

An overhead photograph of a group of business professionals seated around a large, light-colored wooden conference table. The individuals are seen from above, and many are holding and interacting with mobile devices such as smartphones and tablets. The scene suggests a collaborative meeting or a training session. A semi-transparent blue rectangular box is overlaid on the right side of the image, containing white text.

EasyVista : une réussite américaine

Présentation

Sylvain Gauthier



Président
Co-fondateur

Jamal Labed



Directeur Général
Co-fondateur

Kevin Coppins



General Manager
Amérique du Nord

Agenda

- Présentation de la société (SG)
- Marché/Positionnement (JL)
- Notre implantation aux Etats-Unis (JL/KC)
- La relation clients (KC)
- Stratégie commerciale aux US en 2017 (KC)
- Perspectives stratégiques (SG)
- Questions/Réponses



A person in a dark suit and blue tie is holding a transparent sphere. The sphere contains various business-related graphics: a world map, a bar chart, a line graph, and icons of people. The background is dark blue with several glowing, semi-transparent circles of different sizes. The text "Présentation de la société" is centered over the sphere in a white, sans-serif font.

Présentation de la société

Qui sommes-nous ?

Spécialiste de l'ITSM	• 20 ans d'expérience, 3 générations de technologie • Un produit modulaire : 'ERP du Service Informatique'
Une forte expérience en SaaS	• Pionnier du SaaS depuis 2005 • Une organisation industrielle, notamment en terme de sécurité (SSAE16)
Une technologie innovante	• Paramétrage sans code (codeless) • Service Apps : une plateforme de création d'applications 'user-friendly'
Classement dans le top-3	• Parmi les 10 solutions retenues dans le Magic Quadrant Gartner • 2 concurrents majeurs : Service Now et Cherwell (US seulement)
Un vaste marché de renouvellement	• 42% de croissance moyenne 2013/2018 (2,6 Milliards) • 10.000 solutions obsolètes à remplacer (HP, BMC)
Positionné sur les plus importants marchés	• L'Europe et l'Amérique du Nord représentent 80% du marché mondial

Qu'est-ce que l'ITSM ?

- L'ITSM est une approche de gestion des SI « orientée services » et s'appuyant sur les bonnes pratiques de la bibliothèque ITIL (Information Technology Infrastructure Library).
- L'utilisateur et le métier sont au centre des préoccupations et c'est le business qui guide les actions de la DSI.
- L'ITSM, c'est une approche par les processus, une notion de cycle de vie, une optimisation des ressources et des notions de service et de qualité.



Au-delà de la gestion d'informatique, des enjeux stratégiques :

- Permettre aux DSI d'augmenter le niveau de service offert aux directions métier
- Réduire le coût global des services informatiques
- Assurer une meilleure traçabilité des services informatiques
- Aligner les services sur les besoins métier
- La DSI se transforme en un prestataire de services

Croissance et récurrence

+25%
Croissance du
SaaS

86%
en logiciel

73%
récurrent

Développement international

45%
Hors France

140
Employés dont 50%
en dehors de France

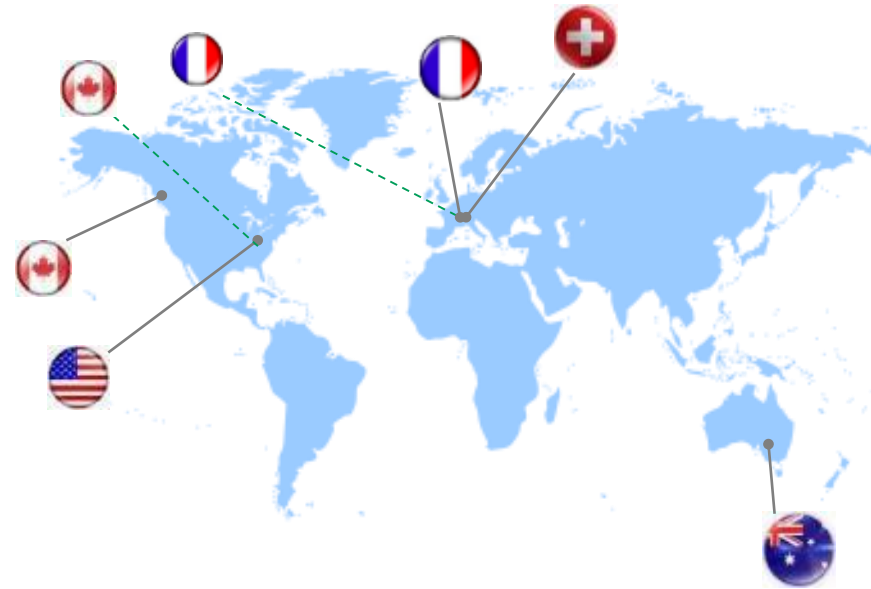
25%
En Amérique du Nord

Une couverture mondiale

Organisation commerciale, marketing et support



Organisation technique: datacenters



Un niveau élevé d'industrialisation du SaaS



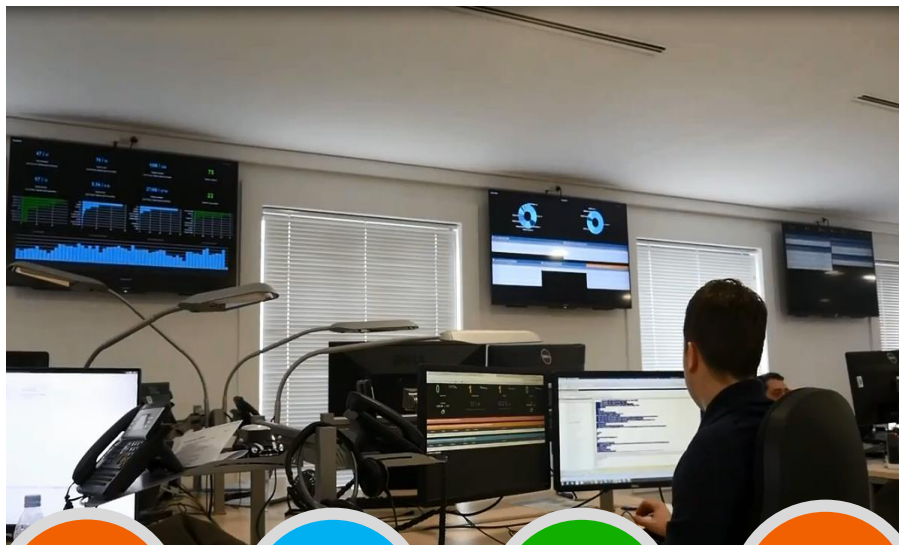
2 CMC
Paris/Montréal

20
personnes

3 Mh
exploitation

300+
Serveurs

Disponibilité 2016 : 99,998%



5M
Utilisateurs

15M
Pages/Jour

90.000
Mails/Jour

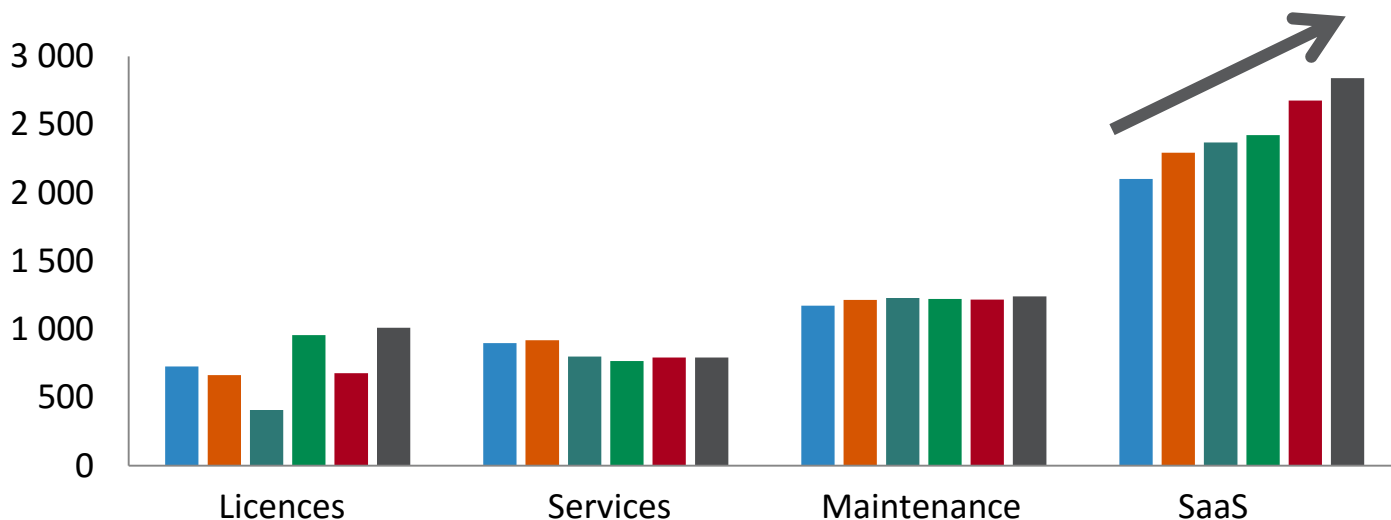
3M appels
Webservices/jour

5 millions de paquets sont bloqués
chaque semaine

15.000 attaques sur les ports sont
interceptées chaque semaine

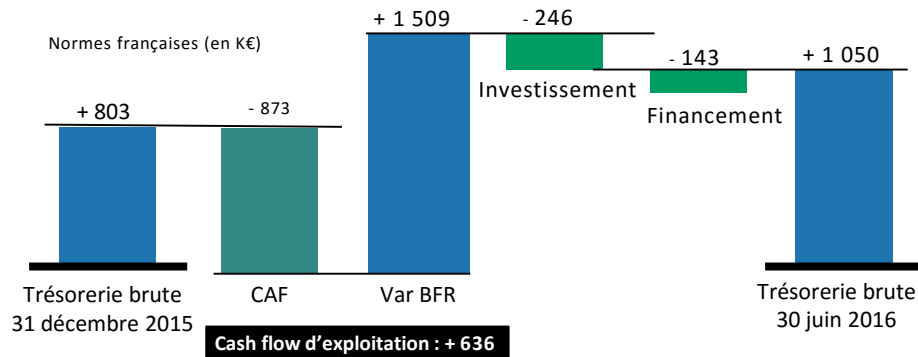
SaaS, locomotive du développement du Groupe

Évolution des volumes d'affaires par pôle d'activité sur les 6 derniers trimestres



Solide génération de cash-flow permettant de financer le développement US

- Forte génération de cash flow d'exploitation et amélioration de la trésorerie brute
- BFR négatif grâce à la facturation SaaS



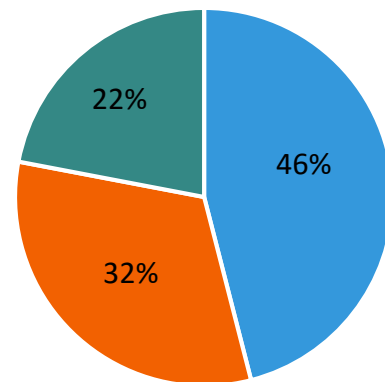
- Les structures européennes sont toutes bénéficiaires
- Les profits sont réinvestis dans le développement américain

Un placement privé réussi pour de nouveaux moyens de développement

Émission d'obligations convertibles pour 7,5 M€ en 2 tranches

- Prix : 40 € par OC (cours actuel ~ 24 €)
- 1^{re} tranche intégralement souscrite
 - le 28 juillet 2016 pour un montant de 3,1 M€
 - Isatis Développement 3 et Conversion Funding LLC
- 2^e tranche intégralement souscrite suite à l'obtention du label Entreprise Innovante
 - le 8 septembre 2016 pour un montant de 4,4 M€
 - Isatis Capital et Alto Invest
- Dilution potentielle de 11%

Actionnariat au 30/06/2016



■ Dirigeants ■ Investisseurs Privés ■ Public

Illustration de notre métier



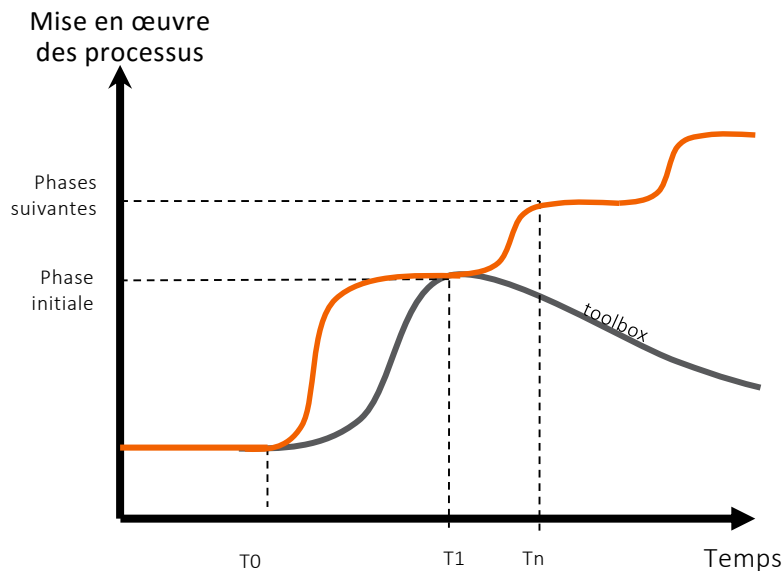
Cliquez sur l'image pour lancer la vidéo

A person in a dark suit and blue tie is shown from the chest down, interacting with a futuristic digital interface. The interface consists of several concentric circles and various data visualizations, including bar charts, line graphs, and world maps. The person's hand is visible, touching one of the circles. The background is dark and out of focus, with some bokeh light effects.

Marché et positionnement

Services Financiers	Transport	Industrie agroalimentaire	Distribution
       	        	      	       
Energie - Eau - Environnement	Marques	Assurances	Public
       	     	       	     
Industrie	Technologie	Media et Divertissement	Services aux Professionnels
       	      	     	     

Notre positionnement : la simplicité



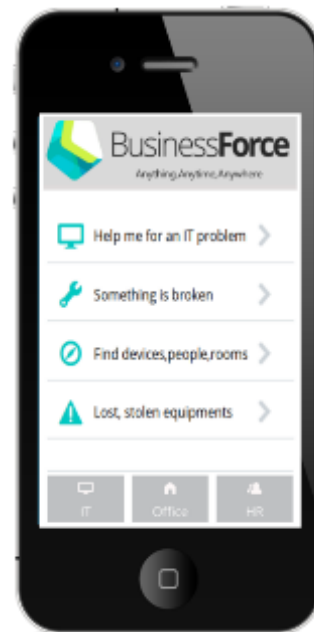
- Codeless vs Toolbox
- Solutions traditionnelles longues à déployer et peu agiles
- EasyVista facilite une approche itérative grâce au codeless

“EasyVista.com was incredibly easy to implement with record time-to-delivery of 6 weeks to ITIL delivery worldwide for 3500 end-users.”



Nous innovons avec Service Apps

- Plateforme de conception de web Apps HTML 5
- Web Apps Mobiles – Responsive Design
- Conception Drag & Drop via Widget
- Conception de 'Service Workspaces'
- Catalogue de services
- Informations et alertes
- Tableaux de Bord



Vision partagée par les analystes



“EasyVista continue d’innover et d’avoir une approche **réellement originale**... Pour une entreprise avec une si longue expérience, ce regard **innovant et tourné vers l’avenir** est extrêmement rafraîchissant”

Une technologie reconnue par la profession



Technology Industry Solutions Platforms Functions Newsletters Whitepapers Conferences Contact us Search

CIO Review >> Workflow >> CIO Viewpoint CXO Insight Vendors 2016 Vendors 2015

20 Most Promising Workflow Management Solutions Providers 2015

Company Name	Description
Applan	Market leader in modern Business Process Management and Platform as a Service (PaaS) applications, providing organizations across the globe with the solutions needed to transform business.
ARMS	A full service information management company with a portfolio of business services.
BusinessOptix	Provides a cloud-based business and process modelling platform that enables clients to design, deliver and manage their processes from strategy-to-execution.
Creditron	Provides payment processing and receivables automation solutions to financial institutions, businesses, government entities and non-profit organizations.
DocuVantage	Provides a cloud platform that includes the management of documents and data using business process management workflow technology.
EasyVista	EasyVista is a leader in consumerized service management solutions for mid to large-sized enterprises.



HOME TECHNOLOGY BUSINESS LEADERSHIP MAGAZINE STARTUPS OPINION YEARBOOK

MAGAZINES: SPECIAL EDITION » JUNE 2016

Year: 2016

Month: Jun

50 Innovative Companies to Watch 2016

Solving Complex Problems of Businesses: Elabor8

June 20, 2016 Silicon Review



"Strategy is about making choices, trade offs; it's about deliberately choosing to be different." – Michael Porter In today's global economic environment, executives need to deliver their strategic objectives faster than ever before and be able to adapt to competitive disruption and the changing needs of the consumer. Smaller enterprises have shown the way through the

READ MORE

EasyVista: Leading Provider of Mobile-First Service Management Solutions

April 20, 2016 Silicon Review



"With global headquarters in Paris, France, EasyVista is a truly innovative and forward-looking which has led to rapid expansion across Europe and North America." – ABI Research Innovations in social, mobile, analytics, and cloud have created a world of frictionless, highly automated, available services in our personal lives. But when we get

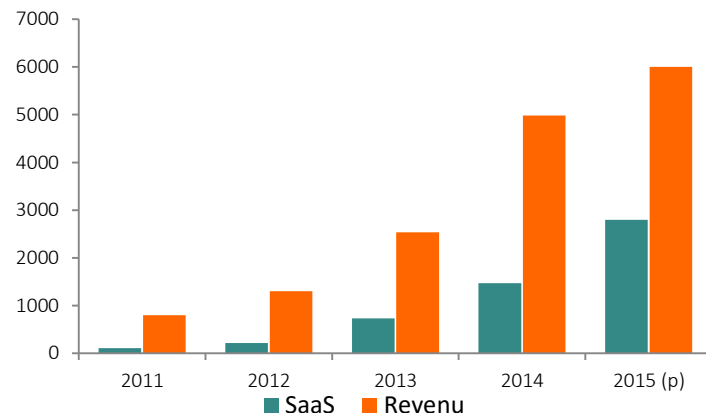
READ MORE

A person in a dark suit and blue tie is holding a transparent sphere. The sphere contains various digital elements: a world map, a bar chart, a line graph, and a small globe. The background is dark blue with several glowing, semi-transparent circles of different sizes. The text "Notre implantation aux États-Unis" is overlaid on the sphere in white.

Notre implantation aux États-Unis

Historique

- Pourquoi les États-Unis ?
 - 50% du marché mondial
 - Construction de l'image internationale
- Création d'une filiale ex-nihilo en 2011, recrutement d'Evan Carlson
- Financement Coface (600 k€)
- Des succès immédiats
- Une croissance soutenue:
 - +100% chaque année sur les premiers exercices (2012-2014)
 - +75% en SaaS en 2015



Introducing Kevin Coppins



Kevin Coppins

GM EasyVista Americas | Modern Sales & Marketing VP | Lifelong Learner | Essentialist | Starts with Why

Tampa/St. Petersburg, Florida Area | Information Technology and Services

Current EasyVista

Previous Meru Networks, Novell, Packard Bell/NEC

Education University of Pennsylvania - The Wharton School

Send Kevin InMail

500+
connections

Why IT Service Management?

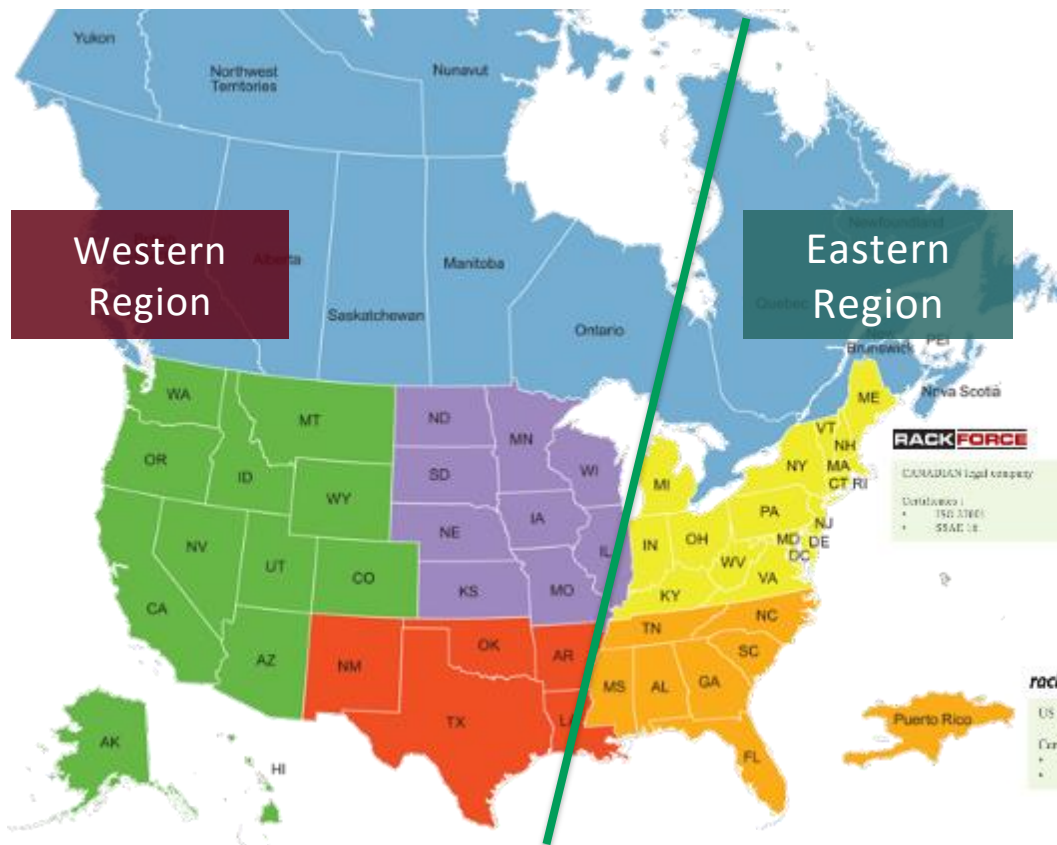
- IT is now part of every business function (operations, marketing, etc)
- ITSM tools and their associated disciplines (ITIL, COBIT) will be at the epicenter of the digital enterprise
- ITSM has moved out of the IT Back Room and into the Board Room

Why EasyVista?

- Visionary Leadership manically focused on Customer Success
- Early wins in place, need for structure to scale
- Proven Enterprise Grade ITSM with the agility required for today's IT user



North America Overview



- Offices in New York, Tampa and Montreal
- 40 Full Time Employees
- ~ 100 Customers
- 10 Partners
- 4 Data Centers

RACKFORCE

CANADIAN legal company

Certificates :
• ISO 27001
• SSAE 16

rackspace

US legal company

Certificates :
• ISO 27001
• SSAE 16

amazon
web services™

US legal company

Certificates :
• ISO 27001
• SSAE 16

A person in a dark suit and blue tie is shown from the chest down, interacting with a futuristic digital interface. The interface consists of several concentric, semi-transparent circles. Inside these circles are various data visualizations, including world maps, bar charts, and line graphs. The person's hand is visible, touching one of the circles. The background is dark and out of focus, with some bokeh light effects.

Nos clients en Amérique du Nord

Financial/Insurance/Technology

Retail/Hospitality

Energy, Utilities, Transportation

Education



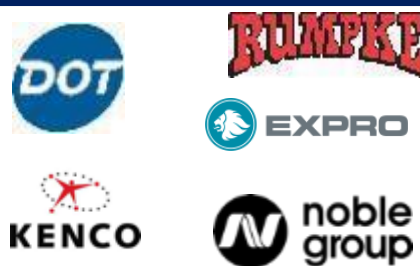
Public Sector



Media & Advertising



Manufacturing



Healthcare



Professional Services



Témoignage client



Cliquez sur l'image pour lancer la vidéo



G2 Crowd is the “Trip Advisor” of Enterprise software. Data is as of 1/12/17, and is provided by actual users of the software from around the world.

Logo for EasyVista (eV). Below the logo, the text 'EasyVista' is displayed in orange. Underneath are five blue stars and the text 'Based on 55 reviews'.

Logo for ServiceNow (now). Below the logo, the text 'ServiceNow' is displayed in red. Underneath are five blue stars and the text 'Based on 97 reviews'.

Logo for BMC Remedy (BMC). Below the logo, the text 'BMC Remedy' is displayed in orange. Underneath are five blue stars and the text 'Based on 59 reviews'.

	EasyVista	ServiceNow	BMC Remedy
Meets Requirements See More	8.5 (Based on 54 reviews)	8.3 (Based on 95 reviews)	7.8 (Based on 54 reviews)
Ease of Use See More	7.6 (Based on 54 reviews)	7.3 (Based on 95 reviews)	7.1 (Based on 55 reviews)
Ease of Setup See More	7.9 (Based on 49 reviews)	7.2 (Based on 35 reviews)	6.2 (Based on 18 reviews)
Ease of Admin See More	8.1 (Based on 51 reviews)	8.0 (Based on 36 reviews)	6.7 (Based on 17 reviews)
Quality of Support See More	8.3 (Based on 53 reviews)	8.0 (Based on 79 reviews)	7.3 (Based on 44 reviews)
Ease of Doing Business With See More	8.7 (Based on 48 reviews)	8.5 (Based on 34 reviews)	7.3 (Based on 16 reviews)
Product Direction (% positive) See More	9.0 (Based on 51 reviews)	8.1 (Based on 95 reviews)	5.4 (Based on 53 reviews)

EasyVista

★★★★★

Aug 29, 2016

Reviewer Role
Program and Portfolio
Management

Company Size
10B - 30B USD

Committed to your commitments, with a clear vision of Digital Service Management

— IT Organization Project Manager in the Retail Industry

Codeless AND able to handle specific requirements, multilingual, quick to implement, allowing for fast ROI and quick wins with an overall consistency, easy to administrate, operated by a top class SaaS team. These were our requirements, this was the promise and it's been kept since 2010. EasyVista's ITIL compliance is a very good

EasyVista

★★★★★

Jun 29, 2016

Reviewer Role
Applications

Company Size
3B - 10B USD

Successful project with partner mentality!

— Global IT Director in the Manufacturing Industry

Very knowledgeable staff with great work ethic. I felt they were as invested in the success of this project as I was. All tasks and deliverables were on time and top quality. We wanted to revamp our current processes and drive more to industry standard and Easy Vista facilitated that process very well.

EasyVista

★★★★★

Jun 22, 2016

Reviewer Role
CIO

Company Size
500M - 1B USD

Migration from On-Prem to Cloud was easy and very well managed.

— GM in the Manufacturing Industry

As far as I can say, the overall experience with EasyVista has been very good. It's a kind of SW Vendor that position itself close to the customer supporting all the product/solution lifecycle with proven results. The jump to the Cloud services including the migration from

EasyVista

★★★★★

Jun 21, 2016

Reviewer Role
Program and Portfolio
Management

Company Size
1B - 3B USD

Implementation was easy.

— Project Manager in the Energy and Utilities Industry

Excellent customer service. Reliable and useful solution.

Vendor Reviews

Select a vendor to view user ratings and reviews.

Sorted by average rating ▾

EasyVista - 22 reviews

Sunview Software - 19 reviews

TeamDynamix - 11 reviews

Alemba - 19 reviews

IBM - 2 reviews

Cherwell Software - 161 reviews

Axios - 17 reviews

SolarWinds - 23 reviews

Zendesk - 7 reviews

ManageEngine - 24 reviews

ServiceNow - 146 reviews

Atlassian - 13 reviews

Agiloft - 1 review

Symphony Summit - 1 review

iSupport - 1 review

BMC Software - 101 reviews

Heat Software - 8 reviews

Overall Peer Rating

User satisfaction

1 — 2 — 3 — 4 — 5

★★★★★ 4.6

★★★★★ 4.6

★★★★★ 4.6

★★★★★ 4.5

★★★★★ 4.5

★★★★★ 4.4

★★★★★ 4.4

★★★★★ 4.3

★★★★★ 4.3

★★★★★ 4.2

★★★★★ 4.1

★★★★★ 4.1

★★★★★ 4.0

★★★★★ 4.0

★★★★★ 4.0

★★★★★ 3.9

★★★★★ 3.9

Customer Success = Customer Retention



Benoit Tessier

ITSM Expert : Helping organizations manage I.T. through Service Management

Montreal, Canada Area | Computer Software

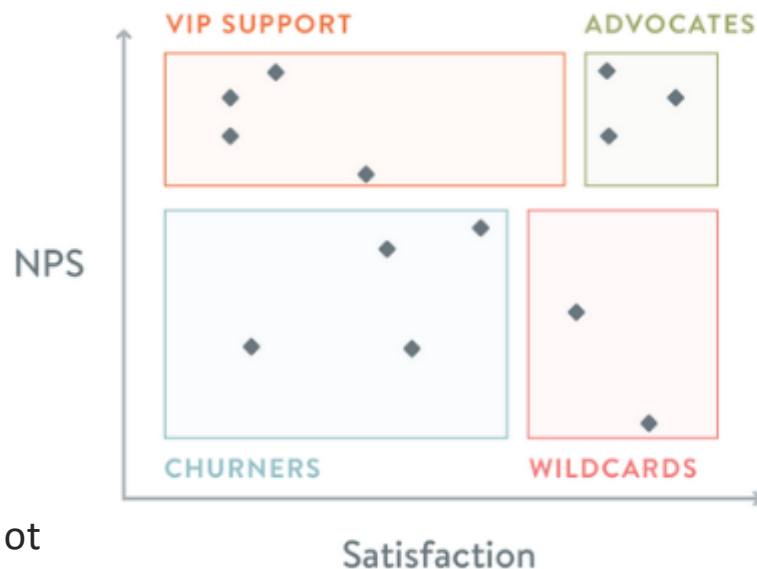
Current EasyVista, N/A, Cégep régional de Lanaudière
Previous Domtar, HDI Montréal Chapter, CGI
Education CEGEP Bois-de-Boulogne

Send a message

500+
connections

1st

- Customer Success run by Customers
- 98% Retention Rate
- Our Support is a SHOWCASE for our Solutions
- ITSM is a journey, we want successful customers, not simply happy ones



eV CONNECT

Customer Community

A community of customers, partners and employees – helping each other through the Digital Transition

- EV Connect Online
 - Forum + Live Chat
- EV Connect Regional Meetings
 - Starting in 2017
- EV Connect »Live »
 - 2017 is our 3rd year, we expect over 150 attendees (double 2016)

The screenshot displays the EV Connect Forum interface. At the top, there's a navigation bar with tabs for 'Conversations', 'Forum', 'People', and 'Calendar'. A search bar is located on the right. Below the navigation bar, the 'RECENT CONVERSATIONS' section lists several threads with their titles, authors, dates, and last post information. The threads include discussions about the 'Attach form' checkbox, external support for printer maintenance, a filter for schedule alerts, and the release of new ev/Apps Builder H2.016 notes. On the right side, the 'EV UPDATES' section provides a welcome message, a call to action to register and become a leader, and information about the 2016 conference materials. At the bottom right, the 'EV CONNECT TOP HEROES' section highlights top contributors like Carl and Justin with their respective point counts.

> EV CONNECT FORUM

Conversations Forum People Calendar Search Posts/Threads... Go

RECENT CONVERSATIONS

Hide "Attach form" checkbox field on the "send mail" wizard?
Hello, When the "Send mail" option is used (i.e. from an action), the checkbox "Attach form" a...
Bucefalos, Today, 04:35 AM Administration Last Post: Reeder, 11 hours ago Views: 24 Replies: 1
[Complete action by sending email](#)

Nebojša Žrnković, 01-19-2017, 08:01 AM Administration Last Post: Reeder, 01-23-2017, 07:58 AM Views: 117 Replies: 4
Filter /CI based on same serial number
Hi, I'm trying to write schedule alert in Easy Vista. I'd like to setup a filter which gl...
Support Manager, 01-23-2017, 05:05 AM Administration Last Post: Support Manager, 01-23-2017, 05:05 AM Views: 28 Replies: 0

New ev/Apps Builder H2.016 release notes
Hi everybody, The new ev/Apps Builder H2.016 release notes is now available here. You wi...
Christine Daussac, 01-20-2017, 09:42 AM General Discussion Last Post: Christine Daussac, 01-20-2017, 09:42 AM Views: 50 Replies: 0

EV Voice Suggestion Added
I added the below to EV Voice today. If there is any other way to do this, where a single cli...
jhendrix, 01-18-2017, 03:36 PM General Discussion Last Post: jhendrix, 01-19-2017, 11:36 AM Views: 117 Replies: 2

Getting Group Members for Email
You guys have me SUPER busy with this new release of Easyvista. Loving these new features! We ...
Justin, 01-17-2017, 02:40 PM Process & Workflow Last Post: Reeder, 01-19-2017, 10:57 AM Views: 212 Replies: 6

Minor graphic change for Service Manager
I love the UI overhaul and updates to icons that has recently occurred. For me, its much cleare...
Justin, 01-18-2017, 10:06 AM General Discussion Last Post: Justin, 01-18-2017, 10:06 AM Views: 57 Replies: 0

EV UPDATES

Welcome to EV Connect! This is where our community of users comes together to share and find answers to everyday questions related to EasyVisa products and services.

[Register now](#) and start today! Earn points! Become a leader! Submit your ideas to our product team today! To learn more [click here](#).

Did you miss us at EV Connect 2016 in New Orleans? Then check out the [EV Connect 2016 Conference Materials](#) for a view into the event happenings as well as get details on EV Connect 2017.

Get this new, complimentary report - [Gartner: Critical Capabilities for ITSSM Tools](#). EV gets top ratings!

EV CONNECT TOP HEROES

Carl 2330 Points
Justin 980 Points
[sarahchumacher](#)

Martin Agency : une agence de publicité globale

Jonathan Bourke



DSI



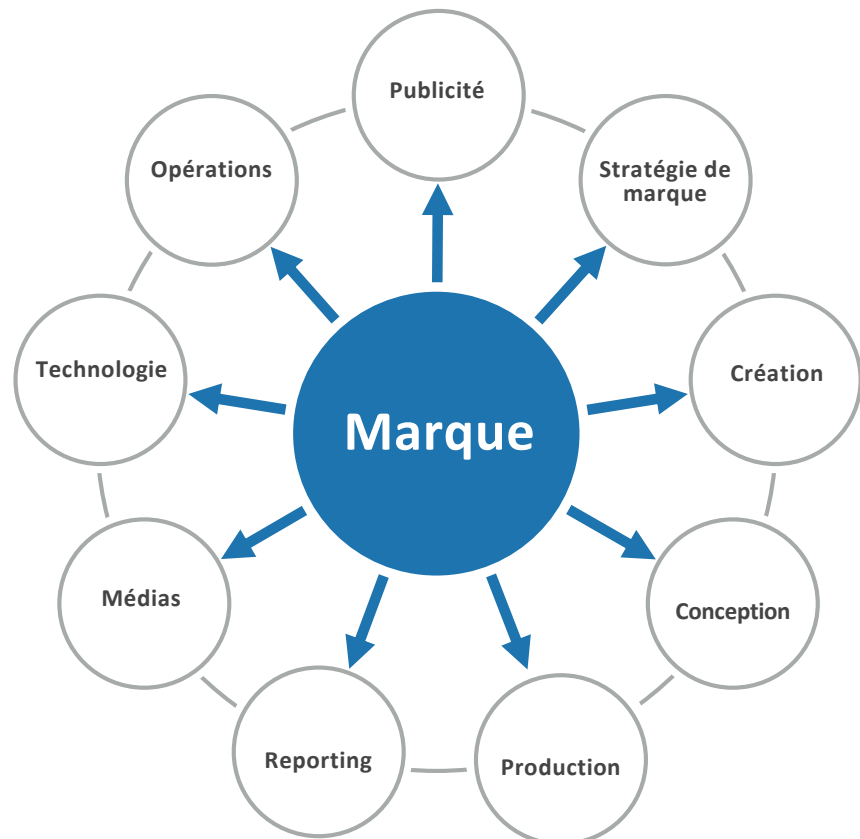
Richmond, VA • London, UK • New York, NY

Interpublic Group



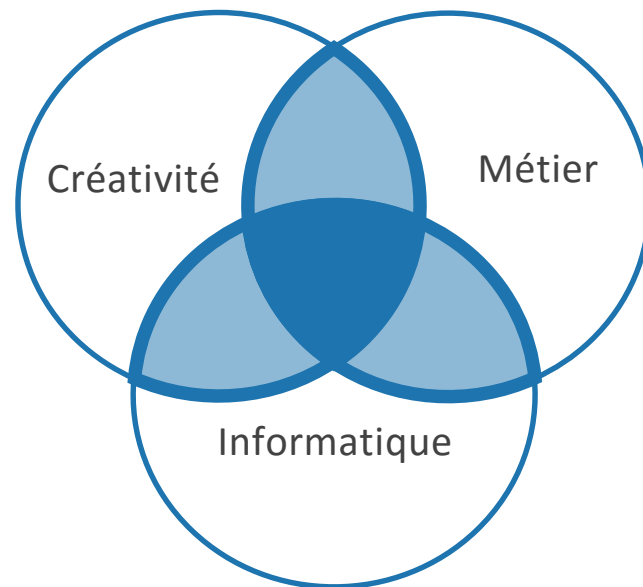
Tout change, mais on fait la même chose!

- Les méthodes d'exécution du marketing et de la publicité ont changé
- Le monde de la publicité est un mélange de technologies digitales, traditionnelles et omni-channel
- L'environnement de création est en constante accélération
- La technologie est au cœur de toutes les activités et de la création des annonces
- Les clients utilisent également la technologie pour leurs campagnes de marketing
- Les directeurs marketing sont d'importants consommateurs d'informatique et ont besoin des DSI



Le Service Informatique à l'ère du smartphone

- L'informatique est omniprésente
- Le smartphone aussi !
- Nécessité de centraliser les processus de l'entreprise
- La gestion des services informatique est stratégique



La fourniture de services par l'informatique est vitale pour le travail de l'agence de publicité.

L'ITSM est donc indispensable pour atteindre cet objectif

Pourquoi l'ITSM ?

- L'ITSM est indispensable pour la mise en place des processus
- Automatisation des processus de l'entreprise (quelle que soit leur complexité) et mise en conformité
- Suivi et inventaire en temps réel de plusieurs matériels par personne et contrôle de données éparpillées
- Suivi des coûts et budgets
- Faciliter la communication dans l'entreprise
- Les meilleures pratiques ITSM sont indispensables pour délivrer ces services

Pourquoi EasyVista ?

- Le produit répond à tous nos besoins
- EasyVista aide à réduire les coûts, la complexité et le risque de non-conformité
- Prêt à l'emploi et déploiement rapide
- Mobile-First et Service Apps critique pour l'adoption dans un environnement créatif
- Aucun code pour automatiser la fourniture de services
- Meilleure technologie et capacité d'intégration forte
- Sécurité (piratage Sony) - De nouvelles lois sur les données et la vie privée (UE, UK, GDPR)

Témoignage



Cliquez sur l'image pour lancer la vidéo

Conclusion

- La technologie est essentielle pour les agences de publicité et leurs clients
- Un monde complexe et en pleine évolution : une technologie omniprésente, des services à la demande, un environnement légal changeant et une évolution permanente des besoins des clients
- Le DSI doit fournir ces services non seulement pour l'informatique mais au-delà
- L'ITSM est un 'must have' pour fournir la gestion de ces services
- EasyVista est particulièrement bien placé pour répondre aux besoins de ce monde dynamique et évolutif

A person in a dark suit and blue tie is holding a transparent sphere. The sphere contains various business-related graphics, including a world map, a bar chart, and a line graph. The background is dark blue with several glowing, semi-transparent circles of different sizes. The text "Stratégie commerciale US en 2017" is overlaid in the center in white.

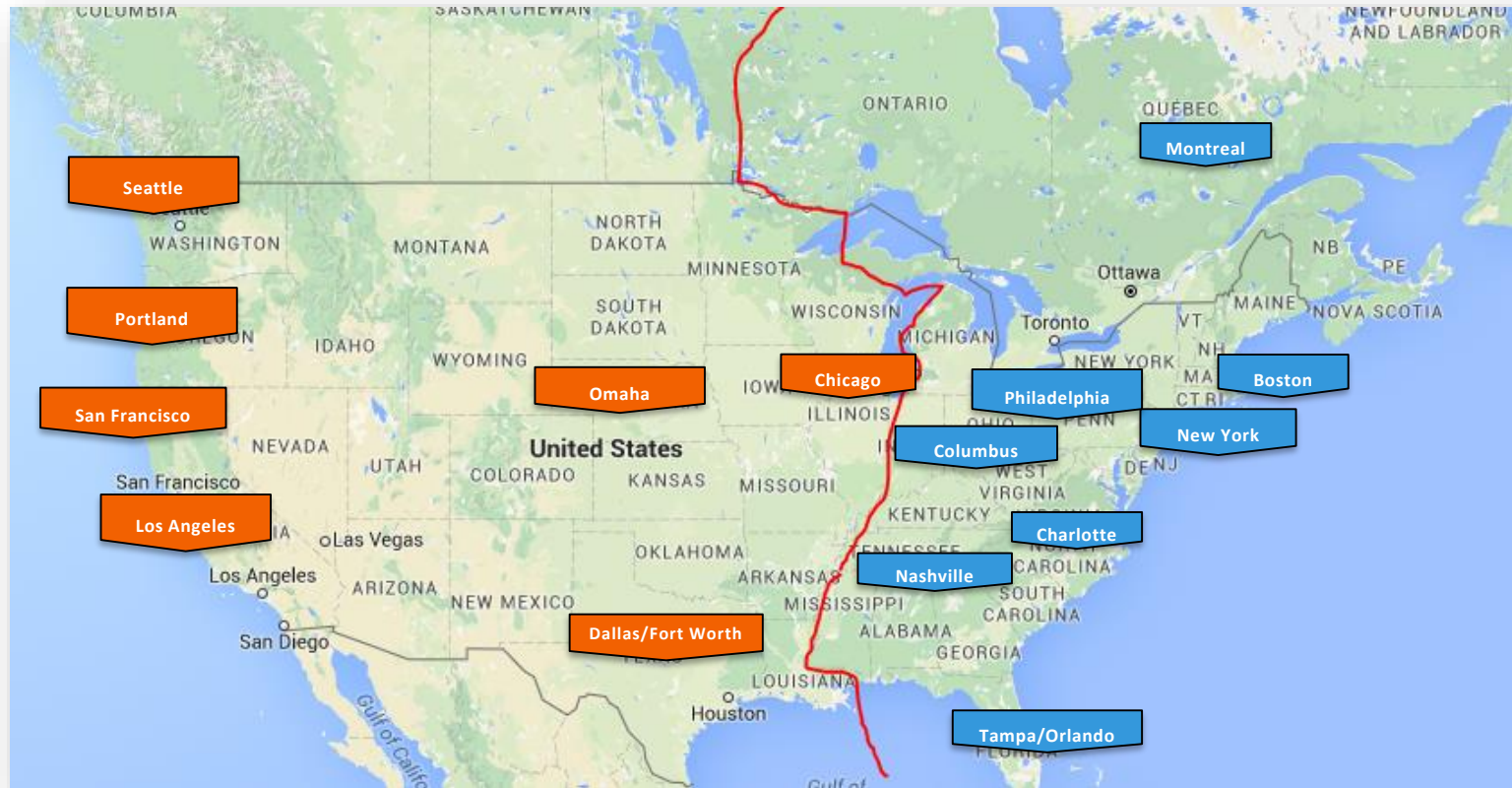
Stratégie commerciale US en 2017

Target Market

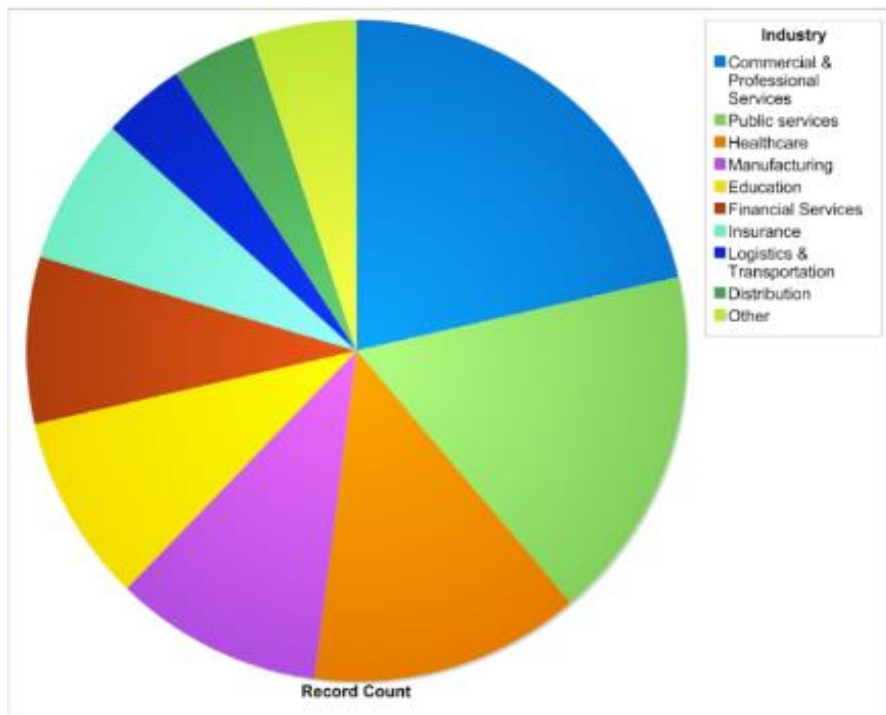
- Prospects with >1 500 end users
- Ideally in Higher Ed, Healthcare or State/Local Gov't
- Focused on “regional concentrations” around Major Metropolitan areas where we already have a presence
- We will be hyper focused on leveraging our installed base of customers to target and influence “like” prospects “1% of Separation”.
- Ideal prospect will possess a level of maturity or desired state in line with EV Capabilities.



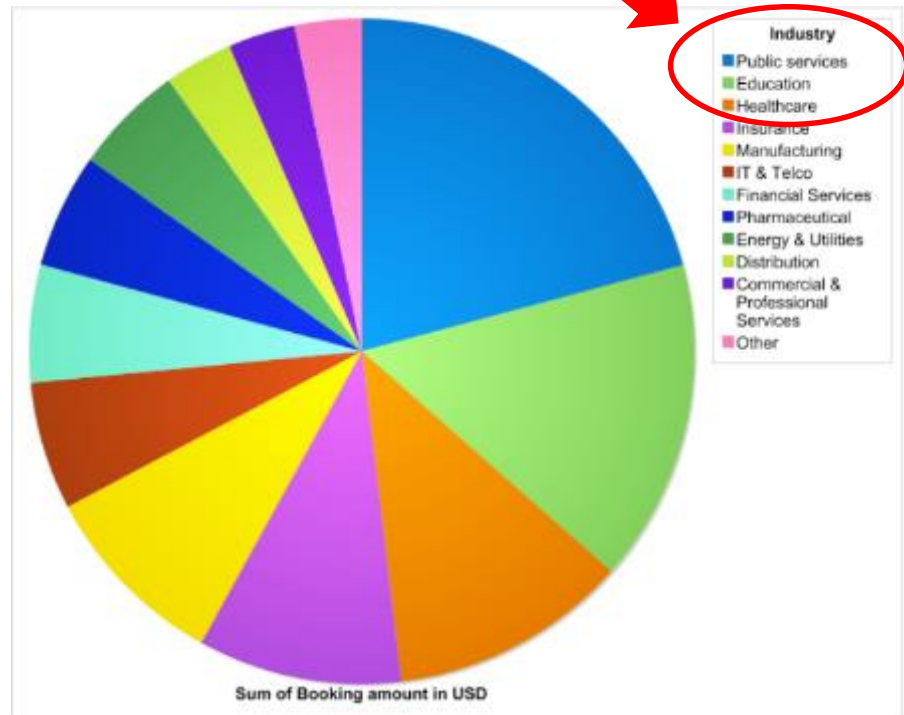
Market Focus: Major Metropolises



Market Focus: Industry Verticals



Installed Base



Current Pipeline

Villanova Testimonial

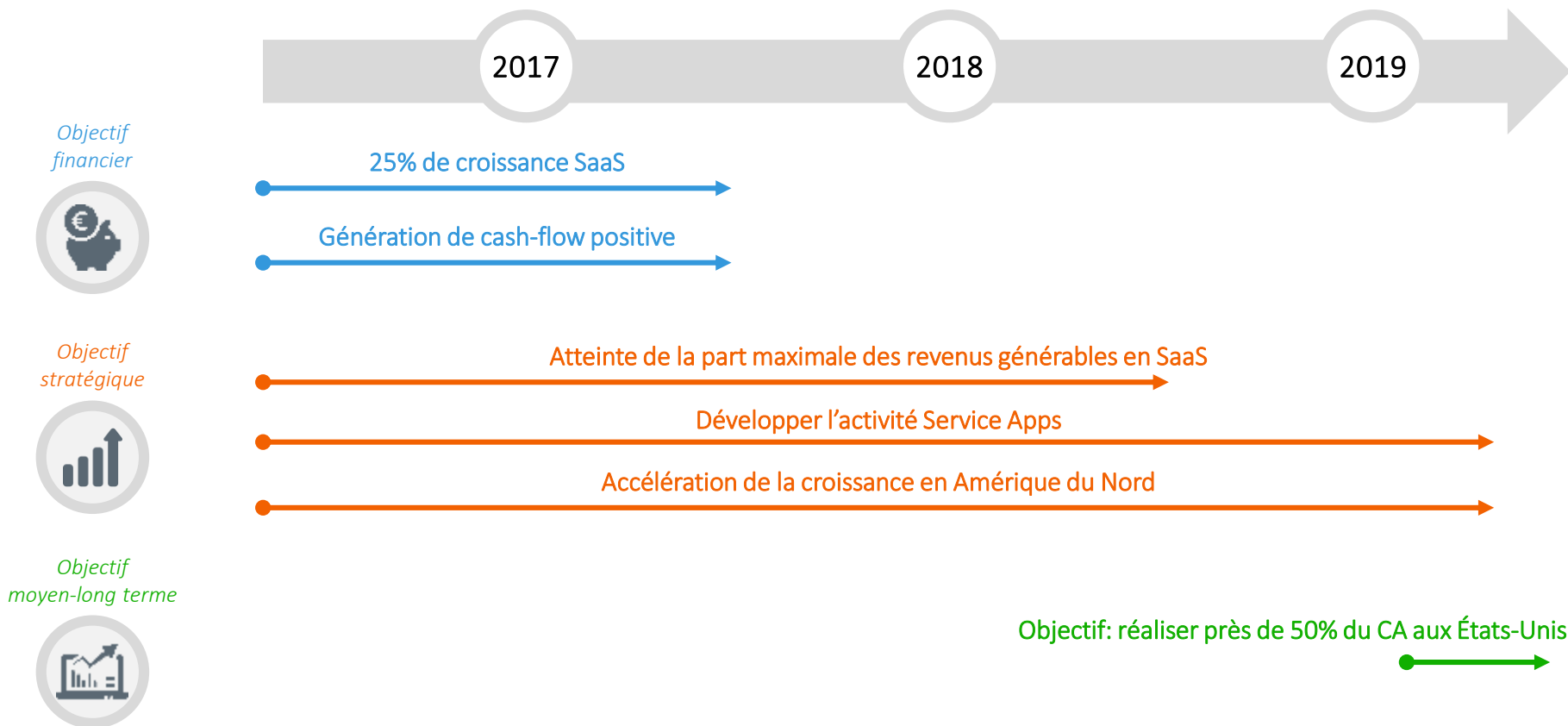


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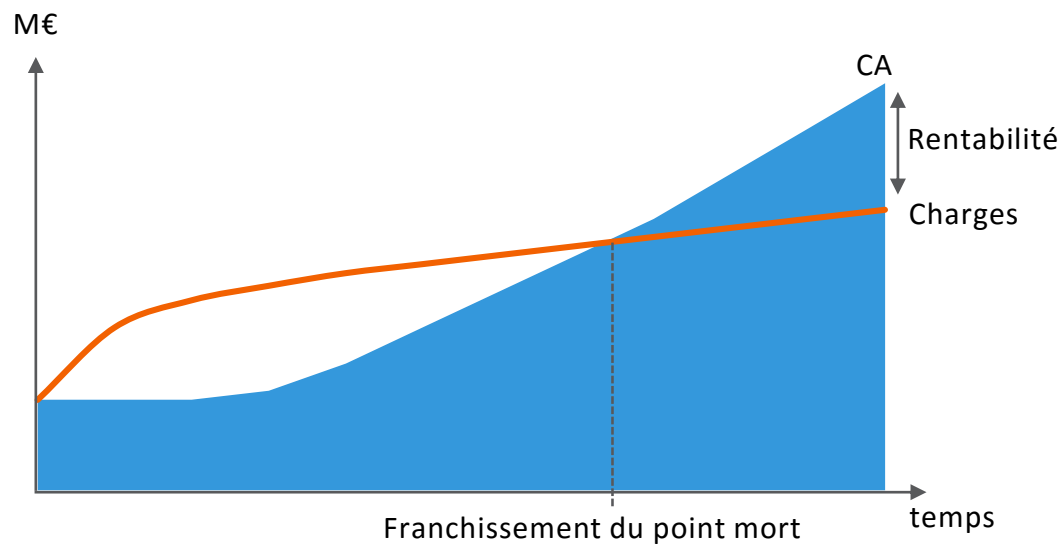
A person in a dark suit and blue tie is holding a transparent sphere. The sphere contains various business-related graphics, including a world map, a bar chart, and a line graph. The background is dark blue with several glowing, semi-transparent circles of different sizes. The text "Perspectives stratégiques" is overlaid in white, sans-serif font.

Perspectives stratégiques

Objectifs confirmés pour 2017 et au-delà



Amélioration mécanique de la rentabilité à venir



Merci pour votre attention



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Merci de votre attention

