

# Building Better Mobile Apps ...with **UNIFACE**

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Uniface BV  
President

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Bio



UNIFACE

President



Married,  
2 daughters



Dutch



TU Delft



Focus



# Building better mobile apps:

- ... on time and on budget
- ... efficient to maintain and deploy
- ... connecting to your enterprise



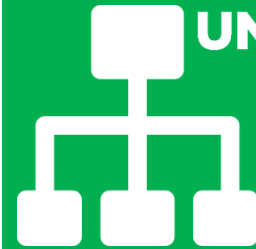
Agenda



Business



Mobile &  
Cloud



UNIFACE

Strategy





Business



History



1984: Inside Automation

1988: Uniface BV

1994: Acquired by Compuware

2009: Independent Uniface Business Unit

2014: Uniface BV again...



Business



Company



Number of employees: ~140

Office locations: 6 (Amsterdam, Detroit, London, Paris, Tokyo, Sao Paulo)

Number of customers: ~1,600

Number of partners & resellers: ~250



Business



Global







Business



Growth



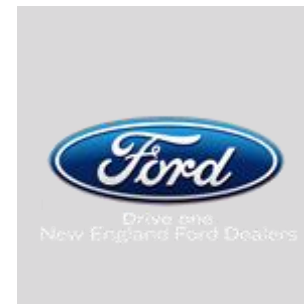
Strong revenue growth and profitability

Increase in new business >15%

Customer Loyalty >97%

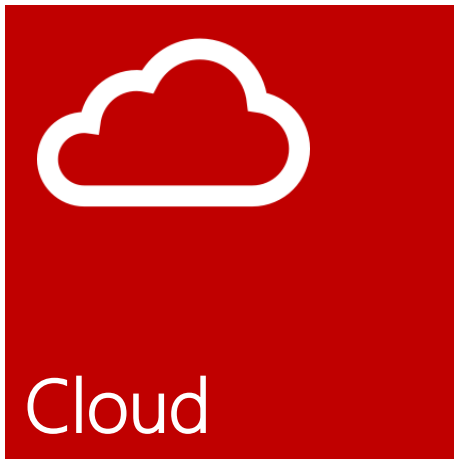
Looking for targeted acquisitions

Partners United program: Brand new resellers





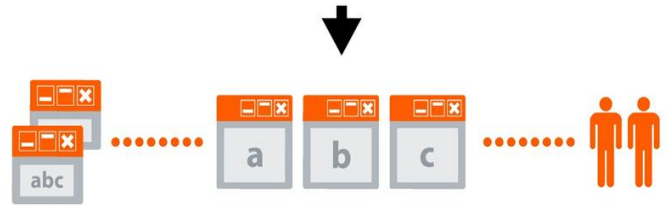




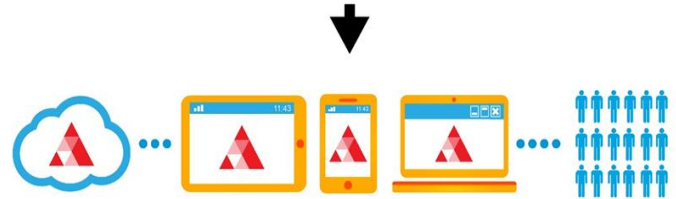
**90's**  
Bespoke Software

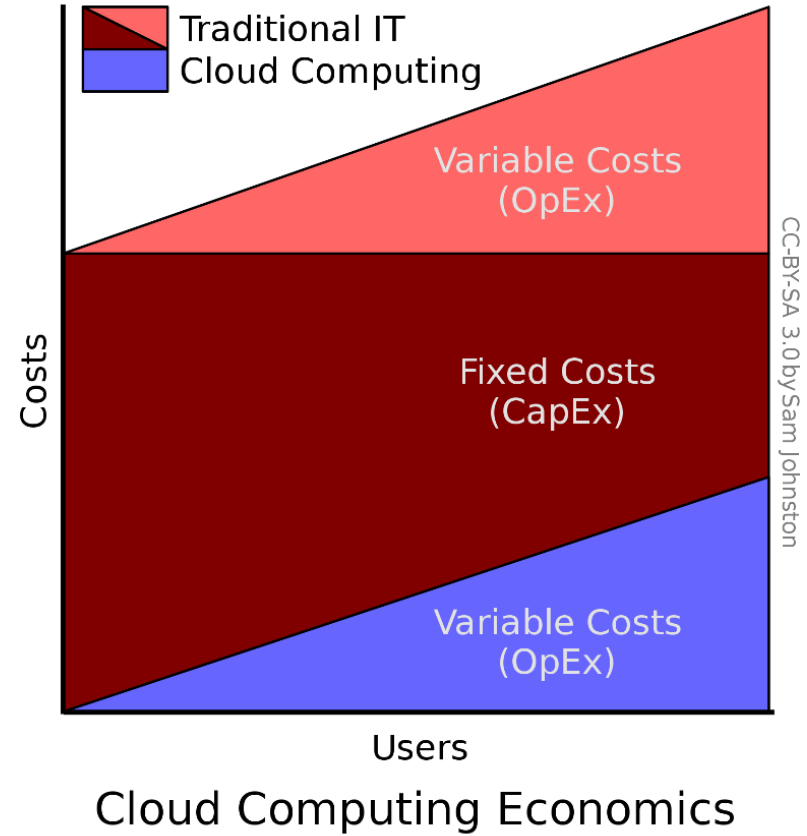


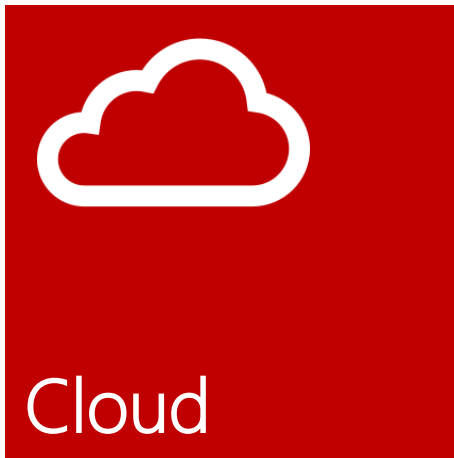
**00's**  
Software Packages



**today**  
Cloud Computing









Mobile



Cloud



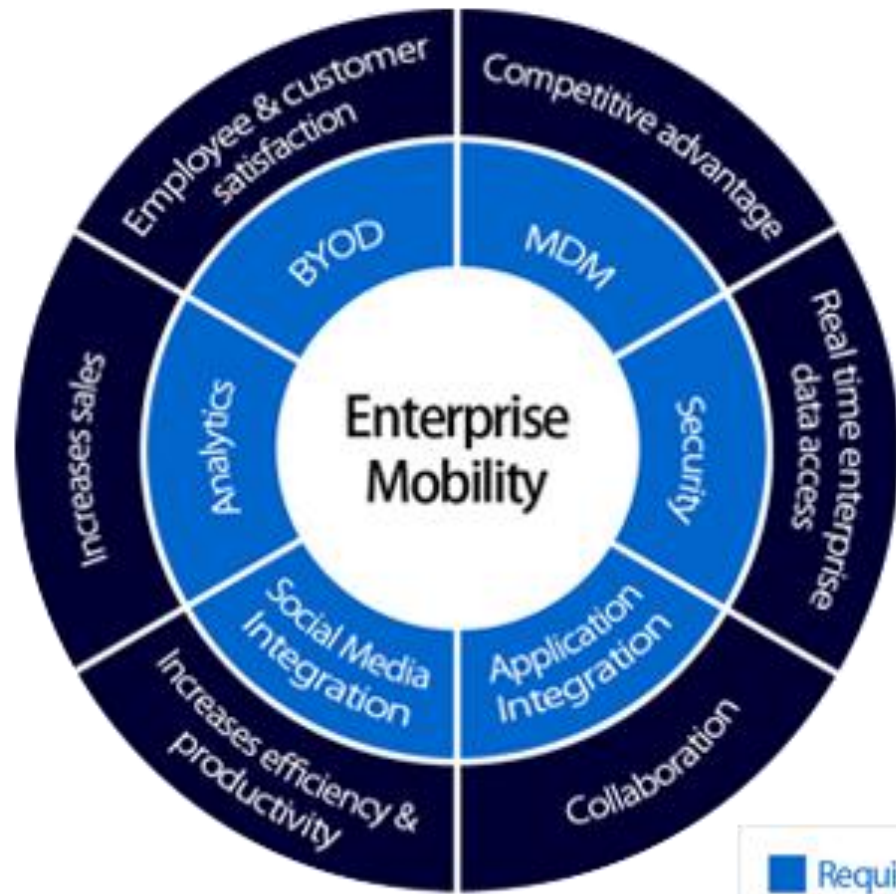




Enterprise



Mobile



■ Requirements  
■ Benefits

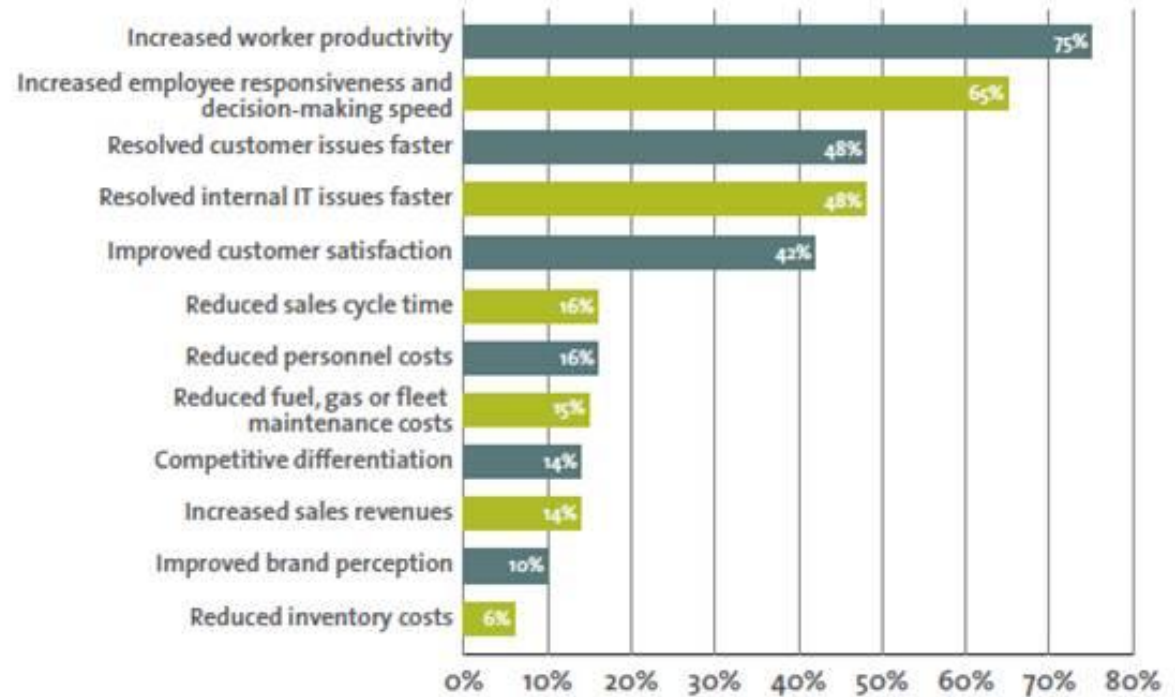


Enterprise



Mobile

### What Benefit Has Your Firm Experienced as a Result of Deploying Mobile Applications?



Base: 2,247 network and telecom decision-makers

Source: Forrester, Enterprise and SMB Networks and Telecommunications Survey, North America and Europe, Q1 2010



Enterprise



Mobile

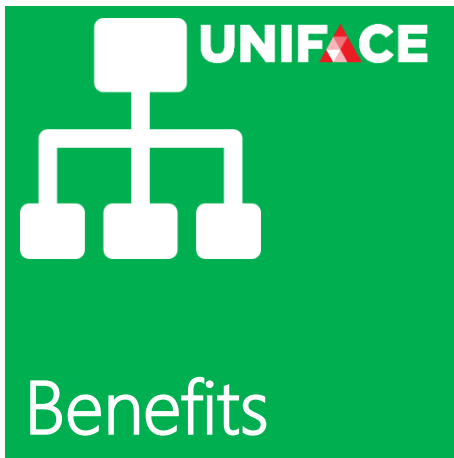


## Benefits:

Increased Employee Productivity and  
Responsiveness

Increased Customer Satisfaction

Competitive Differentiation

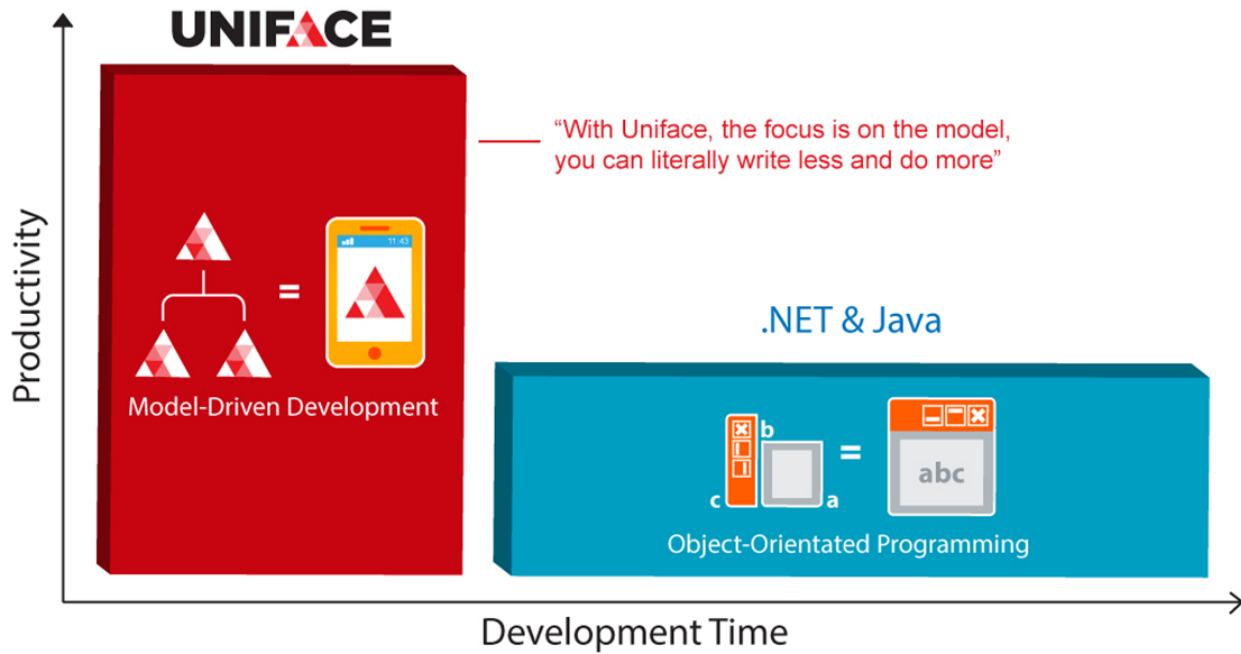
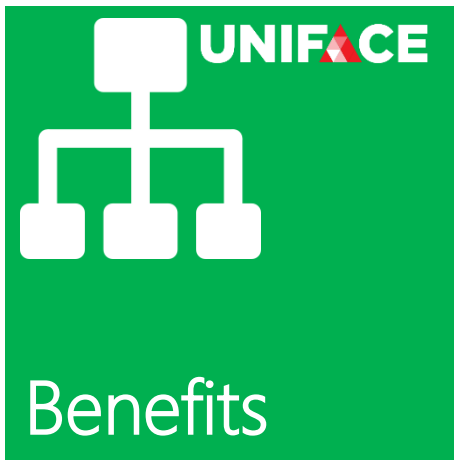


## Benefits:

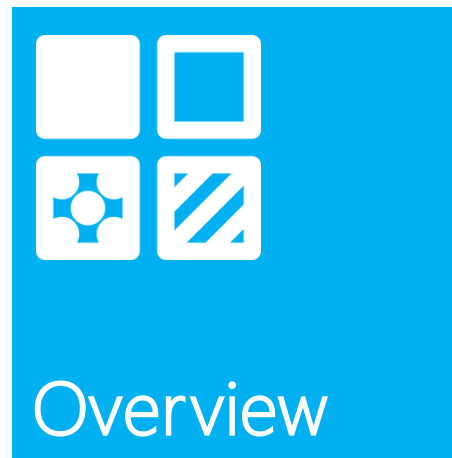
Delivery on time, on budget

Productive Development, Efficient Maintenance

Connects the Enterprise







## Strategic Directions:

Mobile and Cloud deployment

Online Training Programs

Customer Compliance

PartnersUnited & New distribution channels



Mobile and Cloud deployment:  
Focus on Mobile & Cloud (Uniface 9.7)  
Application Modernization (Uniface 9.7)  
Developer Usability improvements (Uniface 10)





## Online Training Program:

New web based training materials

Uniface University Program

Uniface Workshops & Boot camps



Customer Compliance:  
Focus on older versions of Uniface  
New license manager  
Migration Program



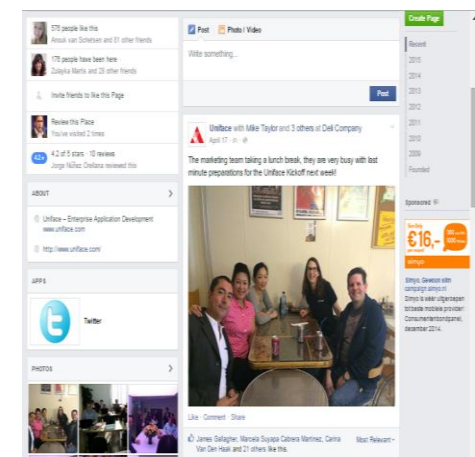
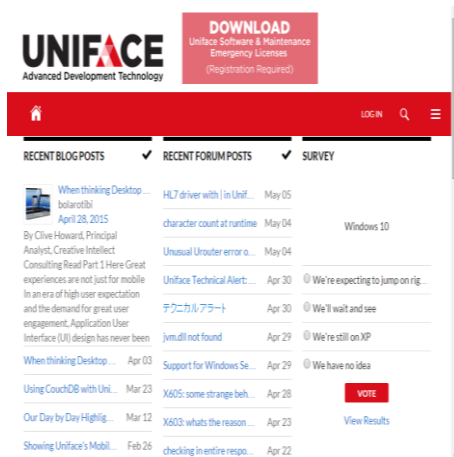
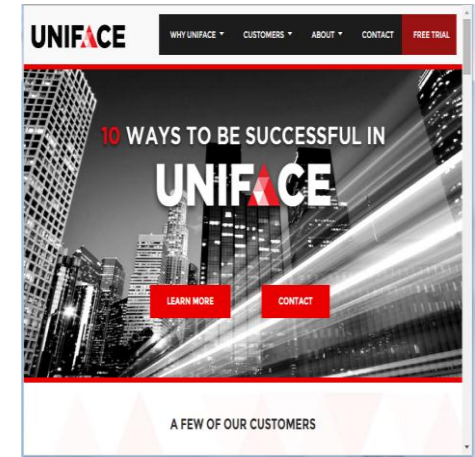
PartnersUnited & new distribution channels:

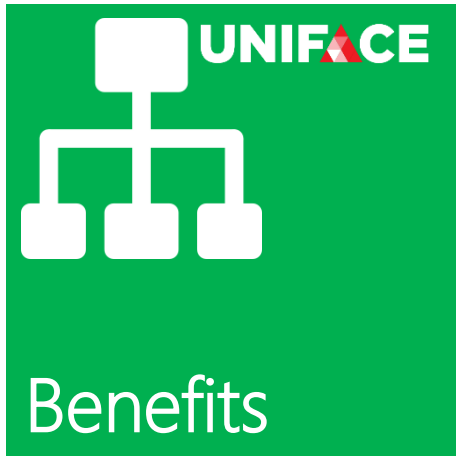
Next step for PartnersUnited

Acquisition of new Distributors & VARs

New Distributor startup programs

Close business relationship with Key VAR's





### Mobile Benefits:

Increased Employee  
Productivity

Increased Customer  
Satisfaction

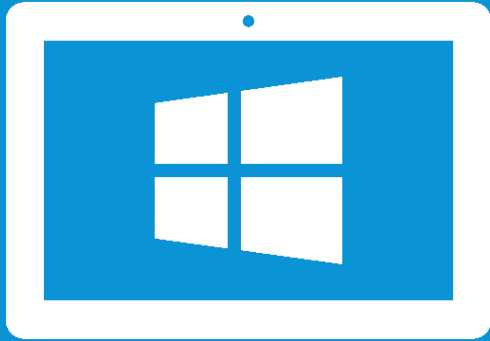
Competitive Differentiation

### Uniface Benefits:

Delivery on time, on budget

Productive Development,  
Efficient Maintenance

Connects the Enterprise



Building Better Mobile Apps  
...with **UNIFACE**

Q & A