

Äriplaan 2018

Andres Agasild

Markit, tegevjuht

ETTEKANDE EESMÄRK

Olla kasulik - aidata kaasa teie äriplaanidele jagades Markit kogemust.

ETTEKANDE KAVA

MIS ON
MARKIT?

MISSIOONI
TÄHTSUS

VISIOONI
JÕUD

MARKIT
PLAAN
2018

EKSPORD
I
TÄHTSUS

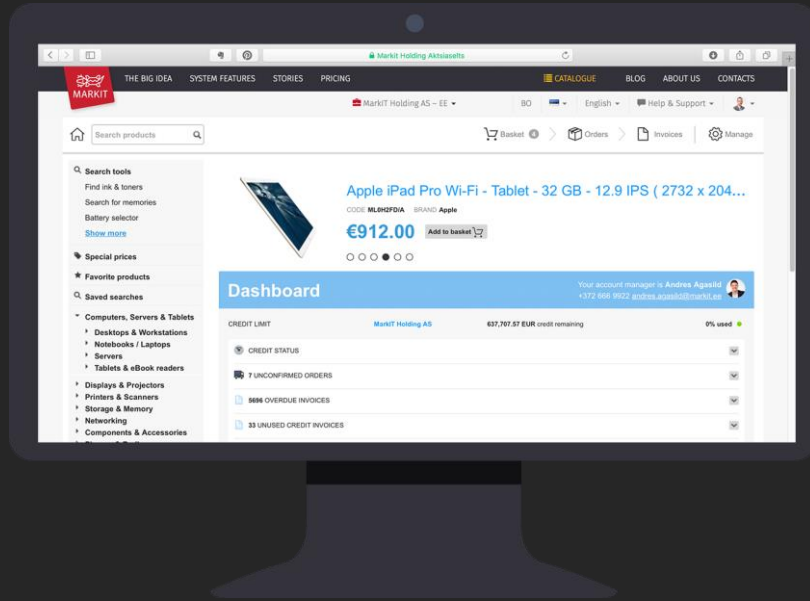
FOOKUS

MÕÕTMINE

MIS ON MARKIT

MIS ON MARKIT

Äriplaan 2018



LIHTSUS JA
LÄBIPAISTVUS

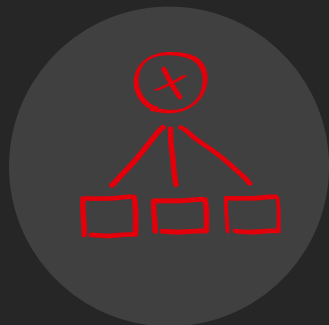
TARNE OTSE
LADUDEST

IT E-HANKE KESKKOND
ETTEVÕTETELE

LOOME
TURU

MIS ON MARKIT

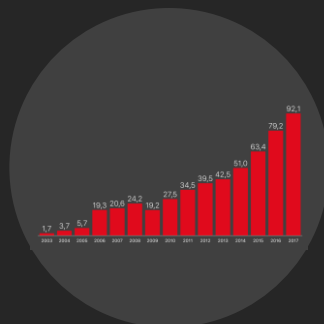
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TSENTRAALNE
JA LOKAALNE



32 RIIKI, 250 LADU
MILJON IT TOODET



2003 = 1,7 mil
2017 = 92 mil



ÜLE 1500 LOJAALSE KLIENDI
5% FORTUNE 500 ETTEVÕTTEID

MISSIOONI TÄHTSUS

A black and white photograph of Henry Ford and another man standing next to a vintage car. Henry Ford, on the left, is wearing a long overcoat and holding a hat. The other man, on the right, is also wearing a suit and holding a hat. The car is a vintage model with a convertible top. In the background, there is a large building with many windows. The text "The Fifteen Mi Ford" is visible on the side of the car.

"Money is a by-product of usefulness"

Henry Ford "My Life and Work", 1927

MARKIT MISSIOON

Säästa IT ostjate aega ja raha ning muuta
IT sisseostmine lihtsaks ja läbipaistvaks.

HELPING CLIENTS SUCCEED

Missiooni seotus igapäevase tööga läbi
väärtuspõhise müügi metodoloogia.

Muudame maailma, üks klient korraga.

HELPING IT BUYERS SUCCEED

Äriplaan 2018

VÄÄRTUS KLIENDILE
AEG + RAHA

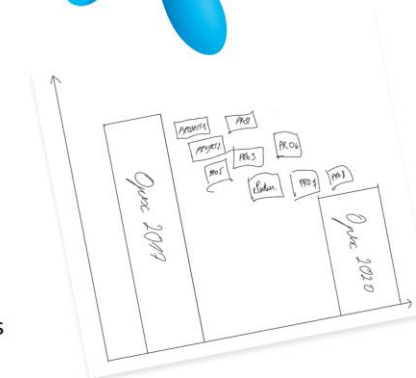
LÄBIPAISTEV
JA ÕIGLANE TASU

ROI

Total achievable savings



- Total supplier access and consolidation 12.5% or 200 000 EUR and above.
- Basket optimisation 1-4% of order volume.
- Improved terms 33 000 EUR and above.
- Additional process and centralisation savings



Business CASE results

Deloitte.

- Purchase centralization in 11 countries
- Consolidating IT suppliers: 20 to 1
- Maintaining local invoicing and support in the countries
- Direct cost reduction of the global channel purchase 5%
- based 2014-2016 purchasing volume savings €275K EUR Time savings in IT purchasing process: 30-40% less time spent

VISIOONI JÕUD

Strategy in brief 2006

1. What business are we in?

We are in the business of making IT purchasing more efficient. IT goods have no value in itself. **Customer needs** to achieve the necessary result with minimal time and money. Time is becoming more important than money (perfect market). **Our added value** is the time and money customer saves. **Our competitive advantage** is achieved by addressing the key operational needs better than anyone else, having superior economies of scale and offering centralised buying and fast local deliveries in more countries than anyone else.

Our mission is to help customers save time and money by organising IT purchasing. **Our vision** is to create the leading pan-european e-purchasing network by 2009 which enables central ordering and local delivery.

Leading = the leader in b2b e-commerce of IT good in 15 european countries.

2. What do we offer?

Our business model „virtual direct“ means integrating local distributors into one realtime e-purchasing system with additional functionality that satisfies the key needs of IT buyers. We are more efficient than traditional re-sellers due to lack of stock and higher revenue per person. We offer a better selection and faster delivery than vendor direct. Distributors selling direct have less products and no price comparison. We are a quality leader addressing buyers key needs better than anyone else.

3. Who are our customers?

Our customer is an organisation with distributed operations and high IT needs in one (C), some (A) or all EU countries (A). The people we do business with are using the Internet, competent in IT and geared towards efficiency.

The main **needs of purchasing managers** are: control, establishing the purchasing process, planning and budgeting. The main **needs of a purchaser** are: finding the right product, securing the best price, finding best delivery option and organising delivery.

4. How do we do succeed?

To succeed we have to keep a very narrow focus. **The future scenarios** and trends the trigger them must be well defined and monitored. The main future scenarios are: global direct e-commerce, regional distributor based e-commerce and local distributor based e-commerce. Our actions have to be based on the dominating scenario and we have to adapt quickly if the market changes.

We have to distinguish the **critical success factors** and execute well and quick:

1. Size of the loyal customer base.
2. Efficiency: revenue per employee.
3. Maximum number of countries and break-even.
4. The best product for the key needs of customers.
5. Rise of the gross margin.

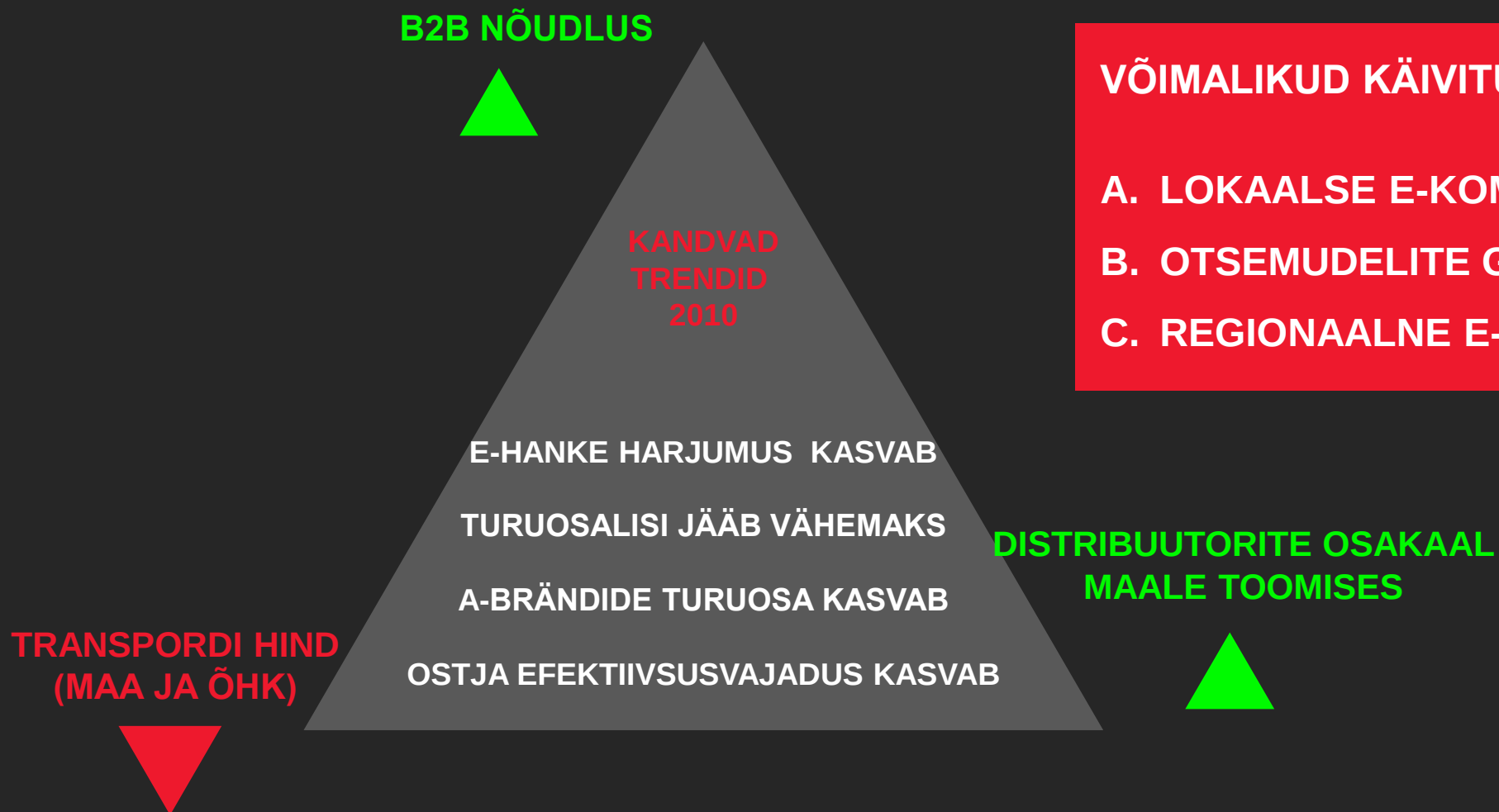
We have to distinguish **critical competences** and develop them. Breakthrough competence are:

1. Breakthrough competence: partnering with vendors and distributors, sales to international customers, knowing purchasing and IT channel.
2. Key competence: integration technologies (XML), user interface design, branding, IT products
3. Added competence: database technologies, web based programming, organising logistics, search technologies (artificial intelligence)

2005
05

TULEVIK ON MITMUSES

Äriplaan 2018



VÕIMALIKUD KÄIVITUVAD STSENAARIUMID

- A. LOKAALSE E-KOMMERTSI BUUM
- B. OTSEMUDELITE GLOBAALNE E-KONKURENTS
- C. REGIONAALNE E-KOMMERTS

MARKIT VISIOON 2006 - 2016 - 202x

Äriplaan 2018



**Euroopat kattev ja efektiivseim -
100 miljonit 100 inimesega aastaks 2016.**

**Globaalne ulatus võtmekeskustes
ja liider rahvusvaheliste klientide
segmendis aastaks 2026.**

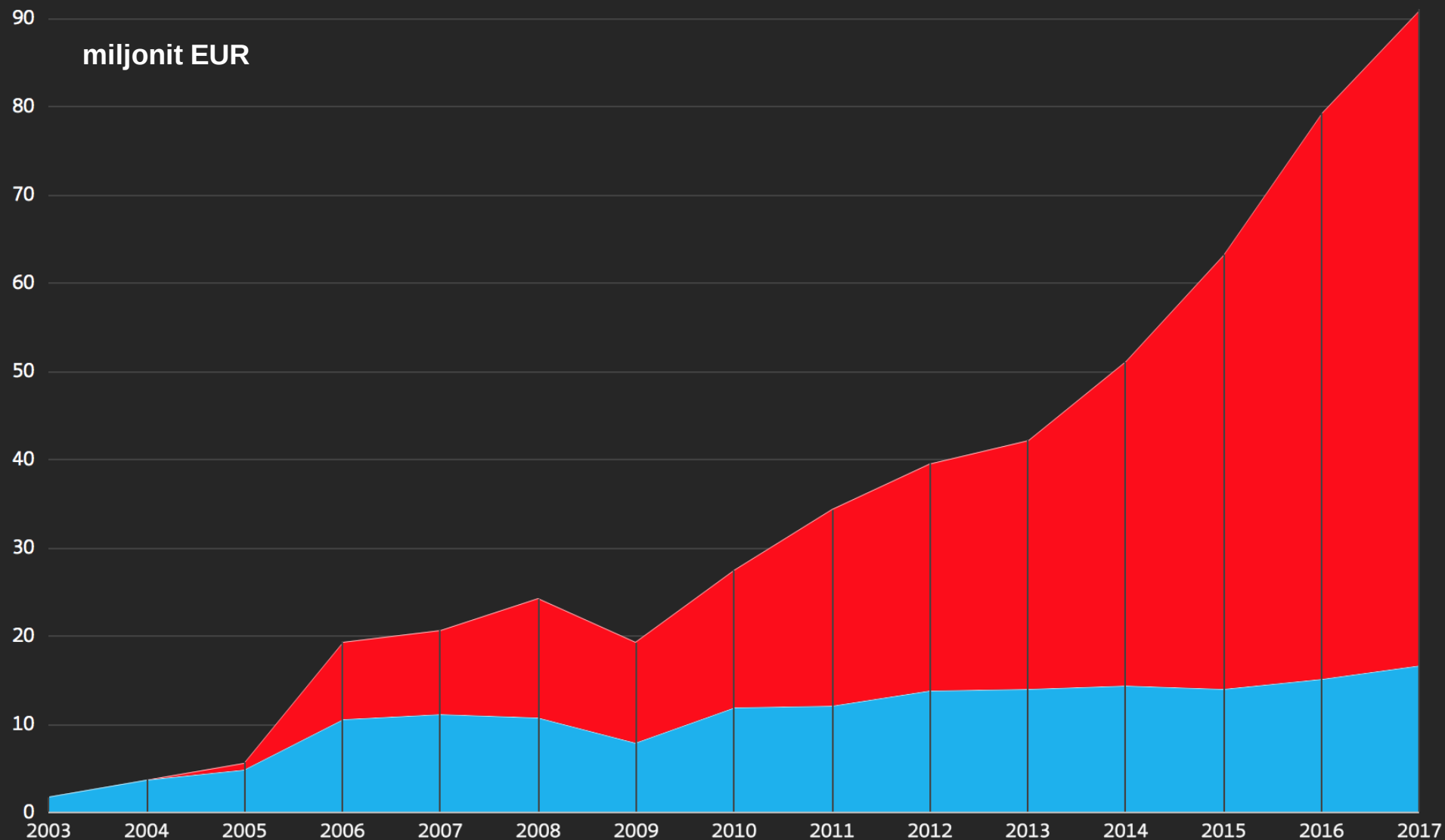


Äriplaan 2018

- Jätkata 20% käibekasvu ja ületada 100 miljonit
- Tänaste riikide kasv 10% - 50% ja tiimide suurendamine
- Eraldi eesmärgid kõigis võtmemöödikutes
- Uued kontorid: UK, Benelux, Rootsi, Taani
- Türgi, Kanada areng ning algus Aasias
- Uue visiooni täpsustamine ja kommunikatsioon

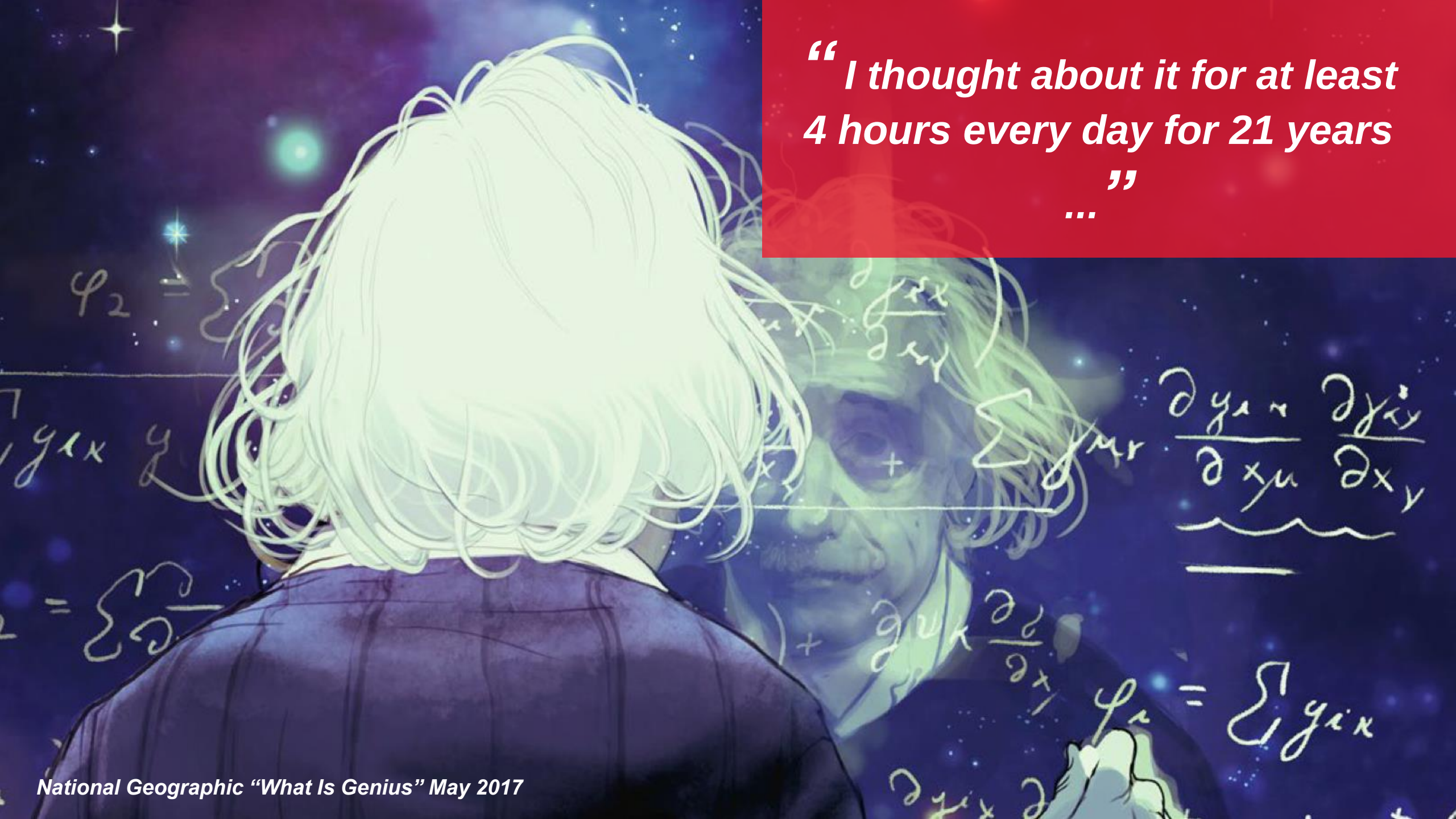
VÄLISTURGUDE OSAKAAL

Äriplaan 2018



VÄLISTURUD
1 > 75 miljonit

EESTI
1,7 > 17 miljonit



***“ I thought about it for at least
4 hours every day for 21 years
”
...***

TASAKAALUS JA REAALAJAS MÕÕTMINE

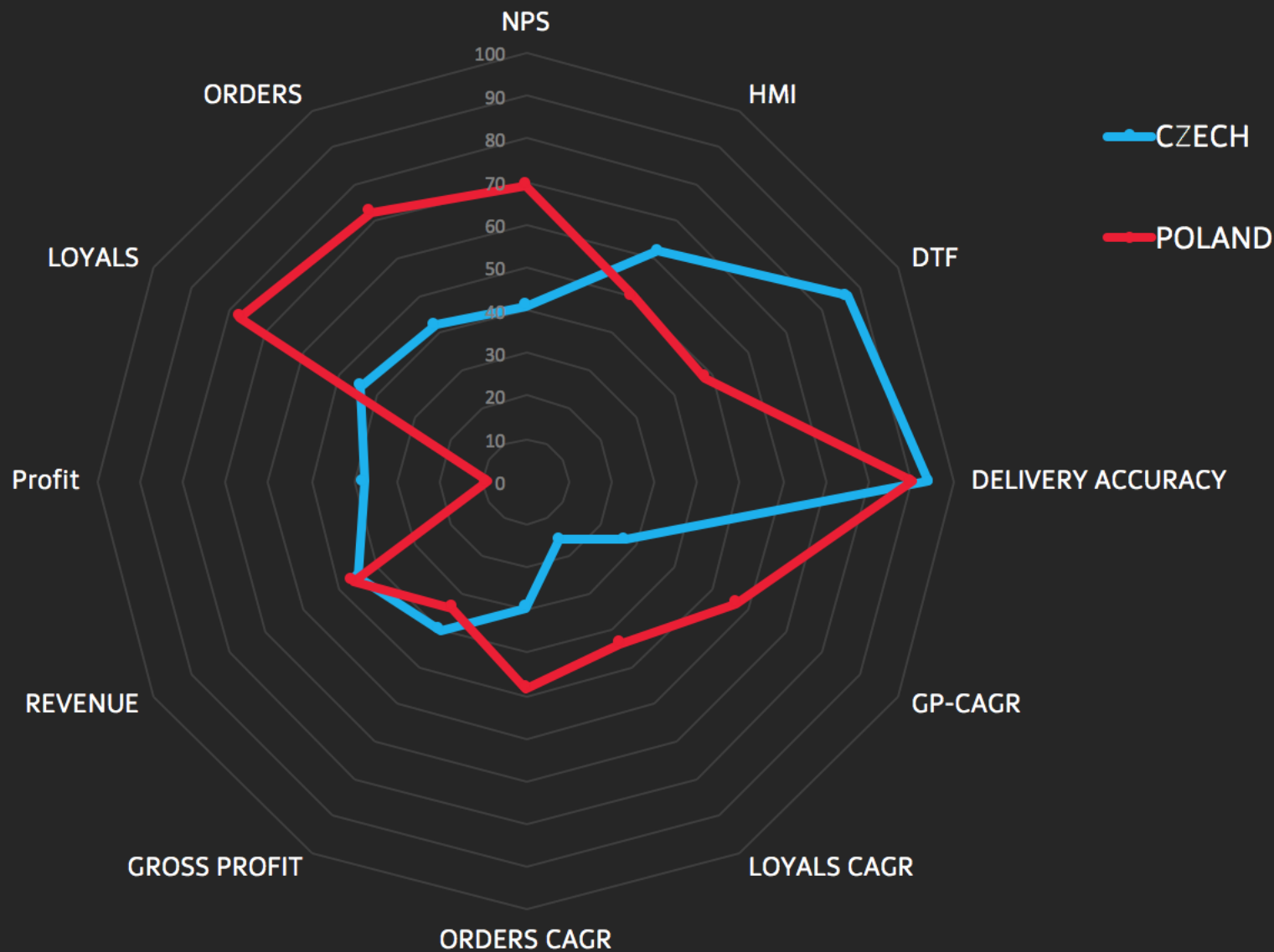
TASAKAALUS JA REAALAJAS MÕÖTMINE

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MARKIT TŠEHHI vs POOLA

Äriplaan 2018



EESTI INDEKS

Selge ja läbipaistev riigi *balance scorecard*.

12-14 võtmemõõdikut, mis sunnivad küsima õigeid küsimusi ning tegema valikuid.

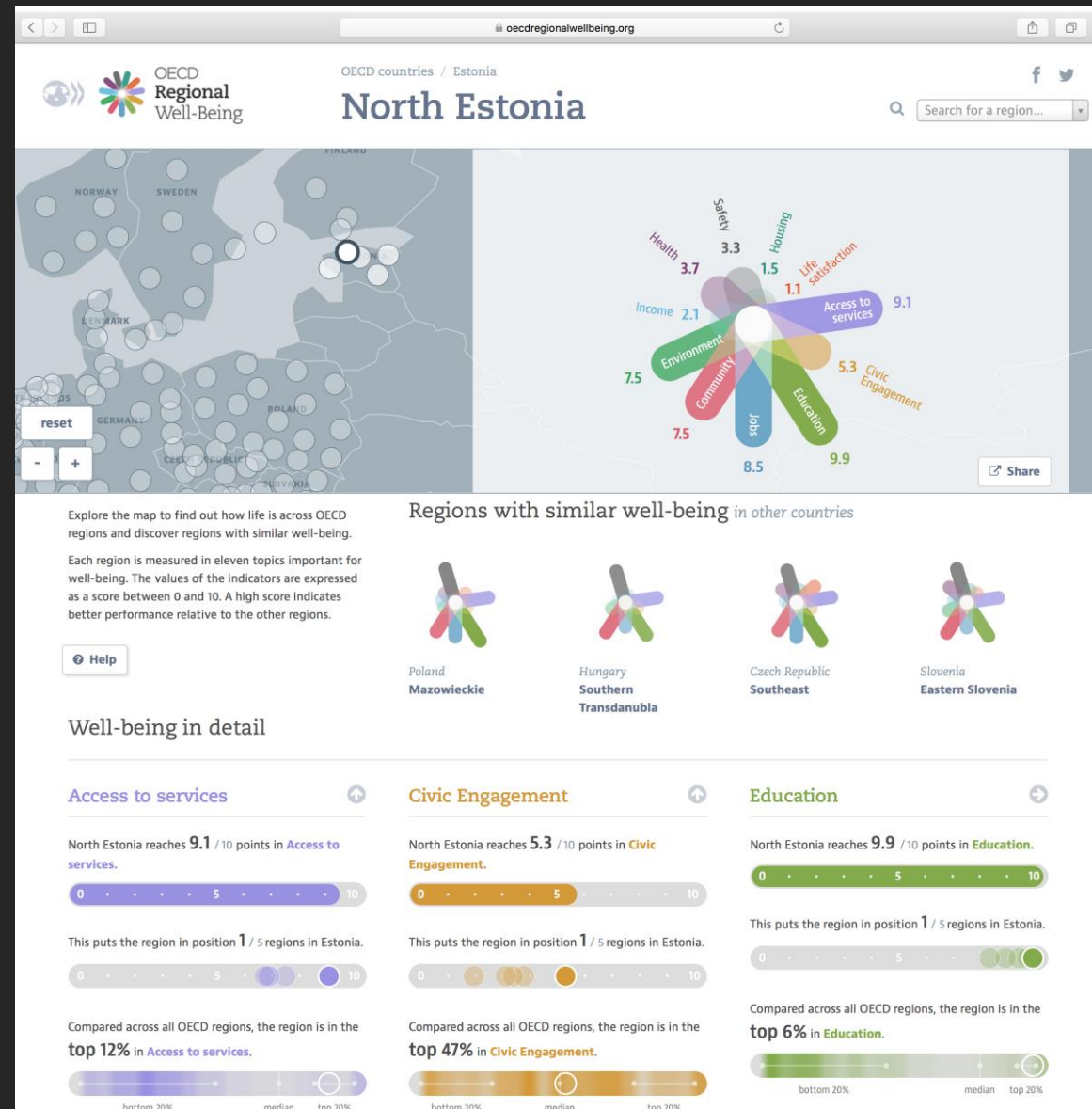
SINGAPURI MAJANDUSE KPI

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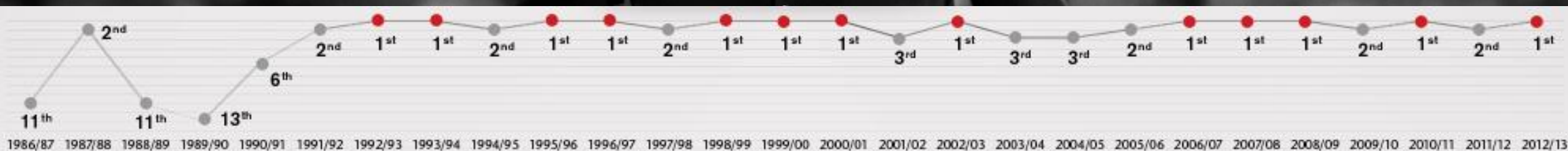
OECD PAREMA ELU INDEKS

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<https://www.oecdregionalwellbeing.org/>

“My biggest achievement is consistency.”



Alex Ferguson ettekanne NBF Forum 9.09.2014, Alex Ferguson “Leading”

2015