

priorityTM

2017 Update

Efrat Nakibly
VP Marketing & Strategy

priority

Thank You **MEDATECH**

priorityTM
Authorized Partner *Gold*



For being our **#1** Business Partner in
the last 20 years



For helping us grow worldwide



For hosting us today



We Met a Year Ago.... What's Changed?

830 new customers
(reached 8,741 customers)

Over **1,600** customers are full SaaS

Recognized by **Gartner**

2 new product releases

M&A
Monitin acquisition

Priority **Marketplace** with 100+ apps

A Taste from Priority User Conference, Israel

UKI Strategic Markets for Us

- Team & geographical coverage
- UK-Specific product enhancements
- Marketing Activities
 - Exhibitions
 - PR
 - UK Mobility Research
- Customer base growth





priorityTM

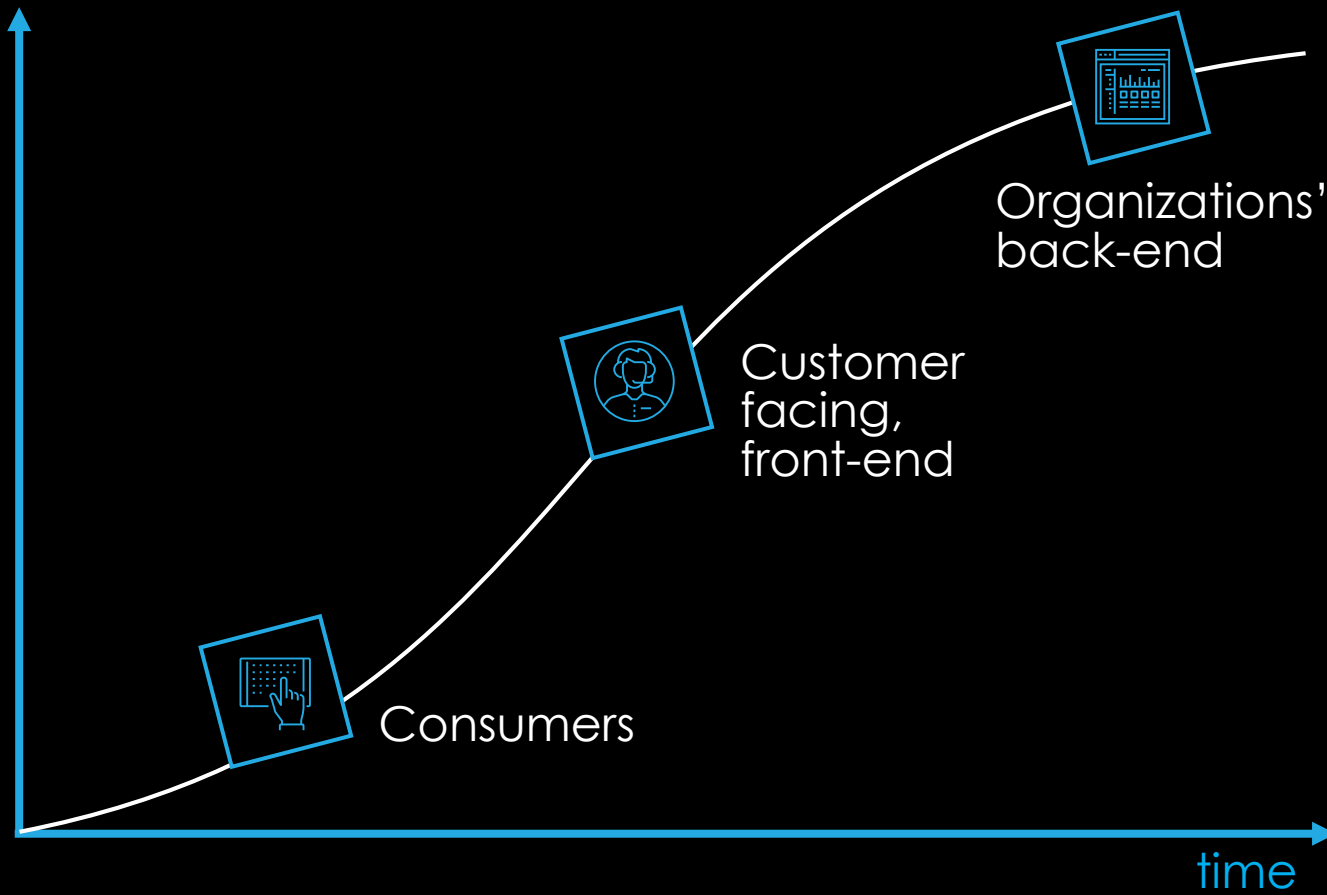
**Your Digital
Marketplace**

Uri Zilberman
Regional Director, UK & Ireland

priority

Is Enterprise Software Lagging Behind?

Time to adopt new technologies



Digitalization Across the Entire Process



ERP Should Serve as a Platform for Digital Transformation

Flexibility



Openness



Mobile



Social



Intuitive User Experience



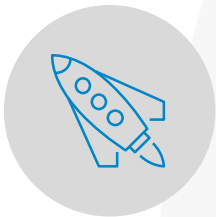
Cloud/SaaS



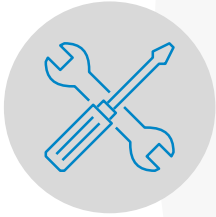
- Established in 1945
- LoBs – Construction, infrastructure projects, facility mgt. etc.
- Annual Revenue of over £1Bn
- Publicly traded in TASE
- Operating in 15 countries
- Over 8,000 employees worldwide



Electra Group – Priority ERP



Went **LIVE** in 2006



Implementation with **Medatech**

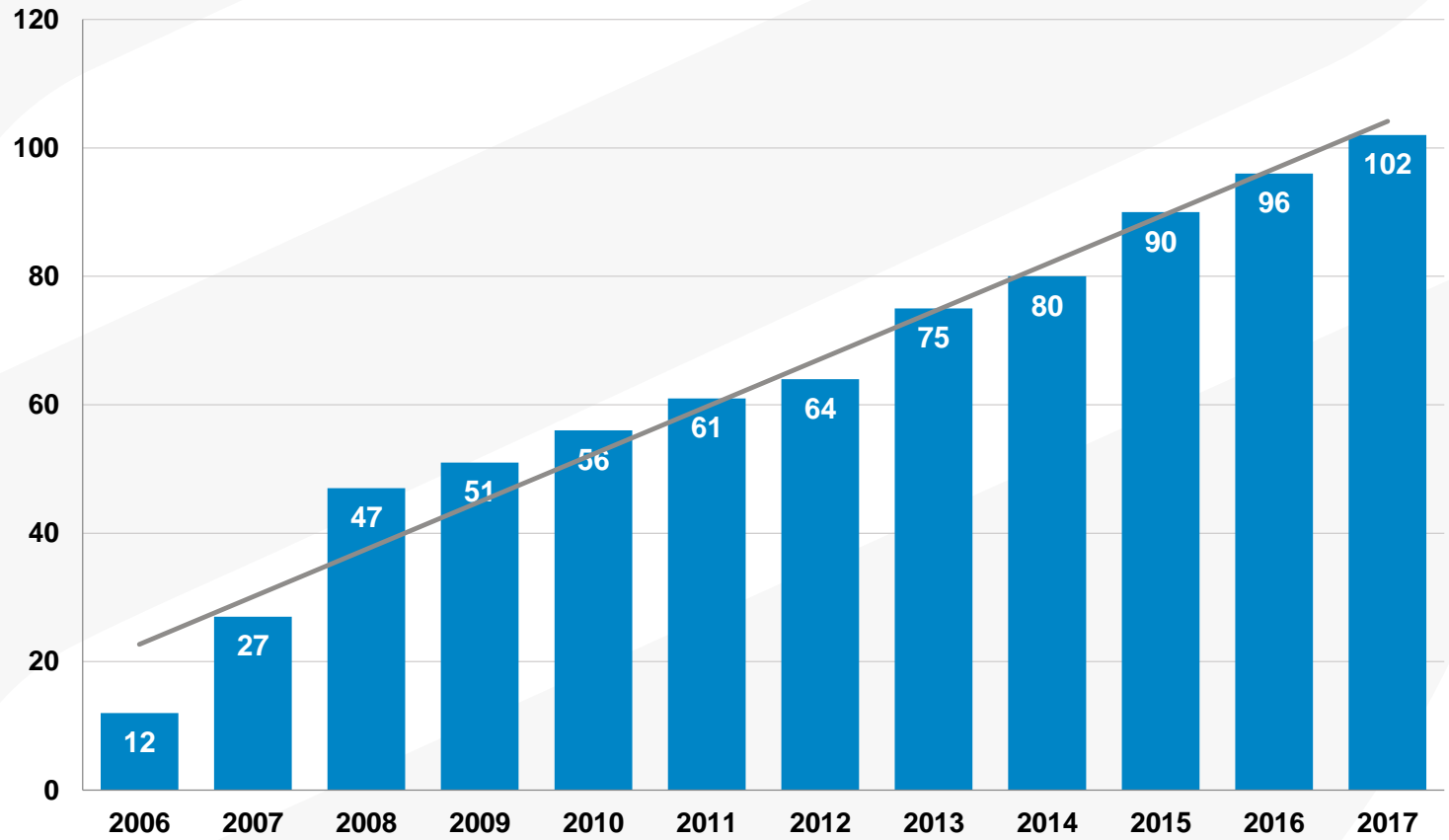


Over **100 Electra Group companies** on a single installation



Thousands of Priority users

Company Growth in Priority Environment



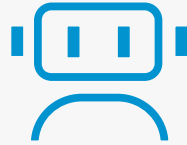
Electra Group – Putting Digitalization into motion

Project Control



Fault management, progress management, quality control and plans viewing

Supplier CHATBOT



Automated BOT platform for ERP (support for supplier inquiries)

CRM for real-estate developers



Manages the process of selling apartments

Management Approval App



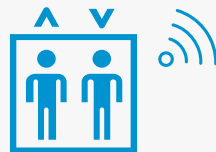
App for managing internal approval process

Tenant Site



Platform for communication with tenants to view programs, announcements from the field and financial issues

IoT for Elevators



Connects to “smart” elevators with fault monitoring capability; automatically opens a service call

EDI with Suppliers



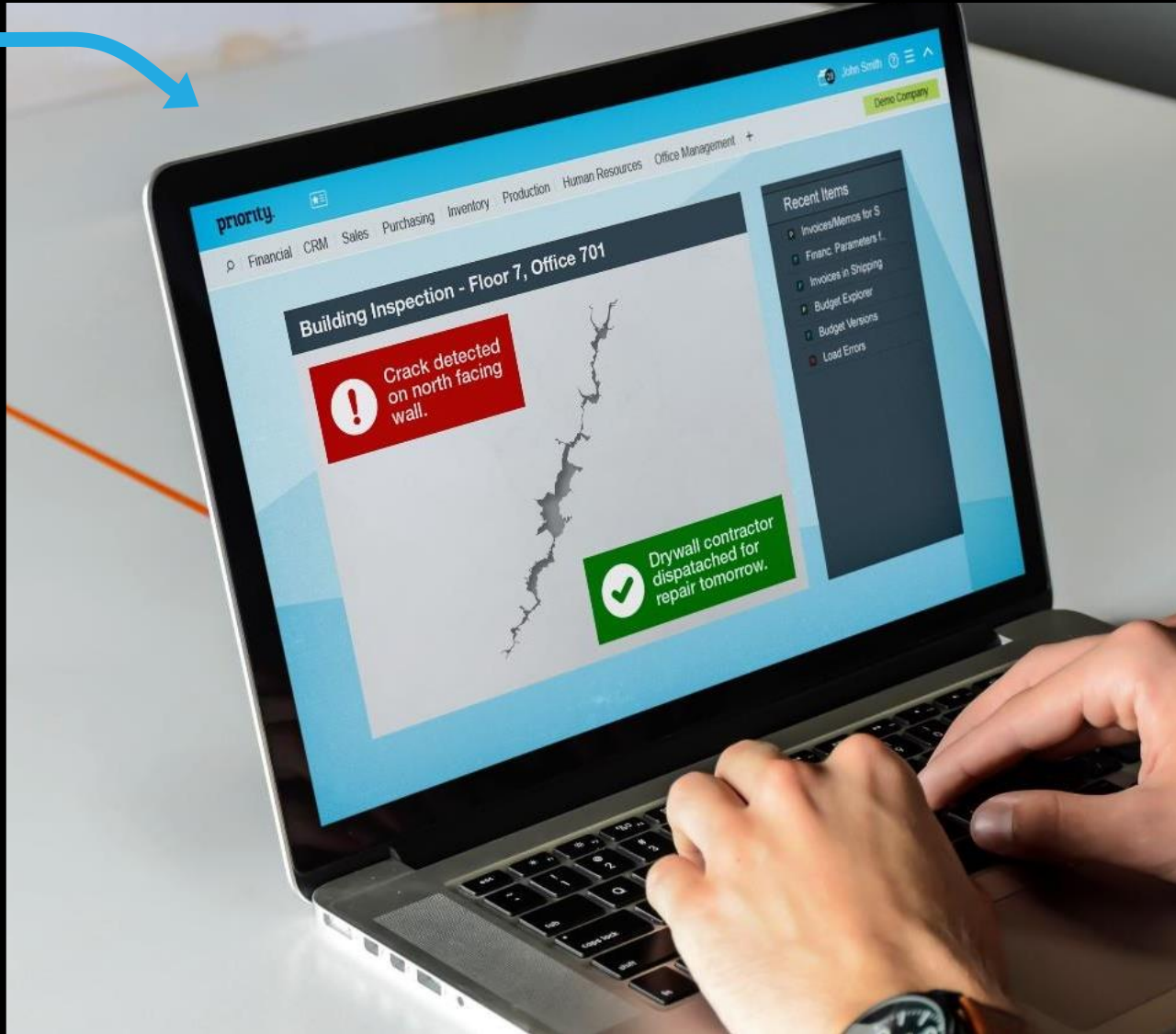
Automates the purchasing process

Student Registration Site

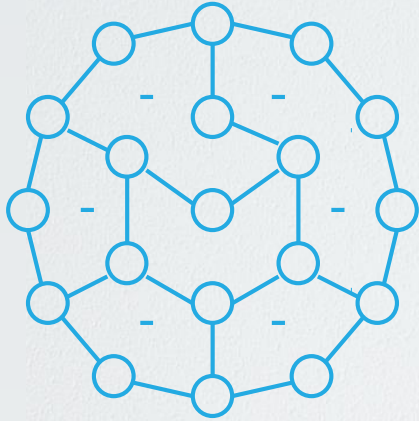


Manages student registration for dormitory rentals

Project Control App, Electra



Reminder: Openness as a Main Theme in Priority 17.3



REST APIs

**Priority
Marketplace**

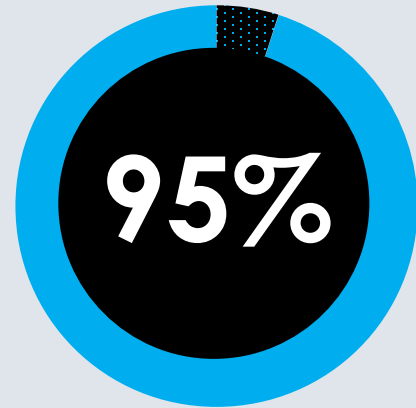
market.priority-software.com



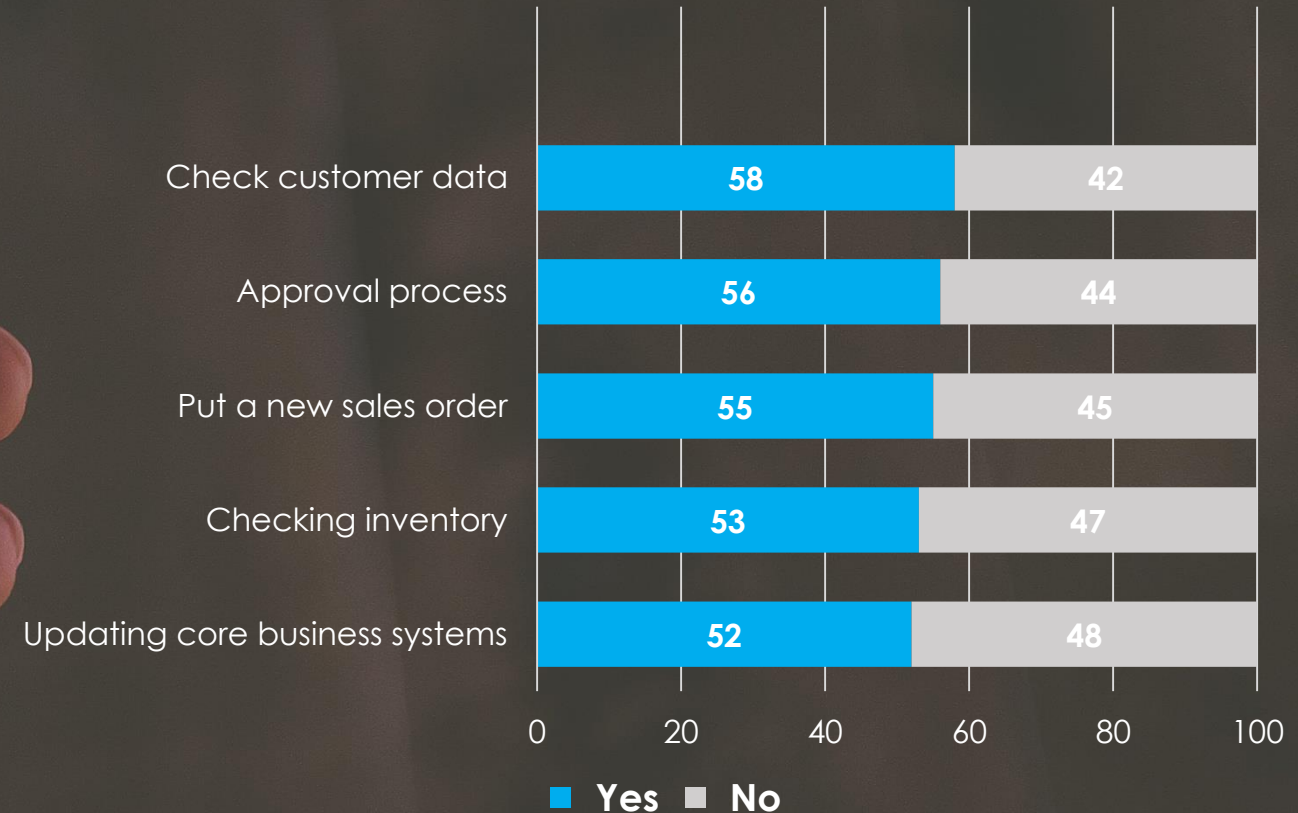
Mobility (18.0)

UK Mobility Research

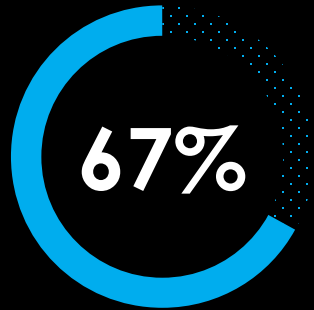
But what tasks can they really do?



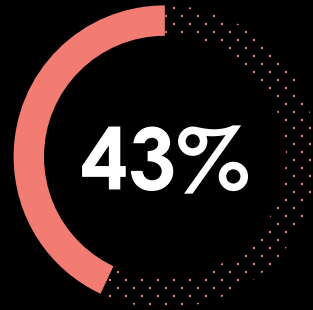
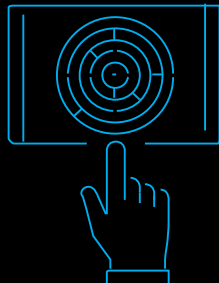
of executives believe that **mobility improves business productivity**



Why Aren't Businesses More Mobile?



testify that it's **NOT EASY** to manage the business from mobile



believe it's **NOT POSSIBLE** to perform core business functions from mobile due to **TECHNOLOGY** issues



HUMAN RESOURCES factors (trust, impact on team culture...)





Can ERP Go Mobile?

Mobile ERP is Not a Single Solution

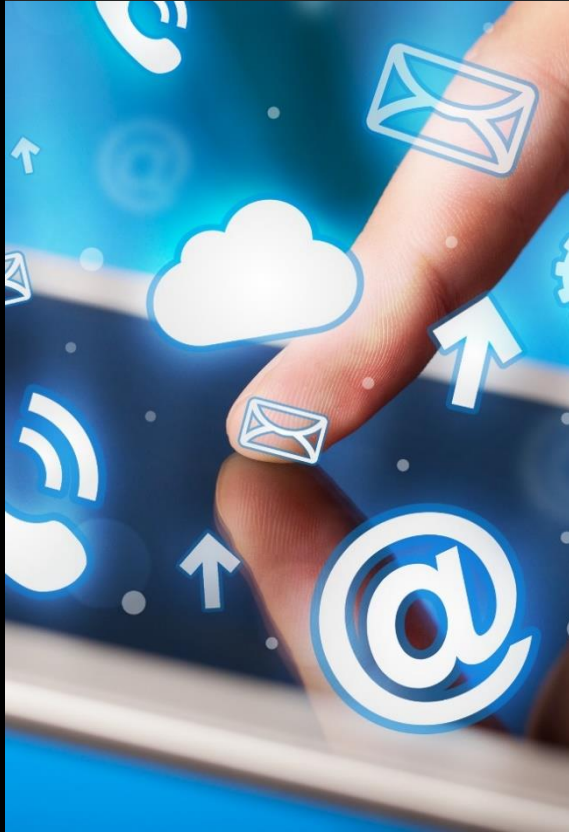
Accessing Information



Field Process Automation



Leveraging Unique Mobile Capabilities



Re-inventing Existing Business Processes



Enhancing the Mobile Offering

Traditional

Build Your Own App (18.0)



**Off-the-Shelf
Field Solutions**



**Application
Generator**



Web SDK

**Content/
functionality**

Predefined end-to-end process
Based on best practices from thousands of users

All Priority forms, with Priority business logic integrated with camera, barcode & dialer
Pre-designed template

Priority & external functionality
All platform / device capabilities
Free design

**Skills required
to deploy**

None! All functionality provided out of the box

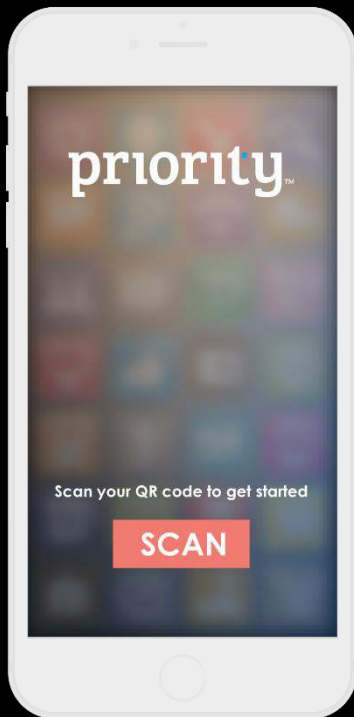
Priority User
(with permissions)

**Web/ Mobile
Developers**

1,2,3 App

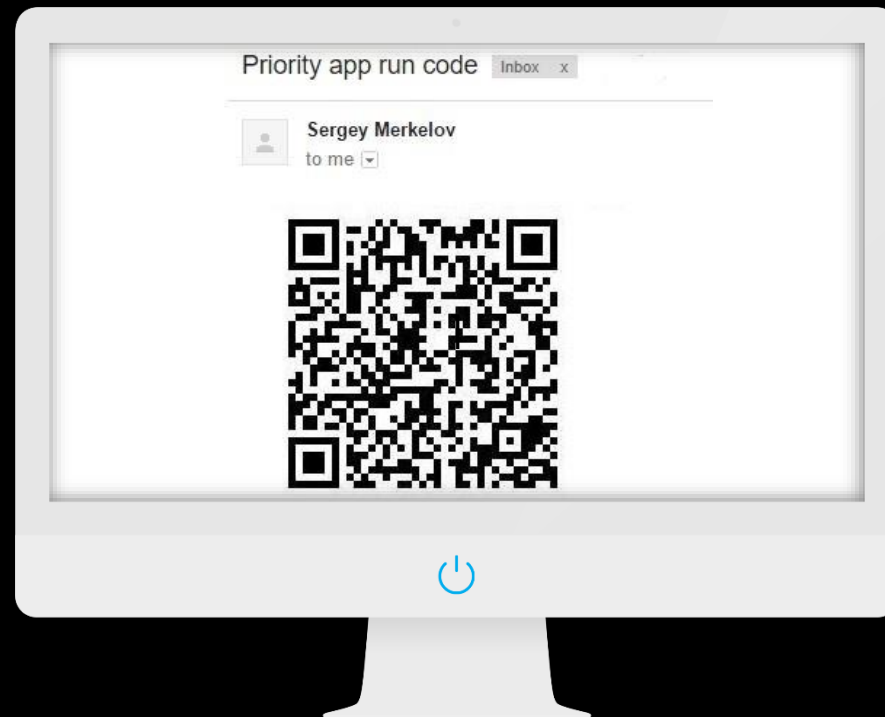
1

Install the template



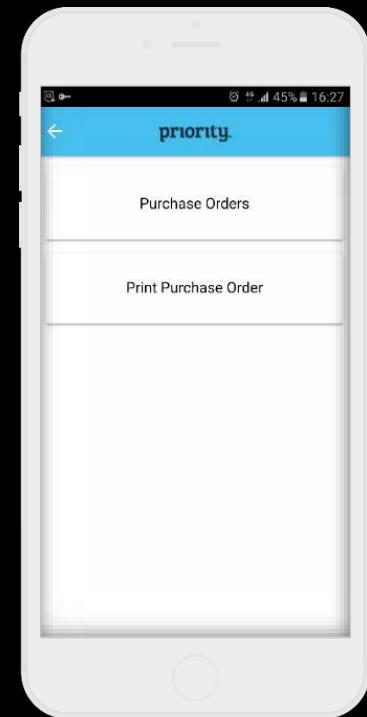
2

Scan the QR code



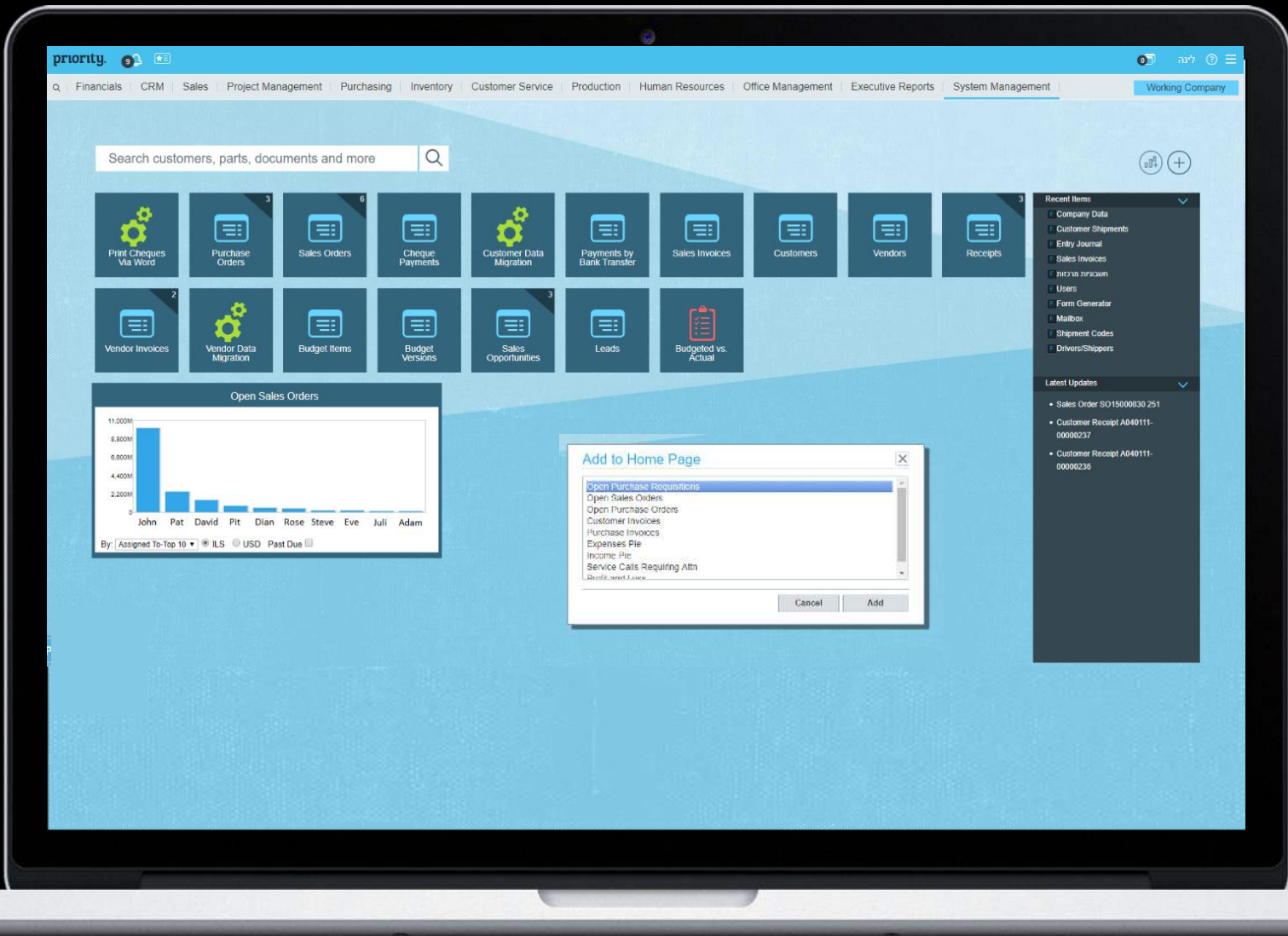
3

And you're done!






**18.1-
Social, More
UX...**



Quick Insights: Data Visualization

 Embed graphical components across the system (homepage, forms)

 Real-time data update and view




Priority Talk



What's Ahead in 2018

UKI Enhancement



18.1 **INTRASTAT Report**

Improved accommodation to regulations and new SOP

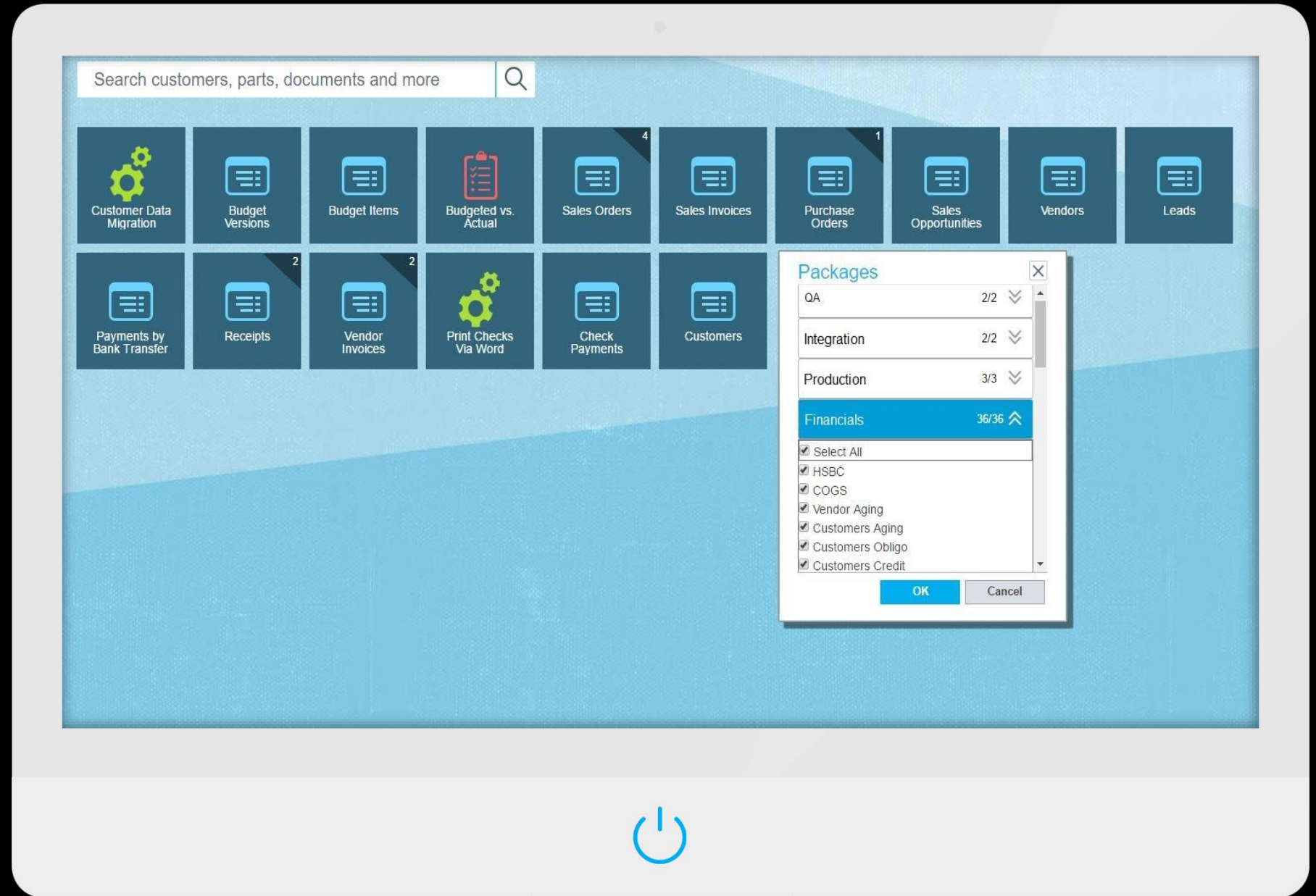
18.1 **EC Sales List Report**

Improvement to the EC Sales List report to better accommodate regulations

18.2 **Online VAT Submission**

Interface to HMRC to enable online VAT submission

Mini Packages



New Document/Report Generation

Creating attractive documents & reports is fast and easy!

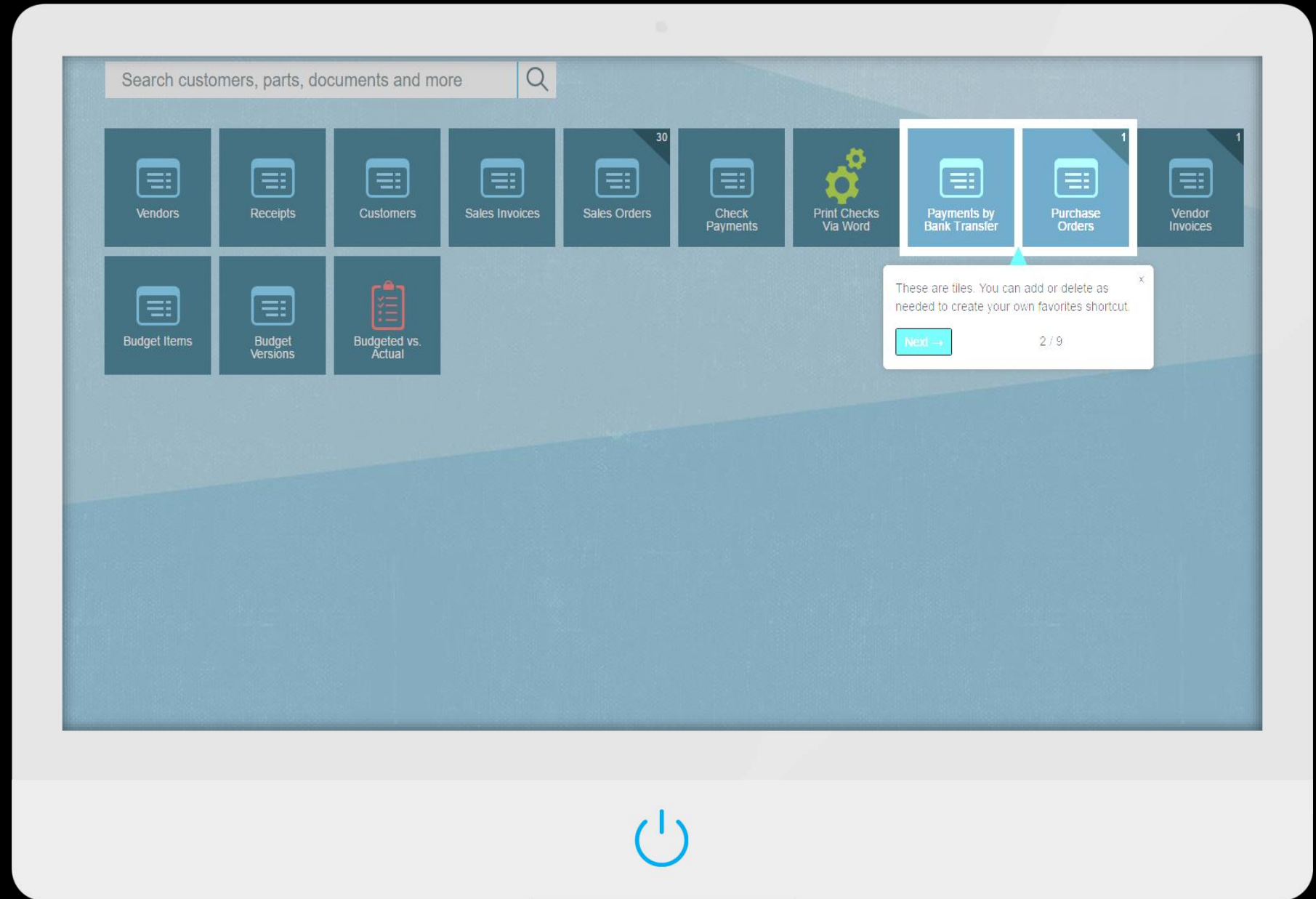
- Wide selection of built-in, professionally designed templates
- Easy to customize via a graphic designer
- **Container Generator** - Supports interactive, tailor-made content for customers – special offers/deals, holidays, birthdays and more



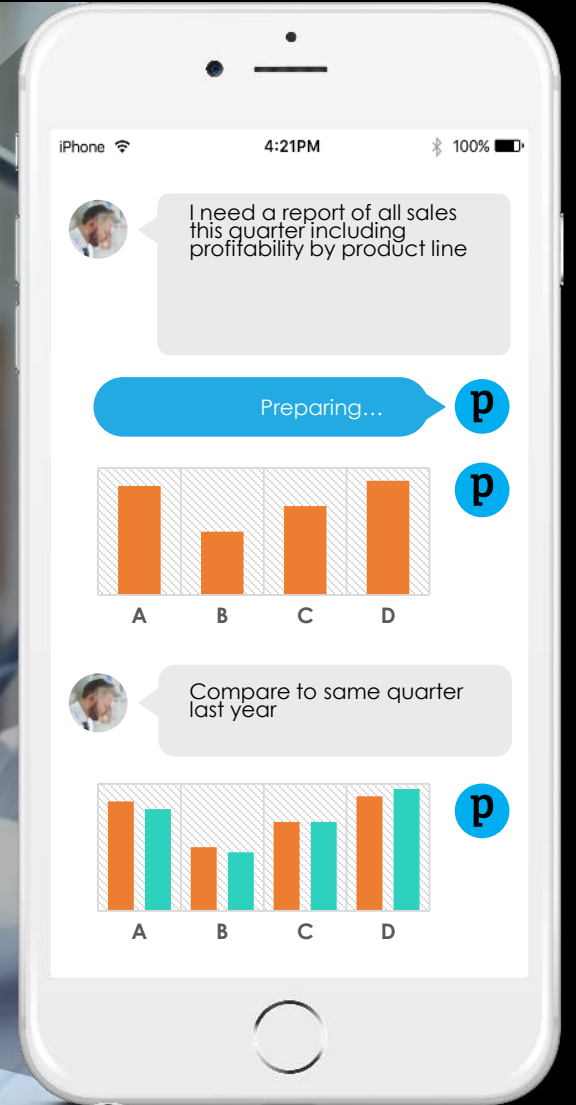
Contextual Walkthrough

Step-by-step tutorials for main processes

User can close or re-open at any stage



Conversational AI as Your NEW Data Analyst!





Looking Forward: Maintain Product & Technology Leadership



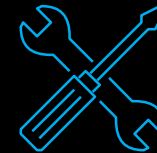
Flexibility



Openness



Social



Tools



Mobile Apps



**Features
enhancements**



Thank You!