



PORTFOLIO

Selling ICT Solutions

VS Team

Simon Barry
Sofia Altusar-Anderson
Svetlana Kim
Vesa Huotarinen
Viktoriiia Khisanova

04/12/2020

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S1: Preparing for the first sales meeting

Selling ICT Solutions

8.10.2020



VS Team:

Viktoriia Khisanova

Vesa Huotarinen

Svetlana Kim

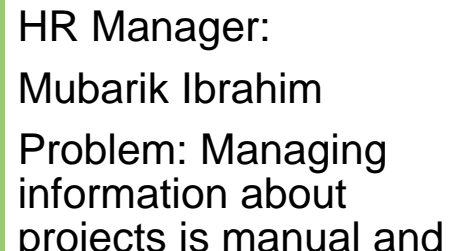
Simon Barry

Sofia Altusar-Anderson

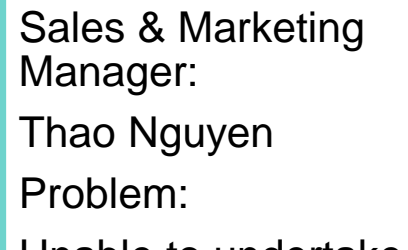
Customer Requirement Description

Our customer is Bitce, a small, Finnish company who provide various software training and IT consulting. They are looking for a CRM solution that ensures the efficient operation of their core processes, and the automation of certain features such as invoicing, project management and employee pay. The solution must work internationally, have an intuitive interface and be bilingual. The implementation of the service must be smooth as to not disrupt ongoing business and training and support needs to be provided.

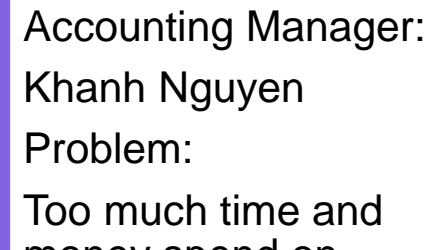
Pain Chain (estimated)



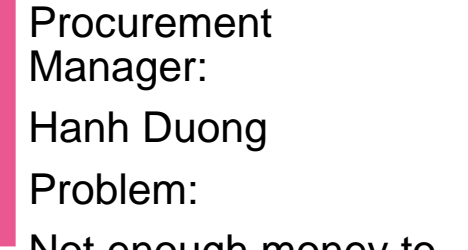
HR Manager:
Mubarik Ibrahim
Problem: Managing information about projects is manual and spread out to separate Excel documents, also hiring project resources is laborious due to spread out information.



Sales & Marketing Manager:
Thao Nguyen
Problem: Unable to undertake many business prospects and meet the set sales goals due to lack of skilled resources.



Accounting Manager:
Khanh Nguyen
Problem: Too much time and money spend on manual labor in the company and cannot allocate money for investing.



Procurement Manager:
Hanh Duong
Problem: Not enough money to invest in new assets due to high expenses.

FAB table

Features	Advantages	Benefits
Automated documentation	Documents automatically created so less time needed for manual input	More time is available for staff to concentrate on other business areas or innovation
Centralised information	Data is held centrally so all employees have access to it	More information is available universally which helps decision makers make better informed decisions.
Bilingual product	Account language can be set by any user so they fully understand features	Product can be used by different users in different countries and data be inserted in the correct place
Intuitive and customisable user interface	Different users can use the system without a lot of training as UI is intuitive	Very little time spent on training so system can be used straight away and with low levels of user input error
Off the shelf product	Product only needs slight customisation and can then be used straight away.	Product can be implemented into work processes immediately and so will not disrupt current processes.
Data stored in data centers	Data is secured in a data center whose sole purpose is to keep data safe and accessible to authorised users	Company no longer needs to worry about data security as this is now outsourced and time and funds can be concentrated elsewhere
Built in networks	Company has access to networks within their industry that are available in salesforce	Company can use the network to acquire new partners, customers and build stronger relationships without having to spend time building their own network
Scalable product	The product can grow with the business so certain features not needed now but needed in the future can be added as and when needed	The company only pays for what it needs and provides the company the freedom to grow without restrictions on their IT system
Integrated support	Salesforce provide centralised support for the actual product and have a lot of documentation and FAQ taken from the millions of users they already have.	Any issue is likely to have been encountered before so solutions can be found in documentation meaning less time being sent trying to solve personally. Plus centralised support if issue is undocumented.

Requirements questions(1)

1. Is there a specific industry that your customers fall into?
2. You mention in your RFP in the requirements for delivery and services that your accounting department use Excel. Is all your data saved on excel spreadsheets or do you have any other methods of storing your data?
3. You mention that you currently have 10 permanent staff and employ additional freelancers. How many users would you like the system to have? (licences needed)
4. How would the freelancers have access to the system? Would they have individual accounts or would they have access to a guest account?
5. How do you currently attract business? Do you contact the customer or do they contact you?
6. How do you communicate with your freelancers?
7. Approximately, how many hours would you spend on manual tasks for one customer?
8. How many customers did you have last year?

Requirements questions(2)

9. Could you talk us through the steps in your process from initial contact with your customer to them agreeing to taking you on as consultants?
10. How is the contact maintained during that process?
11. How do you currently recruit employees?
12. Approximately, how many invoices do you need to produce in a year?
13. How are projects currently tracked?
14. What countries do you currently operate in?
15. Are you looking to expand into other countries soon? If so, which countries?
16. You mention in your RFP that you would like the working proficiency of the system to be used to offer specialist abilities. Could you elaborate a little more on what special abilities you are looking for?

Requirements questions(3)

17. Do you have any specific method for storing sensitive business data currently?
18. Does the business have any other major costs other than labour?
19. Are there any specific customizable features you are looking to include in your CRM system?
20. Do you have any specific time frame in mind for the implementation of the solution?
21. How do you currently generate leads?
22. Do customers often make repeat purchases of your services?
23. Do you use any other systems? If so, what systems do you use?
24. What KPI's do your freelance staff and permanent staff have?
25. What tasks would you like to be automated?

Objections and Replies(1)

- Can the system handle all the requirements?
 - We are still getting more information about your needs, but we believe the system can handle most of the requirements. Also, Salesforce is designed to have custom app support and integration capabilities with third-party software in case it doesn't have the functionality you would require.
- Is the system safe?
 - Yes. Salesforce is used and proven to be a trusted system by small and big companies all around the world. Since it's a CRM system and designed to be dealing with delicate information, they take the security very seriously. The data centers used by salesforce product is security and that is their main business focus.
- How much does it cost? How about payment(s)?
 - As the system would require customization to fit your company practices, we can't give accurate numbers yet.
 - Usually we charge monthly for our services

Objections and Replies(2)

- How long it takes to deliver the solution?
 - That depends on the customization required, but usually we can deploy a custom system from one to three months.
 - We can give an accurate delivery schedule in the proposal.
- Is it possible to have custom features?
 - Yes. Salesforce has this 360 platform and ecosystem, which is designed so that third-party apps and custom apps can be integrated into the system.
- Is the system easy enough to use without training for our freelancers?
 - Salesforce is an intuitive system, but whether the freelancers would require training depends on the tasks that they would be doing in the system.
- Is it possible to change the system along the way?
 - Yes, Salesforce has customization option, and editions and services can be added/removed/modified based on the current requirements.

Objections and Replies(3)

- How would the migration of information work in practice?
 - First we need to know the systems you use alongside Excel and then we can work on schedules and methods to migrate the information. (all at once, rolling migration)
- How about post-implementation support and updates?
 - Part of our solution when deploying a system is to provide continuous maintenance support and provide updates and changes to the custom features. Salesforce has a 24/7 technical support.
- Cloud-based / on-premises hardware needed?
 - The system would be cloud-based and therefore no new hardware is required to use the system.
- What licencing provided with the software?
 - Official licencing will be provided based on the required features/products and user count.

Objections and Replies(4)

- Would we need an IT department within our company to support the system?
 - No. We will handle maintenance and updates/changes to the custom features. Salesforce has 24/7 customer support.

Ways To End An Appointment

- Would you like a summary of the questions that we have asked today?
- Is there any aspect of our meeting today you would like summarised in writing?
- Moving forward, who would be our best point of contact within your company?
- Is there anything you can think of that we have not mentioned today that you would like to be included in your solution?
- Now that we have more information, when would be an appropriate time for us to return with a proposal?
- Is there anybody within the decision-making team who was unavailable today?
- Would you like us to send a summary of our conversation to them?
- If there are any issues or questions you may think of before our next meeting please feel free to contact us
- Is there anything that you feel you need from us, that we have not covered in this conversation, that you would need to make your decision
- Thank you very much for your time today. We all look forward to continuing this conversation in a few weeks time.

Roles In The Meeting

- CEO: Sofia Altusar-Anderson
- Sales Expert/Account manager: Simon Barry
- Marketing Manager: Viktoriia Khisanova
- CRM Expert/Coach: Vesa Huotarinen
- Technical Expert: Svetlana Kim

Agenda Proposal

Hi!

We have agreed to an appointment on 16/10/20 at your Helsinki office at 9am. We have included in this mail an agenda proposal that we would like to put forward for our meeting:

- Introductions (VS team and then a brief introduction of yourself)
- Objectives of the negotiations
- Our observations of the industry and business needs
- Brief overview of our solution
- Questions and concerns
- Closing agreement

Our attendees will include Viktoriia Khisanova (Marketing Expert), Vesa Huotarinen (CRM Expert), Svetlana Kim (Technical Expert), Simon Barry (Sales Expert), Sofia Altusar-Anderson (CEO)

We look forward to our meeting.

Regards

Simon Barry, Sales Expert and Team Leader

simon.barry@vsteam.fi

Phone. + 000800082012

S1: Invitation to the first sales meeting



October 9, 2020

Business Meeting Invitation Letter

Dear Team FatBear,

Thank you for sending us the RFP for a new IT system and considering us as a potential service provider for the solution construction and implementation. We have carefully studied your documents, and we believe that we can offer a solution that would perfectly fit your business requirements – Salesforce CRM Platform.

We would like to invite you to a virtual business meeting held on October 16, 2020 at 9 a.m. to discuss the details, learn more about your company and business methods, and answer any questions you might have about the services we provide.

Representatives of our company at the meeting:

Sofia Altusar-Anderson	CEO
Simon Barry	Sales expert, Project Manager
Vesa Huotarinen	CRM expert, Coach
Viktoriia Khisanova	Marketing expert
Svetlana Kim	Technical expert

Please, find the proposed agenda of the meeting on the next page.

VS Consulting
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Meeting Agenda (October 16, 2020; 09:00 – 09:35):

- 09:05 Introduction of the participants
- 09:10 Presentation of our company
- 09:15 Presentation of the proposed solution
- 09:20 RFP discussion
- 09:25 Questions and answers
- 09:30 Meeting closure

We look forward to meeting you!

Kind regards,

Simon Barry

Simon Barry

Project Manager at VS Consulting

VS Team

simon.barry@vs.fi

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S2: Company and service presentation



Salesforce

Solution Proposition
for the FatBear Team (BITCE Company)
by VS Consulting

Sofia Altusar-Anderson
Simon Barry
Vesa Huotarinen
Viktoriia Khisanova
Svetlana Kim

Meeting Agenda

- Introductions
- Our company
- CRM and how our solution will benefit you
- Our references
- Your needs as per your RFP
- Requirements questions
- Your questions



Company Overview



VS Consulting

Best digital solutions for your business

Our work style



Data-driven
decision making
with a passion for
solving complex
problems



Using modern
business
techniques for a
better
understanding of
our customers



Close contact with
the customer



Searching for the
best-suited
approach



Why CRM?



Managing existing customer base and finding new customers



Customer project tracking



Task scheduling and automation



Data flow management



Document flow standardization



Performance analytics and sales forecasting

Salesforce



Leading CRM software with over 150 000 customer companies worldwide



Online platform and mobile application accessible anywhere at any time



Scalable and customizable to fit your business needs



Built-in AI for market analysis and enhancing your customer understanding



Wide community of professionals and 24/7 online technical support



Salesforce CRM

Benefits for BITCE



Time-consuming tasks are automated



Centralized and standardized data replaces scattered Excel sheets



All contacts are recorded and available in one system



Intuitive interface guarantees easy involvement of freelancers



Financial management functionalities



Improved transfer of knowledge and experience



Company growth opportunities



Innovation opportunities

Reasons to choose us:



We are a customer-centric vendor



We give personnel training to unveil the full potential of the implemented solutions



We provide convenient customer service through different communication channels



Experienced in providing the most suitable offers for companies B2B

Our reference customers:

Dinoco Oy

Dinoco is a middle-size Finnish consultancy company that provides marketing service to small business owners. With our help, Dinoco increased their yearly revenue by 20%.

Contact info: dinoco@mail.fi

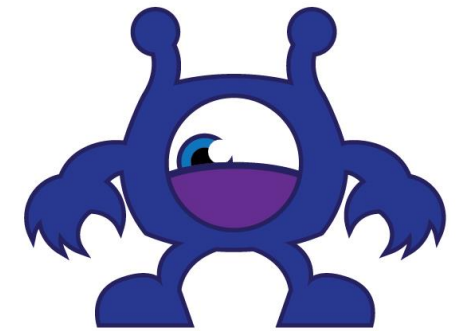


Our reference customers:

Purple Monster

Purple Monster is a fast-growing franchise of pet shops with exotic pets. With the help of our CRM system purple monster improved their work performance and increased their revenue by 35% per year.

Contact info: purple@monster.fi



purplemonster



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Salesforce for BITCE

Creating a Perfectly Tailored Solution



Business processes automation



Contacts and networking

- Intuitive UI and engaging freelancers



System interaction

- 24/7 access and support
- PC and mobile accessible
- International



Any special requirements?

S3: Vendor self-evaluation

SAL1TF002-3005

27.10.2020

Vendor Self-Evaluation

1. Team Name: VS Team Customer Team: FatBear
2. Present: Sofia Altusar-Anderson
Simon Barry
Vesa Huotarinen
Viktoriia Khisanova
Svetlana Kim
3. Absent: -
4. Was it the objective of the negotiation defined in advance?

Yes, we had team meetings in preparation for the first sales meeting where we discussed that our key goal for this negotiation is getting a strong understanding of the customer's wants and needs in order to provide the most suitable solution. With this purpose in mind we have prepared several questions for the customer that would help us make an offer fitting their requirements.
5. Did you stick to the agreed roles?

Yes, we had assigned positions to each of the team members as follows: Sofia, CEO; Simon, sales expert; Vesa, CRM expert; Viktoriia, marketing expert; Svetlana, technical expert. Simon was leading the negotiation process. Each team member got a chance to bring up the respective aspects of the deal and answered the questions related to their field.
6. Did you introduce yourself (both vendors and buyers) to each other under the direction of the vendor? Did you go through every role?

Our team and the buyer team representative introduced ourselves under the direction of our Sales Manager – Simon.
7. A brief presentation from the company, did you do that?

Yes, we dedicated part of our presentation to our company, telling the customer about our goals, history, and work style.
8. Walking through the agenda together and approved it jointly?

The agenda was presented, but we did not ask the confirmation from the customer. We intended to confirm the meeting agenda with the customer, but in the heat of the moment it slipped our team leader's mind and once the moment had passed we could not go back to it.

SAL1TF002-3005

27.10.2020

Vendor Self-Evaluation

9. Needs questions: Did you find out what was needed?

Yes. Our technical expert asked all the system specific questions to make sure we understood the technical requirements outlined in the RFP correctly. Also, during the conversation we found out new things to be considered in the Proposal. In addition, we asked several general questions about the buyer's company and their working procedures to be able to offer additional value in our proposal.

10. Reviewing the advantages and benefits of a solution

Part of our presentation, covered by our CRM expert, was focused specifically on the benefits the proposed solution would bring to the BITCE company. They were also mentioned during the discussion of technical requirements as a follow up to the customer's inquiry.

11. Handling of possible objections

There were not many objections, and we managed to handle them. The main objection was that the customer is not looking for a CRM system specifically, to which we made an argument that the proposed system will cover all their current business needs and can be expanded in the future.

12. Summary of the negotiation

Due to time constraints and the meeting already over running this was not fully covered. In future we would be a lot more relaxed regarding the time slot as it is probably not realistic to have a 30-minute meeting time slot. We kept minutes of the meeting and summarized the key points in the memo for the customer.

13. Agreeing on a follow-up with buyers

We agreed that we would have a follow-up meeting in 2 weeks, but we did not agree on a specific date and time.

14. Did you achieve the goal of the negotiation?

Yes, we believe we achieved it. The goal of the negotiation was to understand the customer's needs. We asked all the technical questions as well as general questions about the company. We did not ask if we could send them any further questions, but we can improvise on that and send them a very polite e-mail. However, we agreed that the buyer team will contact our representative if they have any questions or concerns.

SAL1TF002-3005

27.10.2020

Vendor Self-Evaluation

15. Did your estimate (your guess) of buyers go right?

We feel that our estimations of the buyers were accurate. During our preparation team meetings, we had discussed the main points of their RFP, the company structure, and the working methods applied. During the sales meeting we confirmed these key points with the customer.

16. Did you promise to the customer e.g. sort things out and send a memo afterwards?

We promised to consider their concerns and cover them in our proposal. However, we were running out of time, so we did not promise to send a memo, but we will do that regardless. We felt pressure to not go over time and missed this part due to the end of the meeting being abrupt.

17. Team activities: How equally did the team work? How did every vendor work?

We divided our roles and based on them each of us worked on the presentation parts. Each member of our team presented their assigned part, and then got to ask a question from the customer. Simon was assigned the role of the sales expert, and he was responsible for leading the meeting. He opened the meeting, gave a brief introduction, and invited each team member to the discussion. After that, Viktoriia, our marketing expert, introduced our company and working methods. Vesa, the CRM expert, covered the importance of CRM and the benefits Salesforce implementation would bring to BITCE. Sofia, CEO of the company, talked about our previous customer success stories, mentioning the cases similar to the buyer's company. Finally, Svetlana, the technical expert, went through the RFP and confirmed the key points, as well as cleared up some questions on specifications. We were all actively participating in the discussion following the presentation and answered the questions related to our assigned roles in the team.

During the preparation for the sales meeting we also shared the work equally: we divided the tasks and responsibilities, agreed on the deadlines and then had call meetings where we discussed our work. If we had any concerns and/or questions we found the solution together. Overall, all the team members are contributing equally, and we are happy with the work of every member of the team. We think that we managed to find the working routine that suits and motivates each of us to work hard.

18. Feelings about negotiation:

It was interesting and interactive, very good practice to understand what sales negotiation looks and feels like. Time constraints seemed to be a bit inconsistent though. The previous week it was repeatedly mentioned how important it was to stick to the time limits, and this impacted the ending of our meeting as things were rushed due to the meeting going over time. The

SAL1TF002-3005

27.10.2020

Vendor Self-Evaluation

feedback we received suggested that we should have continued and made sure we ticked all the boxes regarding summarizing and confirming everything we spoke about, agreeing on the exact dates of the next meeting and sending a memo, regardless of going slightly over time. Moving forward we will take this feedback on board and make sure we tick all the meeting ending boxes before the meeting is done.

19. What went well?

We managed to stick to the team roles, our customer was open and answered all our questions and asked their own questions to us, which we believe we answered well. We feel we guided the meeting well and built up a good rapport with the customer. We received the information we needed from the customer to help us in the next meeting and making a specific offer. We feel our presentation went well and our agenda was clear and concise. We also managed to keep the structure of the meeting following the agenda we agreed upon beforehand, allowing every team member to participate actively in the meeting. We brought the discussion back to the RFP which we felt was the key point as this was the main source of information for the teams in this assignment. All team members introduced themselves and spoke clearly. We split the work well and every member of the team contributed to the discussion.

20. What improvements were left for the second negotiation?

The only issue we had was not confirming the agenda and not covering everything in the closing of the meeting. These issues can be attributed to being nervous as it was the first sales negotiation for all of us and being in a rush at the end since we were worried about going over the allocated time by too much. We believe that at the next meeting we will be more relaxed in general and less anxious about time keeping and be willing to take a little bit longer to confirm everything with the customer. We were also the first sales team of the day and so we did not benefit from the feedback given to other teams before us to remind us of certain things we needed to cover but will keep the feedback in mind for the second meeting.

S4: Memo and additional questions to the customer



October 30, 2020

Memorandum on the First Sales Meeting

Dear Team FatBear,

We would like to thank you for meeting us for negotiations on Friday, October 16, 2020. As agreed, we are sending you the memo with the short summary of the meeting and open questions we would like to clarify before we provide an offer for you.

At the meeting, we presented the solution regarding the RFP for an IT system that we have received previously from you – Salesforce CRM Platform. We went through the benefits that CRM would bring to BITCE, helping the company grow its customer base, as well as collaboration network of freelance collaborators, on top of increasing your business processes efficiency through systematization of contacts and documentation in a single database in standardized format, project tracking, and reporting.

Collectively, we came to a conclusion that the key functionality is assisting the freelancer recruitment process, and the crucial features of the system must include intuitive user interface, customization possibilities, and task automation.

We believe that the offered solution, Salesforce, covers all these requirements. However, we still would like you to answer the following questions to help us build a solution perfectly tailored for BITCE:

- Would you like the solution to be implemented at once, or would you prefer phased adoption of the system? What is the schedule for the system to be completely implemented? Please, specify.
- What budget boundaries are you aiming for?
- In the meeting you said that the system would have 10 regular users. Would you prefer the training to be conducted for all the users at the same time or perhaps you would like to divide them into two groups of 5 employees?

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In addition, we are kindly asking you to fill in the following table in order for us to provide a realistic assessment of the payback time and the gains the solution would bring to your company.

Business Profile Table

Criteria	Value (please fill in this column)
Working hours per day	
Working days per month	
Employee costs per hour	
Projects per month	
Freelancers involved per project	
Freelancers costs per hour	
Hours for searching and hiring freelancers per month	
Freelancers hiring prices per month	

Please, contact us if you have any questions. We look forward to your response!
Kind regards,

Simon Barry

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S5: Business Model Canvas

The Business Model Canvas

Bitce

VS Team

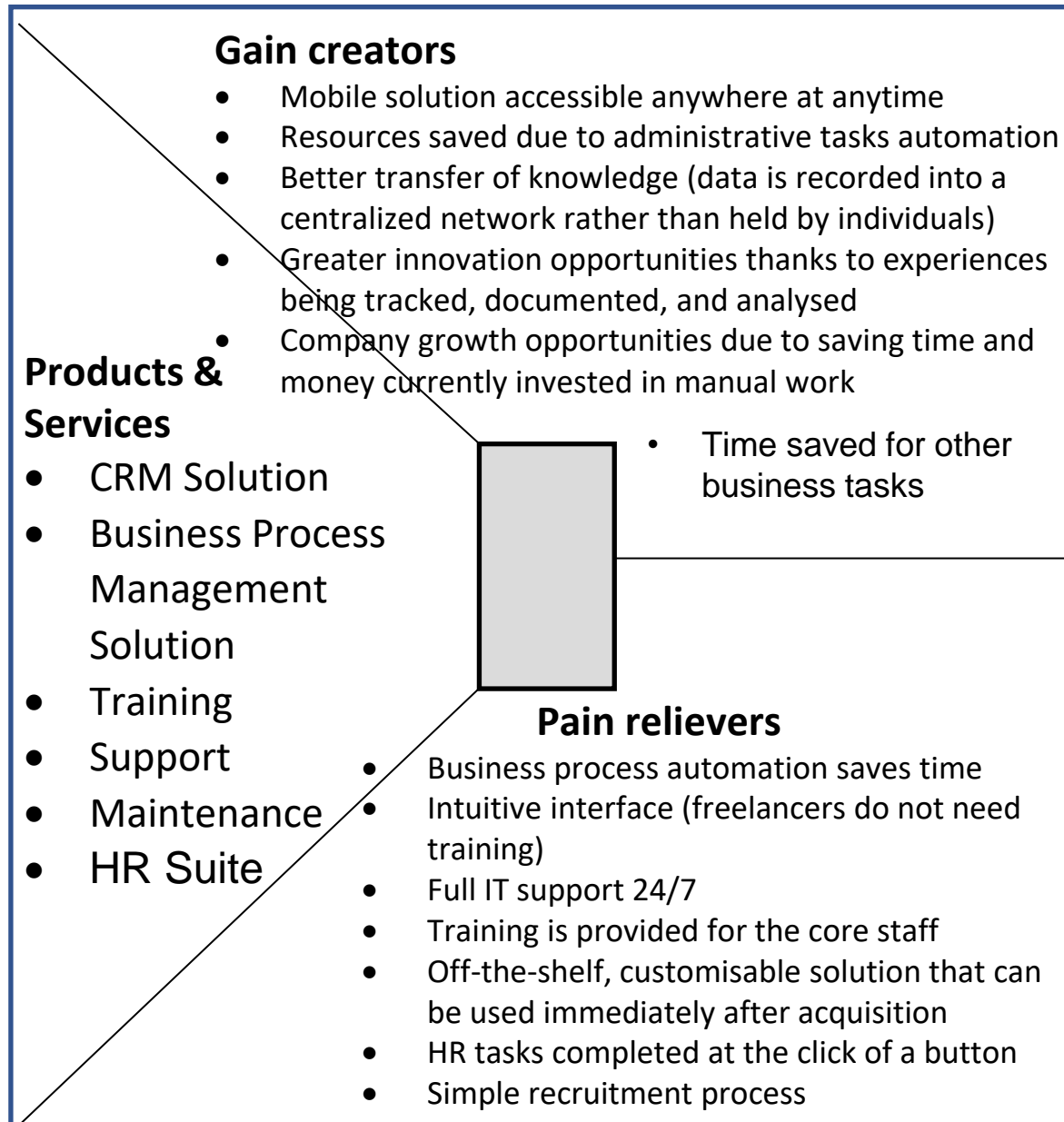
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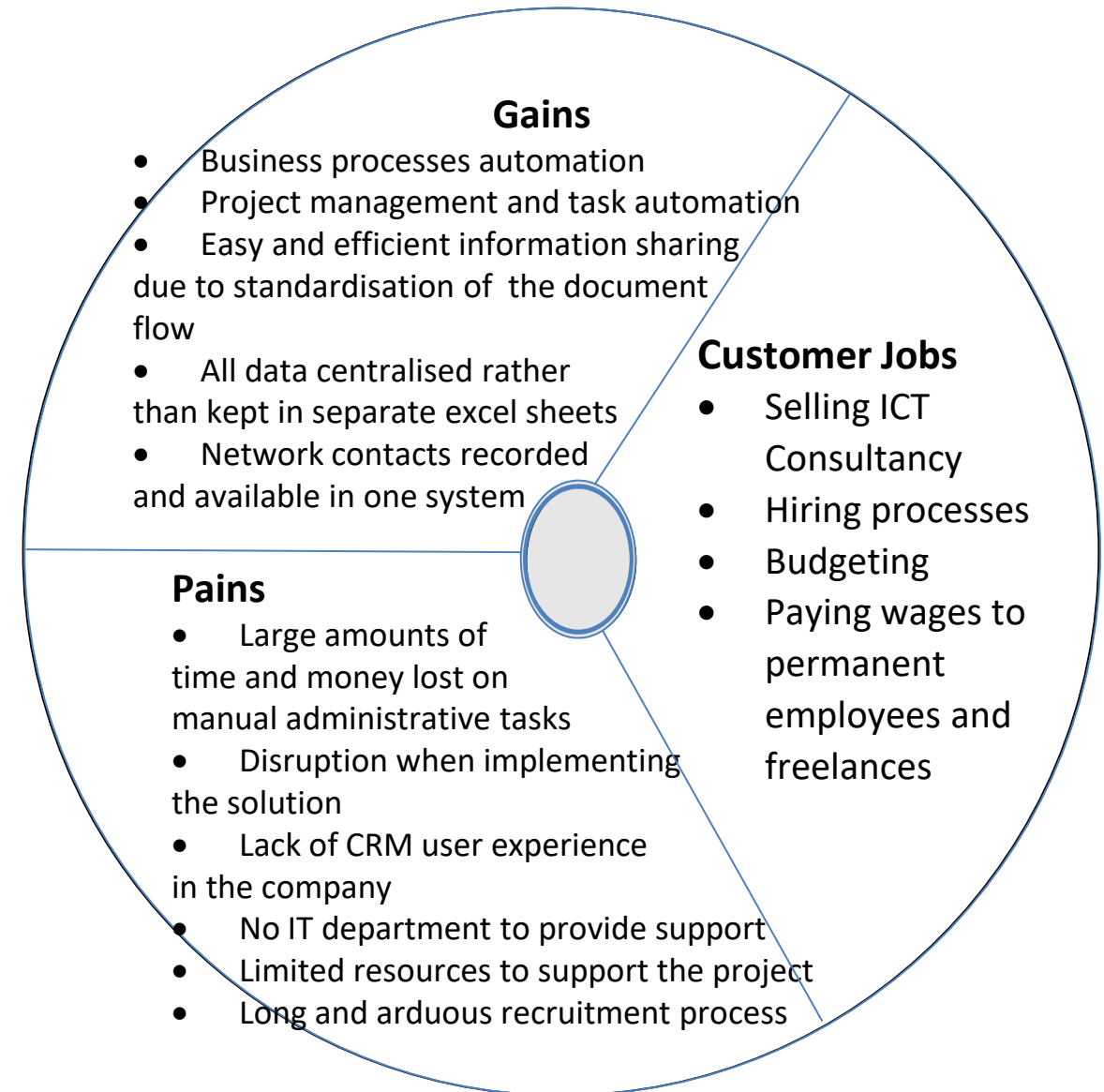
Key Partners <ul style="list-style-type: none">• Freelance consultants• Network of experts	Key activities <ul style="list-style-type: none">• ICT Consulting• IT System Development and Delivery• IT System Deployment and Maintenance• Software training	Value propositions <ul style="list-style-type: none">• Expert ICT consultancy• Wide network of IT professionals• Customized software solutions	Customer relationships <ul style="list-style-type: none">• Customer retention: Bitce plans to continue collaborating with their old customers• Customer acquisition: Bitce aims to expand finding new customers both on domestic and international markets• Bitce gets customers through word of mouth	Customer segments <ul style="list-style-type: none">• Domestic public sector companies (Finland)• Domestic private sector companies (Finland)• The company wants to expand on the market and targets the international European companies
	Key resources <ul style="list-style-type: none">• 2 expert staff members• Around 10 core staff members• Freelance consultants• Collaborative network of experts• Bitce is currently looking to acquire a new key resource – an extensive IT system for Business Management		Channels <ul style="list-style-type: none">• Phone calls• Emails• Meetings• Referrals	
Cost structure <ul style="list-style-type: none">• Staff wages• Freelance consultant wages with a tender-based system and payments made upon the product delivery or agreed milestones in the project have been reached• Hiring resources for the projects is a major budget area at the moment, with a lot of funds and time spent on finding right specialists for the tasks		Revenue streams <ul style="list-style-type: none">• B2B ICT consultancy sales• Software development sales• Software maintenance revenues		

S6: Value Proposition Canvas

The Value Proposition

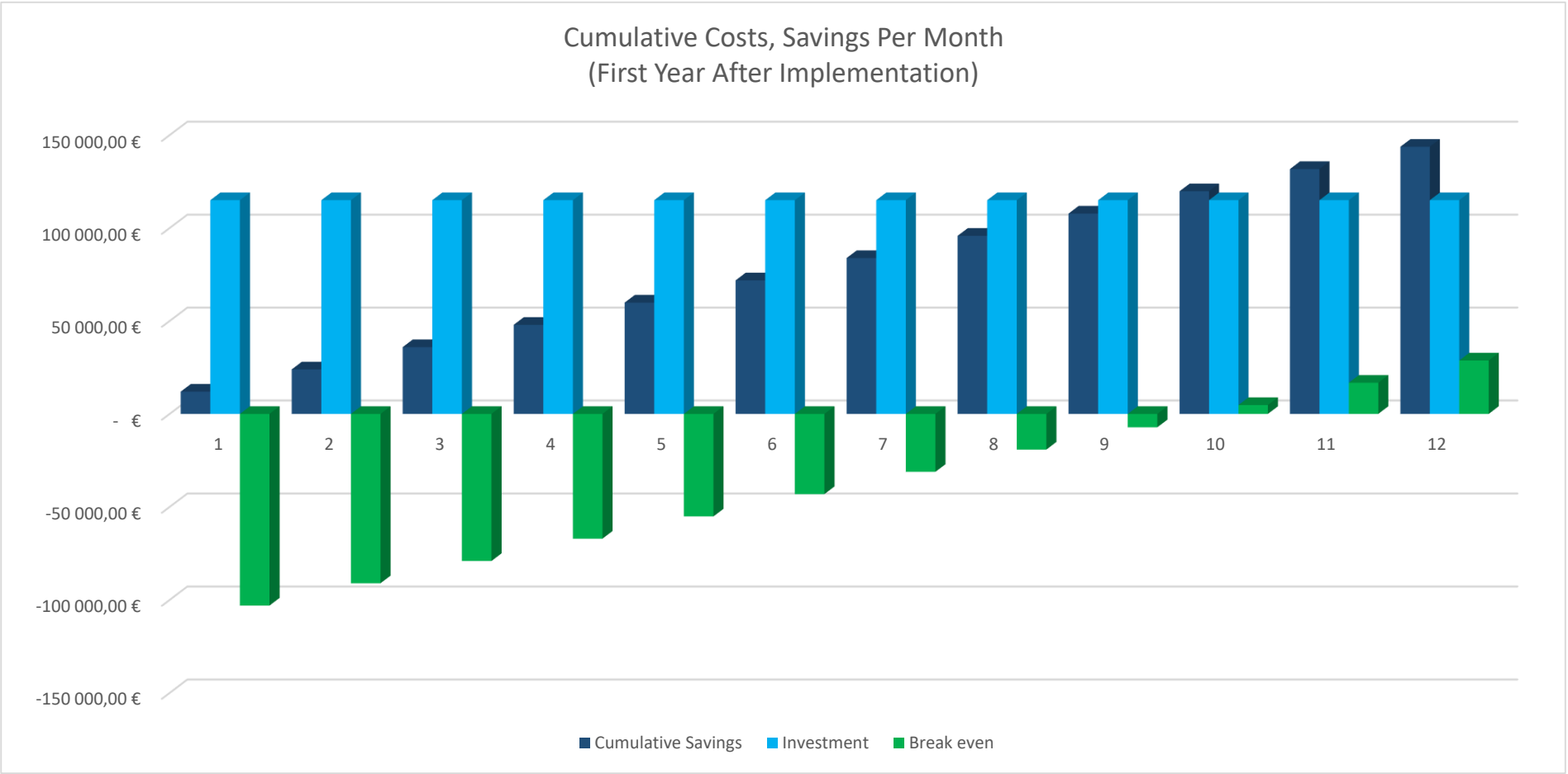


Customer (Segment)



S7-1: Return on Investment calculation

Specification	Value	Unit
Current Expenses		
Freelancers contracting	2,5 hours/day	
Project management	1,5 hours/day	
CRM tasks	2 hours/day	
Analytics & Reporting	0,5 hours/day	
Manual documentation	1 hours/day	
Employee costs	25 €/hour	
Number of employees	10	
Working hours per day	7,5 hours/day	
Working days	250 days/year	
Total costs per day	1875 €	
Total costs per month	39062,5 €	
Total costs per year	468750 €	
Savings After System Implementation		
Freelancers contracting	30%	
Project management	10%	
CRM tasks	50%	
Analytics & Reporting	40%	
Manual documentation	20%	
New Expenses		
Freelancers contracting	1,75 hours/day	
Project management	1,35 hours/day	
CRM tasks	1 hours/day	
Analytics & Reporting	0,3 hours/day	
Manual documentation	0,8 hours/day	
Working hours required for all tasks	5,2 hours/day	
Total costs per day	1300 €	
Total costs per month	27083,33333 €	
Total costs per year	325000 €	
Solution Price	115000 €	
Payback Time Calculation		
Savings per/month	11979,16667 €	
Break Even Period	10 months	
ROI for the first year after implementation	25%	



Months	1	2	3	4	5	6	7	8	9	10	11	12
Current Costs	39 062,50 €	78 125,00 €	117 187,50 €	156 250,00 €	195 312,50 €	234 375,00 €	273 437,50 €	312 500,00 €	351 562,50 €	390 625,00 €	429 687,50 €	468 750,00 €
New Costs	27 083,33 €	54 166,67 €	81 250,00 €	108 333,33 €	135 416,67 €	162 500,00 €	189 583,33 €	216 666,67 €	243 750,00 €	270 833,33 €	297 916,67 €	325 000,00 €
Cumulative Savings	11 979,17 €	23 958,33 €	35 937,50 €	47 916,67 €	59 895,83 €	71 875,00 €	83 854,17 €	95 833,33 €	107 812,50 €	119 791,67 €	131 770,83 €	143 750,00 €
Investment	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €	115 000,00 €
Break even	- 103 020,83 €	- 91 041,67 €	- 79 062,50 €	- 67 083,33 €	- 55 104,17 €	- 43 125,00 €	- 31 145,83 €	- 19 166,67 €	- 7 187,50 €	4 791,67 €	16 770,83 €	28 750,00 €

S7-2: Offer

11 November 2020

Offer for BITCE: Salesforce Customer Relationship Management Platform

Dear Team BITCE,

Following our first meeting where we have discussed the need of your company for a new IT system, we are happy to present you the solution that will meet all the requirements stated.

This offer is valid until November 29th, 2020. The details of the proposed solution and the conditions under which it is offered are described in the following pages.

We would like to invite you to our next meeting on November 27th, 2020, at 9 a.m. to discuss the key points of this offer. Please, contact us by email in case you have any questions or concerns that need to be resolved beforehand. Thank you for your time and consideration of our offer, we look forward to meeting you!

Sincerely,

Simon Barry

Simon Barry
Project Manager at VS Consulting
simon.barry@vs.fi
Ratapihantie 13, 00520 Helsinki



11 November 2020

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1 Subject and Procurement Status of the Tender

Referring to RFP, Bitce Ltd, offers ICT consulting to private and public sectors as its base business. The services include software training and IT consulting in which a project could be, e.g., to develop an IT system and implement it for a customer.

Bitce has gained a favourable situation when it comes to market growth possibilities, but as a small Finnish private company, with less than 10 permanent employees and a need to find and employ domestic and international freelancers, manual activities have become the greatest obstacle for growth.

Bitce has found out that in order to grow as a company, the core processes must be made more efficient. The core processes mentioned are employee recruitment, invoice management, project tracking reports, project tasks, and payments, and also CRM (Customer Relationship Management) is important, if not a core process.

Bitce has put together a procurement team, which was tasked to find a suitable system to tackle the problems with manual activities, and to increase efficiency of core activities. When implemented, the system should enable the company to take on more business opportunities and continue to grow.

2 Objectives, Requirements, and Solutions Proposed

2.1 Objectives

Bitce has laid out objectives for the procurement of a solution.

- The solution should make current manual activities of Bitce's core processes, which are employee recruitment, invoice management, project tracking with reports, project task, and payments, more efficient. In addition, CRM is seen as a valuable bonus to the implemented system.
- The implemented solution should cater international use of the system, where the main language of choice is English and secondary language is Finnish. The users should also have access to support during European business hours.
- Implementation of the system should not obstruct ongoing business operations.
- Training of the employees, excluding freelancers, should take place in a manner, which allows them to have enough time for ongoing business transactions, but also to become confident in using the new system efficiently.
- The system should be easy to use and intuitive enough so that the freelancers would not need training.

2.2 Requirements

We have collected the following requirements as per your RFP and communication afterwards.

- A system, which is accessible 24/7 using PC and mobile devices.
- Intuitive user interface for freelancer to be able to use the system without training.
- The system should automate and make time-consuming business core processes efficient.:
 - Freelance recruitment;
 - Invoice management;

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- Project tracking reports
 - Project tasks;
 - Payments.
- CRM functionality is a bonus feature.
- Accounting capabilities allowing to handle finances in a Finnish controlled manner.
- The system should be secure since its holding sensitive information.
- Implementation of the new system should be smooth and allow for business transactions to continue.
- International system with language support for English and Finnish.
- Training for core personnel that would enable them to use the system effectively.
- Comprehensive support required for the system.

2.3 Proposed Solution

We believe that a customized Salesforce CRM system is the best solution for Bitce. We offer to provide you with a Salesforce CRM solution that is tailored for Bitce's work processes and allows for fast future modifications based on the current needs. In addition, you will have first class support when questions regarding the solution arise.

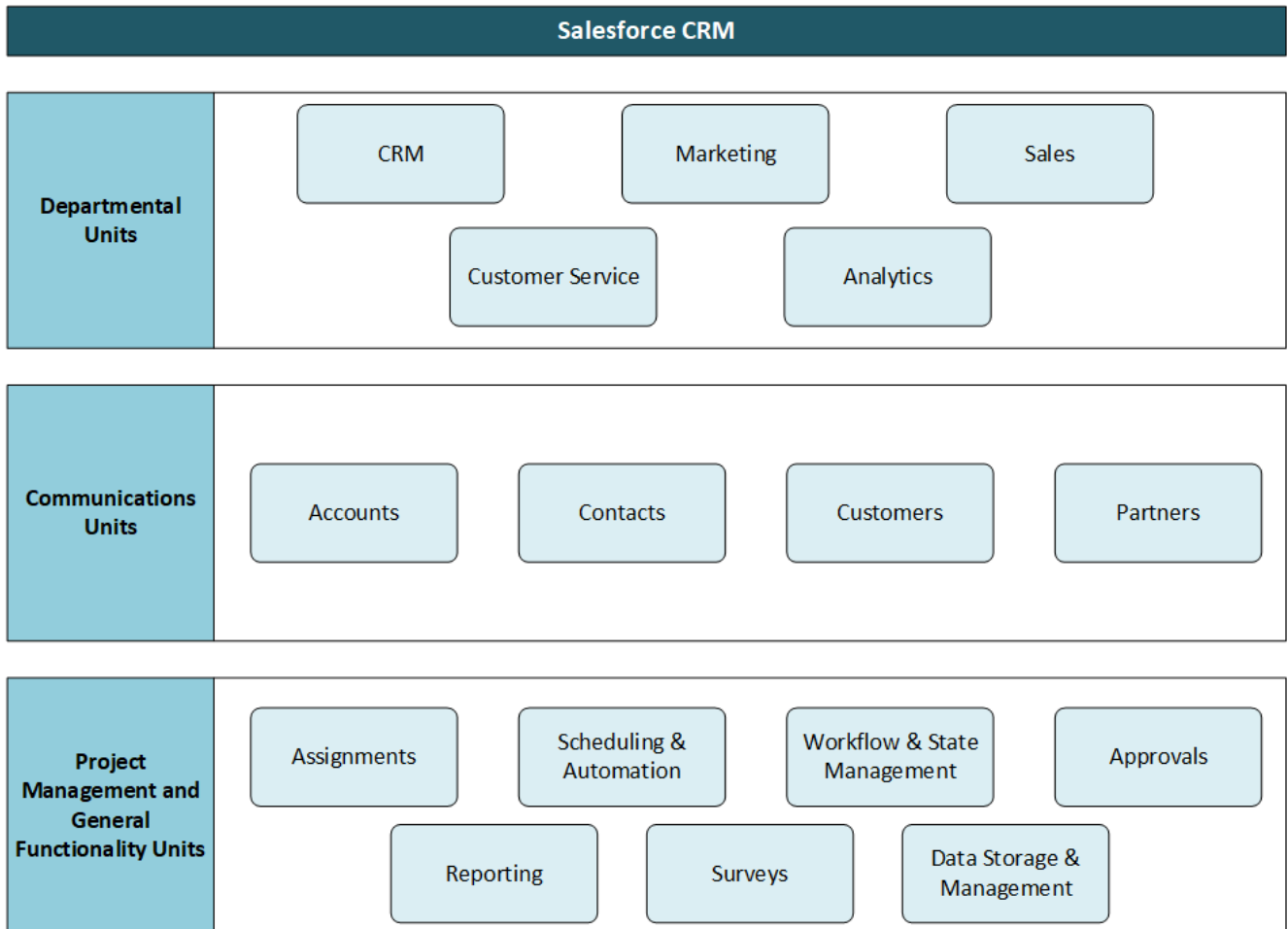
Based on your RFP and communication afterwards, we have put together a custom solution, on which we give more information below:

- Salesforce CRM Salescloud Professional system licenses for 10 users – the number one customer relationship management system.
- Automating manual tasks based on Bitce's work processes.
- Creating templates and custom-made business processes in the system for Bitce's core business process operations.
- Centralized and standardized data storage. You can have all the contacts and communications within one system.
- 24/7 access from any PC or mobile device using a web browser.
- 24/7 technical support from Salesforce and European business hours support from us regarding anything related to the solution.
- Implementation of the system in a way that you will be able to continue your business activities and transactions while transferring from the old system to the Salesforce CRM.
- Training for all core employees with flexible schedule to allow your business run at the same time.
- Intuitive interface of Salesforce does not require training for freelancers.
- The Salesforce CRM system offers interfaces with multiple languages, including English and Finnish.

2.4 System Map

The system map visualizing the functional units of the proposed CRM platform solution is presented on the scheme below.

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Pic 2.4.1 System Map

3 Delivery Plan

3.1 Project Phases

During the implementation of the Salesforce solution, we will follow an eight-phase approach to the integration of the solution. Below we have listed each phase as well as a brief description as to what occurs during each phase.

1) Kick-off

During the kick-off phase, we will sit down with you and identify the stakeholders of the project and discuss their roles in the project moving forward. We will discuss existing systems and the data flows between the systems, as well as establishing the data models so that we have a strong understanding of the existing systems and can effectively integrate those systems with Salesforce.

2) Requirements Definition

The second phase will be defining the requirements of the system. This is obviously something that we have discussed in previous sales negotiations but at this stage we will really dig down into those requirements. We first need to understand how your requirements differ from the standard Salesforce implementation and what we need to do to ensure that the implementation meets all requirement needs of your company. It is at this phase where we will define the scope of the project and establish the objectives of the project as a whole.

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3) Design

Once we have defined the requirements of the project, the next phase will be the design of the solution. We will take the information gathered in the previous phase and will incorporate those requirements into the design of the system. All integration with other systems and data migration will be designed here and at the end we will have a concrete plan as to how we will move forward with the build of the system.

4) Build

The fourth phase of the project is the build phase. It is here where we will begin the build of the solution. We will establish the makeup of the development team that best meets the needs of the solution and that team will build the solution using the scrum techniques of 2-week sprints. At the end of each sprint there will be a working prototype of the solution and this will be built upon after each sprint until the final product is ready. These sprints will incorporate intermittent testing and will involve migrating data to the system and integrating your external systems into the Salesforce build.

5) Testing

The next phase of the project will be testing the system. Testing will be conducted throughout the sprint to ensure the solution works as it should. We also need to test the integration of external systems and certain components of Salesforce. This will be part of the sprint iterations and will be conducted after each build iteration.

6) Training

A key phase for any project, the sixth phase will be about training your staff how to use the system. A full and comprehensive training course will be provided where we will run staged training sessions for small groups of staff members to provide staff with the necessary skills to become expert Salesforce users and make the most of the solution. Training will be provided to small groups at a time so not to disrupt the usual day to day activities of the business.

7) Deployment / Production

Once all the staff members are trained and full competent with the system, we will move to the seventh phase of the project which will be the deployment / production phase. This will be the result of the cumulative work undertaken in each of the previous phases and where the system will go live. From this phase the solution will be implemented as staff will be using the solution moving forward.

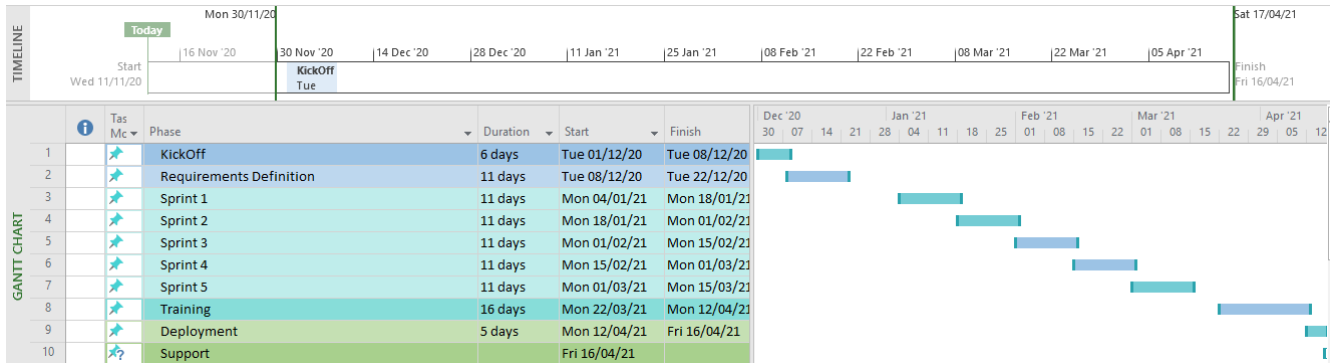
8) Support

The eighth and final phase of the project will be support. This will be an ongoing phase where support will be available to your business and staff regarding the solution. We will monitor the implementation and keep a keen eye out for any irregularities and be available to your business for any issues that may arise with the use of the system. We will make fixing any issues our priority and provide this service for the lifetime of the implementation.

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3.2 Project Schedule

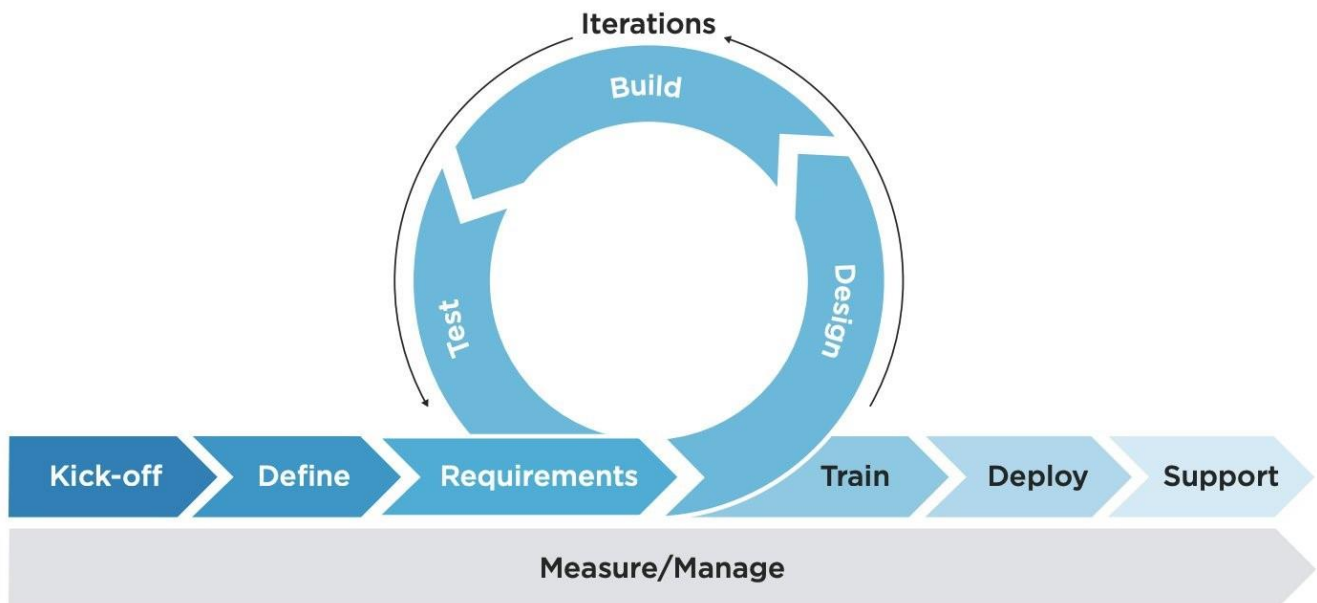
The project schedule is presented on the Gantt chart below with the phases defined.



Pic. 3.2.1. Gantt Chart

3.3 Progress Model

Below is a diagram of our progress model. The model follows the 8 phases of the project outlined above and shows how the progress of the project will flow. Please note that as we are using the scrum methodology for development the middle three phases will iterate multiple times until the solution is ready for training and deployment.



Pic. 3.3.1. Project Progress Model

3.4 Training Plan

Our training plan is designed to have minimal impact upon the everyday running of your business. As you have 10 staff members you would like to be trained to use the system, we feel it is best to split the staff into two groups of three and one group of four. This means that you will consistently have at least 6 staff members working as usual. We will send our expert training team to your business for a three week period. Each week one group will attend the training sessions and the sessions will be for 8 hours from Monday to Friday.

During the training we will cover the following points:

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- Core fundamentals of Salesforce and basic usage of Salesforce;
- Advanced features of Salesforce;
- Basic recovery techniques for user error;
- How to effectively use additional software integrated during the build;
- How to integrate additional software into the system via the app exchange.

The training will be fully comprehensive, and we are always available to provide additional support for more complicated matters. We will also provide a more detailed schedule closer to the date as the training will need to be tailor to best fit your Salesforce implementation.

3.5 Support and Additional Services

As part of our implementation package, we offer full time support for the lifetime of the solution. Our support includes the following:

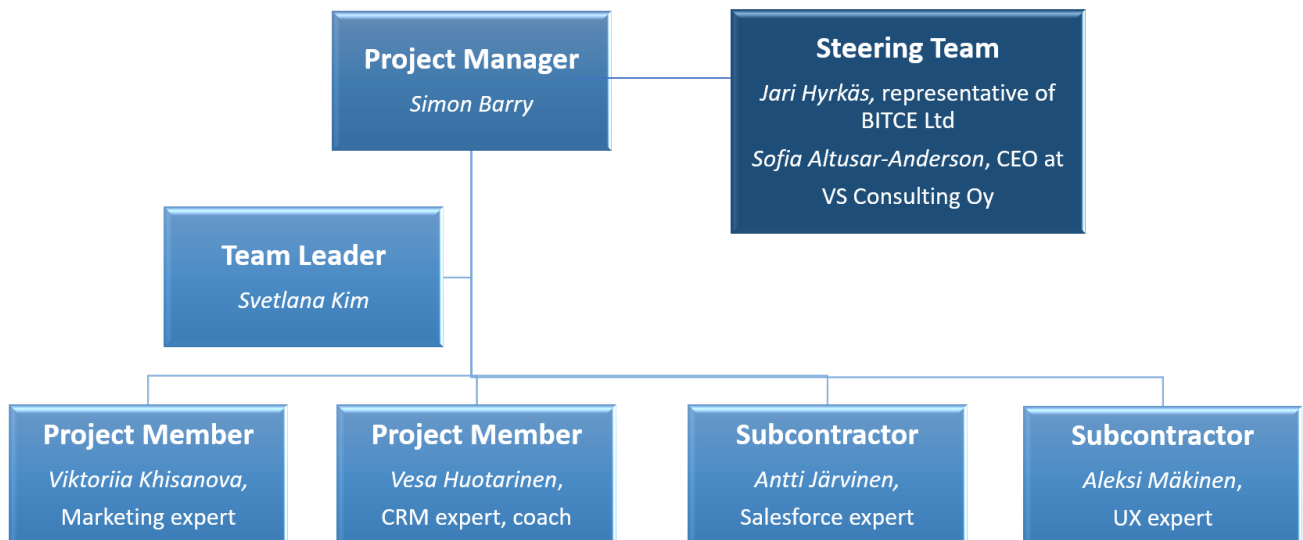
- Technical support for any technical issues that arise during usage of Salesforce;
- System monitoring to ensure there are no irregularities with the Salesforce implementation and spot early signs of impending issues;
- Software update management to mitigate any issues with updating the software;
- Strategic advice. We have many years of experience working with Salesforce and different companies in a plethora of industries, and over the years we have picked up a lot of knowledge that we are more than happy to share with our treasured customers;
- Additional training is available if new staff members join the business or there are new areas of the Salesforce universe you would like to explore;
- Data Migration support is provided during the build and as an additional service going forward to ensure you have all the data you need from previous systems to maximise the benefits of Salesforce;
- System integration ongoing support is provided to ensure that there are no issues with the implementations of your existing systems that were integrated during the build. We can also provide support for the integration of additional systems.

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4 Project Delivery Plan

4.1 Project Organization

The members of the project team and other involved parties are presented on the scheme below.



Pic. 4.1.1. Project Organization Plan

4.2 Share of Responsibilities Between Customer And Vendor

While the Vendor may engage subcontractors for some parts of the project, the Vendor remains responsible for executing the agreement and will not assign nor transfer any ultimate rights or obligations to third parties.

The Customer is responsible for all the expenses during the planning and execution of the project, including licensing, deployment, maintenance, training, travel expenses, consumables, and any additional services in accordance with the pricing specifications provided by the Vendor.

The contractual obligations of both Parties are stated in the Preliminary Contractual Model and will be binding after the final Agreement is signed.

5 Prices and Charges

5.1 Pricing for the Proposed Solution

The price of the services consists of the following components:

- 1) CRM Sales Cloud Professional package

Price: 64 € per person per month

Sales Cloud license provides PCT with a complete CRM solution and also allows PCT to implement an end-to-end functions and visibility for sales-related functionality and visibility of processes throughout the company.

The Professional package includes email integration with Gmail or Outlook, mobile app, Account, Account, Contact, Lead, and Opportunity Management, Lead Registration and Rules-Based Lead Scoring, Collaborative Forecasting.

- 2) Interface customization

Price: 5000 €

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Intuitively clear interface makes work routine easier. Each business has its own workflow. Our specialist will analyse the most important functions of the Salesforce solution and set up the perfect UI that fits for the company's needs to provide the best user experience.

3) Migration: Transfer of data from current systems

Price: 40 560 €

We can take responsibility of transferring data from excel sheets to CRM system. This opportunity may help workers in your company to focus on their key responsibilities. We understand that in the beginning using new system might be hard and it brings a lot of stress to do such a responsible work as data migration in new system without mistakes. That's why we offer you our help.

4) Personnel training

Price 2000 € per person

Using new software can be challenging. It brings stress and slows down the work speed. Personnel training is needed to familiarize workers with the new system. It gives an insightful information how to use the full potential of the new tools.

5) Maintenance services

Price: 1500 € per month

The company provides customer and technical support that can be done through convenient communicational channels.

The total pricing calculations are presented in the tables below.

Component	Licenses	Price (/month/person/pcs...)	Quantity	Total PCT	Year 2021	Notes
Complete CRM system access	Professional package	64 € / month	10	640 €	5760 €	* **
Interface customization	-	5000 €	1	-	5000 €	
Data migration	-	40 560 €	1	-	40 560 €	
Personnel training	-	2000 €	10	20 000 €	20 000 €	
Technical and Customer Support, Maintenance and Update Services	-	1500 € / month	1	-	18 000 €	
Total:	89 320 €					

Table 5.1 Total costs in 2021

Component	Licenses	Price (/month/person/pcs...)	Quantity	Total PCT	Year 2022	Notes
Complete CRM system access	Professional package	64 € / month	10	640 €	7680 €	*

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						**
Technical and Customer Support, Maintenance and Update Services	-	1500 € / month	1	-	18 000 €	
Total:	25 680 €					

Table 5.2 Total costs in 2022

* The calculations do not take into consideration freelancers' access to the system.

** The price of subscriptions for freelancers per month will be calculated as follows number of freelancers * license price.

5.2 Benefits Estimation

We have calculated the estimated benefits and payback time after the system acquisition for BITCE. Please, note that the calculations for the payback time break point are made starting from the system implementation point (April, 2021) and do not take into account the profits that will grow with the expanding customer base and the increase in the number of projects your company will be able to undertake with the time saved on finding and hiring freelancers for the projects, manual project tracking and management tasks, manual processing of the documentation, and communication with the customers.

The expenses and saving are presented in the table and the payback period is visualised with the graph below.

Specification	Value	Unit
Current Expenses		
Freelancers contracting	25	h/day
Project management	15	h/day
CRM tasks	20	h/day
Analytics & Reporting	5	h/day
Manual documentation processing	10	h/day
Employee costs	30	€/hour
Number of employees	10	
Working hours required for all tasks	7.5	h/day
Working days	250	days/year
Total costs per day	2250	€
Total costs per month	46875	€
Total costs per year	562500	€
Savings After System Implementation		
Freelancers contracting	50%	
Project management	40%	
CRM tasks	60%	
Analytics & Reporting	80%	
Manual documentation	20%	
New Expenses		
Freelancers contracting	12.5	h/day

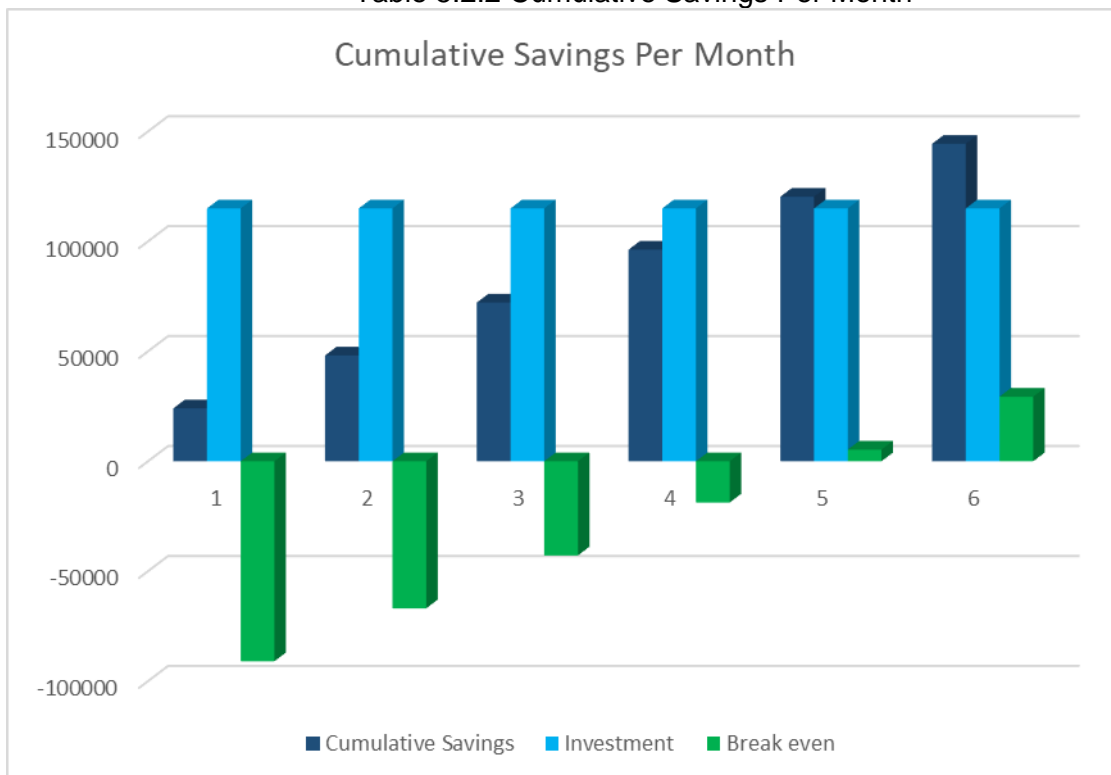
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Project management	6	h/day
CRM tasks	12	h/day
Analytics & Reporting	4	h/day
Manual documentation processing	2	h/day
Working hours required for all tasks	3.65	h/day
Total costs per day	1095	€
Total costs per month	22812.5	€
Total costs per year	273750	€
Solution Price	115000	€
Payback Time Calculation		
Savings per/month	24062.5	€
Payback time	5	months

Table 5.2.1 Expenses and Savings Estimation

Months	1	2	3	4	5	6
Current Costs	46875	93750	140625	187500	234375	281250
New Costs	22812.5	45625	68437.5	91250	114062.5	136875
Cumulative Savings	24063	48125	72188	96250	120313	144375
Investment	115000	115000	115000	115000	115000	115000
Break even	-90938	-66875	-42813	-18750	5313	29375

Table 5.2.2 Cumulative Savings Per Month



Pic. 5.2.1 Cumulative Savings Per Month Graph

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6 Terms and Conditions

6.1 Definitions

Bitce Ltd is hereinafter referred to as the Customer.

VS Consulting Oy is hereinafter referred to as the Vendor.

Salesforce is hereinafter referred to as the Solution.

The Customer and the Vendor are hereinafter referred to as the Parties.

The binding contractual obligations between the Parties are hereinafter referred to as the Agreement.

6.2 Preliminary Contract Model

Unless provided otherwise in the Agreement, the Vendor grants the Customer a worldwide, nonexclusive licence to use the Solution and its documentation, for the duration of the Agreement.

The right of use of the Solution is not conditional upon the performance of an associated maintenance service. Consequently, ceasing the performance of maintenance services on the Customer's initiative will not cause the expiry of the right of use of the software product as initially granted.

The Vendor shall take all customary precautions as may be necessary for the protection and integrity of the programs, data and operating systems to which it has access or which are provided to it in the performance of the Agreement. The Vendor shall back up the data and carry out an antivirus scan before undertaking any work. The Vendor shall take all steps to prevent access by unauthorised third parties to the programs, data and other information provided to the Vendor by the Customer or to which the Vendor has access or of which it becomes aware in the performance of the Agreement.

The Vendor shall provide all necessary or useful advice to the Customer regarding protection of hardware, programs and data, having regard to the IT services that are the subject of the Agreement.

The acceptance of the Solution which consists of several sub-assemblies shall take place only once all of the sub-assemblies have been handed over and their interoperability has been verified. Except with the express written agreement of the Customer, the Vendor may not vary the Order or the deadlines for the delivery of sub-assemblies.

The Vendor shall be bound by a strict obligation to achieve the contractually-defined result for:

- the conformity of the Solution;
- meeting the performance levels described in the Agreement;
- meeting all deadlines and dates for performance and/or delivery described in the Agreement.

If it is foreseeable that a deadline or a date shall be exceeded, the Vendor shall immediately inform the Customer of the reasons and extent to which it shall not be able to comply and shall propose suitable corrective measures, provided always that the Customer shall have the right to refuse any such measures.

The Vendor shall assign teams for the implementation of the Solution which have the experience, skills, qualifications and authorisations required for the proper implementation of the Solution. The Vendor shall be responsible for direction and control over the Solution implemented by its

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teams and shall ensure that such teams act and remain within and subject to its authority.

Statements or requests by the Customer concerning the performance of the Solution may only be addressed to the Vendor's operating representative; provided always that this shall not create any relationship of employment or agency between the Customer and said representative.

The Vendor shall comply and shall ensure that its employees and subcontractors comply with labour law in the country where the Solution is implemented or delivered (Finland).

The Vendor undertakes to inform the Customer of the required conditions (including technical conditions) for the implementation of the Solution and to inform, advise and warn the Customer. Before implementing the Solution, the Vendor shall proceed with a careful examination of the information provided by the Customer and shall request from the Customer any documents or information that may be lacking. The Vendor shall inform the Customer without delay of any and all irregularities, omissions, contradictions and inconsistencies between the information provided by the Customer and the best prevailing industry standards.

The Vendor warrants the conformity of the Supply following the delivery of the Solution and the final acceptance of the IT services. Throughout the duration of the warranty, the Vendor shall modify and fix as soon as possible and at the latest within any agreed deadlines, all elements of the Solution which are not in conformity with the expected results.

The maintenance obligations concerning the maintenance provided to the Customer by the Vendor shall be effective for the period declared in the Agreement. Such maintenance includes preventive, corrective, adaptive, and evolutive operations.

The prices in the Agreement are all-inclusive, firm and non-revisable. The prices are stated excluding VAT. They include all costs arising from implementation of the Solution in accordance with the Agreement.

Invoices shall be issued by the Vendor in accordance with statutory provisions in the Customer's name and sent to the address stated in the Agreement. Invoices shall be issued in the currency stated in the Agreement (EUR /euro).

Unless stated otherwise in the Agreement, payment of invoices shall be made 30 (thirty) days following the last day of the month in which the invoice is issued. Payment shall be transferred into the bank account indicated by the Vendor.

A Party shall not be in breach of its contractual obligations due to an event of force majeure (an event or circumstance which is beyond the reasonable control of, and which could not have been avoided by steps which might reasonably have been expected to be taken by that Party). A force majeure event shall relieve the Party relying on such event from its contractual obligations only to the extent and for such period as the said Party is prevented from performing its obligations. Each Party shall bear all its own expenses resulting from the occurrence of a force majeure event. The Party affected by an event of force majeure shall immediately notify the other Party of the situation by email providing all necessary documentary evidence of the force majeure event. The Party invoking an event of force majeure shall make every effort to mitigate as far as possible any adverse effect arising from this situation.

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Each Party shall have the right to automatically terminate the Agreement in the event of a breach of an obligation by the other Party that is not remedied after 30 (thirty) calendar days following a written request to do so. In the event of termination of the Contract by the Customer for failure to perform, the Vendor shall immediately reimburse the Customer for all payments made so far. The Customer may terminate the Agreement at any time on giving 30 (thirty) calendar day' notice to the Vendor. Upon receipt of such notice, the Vendor shall take all measures necessary to cease as soon as possible the implementation of the Solution in progress. In such case, the termination fee of an amount equal to five percent (5%) of the price stated in the Agreement for the services that will not be performed due to such termination is applied. The fee shall be paid by the Customer to the bank account stated by the Vendor within 30 (thirty) calendar days from the termination date.

6.3 Resolution of Disputes

The Agreement comes in power as soon as we receive the official response from the customer accepting this Offer.

In case any disputes, controversies, or claims arise under, out of or in connection with the Agreement, the Parties agree to attempt initially solve all matters by conducting negotiations.

In case the Parties are unable to settle the matter between themselves, the matter shall thereafter be resolved by alternative dispute resolution, starting with mediation and including, if necessary, a final and binding arbitrary decision in accordance with and under the Finnish legislation.

Whenever a Party shall decide to issue the arbitration proceedings, it shall give a written notice to the other Party. The Party giving such notice shall refrain from issuing the arbitration proceedings for a period of 30 (thirty) days following such notice. During this period, the Parties shall make efforts to amicably resolve the dispute without arbitration.

7 About The Vendor

7.1 Organization

VS Consulting Oy is established in 2008. The headquarters is situated in Helsinki, Ratapihantie 13. The company with over ten years of experience is focused on providing IT consulting services for businesses of various sizes. VS Consulting is an official partner of various CRM systems, including such widely known and used as Salesforce, SAP, ZOHO, Oracle and Microsoft Dynamics.

Our practice is to make data-driven decisions using modern business techniques for a better understanding of our customers, and we are passionate about solving complex problems with the best-suited approach.

The vision of VS Consulting Oy is to change the businesses through technological solutions, without which no company can exist today.

The mission of VS Consulting Oy is to provide the most suitable IT solutions to businesses, based on a deep understanding of the wishes and needs of the customer.

Our values are trust, transparency, comprehension, open-mindedness, knowledge, and courage.

7.2 Project Members

CEO – Sofia Altusar-Anderson

11 November 2020

Sofia has been the leader of the company for five years. During her tenure, our annual numbers of our customers increased from 15 companies to 45.

Sales Expert – Simon Barry

Simon is the best salesperson of our company, who managed more than fifty large projects with a total duration of 5 years.

Technical Expert – Svetlana Kim

Svetlana is passionate about technical solutions and data-driven decisions. All customers with whom she worked as the technical project manager were 100% satisfied with her solutions.

CRM Expert – Vesa Huotarinen

Vesa knows everything about Customer Relationship Management solutions. With him, you can rest assured that your business will get exactly what you are looking for. He is also licensed in teaching and is vastly experienced in coaching employees the practical CRM application.

Marketing Expert – Viktoriia Khisanova

Viktoriia is aware of the latest marketing trends that are helping businesses to be heard and will help you to promote your company on the market and grow your customer base.

7.3 References

Our customers references with the similar projects of the same scope that we have successfully completed in the past include:

- 1) Dinoco Oy, a middle-size Finnish consultancy company that provides marketing service to small business owners. Dinoco Oy was looking for an automated solution for the marketing department. As a result, after implementation of a CRM system, their yearly revenue has increased by 20%.

Contact info: contact@dinoco.fi

- 2) Purple Monster is a fast-growing franchise of pet shops with exotic pets. With the help of our CRM system, the company has improved their work performance and increased their yearly revenue by 35%.

Contact info: contact@purplemonster.fi

You can also visit our official website for more information about the company (<https://www.vs-consulting.fi>) and our customers (<https://www.vs-consulting.fi/customers>).

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8 Quotations Summary

8.1 Advantages and Limitations of the Proposed Solution

The principal advantage of Salesforce is that its functionality meets all customer's requirements in terms of data migration, storing data, manipulating data, and accessing data. The usage of the solution will save time on business tasks because the data is structured and many manual tasks are performed automatically. Salesforce does not require any additional software to be supported, and the regular updates Salesforce are happening automatically.

However, we strongly recommend the training for the core personal, so that your employees would have the preliminary instructions on how to start using the software. In addition, it is better if as many employees as possible will be connected to the system because some actions, as, for instance, sharing reports, require registered members in order to provide the functionality directly for all the users. Otherwise, additional steps are necessary.

8.2 Additional Information and Inquires

If you have any technical questions regarding the system, please contact our technical expert – Svetlana Kim at

svetlana.kim@vs.fi.

In case of questions regarding the functionality and/or training process, please contact our CRM expert – Vesa Huotarinen at

vesa.huotarinen@vs.fi.

If you have any general questions or inquires about our company, please contact us at

info@vs.fi

8.3 Responding to This Offer and Preferred Communication Channels

The preferred channel to contact us is via email. Please, send your response to this offer to our business deals email at

business@vs.fi

The deadline to respond to the offer is November 29th, 2020.

11 November 2020

Contact Information

VS Consulting
Ratapihantie 13, 00520, Helsinki
<https://www.vs-consulting.fi>
info@vs.fi
+ 358 987 65432

If you have any specific question for one of the team members, you can contact us directly via e-mail:

Simon Barry	simon.barry@vs.fi
Sofia Altusar-Anderson	sofia.altrusar-anderson@vs.fi
Vesa Huotarinen	vesa.huotarinen@vs.fi
Viktoriia Khisanova	viktoriia.khisanova@vs.fi
Svetlana Kim	svetlana.kim@vs.fi

Date

11.11.2020

Sofia Altusar-Anderson

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Simon Barry

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Project Manager, Sales expert

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Coach, CRM expert

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Marketing expert

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S7-3: Solution proposal



Salesforce

Solution Proposal
for BITCE Company
by VS Consulting

Sofia Altusar-Anderson
Simon Barry
Vesa Huotarinen
Viktoriia Khisanova
Svetlana Kim

Meeting Agenda

Introductions

Our company

Proposed Solution

- BITCE Requirements
- Salesforce CRM
- Implementation Schedule
- How We Work
- Prices and Charges
- Benefits Estimation

Your Questions

VS Consulting

Information Technology Consulting company.

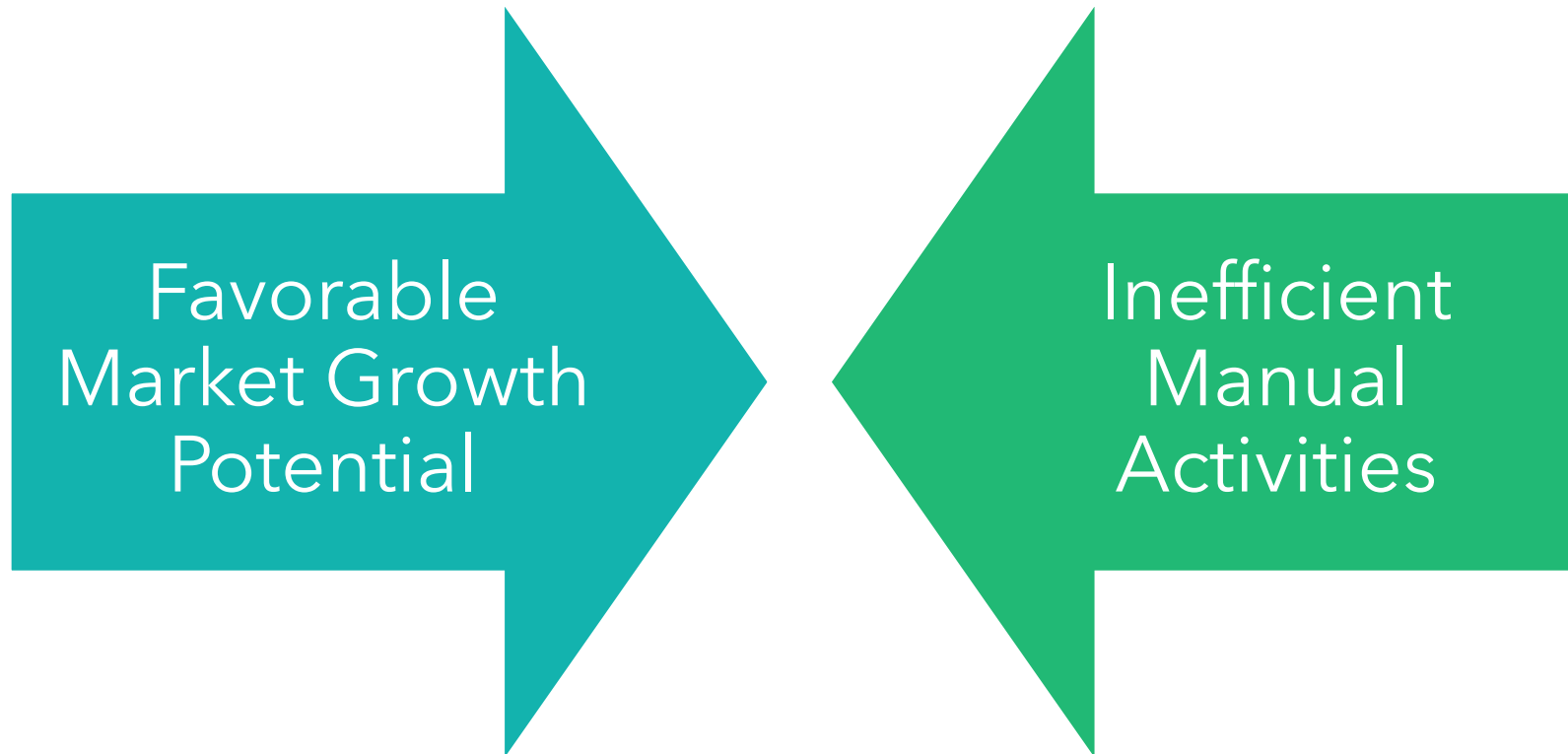
Established in 2008.

Over 300 customers.

Official providers of Salesforce, Oracle,
Microsoft Dynamics Nav.



BITCE Situation



Requirements

Automate Manual Activities

CRM

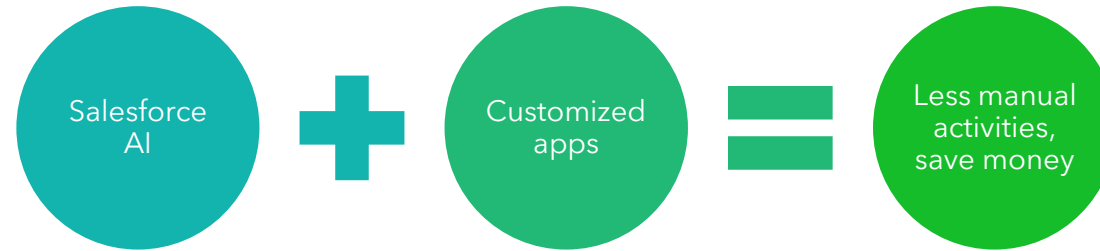
English and
Finnish

Accessible 24/7
via PC/Mobile

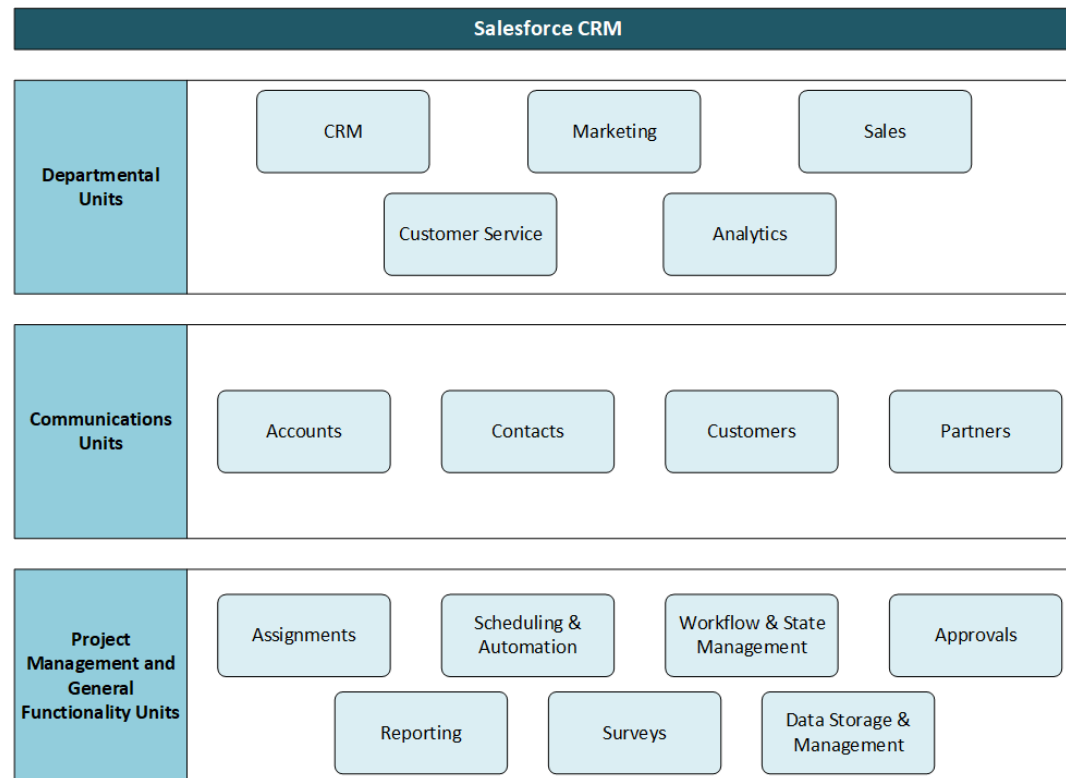
Intuitive Interface

Comprehensive
Support

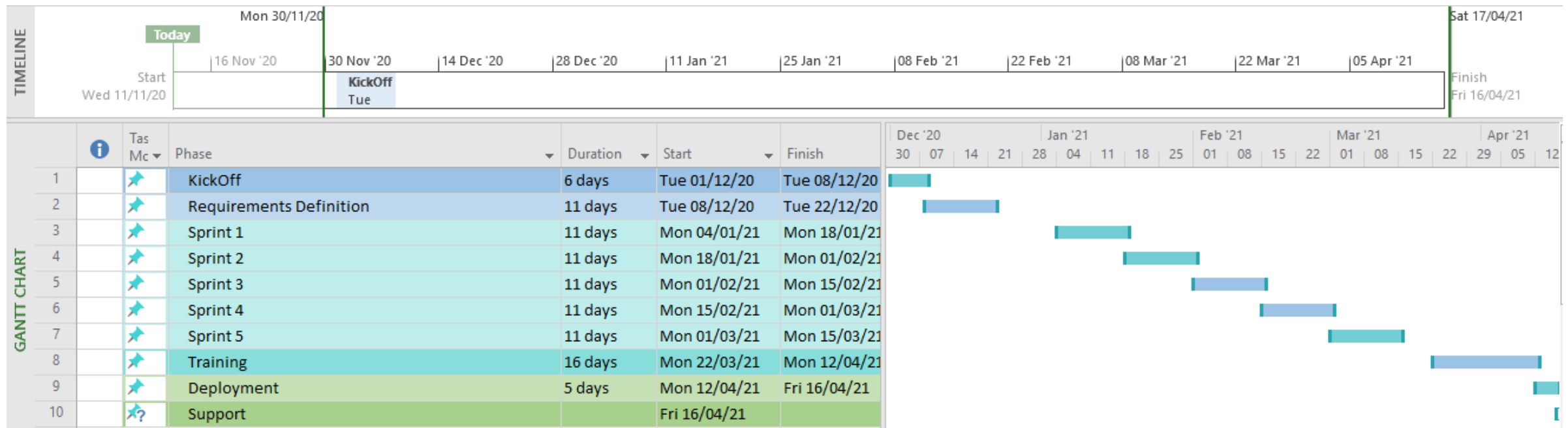
Solution



Salesforce System Map

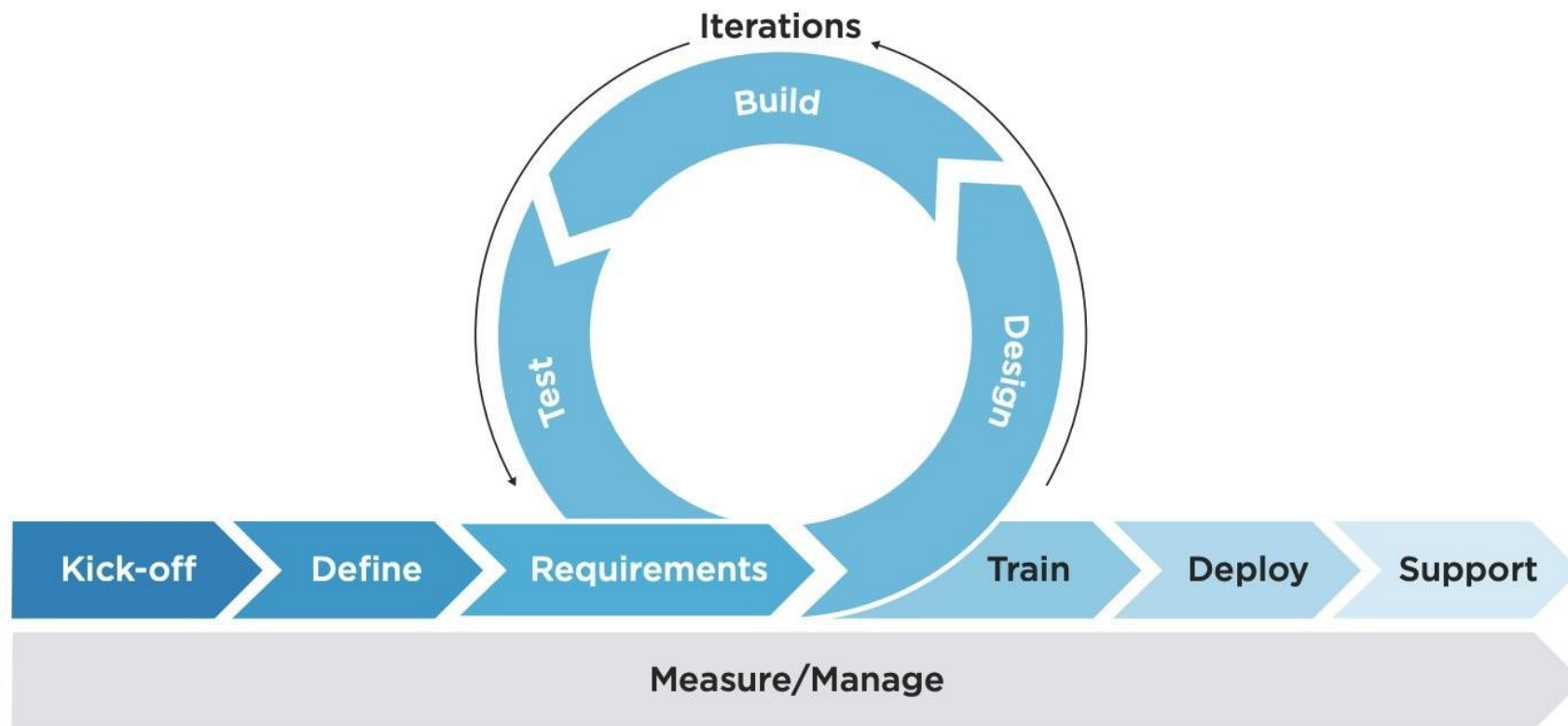


Implementation Schedule



How We Work

Progress Model



Prices and Charges

Total costs for 2021-2022: 115 000 €

- License cost per person: 64 € / month
- Maintenance: 1500 € / month
- Data Migration: 40 560 € / month
- Personnel training: 2000 € / per person
- Interface customization: 5000 €

Benefits Estimation

Current Expenses

- Per day 2250 €
- Per month 46875 €
- Per year 562500 €

Savings After the System implementation

- Freelancers contracting 50%
- Project management 40%
- CRM tasks 60%
- Analytics & Reporting 80%
- Manual documentation 20%

New Expenses

- Per day 1095 €
- Per month 22812.5 €
- Per year 273750 €

Cumulative Savings Per Month



S8: Solution proposal for the final sales meeting



Salesforce

Solution Proposal
for BITCE Company
by VS Consulting

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- Benefits Estimation

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BITCE Situation



Requirements

Automate Manual Activities

CRM

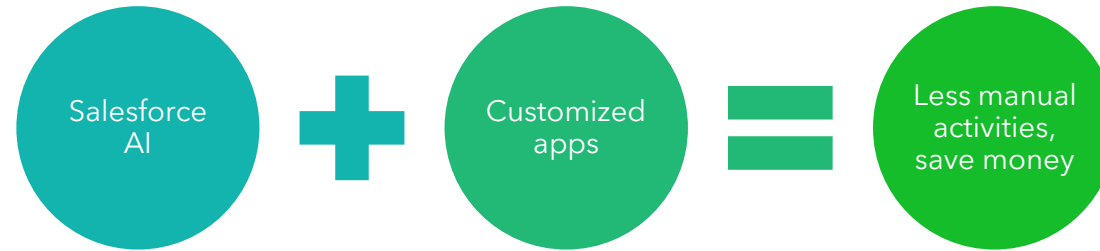
English and
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Accessible 24/7
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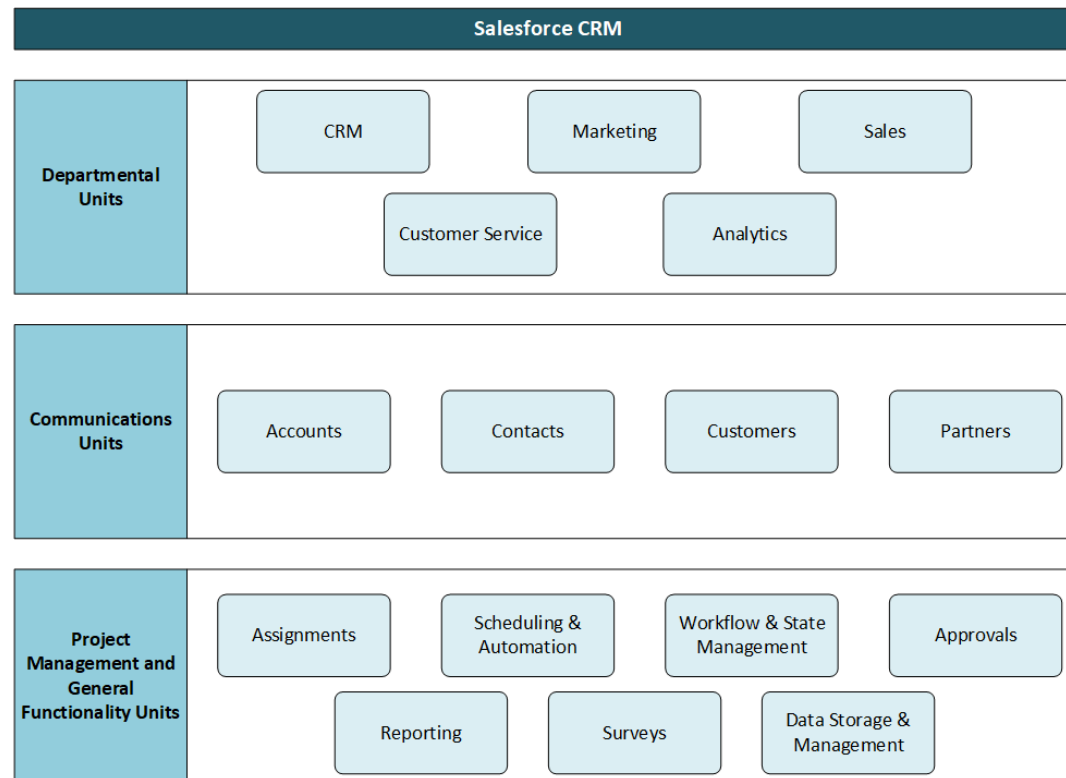
Intuitive Interface

Comprehensive
Support

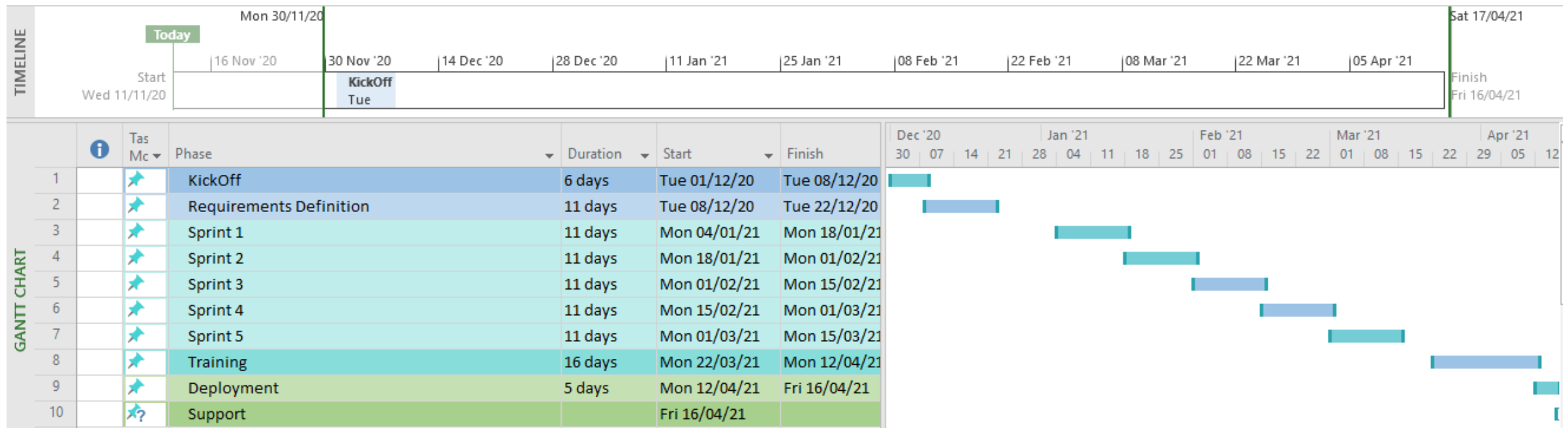
Solution



Salesforce System Map

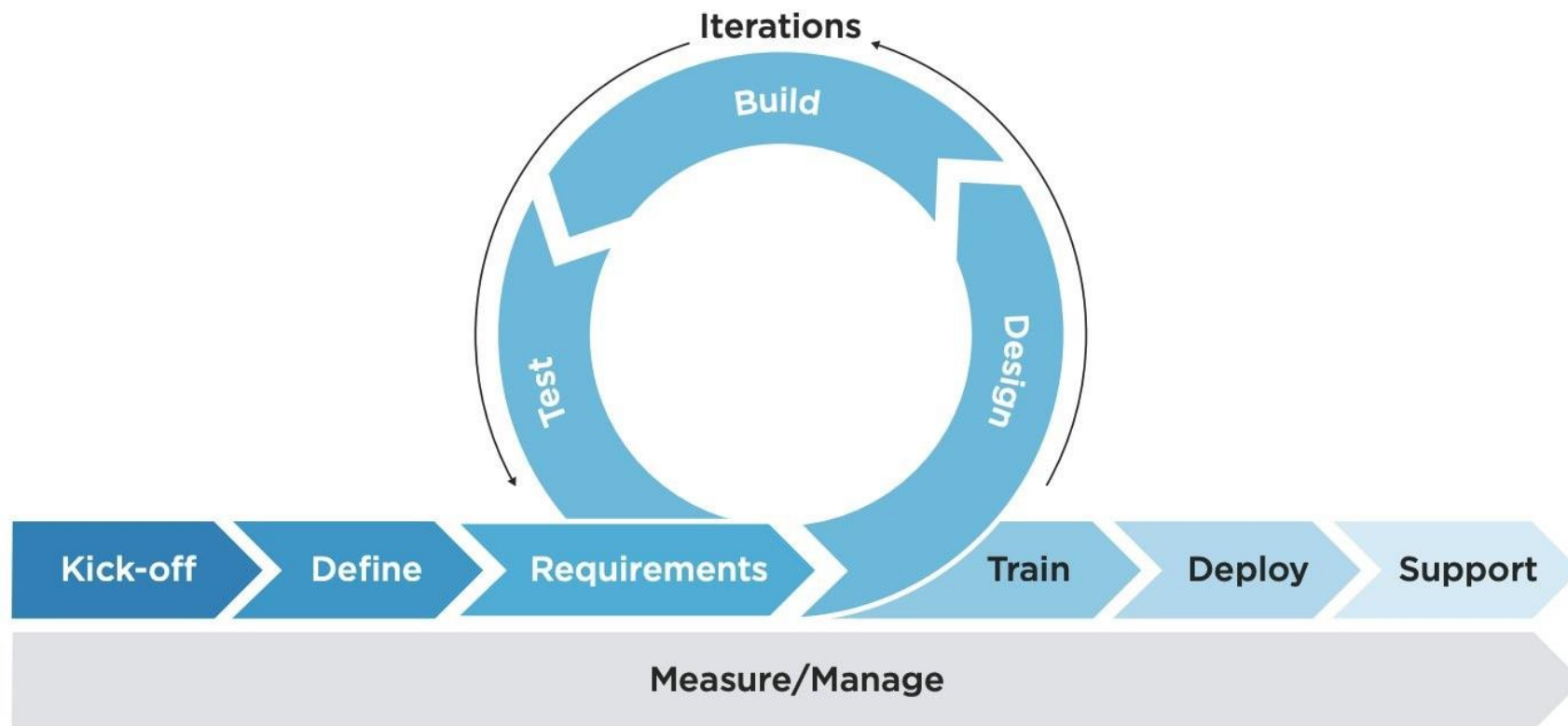


Implementation Schedule



How We Work

Progress Model

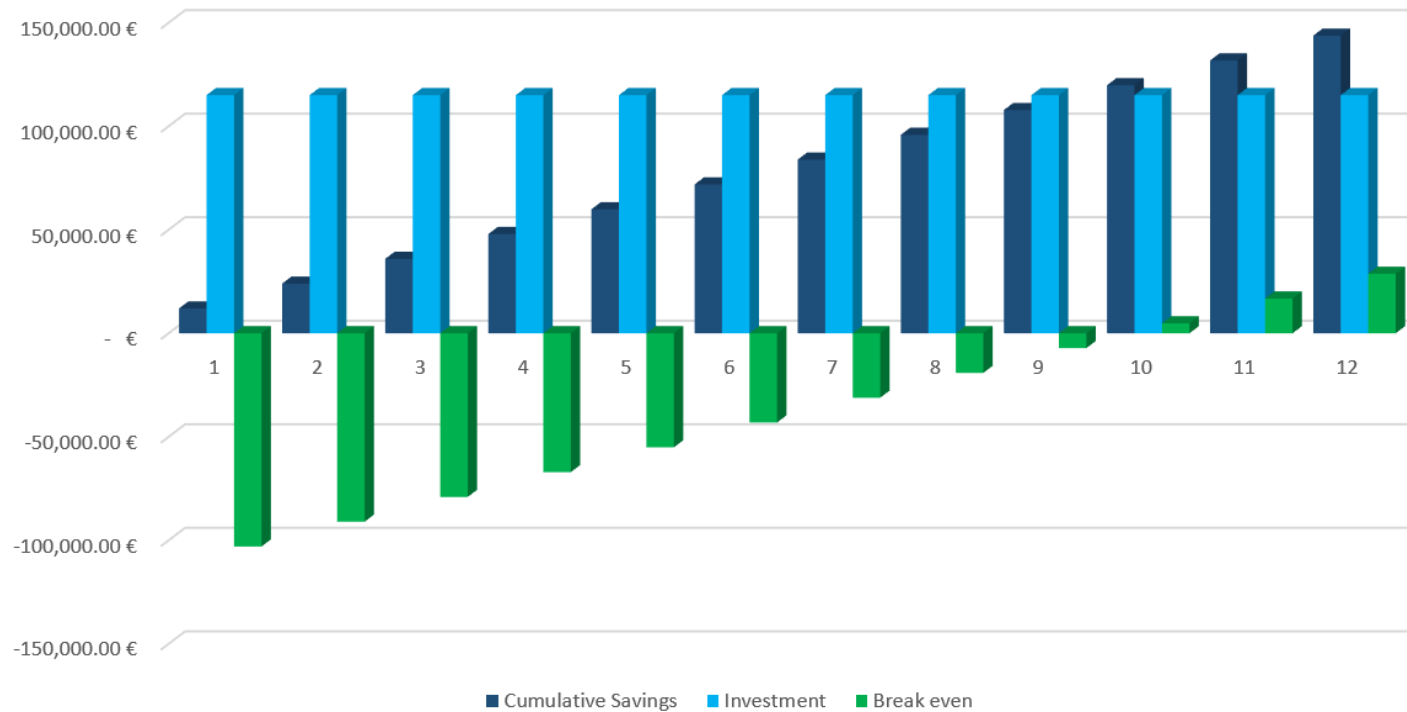


Prices and Charges

Total costs for 2021-2022: 115 000 €

- License cost per person: 64 € / month
- Maintenance: 1500 € / month
- Data Migration: 40 560 €
- Personnel training: 2000 € / per person
- Interface customization: 5000 €

Cumulative Costs, Savings Per Month
(First Year After Implementation)



Benefits Estimation

Return on Value

- Break Even Period 10 months
- ROI (1st year) 25%

Current Expenses

- Per day 1875 €
- Per month 39064 €
- Per year 468750 €

Savings After the System implementation

- Freelancers contracting 30%
- Project management 10%
- CRM tasks 50%
- Analytics & Reporting 40%
- Manual documentation 20%

New Expenses

- Per day 1300 €
- Per month 27084 €
- Per year 325000 €

S9: Final written offer

25 November 2020

Offer for BITCE: Salesforce Customer Relationship Management Platform

Dear Team BITCE,

Following our first meeting where we have discussed the need of your company for a new IT system, we are happy to present you the solution that will meet all the requirements stated.

This offer is valid until November 29th, 2020. The details of the proposed solution and the conditions under which it is offered are described in the following pages.

We would like to invite you to our next meeting on November 27th, 2020, at 9 a.m. to discuss the key points of this offer. Please, contact us by email in case you have any questions or concerns that need to be resolved beforehand. Thank you for your time and consideration of our offer, we look forward to meeting you!

Sincerely,

Simon Barry

Simon Barry
Project Manager at VS Consulting
simon.barry@vs.fi
Ratapihantie 13, 00520 Helsinki



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1 Subject and Procurement Status of the Tender

Referring to RFP, Bitce Ltd, offers ICT consulting to private and public sectors as its base business. The services include software training and IT consulting in which a project could be, e.g., to develop an IT system and implement it for a customer.

Bitce has gained a favourable situation when it comes to market growth possibilities, but as a small Finnish private company, with less than 10 permanent employees and a need to find and employ domestic and international freelancers, manual activities have become the greatest obstacle for growth.

Bitce has found out that in order to grow as a company, the core processes must be made more efficient. The core processes mentioned are employee recruitment, invoice management, project tracking reports, project tasks, and payments, and also CRM (Customer Relationship Management) is important, if not a core process.

Bitce has put together a procurement team, which was tasked to find a suitable system to tackle the problems with manual activities, and to increase efficiency of core activities. When implemented, the system should enable the company to take on more business opportunities and continue to grow.

2 Objectives, Requirements, and Solutions Proposed

2.1 Objectives

Bitce has laid out objectives for the procurement of a solution.

- The solution should make current manual activities of Bitce's core processes, which are employee recruitment, invoice management, project tracking with reports, project task, and payments, more efficient. In addition, CRM is seen as a valuable bonus to the implemented system.
- The implemented solution should cater international use of the system, where the main language of choice is English and secondary language is Finnish. The users should also have access to support during European business hours.
- Implementation of the system should not obstruct ongoing business operations.
- Training of the employees, excluding freelancers, should take place in a manner, which allows them to have enough time for ongoing business transactions, but also to become confident in using the new system efficiently.
- The system should be easy to use and intuitive enough so that the freelancers would not need training.

2.2 Requirements

We have collected the following requirements as per your RFP and communication afterwards.

- A system, which is accessible 24/7 using PC and mobile devices.
- Intuitive user interface for freelancer to be able to use the system without training.
- The system should automate and make time-consuming business core processes efficient.:
 - Freelance recruitment;
 - Invoice management;

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- Project tracking reports
 - Project tasks;
 - Payments.
- CRM functionality is a bonus feature.
- Accounting capabilities allowing to handle finances in a Finnish controlled manner.
- The system should be secure since its holding sensitive information.
- Implementation of the new system should be smooth and allow for business transactions to continue.
- International system with language support for English and Finnish.
- Training for core personnel that would enable them to use the system effectively.
- Comprehensive support required for the system.

2.3 Proposed Solution

We believe that a customized Salesforce CRM system is the best solution for Bitce. We offer to provide you with a Salesforce CRM solution that is tailored for Bitce's work processes and allows for fast future modifications based on the current needs. In addition, you will have first class support when questions regarding the solution arise.

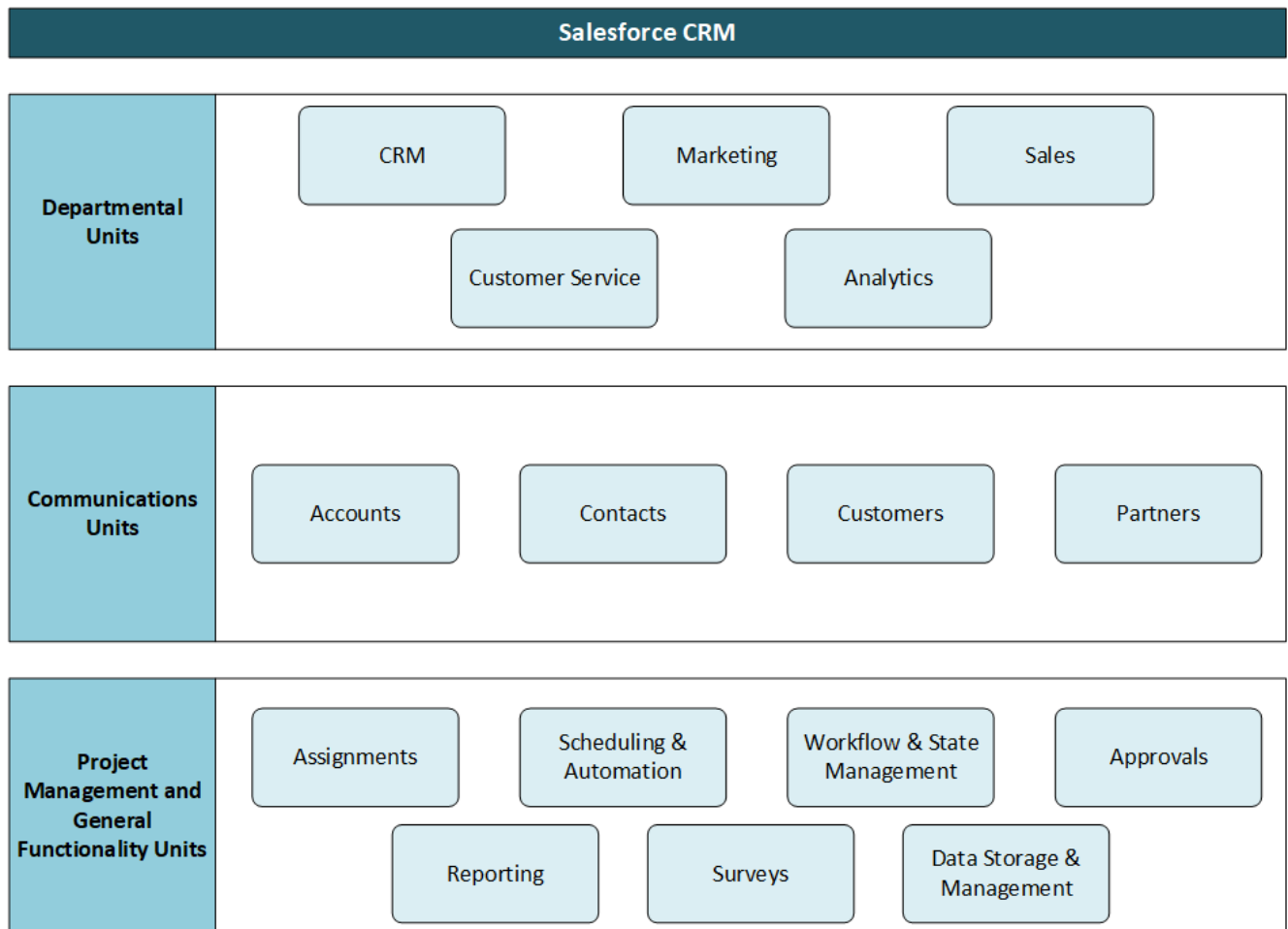
Based on your RFP and communication afterwards, we have put together a custom solution, on which we give more information below:

- Salesforce CRM Salescloud Professional system licenses for 10 users – the number one customer relationship management system.
- Automating manual tasks based on Bitce's work processes.
- Creating templates and custom-made business processes in the system for Bitce's core business process operations.
- Centralized and standardized data storage. You can have all the contacts and communications within one system.
- 24/7 access from any PC or mobile device using a web browser.
- 24/7 technical support from Salesforce and European business hours support from us regarding anything related to the solution.
- Implementation of the system in a way that you will be able to continue your business activities and transactions while transferring from the old system to the Salesforce CRM.
- Training for all core employees with flexible schedule to allow your business run at the same time.
- Intuitive interface of Salesforce does not require training for freelancers.
- The Salesforce CRM system offers interfaces with multiple languages, including English and Finnish.

2.4 System Map

The system map visualizing the functional units of the proposed CRM platform solution is presented on the scheme below.

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Pic 2.4.1 System Map

3 Delivery Plan

3.1 Project Phases

During the implementation of the Salesforce solution, we will follow an eight-phase approach to the integration of the solution. Below we have listed each phase as well as a brief description as to what occurs during each phase.

1) Kick-off

During the kick-off phase, we will sit down with you and identify the stakeholders of the project and discuss their roles in the project moving forward. We will discuss existing systems and the data flows between the systems, as well as establishing the data models so that we have a strong understanding of the existing systems and can effectively integrate those systems with Salesforce.

2) Requirements Definition

The second phase will be defining the requirements of the system. This is obviously something that we have discussed in previous sales negotiations but at this stage we will really dig down into those requirements. We first need to understand how your requirements differ from the standard Salesforce implementation and what we need to do to ensure that the implementation meets all requirement needs of your company. It is at this phase where we will define the scope of the project and establish the objectives of the project as a whole.

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3) Design

Once we have defined the requirements of the project, the next phase will be the design of the solution. We will take the information gathered in the previous phase and will incorporate those requirements into the design of the system. All integration with other systems and data migration will be designed here and at the end we will have a concrete plan as to how we will move forward with the build of the system.

4) Build

The fourth phase of the project is the build phase. It is here where we will begin the build of the solution. We will establish the makeup of the development team that best meets the needs of the solution and that team will build the solution using the scrum techniques of 2-week sprints. At the end of each sprint there will be a working prototype of the solution and this will be built upon after each sprint until the final product is ready. These sprints will incorporate intermittent testing and will involve migrating data to the system and integrating your external systems into the Salesforce build.

5) Testing

The next phase of the project will be testing the system. Testing will be conducted throughout the sprint to ensure the solution works as it should. We also need to test the integration of external systems and certain components of Salesforce. This will be part of the sprint iterations and will be conducted after each build iteration.

6) Training

A key phase for any project, the sixth phase will be about training your staff how to use the system. A full and comprehensive training course will be provided where we will run staged training sessions for small groups of staff members to provide staff with the necessary skills to become expert Salesforce users and make the most of the solution. Training will be provided to small groups at a time so not to disrupt the usual day to day activities of the business.

7) Deployment / Production

Once all the staff members are trained and full competent with the system, we will move to the seventh phase of the project which will be the deployment / production phase. This will be the result of the cumulative work undertaken in each of the previous phases and where the system will go live. From this phase the solution will be implemented as staff will be using the solution moving forward.

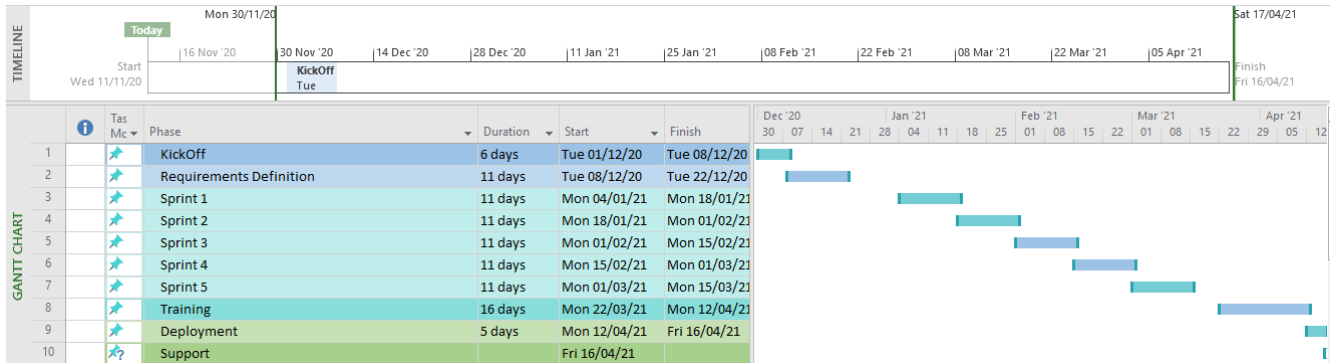
8) Support

The eighth and final phase of the project will be support. This will be an ongoing phase where support will be available to your business and staff regarding the solution. We will monitor the implementation and keep a keen eye out for any irregularities and be available to your business for any issues that may arise with the use of the system. We will make fixing any issues our priority and provide this service for the lifetime of the implementation.

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3.2 Project Schedule

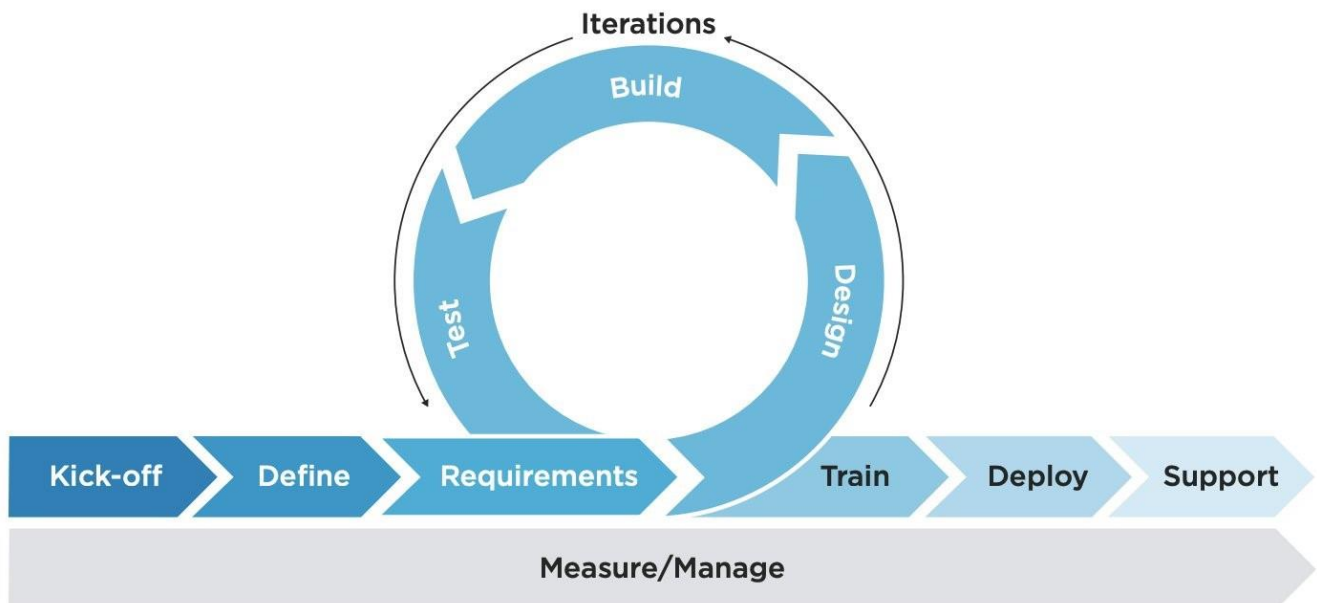
The project schedule is presented on the Gantt chart below with the phases defined.



Pic. 3.2.1. Gantt Chart

3.3 Progress Model

Below is a diagram of our progress model. The model follows the 8 phases of the project outlined above and shows how the progress of the project will flow. Please note that as we are using the scrum methodology for development the middle three phases will iterate multiple times until the solution is ready for training and deployment.



Pic. 3.3.1. Project Progress Model

3.4 Training Plan

Our training plan is designed to have minimal impact upon the everyday running of your business. As you have 10 staff members you would like to be trained to use the system, we feel it is best to split the staff into two groups of three and one group of four. This means that you will consistently have at least 6 staff members working as usual. We will send our expert training team to your business for a three week period. Each week one group will attend the training sessions and the sessions will be for 8 hours from Monday to Friday.

During the training we will cover the following points:

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- Core fundamentals of Salesforce and basic usage of Salesforce;
- Advanced features of Salesforce;
- Basic recovery techniques for user error;
- How to effectively use additional software integrated during the build;
- How to integrate additional software into the system via the app exchange.

The training will be fully comprehensive, and we are always available to provide additional support for more complicated matters. We will also provide a more detailed schedule closer to the date as the training will need to be tailor to best fit your Salesforce implementation.

3.5 Support and Additional Services

As part of our implementation package, we offer full time support for the lifetime of the solution. Our support includes the following:

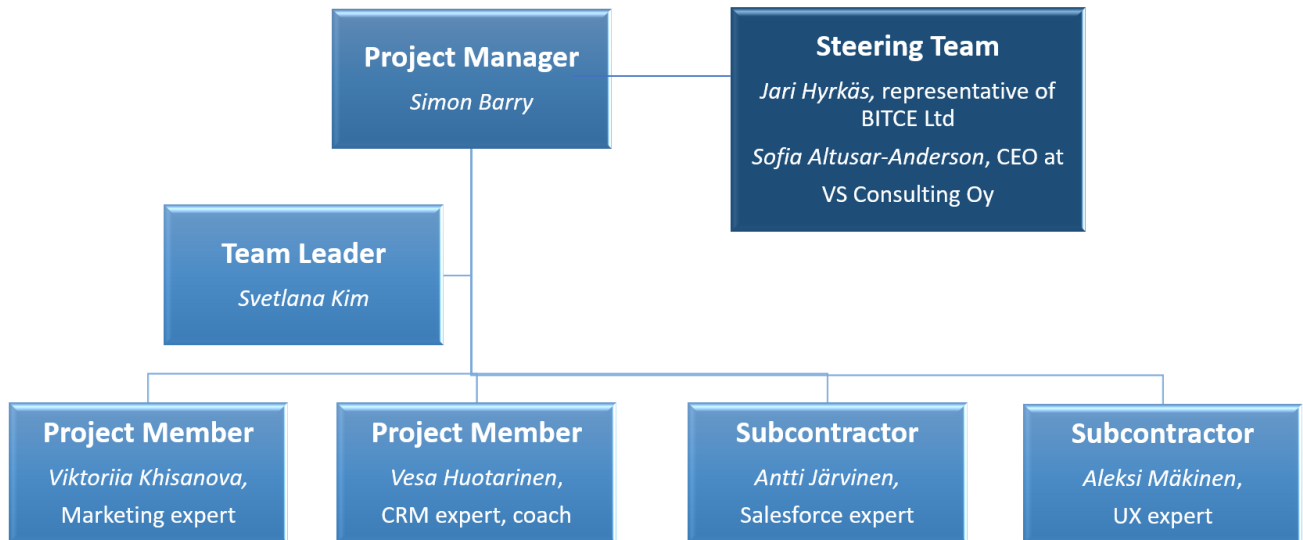
- Technical support for any technical issues that arise during usage of Salesforce;
- System monitoring to ensure there are no irregularities with the Salesforce implementation and spot early signs of impending issues;
- Software update management to mitigate any issues with updating the software;
- Strategic advice. We have many years of experience working with Salesforce and different companies in a plethora of industries, and over the years we have picked up a lot of knowledge that we are more than happy to share with our treasured customers;
- Additional training is available if new staff members join the business or there are new areas of the Salesforce universe you would like to explore;
- Data Migration support is provided during the build and as an additional service going forward to ensure you have all the data you need from previous systems to maximise the benefits of Salesforce;
- System integration ongoing support is provided to ensure that there are no issues with the implementations of your existing systems that were integrated during the build. We can also provide support for the integration of additional systems.

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4 Project Delivery Plan

4.1 Project Organization

The members of the project team and other involved parties are presented on the scheme below.



Pic. 4.1.1. Project Organization Plan

4.2 Share of Responsibilities Between Customer And Vendor

While the Vendor may engage subcontractors for some parts of the project, the Vendor remains responsible for executing the agreement and will not assign nor transfer any ultimate rights or obligations to third parties.

The Customer is responsible for all the expenses during the planning and execution of the project, including licensing, deployment, maintenance, training, travel expenses, consumables, and any additional services in accordance with the pricing specifications provided by the Vendor.

The contractual obligations of both Parties are stated in the Preliminary Contractual Model and will be binding after the final Agreement is signed.

5 Prices and Charges

5.1 Pricing for the Proposed Solution

The price of the services consists of the following components:

- 1) CRM Sales Cloud Professional package

Price: 64 € per person per month

Sales Cloud license provides PCT with a complete CRM solution and also allows PCT to implement an end-to-end functions and visibility for sales-related functionality and visibility of processes throughout the company.

The Professional package includes email integration with Gmail or Outlook, mobile app, Account, Account, Contact, Lead, and Opportunity Management, Lead Registration and Rules-Based Lead Scoring, Collaborative Forecasting.

- 2) Interface customization

Price: 5000 €

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Intuitively clear interface makes work routine easier. Each business has its own workflow. Our specialist will analyse the most important functions of the Salesforce solution and set up the perfect UI that fits for the company's needs to provide the best user experience.

3) Migration: Transfer of data from current systems

Price: 40 560 €

We can take responsibility of transferring data from excel sheets to CRM system. This opportunity may help workers in your company to focus on their key responsibilities. We understand that in the beginning using new system might be hard and it brings a lot of stress to do such a responsible work as data migration in new system without mistakes. That's why we offer you our help.

4) Personnel training

Price 2000 € per person

Using new software can be challenging. It brings stress and slows down the work speed. Personnel training is needed to familiarize workers with the new system. It gives an insightful information how to use the full potential of the new tools.

5) Maintenance services

Price: 1500 € per month

The company provides customer and technical support that can be done through convenient communicational channels.

The total pricing calculations are presented in the tables below.

Component	Licenses	Price (/month/person/pcs...)	Quantity	Total PCT	Year 2021	Notes
Complete CRM system access	Professional package	64 € / month	10	640 €	5760 €	* **
Interface customization	-	5000 €	1	-	5000 €	
Data migration	-	40 560 €	1	-	40 560 €	
Personnel training	-	2000 €	10	20 000 €	20 000 €	
Technical and Customer Support, Maintenance and Update Services	-	1500 € / month	1	-	18 000 €	
Total:	89 320 €					

Table 5.1 Total costs in 2021

Component	Licenses	Price (/month/person/pcs...)	Quantity	Total PCT	Year 2022	Notes
Complete CRM system access	Professional package	64 € / month	10	640 €	7680 €	*

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						**
Technical and Customer Support, Maintenance and Update Services	-	1500 € / month	1	-	18 000 €	
Total:	25 680 €					

Table 5.2 Total costs in 2022

* The calculations do not take into consideration freelancers' access to the system.

** The price of subscriptions for freelancers per month will be calculated as follows number of freelancers * license price.

5.2 Benefits Estimation

We have calculated the estimated benefits and break even period after the system acquisition for BITCE. Please, note that the calculations are done starting from the system implementation point (April, 2021) and cover the first year after the implementation.

According to our estimations, the break even period of the project is 10 months and the return on investment for the first year is 25%.

The calculations are done considering the current number of employees, workload, and number of projects undertaken by the BITCE, and the savings are calculated with the usual increase in the efficiency of business processes observed in the similar company cases. Calculations do not take into account the profits that will grow with the expanding customer base and the increase in the number of projects your company will be able to undertake with the time saved on finding and hiring freelancers for the projects, manual project tracking and management tasks, manual processing of the documentation, and communication with the customers.

The detailed expenses and savings are presented in the tables and the break even period is visualised on the graph below.

Specification	Value	Unit
Current Expenses		
Freelancers contracting	2.5	hours/day
Project management	1.5	hours/day
CRM tasks	2	hours/day
Analytics & Reporting	0.5	hours/day
Manual documentation	1	hours/day
Employee costs	25	€/hour
Number of employees	10	
Working hours per day	7.5	hours/day
Working days	250	days/year
Total costs per day	1875	€
Total costs per month	39062.5	€
Total costs per year	468750	€
Savings After System Implementation		
Freelancers contracting	30%	
Project management	10%	

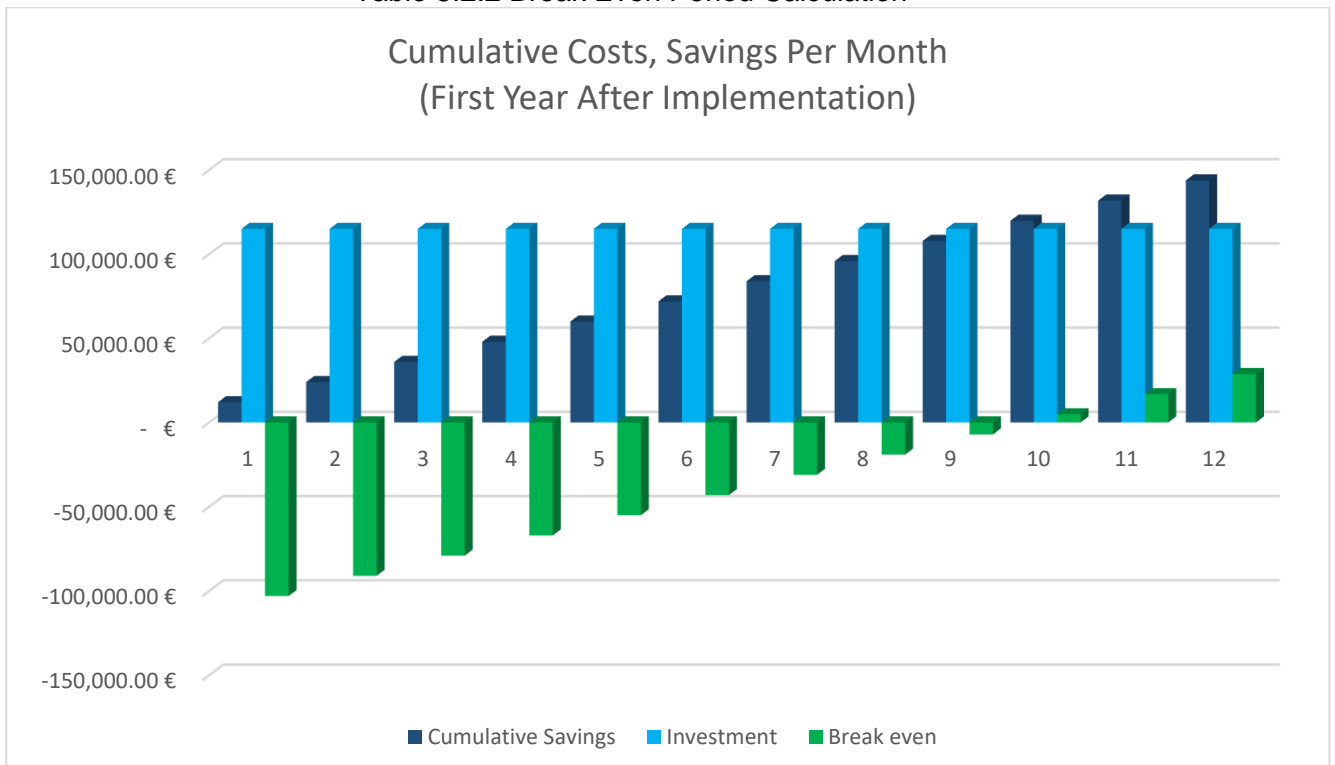
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CRM tasks	50%
Analytics & Reporting	40%
Manual documentation	20%
New Expenses	
Freelancers contracting	1.75 hours/day
Project management	1.35 hours/day
CRM tasks	1 hours/day
Analytics & Reporting	0.3 hours/day
Manual documentation	0.8 hours/day
Working hours required for all tasks	5.2 hours/day
Total costs per day	1300 €
Total costs per month	27083.33 €
Total costs per year	325000 €
Solution Price	115000 €
Payback Time Calculation	
Savings per/month	11979.17 €
Break even period	10 months
ROI for the first year after implementation	25%

Table 5.2.1 Expenses and Savings Estimation

Months	1	2	3	4	5	6	7	8	9	10
Current Costs	39,062.50 €	78,125.00 €	117,187.50 €	156,250.00 €	195,312.50 €	234,375.00 €	273,437.50 €	312,500.00 €	351,562.50 €	390,625.00 €
New Costs	27,083.33 €	54,166.67 €	81,250.00 €	108,333.33 €	135,416.67 €	162,500.00 €	189,583.33 €	216,666.67 €	243,750.00 €	270,833.33 €
Cumulative Savings	11,979.17 €	23,958.33 €	35,937.50 €	47,916.67 €	59,895.83 €	71,875.00 €	83,854.17 €	95,833.33 €	107,812.50 €	119,791.67 €
Investment	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €	115,000.00 €
Break even	- 103,020.83 €	- 91,041.67 €	- 79,062.50 €	- 67,083.33 €	- 55,104.17 €	- 43,125.00 €	- 31,145.83 €	- 19,166.67 €	- 7,187.50 €	4,791.67 €

Table 5.2.2 Break Even Period Calculation



Pic. 5.2.1 Break Even Period Graph

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6 Terms and Conditions

6.1 Definitions

Bitce Ltd is hereinafter referred to as the Customer.

VS Consulting Oy is hereinafter referred to as the Vendor.

Salesforce is hereinafter referred to as the Solution.

The Customer and the Vendor are hereinafter referred to as the Parties.

The binding contractual obligations between the Parties are hereinafter referred to as the Agreement.

6.2 Preliminary Contract Model

Unless provided otherwise in the Agreement, the Vendor grants the Customer a worldwide, nonexclusive licence to use the Solution and its documentation, for the duration of the Agreement.

The right of use of the Solution is not conditional upon the performance of an associated maintenance service. Consequently, ceasing the performance of maintenance services on the Customer's initiative will not cause the expiry of the right of use of the software product as initially granted.

The Vendor shall take all customary precautions as may be necessary for the protection and integrity of the programs, data and operating systems to which it has access or which are provided to it in the performance of the Agreement. The Vendor shall back up the data and carry out an antivirus scan before undertaking any work. The Vendor shall take all steps to prevent access by unauthorised third parties to the programs, data and other information provided to the Vendor by the Customer or to which the Vendor has access or of which it becomes aware in the performance of the Agreement.

The Vendor shall provide all necessary or useful advice to the Customer regarding protection of hardware, programs and data, having regard to the IT services that are the subject of the Agreement.

The acceptance of the Solution which consists of several sub-assemblies shall take place only once all of the sub-assemblies have been handed over and their interoperability has been verified. Except with the express written agreement of the Customer, the Vendor may not vary the Order or the deadlines for the delivery of sub-assemblies.

The Vendor shall be bound by a strict obligation to achieve the contractually-defined result for:

- the conformity of the Solution;
- meeting the performance levels described in the Agreement;
- meeting all deadlines and dates for performance and/or delivery described in the Agreement.

If it is foreseeable that a deadline or a date shall be exceeded, the Vendor shall immediately inform the Customer of the reasons and extent to which it shall not be able to comply and shall propose suitable corrective measures, provided always that the Customer shall have the right to refuse any such measures.

The Vendor shall assign teams for the implementation of the Solution which have the experience, skills, qualifications and authorisations required for the proper implementation of the Solution. The Vendor shall be responsible for direction and control over the Solution implemented by its

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teams and shall ensure that such teams act and remain within and subject to its authority.

Statements or requests by the Customer concerning the performance of the Solution may only be addressed to the Vendor's operating representative; provided always that this shall not create any relationship of employment or agency between the Customer and said representative.

The Vendor shall comply and shall ensure that its employees and subcontractors comply with labour law in the country where the Solution is implemented or delivered (Finland).

The Vendor undertakes to inform the Customer of the required conditions (including technical conditions) for the implementation of the Solution and to inform, advise and warn the Customer. Before implementing the Solution, the Vendor shall proceed with a careful examination of the information provided by the Customer and shall request from the Customer any documents or information that may be lacking. The Vendor shall inform the Customer without delay of any and all irregularities, omissions, contradictions and inconsistencies between the information provided by the Customer and the best prevailing industry standards.

The Vendor warrants the conformity of the Supply following the delivery of the Solution and the final acceptance of the IT services. Throughout the duration of the warranty, the Vendor shall modify and fix as soon as possible and at the latest within any agreed deadlines, all elements of the Solution which are not in conformity with the expected results.

The maintenance obligations concerning the maintenance provided to the Customer by the Vendor shall be effective for the period declared in the Agreement. Such maintenance includes preventive, corrective, adaptive, and evolutive operations.

The prices in the Agreement are all-inclusive, firm and non-revisable. The prices are stated excluding VAT. They include all costs arising from implementation of the Solution in accordance with the Agreement.

Invoices shall be issued by the Vendor in accordance with statutory provisions in the Customer's name and sent to the address stated in the Agreement. Invoices shall be issued in the currency stated in the Agreement (EUR /euro).

Unless stated otherwise in the Agreement, payment of invoices shall be made 30 (thirty) days following the last day of the month in which the invoice is issued. Payment shall be transferred into the bank account indicated by the Vendor.

A Party shall not be in breach of its contractual obligations due to an event of force majeure (an event or circumstance which is beyond the reasonable control of, and which could not have been avoided by steps which might reasonably have been expected to be taken by that Party). A force majeure event shall relieve the Party relying on such event from its contractual obligations only to the extent and for such period as the said Party is prevented from performing its obligations. Each Party shall bear all its own expenses resulting from the occurrence of a force majeure event. The Party affected by an event of force majeure shall immediately notify the other Party of the situation by email providing all necessary documentary evidence of the force majeure event. The Party invoking an event of force majeure shall make every effort to mitigate as far as possible any adverse effect arising from this situation.

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Each Party shall have the right to automatically terminate the Agreement in the event of a breach of an obligation by the other Party that is not remedied after 30 (thirty) calendar days following a written request to do so. In the event of termination of the Contract by the Customer for failure to perform, the Vendor shall immediately reimburse the Customer for all payments made so far. The Customer may terminate the Agreement at any time on giving 30 (thirty) calendar day' notice to the Vendor. Upon receipt of such notice, the Vendor shall take all measures necessary to cease as soon as possible the implementation of the Solution in progress. In such case, the termination fee of an amount equal to five percent (5%) of the price stated in the Agreement for the services that will not be performed due to such termination is applied. The fee shall be paid by the Customer to the bank account stated by the Vendor within 30 (thirty) calendar days from the termination date.

6.3 Resolution of Disputes

The Agreement comes in power as soon as we receive the official response from the customer accepting this Offer.

In case any disputes, controversies, or claims arise under, out of or in connection with the Agreement, the Parties agree to attempt initially solve all matters by conducting negotiations.

In case the Parties are unable to settle the matter between themselves, the matter shall thereafter be resolved by alternative dispute resolution, starting with mediation and including, if necessary, a final and binding arbitrary decision in accordance with and under the Finnish legislation.

Whenever a Party shall decide to issue the arbitration proceedings, it shall give a written notice to the other Party. The Party giving such notice shall refrain from issuing the arbitration proceedings for a period of 30 (thirty) days following such notice. During this period, the Parties shall make efforts to amicably resolve the dispute without arbitration.

7 About The Vendor

7.1 Organization

VS Consulting Oy is established in 2008. The headquarters is situated in Helsinki, Ratapihantie 13. The company with over ten years of experience is focused on providing IT consulting services for businesses of various sizes. VS Consulting is an official partner of various CRM systems, including such widely known and used as Salesforce, SAP, ZOHO, Oracle and Microsoft Dynamics.

Our practice is to make data-driven decisions using modern business techniques for a better understanding of our customers, and we are passionate about solving complex problems with the best-suited approach.

The vision of VS Consulting Oy is to change the businesses through technological solutions, without which no company can exist today.

The mission of VS Consulting Oy is to provide the most suitable IT solutions to businesses, based on a deep understanding of the wishes and needs of the customer.

Our values are trust, transparency, comprehension, open-mindedness, knowledge, and courage.

7.2 Project Members

CEO – Sofia Altusar-Anderson

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Sofia has been the leader of the company for five years. During her tenure, our annual numbers of our customers increased from 15 companies to 45.

Sales Expert – Simon Barry

Simon is the best salesperson of our company, who managed more than fifty large projects with a total duration of 5 years.

Technical Expert – Svetlana Kim

Svetlana is passionate about technical solutions and data-driven decisions. All customers with whom she worked as the technical project manager were 100% satisfied with her solutions.

CRM Expert – Vesa Huotarinen

Vesa knows everything about Customer Relationship Management solutions. With him, you can rest assured that your business will get exactly what you are looking for. He is also licensed in teaching and is vastly experienced in coaching employees the practical CRM application.

Marketing Expert – Viktoriia Khisanova

Viktoriia is aware of the latest marketing trends that are helping businesses to be heard and will help you to promote your company on the market and grow your customer base.

7.3 References

Our customers references with the similar projects of the same scope that we have successfully completed in the past include:

- 1) Dinoco Oy, a middle-size Finnish consultancy company that provides marketing service to small business owners. Dinoco Oy was looking for an automated solution for the marketing department. As a result, after implementation of a CRM system, their yearly revenue has increased by 20%.

Contact info: contact@dinoco.fi

- 2) Purple Monster is a fast-growing franchise of pet shops with exotic pets. With the help of our CRM system, the company has improved their work performance and increased their yearly revenue by 35%.

Contact info: contact@purplemonster.fi

You can also visit our official website for more information about the company (<https://www.vs-consulting.fi>) and our customers (<https://www.vs-consulting.fi/customers>).

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8 Quotations Summary

8.1 Advantages and Limitations of the Proposed Solution

The principal advantage of Salesforce is that its functionality meets all customer's requirements in terms of data migration, storing data, manipulating data, and accessing data. The usage of the solution will save time on business tasks because the data is structured and many manual tasks are performed automatically. Salesforce does not require any additional software to be supported, and the regular updates Salesforce are happening automatically.

However, we strongly recommend the training for the core personal, so that your employees would have the preliminary instructions on how to start using the software. In addition, it is better if as many employees as possible will be connected to the system because some actions, as, for instance, sharing reports, require registered members in order to provide the functionality directly for all the users. Otherwise, additional steps are necessary.

8.2 Additional Information and Inquires

If you have any technical questions regarding the system, please contact our technical expert – Svetlana Kim at

svetlana.kim@vs.fi.

In case of questions regarding the functionality and/or training process, please contact our CRM expert – Vesa Huotarinen at

vesa.huotarinen@vs.fi.

If you have any general questions or inquires about our company, please contact us at

info@vs.fi

8.3 Responding to This Offer and Preferred Communication Channels

The preferred channel to contact us is via email. Please, send your response to this offer to our business deals email at

business@vs.fi

The deadline to respond to the offer is November 29th, 2020.

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Contact Information

VS Consulting
Ratapihantie 13, 00520, Helsinki
<https://www.vs-consulting.fi>
info@vs.fi
+ 358 987 65432

If you have any specific question for one of the team members, you can contact us directly via e-mail:

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Sofia Altusar-Anderson	sofia.altrusar-anderson@vs.fi
Vesa Huotarinen	vesa.huotarinen@vs.fi
Viktoriia Khisanova	viktoriia.khisanova@vs.fi
Svetlana Kim	svetlana.kim@vs.fi

Date

25.11.2020

Sofia Altusar-Anderson

Sofia Altusar-Anderson
CEO

Simon Barry

Simon Barry
Project Manager, Sales expert

Vesa Huotarinen

Vesa Huotarinen
Coach, CRM expert

Viktoriia Khisanova

Viktoriia Khisanova
Marketing expert

Svetlana Kim

Svetlana Kim
Technical expert