



**WINNING TOGETHER**

**Sofigate**



**salesforce**

# Sofigate

Today, *Business is IT, and there is no IT without Business.*

*A common language, way of working and governance is necessity to ensure a seamless and close collaboration.*

This is **Business Technology.**

## SOFIGATE IN NUMBERS

**150 M€**

WITH 20% ANNUAL GROWTH

**+800**

PROFESSIONALS BASED IN THE NORDICS

**15**

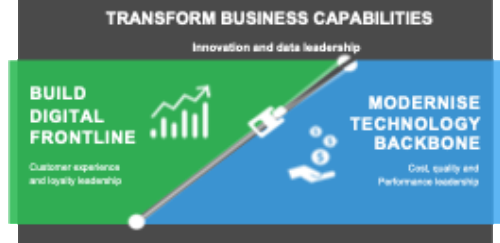
YEARS ANNIVERSARY WITH BUSINESS TECHNOLOGY STANDARD

## OUR TECHNOLOGY PARTNERS

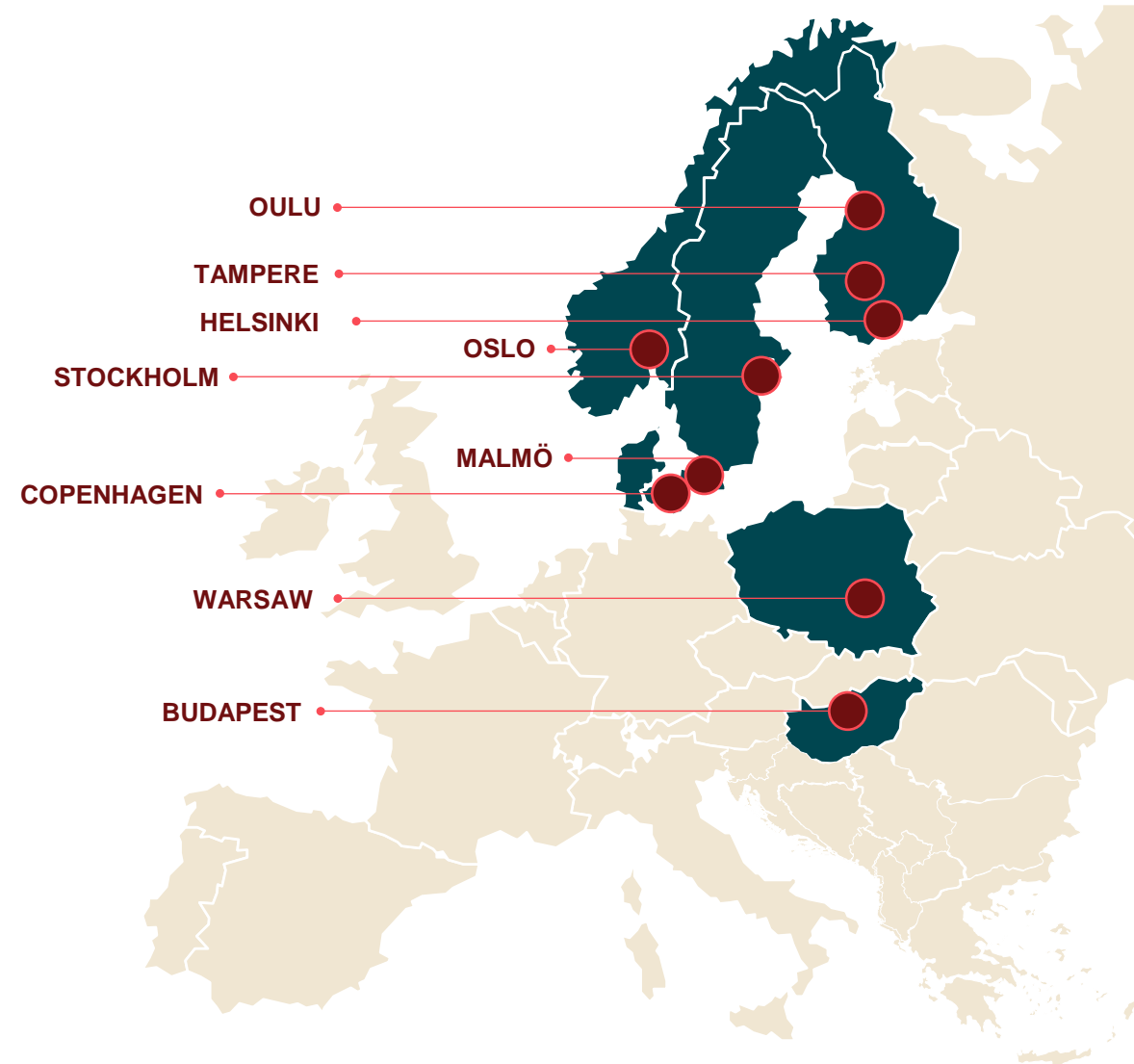
**now**<sup>TM</sup>

**salesforce**

## OUR DNA



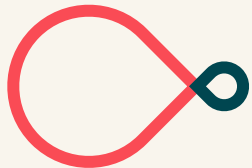
## UNIQUE NORDIC PRESENCE WITH BEST IIN CLASS NEAR-SHORING COMPETENCE



# The Key Archetypes

## Management Consultancies

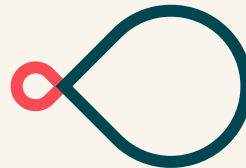
Sophisticated transformation capabilities but limited platform implementation capability



High transformation, weak technology capabilities

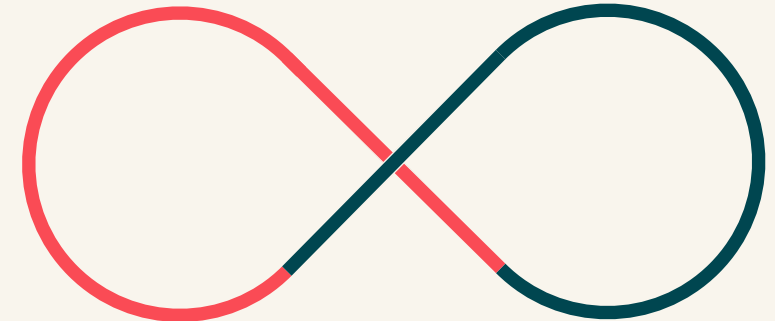
## Large GSIs

Limited transformation capability but strong platform implementation capabilities



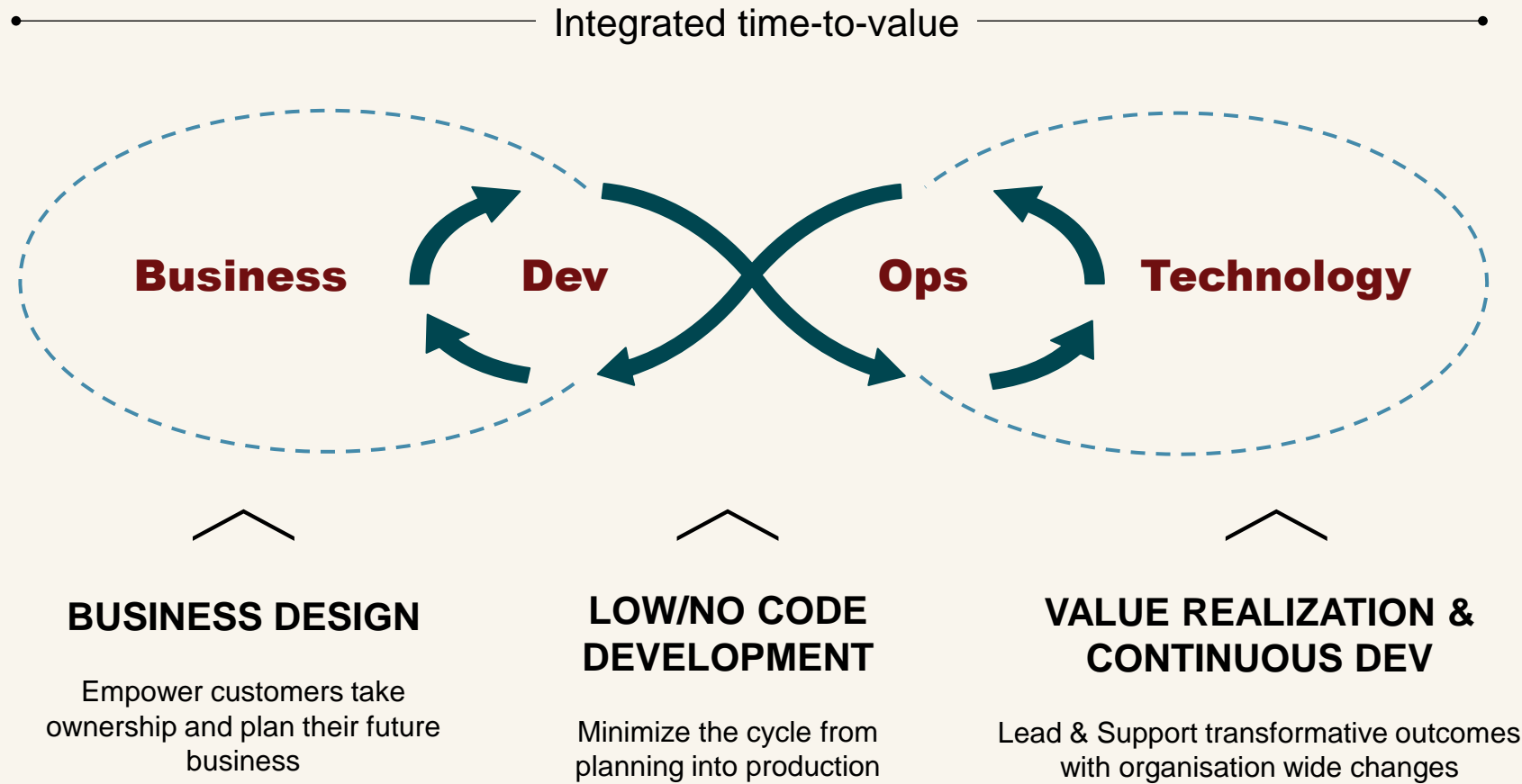
Low transformation capabilities, too much technology focus

## Sofigate



Balanced combination of technology platforms and transformation power

# We are extending the traditional DevOps from both ends



# We engage customer's top management with business capability design

## Business-driven ownership

Customer's business management is creating the design for their future – not consultants

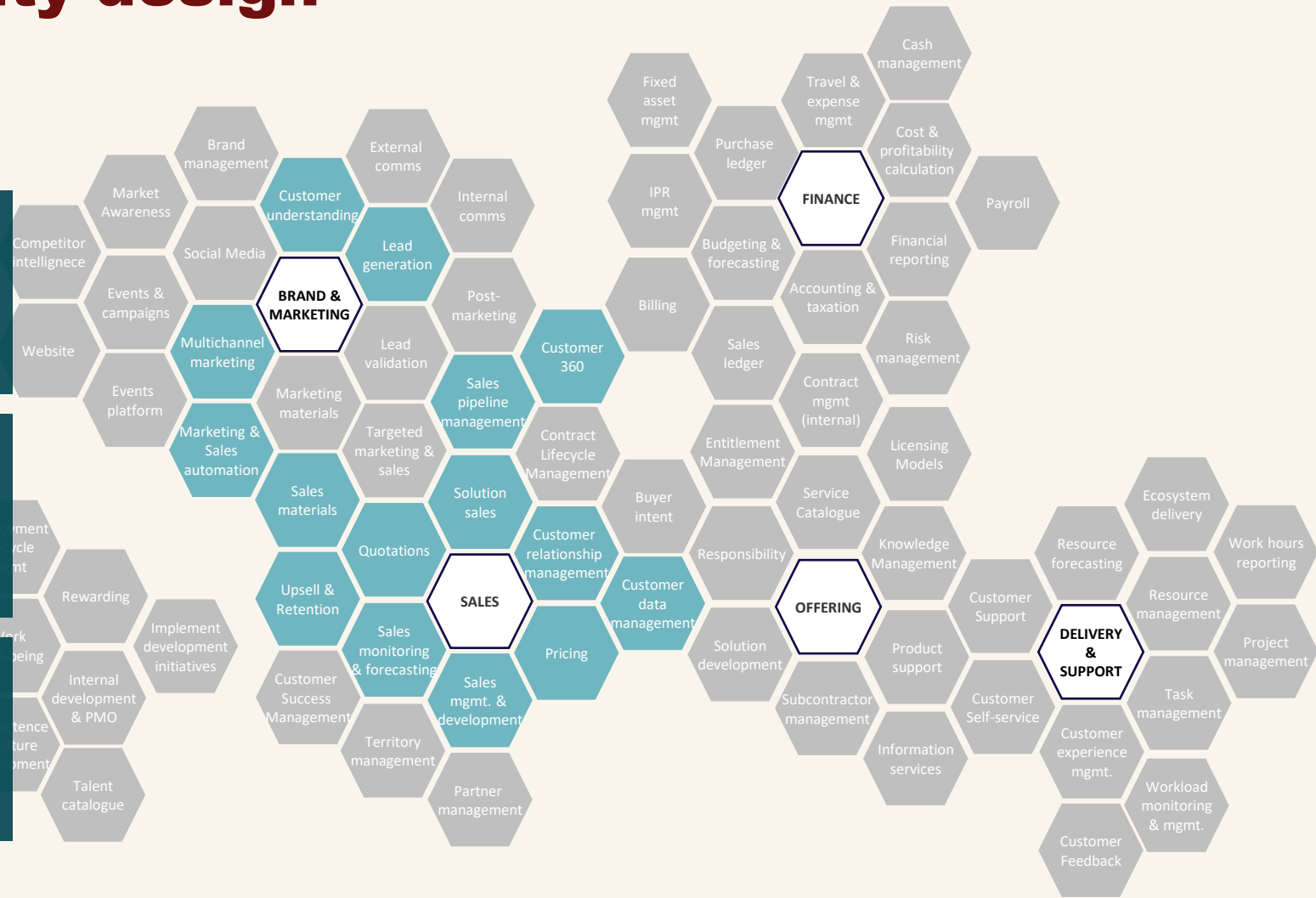
## Change Management

The change process ignites already in the design phase with key stakeholders' commitment

## Transformative Processes

The design process opens the management's eyes into the opportunities and possibilities

PEOPLE & CULTURE

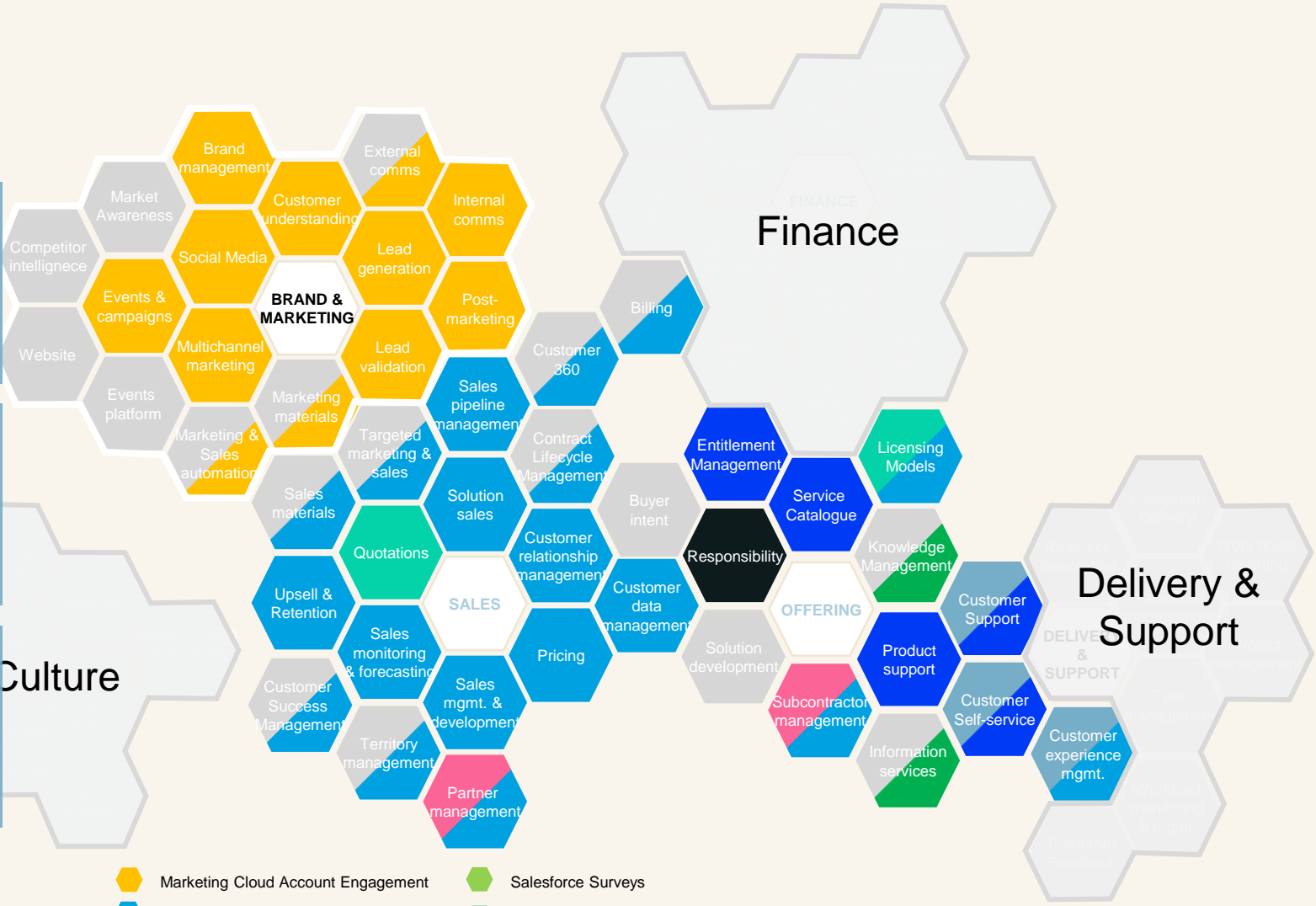


# Transformed Capability Map

**Maximum Potential**  
Exploring new areas of improvement that may not be obvious at first

**Business Goal Prioritization**  
Leading transformation based on business results

**Business Technology Roadmap**  
Making full use of Salesforce to drive business outcomes



- Marketing Cloud Account Engagement
- Sales cloud
- Service Cloud
- Sustainability Cloud
- Salesforce Surveys
- CRM Analytics
- Add-on: Einstein High Velocity
- Capability is not supported / another solution is recommended

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# Target Market & Customers

SWEET-SPOT CUSTOMERS 

UNIQUE VALUE/  
REFERENCE 

TARGET 

**A**

Public Sector & Non-Profit

- State owned organisations with high CRM need
- Selected Inhouse companies
- Ambitious cities building nextgen citizen services
- Selected healthcare districts
- Non-Profit entities with large donation base



**B**

Midsized companies with high growth

- Companies seeing crm as a key for unlocking business growth
- Sofigate fullservice customers



**C**

Enterprise customers

- Selected Sofigate enterprise customers
- Combient network



**D**

Energy & Utilities

- Energy full service & retail companies
- Waste management & utilities companies
- High growth green transition companies



# Our product strategy

## Current focus areas and development strategy from the Salesforce products standpoint



- Current focus
  - Marketing Cloud, Sales Cloud & CPQ, Service Cloud, and Experience Cloud
  - Nonprofit Cloud
  - Data Cloud
  - MuleSoft (for RPA, monitored integration and process orchestration, and API design and management)



### Potential future directions

- Salesforce Data & Analytics
- Industry applications (e.g., Energy & Utilities Cloud, Manufacturing Cloud, Healthcare Cloud)
- Salesforce Platform competences
- Productized CX advisory services (as an early entry point into customers and transformation programs) together with ecosystem partners



- Driving the convergence of marketing, sales, customer service, digital experience, and data activation
- Solution concepts around omni-channel customer service, customer interaction orchestration (marketing automation), digital experience, and the public sector
- Packaged integration solutions



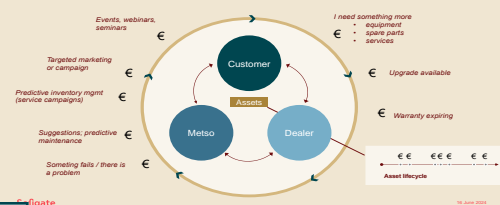
# Brilliant basics – Sofigate concepts

Metso Hackaton 12.6.2024

**Elevate Customer Experience And Drive Growth Using Value Selling Model – powered by Salesforce & Einstein**  
Sofigate



## Monetize the moments that matter to the customer



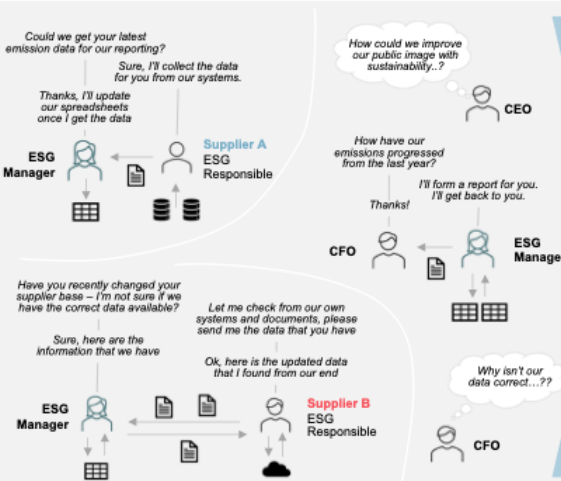
## Value Selling must be connected to Metso's big picture



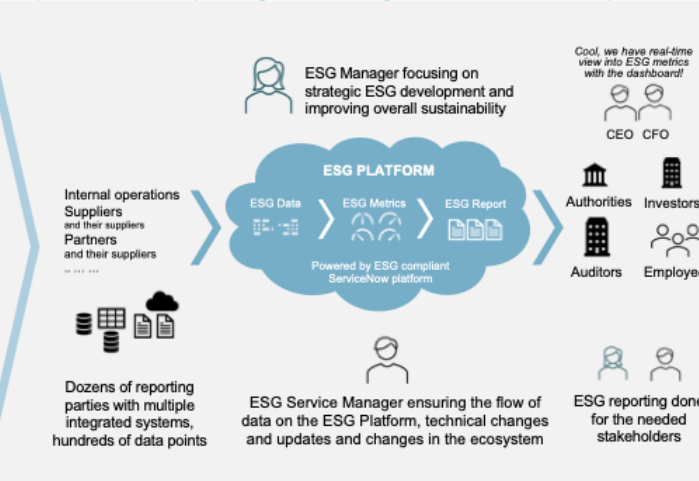
## Transforming ESG operations

Our approach brings more efficient way of working and to enable more time for strategic ESG development from operative reporting work.

### Typical current state with ESG reporting



### Improved ESG reporting and management with modern platform

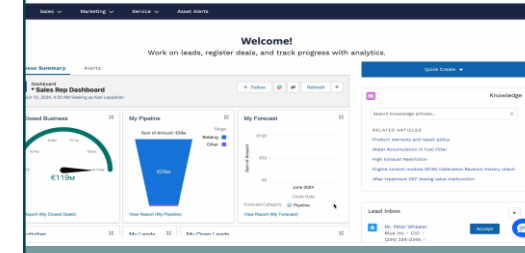


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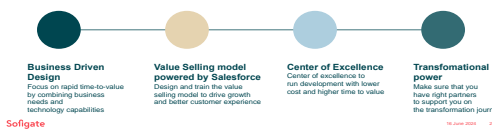
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22 August 2024

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## Brilliant Basics – are you ready to transform?

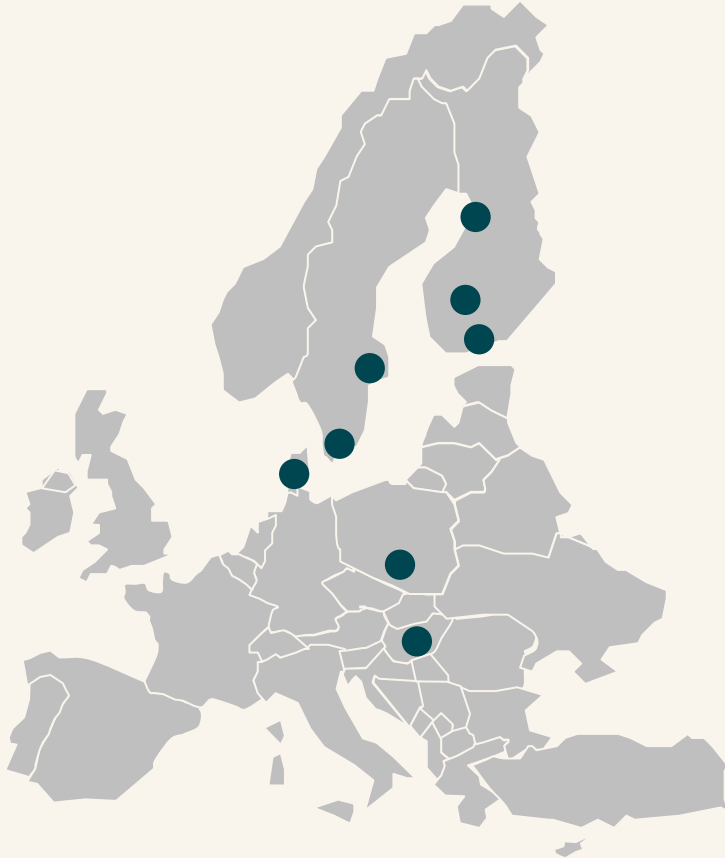


## Value selling method

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# Sofigate has aggressive growth targets



**2024**

**375+**

Salesforce Certifications

**100+**

Salesforce Experts

**Most**

Transformative Partner



Center of Excellence in Poland



BUSINESS TECHNOLOGY STANDARD

**2028**

**500+**

Revenue MEUR

**1000+**

Projects

**40%**

YoY Growth

**Own your Future.**

**Sofigate**