

bexio Marketplace

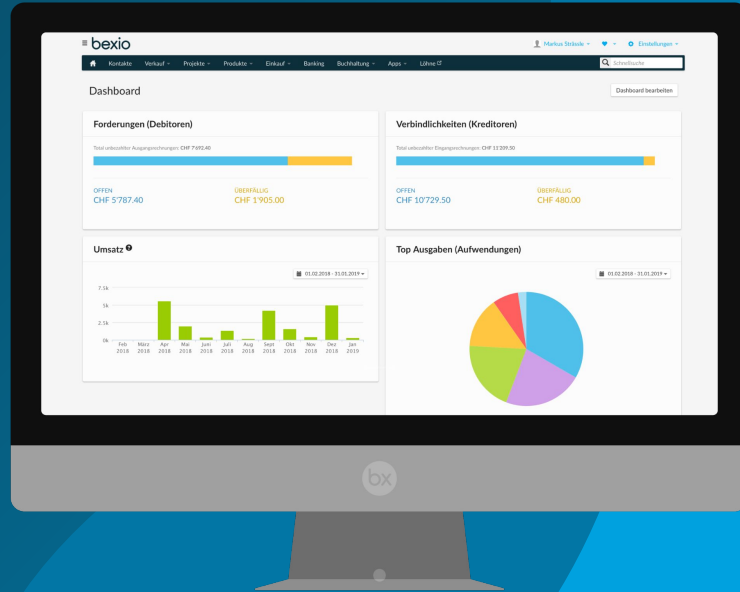
introduction deck

version 12/23



bexio in 1 Minute

- Deutsch
- English
- Français



Who are we?

bexio is a company **providing business software for SME** and was **founded in 2013**. Since July 2018 bexio is a subsidiary of the Mobilière Group.

As a scale-up, based in Rapperswil SG, we are **growing rapidly** and serve **over 70'000 paying customers** and **+1'300 certified fiduciaries**.

At bexio we share the **vision** that **we**
create a world where our **clients**
solve their daily **challenges simply**
and **safely**.

Therefore, it is important to us that...



... the app/service makes
**work more efficient,
easier and/or cheaper** for
the customer



... a **win-win-win** situation
arises (for customers, partner
& bexio)



... combining our strengths
creates a **unique
ecosystem** around
**automation and
efficiency**



.. that the end customers
sees his/her **benefits
from our partnership**



that our agreement creates
the basis for a **long-term
partnership** and meets the
need of both parties

bexio

The 3 drivers for the bexio Marketplace



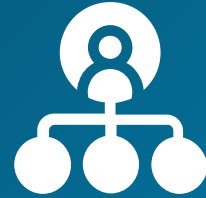
Joint forces:

(Only) do, what you
can do best



More innovations,

faster available

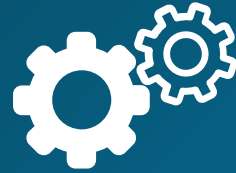


Exactly right:

Extend bexio
individually

Shared Value Proposition

«More **automation**,



more **efficiency**,

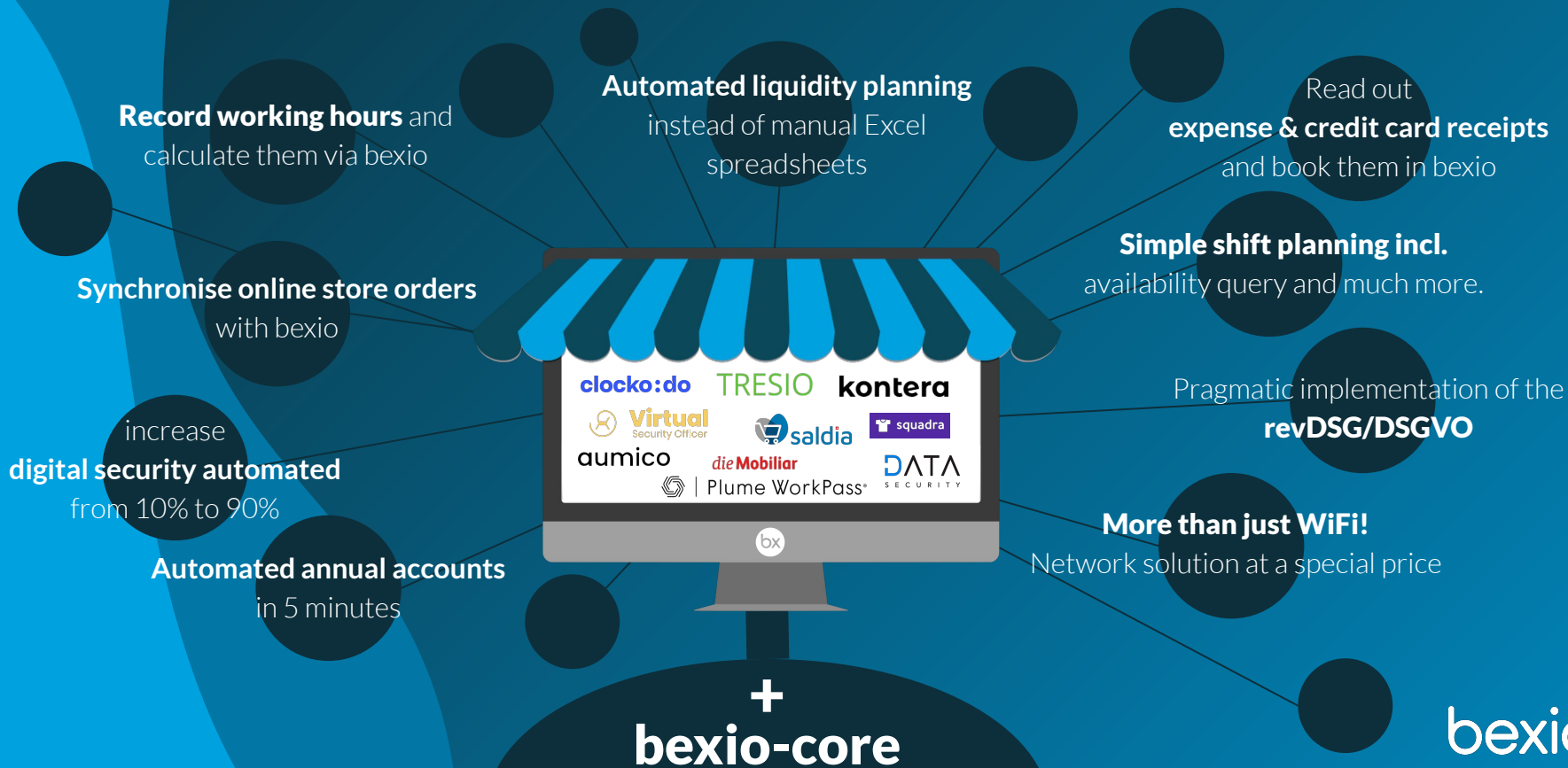


more **simplicity**,



for more and more **admin tasks**.»

Simplify your day-to-day business



Scalable marketplace pages

- Learn more: <https://www.bexio.com/de-CH/marketplace>
- And for fiduciaries: <https://www.bexio.com/de-CH/treuhand/marketplace-treuhaender>

CUSTOMER MARKETPLACE PAGE

The screenshot shows the 'bexio Marketplace' interface. At the top, there's a navigation bar with 'bexio' logo and menu items like 'Funktionen', 'Preise', 'Einarbeitung', 'Support', and 'Für Treuhänder'. Below the navigation, a header section reads 'bexio Marketplace' and 'Entdecken Sie grossartige Applikationen, welche die Funktionen von bexio erweitern. Noch nicht besuchter Kunde?'. A search bar is present. The main content area is divided into sections: 'Spotlight App' featuring 'clocko:do' with a description and a 'Mehr lesen' link; a 'Neu' section with several app cards including 'Culture Planner', 'Zahlungsmitteln', 'Mehrwert App', and 'Shopify Connector'; and a 'Beliebt' (Popular) section at the bottom with 'clocko:do', 'Mehrwert App', and 'TRESIO'.

FIDUCIARY MARKETPLACE PAGE

The screenshot shows the 'bexio Marketplace für Treuhänder' interface. The navigation bar is similar to the customer page but includes 'Produktübersicht', 'Preise', 'Partnersprogramm', 'Schulungen', and 'Für Treuhand-Team'. The header section reads 'Marketplace für Treuhänder' and 'Entdecken Sie Applikationen, die Ihnen in Verbindung mit bexio das Leben noch einfacher machen.'. A search bar is present. The main content area is titled 'Exklusiv für Treuhänder' and features a grid of app cards: 'ranbar | Import von Buchungen aus Tabellen, Buchungen', 'ranbar Buchungskopier | Massenerstellungen von Vorlagen erstellen', 'eWDOC - Archiv | eWDOC ermöglicht die... von älteren und mehrsprachigen Archivierung...', 'Bilco | Treuhänder werden in wenigen Minuten eine komplette Jahresrechnung, Analytik und...', 'firm it | Einzelunternehmen Handlungsempfeher für Ihre Mandanten...', 'sumco | Automatische Überwachung in 3 Minuten...', 'mercklin | Die automatisierte Liquidationsplanung...', 'kontera | Kontera ist Ihre Brücke und Kommunikation...', 'blueAUDIT | Die automatisierte Liquidationsplanung...', and 'indagia'.

STANDARD APP PAGE

The screenshot shows the 'bexio TRESIO' app page. The navigation bar includes 'Funktionen', 'Preise', 'Einarbeitung', 'Support', and 'Für Treuhänder'. The header section reads 'TRESIO' and 'Die automatisierte Liquidationsplanung mit TRESIO ermöglicht datengestützte Entscheidungen in real-time. Das Ausfüllen von Excel-Tabellen gehört damit der Vergangenheit an.'. Below the header is a large video player for 'TRESIO'. The main content area is titled 'Mehr über TRESIO' and features a list of features: 'Automatisierte Liquidationsplanung der ECU Daten werden direkt aus Ihren Excel-Konten importiert...', 'Ausgangspunkt Reporting: Egal ob ganzer Eigentümer und Investoren, dem Management Team oder Ihrem Berater...', 'Finanzanalyse-MoDul: Die detaillierten Analyseergebnisse in TRESIO zeigen den finanziellen Gesamtzustand Ihres Unternehmens auf und ermöglichen...', 'Einfache Zusammenarbeit: Egal ob für den gesamten Treuhandbereich oder auch nur für einen einzelnen Mandanten mit Ihrem Berater / Treuhänder...', and 'Mehrsprachigkeit und kontinuierliche Betreuung von Filialen, Fremdbeteiligungen und mehr Real Estate Firmen...'. At the bottom, there's a 'Feedback von legitimen TRESIO-Audits' section.



3 best practices for marketplace offerings

1. A clearly defined offering with an easy-to-understand pricing
→ Ideally already successfully used in practice with customers
2. Self-service onboarding via standard app activation and authentication process (if possible) → **see next slide**
3. Substantially simplified work flows for bexio customers thanks to an integration between the partner application and bexio → **check API docu**

SSO provides a login as easy as possible!



Without SSO integrated we **lose up to 80%** of interested customers **BEFORE** they even start with the trial!

In order to hook up to our systems...

- the programming of the interface has to be **done by the partner**
- we **cannot offer** you any **programming work** on contract or **implementation support**
- you'll find all you need to know at <http://docs.bexio.com>
- we **cannot stress out enough** to create a SSO-Login via OpenID Connect / OAuth

