

# BATTLE CARD

## SOFT1

### Product comparison

Functionality	Competitor	SERP	Description
Database	MS SQL	Optional	Does it require another software for the database?
Email sending and receiving	Possible, sending and receiving	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Windows client,WEB client	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client:WIN Server:WIN	<b>Client:</b> MacOS, Win, Android, iOS <b>Server:</b> Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Licence purchase and subscription	Subscription	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Public and private	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	Qlik (Integration)	Flex.bi	Are there any BI tools available?
Webshop	Intergrations, json	Module, integrations	How can a Webshop be implemented?
Integration methods	REST API	REST API, web requests, file exchange	How can the system be integrated with other products/systems?
Integration options	E-invoice	Go to: <a href="https://hansaworld.com">hansaworld.com</a>	What integrations are available in the product?
Verticals	Moduls and integrations	Modules, same software	How are verticals developed (same software or integrations)?
CRM	Built in module	Built-in module	Is CRM available?
Customizations	JavaScript and Visual Basic, maybe C#	HAL	How can customizations be made?
Additional software	None	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Automated, optional	Automated, optional	How are system updates done?
Languages / localizations	4 languages(Greek, Bulgarian, Romanian, English) and 4 localisations ( Greece, Bulgaria, Romania, Cyprus)	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Direct and trough partners	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Subscribe and use	Subscribe and use, unlimited users, localisations	How can the product be upscaled?

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### SWOT analysis

Top strength	Top weakness
<ul style="list-style-type: none"><li>■ Well known brand in Greece and Romania, Bulgaria lower</li><li>■ Strong industries wholesales</li><li>■ Easy customisations</li></ul>	<ul style="list-style-type: none"><li>■ MRP II is missing in production</li><li>■ High implementation cost</li><li>■ Not designed for intensive retail sales</li></ul>

Top opportunities for us	Top threats for us
<ul style="list-style-type: none"><li>■ Implementation time is faster</li><li>■ Hotel module with PMS + Siteminder</li></ul>	<ul style="list-style-type: none"><li>■ Great local market visible</li><li>■ Well localised solution</li><li>■ Pricing (50% cheaper)</li></ul>