



OMNI-PRESENCE IN SALES & MARKETING AS A PATHWAY TO FUTURE GROWTH

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COMARCH

>25 YEARS AS A GLOBAL IT (SOFTWARE) PROVIDER

1991
Founding year
Comarch onset

1993
Publicly traded
on Warsaw Stock
Exchange since

OVER **6000**
EMPLOYEES

North America Europe Asia
Latin America Middle East Africa Australia
GLOBAL PRESENCE

RECOGNIZED BY
Gartner, Forrester
Research, IDC
and more



**THOUSANDS
OF SUCCESSFULLY
COMPLETED
PROJECTS ON**



6 Continents
in about **60** Countries

93%
of revenues
sale of own software and solutions

SUBSIDIARIES

54

The total value of Comarch's
shares on a Stock Exchange

**500 mln
USD**

HEADQUARTERS

**KRAKÓW,
POLAND**

ADDED VALUE

Comarch is a software house which
sells its own software products to large
corporations and provides
implementation
and managed services



PROUD OF OUR CUSTOMERS AROUND THE GLOBE

Retail	FMCG	Manufacturing Automotive Oil&Gas	Cosmetics & Pharmacy	Consumer electronics	Finance Entertainment Services
					
      	      	     	      	    	     

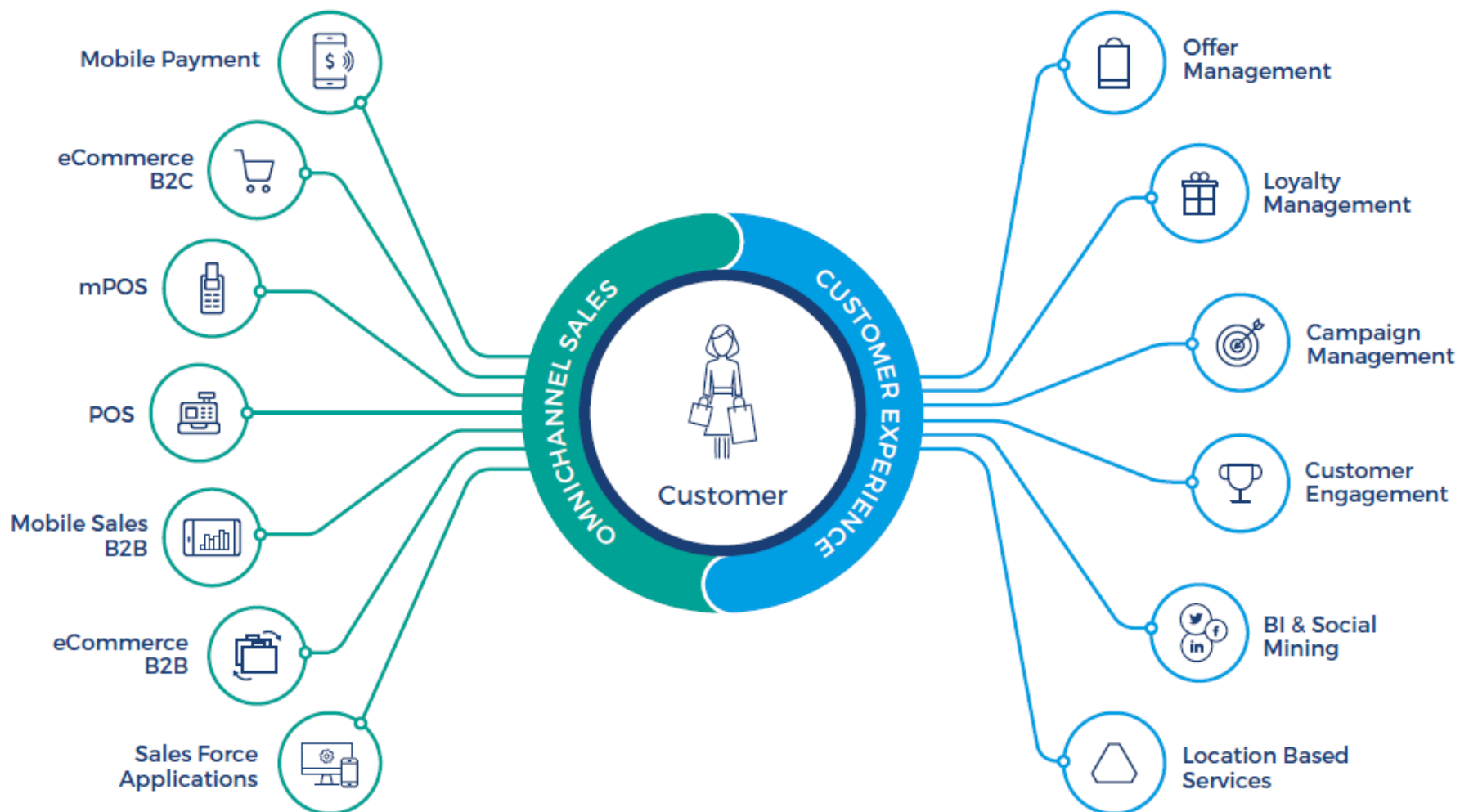
HOSTING YOUR SOLUTIONS AROUND THE GLOBE



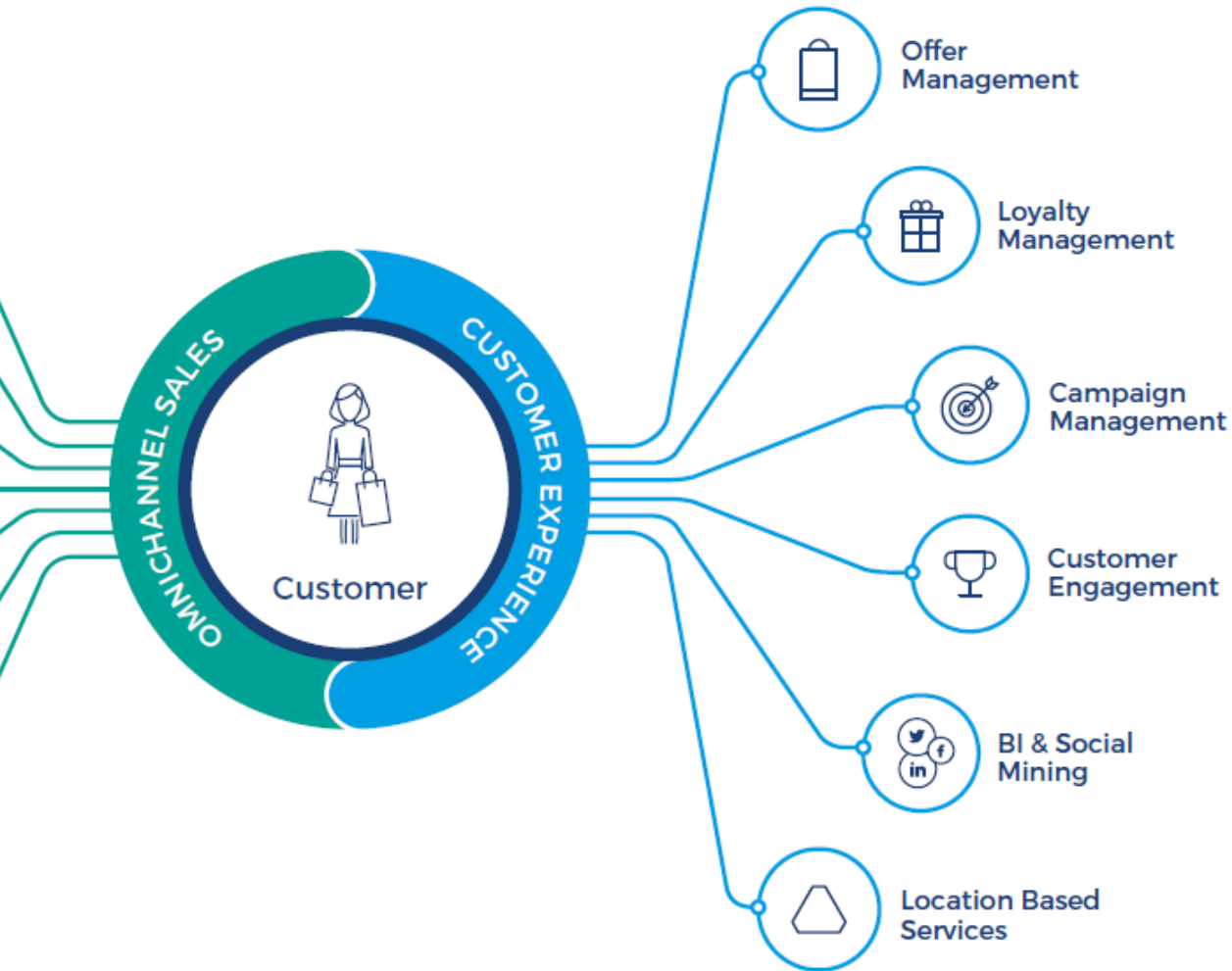
Flexible partner:

- On-Premise
- External / Comarch DC
- Hosting / Cloud (Private / Public)

B2C / B2B / B2E – OMNICHANNEL COMMUNICATIONS

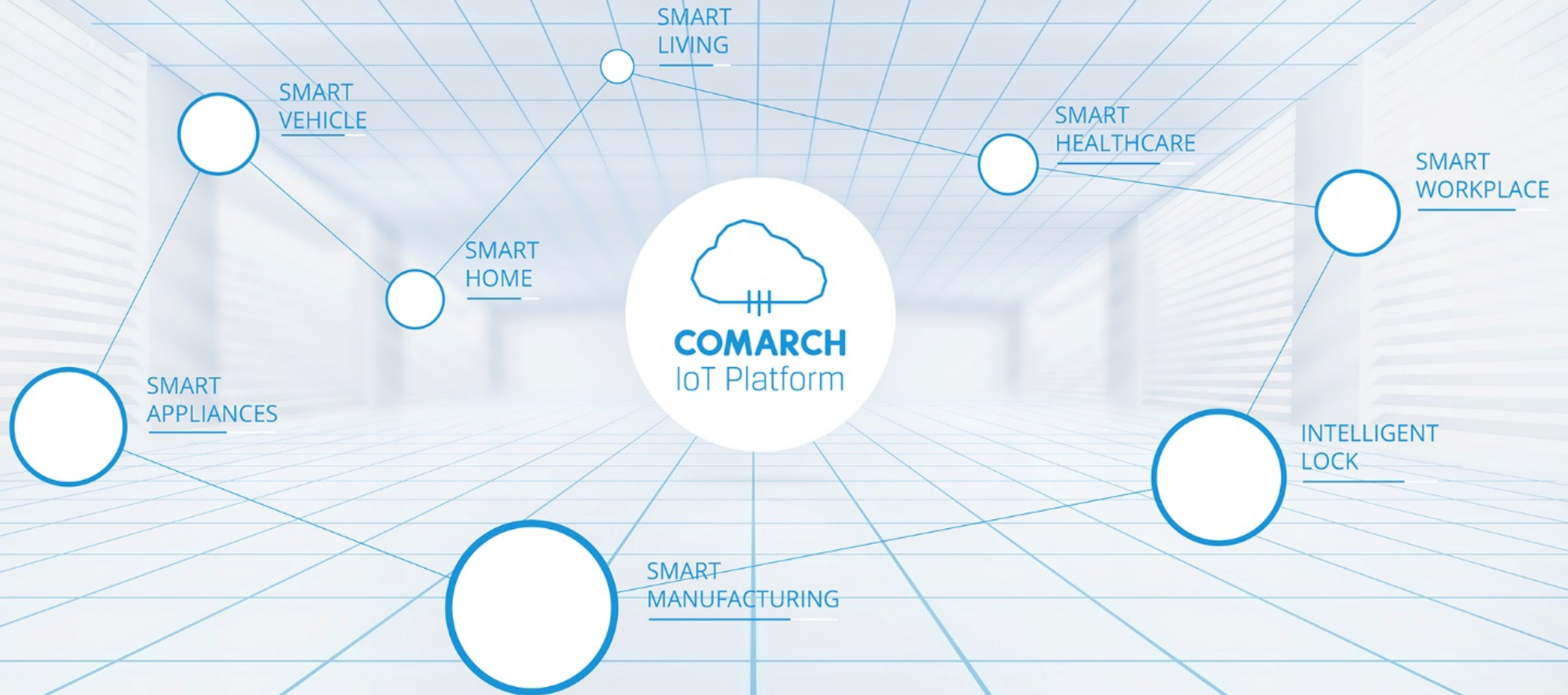


B2C / B2B / B2E – OMNICHANNEL COMMUNICATIONS



- **CONNECT** all Communications Channels
- **PROCESS** Live (correct) Data
- **AUTOMATE...**
by managing 'Triggers' & setting up 'What If Scenarios'
- Delivering **THE SAME PERSONALIZED MESSAGE** through all channels
- **LOCATION-BASED** promotions
- **HYPERPERSONALIZATION**
- Bringing **ON-** and **OFFLINE** together again

IoT SW & HW FOR SMART APPLICATIONS



IoT PLANT - PROTOTYPING FACTORY



HUDSON'S BAY
— DEPARTMENT STORES —

COMARCH LOYALTY MANAGEMENT, IoT & LOCATION- BASED SERVICES @HUDSON'S BAY

One of the most innovative loyalty programs
in the Benelux!

ABOUT HUDSON'S BAY

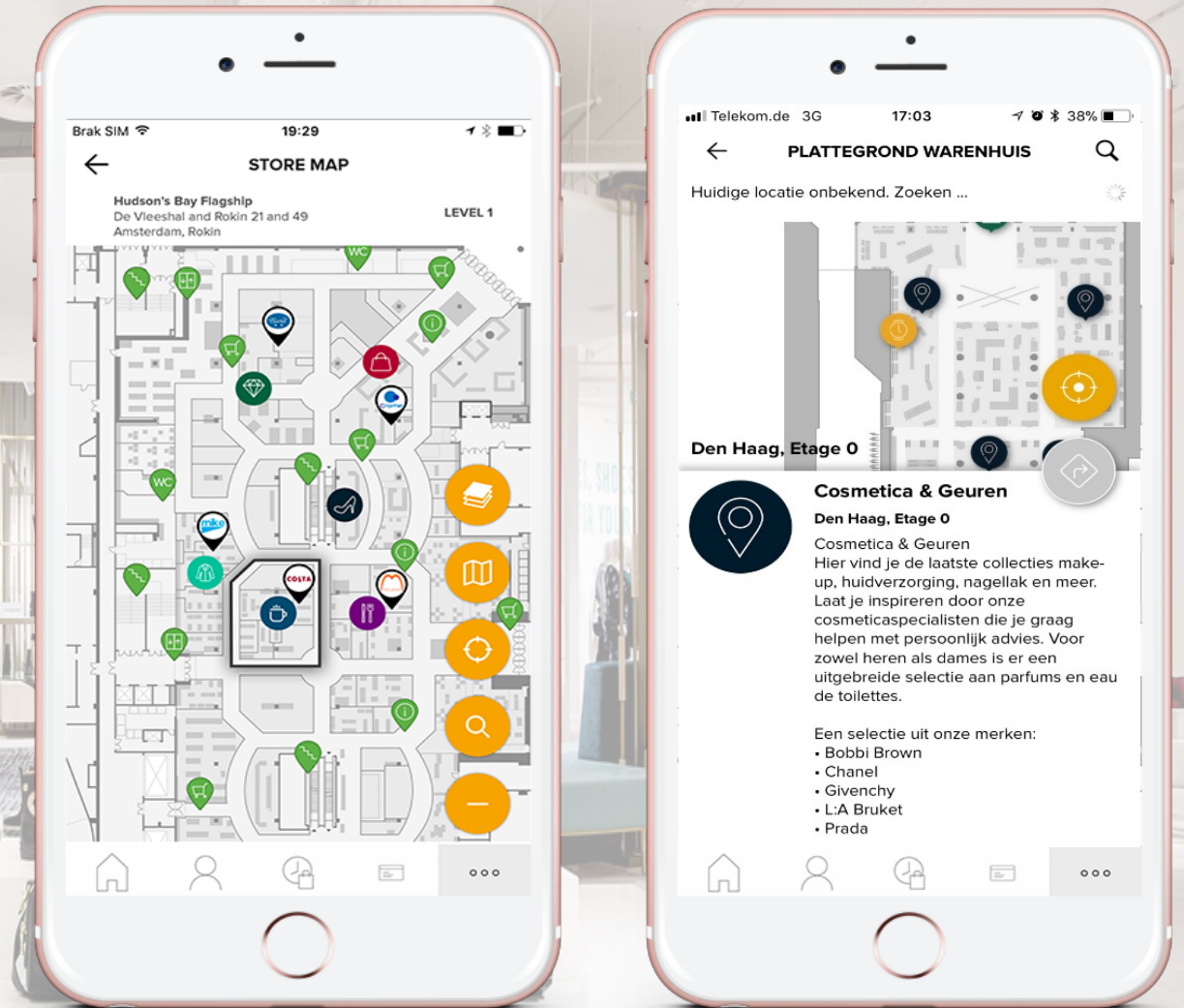
- Canadian fashion retailer, since 1670
- Opened 10 stores in 2017 in the Netherlands
- No CRM database
- High focus on customer experience → Hudson's Bay is *a destination*, not just a place to shop
- Club Hudson's Bay: Experience over points and discounts
- Mobile first (key communication channel)



COMARCH LOYALTY MANAGEMENT, IoT & LOCATION- BASED SERVICES @HUDSON'S BAY

UNIQUE FEATURES

- Data collection based on purchase history & personal preferences
- Omni-channel database
- Proximity Marketing (Micro-Targeting)
- In-door navigation
- Live chat with *favorite* sales associate
- Sales support application for sales associates
- Event tool (booking appointments, events, ...)

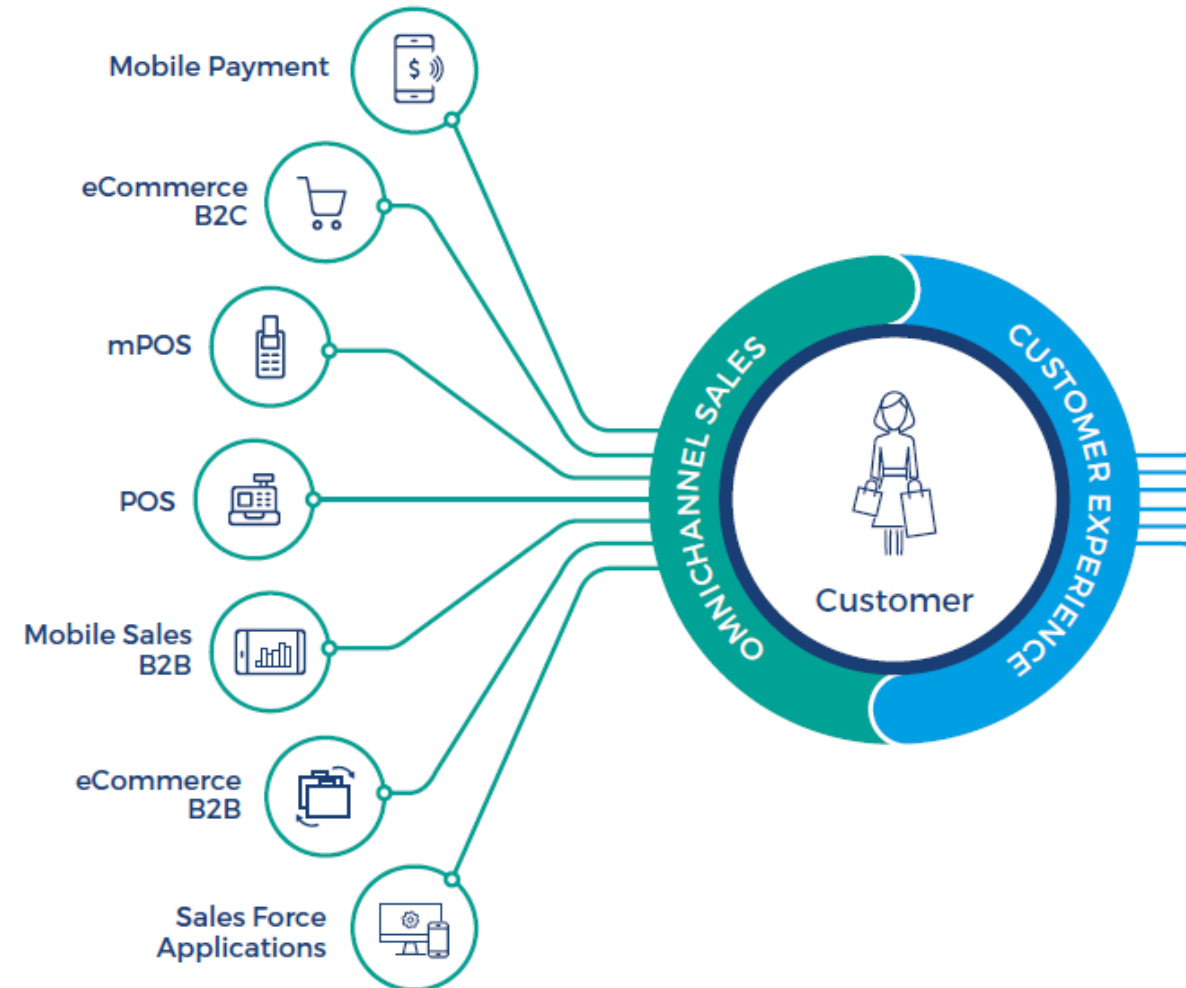


B2C / B2B / B2E – OMNICHANNEL SALES

- **ONE MESSAGE** for all Sales Channels
- Actions & promotions are **TAILORED TO YOUR CUSTOMER**
- Use of **REAL-TIME transaction data** in all sales channels

OBJECTIVES

- Boosting revenues
- Minimization of stocks through accurate stock-level data
- Real-time sell-out data
- Automated, with limited efforts
- Based on real-time data and machine learning



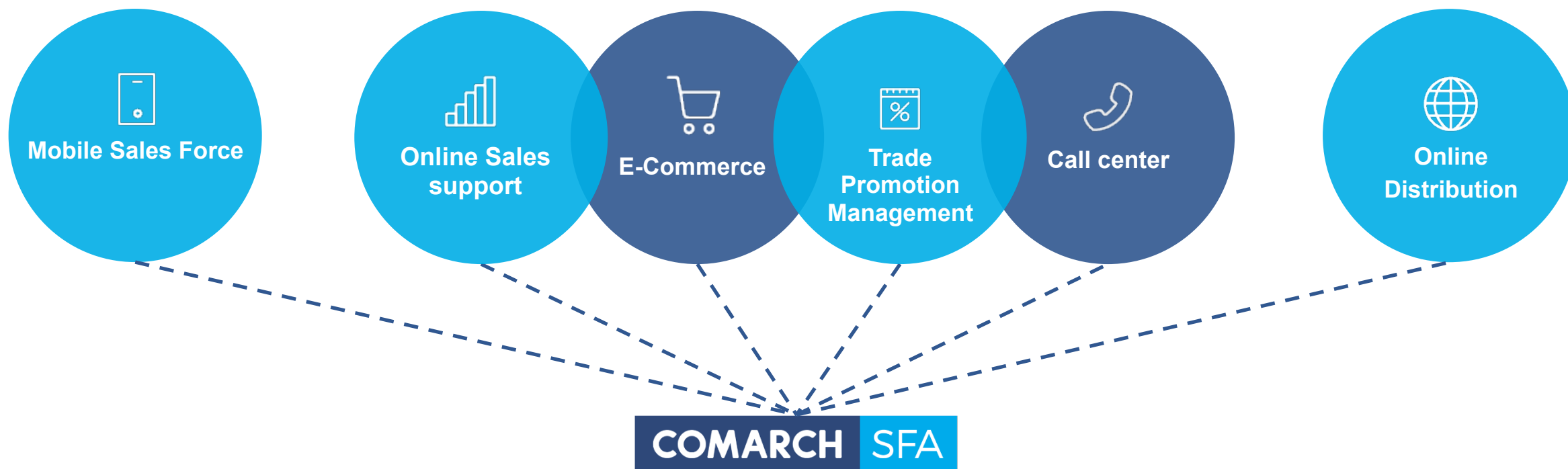
CONNECTED CHANNELS – COMARCH SFA SOLUTIONS

System dedicated for producers, their sales reps, distributors, outlets and business partners.

Mobile apps for sales

B2B web tools

Distribution & Stock Data
Management Services



Integration with external systems

COMARCH

PHILIPS

Key challenges:

- Lack of up-to-date information regarding sell-out data from distributors and retailers
- Struggle to manage stocks on business partner side – issues with promo activities

The solution:

- Comarch Online Distribution platform to integrate and report sell-out and stock data in 12 countries (South, Central and eastern European region), from over 50 partners
- Data from both channels – distributors and retailers
- Integration with SAP BI system
- Automatic and manual file reporting
- Technical Assistance and Helpdesk



LARGE ENOUGH TO DELIVER, SMALL ENOUGH TO CARE

- **We develop, implement & integrate (1 SPOC)**
- **Proprietary end-2-end solutions**
- **Global market expertise, with local presence**
- **Strong references in global markets**

A photograph of a modern, multi-story glass building at night, with interior lights visible through the windows. The image is overlaid with a dark blue filter.

ANY QUESTIONS?!
CHALLENGE US

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