

Our Journey Today

- Sales and Marketing - Positioning Gen AI
- Handover of E-Learning, Training Sandbox, and Homework Exercises





Generative AI for Business

A Guide for Positioning Sales & Marketing



Our Route Map

- Positioning MyWave
- Opening the Door
- Generating Content
- Keeping the Door Open
- Land & Expand
- Building Proof Points
- Custom & Industry Solutions
- Pricing
- Resources Available



Setting the Context

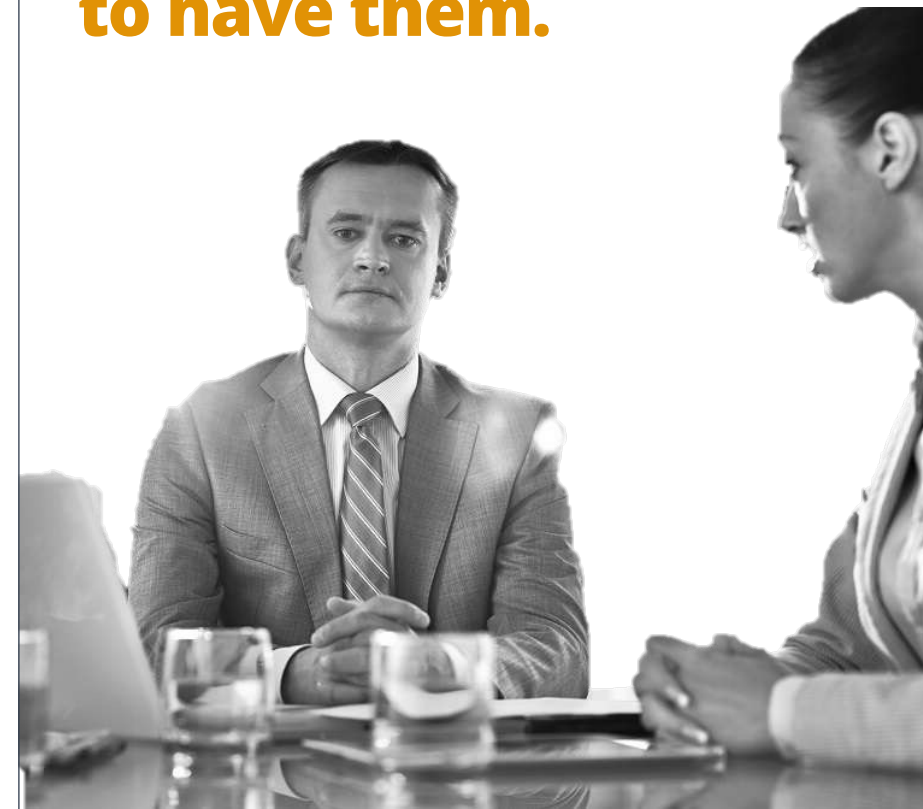
Positioning the Gen-AI landscape and MyWave



The Gen-AI tsunami is upon us.

- 75% of professionals expect that generative AI will cause “significant or disruptive change in the nature of their industry’s competition” over the next three years.
- 84% of C-level executives believe that they need to adopt and leverage Artificial Intelligence to drive growth objectives.
- 86 percent of IT leaders expect generative AI to soon play a prominent role in their organizations.
- 90 percent of online content could be synthetically generated by 2026.
- There will be more AI-powered digital voice assistant units than people by the end of 2024.
- Advanced chat interfaces will be able to process 95 percent of customer interactions, cutting the human involvement to 5 percent.

**Boards & C-Suites
are looking for
answers and they
expect their leaders
to have them.**



Introducing Gen-AI for Business

Not just another AI-Dog picture

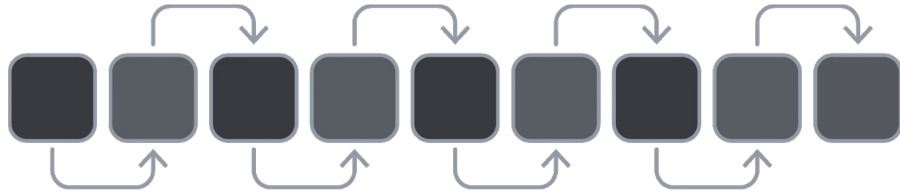


- Tools like GPT are focused on natural language-driven prompts to generate content – initially written words, but increasingly visual content as well.
- They can save a lot of time generating email or website content for example – albeit with the need for validation based on the wisdom of the web
- But they don't speed up business in the areas where most of the work gets done. Like order processing, payments reconciliations, etc.
- That's where new skills and capabilities are needed to manage complex workflows to increase productivity – Gen-AI for Business

Why MyWave.ai is Changing the Game

From Hype to How – Gen AI for Business

- Traditionally we built software using an IMPERATIVE approach. At the end of a series of steps the user gets the outcome they were looking for.



- MyWave Gen-AI works on a DECLARATIVE approach. We tell the user interface what we want. Then the AI does all the work and we just get the outcome we were looking for.



- Waves™ (Gen AI-powered processes) support the key workflows that a business uses most often and/or needs to improve from a productivity perspective.
- Waves™ optimise the process flow in real-time (Gen-AI) and orchestrate data (core system connectivity) to help employees get work done in the fastest and most intuitive way possible.
- Past actions, context, and live feedback are all intelligently employed to help people work efficiently.
- Accuracy, compliance, and auditable performance are enhanced, while human error and rework are massively reduced.

Where Gartner position MyWave in the Gen AI Landscape in 2023

MyWave is an Acknowledged Leader in Gen AI



1. Foundation Models			2. Applications		3. Enabling Tools	
Foundation Models	Fine Tuned Models	Domain Models	Embedded Applications	Native Applications	Build Tools	Use Tools
OpenAI, Microsoft, Google, Anthropic, AI21, Cohere, Baidu, Stability	Databricks, Hugging Face, AWS	BloombergG, PT Finance, Microsoft, Stanford, CRFM, IBM watsonx.ai, MYWAVE.ai	Function Specific: Jasper AI, Tome, Rytr, Lavendar, Notion, Cogram Vertical Specific: HarveyAI (legal)		Samba Nova, IBM watsonx.ai, nVidia AI Enterprise	LlamaIndex, LangChain, Weaviate
4. Custom Services						
Custom service offerings that involve one or more of these areas, and may integrate other systems and technologies						

Easy Process Extensibility of SAP Business One



- With Generative AI and Natural Language Processing, the need for customization in the core system can be virtually eliminated.
- Massive reduction in effort with sustainable and easily maintainable processes independent of SAP Business One.
- MyWave Innovation Hub holds best practice processes that allow partners to adapt user interfaces and processes to meet business needs.
- Connect beyond Business One to other parts of the business to maximise benefits – e.g. websites, CRM, etc.

The Numbers That Matter

Grow productivity.

Reduce error rates and ensure auditable compliance.

Lower training and onboarding costs by reducing complexity.

Protect brand trust and reputation.

Improve customer and employee experience.

100%

Gen-AI security, scale, and availability testing success - SAP, IBM, and global clients

80%+

Manual work and error reduction by optimising workflows with Gen AI Intelligence.

10X

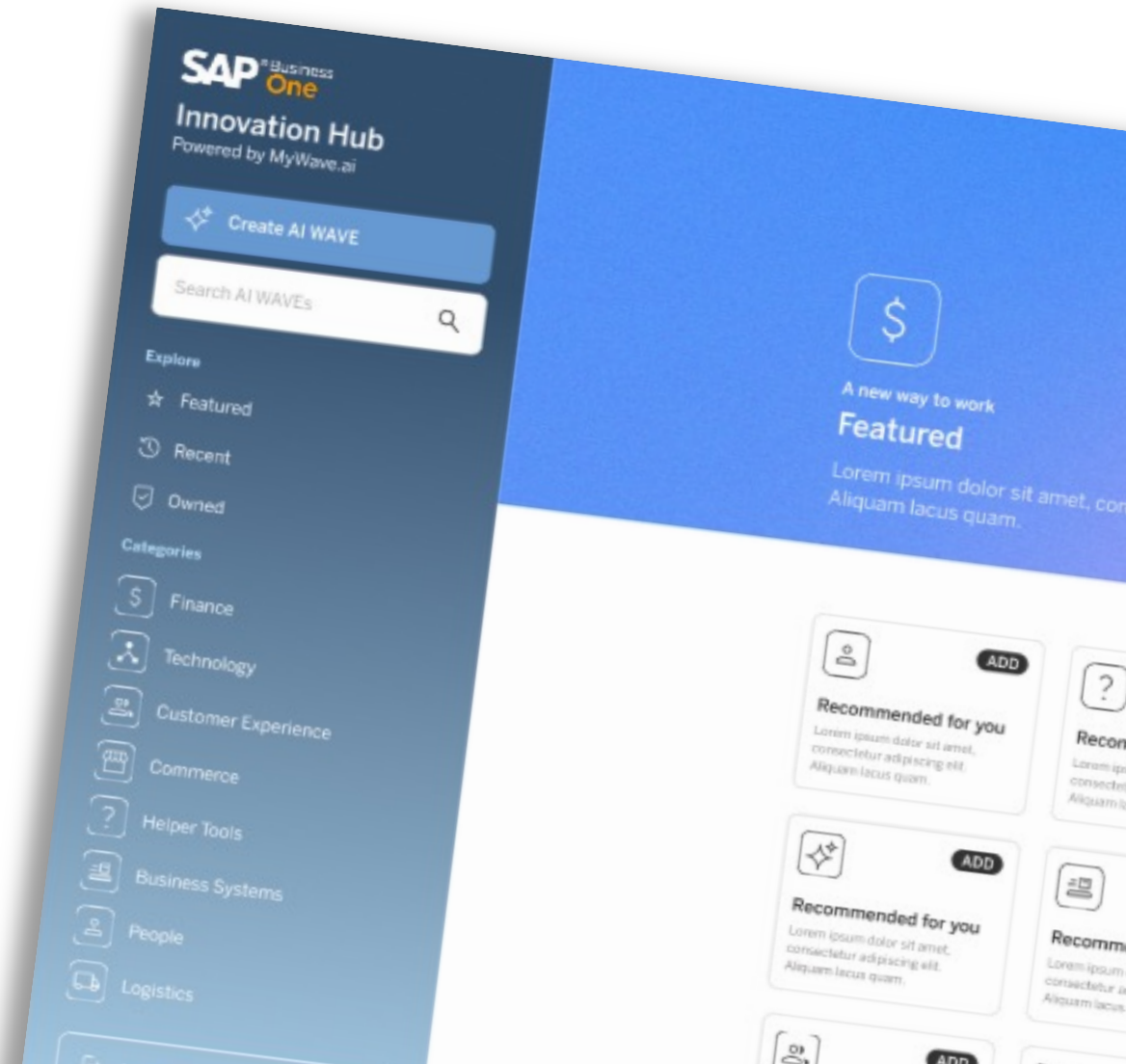
Reduction in the time taken to complete internal workflows using MyWave Gen AI

85%

Increase in deployment speed versus traditional imperative-based (non-gen-ai) systems.

Key Features of the Innovation Hub

1. Pre-seeded with Standard SAP Processes.
2. Ability to Copy, Edit and Extend those Processes as required.
3. Pre-configured Info Plug In's for Business One's standard API's which can be easily associated with Process Steps as needed.
4. Easily extendable to other non-SAP systems.
5. No/Low Code tooling to configure and deploy new executable processes – no need for custom builds.
6. Highly flexible and agile to remain current with your business needs and regulatory requirements.



Getting Started

Low-Cost Entry Solution

- The first steps are always the hardest part of any journey.
- We've made this easy. After canvassing SAP Partners, we've created 7 pre-configured Waves to solve common Business One user needs.
- These have been bundled into a super low-cost Starter Pack to allow your customers to benefit from Gen AI for SMB Business fast... and allow you to start generating revenue.



INNOVATION HUB
STARTER PACK



Starter Pack Content

Insert video demo links with each Wave process
Talk to the 'Before & After'

Seven Client Modules exist today. Another three will be added during the year based on Partner & Client feedback. Initial pre-built modules include:

Starter Pack Waves	Scope & Purpose
Conversational Expense Recording	Streamlines expense reporting and management by facilitating the recording of expenses through a conversational interface, directly resulting in the creation or updating of A/P invoices in SAP Business One. demo video
Sales Order from Purchase Order	Automates the creation of sales orders from existing purchase orders, optimizing the sales process by reducing manual entry and enhancing efficiency. demo video
Document Generation Wizard	Offers a user-friendly approach to generating necessary documents by guiding users through a series of questions and automatically producing documents based on their responses. demo video
Activity Creation Automation	Enhances productivity by automating the creation of activities in SAP Business One, utilizing user input to define and schedule activities without manual data entry.
Service Call Creation	Streamlines the process of logging and managing service calls by allowing users to create service requests through a conversational interface that interacts directly with SAP Business One. demo video
Master Data Mass Update	Facilitates the bulk updating of master data records, making it easier to manage and update large sets of data within SAP Business One with minimal manual intervention. demo videos
Request for Approval Process	Streamlines the approval workflows by automating the request submission and tracking process, thereby improving decision-making speed and process oversight. demo video

Key Messages So Far



Infinite and easy extensibility of core systems.

Improve employee productivity.

Reduce employee onboarding time & training costs.

Manage and protect risk and compliance.

Highly flexible and agile Waves enable ongoing innovation.

Opening the Door



Insert video demo example on every solution point

Opening the Door - the Problem Statements you might hear...

Problem	Validation	Solution
We keep having to do more with less as the demands increase.	It's something we hear a lot, and we know how frustrating it can be.	I can show you how Gen-AI massively boosts your employee productivity – solving the question of how to do more with less.
I'm sorry, but we're facing budget cuts so we can't invest in new projects.	There's a lot of pressure on budgets right now and we get that.	Our solution can take that pressure away. I'd like to show you how an investment of a few hundred Euros a month can save 10X that in productivity growth. Not in months, but days and weeks at the most. You can achieve payback in months
I don't want to add new technology into my stack. It's complex enough already.	We appreciate new layers of coded technology have traditionally created a lot of extra complexity – especially when you want to change anything.	I'd like to introduce you to a no-code Gen-AI solution that reduces development time and cost by as much as 85%. It sits alongside your existing systems with nothing more invasive than pre-built API connectivity to SAP Business One. If you want to change anything, a business analyst (or similar) can do it in a few hours or less.

Opening the Door - the Problem Statements you might hear...

Problem	Validation	Solution
Getting work done is too slow and too manual.	We hear that a lot. Most systems are designed to accommodate the casual right through to super-user. It can mean there are a lot of clicks and screens to navigate to get work done.	Our Gen-AI solution works on the principle that not everyone needs to see everything. Our intelligently guided flows can speed up your most commonly employee processes and actions by as much as 10X.
Human error and rework is killing productivity.	We understand the problem. For example, in banking, as many as 80% of Trade Finance Applications are submitted with errors. As soon as you have scanned documents, manual entry, or similar gaps, errors are inevitable.	We can show you a Gen-AI solution that has reduced human error rates in workflows by as much as 80%.
Our teams are super-frustrated with our systems and processes. I just wish they would get on board because we can't change them.	Most systems and implementations don't fail because of the technology. Change management is the real issue because people are reluctant to adopt new ways of working.	We can transform the user experience – creating delighted teams – with simple guided flows, natural language and no need to customise the core system.
People are impatient and I need some quick wins to demonstrate progress.	In a tough economy and business environment, there is a massive premium on speed. We can see that those that move with pace are being rewarded, while those that lag are coming under a lot of pressure.	We have a pre-configured AI-powered Co-Pilot for SAP Business One. It comes with 7 pre-configured and ready-to-go Wave processes, designed for regularly used functions, that massively boost employee productivity and workflow performance.

Opening the Door - the Problem Statements you might hear...

Problem	Validation	Solution
Our culture scores are being hurt by our systems – people say they don't have the tools necessary to do their jobs.	We get that it's a real frustration – especially when there isn't the money to make wholesale changes to legacy systems.	We extend the runway for legacy systems by renovating, versus replacing. Our Gen-AI solution breathe snw life into any process or workflow, delighting users, while preserving systems of record.
Many of the IT systems that support our processes are inflexible, expensive, and time-consuming to develop, maintain, and change."	This is a common challenge. Core systems need to handle a lot of complex tasks, and this can make them 'heavy' when it comes to flexibility.	Customisation of the core system disappears with MyWave. You can meet new business user needs, quickly, easily, and cost effectively, without ever customising your core systems.
Process performance is hard to measure and audit – creating high levels of risk in the regulated parts of our business.	This is an increasingly important challenge as our governance and regulatory environments continue to increase in complexity.	MyWave delivers trusted, auditable, and compliant workflow performance for regulated industries and activities.
Our onboarding and training costs are too high.	We understand that complex systems can create an ongoing training burden for organisations, while also slowing onboarding time.	The most frequently used business functions can be supported by Gen-AI Waves to deliver intuitive, simple, and guided workflows – massively reducing onboarding & training costs as well as effort becomes frictionless.

Generating Content



Using Problem Statements as email openers

Problem	Validation	Solution
We keep having to do more with less as the demands increase.	It's something we hear a lot, and we know how frustrating it can be.	Would you be open to a discussion if I could show you how Gen-AI could massively boost your employee productivity – genuinely allowing you answer the question of how to do more with less?

Subject: Gen-AI finally solves the biggest Business Paradox

Dear <customer.name>,

It's probably one of the most well-worn planning cycle demands ever, and it often feels like a paradox...

How are you going to do more with less?

It's something we hear a lot, and we know how frustrating it can be. Especially when budgets are under pressure, capital investment is tough to get approved, and resources are already spread razor thin.

Here's the welcome news. Gen-AI for Business by MyWave.ai is changing the game. Our new partnership allows us to bring you a solution that, with minimal investment in time and money, can help you massively boost workflow performance and employee productivity.

Best of all, it doesn't create a whole new IT burden. MyWave.ai is already integrated into Business One – acting as a Gen-AI Co-pilot – to support a range of commonly used workflows.

To find out how to unlock Gen-AI for Business in your world, please get in touch for a personalised demonstration. And get an answer to 'the question' that until now has haunted your planning cycle.

Or simply copy the content into GPT, and get AI to write it

Problem	Validation	Solution
We keep having to do more with less as the demands increase.	It's something we hear a lot, and we know how frustrating it can be.	Would you be open to a discussion if I could show you how Gen-AI could massively boost your employee productivity – genuinely allowing you answer the question of how to do more with less?



Subject: Unlock Boundless Productivity Potential with Gen-AI: Let's Discuss!

Dear [Recipient],

In the ever-evolving landscape of business, the pressure to achieve more with fewer resources is a constant challenge we all face. It's a refrain we've heard time and time again, and we understand the frustration it can breed.

But what if I told you there's a solution that could turn the tide, not just marginally, but massively?

I'm reaching out to propose a discussion about how Gen-AI can revolutionize your approach to productivity. With Gen-AI, we're not just talking about minor improvements; we're talking about significant leaps forward that genuinely empower you to answer the age-old question of how to do more with less.

Imagine a scenario where your team accomplishes tasks with unprecedented efficiency, where every resource is maximized, and every effort is streamlined. That's the promise of Gen-AI.

I'd love the opportunity to delve deeper into how Gen-AI can specifically benefit your organization. From boosting employee productivity to optimizing workflows, the potential is immense.

Are you open to exploring this transformative technology together? Let's schedule a discussion at your earliest convenience to delve into the possibilities.

Looking forward to the opportunity to connect and explore the exciting prospects that Gen-AI can offer.

And then perhaps copy it into French

Problem	Validation	Solution
We keep having to do more with less as the demands increase.	It's something we hear a lot, and we know how frustrating it can be.	Would you be open to a discussion if I could show you how Gen-AI could massively boost your employee productivity – genuinely allowing you answer the question of how to do more with less?



Objet : Libérez un potentiel de productivité illimité avec Gen-AI : Discutons-en !

Cher/chère [Destinataire],

Dans le paysage commercial en constante évolution, la pression pour accomplir davantage avec moins de ressources est un défi constant auquel nous sommes tous confrontés. C'est un refrain que nous avons entendu maintes et maintes fois, et nous comprenons la frustration qu'il peut engendrer.

Mais que diriez-vous s'il existait une solution qui pourrait changer la donne, non pas de manière marginale, mais massivement ?

Je vous contacte pour proposer une discussion sur la manière dont Gen-AI peut révolutionner votre approche de la productivité. Avec Gen-AI, nous ne parlons pas seulement d'améliorations mineures ; nous parlons de progrès significatifs qui vous permettent réellement de répondre à la question séculaire de comment faire plus avec moins.

Imaginez un scénario où votre équipe accomplit des tâches avec une efficacité sans précédent, où chaque ressource est maximisée et chaque effort est rationalisé. C'est la promesse de Gen-AI.

Je serais ravi d'avoir l'opportunité d'approfondir la manière dont Gen-AI peut bénéficier spécifiquement à votre organisation. De l'augmentation de la productivité des employés à l'optimisation des flux de travail, le potentiel est immense.

Êtes-vous ouvert à l'exploration de cette technologie transformative ensemble ? Planifions une discussion à votre convenance la plus proche pour explorer les possibilités.

Dans l'attente de l'opportunité de nous connecter et d'explorer les perspectives passionnantes que Gen-AI peut offrir.

Or an X (Twitter) post

🚀 Ready to unlock boundless productivity potential? 💡 Discover how Gen-AI can revolutionize your approach to getting more done with less! ✨ Let's discuss and unleash the power of innovation together! #Productivity #GenAI #Innovation

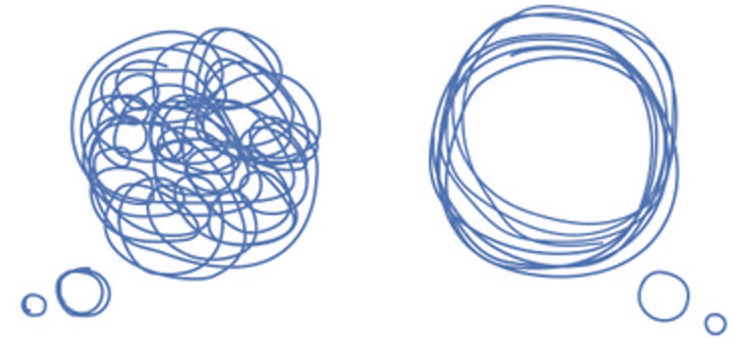
Or a LinkedIn post

🌟 Exciting News Alert! 🌟

Are you tired of constantly juggling more tasks with fewer resources? 🤖 Let's change the game together! 💼 Discover how Gen-AI can empower your team to skyrocket productivity levels and conquer challenges like never before. 🚀 Ready to revolutionize your approach? Let's connect and explore the possibilities! Or direct message us for a personalized demonstration. #Productivity #GenAI #Innovation #FutureOfWork

Let's get the Message Out

- The problem statements highlighted on the previous pages can instantly generate 11 client email ideas.
- 11 social posts for X, LinkedIn, or Facebook.
- Throw in an AI-Pet doing something funny to introduce the idea in your Instagram Channel, and you're up to a dozen.
- Quotes can also powerfully increase the impact and memorability of ideas.
- Always remember the importance of a call-to-action. Who can the message recipient contact to find out more, and why should they act with urgency.



Anyone can make things bigger, more complex, and more expensive. It takes a touch of genius—and a lot of determination—to move in the opposite direction.

Keeping the Door Open – Solutions Selling

M OMENTUM
OWENJLOW

With the Door Open, the challenge is now keeping it ajar

- No matter how good the solution is, people don't buy in the first meeting.
- The goal of the first meeting is to:
 - Build conviction that the solution being proposed has genuine merit. Given the acute level of interest in Gen-AI, and the results being delivered by MyWave, this should go well. Sample demo's help as proof points.
 - Identify if there are any barriers to purchase. These may commonly include:
 - Cost – it's going to be too expensive/I don't have budget.
 - Complexity – I don't want to add to the IT stack.
 - Time – We're fully committed this year and don't have people available to work on this.
 - Resolve, or at least dramatically reduce these concerns using the problem statement material.

The Goal of the first meeting is to earn a second meeting.

Cont.

- Gather data through open-ended questions.
 - Who are the internal decision-makers? Are they in the room, and who is missing?
 - Probe to learn about the most acute problems the business faces – including testing to ensure the decision-makers are aligned.
- Invite yourself back to present a detailed proposal, including a response to any questions raised.
 - “I’d like to come back to you in two weeks with a detailed proposal tailored to your needs. Would the 23rd work for you?”
 - Are there specific demo’s you would like to see to help build on the merits of what we’ve covered today?
 - Is it possible to get Jane (key decision maker) to attend?

The Goal of the first meeting is to earn a second meeting.

With the Door Open, the challenge is now keeping it ajar

- Having successfully presented your MyWave solution to the client, it is time to move them towards buying.
- A good way to do this is to suggest a follow-up session to partner with them on the ROI and business case. Here, you can start to build specific goals with the client on productivity savings. For example, for sales order processing...
 - Who does this work, and what percentage of their role is spent on this task?
 - How many people are engaged in this activity and what is the typical salary?
 - What are the total calculated savings and ROI?
 - Are there any other savings or non-financial benefits – e.g. reduced error rates/rework, culture and moral, etc.
- This is an opportunity to trial close. If we sign up to helping you achieve these numbers, do you think we can start to schedule implementation support for your team in April?
- This is also an opportunity to offer special pricing incentives if they are available to secure a quick close.

The Goal of the second meeting is to get a third meeting

With the Door Open, the challenge is now keeping it ajar

- The Goal of the third meeting is to get a fourth meeting. And so on. Pace is always welcome, but not as much as persistence.
- Never accept a barrier – commit to take it away to solve, and in doing so securing another meeting.



Land & Expand

(Definitely Waves involved, but a different kind of Beachhead)



Solutions Selling is Complex and Uniquely Challenging – **Land and Expand strategies work**

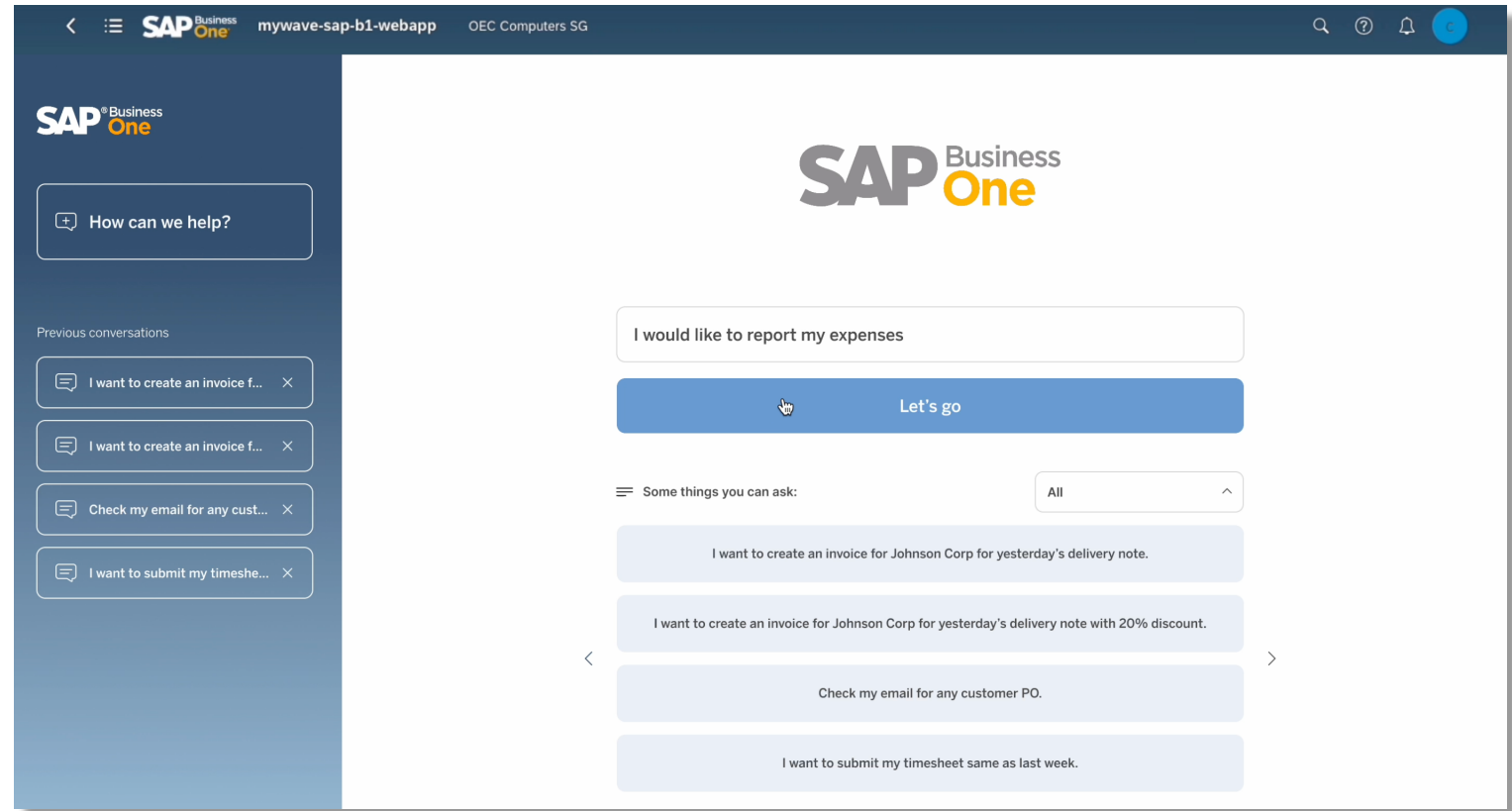
- MyWave has recognized this, and we have designed a pathway to getting your first 'yes'.
- The Starter Pack should be part of every new Business One sales solution. It is deliberately low-cost and easy to include unless someone wishes to actively opt out.
- The Starter Pack can also be seamlessly incorporated into renewals as part of the expanded functionality.
- As soon as clients start to unlock the power of Gen-AI for Business, new use cases will arise.
- Be present in early days as the enthusiasm unlocks opportunities to expand with custom solutions targeted at client problems. These become fast and simple add-ons to your total services and ARR proposition.



Building Proof Points

Tested Extensively

- MyWave has been tested and validated by SAP, IBM, Deloitte, Gartner and major banks.
- Security and stability results all at the top end.
- Our Business One experience has already yielded great results in terms of productivity across a range of measures.



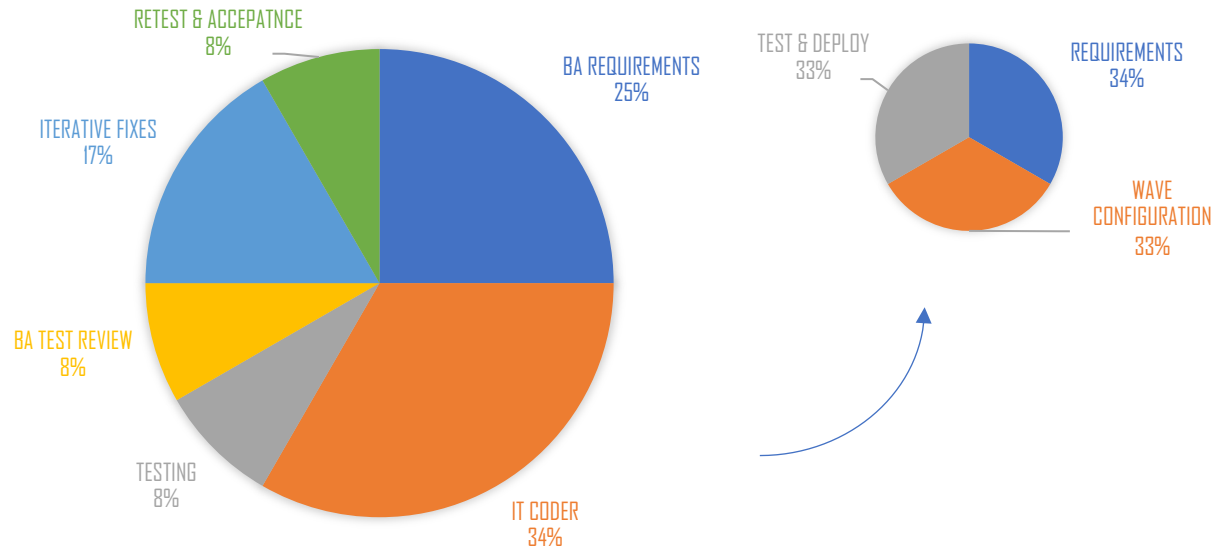
Case Study Results – Partner Advocacy

“Using MyWave reduced development time by 75% and cost by over 85%.” Michael Michael Vrontamitis, T3i

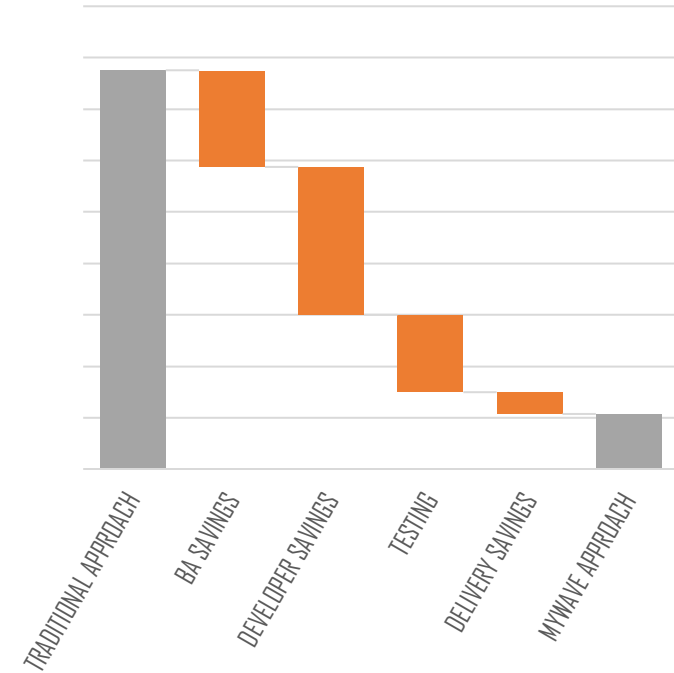
Partner Business Case using a worked example (LC Application) and a comparative technology build.

Traditional IT development approach consumed 12 working days over a 4 week period

Using the Wave Generator the same tasks took 3 days total – 1 day to configure the Wave



Relative cost comparison



MyWave in-use test summary:

- Faster delivery
- Easier maintenance
- Use of non-developer resources (lower cost)
- Improves net profitability

Custom & Industry Solutions



Industry Custom Waves – Infinite Possibilities

- Waves can be generated to address specific Industry challenges and opportunities.
- Here are examples of the work we've been doing:
 - Insurance – compliance can be embedded into end-to-end insurance processes ([demo video](#))
 - Banking – Never rekey data again, reduce errors and rework, save thousands of hours of Banker productivity, reduce customer friction and Contact Centre volume ([demo video](#))
 - Customer Order Queries for Manufacturing ([demo video](#)) ([demo video 2](#))
 - Customer Booking Venues example ([demo video](#))

Summit Advantaged Pricing

Summit Partner Special Price*

75% Summit Master License Discount

SAP Summit Partners will be eligible for a 75% discount on the Master License fee (fixed for three years). Reduced from €840/month to €210 (includes five business users).

50% Summit Wave Discounts

Your customers also benefit with access to exclusive SAP Summit Partner 50% discounts

Get 10 Pre-Built Business One AI Enabled Processes for €7.50 per business user per month

Starter Pack	MyWave Fee	Starter Pack RRP*	Partner Gross Margin
Includes up to ten user licenses for the deployed Starter Package Processes. Additional licenses also accrue 50% discount. (Expires 31/5/24 or when sold out)	€37.50	€74.99*	50%

Get a customised AI-powered process to boost your productivity for €5 per business user per month

Custom Generated Waves	MyWave Fee	Wave RRP	Partner Gross Margin
Includes up to ten user licenses for the deployed Starter Package Processes. Additional licenses also accrue 50% discount.	€25	€49.99*	50%

*Please Note: Some activities may generate additional licensing requirements not influenced by MyWave. For example, LLM's, DocX, or SAP Bots. These are however extremely minor items and they won't materially impact business cases.

Resources Available

Resource Library

- All resources will be held on a partner page on our website and constantly updated and expanded based on partner feedback. Link available from chelsea.sanford@mywave.ai
- Resources include:
 - Logo's
 - Business One Sales Guide (as presented)
 - Training materials
 - Presentation packs
 - Demonstration videos and content
 - Two page and shorter summaries that can form email attachments or website content.

Questions

