0:0:0.0 --> 0:0:3.290  
PERSON A  
So here we go. Welcome to our tech Arctic Architecture Council.

0:0:3.990 --> 0:0:6.0  
PERSON A  
And first one in June this year.

0:0:6.680 --> 0:0:9.930  
PERSON A  
And it's been a month since we had the last one, but just to reiterate.

0:0:10.670 --> 0:0:37.30  
PERSON A  
We didn't review of the SO assessment needed by PERSON B. PERSON B went to portfolio council afterwards to present it and get whitelisting. We got that from Denmark and Finland during the portfolio Council meeting, but Sweden and Norway had to go back to to secure that. But it came rather quickly. So today we have full whitelisting log, SO from Portfolio Council as well, and the implementation is processing.

0:0:39.460 --> 0:0:39.850  
PERSON A  
Today.

0:0:40.630 --> 0:0:45.260  
PERSON A  
Good. Justin, adoption platform, that's a recommendation also led by PERSON B.

0:0:47.670 --> 0:0:52.820  
PERSON A  
So basically PERSON B, I think the stage is yours for a presentation and the discussion.

0:0:54.780 --> 0:1:1.710  
PERSON B  
Yep, I have also invited earlier, but he notified that he'll be a few minutes late due to some.

0:1:3.180 --> 0:1:5.510  
PERSON B  
Some errands that he has to run.

0:1:6.670 --> 0:1:8.350  
PERSON B  
Alright, let me share.

0:1:9.660 --> 0:1:11.910  
PERSON B  
Let me share my screen.

0:1:24.790 --> 0:1:26.410  
PERSON B  
Let me know when you can see it.

0:1:29.850 --> 0:1:30.130  
PERSON A  
Yep.

0:1:31.630 --> 0:1:31.970  
PERSON C  
Yep.

0:1:32.130 --> 0:1:32.480  
PERSON B  
OK.

0:1:34.80 --> 0:1:35.770  
PERSON B  
Ohh really is also here. Hi.

0:1:38.850 --> 0:1:45.240  
PERSON B  
OK, good. So today we're talking about the customer digital adoption platform.

0:1:46.700 --> 0:1:47.190  
PERSON B  
Umm.

0:1:48.320 --> 0:1:49.130  
PERSON B  
First of all.

0:1:50.0 --> 0:1:58.380  
PERSON B  
I'd like to take a step back from the main topic, but to reiterate that we are surrounded by software.

0:1:59.520 --> 0:2:5.890  
PERSON B  
Uh, it is everywhere we go. It is present in any kind of devices nowadays, starting from.

0:2:6.640 --> 0:2:17.370  
PERSON B  
Transportation like planes, cars, uh space shuttles, you know, ending with kitchen appliances, it's everywhere and it's connected and.

0:2:18.80 --> 0:2:24.460  
PERSON B  
It's getting more and more involved with with us humans and we interact.

0:2:25.350 --> 0:2:28.670  
PERSON B  
With this offer everyday and the main.

0:2:30.720 --> 0:2:49.480  
PERSON B  
The main the main thing is how the the quality of interaction, so whether that's efficient, how we interact it, can we adopt it, the software and the solution to our lives or can or we cannot, and that determines whether it, the product itself is good or not.

0:2:50.680 --> 0:2:53.270  
PERSON B  
Whether that's suitable for us and.

0:2:54.670 --> 0:3:1.380  
PERSON B  
That leads us to the term digital adoption, what it is and basically that's.

0:3:2.270 --> 0:3:3.100  
PERSON B  
That is.

0:3:4.720 --> 0:3:18.200  
PERSON B  
That is a way how to adopt any given resource you are presented with and make use of that to understand it and to use it to its best capability to serve your purpose.

0:3:19.720 --> 0:3:33.110  
PERSON B  
It's a very long description, but the shorter one would be learning how to use anything you face and why digital. Because we are talking about software. Therefore that's digital.

0:3:34.400 --> 0:3:38.320  
PERSON B  
So what articles and objectives of digital adoption?

0:3:39.880 --> 0:3:47.450  
PERSON B  
And it's very simple. I I'm fairly certain and everyone of us have seen it. So it's the.

0:3:48.520 --> 0:3:51.820  
PERSON B  
Tool tips, announcements, walkthroughs.

0:3:53.260 --> 0:3:57.80  
PERSON B  
Any kind of self service functionality guidance through.

0:3:57.230 --> 0:4:0.100  
PERSON B  
Ohm some features and whatnot.

0:4:2.0 --> 0:4:4.200  
PERSON B  
And I know it takes for the back end users.

0:4:5.30 --> 0:4:5.580  
PERSON B  
Umm.

0:4:7.140 --> 0:4:37.230  
PERSON B  
So basically, I'm sure you all have seen when you install a new app on your phone for example, there's a short guide on how to use it, or when you subscribe to a new service and a web, you get this short walkthrough with highlighting the major key features. That's basically is the adoption helper. What we are talking about today. And of course there comes many benefits with such platforms or such tools or.

0:4:37.550 --> 0:5:7.200  
PERSON B  
Augmenting augmentation of the existing tools we have or or customer services. Obviously we increase the efficiency of customer onboarding and therefore that increases the product or service usage. And when people are using the things we offer more, they are obviously spend more money which is good for us and they they can resolve their the challenges they faced themselves.

0:5:7.700 --> 0:5:33.70  
PERSON B  
And therefore reducing the the the turn and the overhead work on the back end resources like our stuff that has to go through requests and tickets and whatnot and also it helps us to launch new features faster to the market, we can be sure that something new we launch, we'll reach the customers fairly quickly because they will know about it.

0:5:34.780 --> 0:5:40.330  
PERSON B  
And So what would be the owners of such such platforms? Such tool?

0:5:40.950 --> 0:5:51.110  
PERSON B  
Umm, you know Tia that would be 2 main groups that would be ecommerce and last cycle management and there are a few applications that go under that.

0:5:51.840 --> 0:6:18.630  
PERSON B  
Umm and initial scope we have looked at Ishop cloud Portal which is ecommerce and asset management in my atea as a life cycle management applications and they will use pretty much the same thing. And what I need to point out that owners are responsible to maintain the content of the.

0:6:19.10 --> 0:6:30.810  
PERSON B  
Uh update guides of the pop ups and whatnot in their own application, so it's it's one single tool, but it's owned and managed by several groups, and those groups are.

0:6:32.270 --> 0:6:38.340  
PERSON B  
Have the full control and full ownership of anything that they put out to customers.

0:6:41.900 --> 0:6:48.570  
PERSON B  
Why we need it? Well, first of all, we don't have it. That's that would be #1 obvious.

0:6:49.830 --> 0:6:52.300  
PERSON B  
Obvious answer, but again.

0:6:53.10 --> 0:7:6.410  
PERSON B  
The market and the digital option solutions is growing rapidly and companies are investing heavily to make sure that the products and services are.

0:7:7.910 --> 0:7:31.250  
PERSON B  
Are are usable and if atea wants to be ahead of the curve and be market leader, we need to know what customers want because their needs and and wants they they change constantly in everyday basis and we want our customers to return. We want to keep in touch with our customers rather than being a one time transaction when they purchase something and leave.

0:7:32.30 --> 0:7:47.780  
PERSON B  
So we want to make our services attractive and interactive, so the the people feel like they are interacting with the services we provide and therefore are willing to use them and therefore bring more money for us.

0:7:48.710 --> 0:7:50.380  
PERSON B  
Uh, beginning revenue and.

0:7:51.720 --> 0:7:56.890  
PERSON B  
So we had, look, we had a look at number of tools with at least was very long because.

0:7:58.110 --> 0:8:0.640  
PERSON B  
The market is ever growing and.

0:8:1.370 --> 0:8:16.400  
PERSON B  
Actually, since we started looking into those solutions, uh, the market player number has increased significantly, but we had several demos. We had 6 demos with vendors and from those six we shortlisted 3.

0:8:17.180 --> 0:8:46.370  
PERSON B  
Uh, those three are PRODUCT A PRODUCT B and PRODUCT C, so shortly about all of them. PRODUCT A is one of the major players in Europe. It's it's an enterprise enterprise grade platform with very, very good usability. Anyone can create a guide. It's very flexible, very adoptable and within the package they also include the customer journey technician. So it means there's a dedicated person.

0:8:46.630 --> 0:8:48.50  
PERSON B  
That helps us to build.

0:8:48.750 --> 0:9:7.240  
PERSON B  
Anything we want and to adopt the product for our needs to our branding, to our content so that it's maximized the full potential of their platform. The second one is the PRODUCT B, it's a growing company, it's an upcoming player in the market.

0:9:8.320 --> 0:9:9.430  
PERSON B  
Also based off Europe.

0:9:10.90 --> 0:9:10.790  
PERSON B  
Umm.

0:9:11.560 --> 0:9:25.690  
PERSON B  
It is also very flexible, it's it's all it is very robust. So while it might lack some UX features, it it is very technically capable, but it's not that user friendly.

0:9:26.90 --> 0:9:29.460  
PERSON B  
Umm. However, it's it's very competitively priced.

0:9:30.450 --> 0:9:45.120  
PERSON B  
And the third one is PRODUCT C, which is it's an enterprise solution pretty much with all the bells and whistles that you would ever want and need in a solution. It's highly customizable and yeah.

0:9:46.40 --> 0:9:53.50  
PERSON B  
Also very user friendly, but that comes with the price and the price is we can see the price difference is here.

0:9:54.250 --> 0:9:54.860  
PERSON B  
Umm.

0:9:56.140 --> 0:10:1.290  
PERSON B  
So yeah, I won't go too much on those. So what is our recommendation?

0:10:2.820 --> 0:10:23.400  
PERSON B  
Most of the tools, if not all of them meet the the all basic business requirements. All the requirements we have but they, as they say, the devil is always in the detail and only in demos we could we could really see the true nature of those platforms and from all of them user lane is the.

0:10:24.260 --> 0:10:26.710  
PERSON B  
Is the best solution in our opinion.

0:10:27.580 --> 0:10:28.70  
PERSON B  
Umm.

0:10:28.990 --> 0:10:34.600  
PERSON B  
Because it's it's enterprise great, but it's not priced as enterprise solution.

0:10:35.940 --> 0:10:36.360  
PERSON D  
Honey.

0:10:35.560 --> 0:10:40.340  
PERSON B  
It's very capable, it's very user friendly and it has.

0:10:41.400 --> 0:10:49.0  
PERSON B  
By far the best multi language support, which is also pretty important for us as we operate in different markets.

0:10:49.930 --> 0:11:12.0  
PERSON B  
And the second one would be would be PRODUCT B because it's very, very, very good value, it's very robust and it's very straightforward. And the third one is opt, if it's really good, it's it's truly very good solution, but it's it's it's pretty pricey one. So therefore it landed on the 3rd.

0:11:12.760 --> 0:11:14.740  
PERSON B  
Uh, third place of our list.

0:11:15.700 --> 0:11:23.200  
PERSON Bx  
And that's pretty much the IT there's also appendix in the presentation with the data about.

0:11:26.660 --> 0:11:36.710  
PERSON B  
Deep market about case studies and metrics in our own applications, but I won't go into those at the moment.

0:11:38.450 --> 0:11:38.900  
PERSON B  
We can.

0:11:39.660 --> 0:11:41.570  
PERSON B  
I should have presentation afterwards, alright?

0:11:43.700 --> 0:11:44.180  
PERSON A  
Talking.

0:11:45.800 --> 0:11:50.110  
PERSON E  
So we had the similar product called PRODUCT D.

0:11:50.780 --> 0:11:51.130  
PERSON B  
Yes.

0:11:51.790 --> 0:11:56.840  
PERSON E  
It would be good if you at least mention it in your presentation why you didn't consider it.

0:11:57.60 --> 0:11:57.970  
PERSON B  
Ah yes.

0:11:57.660 --> 0:11:58.710  
PERSON E  
For for this part.

0:11:59.500 --> 0:12:1.500  
PERSON B  
Yes, so uh.

0:12:2.390 --> 0:12:7.860  
PERSON B  
We eliminated that solution because of the pricing model they have. They are.

0:12:8.20 --> 0:12:15.650  
PERSON B  
Umm, focusing on user numbers and with the customer facing user numbers we have.

0:12:16.340 --> 0:12:18.370  
PERSON B  
Uh, the price would be just unbearable.

0:12:19.780 --> 0:12:20.570  
PERSON B  
Whether as.

0:12:22.70 --> 0:12:28.760  
PERSON B  
For example PRODUCT A, they have all included package where you pay for the application and support.

0:12:29.450 --> 0:12:31.540  
PERSON B  
But they don't care how many users you have.

0:12:32.470 --> 0:12:37.50  
PERSON B  
So therefore it's, yeah, it's more reasonable to your tasks solution.

0:12:38.280 --> 0:12:40.900  
PERSON E  
But in the presentation it would be good if you.

0:12:40.920 --> 0:12:42.830  
PERSON B  
Yes, yes. Yeah, that's true.

0:12:41.600 --> 0:12:49.830  
PERSON E  
Because it was quite recently, we decided on the on that tool. So just mention it in your presentation. That would be fantastic.

0:12:50.420 --> 0:12:52.190  
PERSON B  
Yeah. Alright. Thank you. Yeah.

0:12:54.640 --> 0:13:4.90  
PERSON A  
I have a question on the pricing. I know PRODUCT C is very pricey, but it sounds like you are also really impressed by what it offers us. What is would there be anything that actually?

0:13:5.250 --> 0:13:19.680  
PERSON A  
Would allow us to pay that price in in other benefits. Is the maintenance of how you build up the the UX part is that easier to do an action than it is in PRODUCT A and could that make a make a difference on the price evaluation for us?

0:13:20.200 --> 0:13:28.290  
PERSON B  
No, I don't think so. But judging by the demos we had, they are making neck and it didn't make sense to pay double the price.

0:13:29.800 --> 0:13:34.820  
PERSON A  
And has security been involved? Is there anything we should have security involved in in this?

0:13:35.950 --> 0:13:37.410  
PERSON A  
Are we storing data anywhere?

0:13:38.370 --> 0:13:38.630  
PERSON B  
You know.

0:13:45.970 --> 0:13:47.670  
PERSON A  
OK. Other questions or comments?

0:13:49.470 --> 0:13:50.40  
PERSON F  
Yep.

0:13:48.270 --> 0:14:17.730  
PERSON G  
Yeah, I have some first stuff I I think we need to include the PRODUCT D as you say, because someone will ask later on a year from now, you know, what the heck do you do not consider it. So it needs to be in here. That's kind of evidence for it. The other part I have is that as we go to portfolio Council, we always ask for position it into the North Star architecture and we should have it here as part of the ITECH as well. So we can reuse that later on. But that's for the future, right. But we need to have it in here because it will be reused as soon as you go to portfolio Council.

0:14:19.420 --> 0:14:37.230  
PERSON G  
3rd Part I have is you know what kind of tool is this because I have a little bit of an issue to position this. To me it's the tools and methods application or tool set. You know something that you use to enhance other tools. It's not a tool that that you provide to the end user directly.

0:14:38.200 --> 0:14:41.870  
PERSON G  
So it's it's something that that I enrich other solutions.

0:14:42.830 --> 0:14:49.110  
PERSON G  
And thereby I believe it's it's part of the enabling platforms and so on and not owned by an application itself.

0:14:51.220 --> 0:15:1.890  
PERSON G  
But is there another view of this? Because this is, you know, I see that it's can as well support dynamics in the future and so on, right? If we want to implement that, it's a, it's a great platform to do that.

0:15:5.570 --> 0:15:7.210  
PERSON B  
Yes, I guess, yeah.

0:15:5.800 --> 0:15:12.490  
PERSON E  
I would, I would follow up and I want and have it. Could we used it for PRODUCT E instead of the PRODUCT D. Now could we have one too?

0:15:14.180 --> 0:15:14.870  
PERSON B  
We could have, yeah.

0:15:16.200 --> 0:15:30.230  
PERSON H  
But I think the major selling point of as I believe PRODUCT D and that's please correct me if I'm wrong, was that PRODUCT E the water of the main requirements was for it to integrate with the classical interface.

0:15:31.210 --> 0:15:32.20  
PERSON E  
That was both.

0:15:31.440 --> 0:15:32.450  
PERSON H  
But only if you are.

0:15:34.670 --> 0:15:35.150  
PERSON E  
Uh.

0:15:36.120 --> 0:15:37.170  
PERSON I  
True, true.

0:15:38.50 --> 0:15:38.490  
PERSON I  
Sorry.

0:15:38.800 --> 0:15:39.90  
PERSON E  
Yeah.

0:15:37.820 --> 0:15:41.470  
PERSON H  
So so I I I I don't believe PRODUCT A is capable of doing that.

0:15:42.840 --> 0:15:48.800  
PERSON G  
But it needs to be checked, right? Because it's it is a possibility there as well. If it has not been put in play yet N PRODUCT D.

0:15:49.890 --> 0:15:52.230  
PERSON G  
We should at least raise it that this is a possibility.

0:15:53.140 --> 0:16:5.840  
PERSON G  
I know that all guests not on the call, but you know this is this is a very wide platform, it can, it can provide a lot of value to not only the selected applications that Elias on to be sunbrella but a lot of the other possibilities as well, right.

0:16:7.540 --> 0:16:7.780  
PERSON B  
Yes.

0:16:8.710 --> 0:16:21.150  
PERSON B  
Well, initially it was the main requirements that were discussed were were for customer facing applications and yeah. But of course we can expand that because they also of course offer.

0:16:21.810 --> 0:16:22.330  
PERSON B  
Umm.

0:16:23.270 --> 0:16:31.230  
PERSON B  
Offer any kind of internal patient support as well, including SAT which is mentioned in their site as a customer. So.

0:16:39.860 --> 0:16:40.30  
PERSON B  
Yeah.

0:16:31.840 --> 0:16:43.690  
PERSON G  
Because even if the other doesn't have a requirement today, it would be bad if we bring yet another doc tool just because dynamics needs once and PRODUCT E needs one, and then catalyst one believes that they need something and we're being in a fourth one.

0:16:45.610 --> 0:16:46.10  
PERSON B  
Yeah.

0:16:45.430 --> 0:16:52.200  
PERSON G  
So it would be nice to have one, you know, this kind covers everything. If you want to go away from this one. Sure, you can do that, but you need a good reason for it.

0:16:53.800 --> 0:16:54.110  
PERSON B  
OK.

0:16:56.880 --> 0:16:57.180  
PERSON B  
Right.

0:16:59.590 --> 0:17:0.0  
PERSON B  
Yes.

0:16:57.770 --> 0:17:0.160  
PERSON F  
I raised my hand, maybe.

0:17:0.350 --> 0:17:0.600  
PERSON F  
OK.

0:16:59.460 --> 0:17:0.920  
PERSON A  
Yes, your turn.

0:17:5.100 --> 0:17:16.90  
PERSON F  
I missed the store to the meeting. Sorry for that. So I don't know what is this service is doing. I don't know if it's in service or it's an on Prem solution but doesn't it process any of atea data?

0:17:18.980 --> 0:17:25.640  
PERSON B  
Uh, not really. It's a it's a sad solution. It's basically.

0:17:26.460 --> 0:17:36.20  
PERSON B  
Courtney, but that is added to the web page which invokes a JavaScript library which is like an overlay of highlighting elements in a page.

0:17:38.240 --> 0:17:38.870  
PERSON F  
OK.

0:17:37.70 --> 0:17:39.640  
PERSON B  
Umm, it doesn't store any kind of user data.

0:17:40.250 --> 0:17:40.800  
PERSON F  
OK.

0:17:40.250 --> 0:17:43.460  
PERSON E  
You're you remember Clipper. He's like you're that old.

0:17:43.910 --> 0:17:44.560  
PERSON F  
Yeah.

0:17:44.600 --> 0:17:48.270  
PERSON E  
Yeah. So this is a Clipper for the the the next generation.

0:17:47.660 --> 0:17:49.230  
PERSON F  
OK, OK.

0:17:48.950 --> 0:17:54.210  
PERSON D  
It's like is this the same one we've had in in Montrose, the little guy in the down left corner?

0:17:54.770 --> 0:17:55.740  
PERSON F  
Yeah. OK.

0:17:55.580 --> 0:17:57.190  
PERSON D  
That's the that's PRODUCT A.

0:17:58.950 --> 0:18:6.890  
PERSON G  
But but there isn't analytics part a shared as part of PRODUCT A. What kind of analytics is that and what kind of data is it based on?

0:18:7.930 --> 0:18:24.820  
PERSON B  
It counts like how many clicks there wasn't a particular notification that we publish. Or let's say there's a walkthrough guide and it just monitors how many users have completed the guide on which that the majority have dropped and so forth.

0:18:25.620 --> 0:18:26.630  
PERSON F  
OK, so let's.

0:18:25.730 --> 0:18:28.600  
PERSON B  
Without indicating any kind of user identity.

0:18:32.180 --> 0:18:33.900  
PERSON F  
OK, then I rest my case.

0:18:38.660 --> 0:18:39.240  
PERSON A  
And the other.

0:18:38.420 --> 0:19:3.620  
PERSON G  
So I I have more. Of course I have more when it comes to maintaining this one. I understand that you know my atea and so on will use this right and actually point out there they will take care of of using it. They will learn how about it and so on do we need to add more people or more effort to the teams that are currently in place or you know how how do they get this kind of training and this kind of new skill.

0:19:6.390 --> 0:19:11.690  
PERSON B  
40 myatea part we had meetings with Daniel and.

0:19:12.480 --> 0:19:24.640  
PERSON B  
Hello I think ohh and they are taking over that they have the capabilities and resources to do that for each shop. I think it was a kind of remember who it was but basically.

0:19:25.820 --> 0:19:26.50  
PERSON B  
OK.

0:19:23.980 --> 0:19:26.690  
PERSON G  
I think it is is is ready to jump in.

0:19:27.40 --> 0:19:29.90  
PERSON B  
Yes, that would be better, I think.

0:19:30.830 --> 0:19:42.690  
PERSON J  
It is of course true that that we have agreed. Let me start a little bit different. Keep in mind this is for customer oriented systems. That is how the demand started all the way back in March 21.

0:19:43.950 --> 0:19:48.280  
PERSON J  
For my atea, for ACP, for E shop and Atea asset management.

0:19:49.80 --> 0:19:56.330  
PERSON J  
And all four of them being customer oriented, that's also the pricing scheme will PRODUCT E. Now as we have established.

0:19:58.440 --> 0:20:7.40  
PERSON J  
We have also looked at each other and work with each other throughout this process with the help of robots and Alex that we will.

0:20:8.0 --> 0:20:13.590  
PERSON J  
Find the needed time and resources to both enable and work with this focused.

0:20:14.810 --> 0:20:41.160  
PERSON J  
So we can utilize it to some extent. We will free up a little bit of time in regards to support as we have now in regards to giving customers information about new features and eShop, new features and ACP or what it is and guiding customers, onboarding customers into the different systems. So a little bit of time we'll be freed up there. That is a clear expectation.

0:20:42.170 --> 0:21:11.950  
PERSON J  
And in the little bit longer run, we have a very small team sitting in the chat service center and Riga right now that is doing on a regular basis AC some ACP work that will go away actually on June 13th when something in ACP related to ACP will be closed down. So the thinking and the plan is also to utilize that little team for this and build the needed expertise.

0:21:12.400 --> 0:21:21.990  
PERSON J  
On on it. That's the work right now. We need to get experience. Atea does customer Orient that not have any solution of the kind available today?

0:21:23.550 --> 0:21:37.160  
PERSON J  
So we also need to figure out how to work with it and also see how customers react on it going forward. If this is also something to be used in internal systems, obviously make sense.

0:21:37.650 --> 0:21:44.160  
PERSON J  
If it's as good and powerful as Sara PRODUCT E, I don't know.

0:21:45.240 --> 0:21:52.900  
PERSON J  
As PERSON B puts it, we looked at different solution. He, PERSON B did the initial screening of the of the market.

0:21:54.180 --> 0:22:26.790  
PERSON J  
Put forward some suggestion, had demos talked about it, looked at it and and that is how PRODUCT A came out to be. The recommended solution from our side, from the business side. That is how we look at it because it also looked as it looks it is rather easy to go to and get going with it. On top of that, PRODUCT A has offered quite a rather rather big project onboarding plan fast and we will find the time to get it done.

0:22:26.890 --> 0:22:38.930  
PERSON J  
In the different portals, not immediately from Monday morning, if obviously it it takes a little bit of time, but we will do it throughout the summer and fall and get it enabled, yes.

0:22:40.510 --> 0:22:44.10  
PERSON G  
So if I summarize, that means that the existing team will be able to cover it.

0:22:43.680 --> 0:22:44.130  
PERSON J  
Yes.

0:22:44.870 --> 0:22:46.500  
PERSON J  
In all four solutions, yeah.

0:22:46.860 --> 0:22:52.50  
PERSON G  
Then I think we should put that in. So it's clear that there are no additional expectations.

0:22:51.580 --> 0:22:59.170  
PERSON J  
Oh, that was that was data on one of the slides. If you go back a little bit, actually I think it was stated on slide.

0:23:0.700 --> 0:23:1.530  
PERSON J  
Slide 6.

0:23:2.520 --> 0:23:5.120  
PERSON J  
Ownership under the ownership slot. If you show that.

0:23:6.570 --> 0:23:7.10  
PERSON J  
Robert.

0:23:14.680 --> 0:23:15.380  
PERSON B  
As mentioned.

0:23:16.200 --> 0:23:16.910  
PERSON B  
Just want to.

0:23:15.520 --> 0:23:19.780  
PERSON G  
I don't see anything around the getting you need it for increased budgets or not, but.

0:23:24.610 --> 0:23:24.870  
PERSON G  
Yeah.

0:23:20.860 --> 0:23:28.200  
PERSON J  
Owners of the tap I also responsible for the resource implementation complementarians of the application costs associated with it, yes.

0:23:31.780 --> 0:23:32.770  
PERSON B  
Yes it does.

0:23:31.810 --> 0:23:32.900  
PERSON J  
Ohh that is correct.

0:23:28.530 --> 0:23:34.970  
PERSON G  
Yeah, but it doesn't say if we need to add resources or not. So let's just state that the existing team can take care of it.

0:23:35.440 --> 0:23:35.750  
PERSON J  
Yeah.

0:23:36.850 --> 0:23:37.300  
PERSON J  
Kind of.

0:23:40.880 --> 0:23:47.610  
PERSON G  
So there's no need to expand or anything like that from a runtime or anything like that, which is great. Just just the license that needs them to be put in place.

0:23:49.280 --> 0:23:50.120  
PERSON G  
But it's just.

0:23:47.370 --> 0:23:50.510  
PERSON J  
Yeah, yeah. Being allowed to do use it.

0:23:51.580 --> 0:23:51.800  
PERSON G  
Right.

0:23:52.640 --> 0:23:53.590  
PERSON J  
That is what we need.

0:23:54.360 --> 0:23:57.250  
PERSON J  
And the money that is a portfolio Council.

0:23:59.670 --> 0:24:5.890  
PERSON G  
And and what if they portfolio Council views that is to you know, if they push you back to the less expensive number too?

0:24:6.830 --> 0:24:7.780  
PERSON G  
What will be the?

0:24:8.450 --> 0:24:13.190  
PERSON G  
Disadvantage of going with that one? Do we fail in some areas or what will happen?

0:24:18.420 --> 0:24:18.760  
PERSON B  
On.

0:24:19.610 --> 0:24:19.880  
PERSON B  
Yeah.

0:24:18.180 --> 0:24:24.540  
PERSON G  
How's it if I put like this? How's #2 even being checked from a security and so on perspective, you know it's.

0:24:25.200 --> 0:24:42.0  
PERSON G  
We only have one option that we are putting forward, right? But I my question is just you know pure on financials, if they say the other one is so less expensive, we suggest you go with that one unless you see big issues with it and you don't have any big issues, there is a risk that they are pushing you back into that one.

0:24:44.860 --> 0:25:3.250  
PERSON J  
I don't see immediately thinking back about the demos, the dialogues where we were involved, where I was involved. I don't see any big issues to going to number 2. I don't expect them just from a cost perspective because at the is my father most expensive one. I don't see any problems with inline.

0:25:3.880 --> 0:25:8.870  
PERSON J  
The back end, all the the administration off it seems.

0:25:10.190 --> 0:25:10.940  
PERSON J  
Easier.

0:25:11.840 --> 0:25:27.470  
PERSON J  
To work with when we talk about PRODUCT A then it will PRODUCT B. But I don't see any functionality per se. We lose by going with for example PRODUCT B. No, I don't definitely I don't see that immediately.

0:25:28.10 --> 0:25:29.350  
PERSON J  
Yeah, I would.

0:25:31.480 --> 0:25:32.960  
PERSON J  
Yeah, the.

0:25:34.370 --> 0:25:34.540  
PERSON J  
Yeah.

0:25:35.610 --> 0:25:35.890  
PERSON J  
Yeah.

0:25:27.550 --> 0:25:36.340  
PERSON G  
But for help us then, then PRODUCT A is quicker to adopt and get in. So we will be more speed. I would say that would be the main advantage of getting used to Langdon.

0:25:46.770 --> 0:25:47.20  
PERSON G  
No.

0:25:36.800 --> 0:25:49.630  
PERSON J  
Absolutely. That is what we that is why it ended up with user laid. Of course there are functionality differences that one solution has over the other. It's always like that.

0:25:57.810 --> 0:25:58.110  
PERSON J  
No.

0:25:58.840 --> 0:25:59.40  
PERSON J  
Yeah.

0:25:50.20 --> 0:26:1.800  
PERSON G  
I understand the The thing is that you have no big pros, sorry cons about any of them, right? All of them look good. One of the big cons with the third one, that is expensive, but nothing really differs between one and two.

0:26:1.550 --> 0:26:32.880  
PERSON J  
No, no technical, per SE technical right things I have to think about again the back end. That is where PRODUCT A by the looks of it from what we've seen have been introduced to looks easier to handle and manage and work with than the others PRODUCT B which seems more like a less mature solution by that. And by that the administration office seems more technical, let's say it's this way and given the fact that it will be.

0:26:33.660 --> 0:26:37.430  
PERSON J  
Not necessarily. Hot core technical people needing to work with this.

0:26:38.620 --> 0:26:42.270  
PERSON J  
That that is PRODUCT A then easier to go to as it looks.

0:26:43.490 --> 0:26:43.860  
PERSON G  
OK.

0:26:47.140 --> 0:26:57.350  
PERSON E  
Yes, for from the assessment, which one are the the would you consider being the best partner for us who will be like listen to our demands and our.

0:26:58.640 --> 0:27:2.50  
PERSON E  
The time lines? Or would we just be another customer?

0:27:3.30 --> 0:27:4.770  
PERSON E  
Of those, the the choices you have done.

0:27:17.220 --> 0:27:17.720  
PERSON E  
Yeah.

0:27:6.360 --> 0:27:27.190  
PERSON B  
PRODUCT A an empty because they are more focused on product, they are more flexible than the flexibility is built into the product that can adapt to customers more and they are willing to put out like a customer success engineer because with PRODUCT B they are very tight knit company and what you see is what you get.

0:27:28.400 --> 0:27:29.40  
PERSON E  
Yeah. So.

0:27:30.20 --> 0:27:31.150  
PERSON E  
Write that in the.

0:27:32.110 --> 0:27:32.910  
PERSON E  
PDM.

0:27:33.520 --> 0:27:33.770  
PERSON G  
Umm.

0:27:34.490 --> 0:27:34.710  
PERSON B  
Yeah.

0:27:37.420 --> 0:27:37.730  
PERSON J  
Yeah.

0:27:34.270 --> 0:27:40.370  
PERSON E  
The summaries because we're looking for a good partner, we really want to have the a partnership with the vendor.

0:27:41.130 --> 0:27:58.420  
PERSON J  
What I from a business perspective real like with PRODUCT A, they actually when they prepared came to the demonstration meeting, there were very well prepared, they knew who we were atea that's a big plus. Trust me, one of the others didn't even know who we were. That didn't take the time to prepare properly.

0:27:59.790 --> 0:28:23.750  
PERSON J  
PRODUCT A actually also forwarded a business opportunity for five atea if we want to sell PRODUCT A in our market, totally different discussion doesn't have anything to do. What we are looking at here, but they say, hey, if you are interested in selling PRODUCT A, we can give you this deal also on top of that. That shows me that are very interested they are.

0:28:24.670 --> 0:28:39.750  
PERSON J  
Well, in front of the bus, so to speak, they see an opportunity with us. So not just another customer, but that dialogue needs to be taken somewhere completely different if we are to resell also that solution and now our market.

0:28:41.140 --> 0:28:45.670  
PERSON J  
But that just shows me they think that step further ahead.

0:28:51.940 --> 0:28:52.180  
PERSON J  
Yep.

0:28:53.130 --> 0:28:54.0  
PERSON A  
Are there comments?

0:28:56.870 --> 0:29:0.100  
PERSON G  
We need to update the the ownership part.

0:29:0.870 --> 0:29:3.20  
PERSON G  
There can only be 1 owner at the end of it.

0:29:4.50 --> 0:29:18.230  
PERSON G  
And I need to have this more as an enabling. It's perfectly fine that this is all for ecommerce life cycle management and the stakeholders in here, but it is impossibility later on to also open up for others and we should make sure that that is understood.

0:29:19.500 --> 0:29:21.40  
PERSON A  
And that could come faster actually.

0:29:21.600 --> 0:29:43.450  
PERSON G  
Yes, but I I think it's a great thing. You know, if he commerce and life cycle management needs it, then we should push this forward. They would be the first one out, but it also has added value that others can actually tap into this platform and do more. So if you have another eShop or another smart business solution, right, we have a ready to go dig to the adoption platform which is great.

0:29:45.420 --> 0:29:59.820  
PERSON J  
As a on the we updated the slide deck for the Portfolio Council slightly. Also take notes here. The ADS ownership for this one in within a DS will be PERSON K.

0:30:1.910 --> 0:30:2.220  
PERSON J  
Well.

0:30:2.820 --> 0:30:3.50  
PERSON A  
Don't.

0:30:1.460 --> 0:30:3.420  
PERSON G  
Yeah, I know that that is in there today.

0:30:6.320 --> 0:30:6.790  
PERSON A  
This is.

0:30:9.90 --> 0:30:9.350  
PERSON G  
OK.

0:30:6.860 --> 0:30:10.960  
PERSON J  
With a slide deck for the Portfolio Council, so sorry for not.

0:30:12.190 --> 0:30:12.720  
PERSON A  
Get away.

0:30:12.230 --> 0:30:20.550  
PERSON J  
Yeah, forgetting to put that line in here, but to have a very clear ownership, PERSON K. And of course she has been part of that dialogue obviously also.

0:30:22.410 --> 0:30:22.780  
PERSON A  
Cookies.

0:30:22.860 --> 0:30:23.220  
PERSON G  
Bigger.

0:30:24.210 --> 0:30:24.680  
PERSON J  
Thank you.

0:30:28.230 --> 0:30:37.30  
PERSON G  
At very quick question, I know this is not for the ITAC yeah, but the the pricing that you have for the portfolio Council that covers all these four applications, right?

0:30:37.220 --> 0:30:39.60  
PERSON A  
Some of the elbow sticking cookies.

0:30:38.260 --> 0:30:47.650  
PERSON J  
Correct the pricing for the license is €99,000 from a year, not a month, a year for those four applications.

0:30:48.840 --> 0:31:10.650  
PERSON J  
There is. I set up implementation for the setup implementation project for 19,000. That means the first year it's 100 and 18,000 as it was stated and going forward year over year it's 99,000 for those four applications, each additional license and that is the good thing here. The very good thing the cost is 36,000 a year.

0:31:11.590 --> 0:31:33.610  
PERSON J  
No matter how many users and that was very important here. As PERSON B stated, we actually do not know how many users we have in ACP in my atea in eShop in AM. We know it now, but going forward we we we don't know so alone from the that.

0:31:34.330 --> 0:31:59.700  
PERSON J  
Perspective. Having a system that is licensed per user by active user or just per user isn't does not work for atea. We of course from the pricing had already PERSON L having a good dialogue with him and let's say it's this way he got it down from 200 and €12,000 for the first year to the 100 and 18,000.

0:32:2.130 --> 0:32:2.460  
PERSON G  
Yeah.

0:32:2.210 --> 0:32:6.850  
PERSON J  
And the yearly payment down from 144 to 99.

0:32:7.890 --> 0:32:9.480  
PERSON J  
For those four applications.

0:32:12.50 --> 0:32:12.420  
PERSON G  
They're good.

0:32:13.470 --> 0:32:15.280  
PERSON J  
So he has done his magic already.

0:32:16.380 --> 0:32:17.460  
PERSON J  
If that's more.

0:32:16.290 --> 0:32:17.560  
PERSON G  
But let's see if we can do more.

0:32:18.200 --> 0:32:29.850  
PERSON J  
If there's more to be done, if we come with ten additional applications instead of each one being 36,000, while that is his magic, then hopefully.

0:32:29.460 --> 0:32:33.200  
PERSON G  
Great, OK. But it covers initial scope, which is good.

0:32:33.210 --> 0:32:33.630  
PERSON J  
Yes.

0:32:33.870 --> 0:32:36.230  
PERSON G  
Well, we should just clarify that as well, yeah.

0:32:40.860 --> 0:32:41.230  
PERSON G  
OK.

0:32:42.610 --> 0:32:43.460  
PERSON J  
Happy thing else.

0:32:43.10 --> 0:32:44.130  
PERSON A  
Any other questions?

0:32:45.740 --> 0:32:56.180  
PERSON A  
If not, then I'll please ask anybody who has a solid reason of why PERSON J and PERSON B should not take this to portfolio Council on Thursday next week to speak up.

0:32:58.270 --> 0:33:0.720  
PERSON J  
I'll keep quiet forever. It's like when you get married.

0:33:1.540 --> 0:33:2.170  
PERSON A  
Exactly.

0:33:2.890 --> 0:33:4.560  
PERSON A  
I was trying to get to that point earlier.

0:33:5.430 --> 0:33:6.80  
PERSON J  
Sorry.

0:33:17.180 --> 0:33:17.370  
PERSON J  
Yeah.

0:33:9.710 --> 0:33:19.760  
PERSON A  
Doesn't seem to be the case, so we look forward to seeing that next Thursday in coverage Council and wish you the best of luck there. If you think we are hungry lions waiting to attack.

0:33:20.940 --> 0:33:21.490  
PERSON A  
Just wait.

0:33:26.200 --> 0:33:26.630  
PERSON A  
No, but.

0:33:27.710 --> 0:33:28.10  
PERSON A  
Yep.

0:33:24.910 --> 0:33:33.600  
PERSON J  
Good. Then I will jump out and you continue your meeting because I guess you don't need me anymore. And thank you for having me today. Have fun. Bye.

0:33:33.870 --> 0:33:34.660  
PERSON A  
Thanks, PERSON J. See you.

0:33:34.100 --> 0:33:35.210  
PERSON H  
Thank you. Bye.

0:33:35.530 --> 0:33:35.870  
PERSON B  
All right.

0:33:45.530 --> 0:33:47.300  
PERSON A  
So back to the agenda for today.

0:33:50.560 --> 0:34:20.320  
PERSON A  
And next week we will have pre study from PERSON L is planned to be on the agenda for for Thursday next week and also postal address validation service assessment done by second. Those are the plans we have. Second is going to ITAC junior on Monday with this. So that could of course postpone it and I know PERSON L is also finalizing everything but this is the plan topics for next week's agenda. Also be aware that on June 23rd we don't have ITAC.

0:34:20.430 --> 0:34:24.850  
PERSON A  
It's it's a national holiday in Latvia, so we would be very few people in in the meeting.

0:34:26.10 --> 0:34:33.190  
PERSON A  
And that's for today is just an open mic session. Anybody who has anything to raise in the ITAC, you're free to do so now.

0:34:35.270 --> 0:34:35.580  
PERSON A  
Yep.

0:34:34.0 --> 0:34:56.670  
PERSON G  
I have again going forward, I would like to see the North Star picture into the ITAC and just for information where we go to the portfolio Council, we also trying to highlight where we hit the must win battles or where we hit the strategies. You know the strategy 2024 if you can map it to that, it will make the session in portfolio Council so much easier.

0:34:57.520 --> 0:35:6.420  
PERSON G  
So if we if it's possible as further add in you know, otherwise it's business that needs to explain where it fits into be strategy. But we need to provide them with a North Star fit.

0:35:7.70 --> 0:35:8.560  
PERSON G  
Uh child them out.

0:35:15.930 --> 0:35:16.370  
PERSON A  
Noted.

0:35:20.380 --> 0:35:26.640  
PERSON A  
Nothing else. Thank you all for attending. Thanks for the good questions and the discussion. That's why we're here. See you next Thursday.

0:35:27.900 --> 0:35:28.630  
PERSON G  
Thank you.

0:35:29.270 --> 0:35:29.530  
PERSON A  
Alright.

0:35:28.790 --> 0:35:29.660  
PERSON B  
Thank you. Bye bye.