

DynaOL

Concept of
development of
DynaOL practice
with new partners

2024

What is the potential of the CRM & IBP market

CRM & IBP customer segments	Number of companies	Estimated receipt amounts for 1 project including consulting, licenses, etc., RUB million	Market capacity by segment, billion rubles
Large corporate, state and similar companies	200	90	18
Large commercial, including transnational companies	300	45	13,5
Medium-sized companies with revenues from 5 to 30 billion rubles and a diversified management structure, ready to invest in CRM & IBP projects	1500	10	15

Players in the CPM & IBP market

DynaOL is a unique platform with a wide range of functionality for automating a wide range of planning tasks (CPM & IBP).

DynaOL CPM & IBP Platform

6 partners working only with the DynaOL platform

100+ customers

9 large system integrators

DynaOL competitors in CPM

5 vendors of domestic CPM platforms

1 vendor with 100+ CPM customers

DynaOL competitors in IBM

6 vendors of domestic IBM platforms

1 vendor with 100+ IBM customers

DynaOL today



100+ CPM customers



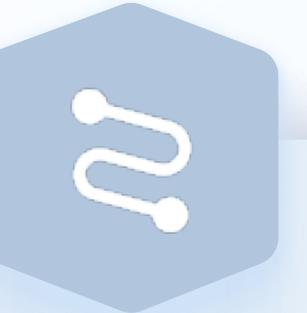
300+ vendor employees
in product development
and technical support



Full compliance with import
substitution requirements
for Western CPM platforms



TOP-3 in ratings and
reviews of CPM
and IBP platforms

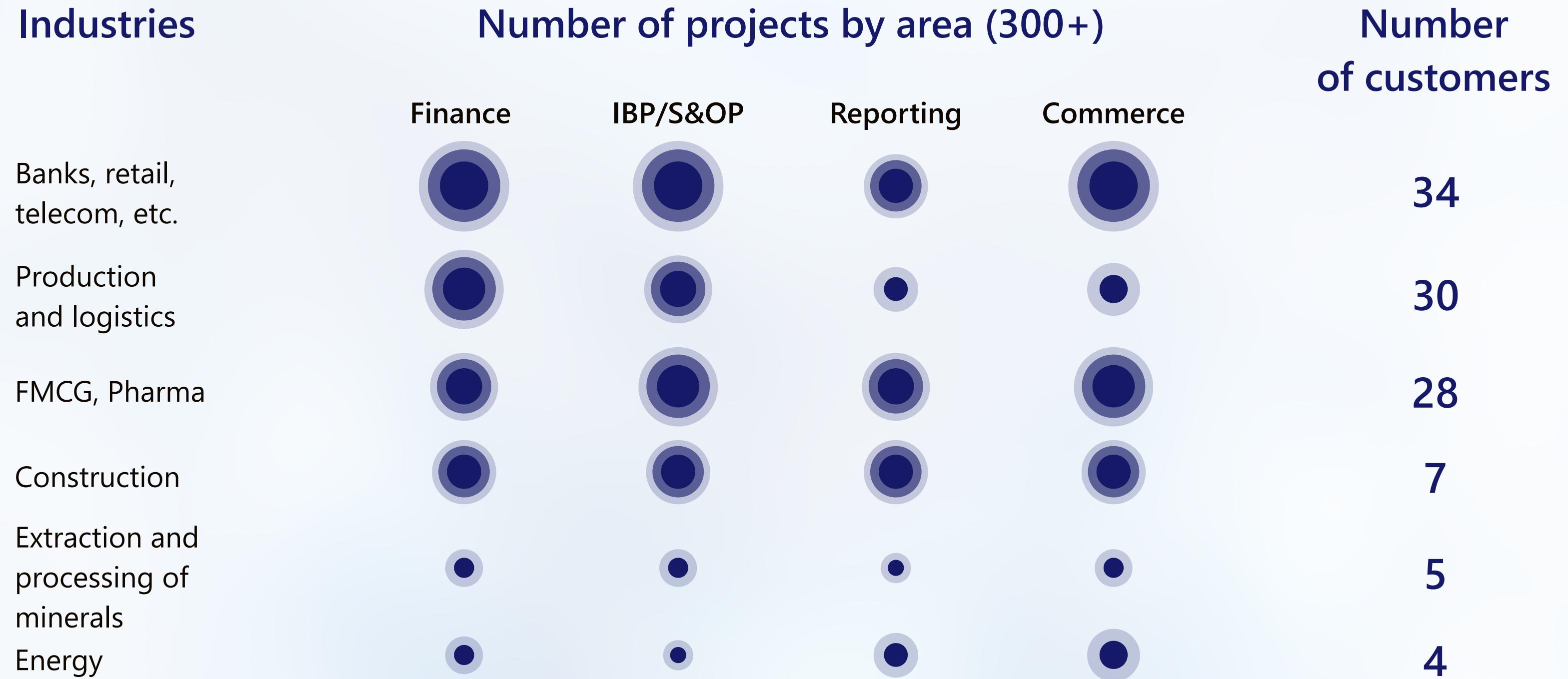


An ambitious
development roadmap
for 2024 - 2026



Developed system of
support for partners and
customers

Summary of implementations



Prerequisites for developing the practice of DynaOL in 2024

01

The CPM & IBP market in Russia in 2024 may amount to at least 10 billion rubles

02

The current number of partners is insufficient to cover all market needs

03

More than 100 customers from various sectors of the economy

04

The platform is ahead of its competitors in terms of functionality and service level development

05

The window of opportunity to enter the DynaOL business is limited in time

06

Single tool CPM&IBP, Optimization, ML, AI. The uniqueness of the platform is the ability to implement a wide range of planning tasks on the basis of one tool

07

The platform allows for the implementation of projects in all industries and for all business functions of companies

08

The vendor has developed and offers a program for a quick and easy start of practice for new partners

09

According to forecasts, in 2026 the CPM&IBP market will be largely covered by integrators and entering the business will require significant investments

What we offer to new partners

01

Step-by-step method
for starting the practice
of DynaOL

02

Use the partner's historical
customers (ACB) as a client
base

03

Provide the partner with all the necessary resources
to implement the sales strategy p.1:

- Marketing materials, including 30+ vendor demo stands
- Vendor pre-sales team to conduct demonstrations of vendor demo stands to the customer
- Architectural support for sales and development of pilots according to the customer's specifications
- Reference visits for potential customers
- Architectural supervision in the required volume for successful implementation of projects
- Additional motivation for sales according to the partner's bank account
- Access to training materials and training support

What we expect from a partner in the first six months

- ✓ Onboarding according to vendor rules
- ✓ Formation of a team by the partner for all required roles
- ✓ Presence of an expert/experts in planning with subject functional experience in the team
- ✓ Full inclusion in the training program
- ✓ Sales activities according to the developed strategy
- ✓ Development of at least 2 demo stands (simple and complex)
- ✓ Organization and implementation of at least one significant marketing event*
- ✓ One sold project*

* The implementation period of the development program may be extended by agreement with the vendor

Education



Paid courses from DynaOL praktikum

The most effective way is to take training courses from DynaOL Praktikum. Conditions for completing training are available upon request.

Self-study

Nº	Stage	Available certificate level
1	Complete the basic task of G&P	Trainee
2	Pass certification on 2 demo stands with an open license and full access. Develop and protect a simple demo stand according to the technical specifications of a partner or customer expert.	Junior
3	Develop a complex demo stand – a metamodel or a model with pluggable external libraries optimizers, AI, ML, ETL, KHD based on the customer's specifications or a partner's expert.	Middle

Granting the status of silver or gold partner of DynaOL

01

After successful implementation of the development program, the new partner receives the status of a silver or gold partner.

02

If necessary, the partner receives recommendations for eliminating the comments within the framework of assigning partnership levels and undertakes to eliminate them within 6 months.

03

Regardless of the assigned level, the new partner becomes a partner and is considered by the vendor as a completely independent partner with developed fictions on sales and production practices.

Dear partners!

For a more detailed discussion of the development program, please **contact us**.

Thank you!

Contact us

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