

## Who is Watermark - corporate overview

Watermark implements sustainable improvements thoroughly to the core of the business of its customers, with standard ERP, CRM, SCM and PLM business applications of different brands such as Microsoft Business Solutions (Axapta and Navision), SSA Global and Oracle.

Watermark provides consultancy, implementation, customization, product management, technical support, training and full maintenance.

One of the central and unique components of Watermark businesses is the Watermark Innovation center that develops and delivers standard add-on's and software components that tailor the general-purpose business applications to more specific market segments and (thus) decrease individual customer optimizations.

**Founded:** 1996

**Employees:** 540

**Customers:** 1.200

**Target market:** Mid-market in the revenue range of Euro 20 M to 450 M

**Vertical focus:** Industrial Equipment & Machinery, High-tech & Electronics, Metal, Automotive Construction suppliers, Lumber & Wood, Furniture, Wholesale, Textile & Apparel, PSO

**International Offices:** 30 offices in 13 European countries: Belgium, Denmark, France, Germany, Italy, Luxembourg, Norway (Multi+), Portugal, Spain, Sweden, Switzerland, the Netherlands, Ireland and the United Kingdom.

**Partners:** worldwide network of implementation partners; global partner of Microsoft Business Solutions; largest SSA Global reseller and service provider for SSA Baan in Europe; European partner of Oracle.

## Watermark Mission

Create fast ROI on IT investments based on standard business applications and other IT means with strong vertical/industry focus in the middle enterprise market.

## Watermark main focus - Mid-market and hub & spoke corporate market

### **Watermark main target market:**

- Mid-market companies with standalone closed loop operations, with between 10 until a couple of hundred business applications users
- Mid-market companies with standalone P&L responsibility and reporting or consolidated administration
- Mid-market companies with needs in repetitive implementation rollout, uniform reporting and performance measurement
- Mid-market companies with worldwide coverage and various operations

## Watermark delivers Multi-vendor applications

Watermark believes that most of the business applications like ERP, CRM, SCM and PLM only differ slightly from competing applications in their functionality offering. Differences between the business applications can be found in their local fit (both country specific and vertical specific).

Watermark strongly believes that the knowledge and implementation capabilities within the selected vertical markets are the key factors for the customer on the current market.

Today, Watermark has a large Microsoft Business Solutions team comprising of both Axapta and Navision, a SSA Baan practice and Oracle team. Watermark has a range of add-on products (both own development as well as provided by third parties) that deliver added value in the CRM, SCM and PLM range, if they are not delivered by the ERP vendor.



## Watermark strategy – focus on needs of the customers

### **Core elements of Watermark strategy:**

- Maintain a lifelong relationship with the customers
- Provide and implement the best business application solutions in selected verticals in the mid-market: both local and international
- Provide the most efficient way of implementing business applications - "WaterProof"
- Develop and deliver Watermark components and add-on's to increase the fit of business applications in the selected vertical markets

## Watermark service products - provide the highest ROI at the shortest term

Watermark's core focus is advising and serving the customer to create the highest ROI at the shortest term possible. Due to Watermark's multi-brand ERP and vertical-focused approach, it is ideally equipped to advise the customer at any stage of the project.

Watermark has an extensive portfolio of service products, which suits the stage that the customer is at.

### **Watermark service products:**

**Implementation:** A more refined implementation methodology "WaterProof", including elements such as the initial implementation, repeated implementation, customer competence center set-up and international project organization.

**Optimization:** Delivering a set of product services both on technical levels (reduction in the 'cost of ownership', upgrading of service packs, first and second line support), as well as functional levels: advanced courses in business logistics, performance indicators, reporting and business intelligence tools usage.

**Maintenance:** Extend the lifecycle of the ERP business applications with upgrading to last maintained versions, openness of the business application to new add-on's and refresher courses.

## Watermark Verticals – best-fit applications for selected verticals

In its classification of solutions, Watermark has defined best-fit business applications, add-on's and components for selected market verticals. Watermark has determined product market combinations that best do the job.

### **Watermark key selected verticals:**

*Industrial Equipment & Machinery, High-tech & Electronics, Metal, Automotive, Construction suppliers, Lumber & Wood, Furniture, Wholesale, Textile & Apparel, Professional Services Organizations (PSO)*

Most of the manufacturing related markets cover main business processes that are the specific variants in the manufacturing process: All the way from 'engineer to order' to 'make to stock' (with, in between, 'make to order' and 'assemble to order').

*Wholesale businesses.* These are mostly B2B companies dealing with consumer goods distribution and added value processes such as services, repair, repackaging or assembling.

*The Professional Services Organizations* is an emerging market of Watermark. In this market the emphasis is on a clear, fast and transparent services organization that ranges from call center/help desk to field service mobile support, focused on charging hours to customers.

*The PSO vertical* also includes certain market segments: *after sales, maintenance and repair market* (installation oriented, e.g. machines, preventive maintenance, spare parts).

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## Watermark unique implementation methodology – fast and top-quality end results

Watermark unique and proven implementation methodology WaterProof allows fast and predictable implementation of business applications.

### **The main aspects of WaterProof:**

**Business process focused:** Every aspect of business applications will impact the way information and work travels through the organization. During implementation an explicit focus on these so-called business processes will raise the awareness of people in the following areas:

- how they contribute to company output
- how they interact with business applications and with each other
- how they can optimize the business process that they are contributing to

The explicit 'business process focus' helps companies to focus on the topics that really matter during an implementation and thus is a key aspect in WaterProof. During the last few years Watermark has invested in so-called "business process models" that fit the particular verticals Watermark serves (Machine and Building Industry, Automotive, Electronics, PSO/PSA, Textile and Apparel) to achieve a faster set-up of the system according to company specification.

**Simulations:** During implementation, the simulation of the new system is crucial before implementing a level deeper into the company. WaterProof ensures that a kernel team, key-users and end-users are the focus of the simulation of the usage of the new system. Via these simulations a check is made whether the next stage can be reached.

**Key-user:** The key-user concept is central to the implementation process. The key-user is the business process owner and is a senior member (such as a manager) of/within the client company who understands the implications of the changes being made. WaterProof depends upon the key-user being involved in the molding of the business applications for the company.

**Competence Center:** In larger implementations, or rollout in multi-location implementations, there is a focus on the 'economy of scale' by re-using the knowledge internally, in the customer organization. A Competence Center set-up (e.g.: installation, help-desk, set-up, tuning etc.) may possibly utilize either in-house staff or external personnel. In larger projects the cost reductions are significant, while a central group with the required competence and knowledge executes the implementation and plays a crucial role in optimizing business processes and the systems towards the future.

**Rollout in repetitive implementations** (multi-country, multi location): Watermark has its broad experience in various multi-location, multi-country implementations, where the need for 'repetitive implementations' is significant. WaterProof supports three types of repetitive implementations:

- 'Central Kernel' development and controlled rollout per country.
- 'Competence Center' based site implementation.
- Individual local implementation following corporate (reporting and process) standards.

**WaterProof is designed with in mind a set of objectives that are needed to deliver what a customer wants, on time and within a budget. WaterProof assures:**

- Fast ROI on software applications investments
- Low cost of ownership on maintaining the solution
- implementations transparent for time, cost and capacity control

Watermark qualified staff guarantees a uniform WaterProof approach during the implementations.



## Watermark Innovation's products meet crucial customer needs

Watermark Innovation is an enterprise software solutions center within the Watermark group. Standard add-on's and software components of Watermark Innovation tailor the general-purpose business applications to specific market segments and decrease individual customer customizations. High quality software delivered by Watermark Innovation is based on the state-of-the-art global development methodology of Watermark – 'WaterDev'.

### **The products of Watermark Innovation:**

**Beyond commodity:** having a high flexibility for several vertical markets. The strongest example is e-Con, a configurator. That allows different branches to run their configuration processes (from product to services). e-Con is developed in the .NET environment and due to its XML architecture it is compatible with nearly any ERP application.

**Vertical add-on's:** on a top of the Microsoft Business Solutions products for Watermark's key verticals, e.g.: PSO, Automotive, Wholesale.

**Generic components:** a set of most wanted and most needed functional components that can be delivered to customers to reduce their specific bespoke work. This 'economy of scale' approach allows Watermark to invest in a better architecture to enable better future compatibility for customers and lower cost of ownership.

**Currently available components and add-on's:** Fax Exchange Integration, Law (WKA), Picture Converter, Dynamic Views, Cost Price Surcharges, Stock Level Management, Item Specification Management, Hours Registration, Data Collection, MC - Central Data Management, MC - Intercompany Orders, MC - Multi Company Finance, Vendor Rating, Purchase Invoice Registration, External EDI, CRM Dashboard, Watermark Service, Purchase/Sales Price Unit, Chain Responsibility, Norm Time Registration (SW/VB), Payroll (ADP) Interface, Calculation Interface, Watermark Platform, Data Collection, External EDI Watermark Conversion Studio, Watermark EDI, Watermark Connectivity Studio, Watermark Distribution, Watermark Project Content Management.

## Watermark International – servicing Large international accounts

Watermark International is a subsidiary of Watermark Holding BV. The main focus of Watermark International is to provide "best in class" industry solutions, services and support to Large International organizations world-wide, combining the knowledge and expertise of the global network of implementation partners.

## Watermark competitive advantages

1. Watermark maintains and develops a lifelong relationship with the customers
2. Watermark goes for 'economy of scale' approach in order to reduce overhead, re-use competence and increase knowledge availability to its customers
3. Watermark provides global coverage through its global partner network 'Watermark Global Alliance'
4. Watermark develops differentiators in selected vertical markets
5. Continuous expansion of the European presence

## Watermark Key Differentiators

1. Strong vertical focus
2. Unique and uniform implementation methodology - WaterProof
3. Local and international presence in 13 European countries
4. Delivery of unique product fits in market segments
5. Watermark Innovation – center for software development on top of Watermark vertical software application offerings
6. Watermark Global Alliance program for worldwide and local coverage
7. Dedicated International Account team – Watermark International

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