

ISVs in Europe - The Top 500**UK****HansaWorld Ltd.**Classification: HorizontalCountry of origin: Sweden**Head Office**Abbey Business Centres Suite
No. 343 **Telephone** (+44) 845 123 2732111 Buckingham Palace Road **Fax** (+44) 845 123 2739Westminster **Web** www.hansaworld.comLondon SW1W OSR **General email** uk@hansaworld.com**UK****Contact Details****Managing Director****Name**

Karl Bohlin

Salutation

Mr. Bohlin

email

bohlin@hansaworld.com

CFO

Kristen Lenman

Mr. Lenman

lenman@hansaworld.com

**General Manager, Country
Manager, HansaWorld UK**

Brendan Peo

Mr. Peo

peo@hansaworld.com

International Sales Director

Stephen Jay

Mr. Jay

jay@hansaworld.com

Total Sales

Year End	\$USm	Local Currency x 1m
2009 Apr	32.99	£ 20
2008 Apr	29.69	£ 18
2007 Apr	26.39	£ 16
2006 Apr	24.74	£ 15

% Sales by Country

Sweden	15
Finland	15
UK	10
Estonia	15
Other Countries	45

**% Software sales from Bespoke
development**

5

Other CountriesArgentina, Australia, Bolivia, Brazil,
Canada, Cyprus, Czech Republic,
Denmark, Germany, Honduras,
Hungary, Ireland, Kenya, Lithuania,
Mexico, New Zealand, Norway,
Poland, Portugal, Romania, Russia,
Serbia, Singapore, Slovakia,
Slovenia, South Africa**Licences**

Licences sold 2008	2000
Total seats 2008	15000

% Revenue from SaaS Sales

2008	1
2009 Forecast	3

Staff Breakdown

Total	150
Service	60
In-House Development	20
Sales	25
Outsourced Staff	
Other	45

% Sales to Companies by Staff Numbers

Companies >1000 staff	5
Companies 500-1000 staff	10
Companies 250-500 staff	25
Companies 50 - 250 staff	25
Companies 10-50 staff	25
Companies <10 staff	10

**% of Sales from Company
Activities**

Own Software Sales	70
Other Software Sales	
Hardware Sales	2

Direct/Indirect Sales Breakdown

% Sales Direct	50
% Sales Indirect	50

% Indirect Sales by Channel

Service Sales	28	Distributors	10
Services Sales % Breakdown		Integrators	10
Consulting	30	Retailers	10
Implementation	5	Resellers	65
Support/Helpdesk	40	Other Channel	5
Outsourcing/Managed Services	5	Other Channel Specified	Telecommunications Operators, Accountants
Internet Services	5	3rd Party Sales Breakdown	
Training	15	% Sales from 3rd Party Product	2
Other Activities		Hardware Vendors and Types	None
Other Activities Specified		Software Vendors and Types	Qlikview (OEM)

Software products and markets

Vertical Markets

Architecture Engineering Construction	✓	5
Automotive		
Banking Finance Insurance		
Computers Technology	✓	5
Education Training	✓	5
Healthcare		
Hospitality Leisure	✓	5
Human Resources		
Legal		
Manufacturing Industry	✓	10
Media Information Publishing	✓	10
Non Profit Organisations	✓	10
Pharmaceutical	✓	10
Public Sector		
Retail Wholesale	✓	20
Telecommunications	✓	5
Transport Logistics	✓	5
Utilities		
Other Verticals	✓	10
Other Verticals Specified		Rentals, Professional Services

Horizontal Functionality

BI / Data Warehousing	✓
CAD / CAM / GIS	
Content Management	
Convergence	
CRM / PRM / Helpdesk / Front Office	✓
Doc / Image Management	✓
Embedded Systems	
ERP	✓
Financial Management	✓
Graphics / Imaging / Animation / Multimedia	
Internet / e-commerce	✓
Mobility	✓
Networking / Security	
Project Management	✓
SCM	✓
Software Development Tools	✓
Software Utilities	
Storage	
Other Horizontal	
Other Horizontal Specified	

Application Types

Vertical Applications

Automotive	
Bank/Finance/Insurance	
Education	✓
Engineering/Construction	
Healthcare	✓
Hospitality/Leisure	✓
Legal	
Manufacturing	✓
Media/Publishing	✓

Pharmaceutical	✓
Public Sector	✓
Retail	✓
Telecoms	
Transport/Logistics	✓
Utilities	
Other Vertical	✓
Other Vertical Specified	Rentals, Professional Services, Jewellery
Compatible Platforms	
Hardware	PCs, Mac, IBM i/p/x, Nokia, S60/80, iPhone
Software	Unix, Linux, Windows, Apple
Databases Used	Microsoft SQL, Oracle
Programming Language	C++
Customer References	Promasidor Nigeria. (HansaWorld Enterprise; integrated accounting, logistics & production functionality), Cymot (HansaWorld Enterprise; integrated accounting, logistics, warehouse management and retail over a wide area network)
Ownership	HansaWorld Ltd. is privately owned by the staff and the directors.
Overview	
<p>HansaWorld Ltd. was established in Sweden in 1988 by founder Mr. Karl Bohlin. HansaWorld provides integrated business solutions for the accounting, ERP, CRM, e-Business, retail (POS), production and hotel sectors. Software development takes place in Sweden, Estonia, Poland and Russia. To adapt products according to local laws and business practices, country-specific solution customisation is done by country product managers. The core engine of an application is written in the C++ programming language, which allows the adaptation of software for different operating systems. It has customers in a range of sectors, with particular focus on distribution, services (such as creative companies), retail, hotels, rental, and service management. Its largest projects are: a HansaWorld Enterprise ERP/CRM application for Experian Integrated Marketing in the UK and Cymot in Namibia. The company claims to have 71,000 customers across the world, the majority of which are small and medium sized businesses; however the company caters for many subsidiaries of larger international companies as well. The company is an Advanced IBM Partner and works closely with Apple and Skype. Its technology is IBM eServer Proven and the company has Skype Accreditation. HansaWorld Ltd. sells directly to end-users via its own sales force as well as indirectly through a network of distribution partners in Europe, North and Latin America, Africa, Asia, Australia and the Middle East. The software is actively distributed (and localised) for some 60 countries across the world. HansaWorld Ltd. has its legal headquarters in Dublin, Ireland, and has 25 offices located across Europe, North and South America, South Africa, Middle East and Australia (Argentina, Australia, Bolivia, Denmark, Estonia, Finland, Ireland, Latvia, Lithuania, Norway, Poland, Portugal, Russia, South Africa, Sweden, UAE, Ukraine, UK and USA). HansaWorld Ltd. states that it carries out continuous research and development on the use of modern technology for ERP and CRM. In 2008, the company started operations in the US, Canada, Singapore, Vietnam and Mexico. It states that in many of its new markets it started with large implementation partners, such as PriceWaterhouseCoopers. Plans for 2009 include expanding operations into several further Asian markets and Brazil. During 2008, the company also released an iPhone version, and completed solutions for integrated dashboards and business intelligence. Furthermore, the company developed and began the marketing of a new mobile application for the healthcare sector in the summer of 2008.</p>	
© IT Europa Publications Ltd 2009	