

THE
BIZTECH
NORDIC IT
REPORT

BENCHMARK REPORT

**EXAMPLE
WITH 2 OUT OF 12
SOLUTION AREAS**

KNOWLEDGE IS POWER IS BIZTECH

Dear reader!

You have a unique report in your hands! It's one of a kind since the report has been created just for you.

It's based on Biztech International's unique information database consisting of detailed ICT- and Business Technology-related information from hundreds of organizations in the Nordic countries.

You've already received your organization-specific BT Monitor Customer Profile, and this report can take you further in analyzing and benchmarking your present situation against your chosen Benchmark group.

This Benchmark report has been made for: **Cape Rock Ltd**

The chosen Benchmark group is: **Sample benchmark group**

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This benchmark report was printed on **9.4.2014**.

1. Biztech International

We are an independent organization specialized in analyzing the effectiveness and functionality of ICT environments. Our services are utilized by organizations when measuring and developing their IT functions and also by technology vendors and solution and service providers when trying to understand markets and customer scenarios better.

2. Background to the BT Monitor Benchmark Report

The report is based on detailed information of the BT Monitor analyses. They've been conducted over the years in the large and mid-size organizations.

The analyses have been performed through personal interviews conducted by our consultants with the IT management of the organizations.

The number of conducted interviews (over 2 000 different organizations) and the depth and detail of the information (over 600 data fields) make the BT Monitor Benchmark unique.

3. BT Monitor Target group

Biztech Monitor's target group is large and mid-size corporations. We're conducting the service in more than 1000 large and mid-size organizations in the Nordic countries this year. The organization segment starts from 100 employees upward.

You've made your choice of the Benchmark group through your own definition. It is usually the industry of your company. The number of organizations within the chosen Benchmark group may vary greatly from tens to hundreds. But this should serve you well because it's uniquely produced for your organization.

4. BT Framework method

Our analyses are based on our own developed format. The format consists of a model, a method, content, and a dynamic information solution. With this method the IT environment can be analyzed in a very straightforward manner in 10 solution areas and IT Service models. BTM Framework produces a visual documentation in the format of a Customer Profile.

BT Framework solution areas:

APPLICATIONS & SOLUTIONS

- Processes and Resource Management (incl. ERP and HRM)
- Financial Control
- Customer Relationship Management (CRM)
- Business Intelligence
- Messaging & Collaboration

IT INFRASTRUCTURE

- PCs and Workstations
- Business Mobility
- Systems
- Data communication and Networks
- Printing environments

IT SERVICE MODELS

BT Framework analyzes each of these solution areas from angles:

- 1) Maturity assessment
- 2) Functionality assessment
- 3) Solutions, applications, devices and technologies

5. The Total Market

BT Monitor has been conducted in over 2 000 organizations (at least once) and we analyze on average 30 organizations per country each month (in total, approx. 100 accounts per month).

In this report, we give some analysis of the situation generally for the total market (you can see references such as "in the total market" here and there).

The different graphs, development project lists, etc., are always from your chosen benchmark group referenced in this introduction's first paragraph.

6. How to use this report

The most common method utilized is to benchmark one's own situations and choices against the benchmark group. Here are some examples:

- The maturity of one's own solution areas against the benchmark group
- In which solution areas is there a clear lack and need for better support for the business?
- What kinds of development projects are being planned by the benchmark group?
- Which service and solution providers are most used?
- Which solutions are most popular?

And many more...

Solution Map

These tables illustrate the most common Solutions and Solution Providers in the different solution areas. These solutions and providers are from your chosen benchmark group only.

The most common solutions in the different solution areas

ERP	SAP 14%	MS Dynamics AX 12%	Own solution 10%
Financials	Visma 17%	Visma Business 10%	SAP 10%
HR	Huldt & Lillevik 12%	SAP 10%	Visma 7%
Payroll	Huldt & Lillevik 32%	Visma Lønn 21%	Unit4 Agresso 7%
CRM	SuperOffice 20%	Own solution 17%	MS Dynamics CRM 10%
SCM	SAP 19%	Oracle 12%	Own solution 8%
BI	Own solution 15%	Excel 11%	SAP 10%
Web store	Own solution 25%	As a service 11%	
Procurement	Oracle 12%	SAP 12%	MS Dynamics AX 9%
EPM	MS Project 37%		Own solution 20%
Document mgmt.	MS Sharepoint 37%		Own solution 16%

Cape Rock Ltd's own solution is framed in red, when it's in the chart of a respective solution area.

The most common Solution providers in the different solution areas

ERP	Self 12%	Parent company 9%	Unit4 Agresso 6%	
Financials	Parent company 9%	Visma 9%	Unit4 Agresso 7%	
HR	Aditro 10%	Self 8%	Parent company 5%	Unit4 Agresso 5%
Payroll	Aditro 19%	Visma 9%	Huldt & Lillevik 9%	
CRM	Self 15%	SuperOffice 9%	Parent company 8%	
SCM	Self 13%	Parent company 13%	Several 6%	
BI	Self 20%	Parent company 11%	IBM 3%	SAP 3%
Web store	Self 29%	Parent company 7%	Idium 6%	
Procurement	Self 12%	Basware 7%	Merit 6%	
EPM	Self 29%	Microsoft 20%	Parent company 10%	
Document mgmt.	Self 20%	Parent company 8%	Microsoft 7%	

Cape Rock Ltd's own solution provider is framed in red, when it's in the chart of a respective solution area.

Customer Relationship Management

Solutions for sales, marketing, marketing communications and customer service.

Maturity of CRM solutions:

Cape Rock Ltd / Benchmark group

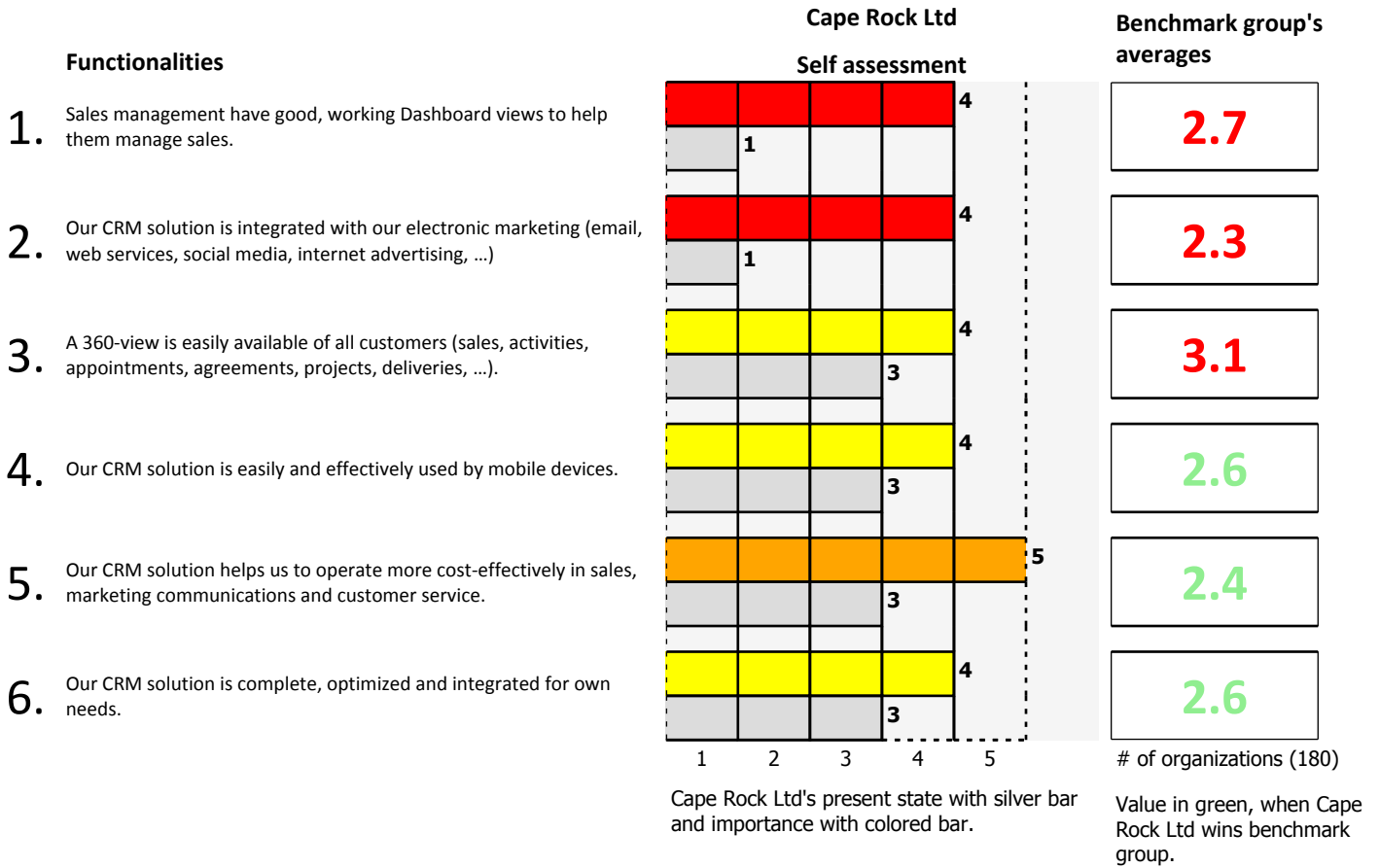
CRM	1. PAST	2. OUTDATED	3. NORM	4. MODERN	5. FUTURE
Salesforce	Individual / team based solutions	Chosen sales processes supported	Sales processes and pipeline, sales director view	BI-based planning and management	Task based views and functionality
Marketing & communications	Common customer database	Identifying target customers from different sources	Segmentation, campaigns & communication generated by CRM	integration with Electronic marketing	Automated by customer profile
Customer service	Customer data picked up separately	Case by case customer data access	Customer history access, sales opportunity integration	Sales and service integration, interactivity, self service	Service situation based automated features
Solution	Registers from operative applications	Basic CRM solution	CRM solution in extensive use	Optimized and integrated for own needs	XRM solution

In this maturity chart Cape Rock Ltd's own maturity assessments are shown on colored background and the benchmark group's average maturity is framed in red.

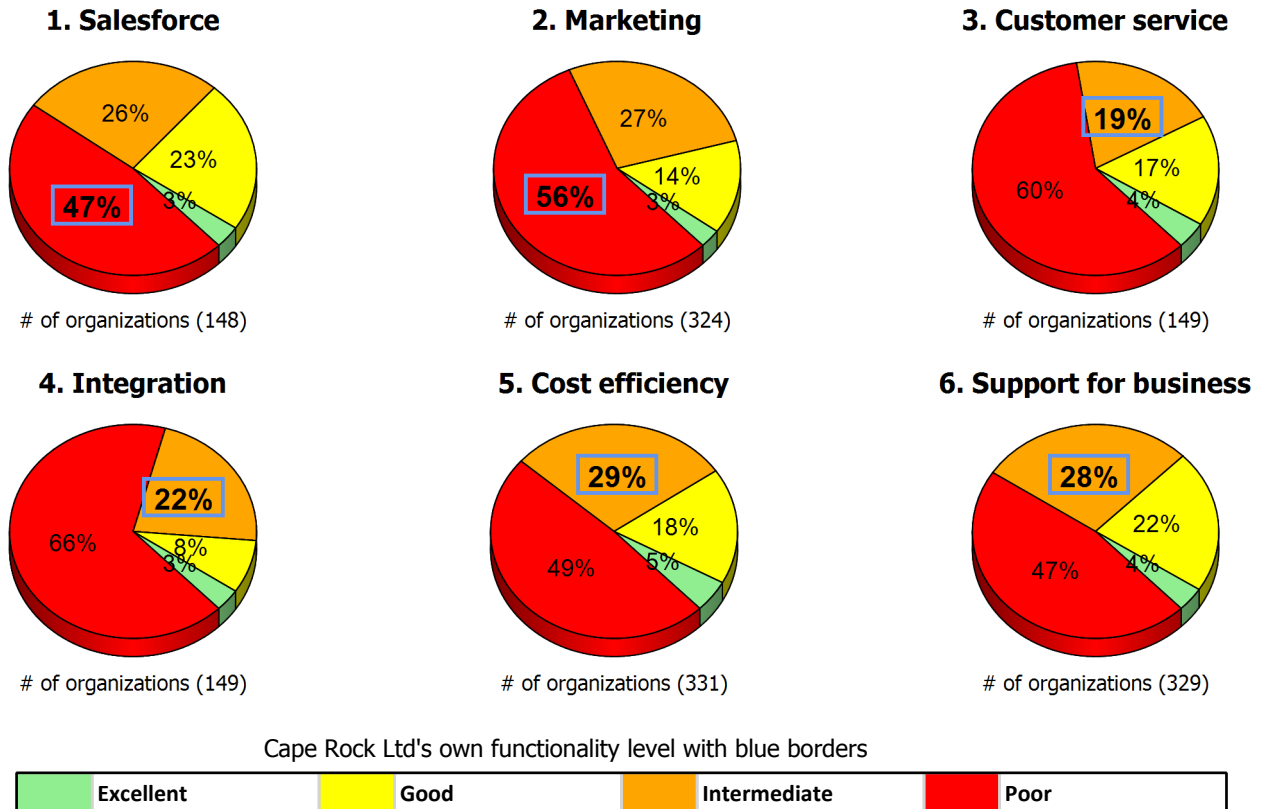
Customer Service Management and related development projects are high on companies' priorities and rarely missing from their Roadmaps. This is no wonder, because of two major factors: Solutions are either missing or are poorly deployed. Even if most companies do have a solution, they're often used in a very primitive manner without support for the needed, company-specific processes, views and reports. Most companies still use their CRM solutions more as a "customer register" where the data is static. Therefore, we can see a great many development projects on the horizon.

Functionality of Customer Relationship Management solutions

The CRM solution is typically deployed to support one of the key processes: sales, marketing and communications or customer service. Therefore, depending on the company, the strengths in the functionality may vary a great deal. Many state that the sales process is the most important process of a company, but still the functionalities of the systems deployed typically are unsatisfactory (F#1).
Electronic marketing and its integration with CRM solutions is a hot topic .

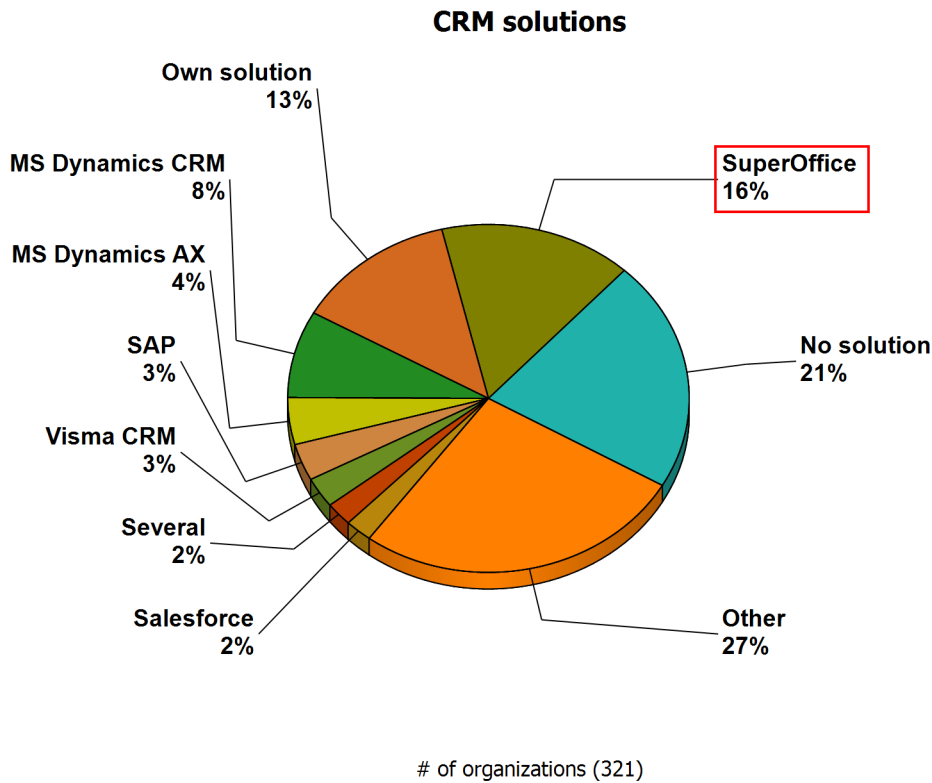


Functionality analysis of benchmarking group (present state)



CRM solutions and market shares

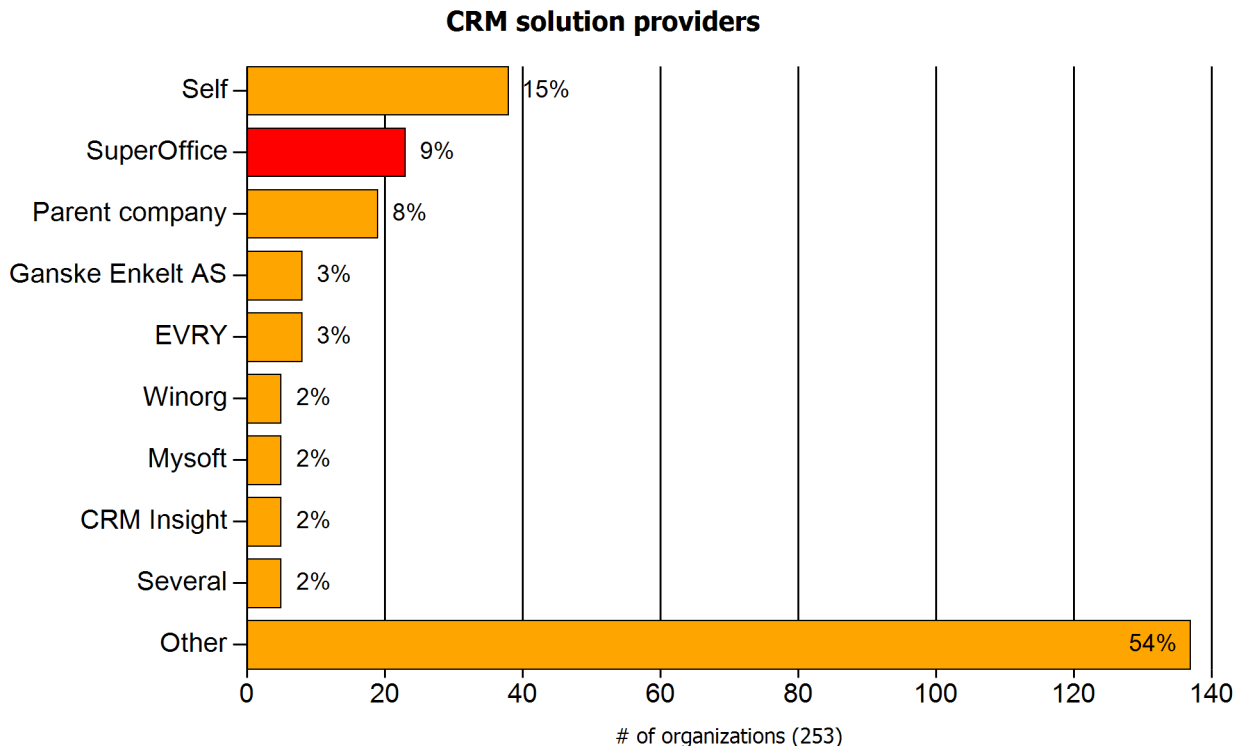
A significant number of companies still lack a true CRM solution. Some feel that their needs for CRM functionality can be met with their ERP solution's CRM add-ons. In the total market, there seems to be two players whose names appear most in the development roadmaps: Microsoft's Dynamics CRM and Salesforce.com.



Cape Rock Ltd's own CRM solution (SuperOffice) is framed in red.

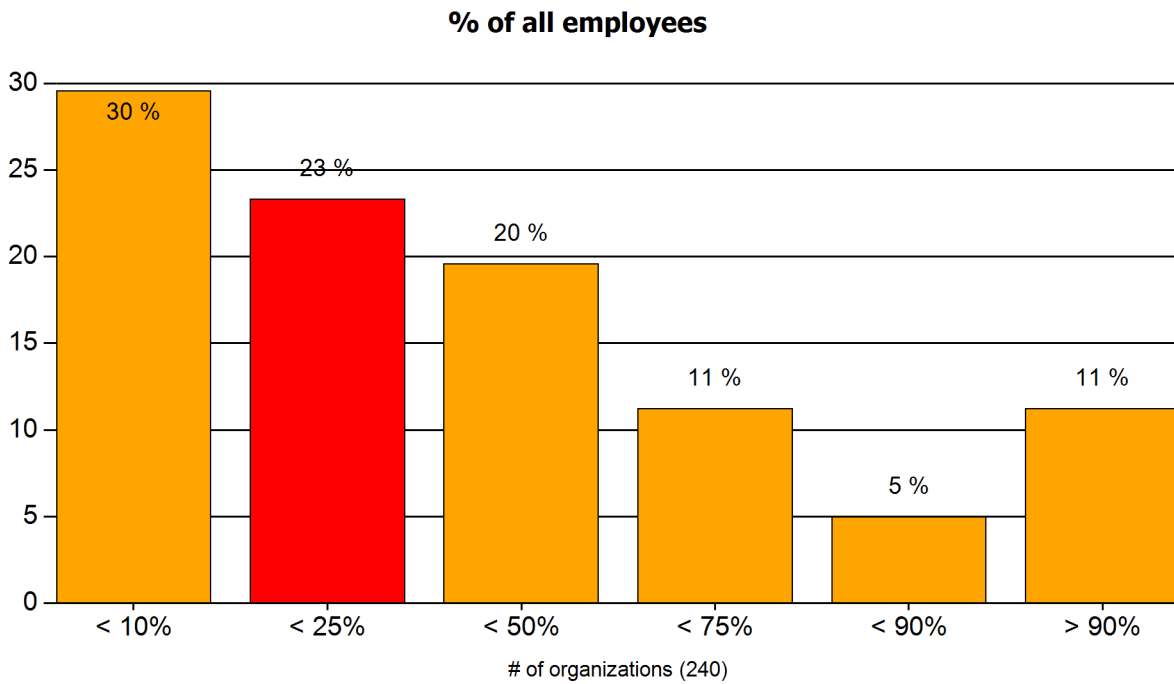
CRM solution providers

In the total market, the largest part of companies deploy and develop the CRM solutions by themselves. This might also be a big factor of the poor functionality ratings of the solutions.



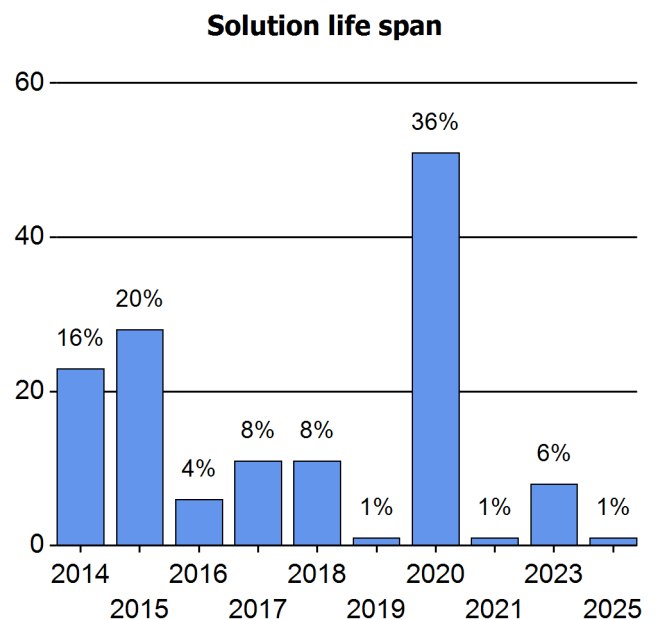
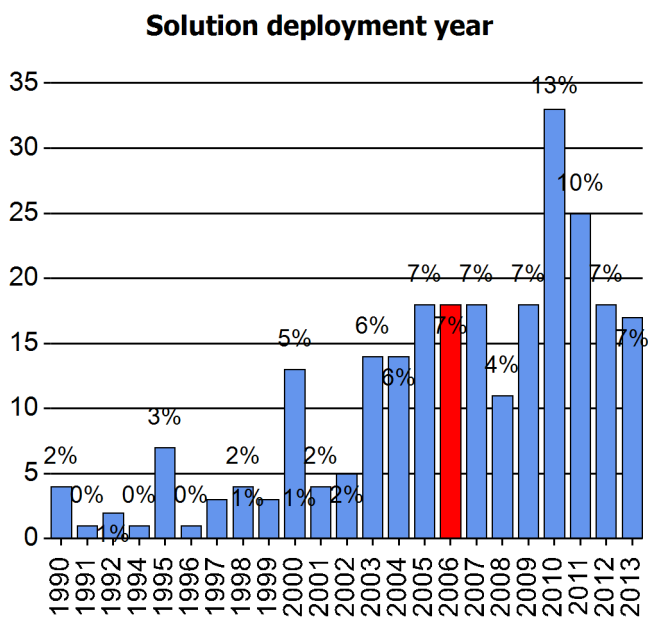
Cape Rock Ltd's own solution provider (SuperOffice) in red bar.

CRM solution users % per all employees



Cape Rock Ltd's 80 CRM users (14%)

CRM solution deployment year and life span

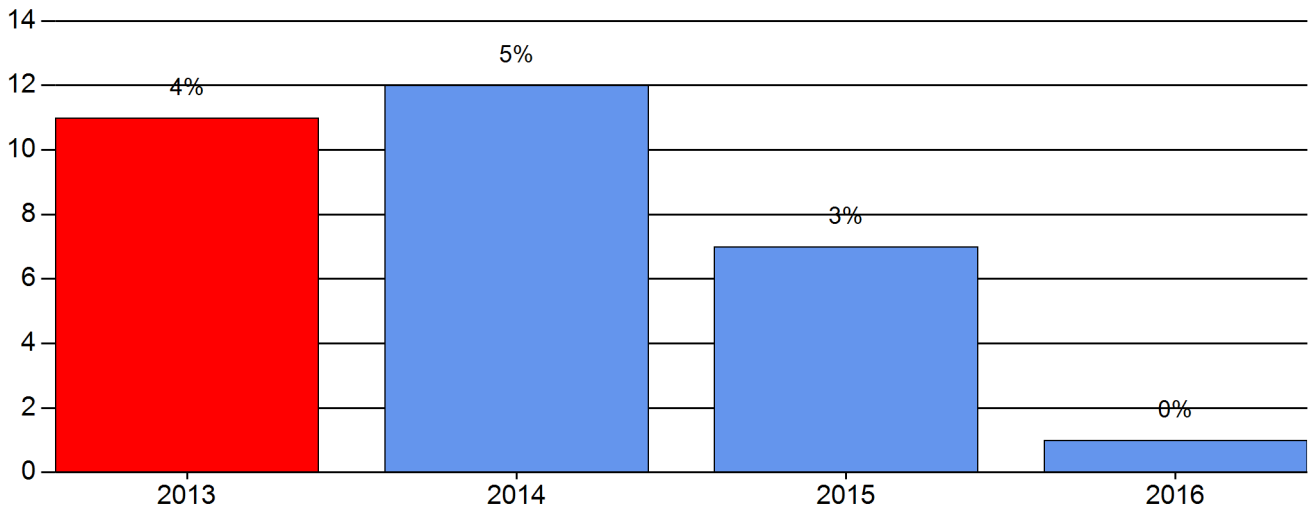


Cape Rock Ltd's own values (2006-) are shown with red bars

Cloud roadmap

Even most of the new solutions and systems deployed are "On-Premises" (companies install them to their own systems environments), it's clear that it's just a matter of time when the deployments will be made into the public cloud. This will happen in time but Cloud based solutions need to offer the same security and functionality. Currently the biggest players in the public Cloud arena are Microsoft's Dynamics CRM Online and Salesforce.com.

Cloud roadmap



Cape Rock Ltd's own cloud schedule (2013) in red bar.

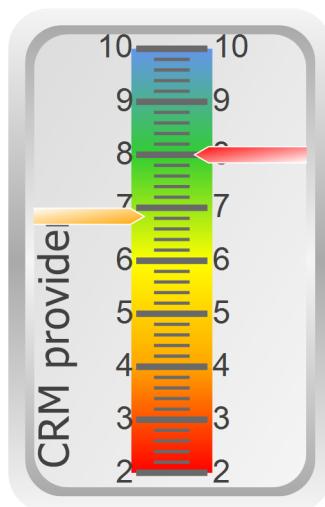
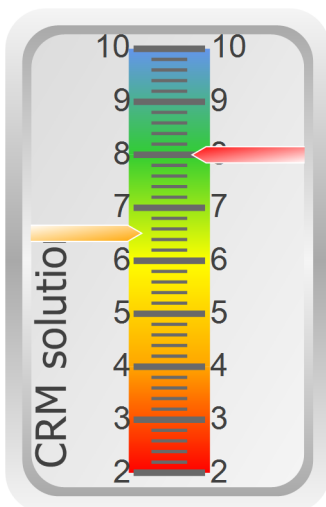
Satisfaction with the CRM solution and CRM solution provider

The benchmark group's satisfaction with CRM solution is **6.5**
 Cape Rock Ltd's own satisfaction with CRM solution is **8.0**

The benchmark group's satisfaction with CRM solution provider is **6.8**
 Cape Rock Ltd's own satisfaction with CRM solution provider is **8.0**

The benchmark group's BT Rating is **3.1**

Cape Rock Ltd's own BT Rating is **3.0**

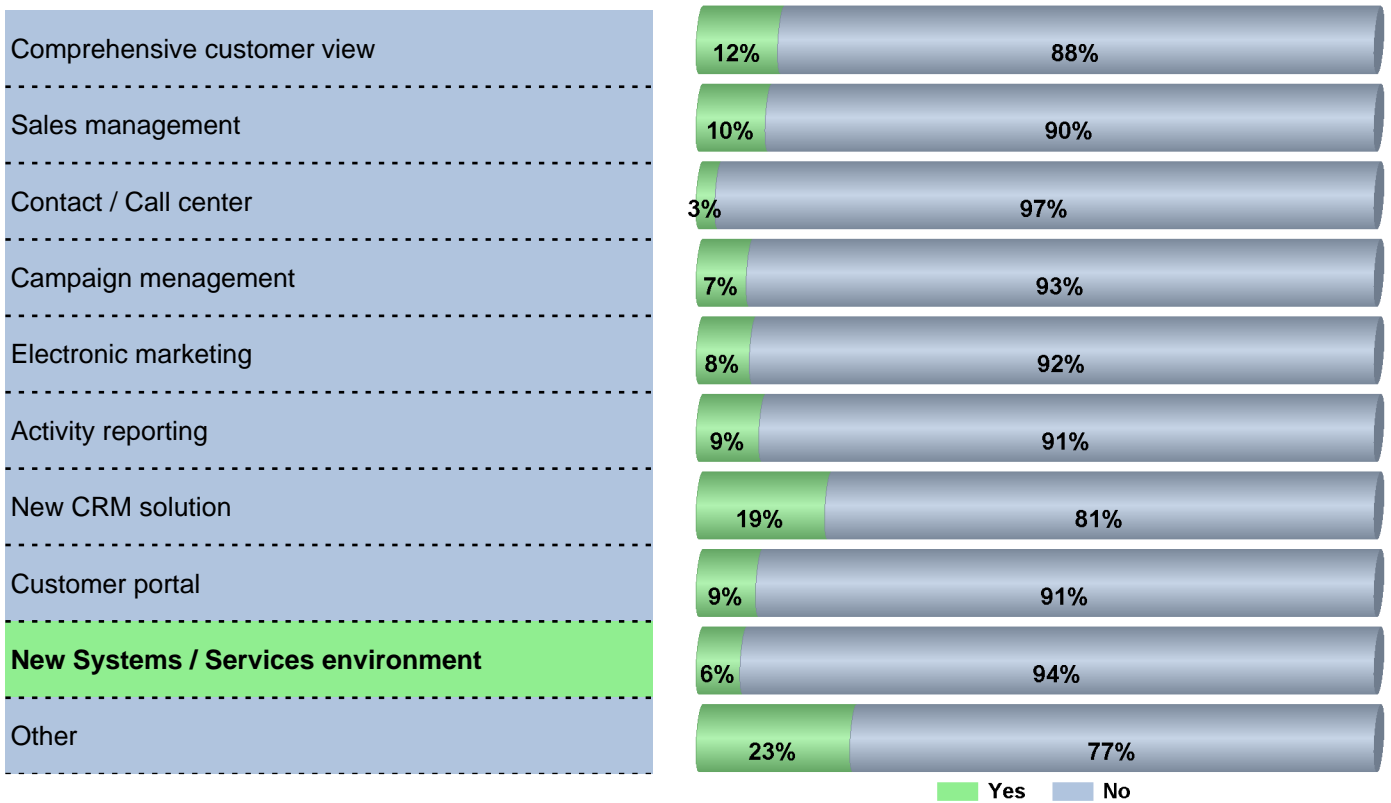


Cape Rock Ltd's own BT Rating with red, benchmark group's with yellow pointer.

Trends and focus areas of development:

Cape Rock Ltd's own CRM development areas with green background

Benchmark group



Development

Cape Rock Ltd's own development project

Customer Portal solution

Schedule	Phase
2014-H1	Research

The latest development projects in the benchmark group

Vurdering om CRM skal anskaffes
Kampanje module og kundeportal i MS Dynamics XRM
Integrasjon mot andre interne systemer.
Vurdere prosjekt for å få mer ut av eksisterende CRM løsninger
Oppgradering av løsningen
Vurdering og valg CRM løsning
Vurderer salgsstøtte system for egne selgere mot butikker
Vil vurdere ny løsning for CRM
Implementering av ny versjon av løsningen
Pågående overgang til Xledger
Totalt fonye implementasjon av Ilme Easy
Utrulling/ pilot på Salesforce
Er i kontraktforhandlinger om ny CRM løsning basert på MS Dynamic CRM
CRM system, utvidesle av Dynamics
Vurderer behov for CRM

Business Mobility

Business mobility platforms, smartphone brands, tablet brands and their management. Service providers, device vendors and their shares of the market.

Maturity of Business Mobility environments:

Cape Rock Ltd / Benchmark group

Business Mobility	1. PAST	2. OUTDATED	3. NORM	4. MODERN	5. FUTURE
Devices	Miscellaneous devices.	More functionality. Also Smartphones.	Standardized, pre-installed, optimized by user profile	Versatile devices on need basis incl. Tablets	Various devices per user per need. Seamless interoperability.
Functions	Personal phone calls & SMS	Extended services (one number, PBX services, conf. calls)	Email, contact & calendar functions Browser based apps	Web meetings, Documents, Intranet, Video, Mobile apps.	Business solutions' mobile apps.
Management	SIM open / close	User based	Remote management by messaging solution. Basic protection.	True management solution, security & updates	Extensive control. Application & device mgmt. automated.
Policies	Choice by budget	Choice by user profiles	Choice by platform	Optimized procurement, use and agreements	SLA based life cycle management

In this maturity chart Cape Rock Ltd's own maturity assessments are shown on a colored background and the benchmark group's average maturity is framed in red.

Business Mobility is definitely one of the most interesting areas today. From two perspectives: Creating better customer experience and access to own systems from various mobile devices. This area is developing with high speed and creating user and customer scenarios that didn't exist before.

With Smartphones users can utilize not only the messaging but more collaboration solutions. Tablets provide even better usability and replace notebooks in some scenarios.

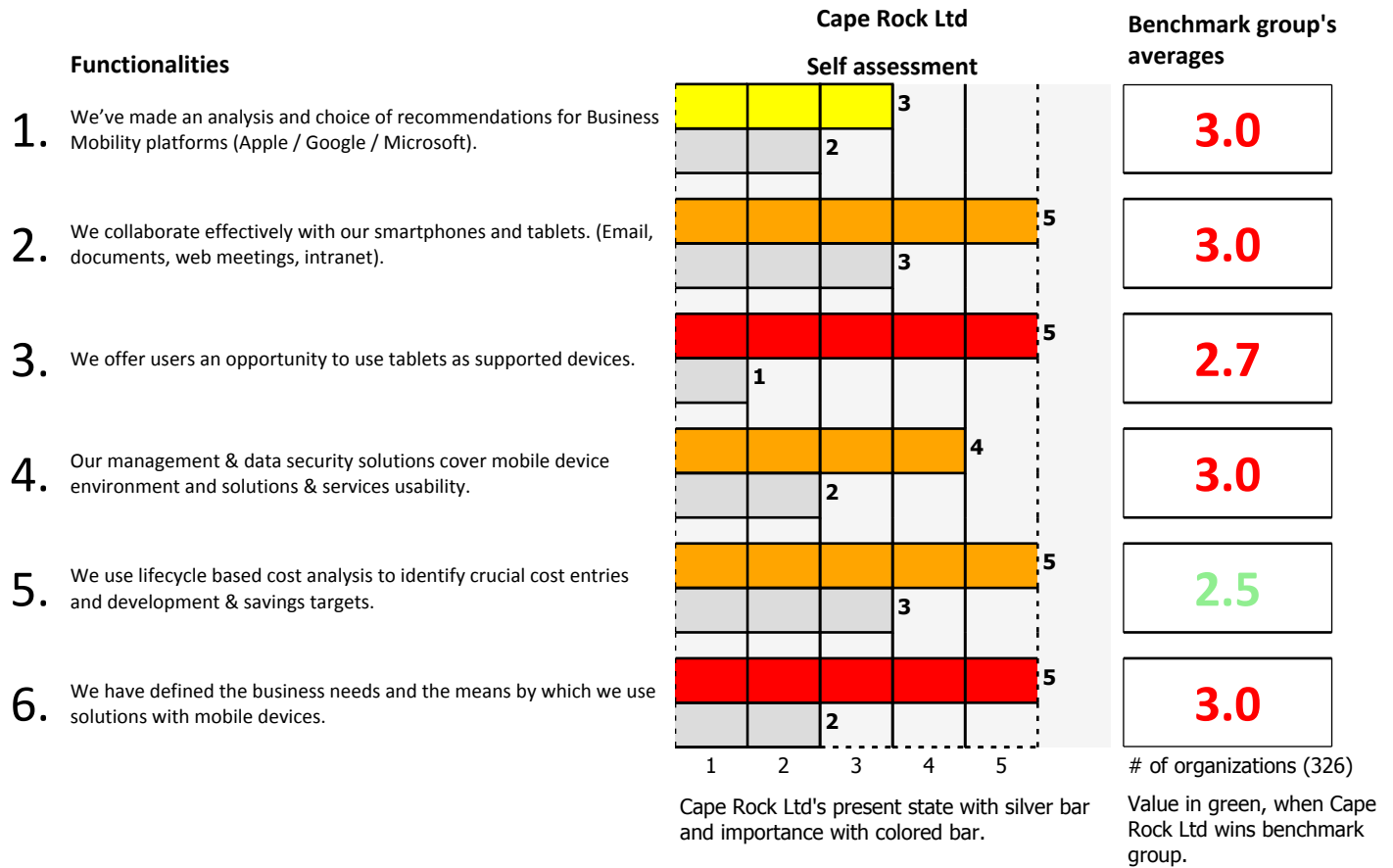
Management of various types of devices can be a headache for IT departments but more comprehensive solutions are available now.

Functionality of Business Mobility

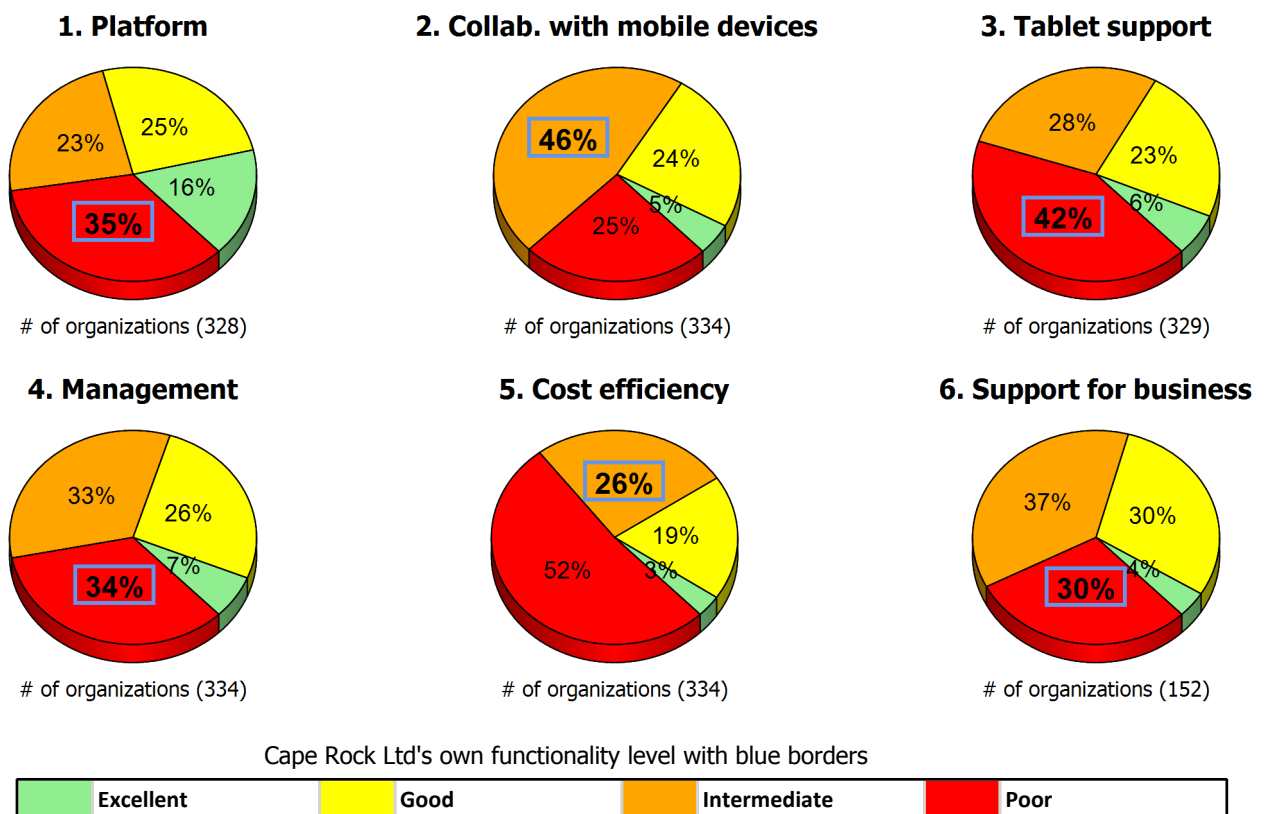
The key solution is messaging. Voice, e-mail, instant messaging and Web conferencing. More and more people use smartphones and tablets for messaging more than their PCs.

Collaboration solutions are available now for business mobility devices as well. Solutions and services such as Office365, Webex, Lync, etc., provide collaboration functionality needed on the road. From IT's perspective, management is a key issue and seems to be where there is most need.

These Graphs show your and the Benchmark group's assessments of the listed functionalities.



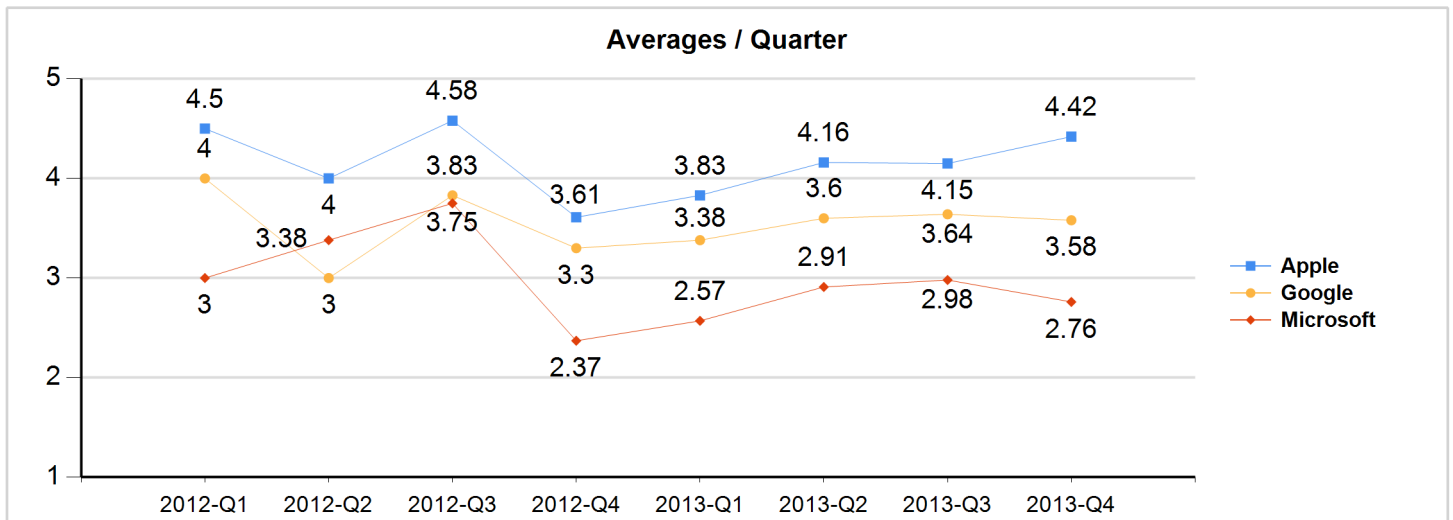
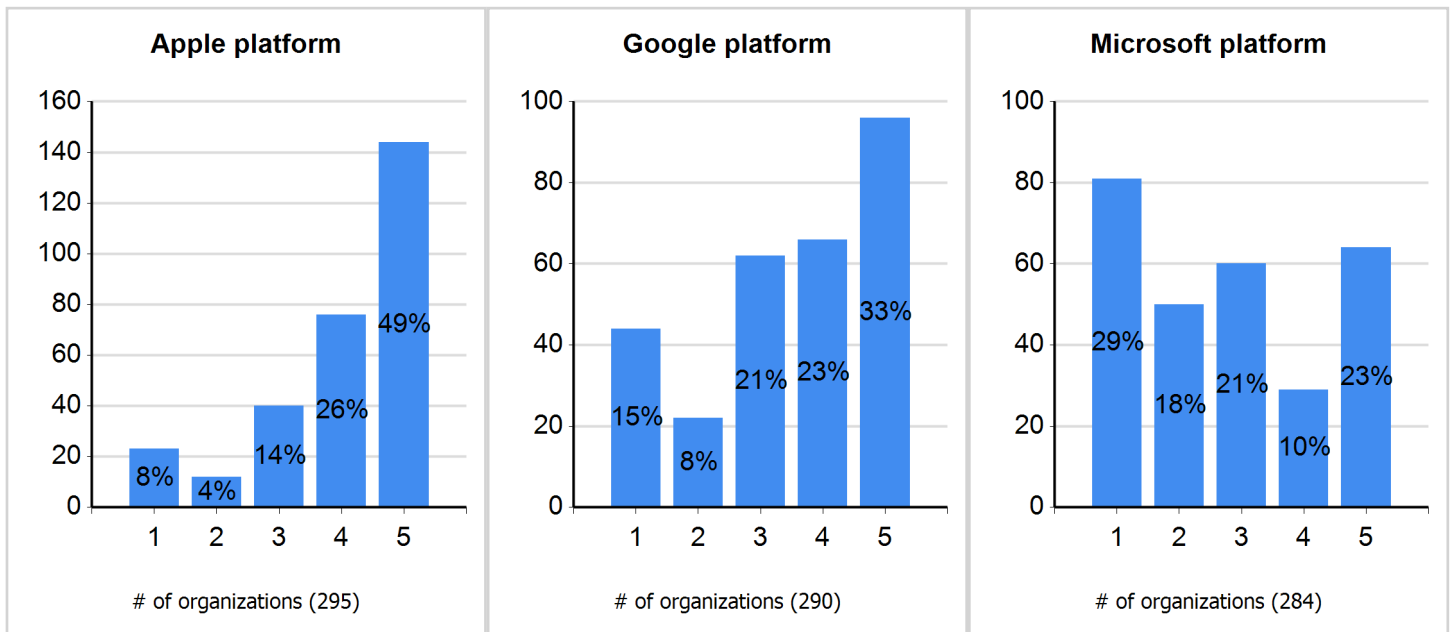
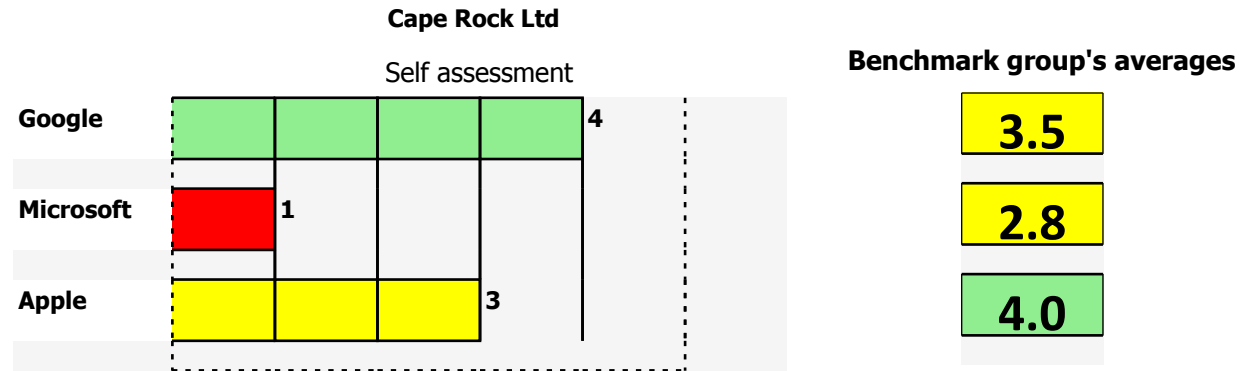
Functionality analysis of benchmarking group (present state)



Business mobility platforms, device brands, solutions and service providers.

Business mobility platforms

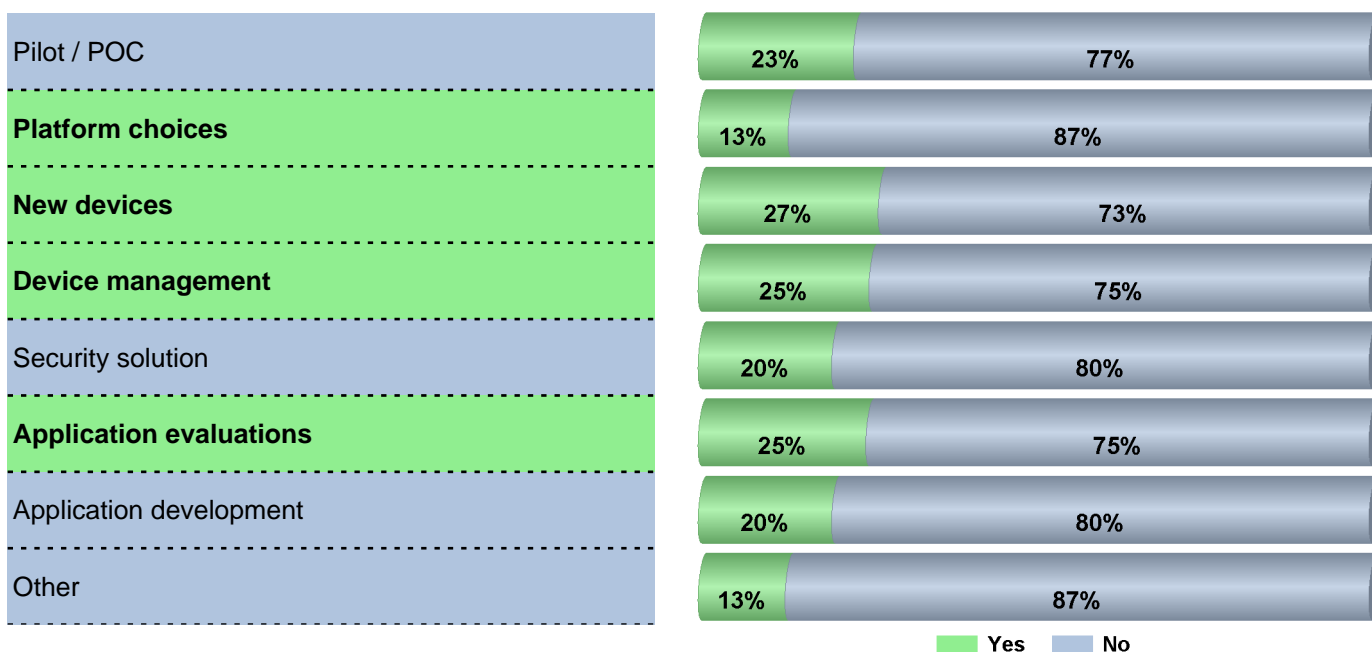
The Platform is a question and decision that most organizations need to make. This is needed because of at least two perspectives: 1) IT management and 2) supported business solutions. Which platforms provide the best functionality for us so that users are happy as well? Without compromising data confidentiality and integration. The more platforms are supported, the more it demands from IT, solutions and management solutions.



Top trends in Tablets

Cape Rock Ltd 's next development areas in Tablets

Benchmark group



Development

Cape Rock Ltd's own development project

Device management solution

Schedule	Phase
2013-H2	Scheduled

The latest development projects in the benchmark group

Etablering av mobil strategi / Sikkerhet / MDM

BYOD Policy

Vurdering av nettbrett

Utrulling av Jabberklient

Nær forestående utskifting av mobile enheter

Utrulling av PAD'er i kraner og lastebiler, vidre utvikling av APP'er og opplæring

Etablere mobilstrategi

Tilgjengeliggjøre dokumenter, intranett og webmøter på mobil

Reforhandling med operatør

Forretningsprosesser ut på mobil

Ny enhetsløsning til alle. Valg av plattform/ merke/ MDM

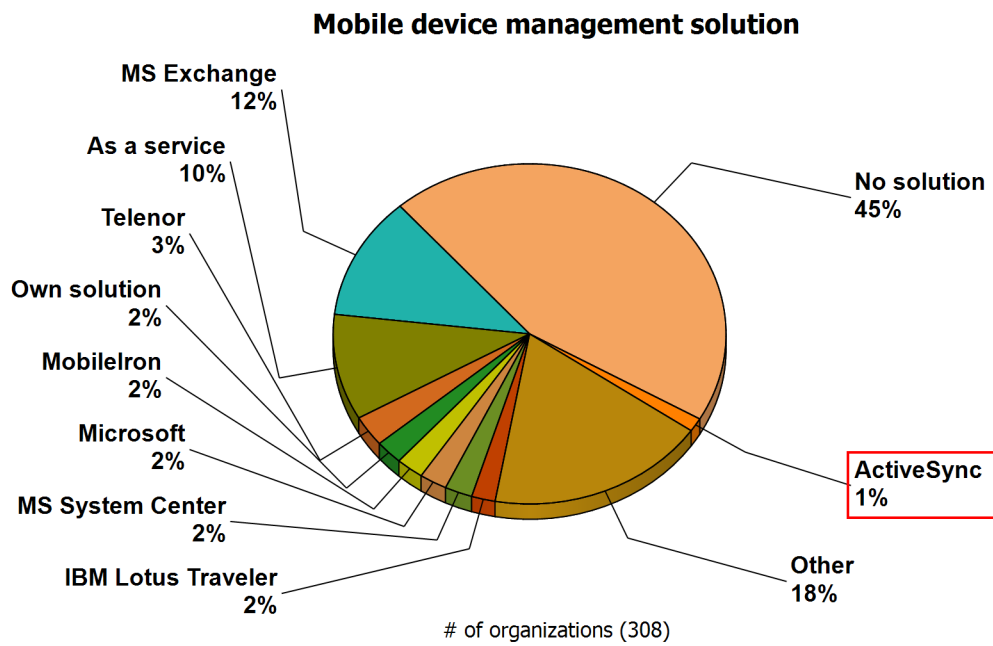
Ønsker å kunne benytte PAD for visning av tegninger på byggeplass

Vurderer MDM

Utrulling av ny app og vurdering av å anskaffe nettbrett for samtlige ansatte (med mer avansert MDM miljø)

Integrere Lync i mobile enheter, tester ut mobilt bedriftsnett (løsning her skal velges)

Mobile device management solution



Cape Rock Ltd's own mobile device management solution (ActiveSync) is framed in red.

Satisfaction with Business Mobility environments and their solutions & services.

The benchmark group's satisfaction is **7.1**

The benchmark group's BT Rating is **3.3**

Cape Rock Ltd's own satisfaction is **6.0**

Cape Rock Ltd's own BT Rating is **2.8**

