

Welcome!

VERSO Open Source Business Program
Helsinki 19.9.2007

naviatech solutions



Naviatech Solutions Oy

- Founded 2004
- Based in Helsinki
- Employees: 10
- Subcontractors: +10
- Financed by customer projects, no debts
- Owned by key personnel
 - Petri Mertanen, Managing Director
 - Jukka Hermiö, Project Manager
 - Tomi Hämäläinen, Art Director
 - Jouni Ikonen, Software Developer

naviatech solutions



Mission and vision

- Our mission: we help our customers' business with information and internet technology by increasing their sales and decreasing content management costs
- Our vision: world-wide supplier of modular and open CMS platform, capable of multi-channel publishing, for small and medium sized companies by 2015



Service portfolio

- Search engine marketing and web analytics
 - Search engine optimization (SEO)
 - Search engine advertising
 - Web analytics software and consulting
- Visual and technical designing
 - Concept and interface design
 - Graphic and content design
- Site building and programming
 - Software development
 - Testing
- Project management and training
- Support and hosting services

naviatech solutions



Navia CMS product today

- Navia Content management System based on open source technology (Linux, Apache, MySQL, PHP)
- Can be used as basis of:
 - Public web sites
 - Extranet-services
 - Intranet-solutions
 - Marketing campaigns
 - Mobile sites



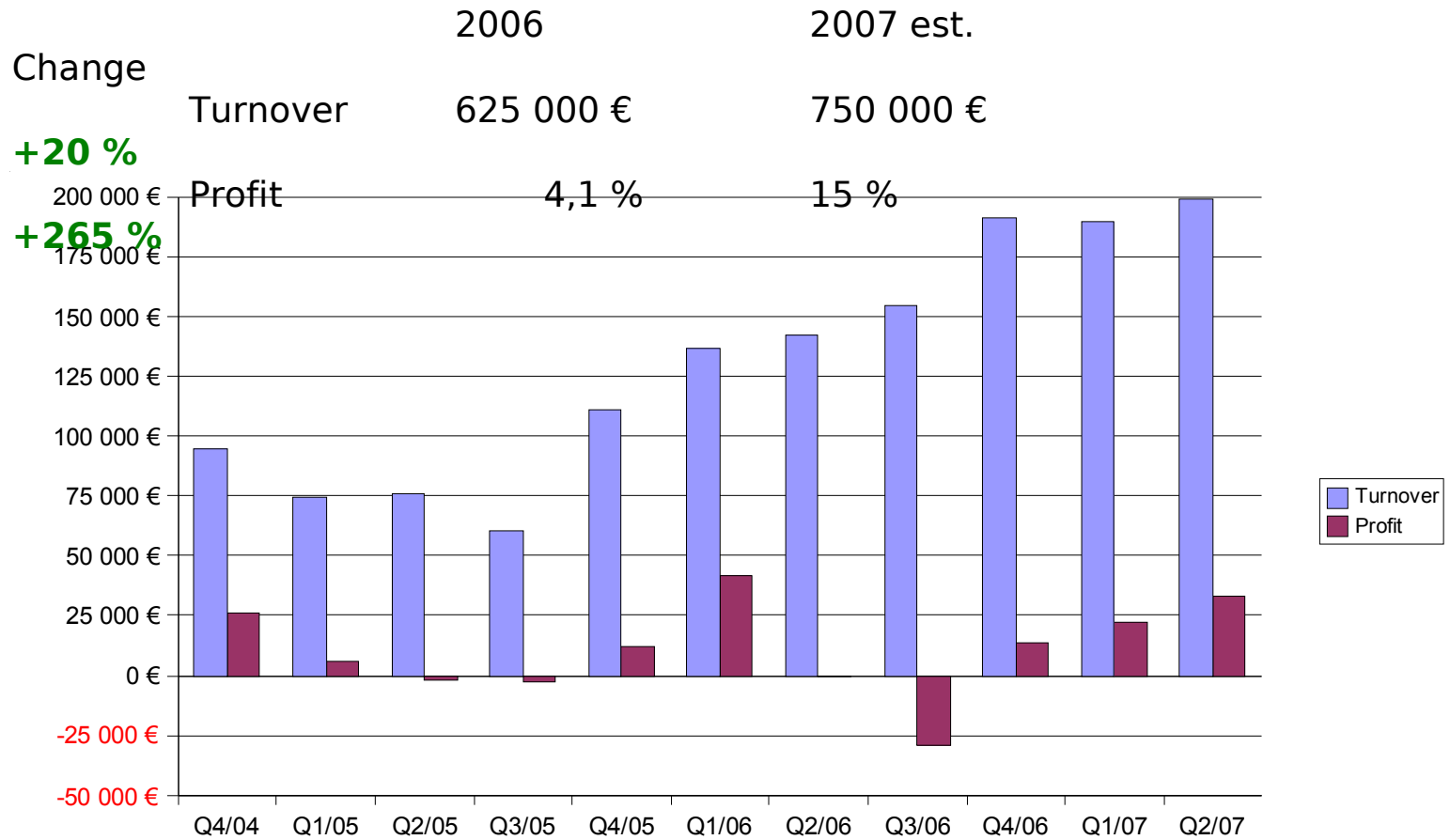
Navia CMS add on modules

- News management
- Extranet-service
- Intranet-solution
- Product Data Management
- Form Editor
- eCommerce
- Newsletters
- Document bank
- Photogallery
- eMagazine
- Forums
- Calendar
- SMS-services

naviatech solutions



Financials



Market

- There's growing demand on the market

“Development of web-services is one of the most important object in companies' IT investments in 2006 and it will continue to be that way also in 2007. This actually means more business for CMS vendors” Market-Visio 2/2007

- There will be competition on the market, but the CMS market is very scattered!

“Open Source software market will triple in next five years” IDC 8/2007



What we have done

- work with strategy since Q2/06
- participation in Verso OSBP
- negotiations with VC's in Finland
- research with Market-Visio
- business plan



Next steps

- development funding application to Tekes
- continue negotiations with VC's
- start a product development project
- focus on key success factors



Contact information

Petri Mertanen
Managing director
<http://mertanen.blogspot.com>

gsm +358 400 792 616
Skype: petrimertanen
petri@naviatech.fi

Naviatech Solutions Oy
Pasilanraitio 9 B
FI-00240 Helsinki
www.naviatech.fi

naviatech solutions

