

Finding the Right FIT for a New Media Company: The Case of Sevenval

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Agenda

- Sevenval: Company Overview
- Product Specifics
- FIT for the Market
- Application Example: Deutsche Postbank
- Summary and Outlook

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Sevenval: Company Facts

- Software development
- Founded 1999, based in Cologne, Germany
- 28 employees (as of 2004)
- One main product (Sevenval FIT)



Middleware, enabling
multiplication, integration
and transformation of
existing eBusiness
applications

➡ Different modules and versions

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Selected Customers

Back Up

Finance	BF.direkt, Creditplus Bank, Delta Lloyd, Gothaer Assurances, HUK24, KarstadtQuelle Finance Services, Norisbank, Paybox, Postbank, Quelle home loan bank
Internet & Media	AOL, AOL Japan, AutoScout 24, Bunte Magazine, Dooyoo, Endemol, Firstgate, Freenet, GelbeSeiten.de, Mobile.de, OpenBC, ShoppingScout24, Tele-Auskunft Online, T-Info, T-Online, Tiscali, WAZ
Travel	Galileo Sigma, HRS, L'tur, Lastminute.com
Fuel & Automotive	Aral, DaimlerChrysler
Telco	T-Com, T-Mobile, O2, Jamba!, e-Plus, eAccess

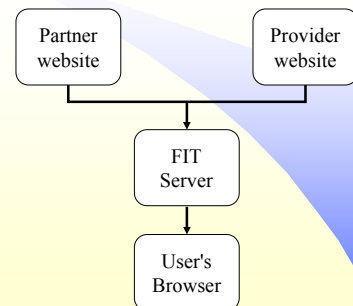
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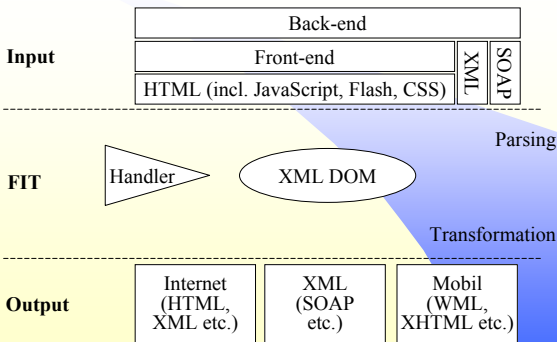
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FIT Concept (1)



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CSS = Cascading Style Sheets; XML = Extensible Markup Language; SOAP = Simple Object Access Protocol; DOM = Document Object Model; WML = Wireless Markup Language; XHTML = Extensible Markup Language

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FIT Merge (Example): Shop Web Site (www.mobile.de)



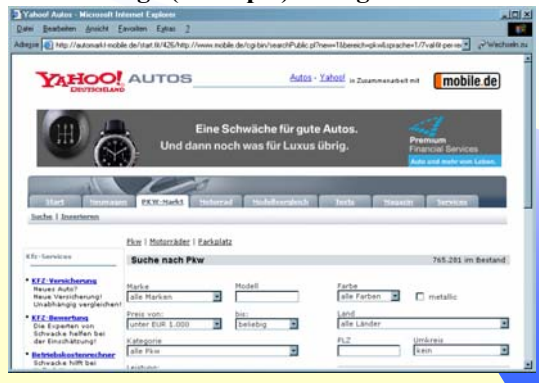
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FIT Merge (Example):
Partner Web Site (www.yahoo.de)



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FIT Merge (Example): Merged Web Site



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FIT Merge (Example): Summary

Shop Web Site (www.mobile.de)

Partner Web Site (www.yahoo.de)

Merged Web Site



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Sevenval: Marketing Strategy

Product

- Four types of FIT licenses
 - (1) FIT Server (core functionality), (2) 'Merge', (3) 'Mobile', and (4) 'SSO'
- Licenses can be combined

Pricing

- License pricing: Purchase of FIT license with own FIT server
- Service pricing: Monthly renting for specific FIT solution running on Sevenval application server

Distribution

- Distribution by partners using their existing networks
- Sevenval concentration on software development

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Sevenval: Competitors

Offering similar functionality with different technical approach

FIT unique technical features

- Use of web interfaces
- 'Frameless' integration

FIT USP

- Fast and easy implementation
- Nearly unlimited compatibility to existing applications
- No need for change in back end systems
- Content transformation into look and feel of target web-site

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Customer Example: Deutsche Postbank mBanking

- Large retail bank in Europe, 11.5 million clients
- Offering mBanking services based on existing Internet online banking application
- Co-operation with T-Mobile

Features of Sevenval solution

- High security standards allowing transaction banking and transaction brokerage
- No need for change in Postbank back end system
- Only about 10 weeks implementation time
- Mobile banking application working with every mobile device

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Customer Example 'Mobile': Transformation



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Customer Example 'Mobile': Deutsche Postbank



Sevenval FIT User Agent Profile (UAProf)

- Allowing to transform content into any device specific format
- Containing data of some thousand mobile devices

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Summary and Outlook

Highly
innovative
product

Unique
Selling
Position

Broad
range of
applications

Limited sales
and distribution
capacities

Risk of
similar product by
other player

**Strategic
Options . . .**

Thank you very much for your attention!

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.... Questions, Comments, Complaints ?