



all for one
Group

BENEFIT PROGRAM

EDGE/4

Increasing profit in 4 stages:
Benefit from a trusting, strong relationship

MUTUAL TRUST AND COMMON PROGRESS

We are proud

Proud to call you our customer and that you put your trust in us. Proud that we are allowed to advise and support you with regard to your business processes and your information technology. Proud to contribute to your company's ability to remain successful in a digital world, and to even expand your competitiveness.

However, that alone is not enough for us. To be honest: We are not satisfied with just that and aspire to become your Trusted Advisor - regarding all topics related to the digitization and transformation of your company. Your first choice when it comes to setting the digital course for your company's competitiveness and innovative strength of tomorrow.

Trusted Advisor – two words that promise a lot

...and in which there is so much: From driving force to devil's advocate. From unconditional trust to honest objection.

However, we are not naive and know that this does not happen overnight. But we aspire to do our utmost to become your Trusted Advisor in the digital business world. EDGE/4, All for One Group's benefit programme, is a milestone on the path we have set for ourselves and our customers to reach that goal. Our Customer Success Management team plays a central role on this journey as well. Find out more about what and how on the following pages.

Four stages in our partnership

Our EDGE/4 benefit programme comes in four levels. We invite you to participate in EDGE/4, securing many benefits (amongst other things). We look forward to our journey and the further expansion of our trusting partnership.



MICHAEL ZITZ

All for One Group SE
Chief Sales Officer



01

EDGEONE

GETTING STARTED:
**ESTABLISHING A
STRONG RELATIONSHIP**

A central contact person takes personal responsibility for your satisfaction. Your requirements are managed by our service and information processes, forming our daily core business - not a "secondary task". Benefit from a single contact person, invitations to networking and other events. And, above all, from our approved support concept which places your requirements in the centre of our daily business.

02

EDGEBUSINESS

PLANNED SUCCESS:
**REFINING YOUR
DIGITAL BUSINESS**

In cooperation with your personal Customer Success Manager you create an individual vision and a joint plan to success for your business. This allows us to tackle the right topics relating to your business processes and your IT, leading them to be even more successful. The invigoration of your relationship with our organization grows. You also benefit from an experienced Account Team responsible for your success, a reliable monitoring mechanism and from changing benefits on current topics, trends and events.

03

EDGEINNOVATION

ONTO THE NEXT LEVEL:
**ENHANCING
DIGITAL INNOVATIONS**

At this level it might become disruptive: How can you use digital technologies such as AI, RPA or IoT to tackle concrete tasks and challenges in your enterprise? Whether you aim for better customer experience, more efficient logistics, new smart products or even a new business model: We inspire, guide and accompany you on your innovation journey and implement your projects with you.

You can take advantage from our vast technology expertise and our innovation experience which we gained by working with other excellent businesses in your branch. In addition, you benefit from special innovation formats and workshops as well as from a continuous success plan development.

04

EDGESTRATEGY

STRATEGIC PARTNERSHIP:
**CREATING THE
FUTURE TOGETHER**

Together, we lift transformation and innovation for your company to a strategic level: At this stage, our trust and partnership are very solid so that joint strategic planning can take place - based on an 'open book policy'. You benefit from co-creation budgets that we reserve exclusively for you as well as from a strategic exchange at C-level. Through mutual insights into your digitization budgets and/or into our cost structures as well as the respective project portfolios we leverage joint potentials.

YOUR BENEFITS

Key Benefits

- Access to All for One Group's service portal
- One central contact person takes care of all your requirements and requests regarding All for One Group's product and service portfolio
- Active management of your requirements in All for One Group's service and information processes

Intensity of our collaboration

- Your requirements are reliably processed and managed in our standard processes

Your Account Team

- You benefit from the individual support provided by one central contact person responsible for all your requests regarding All for One Group's business units from which services and solutions are obtained

Further advantages

- Joint service and project meetings to review services provided by us
- Status reportings to review the progress of your current projects and managed services
- You are always in the loop about current public All for One Group events
- You receive invitations to public websessions on trend topics from different branches and sectors

YOUR COMMITMENT

Your investment

- Participating in All for One Group control meetings according to the programme level EdgeOne

Regular meetings

- Service / project meetings

Cooperation

- Project and service partnership
- Creating a Customer Reference Agreement



EDGE ONE

ESTABLISHING A
STRONG RELATIONSHIP

YOUR BENEFITS

Key Benefits

- A commonly created success plan guarantees the continuous further development and transformation of your IT and business processes
- Entering the #Customer4Life Process: Your personal Customer Success Manager and your Account Team form the strong basis for the comprehensive, individual support of your company

Quarterly Benefits

- Changing benefits regarding current topics, trends and events

Intensity of our collaboration

- Your Account Team manages your processes, requirements and projects and is responsible for providing the best service and support for all our solutions and products

Your Account Team

- Customer Success Manager
- Service / Consulting Manager

Further advantages

- All advantages of the programme level EdgeOne
- Partnership survey: Joint assessment to determine the status quo of our partnership
- Access to All for One Group's annual Mittelstandsforum event ('Forum for mid-sized enterprises')
- Determine the current level of digitization in your company and identify open potentials with our experts through a digitization check (Basis)

YOUR COMMITMENT

Your investment

- Starting and actively participating in the #Customer4Life Process
- Participating in All for One Group control meetings according to the programme level EdgeBusiness

Regular meetings

- Account Review Board
- Success plan review
- Regular Jours Fixes for the successful monitoring and support of ongoing projects

Cooperation

- Development and planning of a common success plan
- Creating a Customer Reference Agreement

A woman with long brown hair, wearing a patterned blouse and a dark cardigan, is sitting at a white desk. She is looking down at a large sheet of paper she is holding. On the desk, there is a laptop, a mouse, a glass of water, and some papers. The background is a modern office interior with a white wall and a green plant.

EDGE BUSINESS

**PLANNED SUCCESS:
REFINING YOUR DIGITAL BUSINESS**

YOUR BENEFITS

Key Benefits

- Digital Innovation: Planning and implementing concrete use cases – from ideation to go-live, a limited number of expert days included
- Working with an individual interdisciplinary team of experts: change and organization experts, strategy consultants, IoT experts, IT architects, software developers, UX designers
- Co-Innovation with our strong network (start-ups and technology manufacturers)

Quarterly benefits

- Tailor-made benefits regarding current topics, trends and events

Intensity of our collaboration

- Your Account Team manages your processes, requirements and projects and is responsible for providing the best service and support for all our solutions and products
- Scheduled meetings of the Operative Management Board

Your Account Team

- Customer Success Manager
- Service / Consulting Manager

Further advantages

- All advantages of the programme level EdgeBusiness
- Applying approved innovation management methods
- Pro-active networking in branch meetings
- Access to innovation labs at our partners SAP and Microsoft and (if requested) other technology manufacturers
- Determine the current level of digitization in your company and identify open potentials with our experts through a digitization check (Extended)
- Use All for One Group's Working Spaces at different locations (Filderstadt, Düsseldorf, Graz) for individual workshops to develop your innovation projects (1 Day)

YOUR COMMITMENT

Your investment

- Participating in a continuous success plan development
- Participating in innovation workshops
- Setting up at least one scheduled innovation project

Regular meetings

- Operational Management Board
- Technology & Innovation Forum
- Account Review Board
- Success plan review
- Regular Jours Fixes for the successful monitoring and support of ongoing projects

Cooperation

- Development and planning of a joint success plan
- Development of a joint show case
- Annual project volume of a minimum of €300k with at least 3 business units of All for One Group
- Creating a Customer Reference Agreement



EDGE INNOVATION

—
**ONTO THE NEXT LEVEL:
ENHANCING DIGITAL INNOVATIONS**

YOUR BENEFITS

Key Benefits

- C-Level-Sponsoring
- Open exchange and alignment of our business strategies
- Open book policy to leverage project, budget and cost potentials
- Co-Creation and innovation budgets
- Evaluation and discussion of trends, risks and strategic options and developments
- Holistic analysis, planning, implementation and monitoring of your company transformation

Intensity of our collaboration

- Your Account Team manages your processes, requirements and projects and is responsible for providing the best services and support for all our solutions and products
- Scheduled meetings of the Operative Management Board
- Consultancy from and exchange with our digitization experts on newest technologies and innovations
- Strategic exchange on C-Level

Quarterly Benefits

- Tailor-made benefits regarding current topics, trends and events

Your Account Team

- Customer Success Manager
- Service / Consulting Manager
- Value Engineer

Further advantages

- All advantages of the programme level EdgeInnovation
- Further strategic development of your IT competence within the framework of transformation initiatives and co-creation projects
- Determine your current level of digitization and identify open potentials through a digitization check (Deep Dive)
- Access to the Germany-wide TOP CFO-Circle
- Use All for One Group's Working Spaces at different locations (Filderstadt, Düsseldorf, Graz) for individual workshops to develop your innovation projects (3 Days)

YOUR COMMITMENT

Your investment

- Engagement in at least 2 innovation projects
- Introduction of an expanded contract governance
- Active participation in a C-Level exchange

Scheduled meetings FF

- Executive Steering Board
- Roadmap & Portfolio Meeting
- Operational Management Board
- Technology & Innovation Forum
- Account Review Board
- Success Plan Review
- Regular Jours Fixes for the successful monitoring and support of ongoing projects

Cooperation

- Granting insights into your project portfolio / roadmap
- Disclosure of your IT budgets & supplier structure
- Development and planning of a joint success plan
- Annual project volume of a minimum of €750k with at least 3 business units of All for One Group
- Creating a Customer Reference Agreement
- Creating a common show case



EDGE STRATEGY

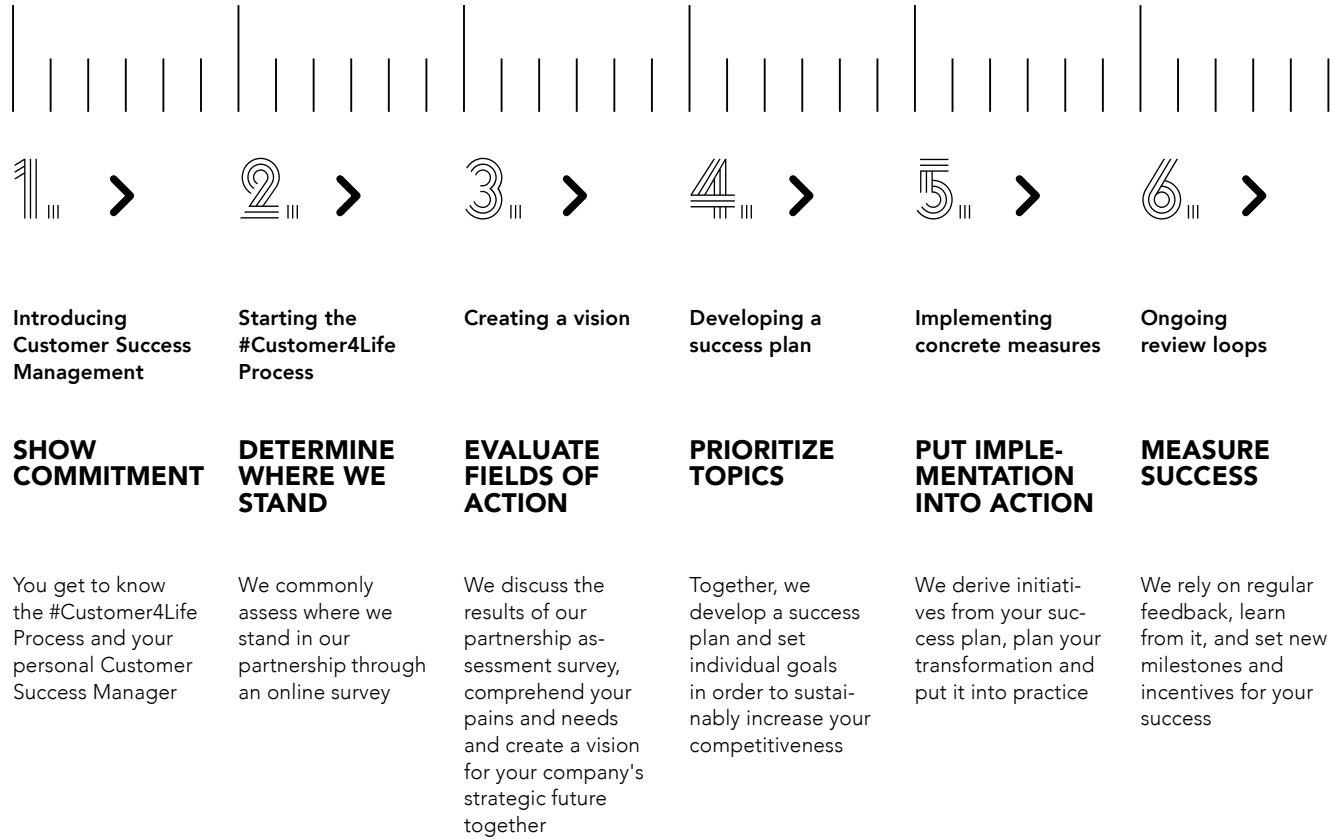
**STRATEGIC PARTNERSHIP:
DESIGNING THE FUTURE TOGETHER**

360°

At the heart of our partnership with our customers lies the #Customer4Life Process. Here, we take concrete steps to understand your individual requirements and needs even better and to further increase your company's success.

Together, we lay the foundation for a sustainable, trusting and vivid partnership. The #Customer4Life Process is divided into a total of **6 sections**:

THE #CUSTOMER4LIFE PROCESS



EDGE/4

THE PROGRAM
AT A GLANCE

✚ REGULAR MEETINGS

Service / Project Meetings
Regular Jours Fixes
Success Plan Review
Account Review Board
Technology & Innovation Forum
Operational Management Board
Roadmap & Portfolio Meeting
Executive Steering Board

✚ ACCOUNT TEAM ROLES

One central contact person responsible for all of All for One Group's business units from which services and solutions are obtained
Customer Success Manager (CSM): Your personal, central contact person who takes care of all of your requests and requirements regarding All for One Group's product and service portfolio
Service/Consulting Manager: Responsible for the successful delivery of services from All for One Group's service and consulting units
Value Engineer: Responsible for the pro-active and interactive development of innovations and projects in order to achieve the highest possible benefit as well as systematically optimized results together.

EDGE ONE	EDGE BUSINESS	EDGE INNOVATION	EDGE STRATEGY
✚	✚	✚	✚
	✚	✚	✚
	✚	✚	✚
	✚	✚	✚
		✚	✚
		✚	✚
			✚
			✚
✚			
	✚	✚	✚
	✚	✚	✚
			✚

✚ COOPERATION

Access to All for One Group's service portal : All your contracts, tickets and documents at a glance
Creating a Customer Reference Agreement together
Project and service partnership
Development of a success plan (including regular reviews)
Creating a common show case
Reaching a defined annual minimum project volume with at least 3 business units of All for One Group
Insight into your project portfolio / roadmap ('open book policy')
Insight into your IT budget / supplier structure ('open book policy')

✚ YOUR INVESTMENT

Participation in monitoring meetings of All for One Group according to your EDGE/4 level
Participation in the #Customer4Life Process
Participation in a continuous success plan development
Participation in innovation workshops
Setting up at least one innovation project
Engagement in at least two innovation projects
Introduction of an expanded contract governance
Active participation at C-Level

EDGE ONE	EDGE BUSINESS	EDGE INNOVATION	EDGE STRATEGY
✚	✚	✚	✚
✚	✚	✚	✚
✚	✚	✚	✚
	✚	✚	✚
		✚	✚
		✚ (min 50k per unit)	✚ (min 200k per unit)
			✚
			✚
✚	✚	✚	✚
	✚	✚	✚
	✚	✚	✚
		✚	✚
		✚	✚
			✚
			✚
			✚

⦿ INTENSITIY OF COLLABORATION

Management of all your requirements in our service and information processes
Your Account Team manages your processes and projects and is responsible for providing the best service and support for all of All for One Group's solutions and requirements
Regular meetings of the Operative Management Board
Technology and innovation consultancy from our digitization experts
Strategic exchange at C-Level

⦿ FURTHER ADVANTAGES

Startup meets Mittelstand event ('Startup meets mid-size'): Innovative founders meet successful medium-sized companies at inspiring lectures in a relaxed atmosphere
Digitization check: Determine the current level of digitization in your company and identify open potentials
Free access to the Mittelstandsforum event ('Mid-size enterprise forum') : All for One Group's annual top event invites you to immerse yourself in all our areas of expertise and connect with other attendees, experts and branch insiders (on-site support/service intensity depends on your EDGE/4 level).
Access to SAP's Innovation Labs/Meet the vendor SAP: Exclusive event during which you can get to know our vendor partner SAP.
Access to Microsoft's Innovation Labs/Meet the vendor Microsoft: Exclusive event during which you can get to know our vendor partner Microsoft.
All for One Group Working Spaces: Depending on your EDGE/4 level, you may use our Working Spaces at different locations (Filderstadt, Düsseldorf, Graz) for individual workshops and meetings to develop creative concepts.
Access to the Germany-wide TOP CFO Circle: Participate in the exclusive CFO Circle organized by our subsidiary Allfoye Managementberatung GmbH and exchange ideas at the highest level with other CFOs from different branches.

EDGE ONE	EDGE BUSINESS	EDGE INNOVATION	EDGE STRATEGY
⦿	⦿	⦿	⦿
	⦿	⦿	⦿
		⦿	⦿
		⦿	⦿
			⦿
⦿	⦿	⦿	⦿
	⦿ (Basis)	⦿ (Extended)	⦿ (Deep Dive)
	⦿	⦿	⦿
		⦿	⦿
		⦿	⦿
		⦿ (1 Day/Year)	⦿ (3 Days/Year)
			⦿

All for One Group SE

Rita-Maiburg-Straße 40
D-70794 Filderstadt-Bernhausen

☎ +49 711 788 07-0
✉ edge4@all-for-one.com

ALL-FOR-ONE.COM