BUSINESS EXPANSION REPORT

ODESSA TECHNOLOGIES

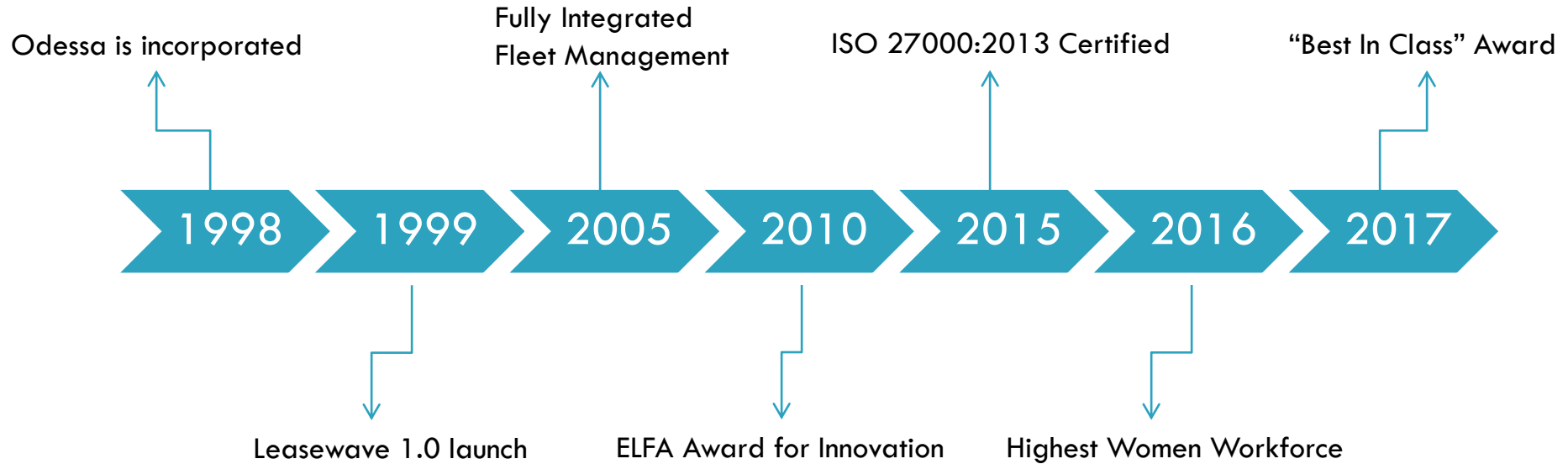By SRIRAM K   Guidance of L. Venkatesan

"Great things in business are never done by one person, they are done by a team of people"

-Steve Jobs

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Lets know the Milestones!

Odessa is incorporated

Fully Integrated Fleet Management

ISO 27000:2013 Certified

"Best In Class" Award

1998 · 1999 · 2005 · 2010 · 2015 · 2016 · 2017

Leasewave 1.0 launch

ELFA Award for Innovation

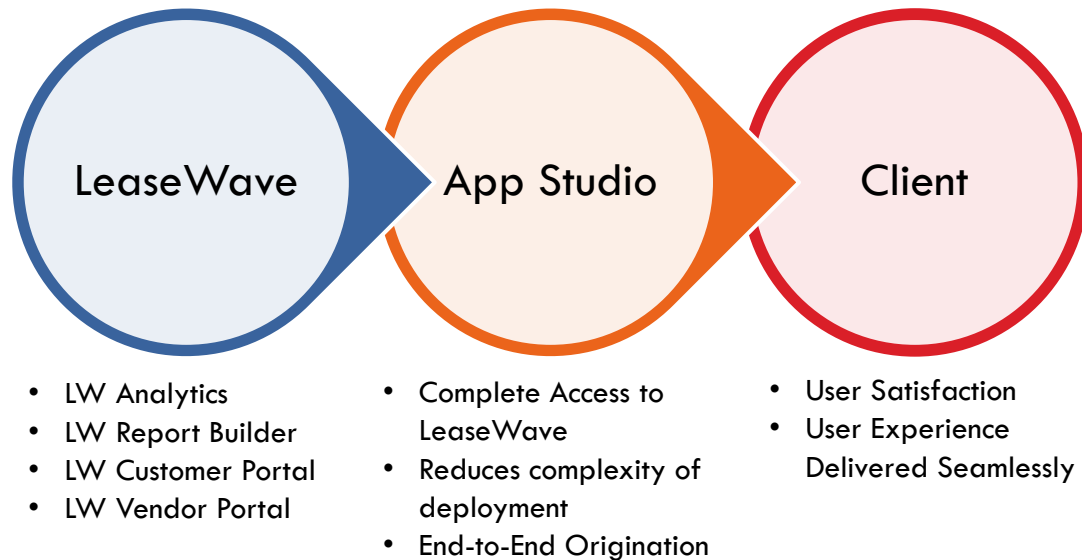Highest Women Workforce

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Who are our Official Partners?

Proud to mention some of our Growth Partners.

Let's see our Product flow!

Providing end-to-end solutions is penultimate.

LeaseWave → App Studio → Client

LeaseWave
- LW Analytics
- LW Report Builder
- LW Customer Portal
- LW Vendor Portal

App Studio
- Complete Access to LeaseWave
- Reduces complexity of deployment
- End-to-End Origination

Client
- User Satisfaction
- User Experience Delivered Seamlessly

Complex Backend. Simpler Delivery.

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What is the significance of LeaseWave?

LeaseWave contains 4 modules that manages the complete structure.

MONEY LAUNDERS
- CRM
- Lease & Loan
- Product Modification

MONEY LAUNDERS
- CRM
- Proposal Management
- Vehicle Configuration

Fleet Management

Equipment Finance

LeaseWave

Mobility

Analysis

KEY WORKS
- Data Source
- Comparative analysis
- Collaborative analysis

APPLICATIONS
- Vendor app
- Customer app
- Sales app
- Credits app
- Configure app

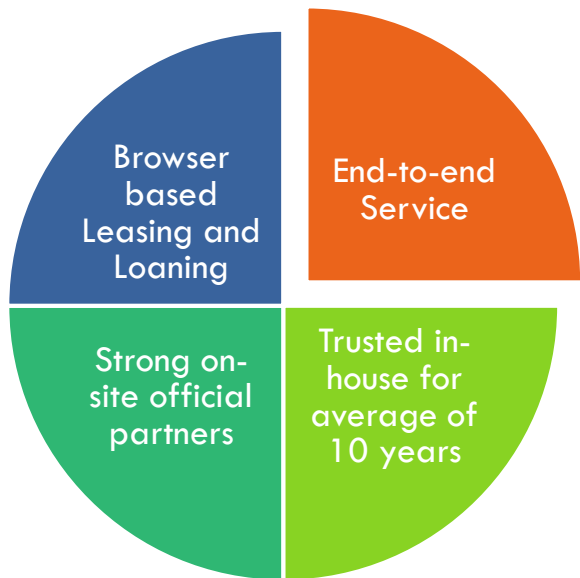Odessa Technologies®
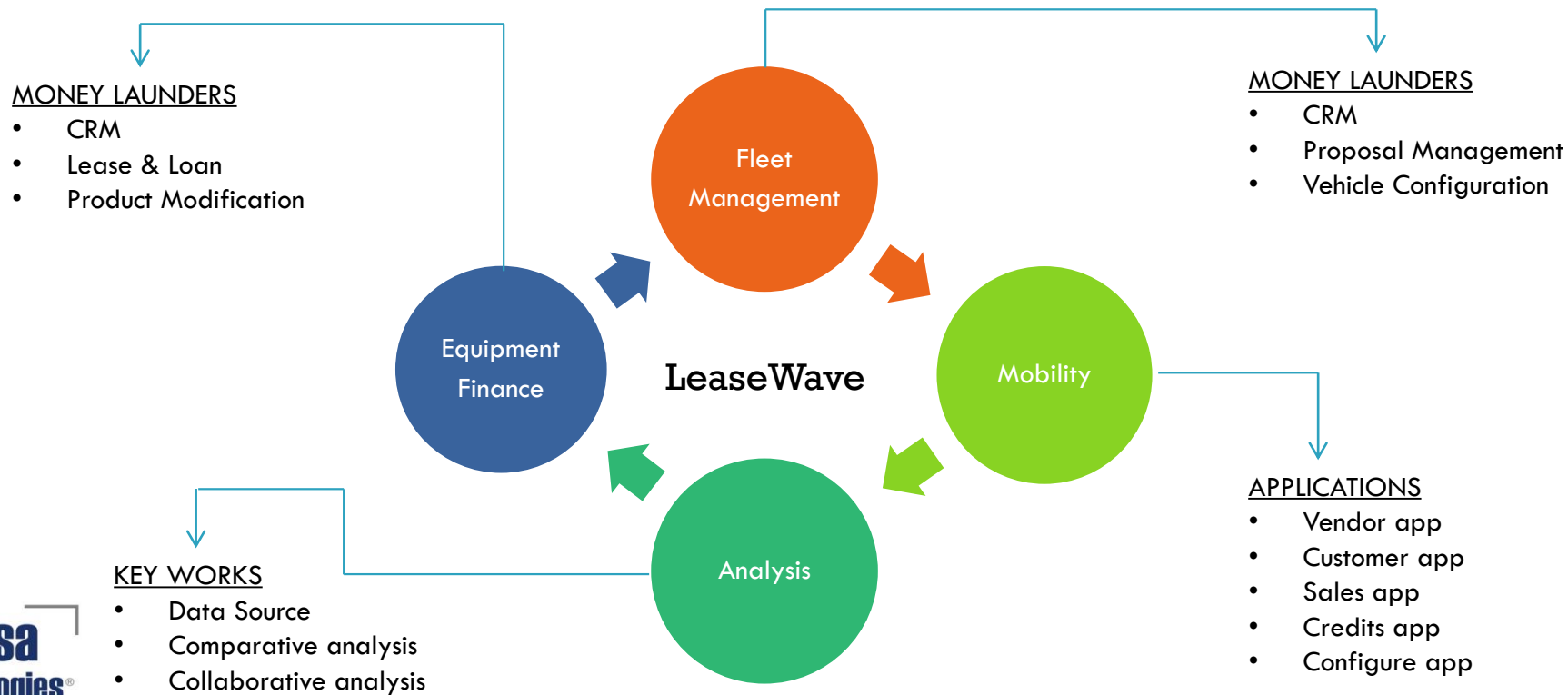
What do we understand about APP STUDIO?

App Studio delivers direct access to LeaseWave application.

- Direct 3rd party tie-up
- Lesser complexity of Deployment & Compatibility

CONFIGURE

BUILD

- Single platform
- Unified database
- Fast Deployment

EXTEND

- Future-ready
- Upgrade-compatible
- Agile prototyped Development(APD)

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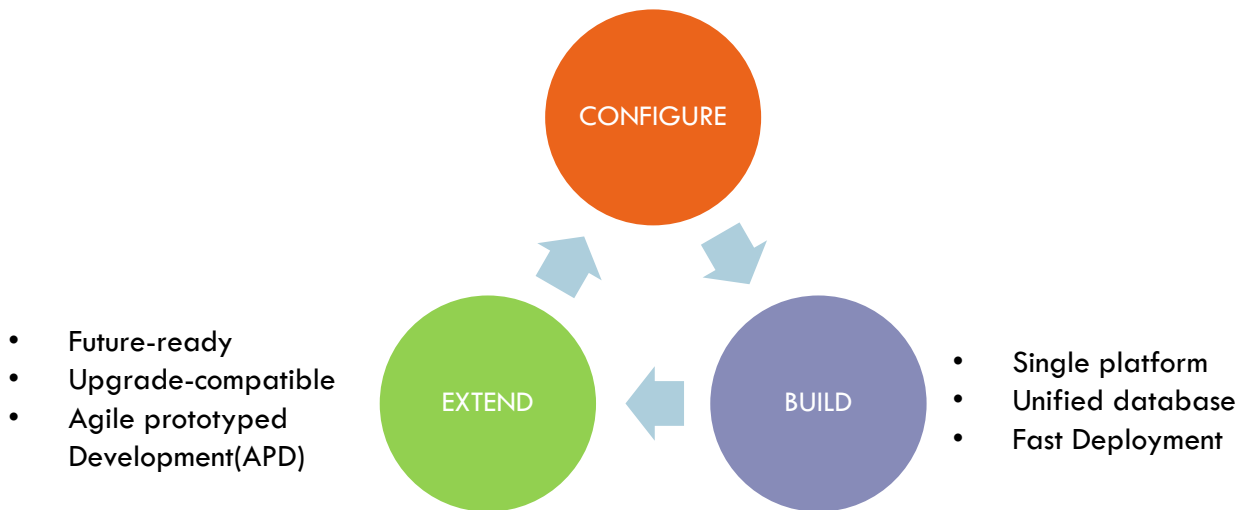
We need to evaluate ourselves to the Market Leader

With accordance to TCO(Total Cost of Ownership) analysis…

ODESSA TECHNOLOGIES pie chart:
- Browser based Leasing and Loaning
- End-to-end Service
- Strong on-site official partners
- Trusted in-house for average of 10 years

AMERICAN CAPITAL GROUP pie chart:
- Business Aid for other companies
- Funding more than 20K customers and 30K vendors
- Seasonal Payment plans and Step-up lease
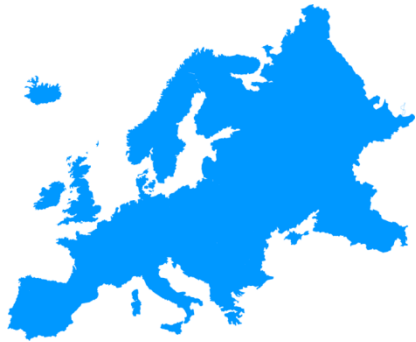- Minimum of 2 years pact-up

Leasing prevalent regions!

Giants in 'Leasing'.

EUROPE　　　　　**USA**　　　　　**INDIA**　　　　　**AUSTRALIA**

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Where can we put our focus on?

South Africa is the most developing nation in Africa!

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                        ┌──────────────┐
                        │    SOUTH     │
                        │    AFRICA    │
                        └──────┬───────┘
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│ Johannesburg  │ │ East Rand │ │ Cape Town │ │  Pretoria │
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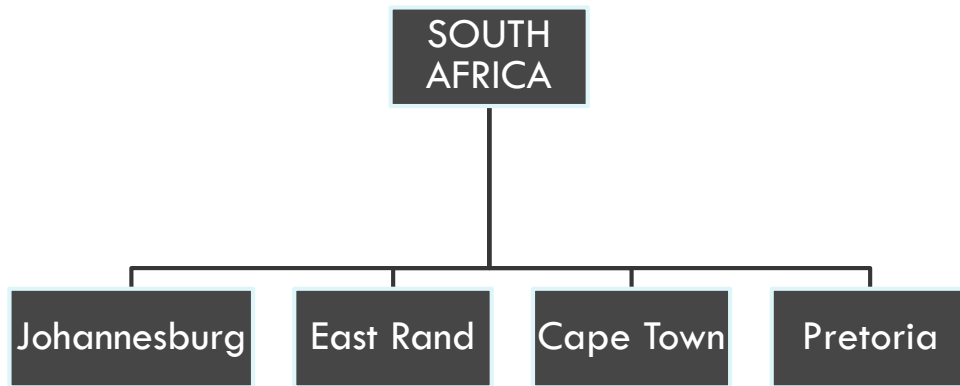
SIGNIFICANCE :

- Highly civilized people
- High GDP(Gross Domestic Product) rises up to $17,361
- Loan based buying of commodities
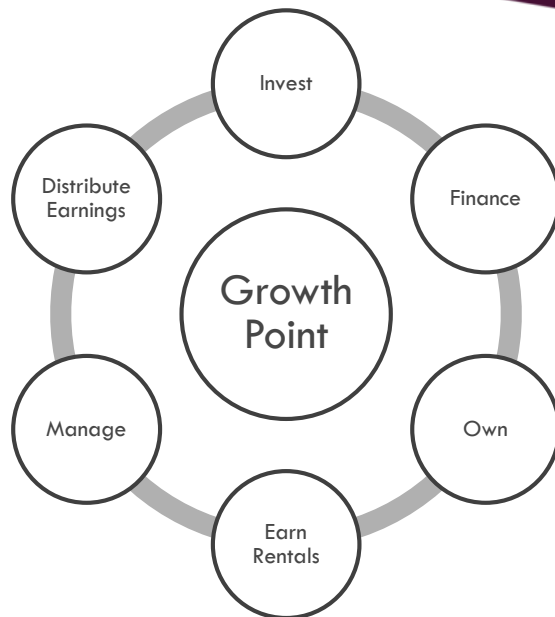- Collateral buying of Assets (Barter System)

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South Africa-Market Dynamics

They are the Big Financing Firms of South Africa and their current business models.

BLUE CHIP

BlueChip Finance & Loans

- Loan on Asset
- Loan on Cars
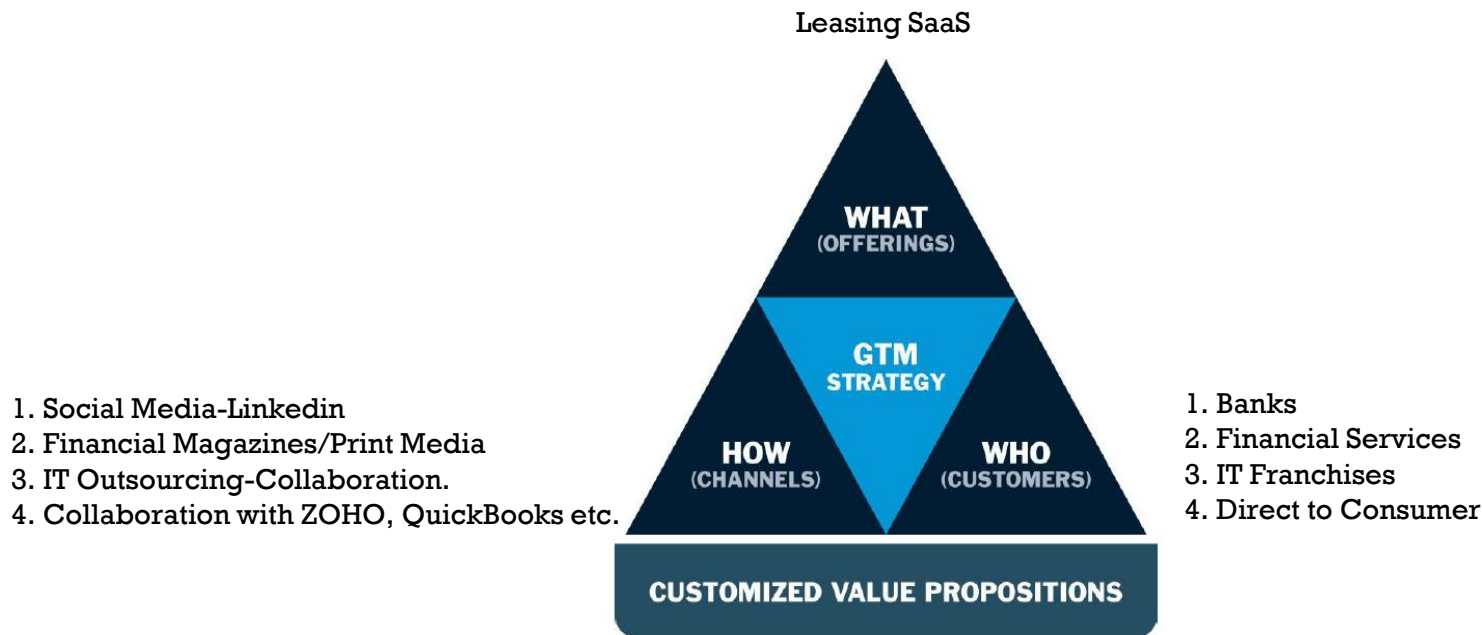- Loan on Properties
- Vehicle Finance Loan
- Business Promo Loan

GROWTHPOINT PROPERTIES

Growth Point
- Invest
- Finance
- Own
- Earn Rentals
- Manage
- Distribute Earnings

TUHF

HOW WE WORK:

STEP 1 Identify an inner city area in which you would like to invest, in line with your knowledge & experience

STEP 2 Find an existing building or site for a new building

STEP 3 Identify the owner and agree on a purchase price

STEP 4 Apply to TUHF for finance

STEP 5 Credit approval

STEP 6 Meet the conditions of the approval & sign loan agreement. Guarantees are paid.

STEP 7 Registration of property takes place & construction starts.

STEP 8 Construction complete, rent up and cyclical processes.

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Business Expansion Approach

We collate information to drive GTM Strategy

Leasing SaaS

1. Social Media-Linkedin
2. Financial Magazines/Print Media
3. IT Outsourcing-Collaboration.
4. Collaboration with ZOHO, QuickBooks etc.

1. Banks
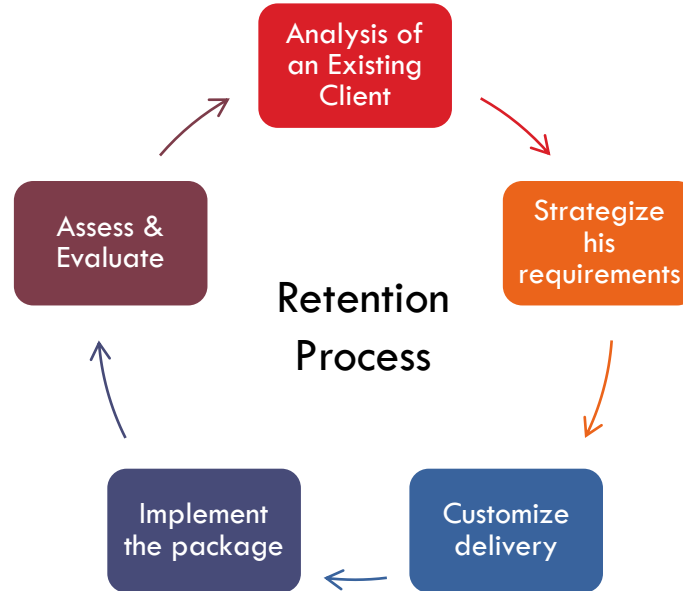2. Financial Services
3. IT Franchises
4. Direct to Consumer

Business Expansion Approach

Our Retention Approach

Assess & Evaluate Criteria:
1. Define Parameters
2. Design reports
3. System Performance
4. UI/UX evaluation

Analysis of an Existing Client

Strategize his requirements

Assess & Evaluate

Retention Process

Implement the package

Customize delivery

Iterations:
1. As in Agile process
2. Periodic servicing
3. Regular updates
4. Training
5. Regular feedback

THINK ABOUT IT! TEAM WORK, WORKS.