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## Two Quick Questions Before We Start...

**How many of your customers are scanning from their MFP?**

**How many of you are being paid for it?**

It's About Time You Did...

- Scanning puts wear and tear on the device which requires additional maintenance
- By simply changing where they scan to, you create a new stream of recurring revenue
- It's time we all started thinking about the dollars and cents in bits and bytes



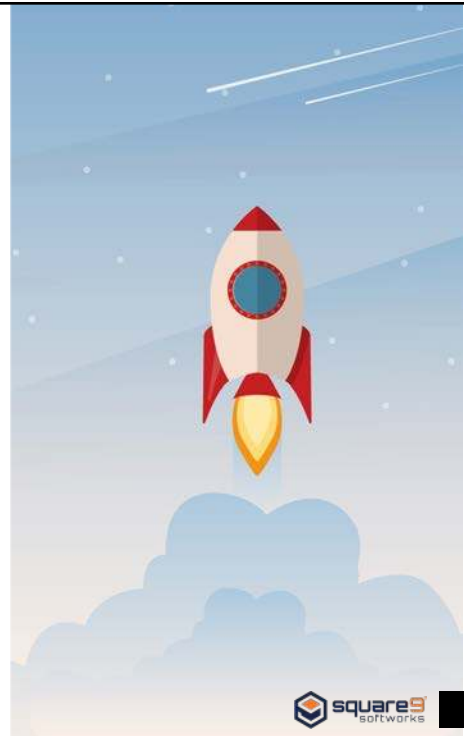
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## Now's The Time to Launch an ECM-MSP Practice

Due to COVID-19, customers have new remote work requirements.

- Remote access to documents
- Workflow-driven digital processes
- Ensuring business continuity wherever they work

Digital transformation, the cloud, and solution-driven product delivery have come together for dealers to build a strong recurring revenue model positioned for endless growth.



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## Still Some Dealers Are Holding Back Due to Previous Struggles...

**Fortunately, A New Business Model Has Emerged**



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## Historical Challenges in the Legacy ECM Model

ECM was simply “Outside the Wheelhouse” of many dealerships

- The blank canvas approach to solution building was not practical
- Difficult to find talent with strong technical skills and a strong understanding of business processes
- A very different sales & delivery model from equipment



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## Add In Resistance By Your Sales Team

Selling “outside the box” was not in most sales reps comfort zone

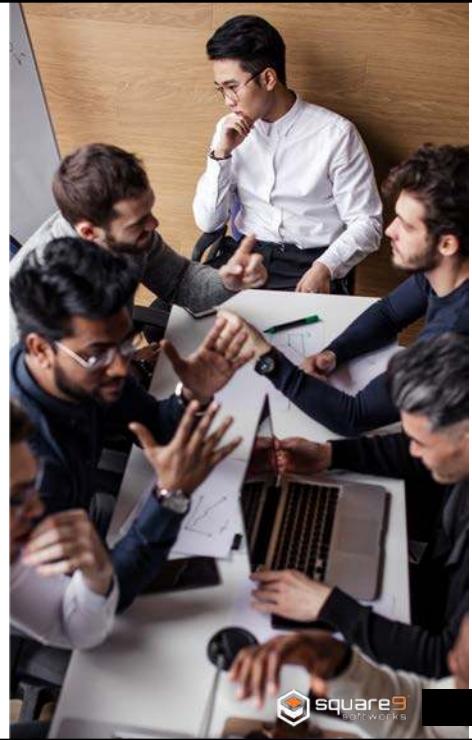
- Solutions were too complicated
- Solutions were too expensive
- Solutions extended my sales cycle
- It takes too long to scope and quote solutions
- A failed project could put my customer relationship at risk



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## And The Challenges in Delivery & Support

- Misalignment of vision of the final deliverable
- Improper scoping of effort led to high costs
- Staff turnover could challenge a successful delivery
- Maintaining staff training was essential for ongoing support



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## Why Now is the Right Time for Another Look



- ECM is more relevant than ever to your customers' needs
- Outstanding source of long-term recurring revenue
- Significant upgrades to the ECM sales & delivery models



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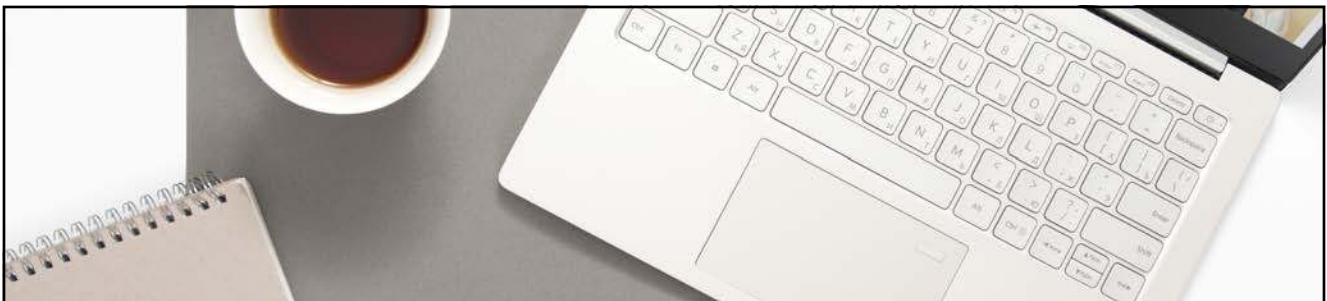


## Four Key Changes that Have Created New Opportunities

- Cloud ECM environment
- The Square 9 Solutions Delivery Network
- Horizontally and vertically developed solutions
- The Square 9 Forms Library



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## The Square 9 Solutions Delivery Network

Complete horizontal and vertical solutions available for download from the Cloud

- Proven solution designs leveraging Square 9's industry experience and best practices
- Allows customers to see what they are getting for their investment during the sales process
- Reduces the cost for delivery - especially when combined with a Cloud ECM environment



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## Business Essentials

A pre-designed solution that addresses the digital transformation needs common to every business

- Accounts Receivable
- Accounts Payable
- Contracts Management
- Human Resources
- Tax Compliance
- Touchless Health Screening

Solutions starting at \$126 per month that can be delivered in minutes



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## Vertical Add-Ons to Business Essentials

1. [Automotive Essentials](#) - Customized capture process for easily managing repair orders and deal jackets
2. [Education Essentials](#) - Specialized design for effective management of student records
3. [Digital Transformation Essentials](#) - A single SKU solution for building capture and forms automation into Business Essentials

Starting at \$375 per month including Capture and Forms Automation



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# The Square 9 Web Forms Library

Prebuilt templates for reimagining paper driven forms processes

- I-9
- W-4
- HIPAA Release
- Expense Reports
- Drug/Background Screening
- Purchase Order Request
- Patient Intake



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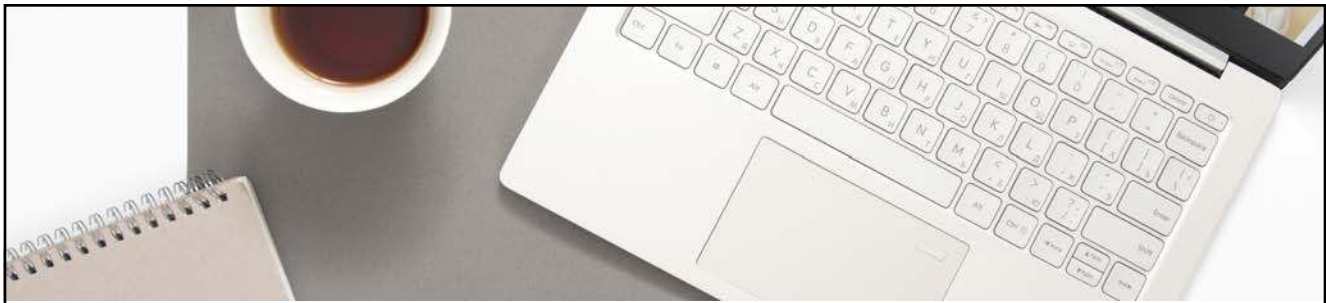
## Minimizing Investment While Maximizing Returns

- Pure Sales Model - Simply sell and outsource the services to Square 9
  - Build a recurring revenue stream that's delivered and supported by Square 9
- Sales & Service Model
  - Train your team to deliver and support ECM managed services
  - Increase short-term revenue through services and long-term through increased renewal discounts



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## A Cloud Managed Solutions Model With Compounding Monthly Recurring Revenue

Building an annuity model pays dividends indefinitely

- Requires no ongoing maintenance - upgrades are automatic
- Minimal to zero ongoing support requirement depending on your partner model
- Provides a vehicle for a long-lasting relationship on the hardware side



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## The Single Biggest Key to Your Success

Don't Dabble - You can't build a business if you only stick your toe in

- Get your Team to sell "inside the box"
- Think exponentially not incrementally
- The key to any successful business model is volume
- Only increase your investment as volume increases



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# Thank You

**Square 9 Softworks**  
127 Church Street  
New Haven, CT 06510

Call: (203) 789 – 0889

Email: [sales@square-9.com](mailto:sales@square-9.com)

Visit: [www.square-9.com](http://www.square-9.com)

Follow:  Square 9 Softworks

