

*Anoto Partner
Conference
2009*

Round-table Discussions
Thursday, 29th October 2009



Round-table agenda

	Grand Hotel, 2 nd floor		Grand Hotel, 3 rd floor	
When	Business Development Lukas Sal	PR, marketing and events Lukas Salong	Anoto Products and Services Sten Broman	Technology Seminars Gröna Salongen
9.00-10.15	What prevents us from 10-fold sales? Anders Norling (CEO Anoto)	Clinical Trials (invitation required) Urban Fröderberg (Anoto), Ebba Åsly-Fåhraeus (Anoto), Maria Galvin (Anoto)	The future of AFS Anoto Forms Solution Alexander Garai (Anoto), Mårten Rignell (Anoto), Andreas Pettersson (Anoto)	Printing solutions Leif Nilsson,(Anoto) Marcel Grobin (Anoto)
10.45-12.00	Business model – how do we make the business? Lars Hermansen (EVP Sales and marketing, Anoto)	Germany, Austria and Switzerland Maria Galvin (Anoto), Urban Fröderberg (Anoto), Lars Brorsson (Anoto), Dieter Niewierra (Schwartz PR)	Anoto penDocumentsPRO, Magnus Liljegren (Anoto), Torbjörn Gårdenfors (Anoto)	ART, Anoto Routing Technology Mårten Rignell (Anoto) Leif Nilsson,(Anoto)
13.00-14.15	Review of existing and upcoming competing technologies and solutions, Petter Ericson (CSO Anoto)		Pens-features, scenarios, future, requirements Mårten Rignell (Anoto), Gustav Olsson (Anoto)	What do you need from Anoto to succeed? For Bronze & Silver partners Anoto Sales
14.45-16.00	New business development – how do we increase sales? Anoto Sales		What kind of support is needed from Anoto Christian Delfin (Anoto), Marcel Grobin (Anoto)	Encrypted solutions Mårten Rignell (Anoto) Andreas Pettersson (Anoto)

Round table discussions

- **Business Development**

- What prevents us from 10-fold sales?
 - A visionary and strategic discussion lead by Anoto CEO Anders Norling
- Business model – how do we make the business?
 - Discussion is lead by Anoto EVP Sales and Marketing Lars Hermansen
- Review of existing and upcoming competing technologies and solutions
 - The session will start with a review of competing technologies.
 - Discussion is lead by Anoto CSO Petter Ericson
- New Business Development – how do we increase sales?
 - Discussions are lead by Alexander Garai and Lars Brorsson, Anoto Sales
 - Possible discussion topics could be:
 - Discuss the Anoto part of your value proposition (TCO and ROI)
 - What support do you need in your vertical or geographical region?
 - Are there any new legal demands we should consider?
 - Cooperation related to “Green IT”?

Round table discussions

- Business Development (continued)

The following session was moved here from the Bronze and Silver partner track day 1. Please note that this is listed under “Technology seminars” 13.00 – 14.15

- What do you need from Anoto to succeed? (Bronze and Silver partners)
 - ▶ Discussions are lead by Karin Ånell and Fredrik Ivarson, Anoto Sales
 - ▶ Possible discussion topics could be:
 - Discuss the Anoto part of your value proposition (TCO and ROI)
 - What specific sales support from Anoto could be necessary to increase your sales?
 - What other support do you need in your vertical or geographical region from Anoto to reach the next partner level?

Round table discussions

- PR, marketing and events

- Clinical Trials

- ▶ Participants need to have commercial solutions on the market and have Anoto invitation
 - ▶ This is a meeting to discuss ways for cooperation related to clinical trials, such as arranging speaking opportunities on fairs and events.
 - ▶ Discussion is lead by Urban Fröderberg Anoto Market Manager Healthcare and Anoto VP Marketing Ebba Åsly-Fåhraeus

- Germany, Austria and Switzerland

- ▶ Open for commercial partners
 - ▶ Discuss PR and marketing issues with Anoto PR Manager Maria Galvin, Anoto Key Account Manager Lars Brorsson, Business Area Manager Healthcare, Urban Fröderberg and Dieter Niewierra Schwartz PR
 - ▶ Feedback on PR activities so far
 - ▶ What would they like to see from Anoto going forward?
 - ▶ Ideas and concrete information on upcoming events or other activities of PR interest?

Round table discussions

- Anoto Products and Services

- The future of the Anoto Forms Solution AFS

- ▶ AFS – enabler or competitor? AFS as service?
 - ▶ Discussions are lead by Alexander Garai, Mårten Rignell, Andreas Pettersson, Anoto Sales and PM
 - ▶ The session will start with a short introduction with information about areas of further development in future releases of the AFS.
 - ▶ From Anoto's perspective we would like to bring the following topics to the discussion.
 - How do you offer digital pen and paper solutions to your customers, as a "product" or as a "service"?
 - In what areas (functional or non functional) would you like further enhancements to better support your business activities?
 - Would it be of beneficial for the business if Anoto included commercial licenses for handwriting interpretation (Readsoft/Vision Objects) and import/export connection (Streamserve) if requested?
 - What needs to be added or changed related to AFS to make it a more attractive solution/platform?
 - ▶ Other topics brought up by the attendees are most welcome.

Round table discussions

- Anoto Products and Services (continued)

- Anoto penDocument PRO

- ▶ Discussions are lead by Magnus Liljegren and Torbjörn Gärdenfors, Anoto Sales
 - ▶ The session will start with an introduction with information about the Anoto penDocuments Pro Offer.
 - ▶ From Anoto's perspective we would like to bring the following topics to the discussion.
 - Do you see interest in Anoto penDocuments Pro to be used as an application development platform for Print On Demand applications?
 - In what areas (functional or non functional) would you like further enhancements to better support your business activities?
 - What is your feedback on the business model of Anoto penDocuments Pro?
 - Are you interested in reselling Anoto penDocuments Pro?
 - ▶ Other topics brought up by the attendees are most welcome.

Round table discussions

- Anoto Products and Services (continued)

- Pen-features, scenarios, future, requirements

- ▶ Discussions are lead by Mårten Rignell, Anoto PM, Gustav Olsson, Anoto R&D
- ▶ The session will start with a short introduction with information about current pen models and FW versions.
- ▶ From Anoto's perspective we would like to bring the following topics to the discussion.
 - Is the general performance of the current pen at an acceptable level (memory, battery (use/charging))?
 - Does the pen MMI support the users to understand if some action is needed?
 - Are the current pen models lacking some features which would have a major impact to the overall business?
- ▶ Other topics brought up by the attendees are most welcome.

- What kind of support is needed from Anoto in the future?

- ▶ The discussions are lead by Christian Delfin, Anoto Operations, and Marcel Grobin, Technical Pre-Sales
- ▶ The session will start with a brief introduction about what Anoto offer today in terms of support.
- ▶ To meet future demand we want your input so our support organisation develops in a fruitful direction. Topics to be discussed could be:
 - Pros and Cons with chat support, phone support, e-mail support.
 - Are professional services, e.g. on site installation help, trainings or help with customer demo something you prefer?
- ▶ Take this perfect opportunity to tell us what you want to get out of the Anoto support organisation.
- ▶ Other topics brought up by the attendees are most welcome.

Round table discussions

- Technology Seminars

- Printing solutions

- ▶ The session will start with a short introduction about the different printing options that exists today.
 - ▶ From Anoto's perspective we would like to bring the following topics to the discussion.
 - Bringing digital pen and paper to your customers, what are the hurdles of highest importance related to printing and the paper product?
 - Anoto has introduced "tested printer" <http://www.anoto.com/print-1.aspx>. Will this have any impact on your business and are you planning to contribute with your own experiences?
 - Office printing of paper products with Anoto pattern takes a little longer compared to printing of equivalent documents without Anoto pattern. How critical is this and what is acceptable based on your experiences?

- ART, Anoto Routing Technology

- ▶ The session will start with a short introduction with information about the coming release ART 1.1.
 - ▶ From Anoto's perspective we would like to bring the following topics to the discussion.
 - What is most important, basic router/forwarder and a high number of supported mobile devices or a enhanced router/forwarder on a smaller number of selected mobile devices?
 - What feedback shall be managed by the router/forwarder?
 - Pros and cons with the router/forwarder as a tool for data verification compared to a standard mobile browser application.
 - What is the required level of administration related to e.g. provisioning and maintenance of routers and router configurations?

Round table discussions

- Technology Seminars (continued)

- Encrypted solutions

- ▶ The session will start with presentation of the solution with data encryption introduced with AFS 2.0.
 - ▶ After the presentation we will have a Q&A session where the attendees can address questions to Anoto .