



## ■ The vision

Our company begun operations in October 1999.

Our vision is to develop web products and solutions for our customers that help them automate their business processes and utilize the full extent of new opportunities. At the same time we guide them through an ever changing and many times conflicting technological environment.

All the above we achieve by blending our professional experience in business and technology, by the continuous development of our people and skills and by our commitment through our efforts for improvement.

## ■ The people

Our knowledge capital, is collectively possessed by our people.

This is our most valuable asset, although not recorded in our Balance Sheet!

Our people hold degrees in Information Technology and Management.

Most of them are experienced programmers and web developers. But more than this, we combine many dozens of years of actual experience with precious exposure to solving business problems, re-engineering business processes, automating old-fashion procedures, streamlining operations of dozens of companies in various industries.

## ■ The clients

Since our foundation we have worked and implemented our solutions to a number of very important clients in key sectors of the economy.

These companies are innovators as we are and they change to become "e-business companies".

Our clients include Retail and Wholesale companies, Financial Organizations and Banks, Automotives Importers and Dealerships, Construction Companies, Press and Publications, Government and Welfare Organizations.

Today, more than ten sales networks of large enterprises have moved to our cloud applications.

## ■ The areas of Interest

Our main areas of interest are the web, process automation and workflows.

Since we were founded in 1999 we develop products which we consider "technology enablers". Products that enable our customers, companies large or small to achieve operational restructuring.

Our user friendly applications provide real-time integrated services and connect the company, its people, customers and suppliers, with the required security.



Up till now we have run large and medium projects over 20 million euro and have also been indirectly involved in other projects of tens of millions.

Since 2008 we pursue very strongly cloud computing solutions. We have launched "SaaS - Software as a Service" market offerings to help our customers react to the late economic crisis in a "think out of the Box" approach. Instead of investing in software licenses, heavy duty servers, data centers, storage and network solutions, they can enjoy the use of our systems from the internet cloud.

We have been pioneers in this field and we are very optimistic that it will be the next "big thing" in our business.

## The Products

Web technologies have enabled on-line, transparent, 24 hour a day interaction between a company's human resources, customers and suppliers who all together are creating new and more efficient markets.

The information and the content, which companies supply to their customers, employees and partners, is part of the business processes. These business processes are now enabled to be fully functional in the interactive World Wide Web making it possible for authorized persons to retrieve on-line internal and external information and content, regardless of their actual location.

The ability of having access to all existing information and content and the active participation in Workflow applications in the Internet through a Web browser is increasingly becoming very important to enterprises.



**E-ON RIX** is a software application platform/portal that covers the needs of businesses in various industries. It is a full featured Business and Financial Suite and a Sales Force Automation Tool.

**E-ON EPI** is an innovative web workflow application platform for financial products like Loans, Insurance, Leasing, Factoring, Stock Finance, Open Credit for working capital and more. It covers both the user interface "front - end" functionality entirely over the internet, but also the "Back office" internal workflows.

**CRM** functionality is fully integrated to all of E-ON EPI and E-ON RIX modules. This way users make full use of the systems' capabilities and have a powerful CRM available. Users have a 360 degree view of customers and all their transactions, they can create promotional campaigns, send SMSs and e-mails. All these, without leaving the basic application platforms. Furthermore users can track on-line real time the results of all CRM activities.

**Accounting and Financial** functions are also seamlessly incorporated to the applications so our software is able to produce the final result of each transaction, as reflected in the balance sheet and income statement.

These two statements are provided on line – real time as well as a range of other ready to use management reports. All these give our software strong MIS features.

Besides the standard customizable editions of E-ON RIX and E-ON EPI we offer ready to install specialized industry solutions for Car Dealers and Importers, Retail Banking, Insurance Brokers, Leasing Companies, Press and Publications Companies.

**MyWorkPlace** suite covers all aspects of an organization's human resources. It is an operational tool that automates and streamlines all processes and controls relating to Recruitment, Organizational Positioning, Evaluations, Training, Mobility and Personnel Development. With special features for KPI's, Quality Management, Evaluations, Surveys and other tools to support operational and strategic decisions

We developed our solutions and products with all this in mind. Our solutions provide real-time, integrated data connectivity between the enterprise, its human resources its customers and its suppliers.

They are secure and easy to implement and help our clients adapt their business processes in a web environment, increase their productivity and competitiveness and at the same time reduce overall costs of development and maintenance.

Our solutions are the result of many years of collective experience of our people in various business environments and their deep knowledge of business best practices. They cover a wide range of operational management needs for companies and organizations. Because they are based on components - modules, they are flexible and customizable to fit various types of companies, according to their specific industry requirements.



**All of our software is designed and developed based on best practices, solely by our people and investments.** The total investment on software development is more than 1.5 million euro for the last 10 years. This is why our company is totally in control of the software and is able to adjust it to meet current market requirements and enhance it without delays and dependencies on other companies.

## ■ The Cloud Service Model

Since 2008 we offer our solutions in the public internet cloud in a SaaS – Software as a Service concept under the brand name "**eon-demand**".

In this field we have been pioneers. In the last years cloud computing and Software as a Service applications are gaining more and more ground and cause a sea of change in the world of technology and business solutions.

The Software as a Service revolution allows companies of any size to subscribe to software applications and access them without paying the upfront costs they would for on-premise licensing.

All that is needed is a device with an internet connection while nothing is installed on the device itself.

According to Gartner, the annual cost to own and manage traditional software applications can be up to four times the cost of the initial purchase. As a result companies end up spending more than 75% of their total IT budget just on maintaining and running existing systems and software infrastructure.

Our eon-demand applications cut down IT costs and provide savings to companies which can be used to support and grow business operations that will contribute to their bottom line.



The key cost factors of traditional software are the costs of software licenses, hardware required to run the applications and people services to manage and support both the software and hardware. The software and hardware costs are recognized but the people resources needed to run them are often underestimated or not included in the cost analysis.

**Our "eon-demand" offerings are charged on a monthly subscription fee basis. These fees include everything. The software, the hardware and all IT people services.**

The software is installed on our own servers in a public data center and is accessible by our customers through internet. The architecture is multi-tenant to allow multiple clients to run the same application at the same time with separate data. We take care of back-ups, run the data center operations and make all effort to have the software up and running. Our customers always have the latest software version automatically. There is no need for them to take care of any updates or releases. There is no need to maintain IT operational skills in-house.



### **Real Value**

More sophisticated software solutions and better services at substantially lower costs, than those for traditional on premise solutions.

### **Cost Effectiveness**

With a subscription fee per user all the system features are one click away. A pay as you go model for expanding the business.

### **Security**

Hosting in Data Centers that comply to all security measures and rules. Encryption and authentication techniques for transactions and data.

## ■ A World of Benefits

### **24x7 Anywhere Anytime Access**

A company's employees, partners and customers can access our applications with no restriction of location or time.

### **Enhanced Collaboration and Communication**

True collaborative environment for the company that also extends beyond its borders to include its business partners and customers.

### **Flexibility**

Applications that evolve and grow as the business does. Upload new functionality and new users in minutes wherever they are located, since nothing is installed on their PC's.

## ■ The Success Story

Today a considerable number of companies, including ten sales networks of large enterprises, operate using our new Software as a Service model. These networks and customers, entail a varying number of users from very few up to hundreds.

Every customer and every network of sales, has selected their own strategy. For many of them we are greatly involved in their everyday business transactions since we run for them key information systems.

Our cloud computing customers come from various industries as Retail, Wholesale, Banking, Leasing, Press, Publications and more.



## ■ The Awards

We are IBM Advanced Partners, one of the largest technology companies in the world, so we enjoy special services and privileges provided by this large, international company. This know-how we in turn offer it to the benefit of our clients.

For three consecutive years 2008, 2009 and 2010, our solutions E-ON RIX and E-ON EPI won international distinctions.

In 2008 and 2009 **E-ON RIX** and **E-ON EPI** were named "**Best Industry Solutions**" during the Lotus annual world conferences in Orlando, US while in May 2010 our business and financial application suite **E-ON RIX**, which is offered through the web as a **Software as a Service** solution was a finalist in the award category "**CLOUD COMPUTING INNOVATION**" at the **IBM Beacon Awards**.

## ■ The US Expansion

**E-ON RIX** our twice awarded software by IBM has been launched as SaaS in the United States on the public Cloud, under the US brand name **MyDealerSoft**.

**MyDealerSoft** has been adapted to the needs of the US Automotive Dealers as a fully integrated DMS extended application that covers all their business needs, inbound and outbound to their Dealerships.



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