

basware



ON VALUE OF AN OPEN NETWORK AND PURCHASING DATA

Seminar on Data Ecosystems
Aalto University, February 2019



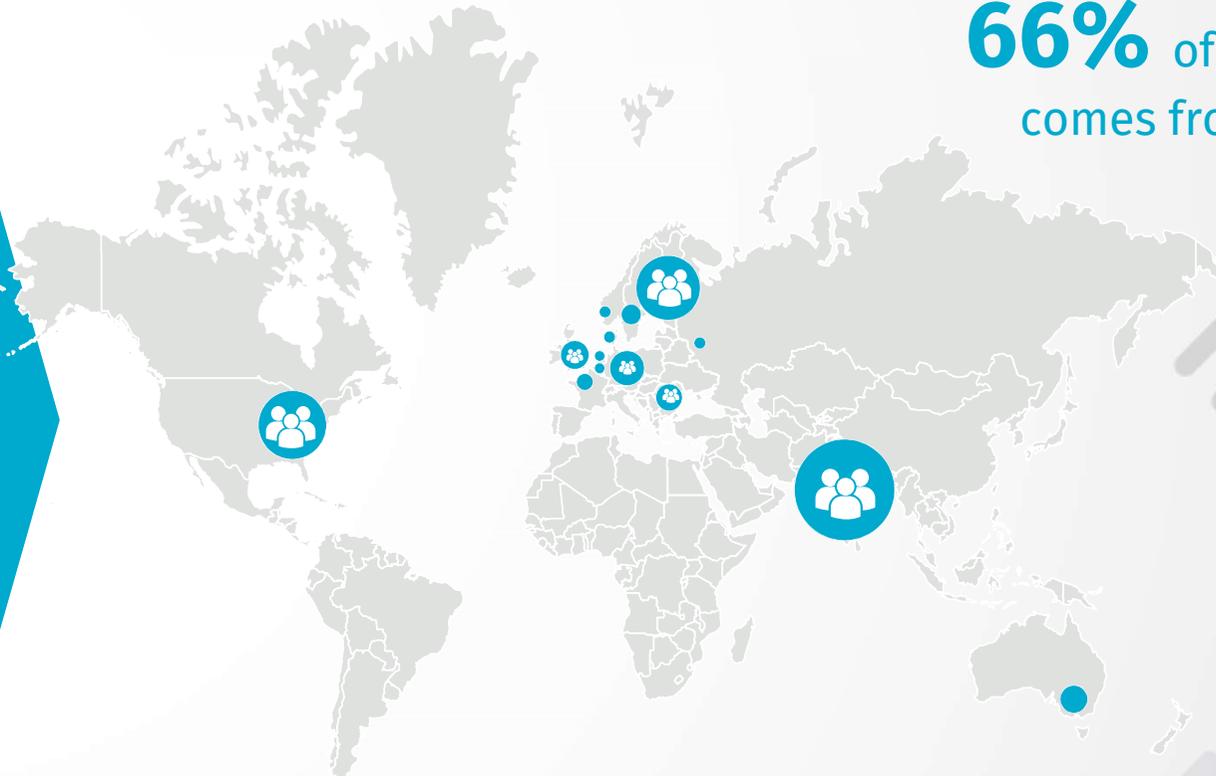
COMPANY PROFILE



BASWARE IN BRIEF

- We help our customers **simplify operations and spend smarter** by automating their procurement and finance processes
- We are **the global leader**
 - largest e-invoicing network in the world
 - #1 in accounts payable automation
 - #1-3 in procurement
- Our growth vision is to become an **EUR 1 billion** revenue company

66% of revenue comes from **cloud**



EUR **149** million revenue in 2017



~**1,300** employees* in **14** countries



Customers in **100+** countries

basware Source: Company Information

BASWARE OFFERING HELPS TO SIMPLIFY OPERATIONS AND SPEND SMARTER



1 Accounts Payable and Procurement Software

- Analytics
- Accounts payable automation
- e-Procurement
- Strategic sourcing
- eMarketplace



2 Basware Network

- Invoice sending and receiving
- Supplier management
- eArchiving



3 Financing and Data Services



OPEN NETWORK AND VALUE OF PURCHASING DATA



AN INVOICE IS A GOLD-MINE FOR DATA MINER

Who is the seller?

What are the seller's contact details?

What are seller's identity and bank details?

INVOICE



Remit To:
 Adobe Inc.
 29322 Network Place
 Chicago, IL 60673-1293

Wires To:
 Bank: JPM Chase/ Acct#: 100081931
 ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

When was the purchase made?

When was the invoice issued?

What are the payments terms?

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Invoice Number: 890531243

Invoice Date: MAR-28-18

Payment Terms: Credit Card

Due Date: APR-04-18

Purchase Order: ADD015458438

Contract No: 00004490

Order Number: 5015641968

Order Date: JUL-28-17

Customer No.: 1452233

Bill to No. 492266442

Adobe Contact Information:
<https://helpx.adobe.com/contact.html>

Who is the Buyer?

What are buyer's contact details?

Bill To:

Is there a purchase order number?

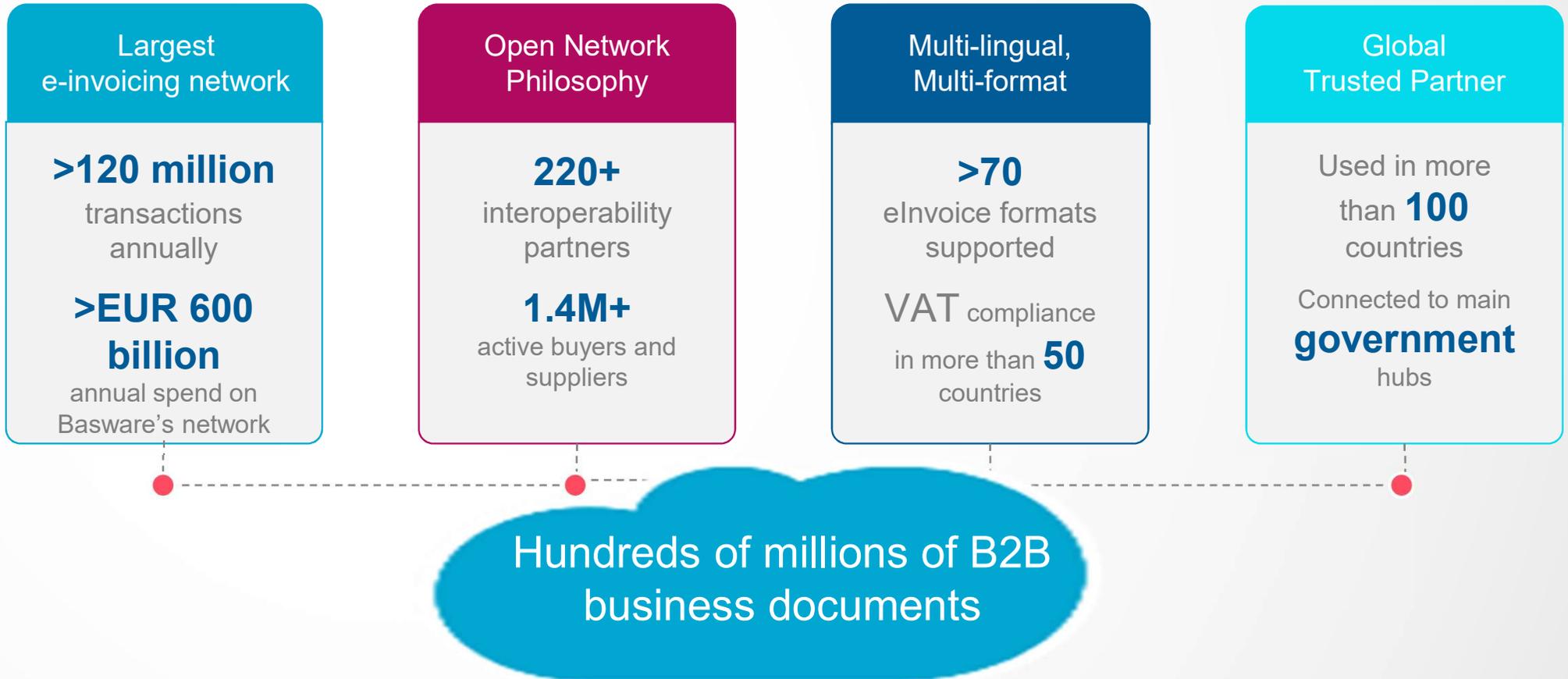
Is there a contract number?

What has been bought?

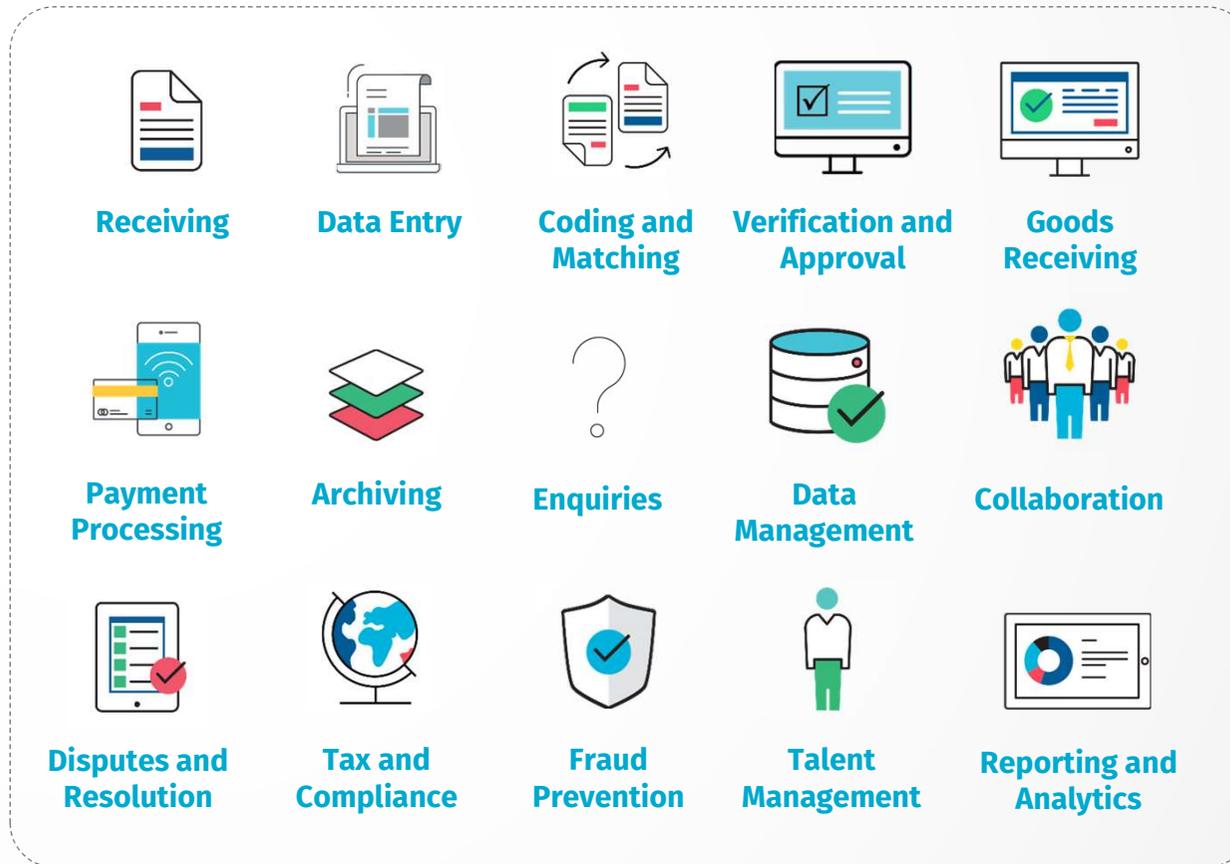
What are the unit prices?

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65268030 Send for Signature ALL OTH Monthly Hst Web spt1 MUN 14.99	EA	14.99	1	14.99

OPEN NETWORK NETWORK SECURES ACCESS TO A MASS OF INVOICES AND BUSINESS DOCUMENTS



PURCHASE-TO-PAY PROCESS OFFERS A NUMBER OF VALUABLE NEW DATA POINTS FOR A CUSTOMER



BASWARE FOCUS IS ENSURE CURRENT CUSTOMERS GAIN VALUE FROM THEIR OWN DATA



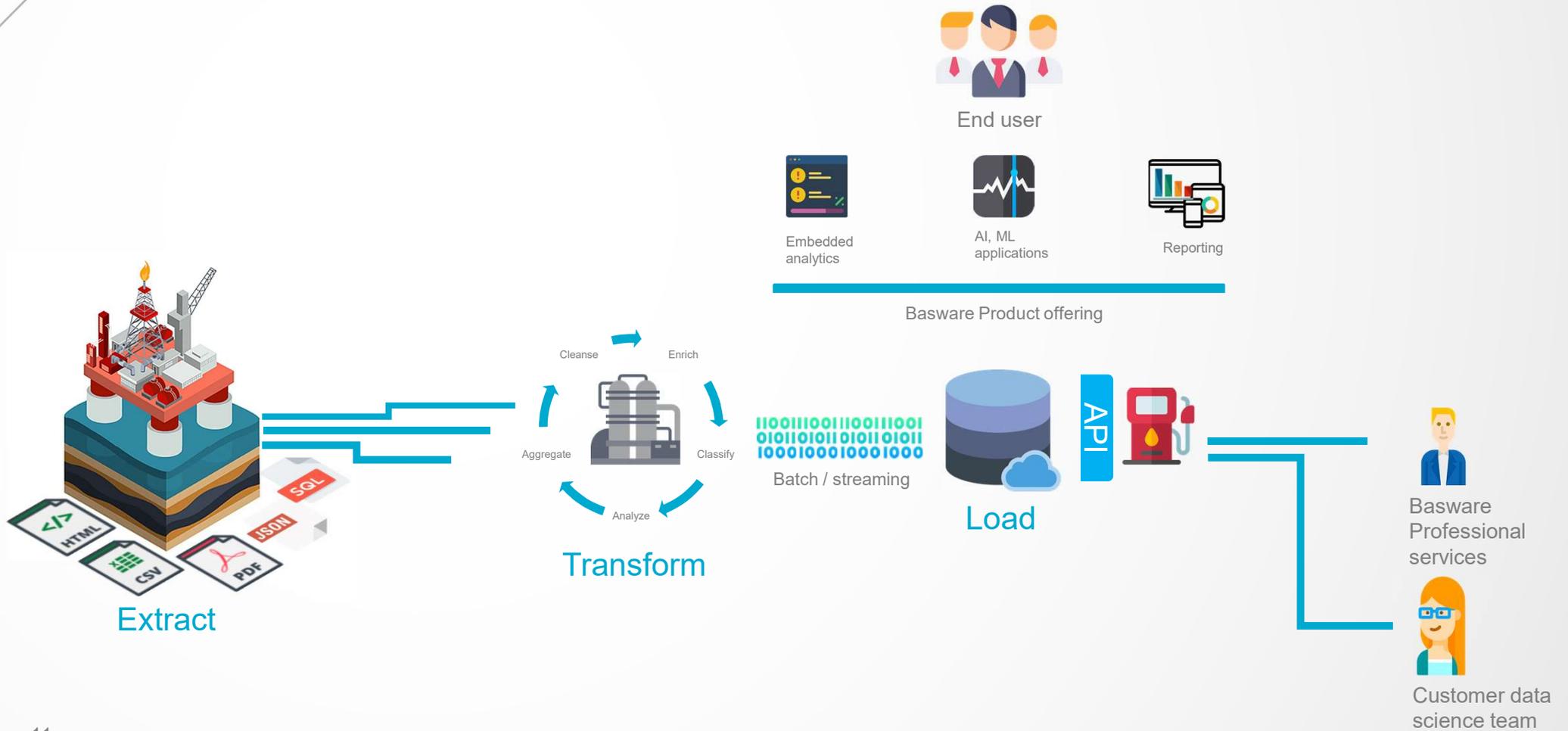
1 ANALYTICS VALUE PROPOSITION – ACTIONABLE VISIBILITY TO 100% OF THE COMPANY’S SPEND



2 MANAGING VENDOR DATA IS A SIGNIFICANT AND USUAL PROBLEM

- A global company can have tens of thousands of suppliers
- A usual problem is that a company cannot even list their vendors – let alone answer questions such as "Are you buying from any supplier that is in breach of regulatory compliance requirements in any of the countries you do business in?"
- This exposes them to a number of risks such as
 - Paying the wrong company, or paying suppliers several times
 - Direct breach of regulation, sometimes subject to steep penalties
 - Possibly substantial brand and business risks, e.g. Corporate Social Responsibility risks
 - A key supplier shutting down operations due to financial problems

3 DATA-AS-A-PRODUCT IS A MEANS TO ACCELERATE INTERNAL AND EXTERNAL INNOVATION ON DATA



TYPICAL CUSTOMER ROADBLOCKS



TYPICAL CUSTOMER ROADBLOCKS TO STARTING TO BENEFIT FROM THEIR DATA

- A lot of paper documents and manual processes. Variance between countries and legal entities.
- Data quality
 - Missing or erroneous data in business documents
 - Fragmented and manual data processing and updating
- Data access
 - Multiple ERP tools and data conventions
 - Security and privacy considerations
- Lacking capabilities and capacity
- Lacking sense of "what is good"

USING COMPANY'S OWN DATA IS A STARTING POINT

- Currently majority of companies are still struggling with getting access and visibility to their own data. There are multiple technical, operational and privacy-related questions to be answered.
- Value starts scaling up when a company's data is combined with third party data and with relevant benchmarks
- This next steps leads into a number of fundamental questions to be answered, including
 - Based on what grounds a company can share "their data"?
 - How are security and privacy considerations to be handled?
 - How do we set up data sharing and re-sharing privileges with the data partners? How do we enforce those terms?
 - How do we set up fair prices for each partner's data?
 - How do we technically set up data sharing? Who will be accountable for what?
 - ...

THANK YOU

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