




The Supplier Experience Platform

Case Jakamo: Building a SaaS product for manufacturing industry

13.10.2022 | DATOS



Microsoft Preferred Solution

A woman with blonde hair and glasses is holding a large, vibrant green leaf in front of her face, partially obscuring it. She is wearing a teal-colored top. The background is a soft-focus bokeh of green and yellow light spots. The entire image is overlaid with a semi-transparent teal filter.

Product



Jakamo is a modern platform for information sharing and communication between customers and suppliers in manufacturing ecosystem.

Jakamo covers all the main supply chain processes, such as POs, ECRs, RFQs, Claims, Audits, in one platform.

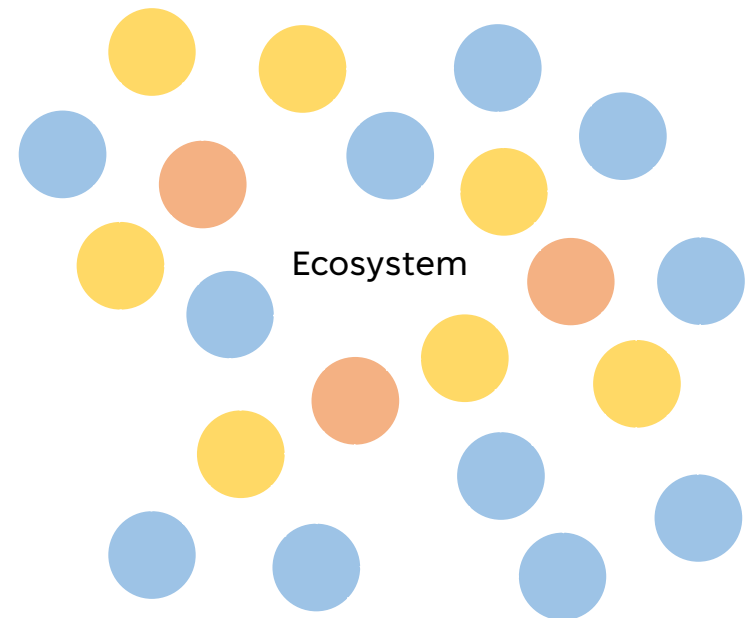
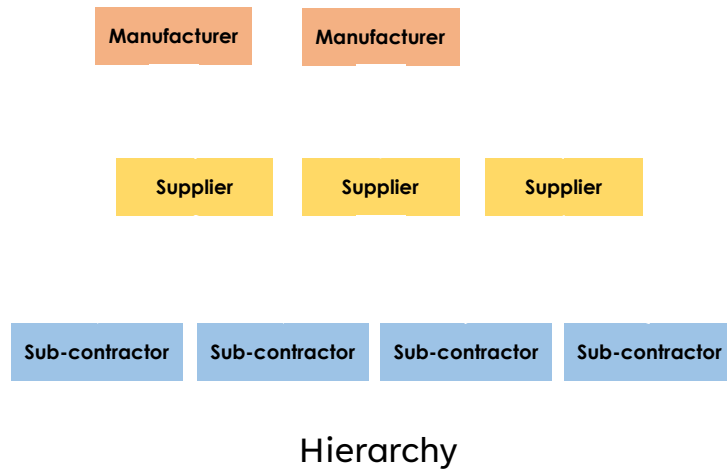


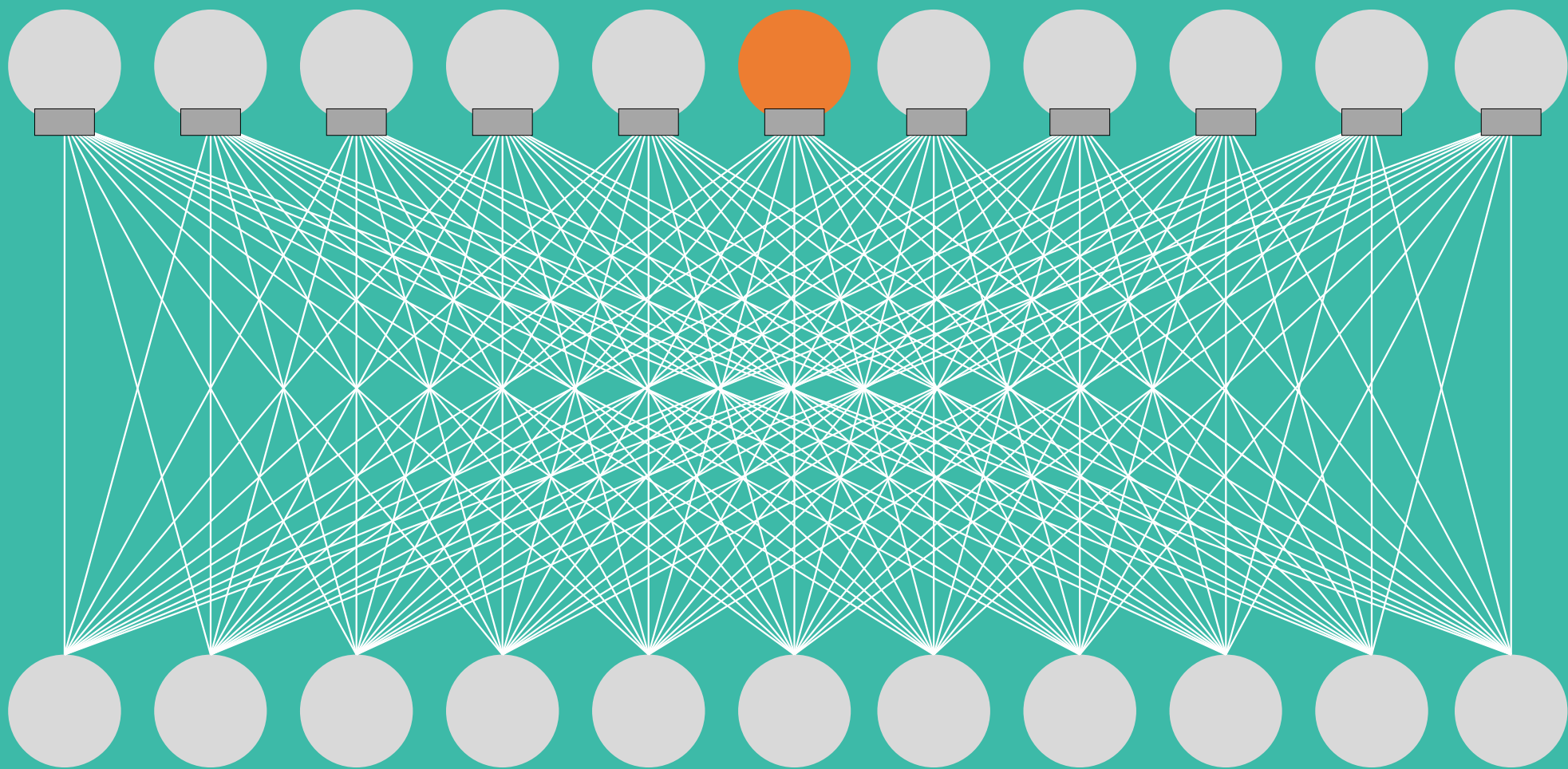
A photograph of two men in a factory or industrial setting. The man on the left is wearing a white shirt, a blue tie, and a white hard hat. The man on the right is wearing a light blue shirt, dark trousers, and a blue hard hat. They are both looking at a laptop held by the man on the left. The background shows industrial equipment, shelves, and a clean, well-lit environment. The entire image has a teal overlay.

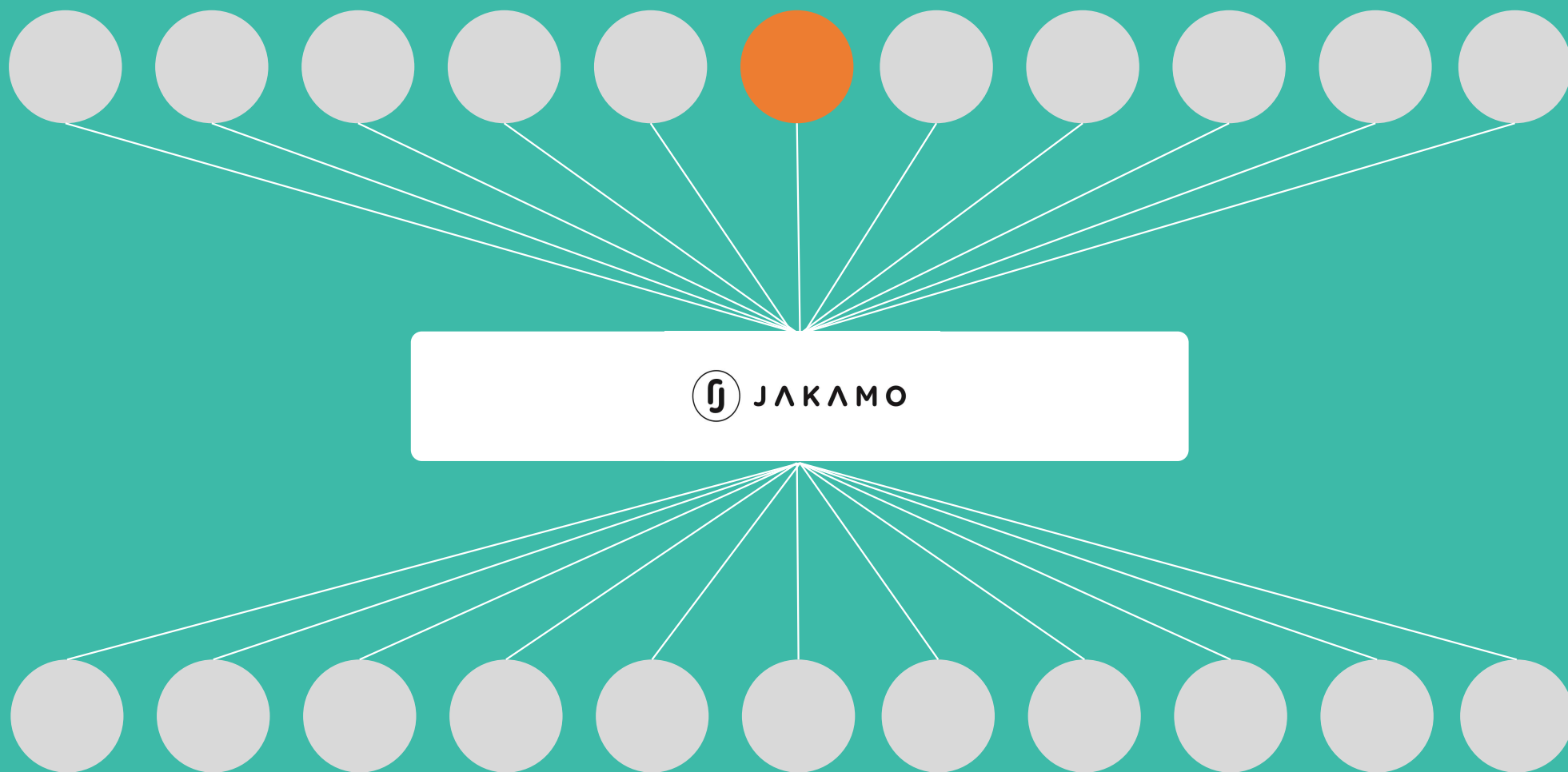
We now live in the
ecosystem economy



It's a new way of thinking



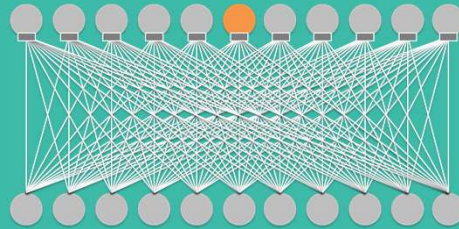




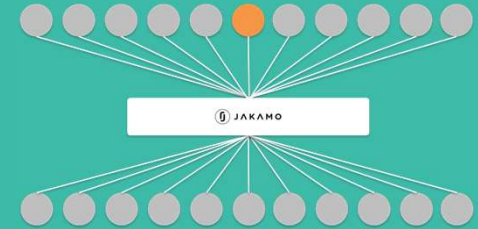
The evolution



Emails / Fax

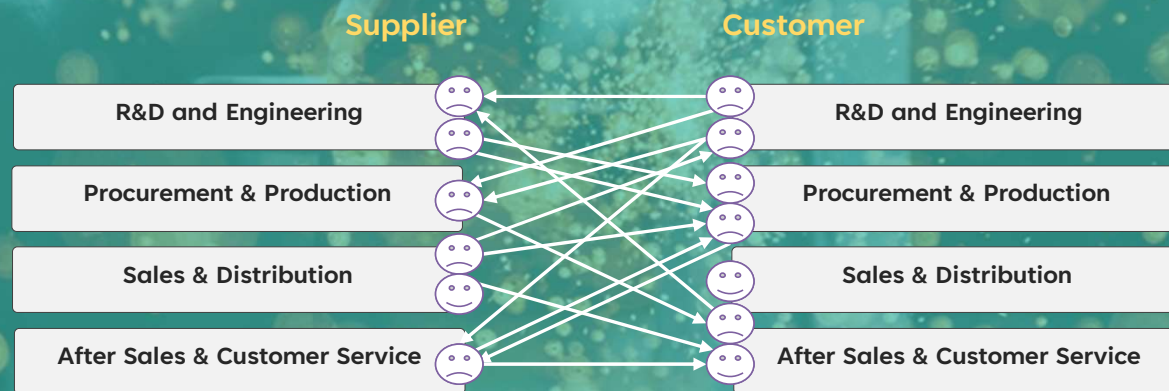


EDI / Portals



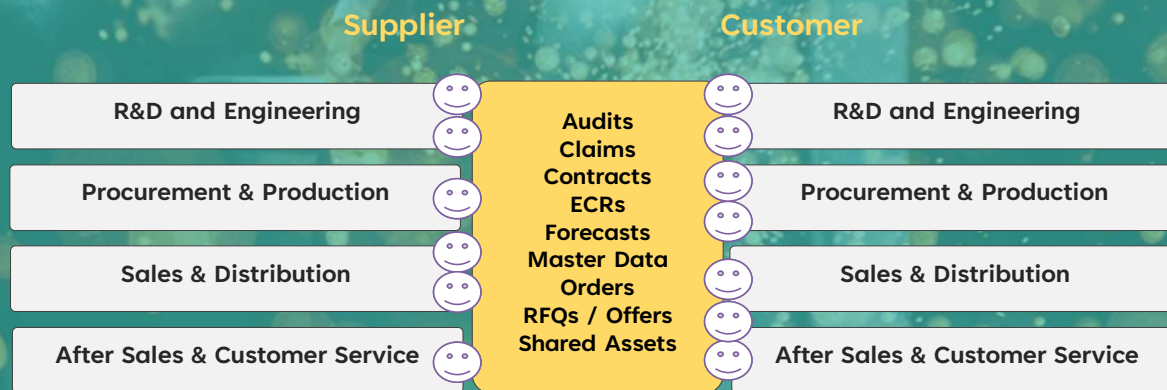
Platforms

The challenge



The shared information is scattered in Emails, ERP-portals, Extranets, and EDI-connections. Causing poor OTD, lead-time problems, quality issues and poor communication.

Supplier Experience platform



A platform designed for supply chain collaboration which allows smooth and secure information sharing, real-time data visibility and context based on-going communication.

New requirements



Information
transparency



Symmetric &
accurate data



On-going
communication



Real-time
analytics



Action
traceability



Standard
APIs



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**The end-customer
will see the outcome of
poor supplier experience**



The Scope of Jakamo



PURCHASING & SOURCING

POs & Forecasts
RFQs & Offers
Contracts & Certificates



SUPPLIER QUALITY

Claims
Audits
Instructions



ENGINEERING & DEVELOPMENT

Engineering changes
Innovation collaboration
Shared assets



SUPPLIER MASTER DATA

Compliance
Category management
Risk management

COMMUNICATION

SUSTAINABILITY

Supplier compliance

Sustainability innovation

Operative sustainability

PLATFORM

Ecosystem

APIs

Development

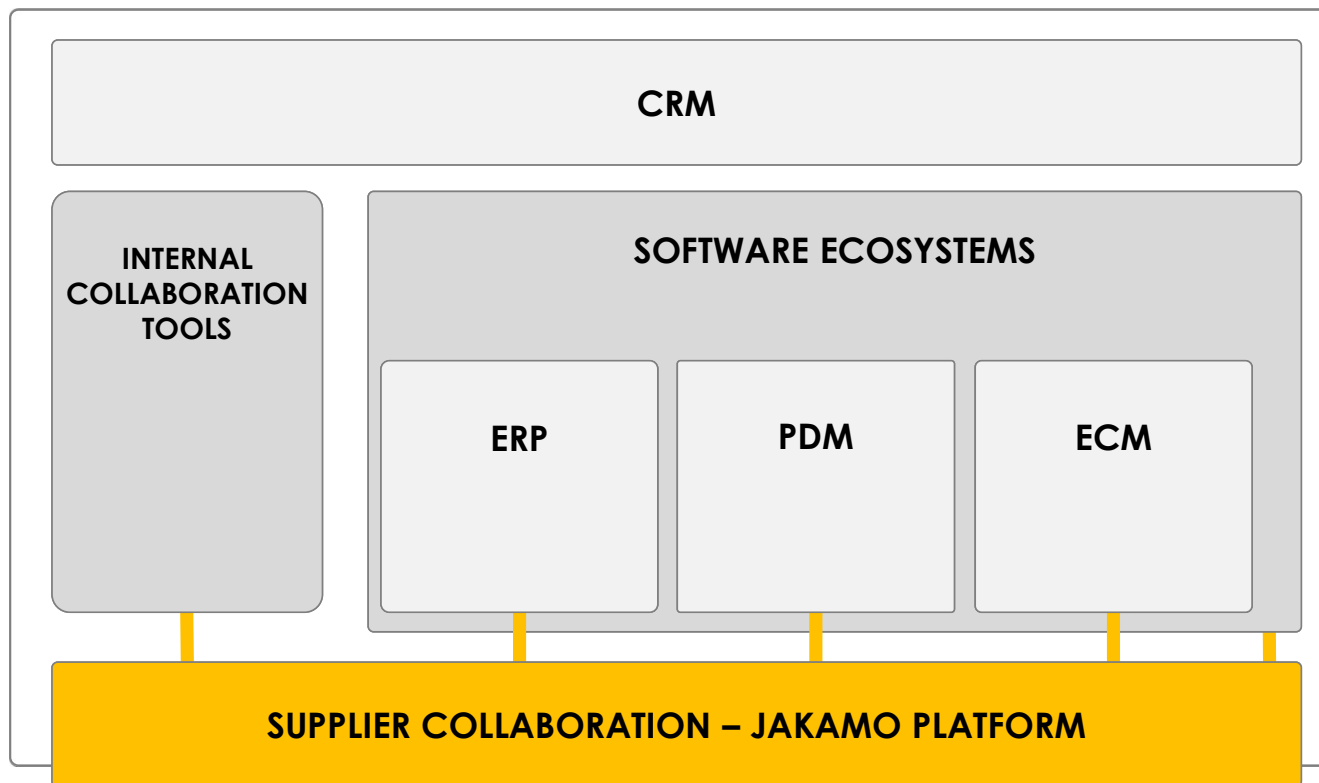
Security

Reliability

UX Design



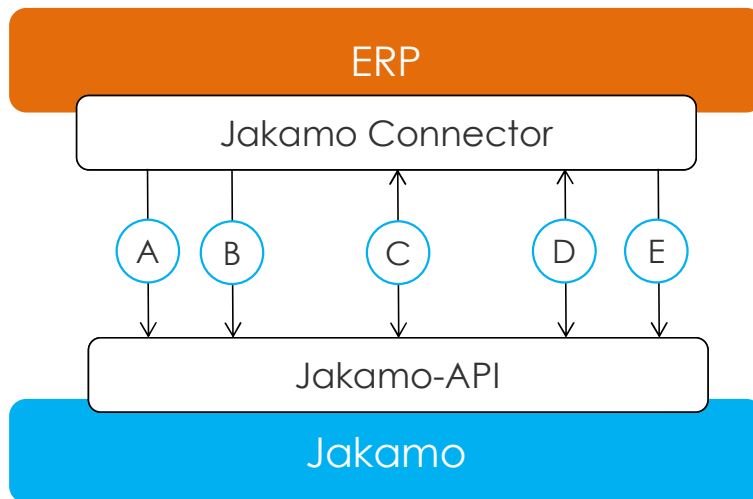
Jakamo in the system map – Customers



UNIQUE APPROACH

- Patented networking logic
- Scalable integration
- Full scope of industrial processes
- Visible communication
- Fast and smooth implementation

PO & Order confirmation integration



Jakamo Connector

- Data mapping
- Message requests / sending
- Message handling

Messages

- A. Delivering purchase order from ERP to Jakamo
- B. Delivering revised purchase order from ERP to Jakamo (or cancellation of the whole order)
- C. Pulling the order confirmation from Jakamo to ERP
- D. Pulling the status information (delivered) from Jakamo to ERP
- E. Delivering the status information (received) from ERP to Jakamo

Jakamo API

- Jakamo-API: XML-based API over HTTPS/REST



Our unique excellence

- 1) **Fit for purpose** – Holistic approach designed for manufacturing business environment including wide scope of features
- 2) **Supplier Experience** – Including high supplier coverage, commitment and connectivity capability
- 3) **Lead-time** – Very short duration of the technical implementation and supplier onboarding
- 4) **Service readiness** – Standard solutions and documented APIs allow prompt service
- 5) **Visionary development** – Ongoing concept development such as new technology adoption and sustainability features



A woman with blonde hair and glasses is holding a large green leaf in front of her face. The image has a teal overlay and a bokeh background. The word "Business" is written in white text over the leaf.

Business



The footprint of Jakamo



3100+ manufacturing companies



Companies in 50+ countries



Jakamo - Granted with the US Patent (2016)



Microsoft Preferred Solution



Revenue growth

2019: + 51 %

2020: + 51 %

2021: + 47 %



Enterprise customer churn rate 0,0 %



Personnel

2020: 8 persons

2021: 15 persons



Nordic Growth Certificate 2021



Latest enterprise customers



ABB Smart Power

Switch products for solar power systems, data center solutions and industrial systems



Skoda Transtech

Light and heavy rail rolling stock manufacturer



Haldex

Brake solutions for vehicle industry



Lapp Connecto

Cable and wiring harnesses manufacturing



Mitsubishi Logisnext Europe

Logistical Equipment & System solutions



Raute

Manufacturer of Veneer, Plywood and LVL technologies



Serving the manufacturing ecosystem

ABB

AG ARGINTA

ARNON.

aq

BE
BE GROUP

beneq

**BRONTO
SKYLIFT**

BUEAB

COMPONENTA

DAREKON

DB Santasalo

ELEMATIC

8760 Fastems

FAVOR

Haldex

HITACHI

HYDORING

inwido

LAPP AUTOMAATIO

LAPP CONNECTO

Lännen

Logisnext
MITSUBISHI LOGISNEXT EUROPE

Metso:Outotec

OEM

**PHENIX
CONTACT**

piab

PIVATIC

**Prima
Power**

Promeco

PURSO

Raumaster

RAUTE

Riikku

RITTAL

ROXIA

SCHAEFFLER

SKF

ŠKODA

SKSGROUP

sonepar

**STERA
TECHNOLOGIES**

TIBNOR

TT GASKETS

VIESSMANN

WÜRTH

References

VIESSMANN

We were positively surprised how easily our suppliers – big and small – engaged with the new way of working and adopted the new technology.

Marko Turunen
Head of Strategic Purchasing

STERA

A responsible manufacturing company should provide an exceptional environment for its suppliers where they are able to operate smoothly and effectively. Both customer and supplier should enjoy the benefits. A common platform, such as Jakamo is designed to solve this challenge.

Mikko Uusi-Heikkilä
Group Controller

ABB

Email traffic has decreased by as much as 95 % in our subcontracting projects. Open collaboration has significantly improved the project management.

Kari Salo
Engineering Manager

8760 Fastems

We increased the transaction volumes in the purchasing process by 50 %. At the same time, we reduced the time spent on purchasing by 25 %. A huge leap in productivity and a huge improvement in quality.

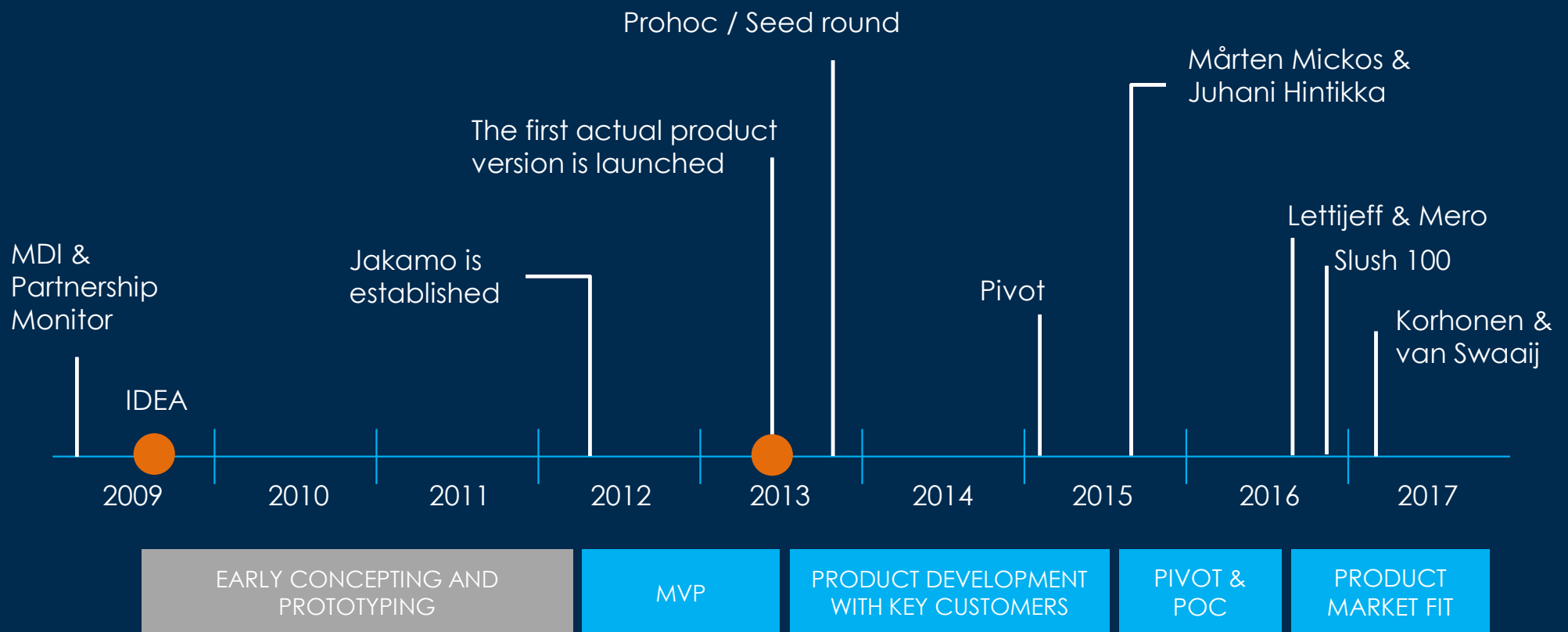
Tomas Hedenborg
Former Group CEO

A woman with blonde hair and glasses is holding a large, round green leaf in front of her face. The image has a teal overlay and a bokeh background. The text "Our journey" is centered over the leaf.

Our journey



Phase 1 – Product Market Fit



Investors

IT security, management of growth
company and leadership



Mårten Mickos
CEO HackerOne,
MySQL, HP



Juhani Hintikka
CEO F-Secure
Comptel, Nokia

Manufacturing industry and
customers' processes



Pertti Korhonen
COB Business Finland
Outotec, Nokia



Pekka Lettijeffer
CEO Tylohelo
Konecranes, Nokia



Matti Manner
COB Prohoc
ABB, Voima

Digital business models and
scaling cloud services



Leif Bohlin
CEO MaintMaster
Unifaun, Capgemini, IBX

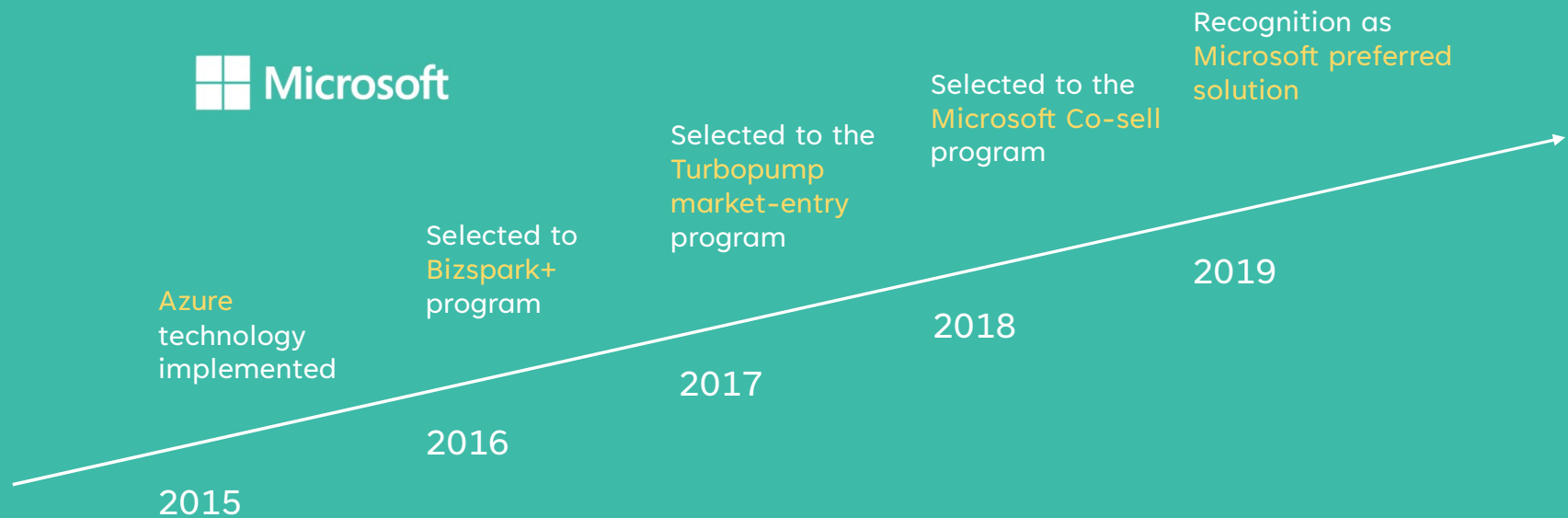


Michael van Swaaij
Skype, eBay



Inka Mero
MP Voima Ventures
Fiskars, YIT, Nokian Tyres

Microsoft Ecosystem



Phase 2 – Early growth

32 %

51 %

51 %

47 %

2017

2018

2019

2020

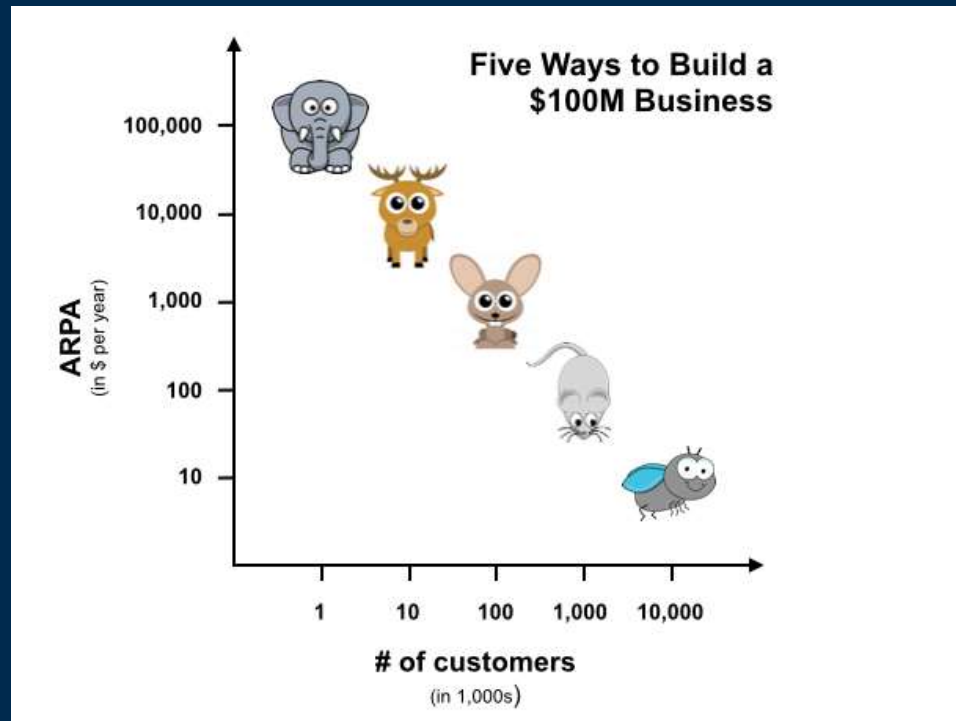
2021

2022

SALES MODEL & MONETIZATION

KPI GROWTH

TEAM BUILDING



2017

2018

2019

2020

2021

2022

SALES MODEL & MONETIZATION

KPI GROWTH

TEAM BUILDING

Sales and Marketing

- Monthly Recurring Revenue (MRR & ARR)
- Churn
- Sales cycle and win rate
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (LTV)
- Customer satisfaction (NPS)

Delivery and Support

- Delivery Lead Time
- Delivery NPS
- Support Time to First Response
- Support Time to Resolution

Product and Production

- Monthly Active Users (MAU)
- Monthly Active Companies (MAC)
- Uptime

2017

2018

2019

2020

2021

2022

SALES MODEL & MONETIZATION

KPI GROWTH

TEAM BUILDING



Meet the Jakamoers



Jussi Ahtiainen
Chief Operating Officer
Tampere



Tuomo Kankaanpää
Head of Software
development, *Seinäjoki*



Nguyen "Pepsi" Nguyen
Software developer
Vaasa



Timo Rossi
Chief Business Design Officer
Tampere



Jarl Matti Anttila
Chief Creative Officer
Seinäjoki



Anni Kujala
Customer Success Manager
Tampere



Tapio Niemi
Senior Software developer
Vimpeli



Victor Slätis
Account Executive
Espoo



Juho Hautaniemi
Senior Software
developer, *Tampere*



Minna Kätevä
Head of Supplier Experience
Marketing, *Savonlinna*



Sarah Nordstrand
Sales Executive
Seinäjoki



Anssi Uitto
Chief Executive Officer
Seinäjoki



Oskar Heinonen
Sales Specialist
Tampere



Markus Lervik
Coding Technology Officer
Tampere



Arto Piironen
Senior Software Architect
Joensuu



Ville Virnala
Software Developer
Seinäjoki



Anssi Juntunen
Senior Sales Executive
Tampere



Matti Mäkelä
Chief Product Officer
Tampere



Niklas Plyhm
Senior Sales Executive
Espoo



Jere Huuonen
Software developer
Tampere

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Some things to consider when build a SaaS
product and business



Recap

- Being a product company
- Financing
- Product market fit and credibility
- API development
- Reliability and information security
- Mobile first (?)
- Monetization model
- Terms of use
- Scalability



Reading

Introducing the concept of supplier experience

<https://supplier-experience.com/what-is-supplier-experience/>

Introducing the approach to supply chain sustainability

<https://supplier-experience.com/supply-chain-sustainability-in-the-manufacturing-industry/>

The drivers of supply chain collaboration

<https://supplier-experience.com/drivers-for-supply-chain-collaboration/>





Making way for excellent supplier experience to
the manufacturing companies