



Events by Mylš

white paper

Version 1.1

Jul 2019

Authors: Alex Anashkin, Anna Valyalshchikova

Relates to Myls.shool SaaS Release 2.0 & Mobile application MVP

Summary

1. Brief Myls project overview	3
2. Automation in event industry	4
3. Myls.framework. Product description	6
4. Myls.events. Product description	8
5. Myls.events. Mobile application	12
6. Myls.events. Competitive landscape	13
7. Myls.events. Pricing	14
8. Myls.events. Roadmap	15
9. Myls.events. User story	17
10. Support & customization	22
11. Myls team contacts	23
12. Other Myls products	24

Version 2.0 updates are coming:

1. Interface screenshots.
2. Competition analysis (feature by feature comparison).
3. More detailed Roles and responsibilities description at User story.

1. Brief Mys project overview



Make your life simple

Mys project has been founded by professionals in industrial and business processes automation.

Our team has more than 15 year of experience in automation of manual operations and procedures in wide range of business segments and we are the one who know how to **Make Your Life Simple**.

Here in Mys we create and deploy platforms which allow to import current data you have at any type of storage and apply algorithms to decrease manual work duration of your employees.

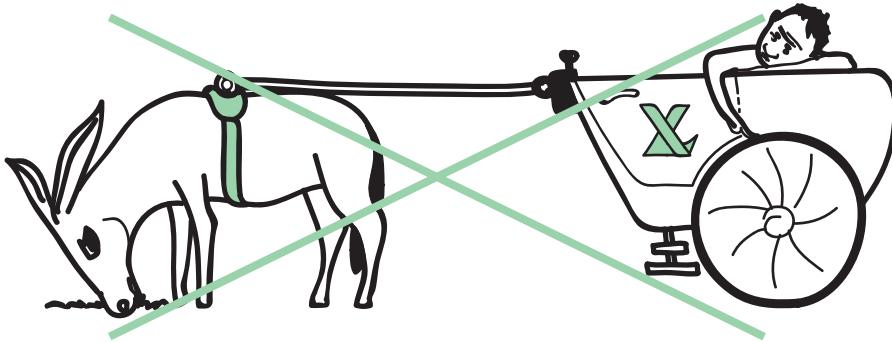
Open market CRM and ERP solutions have huge number of ready-to-use blocks, created to resolve particular automatization tasks, but most part of them ensures standard sales and enterprise management schemes. However there are many niches having specific needs and pains due to special processes and procedures. Such companies usually paying extra costs to develop solutions on their own or suffering due to lack of automation.

Mys cross-platform turnkey solutions are based on inhouse framework and consider specific industry requirements and particular company needs.

There are no limits in blocks and configurations, so Mys products are flexible and scalable and could be deeply customized within several weeks or even days.

When choosing Mys our customers are boosting their business by reduction of execution time, saving development and staff costs and minimizing the human factor.

2. Automation in event industry



Automation of business processes is a transfer of operations and business tasks under the control of specialized platform. As a result - boost of business and release of human and financial resources to increase productivity and management efficiency.

Event agencies and corporate companies executing events on their own facing range of issues since they need to manage and track many different processes in one time: they have to work with big volume of data, make tones of matching, receive flow of requests from different channels, generate complicated reports and all these processes to be done by limited number of employees.

That's why automation for event industry is a very important (or even critical sometimes) step to business boost and cost saving.

There are two main directions of automation and ideally it should be done in parallel:

- main business processes (construction, sales, procurement, marketing, services, etc.);
- support & back office processes (accounting, finance, support).

Main automation tasks are:

- supporting company's executive operations;
- documents generation;
- reporting on all main processes through all necessary filters;
- staff cost saving;
- human factor minimization;
- security;
- services quality increase;
- customer satisfaction increase.

All task above are aimed to reach one big goal: *fast growth of business and profit*.



Main benefits of the automation are:

- general processes and repetitive tasks execution speed increase;
- business transparency improvement;
- staff work quality improvement;
- ability to control big volumes of data;
- manual tasks automation;
- parallel tasks management;
- etc.

When splitting by roles, must have automation processes are:

Event execution (main procedures):

- event venue management;
- booth/sceneries construction;
- scheduling (all items matching);
- catering/logistics/hosting arrangement.

Executives:

- strategic management;
- budgeting/forecasting;
- security;
- legal.

Sales/Marketing:

- leads generation;
- sales management;
- post-sale functions;
- marketing/PR/SMM activities.

Customer experience:

- quality control;
- customer support & retention;
- lifetime value management;
- requests/claims management.

HR:

- hiring;
- training;
- staff management;
- benefits and compensation.

Finance:

- accounting;
- taxes;
- planning/forecasting;
- internal and external cashflow.

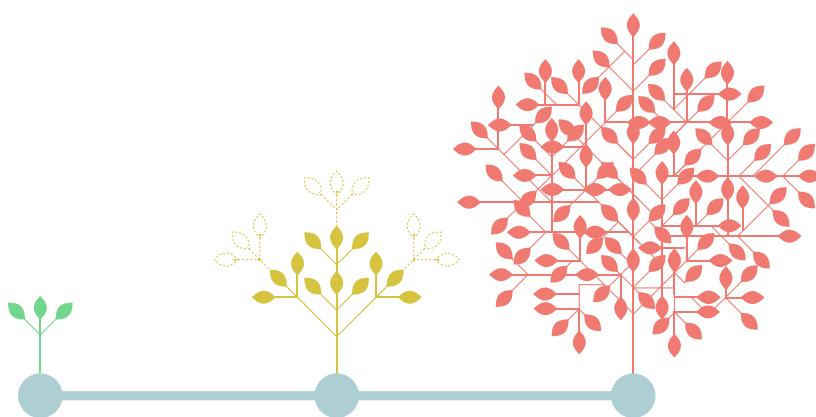
Back office:

- documentation;
- facilities;
- technical support.

All these processes automation could be performed based on CRM & ERP platform with ability to integrate via API with other software to ensure payments, marcom, BI & customer care.

3. Myls.framework. Product description

Myls.framework has been created by Myls team as the product for developers. It is the "basement" for CRM and ERP solutions of any size and purpose. All Myls turnkey solutions are based on Myls.framework.



Here is Myls story:

More than 10 years our team is developing databases and ERP platforms for different customers.

Usually it has been starting from small number of blocks and everything worked well. But every business is scaling sooner or later and once it is happening, number of blocks in the software is growing.

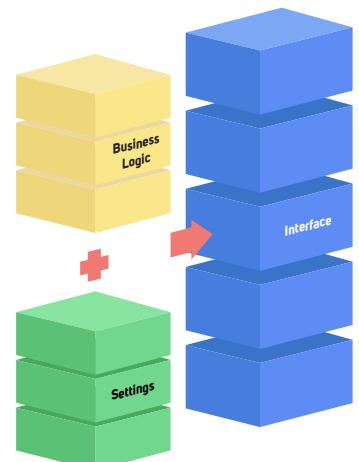
Company keeps growing and software becomes a huge tree alike...

Working with multi-blocks system is tough, long and costly. So we've decided it's time to create new concept of software development and to Make Your Life Simple.

Myls.framework architecture allows to develop software for business processes automatization in very short terms considering customer's special needs and onboard it above existing databases customer may already have.

According to Myls.framework concept Interface and Business logic are split and bridged by builder. It allows to differentiate Interface and other elements of platform development and ensure platform's deep customization and scalability. It also allows to move already existing platform to more simple and friendly logic without existing data and functionality loss.

Considering it's architecture all Myls.framework based solutions ensure fast onboarding, scalability, customization, flexibility, security and ability to integrate 3rd party solutions via API.



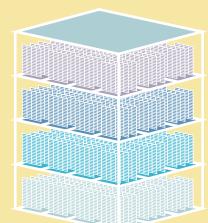
- Settings -

the source of Interface visualization rules and tasks



- Interface -

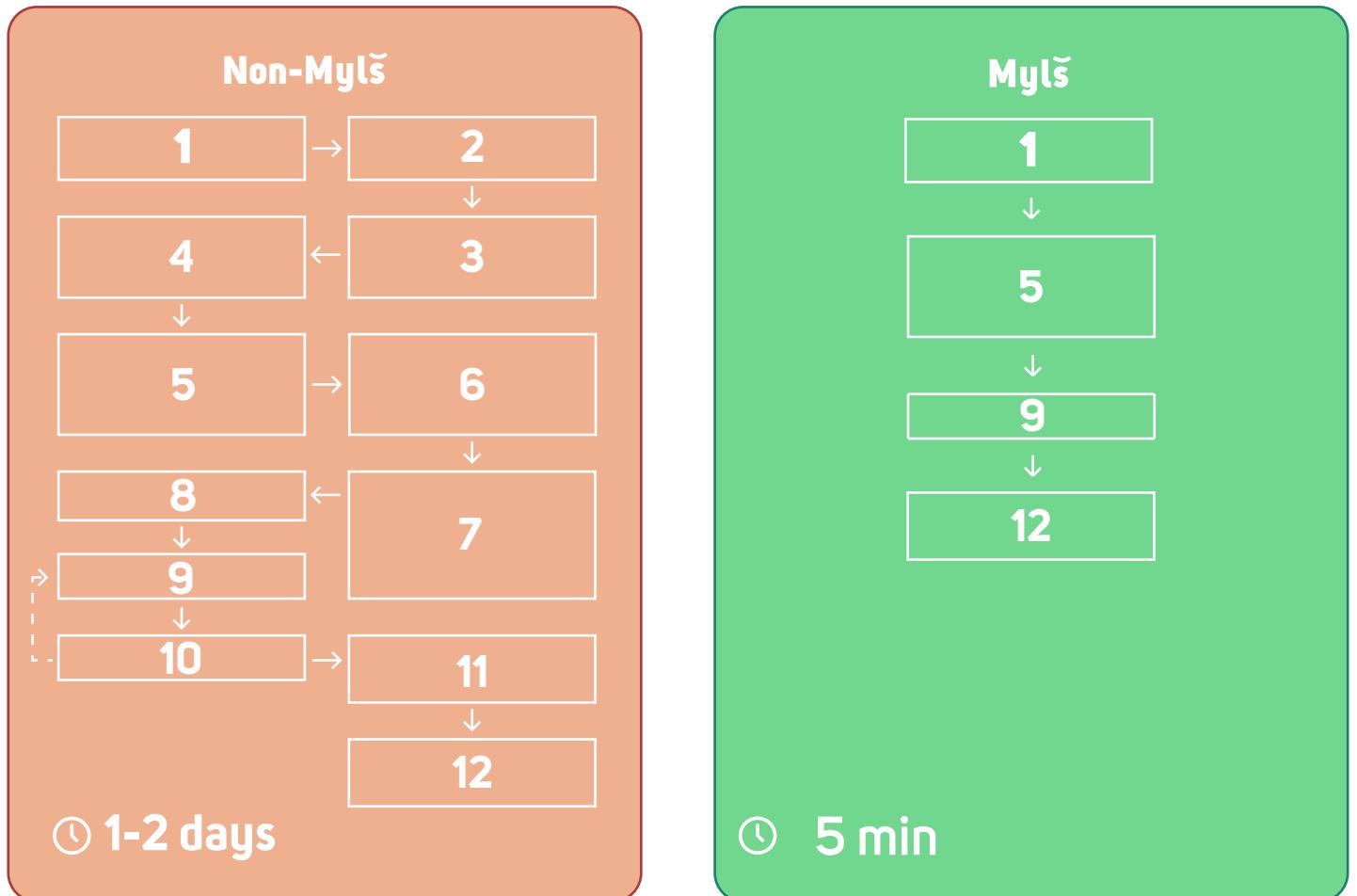
the number of visual components to display Business Logic data according to Settings



- Business Logic -

is responsible for all incoming data storage and processing

But main advantage of Myls.framework concept is time and cost saving on stage of platform revision or scaling. Those processes which take several days in classic CRM/ERP systems implementation, will take several hours or even minutes if you build your platform on Myls. And you don't need to stop platform's operations and all existing processes may keep going.

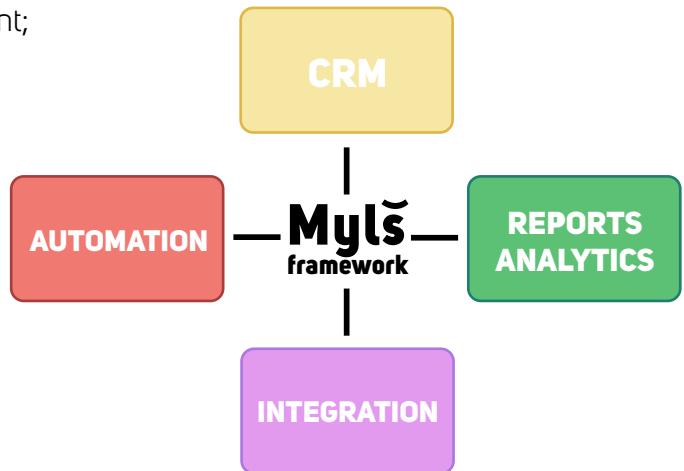


4. Myls.events. Product description

Myls.events is CRM and ERP platform to manage all event execution processes from planning to closing, based on Myls.framework.

It allows to automate all processes in one interface for executives, event/project managers, sales, marketing, HR, finance, support and back office.

- attendees, contractors and staff personal data management;
- agenda & venues scheduling with conflict check function;
- registration tool and participants attendance control;
- expo zone planning and construction management;
- transfer, catering and hospitality planning;
- technical equipment and facilities planning;
- tariffs, quotes and discounts management;
- invoicing, accounting and finance tool;
- notification and message distribution;
- sales funnels and marketing tools;
- attendees and partner loyalty program management;
- reports and analytics.



No more manual work in spreadsheets, all processes are AUTOMATED.

All tools in one and EASY TO USE interface.

Ability to CUSTOMIZE the platform for your particular needs.

Your team is efficient and you could finally enjoy by being principal!

Interface languages: English, Spanish, Russian.

Other languages localization is available as the part of customization pack (10. Support & customization).

4.1. CRM

CRM @ Myls.events combines elements of a database and tools for sales and marketing.



Attendees. Personal data, contact information, payment details, payments history, balance sheet, documents, attendance history, etc.

Contractors. General data, contact details, payment details, payments history, balance sheet, documents, etc.

Staff. Employees personal data, contact details, job description, compensation info, etc.

Partners. General data, contact details, partner program status, payment details, payments history, balance sheet, documents, etc.

Sponsors. General data, contact details, sponsorship details, payment details, payments history, documents, etc.

Venues. General data, owner's contact details, technical description and details.

Construction. General plan, detailed description, technical data, construction timing per unit, etc.

Tariffs. Pricing of all participation forms.

Event plan. Detailed plan of the event with timing, description, persons responsible, locations per item and etc.

Partner/Attendance program. Statuses description, benefits and pricing.

Sales funnels. Customizable tool for leads generation.

Tags & sorting. Features for items classification.

Questionnaire. Tool for customer survey.

Tasks/Meetings. Tool to manage tasks and schedule the meetings.

Invoices. Template for invoices (individuals, legal entities).

Branches/Franchises. List of inchain offices/franchisees with detailed description.

Agents. Partners (dealers, sales agents) data, terms of agreement, commission rate.

4.2. Automation

Automation is main ERP block which turns manual operations into computer managed ones.



Inquiries/Registration. Automated process of attendee registration or application to participate.

Attendance control. Automated tool to control (check and consolidate) the attendance of participants.

Badges. Tool to create and print badges.

Venues booking. Automated venues booking tool.

Scheduling. Automated scheduler with collision detection.

Catering. Tool to build menu for coffee breaks, lunches, dinners, etc.

Facilities. Tool to calculate and estimate facilities items.

Logistics. Tool to plan, consolidate and estimate transfers, flights, trains, cars and etc. for contractors, partners, attendees and etc.

Payrolls. List of incoming/outgoing payments with automated push function (integration with accounting SW is needed).

Hosting. Tool to plan, consolidate and estimate accommodation for participants.

Finance. Automated tool to calculate debts, reimbursements, refunds and etc.

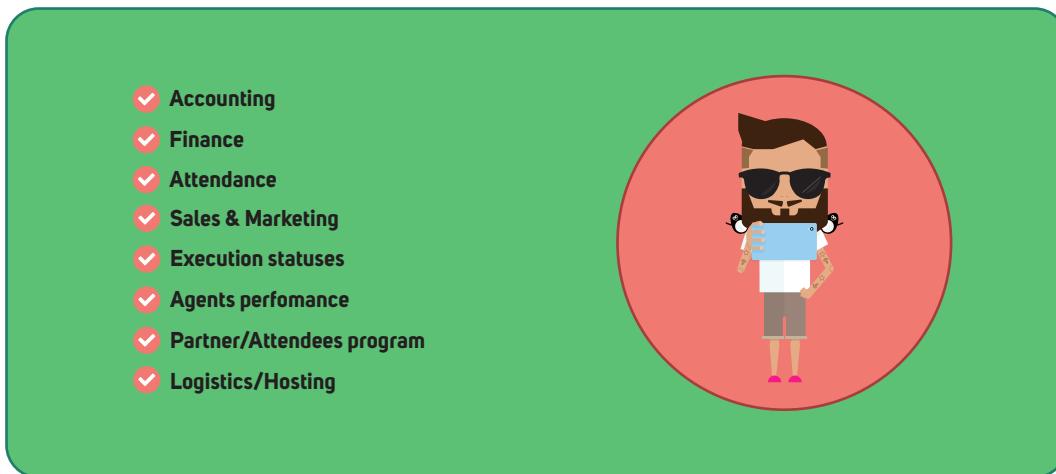
Notifications. All kinds of customizable internal triggers and notifications.

E-mailing/SMS. Tool to distribute e-mails and SMS.

E-mail & Docs templates. Customizable list of templates for e-mail/SMS distribution, request management and documents (contract, application form, invitations, etc.).

4.3. Reports & Analytics

ERP block to generate reports with multilevel filters and dashboard for analytics.



Accounting & Finance. Income/outcome reports, cash flow, financial metrics.

Attendance. Attendance consolidated report.

Sales & Marketing. Sales funnels output, marketing campaign reports analysis (integration with advertising platforms is required).

Agents performance. Results of agents activities (contribution & benefits).

Partners/Attendees program. Consolidated reports of all programs statuses and results.

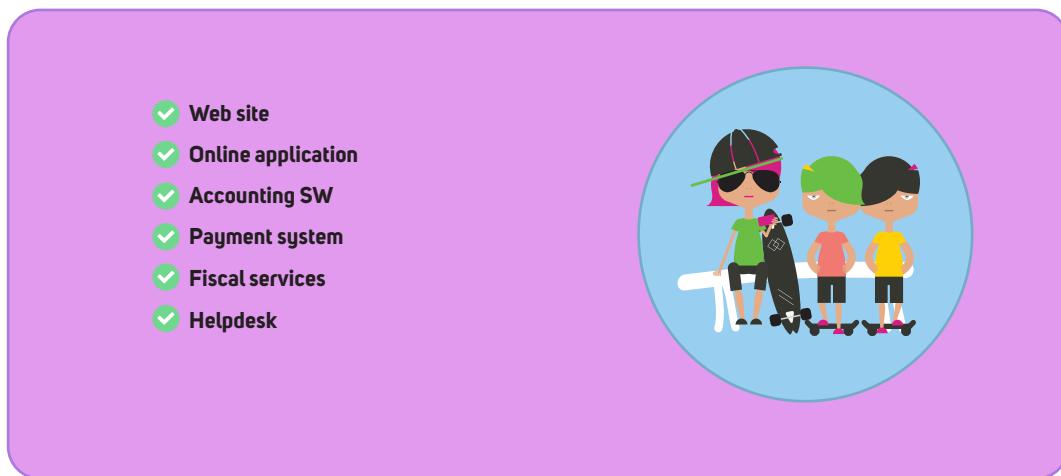
Logistics/Hosting. Consolidated report of planned and done arrangements of transfer, flights, reservations and etc.

4.4. Integration

Myls.events could become the core of the ecosystem to ensure 100% of possible automation in case of 3rd party API integration with software for accounting, online payments, fiscal reporting, etc.

Event's website could also be integrated: online registration form, participants personal accounts, online payments.

Helpdesk could be integrated for customer experience improvement and to implement post sales functions like LTV increase, customer retention, re-purchase, etc.



4.5. Security & Settings

Myls.events is SaaS product which works on highly secured servers supported by Myls team.

Internal platform security is also ensured by different access levels of users.

In case customer has any specific security related requirements, it could be also discussed as the part of customization pack (10. Support & customization).

In case customer has requirement to deploy SW on their corporate servers, on premise solution is also possible. Deployment fee will be added then (7. Myls.events. Pricing).

Myls.events platform Settings allow to manage internal profile, users access levels, system notifications, etc.

5. Myls.events. Mobile application

Myls.events mobile application is restricted version of web platform with the following features:

CRM. All participants, Sales funnels, Agents, Tasks.

Automation. Registration, Scheduling, Payrolls, Attendance control, Notifications.

Reports & Analytics. All.

Settings. Profile, System notifications.

Myls.events mobile app is available for iOS and Android.

6. Myls.events. Competitive landscape

There are no direct Myls.events competitors on local and global markets with all features available, but there's number of SW products which may resolve up to 80% of tasks Myls.events is resolving.

Some of them are highlighting on sales & marketing, but have very limited functionality on main processes automation.

Other have self-sufficient automation of all main processes, but these are project management tools mostly without possibility to estimate and track very critical processes like construction, facilities forecasting, hospitality and logistics, etc.

Myls.events is a tool which may support any kind of event even, including expos with very complicated construction process, several days conference with multilevel catering or multi venue facilities planning.

Another Myls.events advantage is flexible and easy customizable framework, so in case customer has any specific demand, it could be supported by Myls.

Myls team will take care of fast onboarding and painless migration of current data customer has, and also will take care of customer's team training.

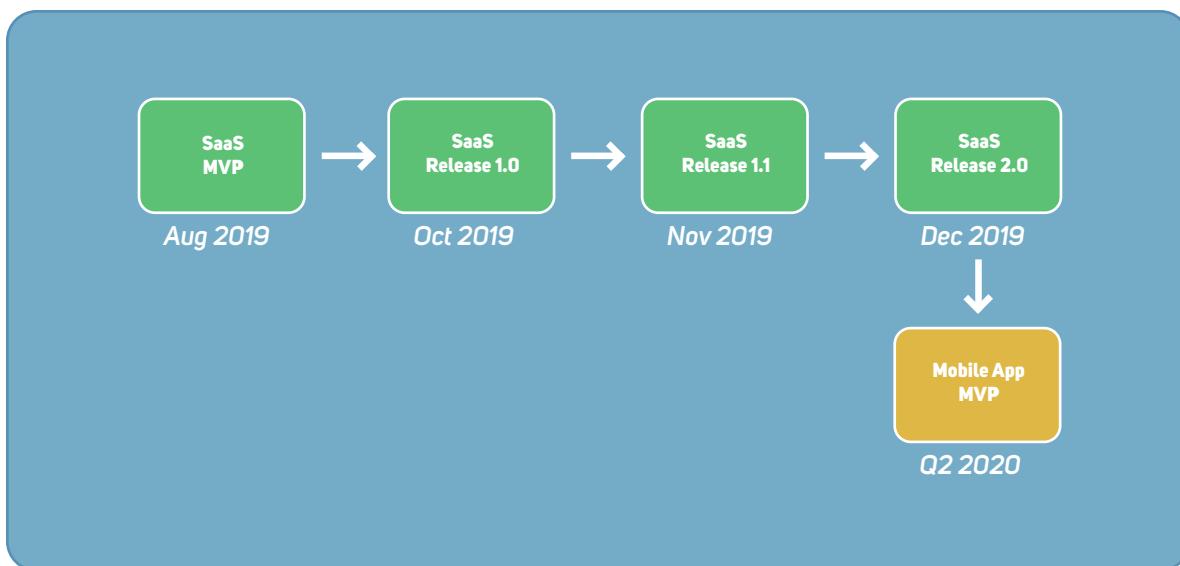
7. Myls.events. Pricing

Free of charge trial version is available within 20 days for 1 event execution.

	BASIC	PROFESSIONAL	PREMIUM
CRM	60 EUR per user per month	120 EUR per user per month	contact us for custom pricing
Automation	pay for 6 month - save 10% pay for 12 month - save 20%	pay for 6 month - save 10% pay for 12 month - save 20%	
Reports & Analytics	excl. Construction Sales funnels Questionnaires Branches	✓	
Integration	excl. Catering Facilities Logistics Hosting Finance	✓	
Support e-mail	Attendance Accounting	✓	
	X	✓	
	✓		

Customer data migration <i>existing database import to Myls.events</i>	30 EUR per hour
Customization <i>additional features development & implementation</i>	50 EUR per hour
Premium support <i>messengers, reply within an hour</i>	5 EUR per request <small>excl. PREMIUM tariff</small>

8. Myls.events. Roadmap



SaaS MVP

Aug 2019

CRM

- ✓ Attendees
- ✓ Contractors
- ✓ Staff
- ✓ Partners
- ✓ Sponsors
- ✓ Venues
- ✓ Construction
- ✓ Tariffs
- ✓ Event plan
- ✓ Partner program
- ✓ Attendees program



SaaS Release 1.0

Oct 2019

CRM	Automation	Reports & Analytics
...	✓ Inquiries/Registration	✓ Attendance
✓ Sales funnels	✓ Attendance control	✓ Sales & Marketing
✓ Tags & Sorting	✓ Badges	✓ Execution statuses
✓ Questionnaire	✓ Venues booking	✓ Agents performance
✓ Tasks/Meetings	✓ Scheduling	✓ Partner/Attendees program
✓ Invoices	✓ Notifications	
✓ Branches	✓ E-mailing/SMS	
✓ Franchisees	✓ E-mail & Docs templates	
✓ Agents		



SaaS Release 1.1

Nov 2019

CRM

Automation

Reports & Analytics

...

...

...

- Catering
- Facilities
- Logistics
- Hosting
- Payrolls
- Finance

- Accounting
- Finance
- Logistics/Hosting



SaaS Release 2.0

Dec 2019

CRM

Automation

Reports & Analytics

Integration

...

...

...

- Web site
- Online application
- Accounting SW
- Payment system
- Fiscal services
- Helpdesk



9. Myls.events. User story

Roles and responsibilities: Event (project) manager, Attendee, Partner/Sponsor, Contractor, Consultant, Sales & Marketing, Accountant, Finance, Legal, HR, Agent account (business development), Customer care, Project director, System administrator.

9.1. Event (project) manager

Event (project) manager is an employee of event executor.

Event (project) manager's personal data is located in CRM -> Staff.

Event (project) manager:

- fills in data in CRM (person responsible for all data consolidation from different sources and for data availability);
- takes care of all Participants (Attendees, Partners/ Sponsors, Contractors) relations management:
 - ~ 1st contact once lead becomes client;
 - ~ personal data validation;
 - ~ payments;
- ensures schedule consolidation;
- manages:
 - ~ constructions;
 - ~ venues;
 - ~ facilities;
 - ~ logistics/hosting;
 - ~ catering;
- responsible for documents flow and storage;
- makes sure payments are inline with attendance and extensions.

Administrator makes any own data changes via Project director or HR.

9.2. Attendee

Attendee is the Client of the event executor.

Attendee's personal data is located in CRM -> Attendees.

Attendee provides personal data, payment details, chooses tariff and or additional services, event programm to attend, uses accomodation and logistics services, if needed.

Attendee signs the contract and pays according to payment terms.

Attendee's participation is being checked by Event (project) manager.

Attendee makes any own data changes via Event (project) manager.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	limited	limited

9.3. Partner/Sponsor

Partner/Sponsor is a client of the event executor.

Partner/Sponsor's personal data is located in CRM -> Partners/Sponsors.

Partner/Sponsor provides legal entity data, contact person details, payment details, chooses tariff and or additional services, event programm to attend, uses accomodation and logistics services for the attendees it pays for, if needed.

Partner/Sponsor chooses schedule and confirmees terms of contract/signs contract and pays according to payment terms.

Partner/Sponsor makes any own personal data changes via Event (project) manager.

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	limited	limited

9.4. Contractor

Contractor is a counterparty (goods or services provider) of the event executor.

Contractor's personal data is located in CRM -> Contractors.

Contractor provides legal entity data, contact person details, payment details.

Contractor confirmees terms of contract, signs contract, provides goods or services and gets payment according to payment terms.

Contractor makes any personal data changes via Event (project) manager.

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	limited	limited

9.5. Consultant

Consultant is a counterparty (consulaty services provider) of the event executor.

Consultant's personal data is located in CRM -> Contractors or Staff.

Consultant provides legal entity data, contact person details, payment details.

Sometimes Consultant is the part of event executor's Staff.

Consultant confirmees terms of contract, signs contract, provides services (consultancy) and gets payment according to payment terms.

Consultant makes any personal data changes via Event (project) manager.

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	limited	limited

9.6. Sales & Marketing

Sales & Marketing is an employee of the event executor.
Sales & Marketing's personal data is located in CRM -> Staff.

Sales & Marketing is the owner of leads generation process, PR, marketing campaigns, SMM.

Sales & Marketing ensures event executor has all contact details and all preliminary lead qualification data.

Sales & Marketing responsible for:

- all potential customers' info escalation to other colleagues;
- communication with prospect until the moment he becomes participant;
- leads/prospects classification and analysis;
- market communication via different channels;
- branding;
- e-mails/SMS distribution;
- customers' surveys;
- sales & marketing analysis presenting to Project director.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

Sales & Marketing makes any personal data changes via Project director or HR.

9.7. Accountant

Accountant is an employee of the event executor.
Accountant's personal data is located in CRM -> Staff.

Accountant is responsible for:

- invoice template generation;
- payrolls consolidation;
- income/outcome reports validation;
- debts/refunding/reimbursements validation;
- forecast and estimates consolidation;
- tax service relations & accountant documents flow.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

Accountant makes any personal data changes via Project director or HR.

9.8. Legal

Legal is an employee of the event executor.
Legal's personal data is located in CRM -> Staff.

Legal is responsible for all event executor's official documents.
Legal approves all changes in any document template.

Legal makes any personal data changes via Project director or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.9. Finance

Finance is an employee of the event executor.
Finance's personal data is located in CRM -> Staff.

Finance has highest level of access to all finance related info, but some finance related actions are denied.

Finance is responsible for:

- cash flow;
- income/outcome deep analysis;
- accountant actions control;
- forecast and estimates analysis and approval;
- accounting and finance reports analysis;
- financial strategic planning.

Finance makes any personal data changes via Project director or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.10. HR

HR is an employee of the event executor.
HR's personal data is located in CRM -> Staff.

HR is responsible for:

- all staff compensation and benefits management;
- compensation budget consolidation;
- staff performance analysis;
- HR reports analysis.

HR makes any personal data changes via Project director.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.11. Agent account (business development)

Agent account/business development is an employee of the event executor.

Agent account/business development's personal data is located in CRM -> Staff.

Agent account/business development is responsible for:

- agents relations;
- loyalty program management.

Agent account/business development makes any personal data changes via Project director or HR.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

9.12. Customer care

Customer care is an employee of event executor.

Customer care's personal data is located in CRM -> Staff.

Customer care is responsible for all Participants and Staff support via all channels of communication available and for Participants' and Staff's issues escalation to colleagues responsible.

Customer care makes any own personal data changes via Project director or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	limited	limited
Integration	full	limited
Settings	full	limited

9.13. Project director

Project director is top manager of the event executor.

Project director's personal data is located in CRM -> Staff.

Project director is an executive person and responsible for all process management.

	view	edit
CRM	full	full
Automation	full	full
Reports/Analytics	full	full
Integration	full	full
Settings	full	full

9.14. System administrator

System administrator is an employee of the event executor.

System administrator's personal data is located in CRM -> Staff.

System administrator is responsible for supporting of Mys.events platform and an expert is all the platform's processes.

	view	edit
CRM	full	full
Automation	full	full
Reports/Analytics	full	full
Integration	full	full
Settings	full	full

10. Support & customization

Myls support team is available from Monday to Friday from 9:00 to 18:00 GMT+2 time zone.

Contacts of support team are:

support@myls.events

We reply within a working day.

Coming soon:

online chat (working hours)

feedback form (out of working hours)

11. Myls team contacts

Want to become our customer or strategic partner?

Please contact **av@myls.events**

Any questions on technical integration or partnership?

Please contact **aa@myls.events**

12. Other Mys products

Mys.framework and Mys company business model allows us to successfully work on different niche markets with complicated internal processes, big number of customers/partners and lack of automatization.

For today Mys team is happy to offer several others turnkey solutions:

Mys.film.distribution - SaaS for rights management and film distribution.

Mys.school - SaaS for educational institutions management.

Mys.clinics - SaaS for hospitals, clinics, dental clinics, beauty clinics, beauty salons, gyms.

Thank you!

Myłs

info@mylscompany.com
mylscompany.com