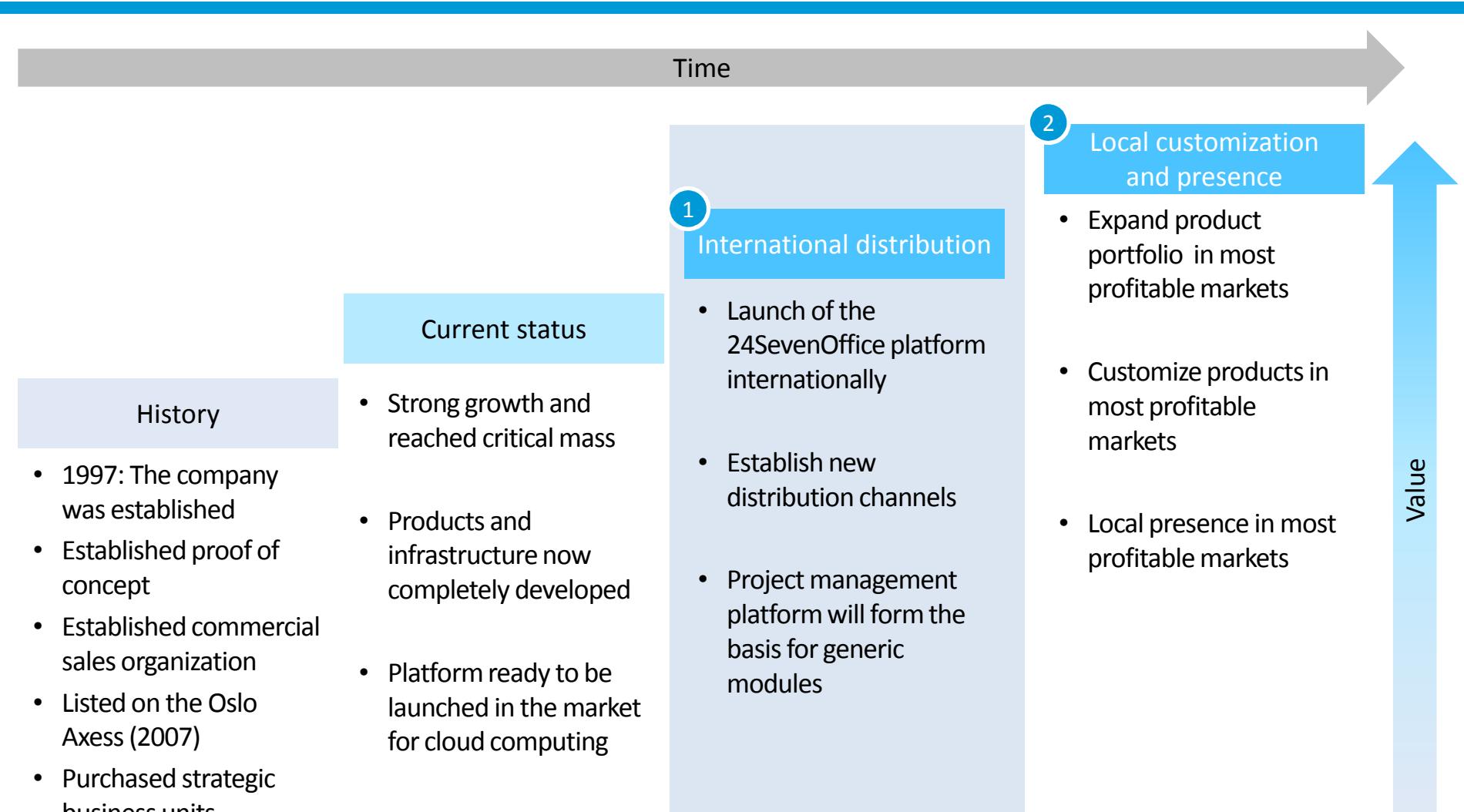
Synchronisation

- Developed synchronisation engine
 - Synchronise contacts, emails, tasks and appointments between local computer, outlook and mobile phones via the web



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Building a strategic position



Online marketing and sales

Sales channel	Description and rationale
App marketplaces	<ul style="list-style-type: none"> Provide software through 3rd party marketplaces such as Google Apps Marketplace and App store An extensive distribution channel that reach millions of users Low and variable costs with revenue share → Scalable model
Website	<ul style="list-style-type: none"> Driving lead generation through offering free trials on website Easy getting started Call centre to support customer follow-up
Viral spread	<ul style="list-style-type: none"> Community platform allowing invitation of external project participants Existing user base invite potential users to 24SevenOffice products adding viral effect to the product
Search engine marketing	<ul style="list-style-type: none"> Google marketing with optimization software where ads are linked directly to sales value Tracked for optimising ROI
Social media and media	<ul style="list-style-type: none"> Facebook LinkedIn Twitter Blogging Press

Variable costs

Scalable

Revenue share



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Partner strategy

- Build and develop partner program allowing others to connect with 24SevenOffice
- Increase distribution through resellers



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