



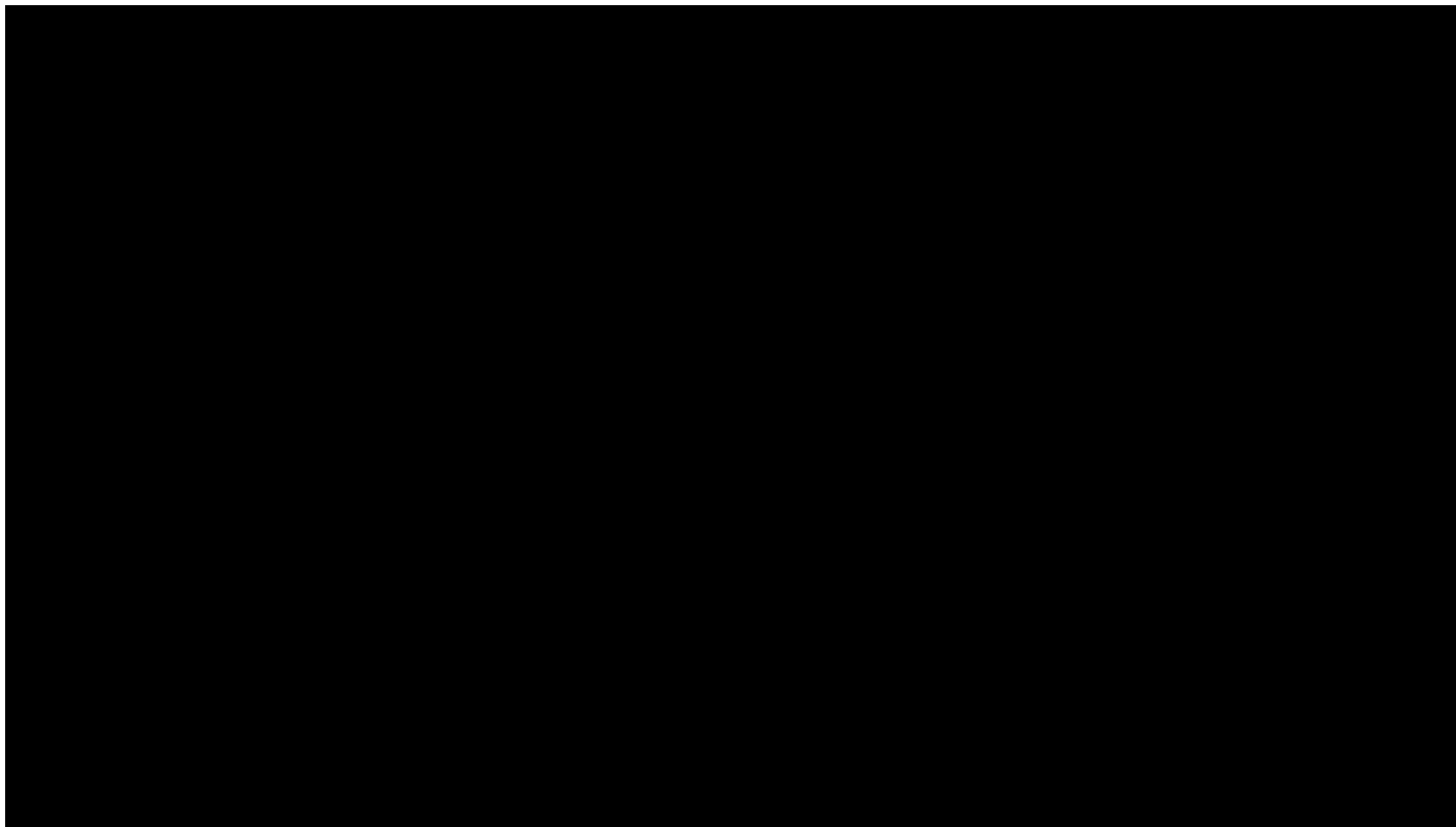
"WHO IS KAIROS? (WHOISKAIROS.COM)

WHAT TO DO IF YOUR STRATEGY FOR TOMORROW IS SO YESTERDAY?

HOW TO EXPAND YOUR TRADITIONAL HOSTING BUSINESS
IN THE ERA OF ACCELERATED UNCERTAINTY.

DEUTSCHE TELEKOM ALREADY HAS. LET US TELL YOU HOW THEY DID IT AND HOW YOU CAN, TOO.“

WHOISKAIROS.DE



DIGITAL TRANSFORMATION

In simple words:

**Digital Transformation describes
the **CHANGE** of
ANALOG BUSINESS PROCESSES
to **DIGITAL PROCESSES**
in **ANY** Field of Business!**

WHAT DOES IT MEAN TO BE THE BOSS OF A SMALL BUSINESS

- Your business is **local**
- Your business depends on **specific industry requirements**
- You are **very busy** and the **only expert** for many **areas of expertise** in your company
- You are in average of **50 years old and not a digital native!**
- Your **budget is tight**

GOOD NEWS!

Digital transformation is a **big challenge**,

But the owners of Small Businesses already know that **Digitalisation is a MUST!**

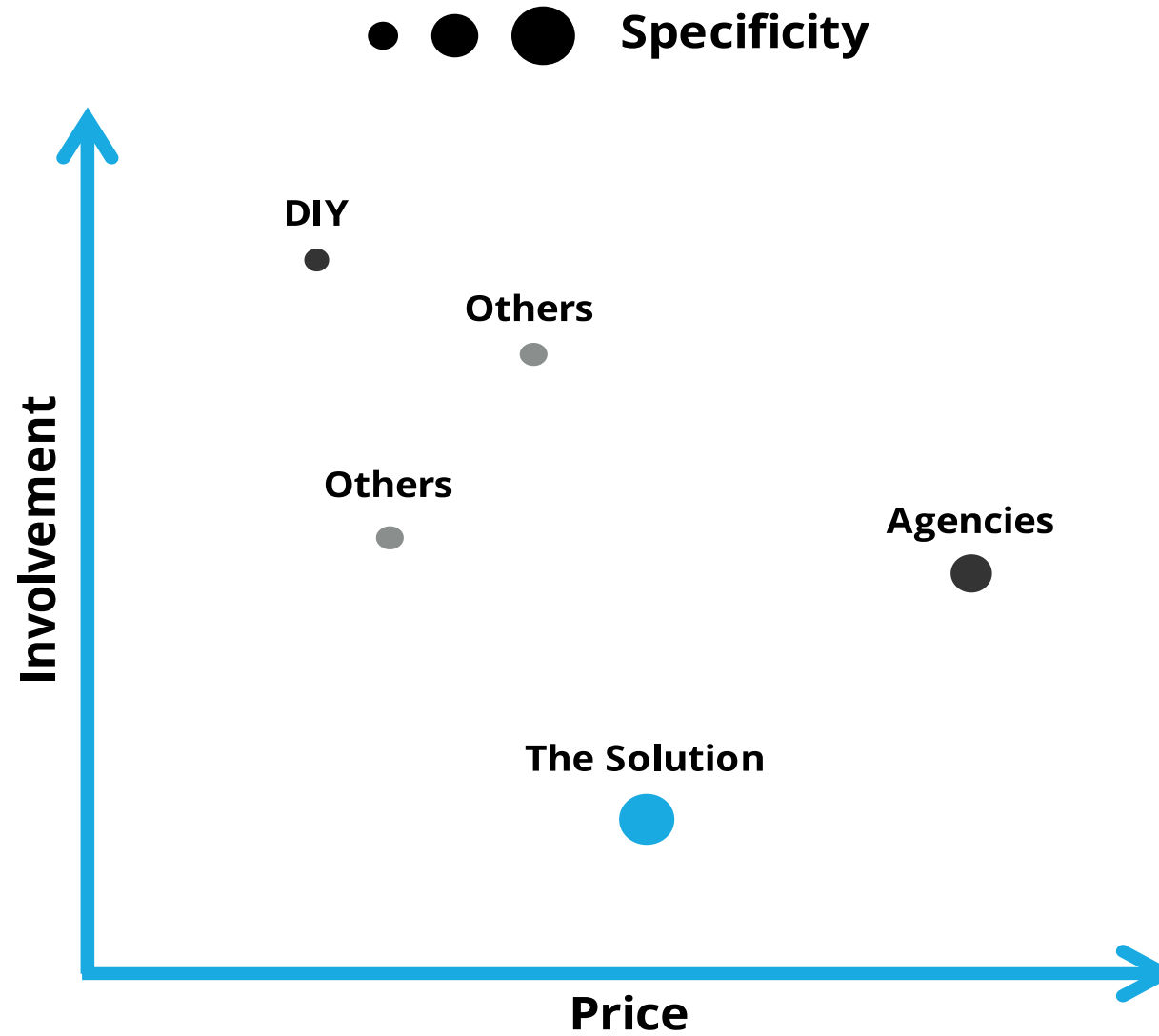
They know it from the media, from advertising, their suppliers, their organizations, and importantly ...

GOOD NEWS!

... their **customers and stakeholder demand for it:**



WHAT OPTIONS DO SMALL BUSINESSES HAVE



WHAT IS MISSING IN THE MARKET TODAY

For Small Businesses there is still a need for:

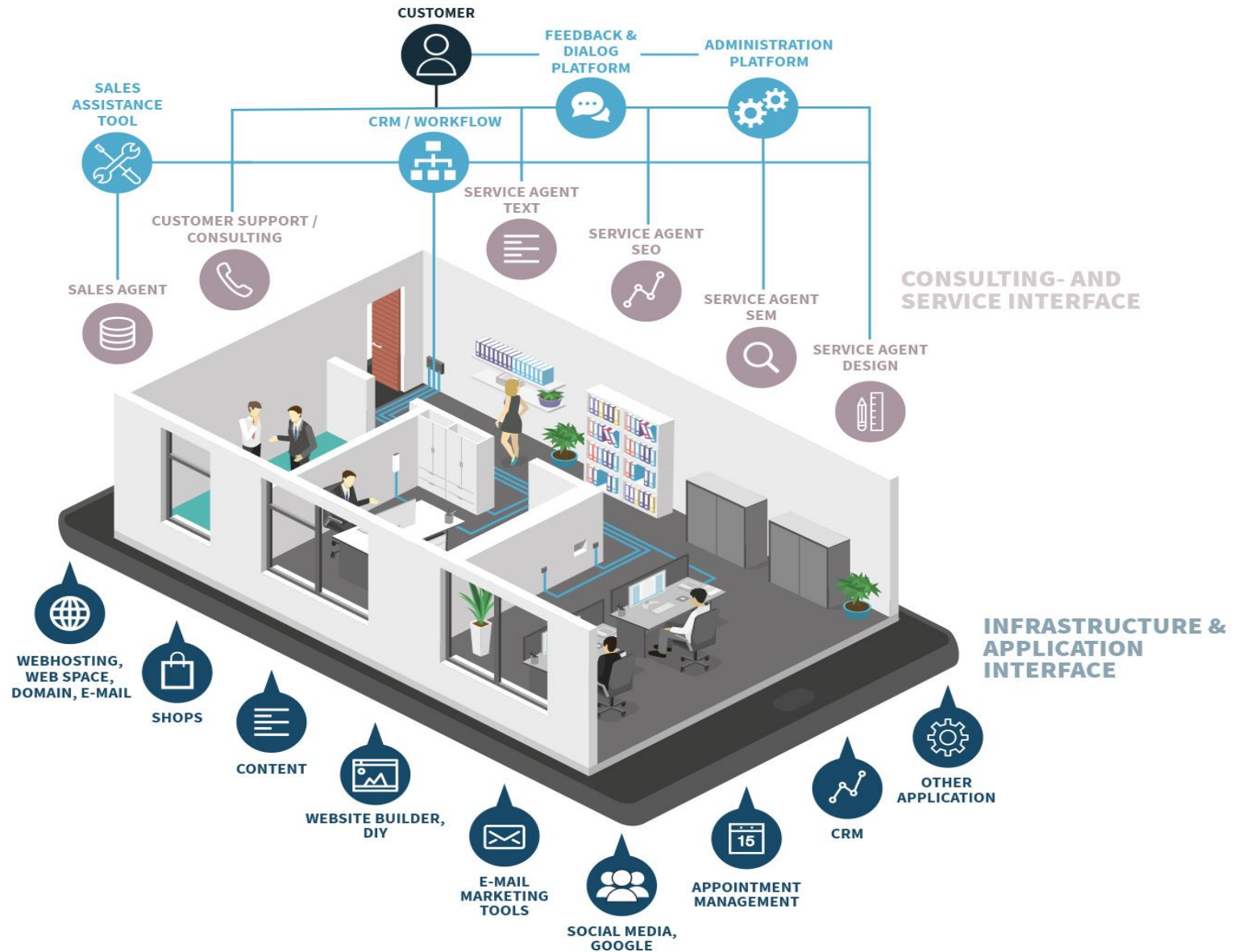
- **Consulting + profound understanding** of the specific business
- **Option to ask for service or assistance**
- **DIY** as an option
- **Including specific applications and contents**
- **Fulfilling industry requirements**
- **Create success for the SB by digitalization**
- **And respecting tight budgets**

THE SOLUTION

**With the understanding of
who small businesses are
and how they operate,**

**we have created a new solution,
which enables our partners
to enter the market of SB digitalization services!**

THE SOLUTION



REFERENCES

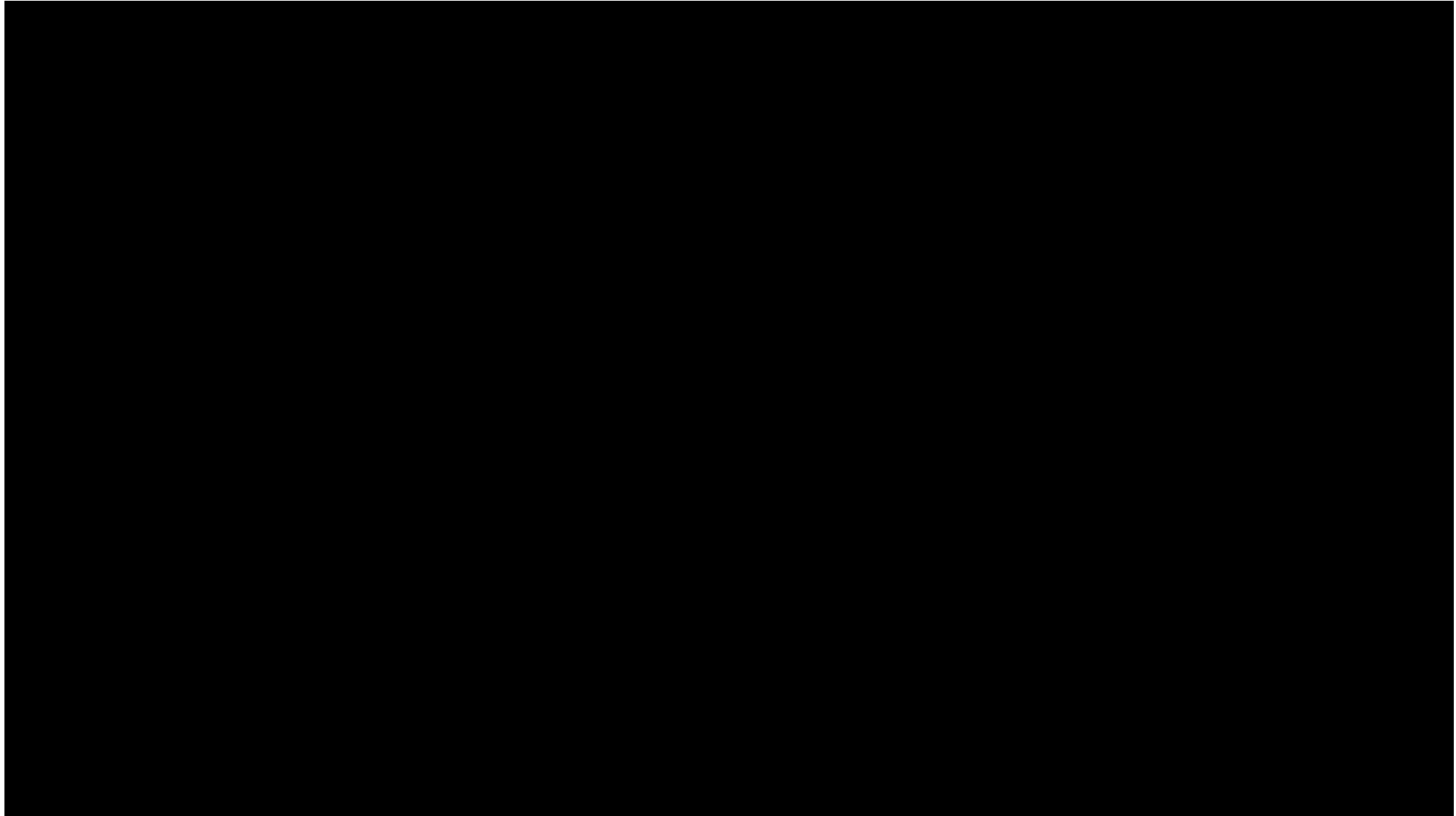
- **Live & real showcase with 50+ agents and approx. 10.000 real customers in Berlin**
- **In 2017 we have started an successful testcase with Strato to offer first time white label services.**
- **Since 2017 we are rolling out Website Creation Services for Vodafone Germany!**
- **This January we started integrating the whole solution with Deutsche Telekom. The name of the new service is Digital Business.**

DEUTSCHE TELEKOM DIGITAL BUSINESS OFFERING FOR SMALL BUSINESS

Our services for Deutsche Telekom include:

- **Enabling** the existing Deutsche Telekom **Webhosting-Plattform**
- **Training** the Deutsche Telekom-**Sales- and Serviceagents**
- **Implementation and configuration** of all **software components**
- **Advisory** of the configuration and the implementation of the **salesforce CRM (& Servicecloud)**
- **Contents und applications for 220 Industries** in Germany
- **Providing online marketing services** (SEO, SEM, Localsearch)
- **Setting up a team of 80 consultants and agents**

THE OPPORTUNITY!



THE OPPORTUNITY

- In Europe there are **35 million Small Businesses** (in Germany more than 5 million)
- **Average investment of a Small Business 1500€/year** (assumption)
- **Market volume of more than 50 Billion/year.**
- **For comparison: market volume for Shared Hosting in Germany is just 1 Billion/year**
- **And: the average SB invested € 900/year in the advertising in a yellow pages book.**

WHO IS KAIROS?

- **Kairos was a Greek god!**
- **He was the personification of **opportunity** and favorable moments.**
- **Kairos had his hair hanging over his face**
- **Once he has passed by, no one can grab him because the back of his head was bald.**
- **The moment of action is gone when Kairos passed by!**

We see Kairos coming and you have the chance to grasp him now!

WHY IS THE RIGHT MOMENT NOW?

- The largest players of the hosting industry are **very busy** at the moment!
- The large suppliers of applications are **competing to become the global No. 1**
- Both **lose** their ability to **focus on specific and local needs of local Small Businesses**
- For all other: **it is the right time to roll out this new business now!!**

THANK YOU FOR YOU TIME

We look forward talking to you about upgrading your offer soon!

**Send me an email: rs@cm4all.com
or talk to my colleagues at the booth!**