

***SPEDLINER***

november assignment

# The question:

## WHAT

- Identify, list and analyse our top (by company and/or market)
  - **10 products** (Sales)
  - **3 high potential products**
- Create a **European products mapping**
- Define and prioritise **Cross-selling actions BENELUX – FRANCE** (data / financials / market opportunities based)

**The goal:**  
get to know the product  
**portfolio** of our group,

**connect** with a lot of  
people, point out  
**opportunities** and..

come up with  
cross-selling  
opportunities and  
**consider action plan.**



**Ingo Enger**  
Sales Halsang

**Dennis Gouka**  
CEO Northern Europe

**Vincent Giraud**  
R&D Dirickx

**Gregory Lepaige**  
CEO

**Hervé Denis**  
CCO

**Wim Deblauwe**  
President





**Ruben Schreurs**  
CEO Bam Bormet

**Wilno Hulsen**  
E-Engineer B&G

**Valerie Abarray**  
CMO Southern Europe

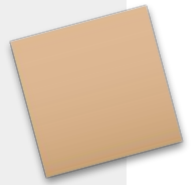
**Luuk in 't Groen**  
E-Engineer B&G

**Eleonore Anne Mazeau**  
HR Picot

**Patrick Vos**  
Head of Service B&G



**SPEEDLINER PIM**



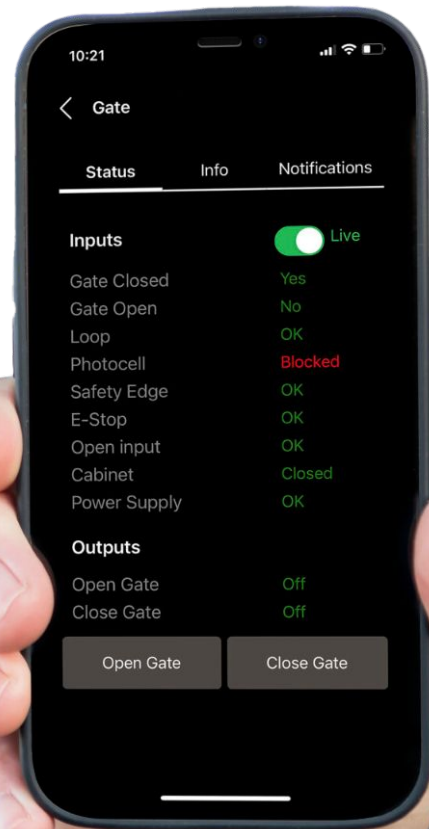
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# Our main 'topportunity'

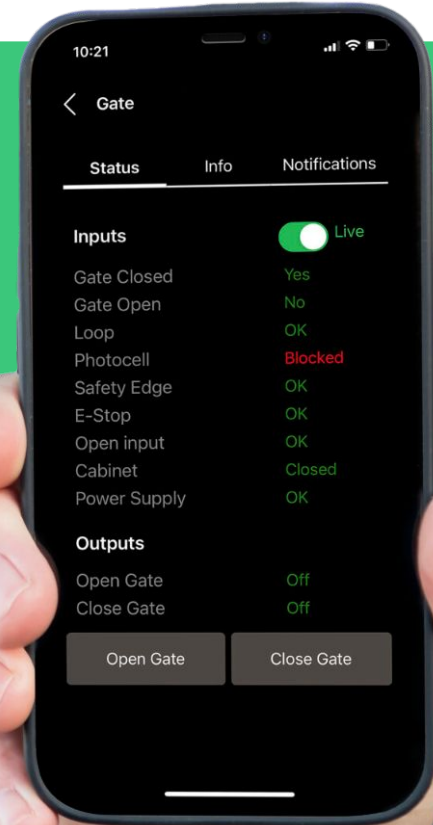
A monitoring system  
(hard- and software) for proactive  
maintenance.

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# Because:

- ✓ We can see **when service is needed**
- ✓ We can see where there are/has been **issues**
- ✓ **Decide on distance** whether there is a technician needed, or not (= reduction of service trips – also CO2 reduction)
- ✓ Only go to **bigger-margin-projects**
- ✓ Build an **recurring business model**
- ✓ Prevent customer frustrations → More **happy customers**
- ✓ Immediate **EBITDA impact**
- ✓ Can be installed to **existing installations**



LINKX,  
where are  
we?

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to develop (start 11-'24)

## LINK-X LIGHT

### Comlink, plus:

- ✓ Read information (detailed)
- ✗ 50K EUR development needed
- ✗ 1 year development time needed

## LINK-X



### Light, plus:

- ✓ Adjust inputs from the cloud
- ✓ Link other LINKX monitor modules
- ✗ Cardin-only
- ✗ Physical size
- ✗ 2 years of development time needed

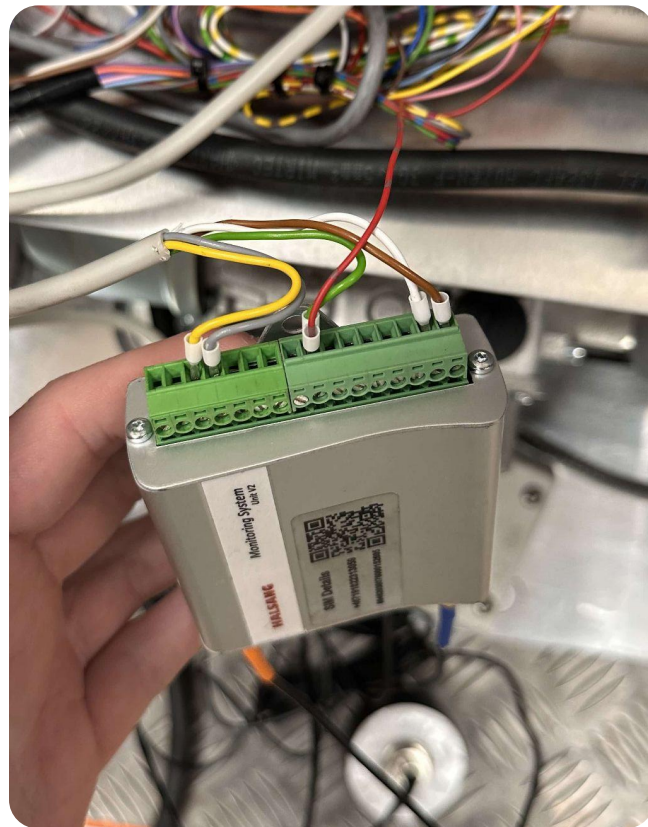
## COMLINK



- ✓ Read information
- ✓ Ready for use
- ✓ Reads cycles
- ✓ Replaces year clocks & 4G modules
- ✗ Only input and output information

# We should go for comlink, as from now.

- ✓ We can **sell it by tomorrow**
- ✓ It's **easy to install**
- ✓ Bulk purchase price
- ✓ **Replaces modules** year clocks & 4G
- ✓ **Halsang as proof-of-concept**
- ✓ **Invest in development LINKX Light**  
in the meantime



# Our pricing reference

Halsang has a purchasing price of 80EUR/piece, **currently over 1800 devices in the platform.**

KIBO is going to install on every gate, **just for the insights alone.**

We can sell this for 300-480 EUR/year/e-piece.



Purchase: n/a  
Price/month: 20EUR  
Price/year: 240EUR



Purchase: 80EUR  
Price/month: 10EUR  
Price/year: 120EUR



Purchase: 240EUR  
Price/month: 40EUR  
Price/year: 480EUR

# Revenue Impact

## Assumptions

E-units/year: 3.300 groupwide  
Hit ratio: 33%  
Investment need: 10K  
ROI on APEX: 1 year

## Not included into this calculation:

- Yearly index
- Marketing costs (variable)
- Add-ons (different features in software)
- Savings on CO2 / labour costs per unit

$3.300 * 33\% \text{ HR} =$   
1000 units/year

$1000 * 80 \text{ EUR costs} = 80\text{K}$

$1000 * 300 \text{ EUR selling/year} =$   
300K/year

$\text{Profit} = 300 - 80 \text{ costs} - 10\text{K}$   
 $\text{investment} = 210\text{K}$

REVENUE €300K/year minimum



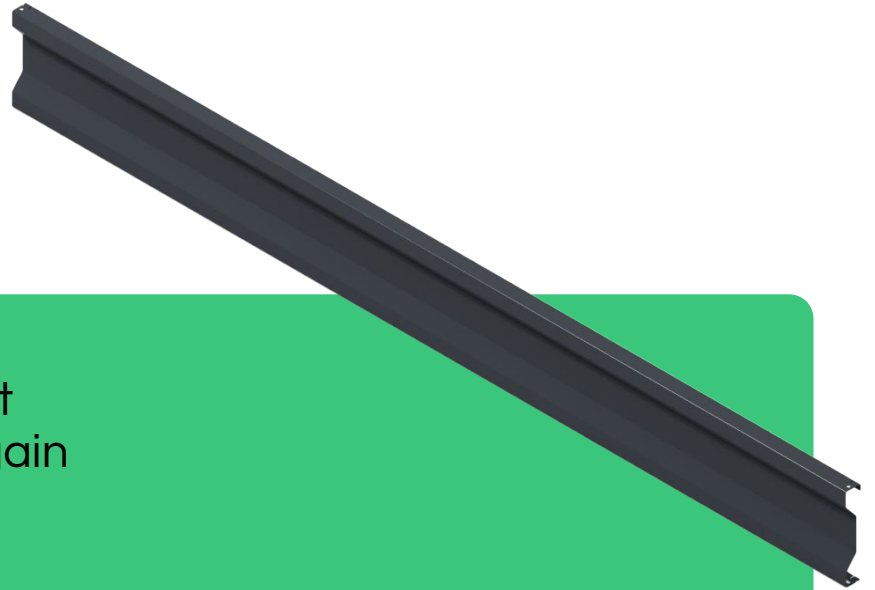
# Our second 'topportunity'

Add **Halsang Valhalla speedgate** & **Halsang turnstile** to B&G productfolio to compete against Heras' s Gate on speedgates and replace KABA turnstiles. It's an easy win.



# Our third 'topportunity'

Internalize **steel plates** production at  
Dirickx to be more competitive and gain  
market share in **concrete plates**



# Revenue Impact

## Assumptions:

Savings c.t. purchase 10 EUR/plate  
Investment: 300K  
ROI on APEX: 2 years 30.000pcs sold  
Current pcs/year: 50K groupwide  
(included panels DIY 2m00)

## Not included into this calculation:

- Lifespan steel plate
- Installation-efficiency (7kg only)
- Logistics
- Environmental impact (steel vs concrete)

## Selling price:

€6.6 (margin) \* 50K = 330K€

## Plates Objectives:

15% of the concrete market

1st year: 20K

2nd year: 30K

3rd year: 40K

in 3rd year: ROI completed

Future obj: 50K

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