Annual

HR Mangement Conference

Europe 2024

📅 February 21

📍 Microsoft Munich, Germany

Hubdrive & Microsoft

![Hubdrive logo] Hubdrive

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Potential Partnering

With Hubdrive

Hubdrive & Microsoft

Agenda

Hubdrive

Hubdrive - our positioning

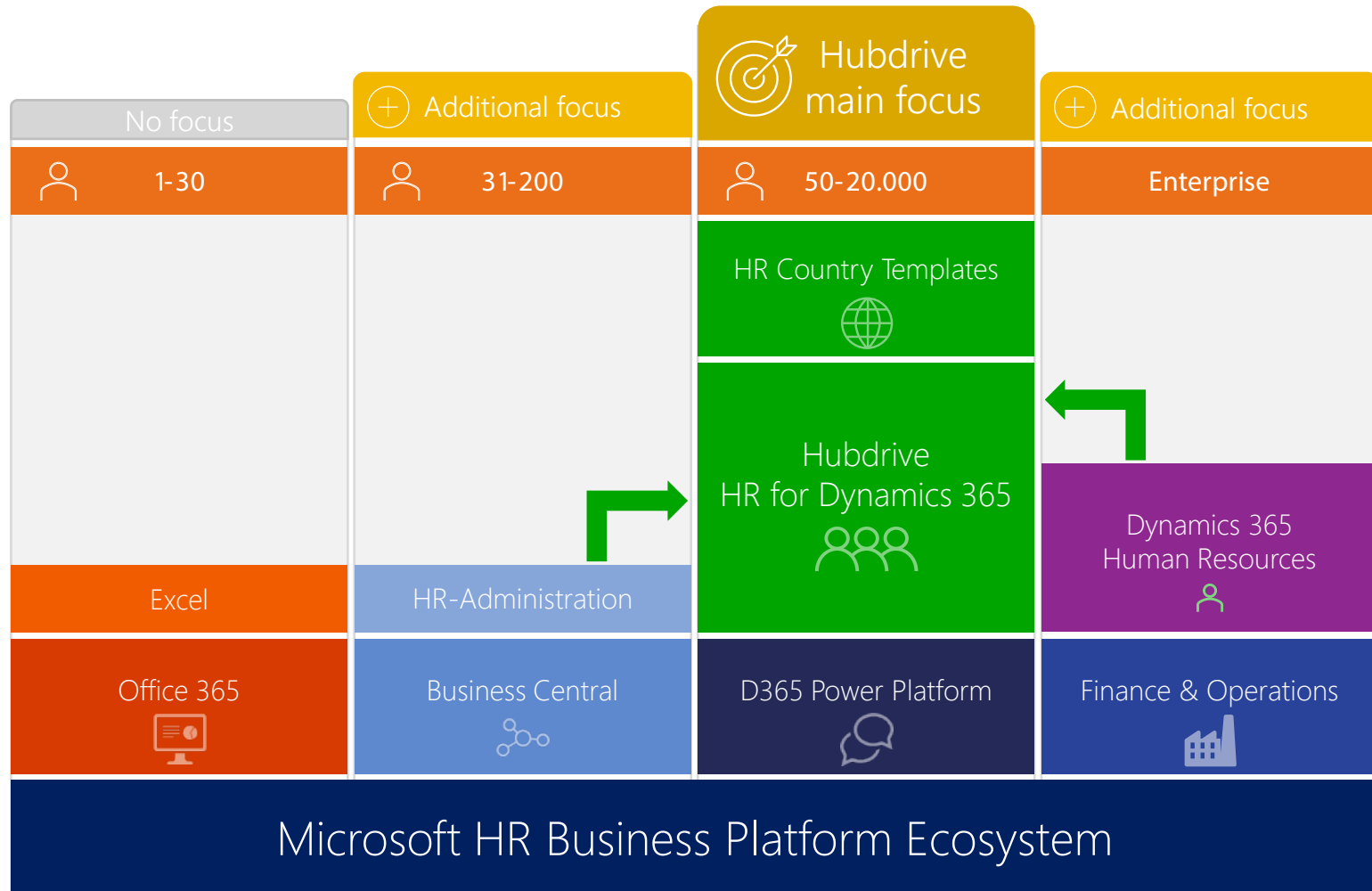From strategy to technics

Hubdrive

Our Vision

Our vision is to empower people and organizations around the world to take advantage of **digital transformation in Human Resources.**

We want to make life easier for all employees and at the same time increase productivity.

Hubdrive Positioning in the Microsoft Ecosystem

No focus	+ Additional focus	⊙ Hubdrive main focus	+ Additional focus
1-30	31-200	50-20.000	Enterprise
		HR Country Templates 🌐	
		Hubdrive HR for Dynamics 365	Dynamics 365 Human Resources
Excel	HR-Administration		
Office 365	Business Central	D365 Power Platform	Finance & Operations

Microsoft HR Business Platform Ecosystem

About us

- ✓ Pure ISV no services to customers

- ✓ Implementation via Microsoft partners

- ✓ Globally aligned on 36 countries

- ✓ Gold partner 15+ years in a row

- ✓ ISV #1 Dynamics Microsoft deals worldwide

Hubdrive and HR for Dynamics

10+

years beginning of development

400+

Customers HR for Dynamics

36

countries customer coming from

0%

Hubdrive service revenue, all services via partner!

51%

New customers Dynamics 365 Power platform

49%

Existing Dynamics 365 Power platform customers

Hubdrive

Partner References

Hubdrive

Challenges in Human Resource Management

HR Department

- More engagement in recruiting required
- Lack of skilled workers
- Automation desired
- Efficiency increase urgently needed
- Do more with less
- Employees expect convenience
- Management wants constant up-to-date reports
- Constantly new legal requirements
- e.g. data protection and time recording

IT Department

- IT infrastructure is very complex
- Large number of programs and systems to run
- IT budget is barely sufficient for this complex IT
- Shadow IT worries
- Concerned about the lack of skilled workers
- Can't get staff to nurture legacy systems
- Younger colleagues don't want to learn outdated technology
- Applicants are put off by having to learn obsolete technology.

HR Management
for Microsoft Dynamics 365

Customer View

HR Complete Solution in the Microsoft Ecosystem

HR			
HR Management Software for Microsoft Dynamics 365	Recruiting & Onboarding	Staff Administration & Automation	Digital Personnel File & Documents
	Time & Attendance	Leave & Absence	Travel & Expenses
	Employee Self-Services	Manager Self-Services	Compensations & Benefits
	Leadership & Management	Country & Industry Templates	Office 365 for HR

Talent & Performance Management

Training & eLearning

Reporting & Analytics

Modern Workplace

Microsoft Dynamics 365 Business Platform

HR for Dynamics USPs

Integrated work without IT islands

Learn more ⊛

HR tasks in your familiar Outlook

Learn more ⊛

No more memorizing passwords

Learn more ⊛

Customize the solution yourself

Learn more ⊛

GDPR Compliance through Outlook

GDPR
GENERAL DATA PROTECTION REGULATION

Learn more ⊛

Time & Attendance in Microsoft Teams

Learn more ⊛

Hubdrive

Benefit calculation

ROI 4-6 month

Benefit-invest-comparison: savings 800.000,00

with a typical useful life of 7 years
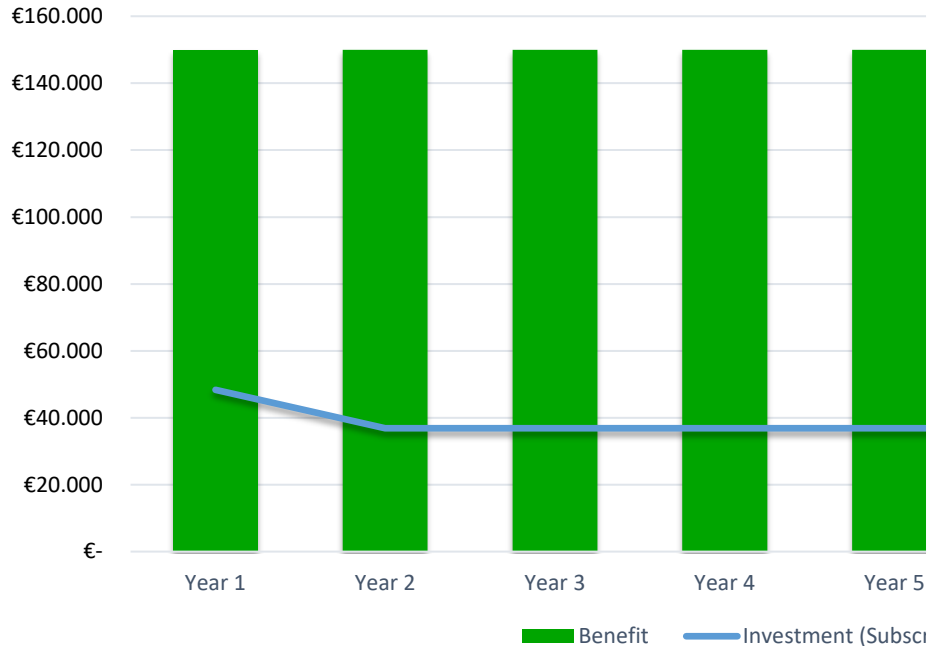
Recruiting – coming from an IT-Island

Title	Description	Affected Role(s)	Leverage	Yearly savings	Savings in hours	Savings in €
Faster access to (approved) job offers	As a Recruiter I want immediate access to approved vacancy requests so I can start the recruiting process. Time Saving: Organization time to get all information of other stakeholders and typing in the information again into the ATS	Recruiter	10,00% of company size	2,00 h/ vacancy	40,00 h	1.480,00 €
Multiposting	As a Recruiter I need to be able to publish vacancies to multiple job boards/sites with a single click Time Saving: manual work for copy/paste or typing manually the vacancy information into all the different Job Boards	Recruiter	10,00% of company size	0,25 h/ vacancy/ job board	25,00 h	925,00 €
Publish vacancies directly on company website	As a Recruiter I want to be able to publish vacancies directly to our company website Time saving: organization time with the IT/Marketing department and/or usage of the Content Management System to add the content there	Recruiter	10,00% of company size	1,00 h/ vacancy	20,00 h	740,00 €
Recruiting-Portal	As a Recruiter I get all the data of the applicant directly in the system from the Recruiting Portal Time saving: manual copy paste or typing in the data of the applicant from another system into the ATS	Recruiter	20 Applications / Vacancy	0,084 h/ application	33,60 h	1.243,20 €
Digital personnel file	As a Recruiter I want all Applicant data to be converted into an Employee Digital file when an Applicant is hired. Time saving: manual copy paste or typing in the data of the applicant from the ATS into the HR System	Recruiter	10,00% der Unterneh	1,00 h/ vacancy	20,00 h	740,00 €
Cost savings through cancellation of the old system	Cost saving: the previously used ATS system can be turned off and the recurring costs (subscription/licenses/maintenance) is saved	IT System				
				Summe	138,60 h	5.128,20 €

Hubdrive external rating

Unique Market Positioning: Combination of Platform Features and native integration in MS Dynamics

	Hubdrive	Personio	bambooHR	bob	SAP SuccessFactors	workday	ADP Workforce Now
Holistic HR Solution Offering	◕	◑	◑	◑	●	◑	◑
Usage of all Benefits of Dynamics 365 Suite	Yes	No	No	No	No	No	No
Integration with Microsoft Products	●	◔	◔	◔	◔	◔	◔
Self-Service Capabilities	●	●	◑	◑	◑	◑	◕
Customization Options	●	◔	◑	◑	◑	◑	◕
Scalability	●	◑	◔	◔	◕	◑	◑
Implementation	◕	◕	◑	◑	◔	●	◕
Integration	●	◔	◑	◑	◔	◕	◔
Seamless merged in Windows & Office 365	●	◔	◔	◔	◔	◔	◑
1000s of Potential Implementation Partners	●	◔	◔	◔	◑	◔	◑
Worldwide Lead-Engine and Salesforce	●	◔	◔	◔	◑	◑	◑

- **Entire HR-lifecycle through one platform**
- **Security and efficiency: Entirely based on the MS Cloud and Dynamics 365**
- **Native integration with other Power Platform services to easily build custom workflows**
- **Highest level of integration, compared to peers**
- **Implementation is significantly easier and time efficient, compared to its peers.**

Hubdrive

Customer satisfaction

HR for Dynamics Toolbox

The HR for Dynamics Toolbox from Hubdrive & Microsoft exceeds customer expectations in HR in all relevant areas

Holistic
Potential for 360°-digitization of the HR department
Low — High

Modular
Implementation of modules in phases to maximum configuration
Low — High

User-friendlyness
intuitive, easy start immediately
Low — High

Flexibility
Customizing, mobile usage covering compexity
Low — High

Automation
library of automatable workflows, adjustable
Low — High

Integration
All HR tasks in one solution No integration projects
Low — High

Service
Proactive, personal support and self-services
Low — High

Prices
Fair prices, high benefits and quick ROI
Low — High

Implementation
Best Practice Implementation by yourself or by a partner
Low — High

● Purchase criteria customers in HR   ● HR for Dynamics Toolbox from Hubdrive

Hubdrive enterprise customers

Hubdrive SMB Customers

The ideal partner profile

Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Extending Hubdrive HR Software Offering with your IP	Resell and Implement in an intensive successful cooperation over many years	Resell and Implement in a successful cooperation	SMB Best Practice Implementation in combination with eLearning	Opportunistic Partner for occasional sales opportunities

Hubdrive

Hubdrive and Microsoft

The long-term partnership

The long-term joint venture
Global managed Gold partner 15+ years
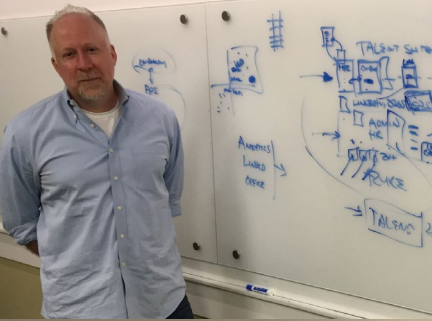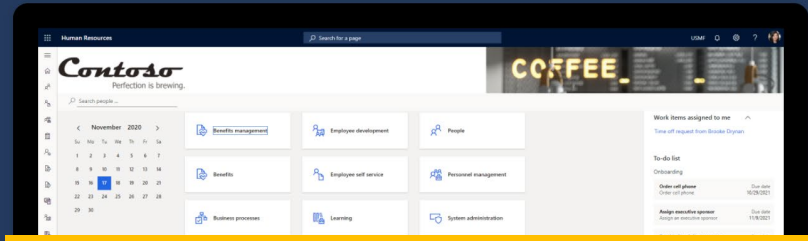
The most successful Microsoft ISV

Hubdrive is the most successful Partner by ISV revenue for Microsoft

Market potential

HR Management in the Microsoft Ecosystem
Every industry, every region, every segment

Every industry
Human Resources is horizontal

Agriculture

Automotive

Distribution

Education

Finance

Government

Healthcare & Life Sciences

Manufacturing

NGOs

Professional services

Recruitment Agencies

Retail

Hubdrive

Hubdrive regional engagement

Hubdrive

Market Potential HR for Dynamics

Only with HR Management

Every employee wants a license

	Marketing	Sales	HR	Service	Financials	Operations
Productivity tools				👤		
Marketing Solution	👤👤👤					
Sales Apps		👤👤👤				
HR Management (Recruiting, self-service…)	👤👤👤	👤👤👤	👤👤	👤👤	👤👤👤	👤👤👤

Market Potential HR for Dynamics

Only with HR Management
Every employee wants a license

	Marketing	Sales	HR	Service	Financials	Operations
Productivity tools				👤		
Marketing Solution	👤👤👤					
Sales Apps		👤👤👤				
HR Management (Recruiting, self-service…)	👤👤👤	👤👤👤	👤👤	👤👤	👤👤👤	👤👤👤

Your revenue, your profit, your success

What´s in it for you

Partner revenue streams

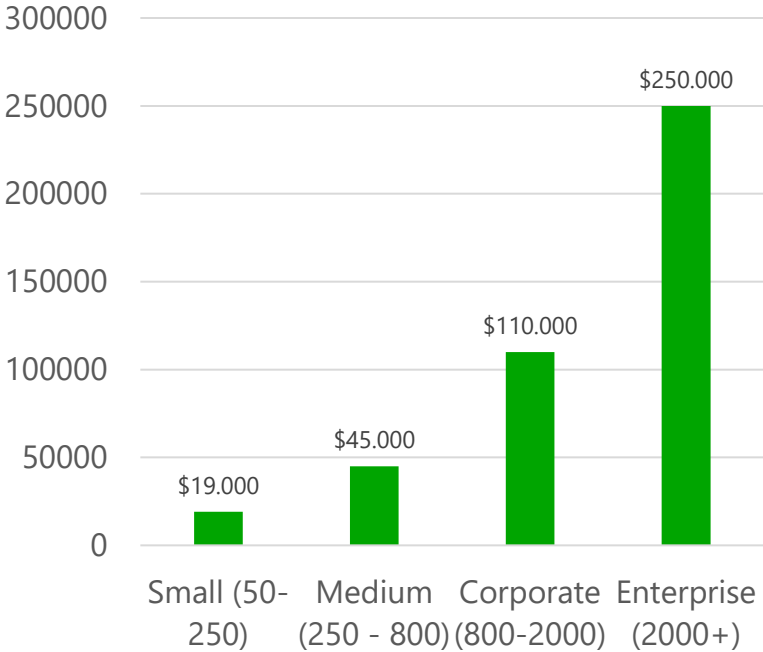| Recurring license commission	IP templates	Implementation services	Up-sell	Cross-sell
• Receive up to 38% recurring license commission	• Create your own IP as functional add-on • Create a country template • Create an industry template	• Best Practice consulting • Customizing • Payroll Integration • ERP Integration • T&A Integration • Trainings • Rollout • PM	• Implement more HR for Dynamics modules • Rollout to other firms in enterprise groups	• Every employee has a power platform license • Cross-sell Microsoft First party apps • Cross sell your existing IP

Hubdrive

Partner main benefit details

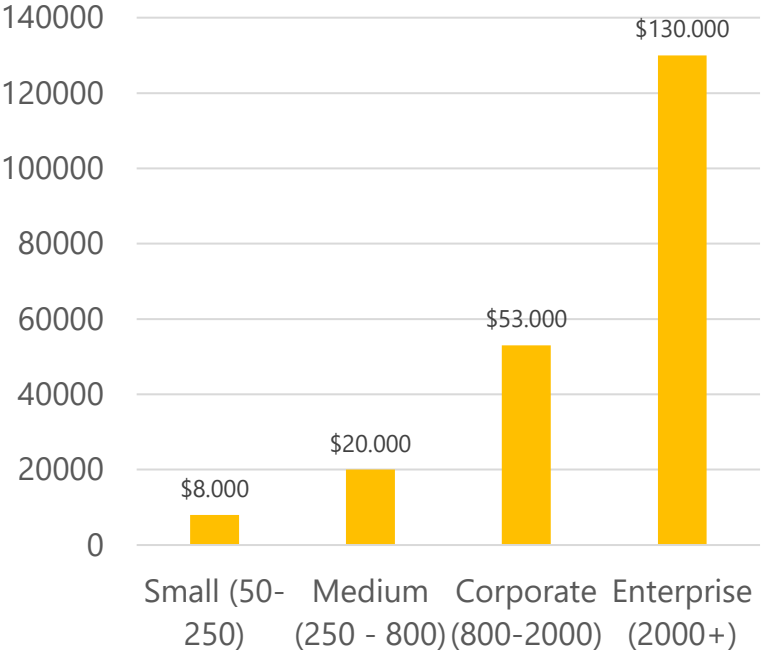| Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
• Hubdrive co-sell your IP • Receive Leads • Receive exclusiveness	• 38% license commission + volume discounts • Continuous stream of profitable standardized implementations • Consumption Kickback	• 28% license commission + volume discounts • Delivery of profitable standardized implementations • Consumption Kickback	• Delivery of profitable standardized implementation projects • Quick onboarding • Consumption Kickback	• 10% licence commission Kickback • Participate from HR digitalization market without investment

Hubdrive

Hubdrive average deal size – HR for Dynamics

Hubdrive HR Software
Annual subscription

Category	Value
Small (50-250)	$19.000
Medium (250 - 800)	$45.000
Corporate (800-2000)	$110.000
Enterprise (2000+)	$250.000

Alternative calculation way:
avg. $ 100-120 / employee / year

MSFT Power Platform
Annual subscription

Category	Value
Small (50-250)	$8.000
Medium (250 - 800)	$20.000
Corporate (800-2000)	$53.000
Enterprise (2000+)	$130.000

Alternative calculation way:
avg. $ 48 employee / year

Hubdrive

Hubdrive average deal size – HR for Dynamics

Hubdrive HR Software
Annual subscription

Category	Value
Small (50-250)	$19.000
Medium (250 - 800)	$45.000
Corporate (800-2000)	$110.000
Enterprise (2000+)	$250.000
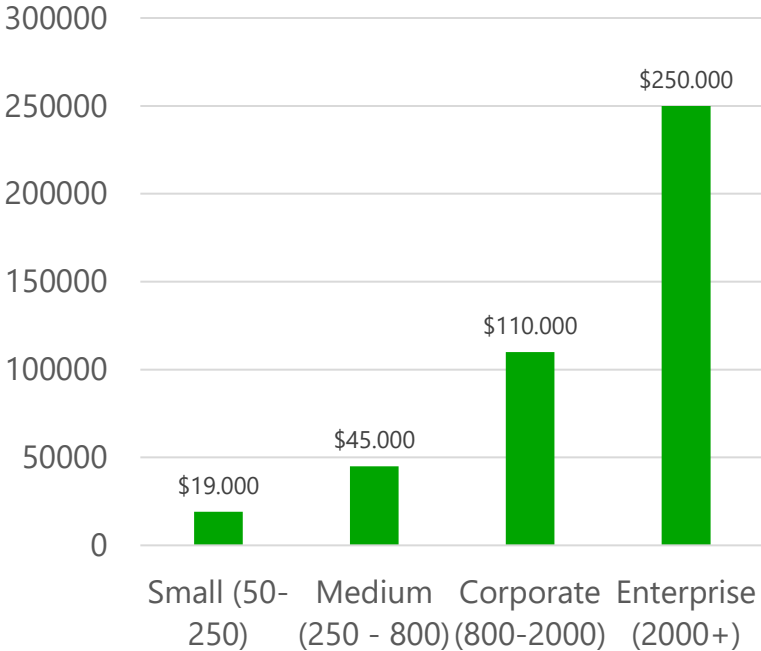
Alternative calculation way:
avg. $ 100-120 / employee / year

Partner Commission
Annual subscription

Category	Value
Small (50-250)	$5.700
Medium (250 - 800)	$13.500
Corporate (800-2000)	$33.000
Enterprise (2000+)	$75.000

Alternative calculation way:
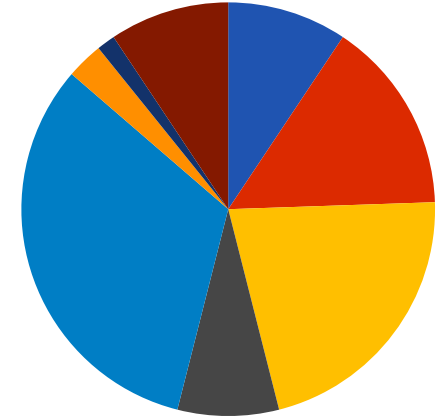avg. $ 48 employee / year

Hubdrive
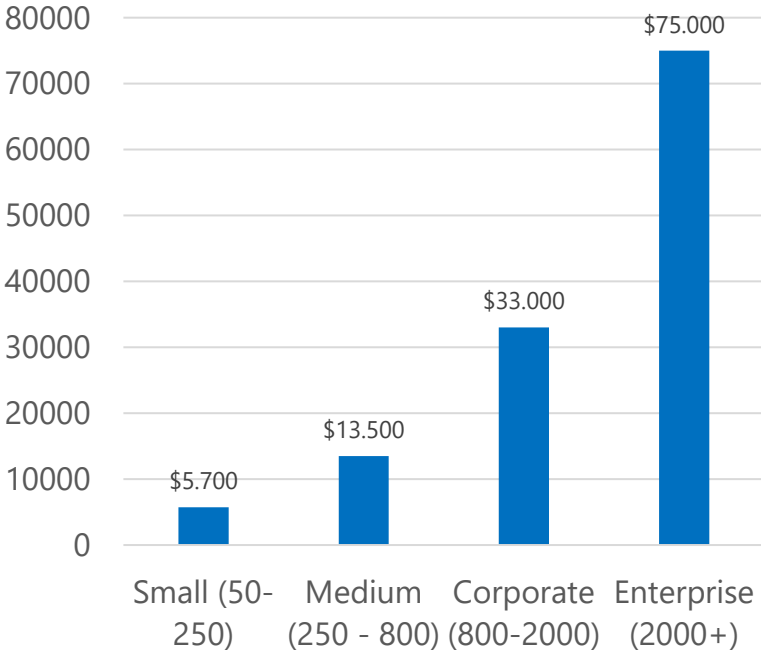
Licenses and services
Deal KPIs

	Medium-Corporate customer wins Solution partner	Corporate-Enterprise customer wins Premium solution partner
License average deal size p.a.	**$ 67.000** annual license revenue	**$ 167.000** annual license revenue
2 customers added p.a.	**$ 134.000** annual license revenue	**$ 334.000** annual license revenue
10 customers added p.a.	**$ 670.000** annual license revenue	**$ 1.670.000** annual license revenue

Service 12 month, $180/hour	**$ 74.000** annual service revenue, 52 MD	**$ 300.000** annual service revenue, 210 MD
2 customers added p.a.	**$ 148.000** annual service revenue, 104 MD	**$ 600.000** annual service revenue, 420 MD
10 customers added p.a.	**$ 740.000** annual service revenue, 520 MD	**$ 3.000.000** annual service revenue, 2.100 MD

Service revenue classification

- Best Practice
- Customizing
- Payroll Integration
- ERP Integration
- T&A Integration
- Trainings
- Rollout
- PM

Hubdrive

Our added revenue and profit to your business

	Medium-Corporate customer wins Solution partner	Corporate-Enterprise customer wins Premium solution partner
License av. commission/deal	$ 20.000 annual license commission	$ 50.000 annual license commission
2 customers av. commission p.a	$ 40.000 annual license commission	$ 100.000 annual license commission
10 customers av. commission p.a	$ 200.000 annual license commission	$ 500.000 annual license commission

	Profit MC 1st year Medium-Corporate 10 customer wins	Profit EP 1st year Corporate-Enterprise 10 customer wins
	$ 940.000 license & service rev. 1st year	$ 3.500.000 revenue license & service p.a.
	$ 410.000 Cost 4 FTE p.a.	$ 1.500.000 Cost 14 FTE p.a.
	$ 530.000 Profit p.a.	**$ 2.000.000** Profit p.a.

	Medium-Corporate	Corporate-Enterprise
Service 12 month, $180/hour	$ 74.000 annual service revenue, 52 MD	$ 300.000 annual service revenue, 210 MD
2 customers added p.a.	$ 148.000 annual service revenue, 104 MD	$ 600.000 annual service revenue, 420 MD
10 customers added p.a.	$ 740.000 annual service revenue, 520 MD	$ 3.000.000 annual service revenue, 2.100 MD

Hubdrive

Profit typical example

Profit MC	Profit EP
1st year medium-corporate customers 10 customer wins	1st year corporate-enterprise customers 10 customer wins
$ 940.000 license & service rev. 1st year	**$ 3.500.000** revenue license & service p.a.
$ 410.000 Cost 4 FTE p.a.	**$ 1.500.000** Cost 4 FTE p.a.
$ 530.000 **Profit p.a.**	**$ 2.000.000** **Profit p.a.**

Hubdrive

How we support our partners

GTM, co-sell, co-implement, HR know-how,
self-services, learning center

Alliance Partner support

Marketing
- Know how
- Leads
- Templates
- Microsoft Network
- Joint Campaigns
- HR Fairs Co-Presence

Sales
- Know how
- Direct Sales Support
- IP Sales Process Best Practice
- Templates
- Microsoft Network

Support
- Know how
- IP Support Process Best Practice
- Direct Customer Support
- Dedicated personal support

Development
- Know how
- Dedicated personal support
- Templates
- Technical white papers

Prod. Mgmt
- Know how
- Dedicated personal support
- Roadmap access
- Beta access
- Demo environments

Hubdrive

Co-sell with Hubdrive

A dedicated Hubdrive seller supports you in your sales opportunities.

Shared engagement does not reduce your commission

Best Practice Implementation Know How – Learning Center

Marketing Toolbox Hubdrive & Microsoft FY24

Marketing Toolbox

Exhibitions	Conferences	AppSource
Webinar series	Microsoft Salesforce	Social Media
Microsoft Campaigns	Templates	☺

Exhibitions with our Partners

Hubdrive & Partner at fairs

Hubdrive sales academy

We offer a successful training plan for business sales

Hubdrive Sales Excellence
(340)

Solution Fundamentals DHRM & Power Extensions (60)

- Customizing with Excitement for Sales (10)
- Licensing HR for Dynamics and Power Extensions (10)
- Solution Fundamentals Best Practice (20)
- Solution Presentation for Sales (20)

HR Process Know How (40)

- HR Top Processes Know How Fundamentals (20)
- HR Top Process Know How Master (20)

3rd Party System Integration Sales Fundamentals (4)

- General Integration Approach (2)
- ERP System Integration Fundamentals (2)

Microsoft & Partner Ecosystem Fundamentals (40)

- Microsoft Joint Venture with Hubdrive (10)
- Microsoft Licensing for Sales (10)
- Microsoft Power Platform for Sales (10)
- Hubdrive Partner Model & Contract Fundamentals (10)

Customer Evaluation Fundamentals (110)

- Standard Sales Process (10)
- Improvement Call (20)
- Closing Deals (10)
- Evaluation Phase (10)
- Interactive Live Meeting (ILM) (20)
- Lead Excitement (10)
- Management Summary (20)
- Tactical Service Approach for Sales (10)

Hubdrive Business Tools Fundamentals (14)

- Demosystems Hubdrive (2)
- Opportunity Form (2)
- Order Management (10)

Communication & Presentation Sales Fundamentals (72)

- Buying Personas for Sales (10)
- Insights for Sales (10)
- Prospect Excitement (10)
- Social Media Competence for Sales (2)
- Stairs of Liability (10)
- Success Factors (10)
- Telephone Skills for Sales (10)
- USPs and Competition (10)

Hubdrive

Skill Level details Hubdrive Sales Excellence

Skill	Certificate	gate	max Score	ok (entry)	good (Plan)	excellent (L1+)
ERP System Integration Fundamentals	3rd Party System Integration Sales Fundamentals	2	2	2	2	2
General Integration Approach	3rd Party System Integration Sales Fundamentals	2	2	2	2	2
Buying Personas for Sales	Communication & Presentation Sales Fundamentals	6	10	6	8	10
Insights for Sales	Communication & Presentation Sales Fundamentals	6	10	6	8	8
Prospect Excitement	Communication & Presentation Sales Fundamentals	6	10	8	8	10
Social Media Competence for Sales	Communication & Presentation Sales Fundamentals	2	2	2	2	2
Stairs of Liability	Communication & Presentation Sales Fundamentals	6	10	6	8	10
Success Factors	Communication & Presentation Sales Fundamentals	6	10	8	8	10
Telephone Skills for Sales	Communication & Presentation Sales Fundamentals	6	10	8	8	10
USPs and Competition	Communication & Presentation Sales Fundamentals	6	10	8	8	10
Closing Deals	Customer Evaluation Fundamentals	6	10	8	8	10
Evaluation Phase	Customer Evaluation Fundamentals	4	10	6	8	8
Improvement Call	Customer Evaluation Fundamentals	8	20	16	20	20
Interactive Live Meeting (ILM)	Customer Evaluation Fundamentals	8	20	16	16	20
Lead Excitement	Customer Evaluation Fundamentals	6	10	6	8	10
Management Summary	Customer Evaluation Fundamentals	12	20	16	16	20
Standard Sales Process	Customer Evaluation Fundamentals	6	10	6	8	10
Tactical Service Approach for Sales	Customer Evaluation Fundamentals	6	10	6	8	10
HR Top Processes Know How Fundamentals	HR Process Know How	12	20	16	16	20
HR Top Processes Know How Masterclass	HR Process Know How	12	20	12	16	18
Demosystems Hubdrive	Hubdrive Business Tools Fundamentals	2	2	2	2	2
Opportunity Form	Hubdrive Business Tools Fundamentals	2	2	2	2	2
Order Management	Hubdrive Business Tools Fundamentals	6	10	8	8	8
Hubdrive Partner Model and Contract Fundamentals	Microsoft and Partner Ecosystem Fundamentals	6	10	6	8	8
Microsoft Joint Venture with Hubdrive	Microsoft and Partner Ecosystem Fundamentals	6	10	6	8	8
Microsoft Licensing for Sales	Microsoft and Partner Ecosystem Fundamentals	6	10	8	8	10
Microsoft Power Platform for Sales	Microsoft and Partner Ecosystem Fundamentals	6	10	8	8	10
Customizing with Excitement for Sales	Solution Fundamentals DHRM & Power Extensions	6	10	6	8	8
Licensing HR for Dynamics and Power Extensions	Solution Fundamentals DHRM & Power Extensions	6	10	6	8	8
Solution Fundamentals Best Practice	Solution Fundamentals DHRM & Power Extensions	12	20	16	16	20
Solution Presentation for Sales	Solution Fundamentals DHRM & Power Extensions	12	20	16	16	20
			340	248	278	324

We ask

To become an Hubdrive solution partner, we ask

To become an Hubdrive solution partner, we ask

Assigned Sales Resource

At least one sales resource with Hubdrive sales goals is required to focus on opportunities.

Assigned Implementation Resource

At least one technical resource is required to focus on pre-sales and implementation of Hubdrive.

Sales and Implementation Training

At least one sales and one technical resource is required to attend sales and technical product training. Sales training (co-sell with Hubdrive, solution presentation) is 3 days, best practice implementation training is also 3 days.

Joint Business Plan

Partner is required to develop an annual joint business plan with sales, marketing and Implementation goals. The execution of the plan is to be reviewed by senior management from both companies quarterly.
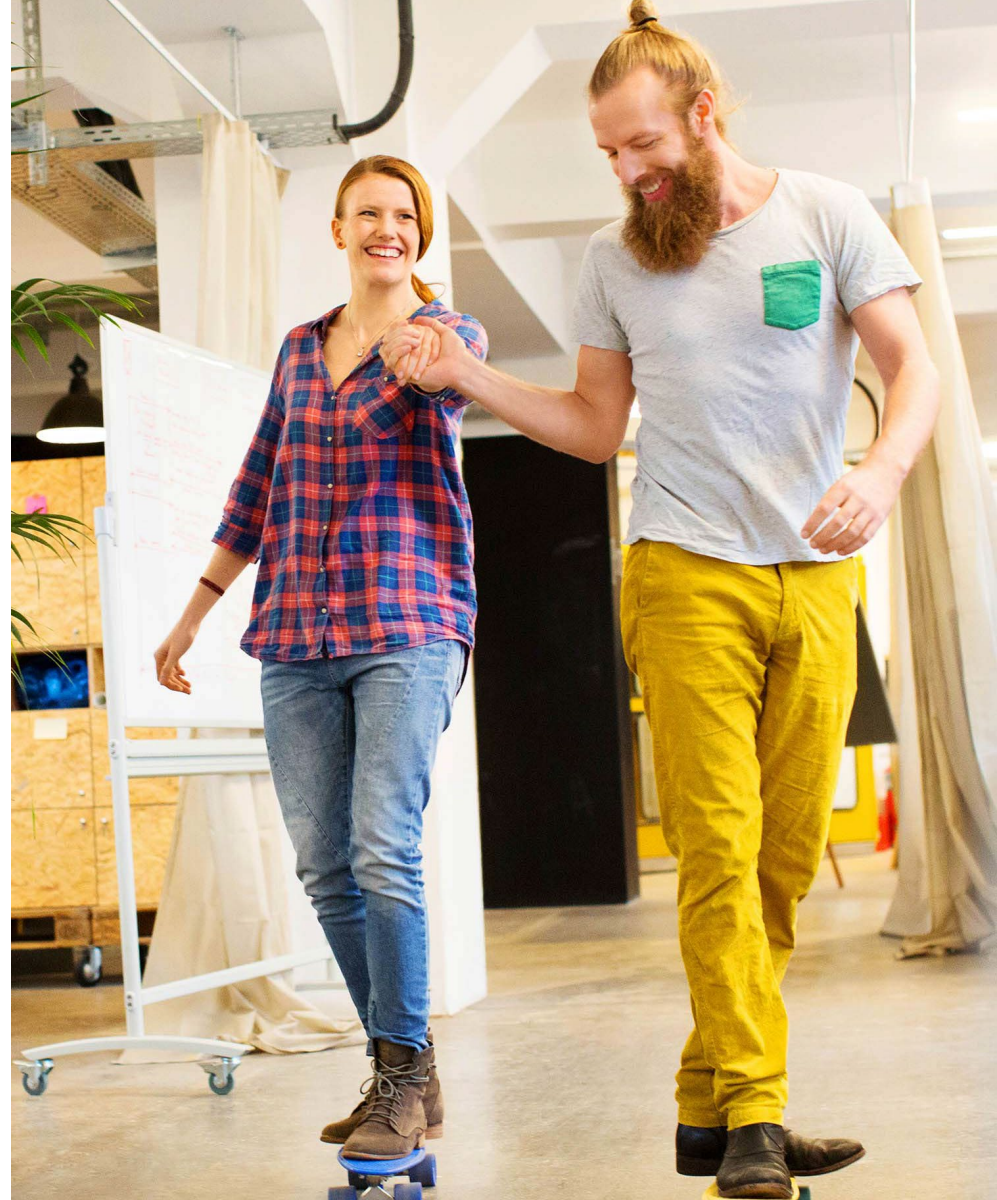
Expectation to partner

Requirements	Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Registered leads (maturity MAL)	--	150	30	0	--
Added seats Hubdrive IP	--	5000	1000	0	--
Implementation Projects (Secure License)	--	10	2	2	0
Certified staff	--	4	2	2	0
AppSource Ratings	--	10	5	--	--
Lead handover		Co-sell	Co-sell	Warm welcome	Warm welcome

Hubdrive

Ask me for a meeting

Hubdrive & Microsoft

Partner Level Insights FY24

Benefits	Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Focus	Extending Hubdrive HR Software Offering with your IP: Integration, Country, Industry, Segment	Resell and Implement and Support	Resell and Implement and Support	SMB Best Practice Implementation in combination with eLearning, provide Support	Opportunistic Partner, not listed
Main benefit	• Hubdrive co-sell your IP • Receive Leads • Receive exclusiveness	• License commission Hubdrive IP • License commission Microsoft D365 • 5 times more seats in comparison to first party apps • Continuous stream of profitable standardized implementation projects	• License commission Hubdrive IP • License commission Microsoft D365 • 5 times more seats in comparison to first party apps • Deliver profitable standardized implementation projects	• Deliver profitable standardized implementation projects • Quick to learn	• Participate from HR digitalization market
Additional benefits	--	• Fix HR GAP in F&O Implementations • Fix HR GAP in BC Implementations • Short ROI on Segment CE ERP projects	• Fix HR GAP in F&O Implementations • Fix HR GAP in BC Implementations • Short ROI on Segment CE ERP projects	--	--
License Commission from Hubdrive to Partner	--	38% + volume discounts FY23 n.a.	28% + volume discounts FY23 20%	--	10% kickback + volume discount 1st order
Special FY24	--		Kickback 8% EOFY24, if Premium achieved If upgraded during fiscal year than partially for the time before upgrade	--	--
Possibility to become Competence Center Partner for specifiy regions	--	Develop addition partner in specific regions	Develop addition partner in specific regions	--	--

Benefits	Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Service Commission generated projects to Hubdrive (Limited on 3 years)	5%	5%	5%	10%	--
Internal License Usage	--	50 Licences (Splitted)	25% of Premium	--	--
Partner Success Manager	Yes	Dedicated PSM	Digital Services and Partner hours	Digital Services and Partner hours	--
Demo Licenses (not IU)	--	Unlimited – Renewal every 6 month	Unlimited – Renewal every 3month	--	--
GTM Support	Yes	GTM additional Country Preferred fair space Webinars	GTM your region or industry	--	--
Participate Microsoft $100 M engagement	Yes	Yes	Limited	--	--
Revenue Share of Customers won by Hubdrive, Support and Services delivered by Partner (paid as kickback)	--	5%	5%	5%	--

Requirements	Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Registered leads (maturity MAL)	--	150	30	0	--
Added seats Hubdrive IP	--	5000	1000	0	--
Implementation Projects (Secure License)	--	10	2	2	0
Certified staff	--	4	2	2	0
AppSource Ratings	--	10	5	--	--
Lead handover		Co-sell	Co-sell	Warm welcome prospect	Warm welcome prospect
Gate enablement for next level	--	--	25% of all premium solution partner requirements in a dedicated quarter, upgrade valid from next quarter or special benefit offer	Certification successful achieved	Contract signed

Certification	Software Partner	Premium Solution Partner	Solution Partner	Implementation Partner	Registered Partner
Co-sell with Hubdrive	1	3	1	--	--
Solution Presentation (Sales and Consulting)	--	3	1	1	--
Solution Fundamental (Features)	--	4	2	2	--
Best Practice (Implementation)	--	4	2	2	--
Technical Deep Dive	--	Optional	Optional	--	--