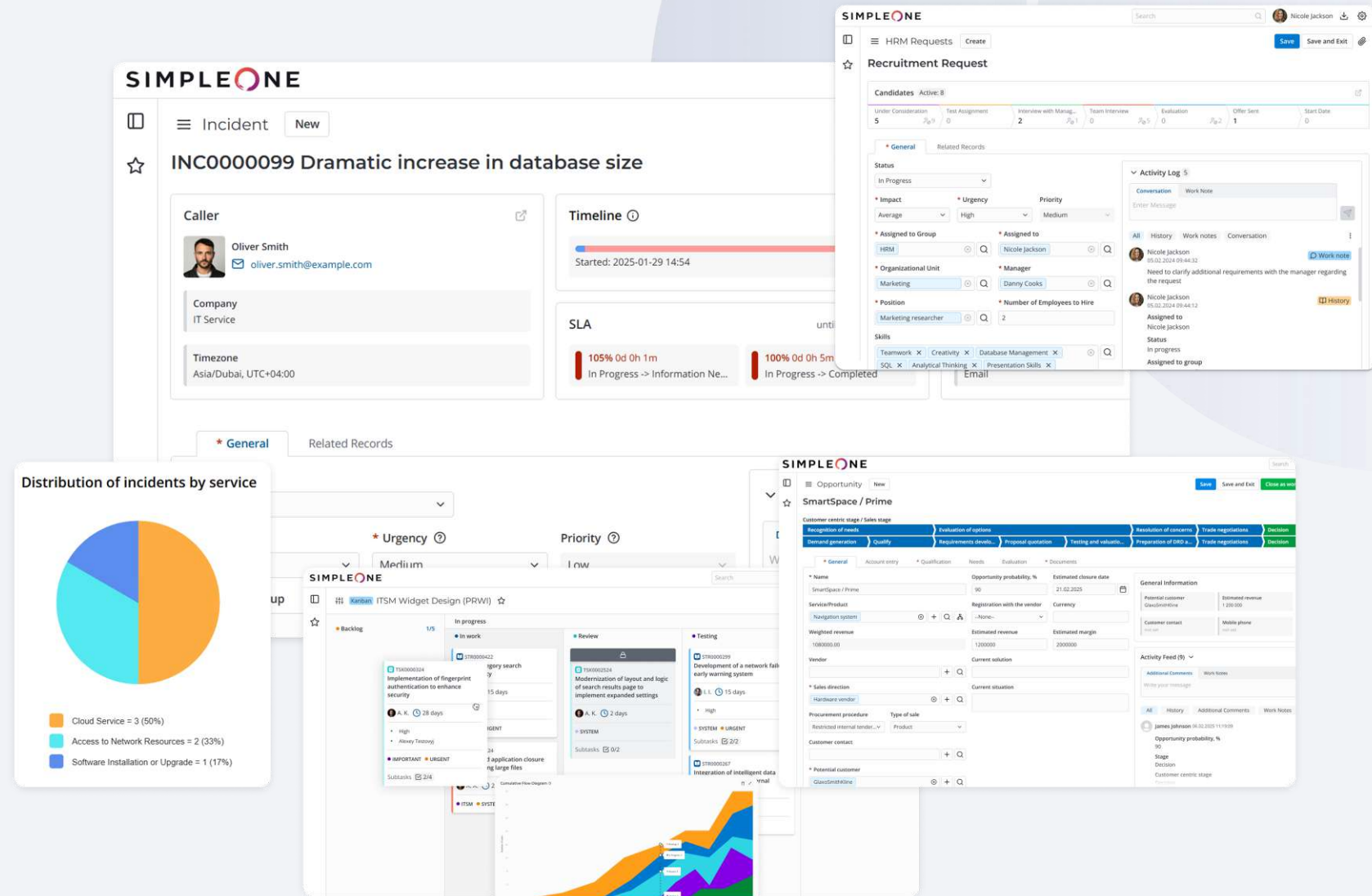


SimpleOne

A unified service management system and low-code business process automation platform



The collage displays several key features of the SimpleOne platform:

- Incident Management:** A screenshot of an incident titled "INC0000099 Dramatic increase in database size". It shows caller information (Oliver Smith), a timeline starting at 2025-01-29 14:54, and SLA progress bars for "Information Ne..." and "Completed".
- Recruitment Request:** A screenshot of a "Recruitment Request" for HRM. It shows a progress bar with stages: Under Consideration (5), Test Assignment (0), Interview with Manag... (2), Team Interview (0), Evaluation (0), Offer Sent (1), and Start Date (0). It also displays filters for Impact, Urgency, Priority, and Assigned to Group.
- Opportunity Management:** A screenshot of an "Opportunity" for "SmartSpace / Prime". It shows a progress bar with stages: Recognition of needs, General generation, Quality, Requirement details, Proposal question, Testing and submitt..., Evaluation of concepts, Trade negotiation, and Evaluation. It includes fields for Name, SmartSpace / Prime, Registration with the vendor, Weighted revenue, and Estimated revenue.
- Analytics:** A "Distribution of incidents by service" pie chart showing: Cloud Service = 3 (50%), Access to Network Resources = 2 (33%), and Software Installation or Upgrade = 1 (17%).
- Task Management:** A screenshot of a task list for "ITSM Widget Design (PRW)". It shows tasks like "Implementation of fingerprint authentication to enhance security" and "Development of a network fail early warning system" with assigned users and due dates.

SimpleOne in Numbers

2019

Year founded

90+

Partners

150+

Employees

300+

Corporate and Government
Projects



SimpleOne Ecosystem

Business Applications

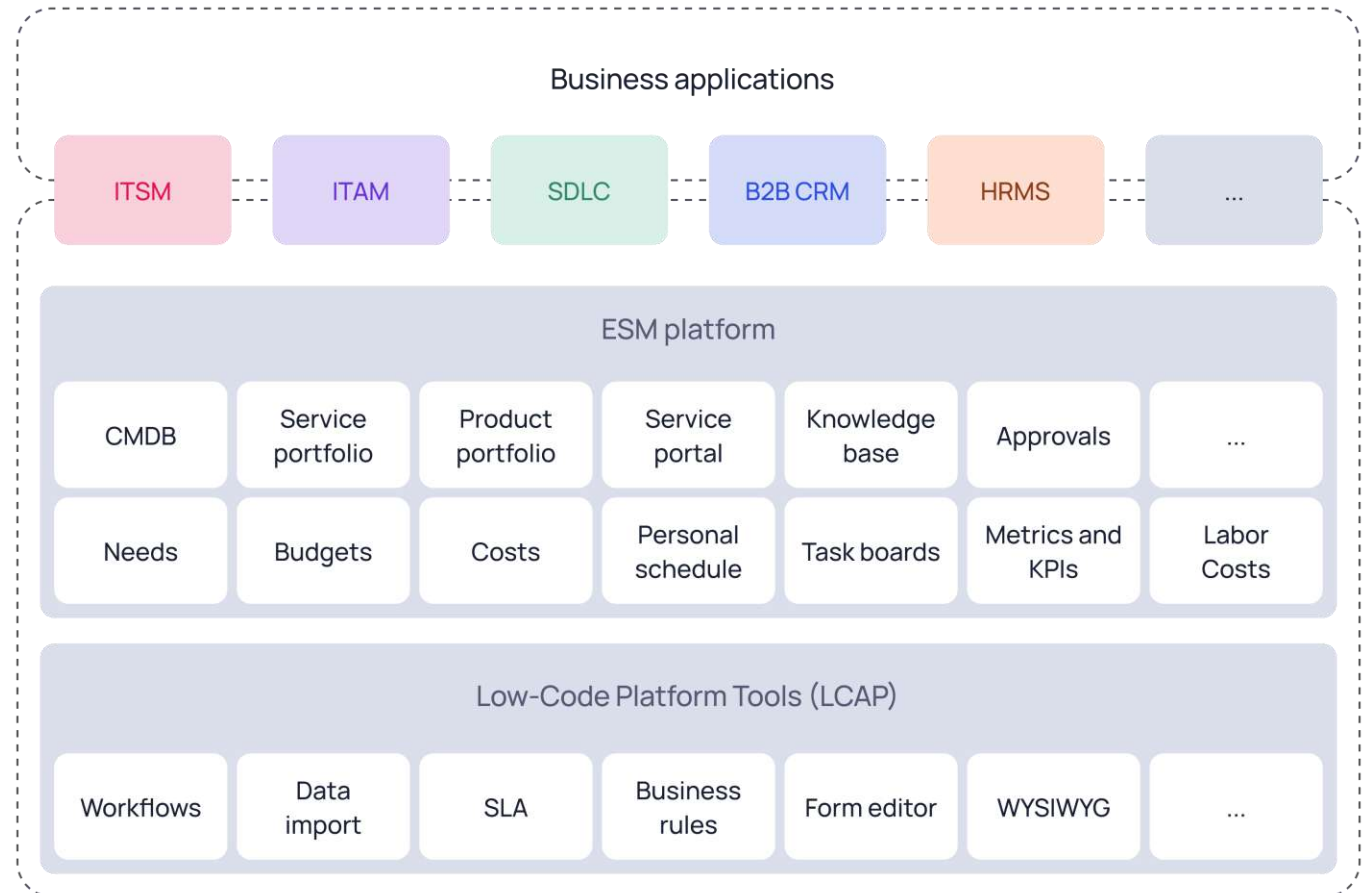
Ready-to-use solutions for key business tasks – ITSM, ITAM, HRMS, SDLC, B2B CRM.

ESM Platform

General business automation tools and instruments for implementing a service-oriented approach – unified CMDB, SLA management, KPI tracking, and more.

Low-Code Platform

Visual modeling and automation tools enabling companies to independently create, develop, and deploy custom applications.



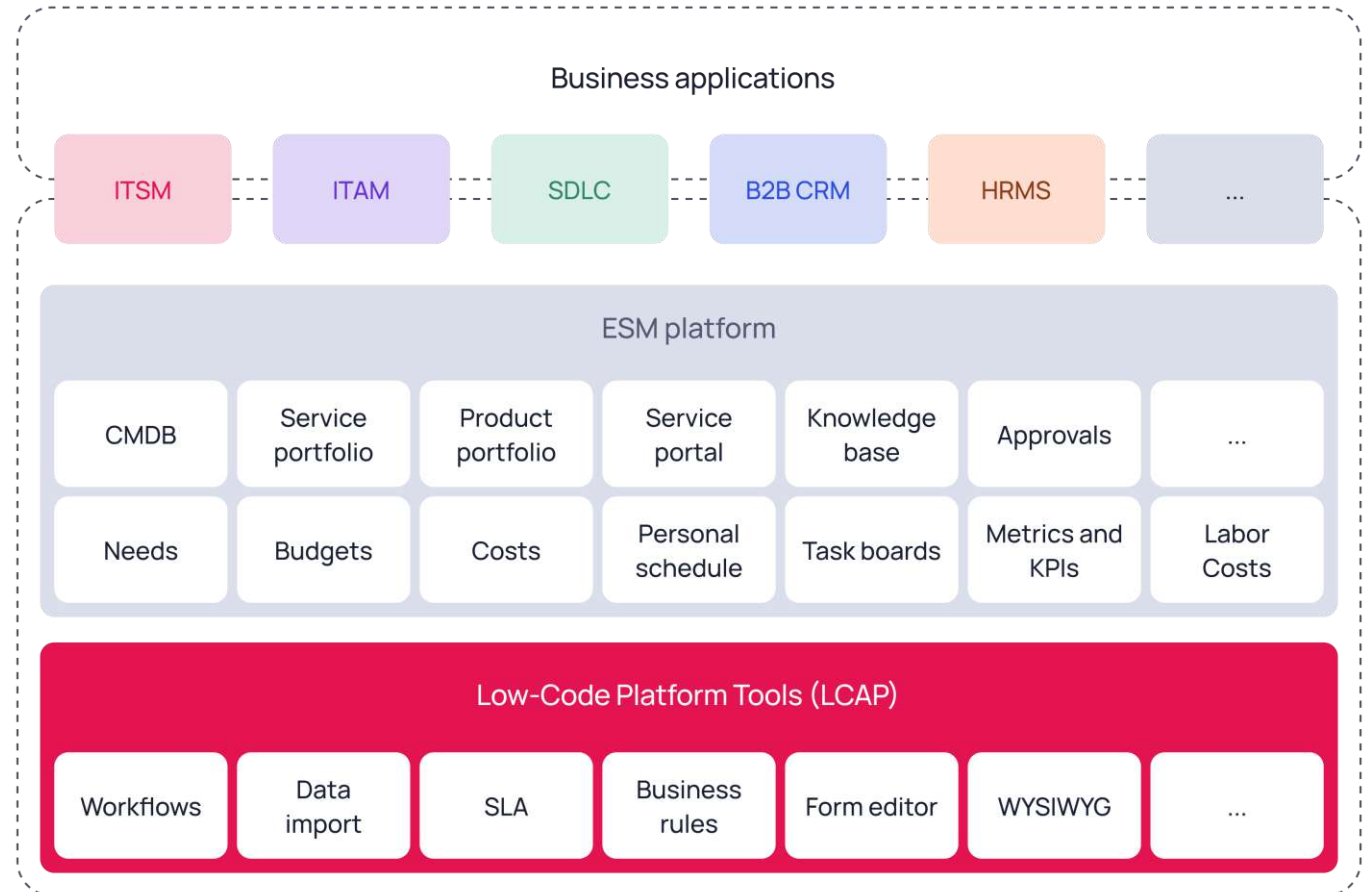
LCAP (Low-Code Application Platform) Level

The SimpleOne platform is a toolkit for rapid, independent development of business applications without vendor involvement

SimpleOne empowers companies and partners to automate processes and autonomously develop tailored business applications for any task – independent of vendor support.

Built-in low-code and no-code tools simplify development: visual builders, drag-and-drop functionality, process templates, and ready-to-use components.

For complex scenarios, a pro-code mode is available: JavaScript, REST API, and integration with third-party systems

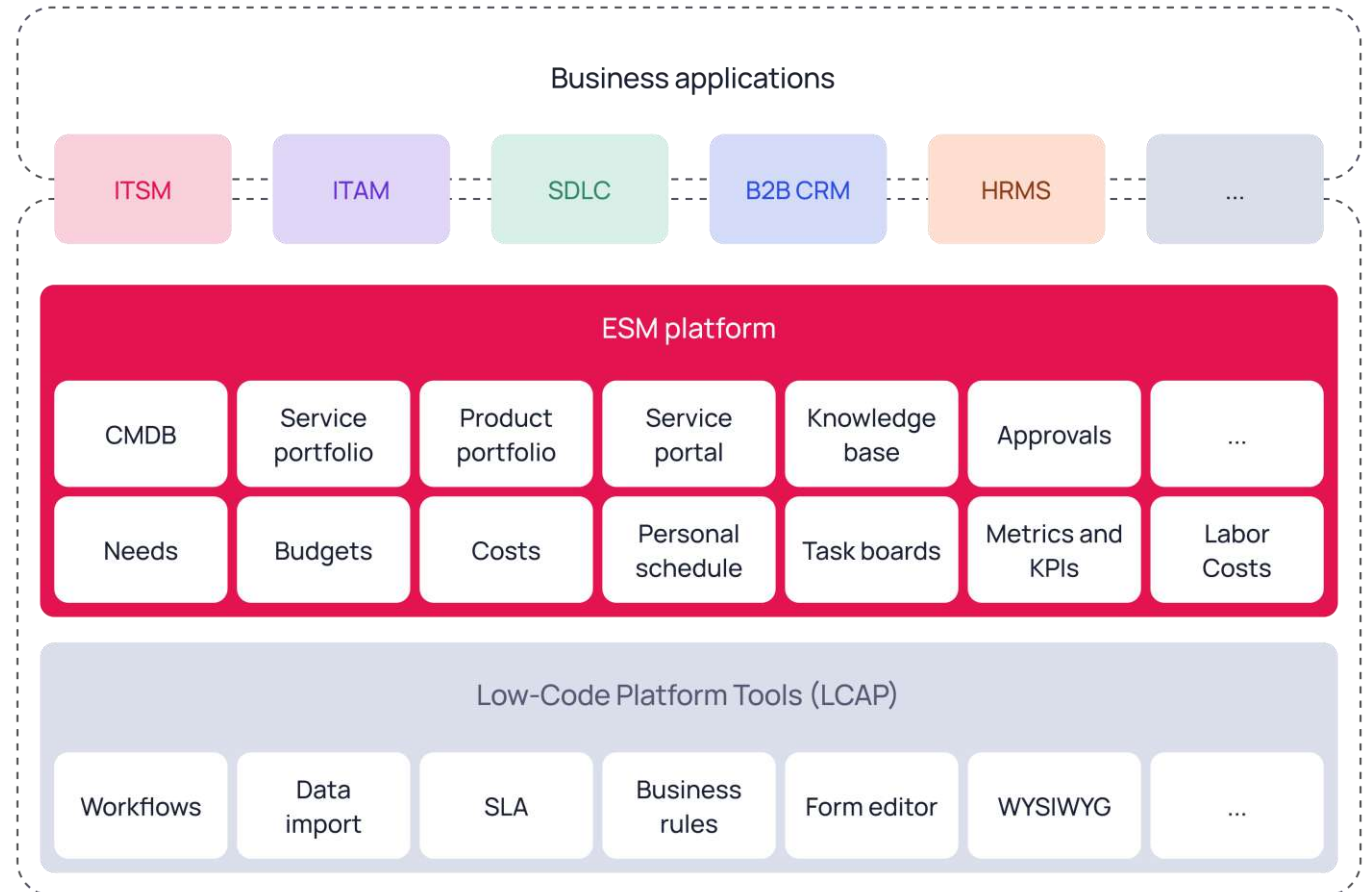


The ESM Platform Level

An array of out-of-the-box services and tools, accessible right after deployment, designed to scale your service management approach and automate supporting business processes throughout all departments –including IT, HR, procurement, facilities, legal, etc.

Delivers a unified platform for record-keeping and involvement in company-wide processes, with all necessary capabilities built-in, requiring no additional modules.

*You're not just customizing business applications – you're creating your own digital products

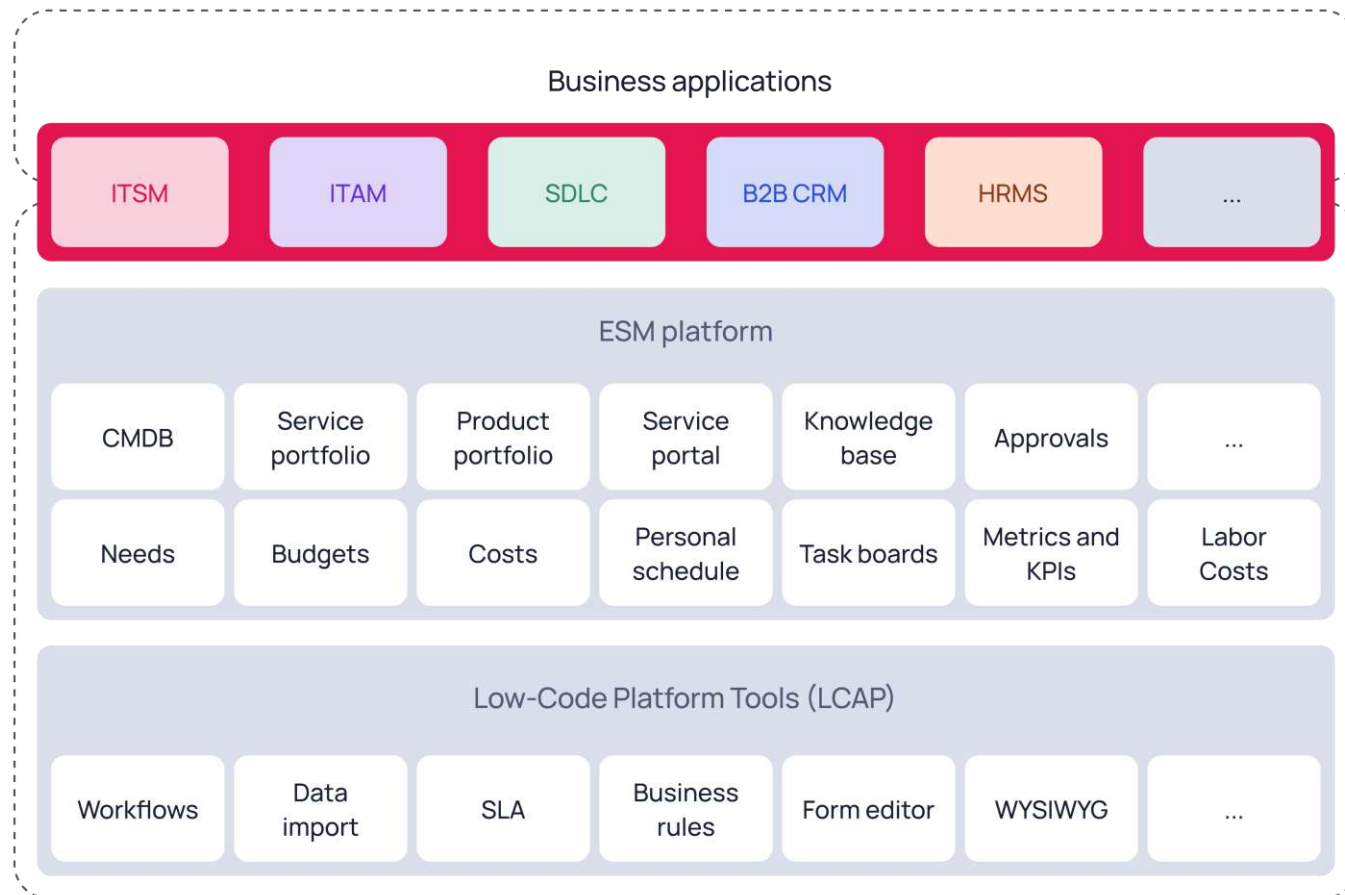
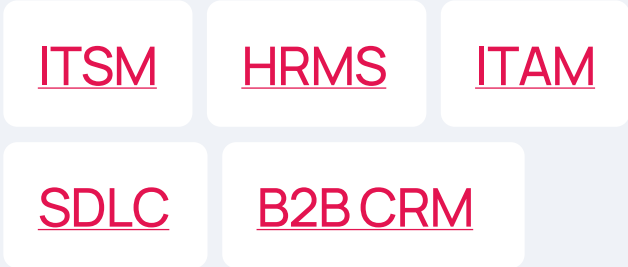


The Business Applications Level

The SimpleOne platform is a toolkit for rapid, independent development of business applications without vendor involvement

Expertly crafted by the SimpleOne team, these out-of-the-box products are built on best practices and established processes to solve current business needs.

Every business application provides a foundation for end-to-end automation within a specific department and can extend to other areas of the organization.



SimpleOne Business Applications

01	ITSM	A solution designed for easy automation of service management practices within IT services and for digital service providers
02	ITAM	End-to-end IT Asset Lifecycle Management, from planning and procurement to operational asset accounting and cost control.
03	SDLC	An application for developing software products and solutions based on agile methodologies
04	B2B CRM	A solution for complex B2B sales and marketing, tailored for enterprise-level businesses
05	HRMS	A solution for HR leadership, offering an HR service catalog, workflow automation, and integrated Business Intelligence (BI) capabilities

SimpleOne ITSM

An IT process automation system designed for risk reduction and enhanced efficiency in information technology utilization, based on ITIL best practices

Target Audience

- 01 C-Level IT Executives (CIO, CTO, CDO)
- 02 IT Departments and Technical Support Teams
- 03 IT Process Managers

An Alternative to

servicenow

Jira Service Management

bmc helix

ManageEngine ServiceDesk Plus

The screenshot displays the SimpleOne ITSM interface. At the top, there's a navigation bar with 'Incident' and 'New' buttons. The main header shows the incident ID 'INC0000099' and the title 'Dramatic increase in database size'. Below this, there's a 'Caller' section with a profile picture of Oliver Smith and his email 'oliver.smith@example.com'. The 'Company' is listed as 'IT Service' and the 'Timezone' as 'Asia/Dubai'. A 'Timeline' section shows the incident started on 2025-01-29 at 14:54. There are two SLA indicators: '105% 0d 0h 1m' (In Progress -> Information Ne...) and '100% 0d 0h 5m' (In Progress -> Completed). An 'Assignment Group' is set to '-Not set-' and the 'Contact Type' is 'Email'. A 'Distribution of incidents by service' pie chart is shown in the top right, with data: Cloud Service = 3 (50%), Access to Network Resources = 2 (33%), and Software Installation or Upgrade = 1 (17%). A table of incidents is displayed in the center, with columns for Number, State, and Caller. The table shows four incidents with states: Assigned, Postponed, Registered, and Information Needed. A 'Source attributes (11)' and 'Target columns (5)' section is visible at the bottom right, showing a mapping of attributes like 'receiver', 'status', 'commonLabels', 'notes', 'externalURL', 'truncatedAlerts', 'commonReferences', 'groupLabels', 'alertgroup', 'alertname', 'name', and 'surname' to target columns like 'receiver', 'status', 'summary', and 'surname'.

Number	State	Caller
INC0000093	Assigned	Liam Wilson
INC0000092	Postponed	Amelia Jones
INC0000091	Registered	George Taylor
INC0000090	Information Needed	Liam Wilson

SimpleOne ITSM: Challenges it tackles

Key Business Problems Resolved with ITSM

- 01 ITIL-aligned centralized IT process management

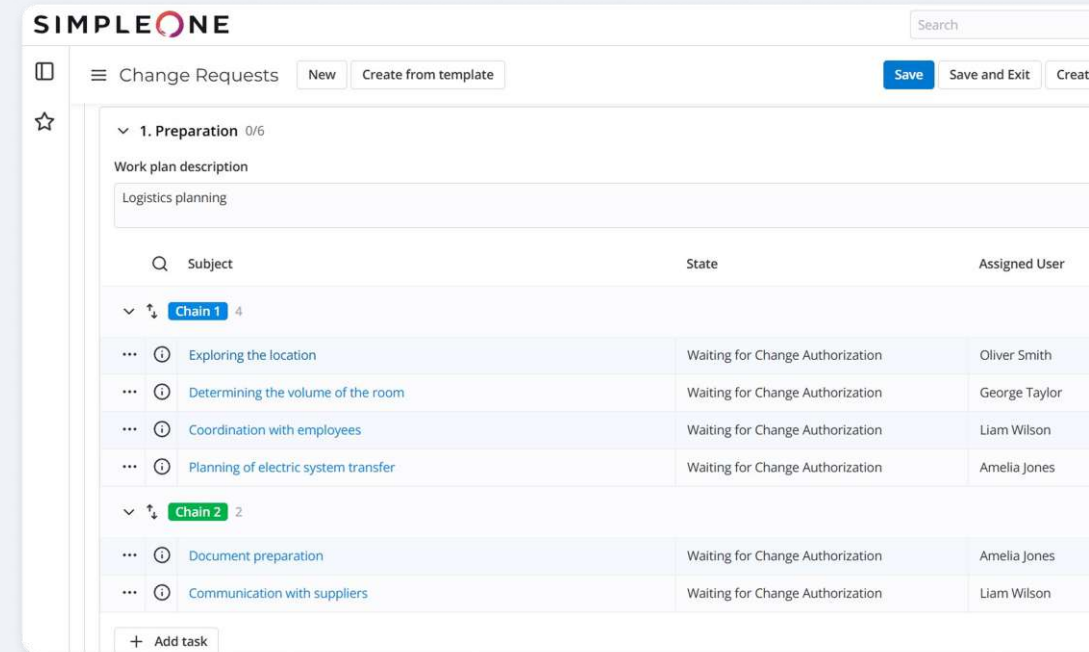
- 02 A single point of contact for IT department operations

- 03 Increased satisfaction for both internal and external consumers of IT services

- 04 Transparency of IT processes and expectation management via a service catalog and SLAs

- 05 Minimized costs and risks through effective IT technology management

- 06 Ensuring high availability of the IT infrastructure



SimpleOne ITSM Capabilities

SimpleOne ITSM delivers automation of ITIL[®]4 practices

- 01 Services (service portfolio and service catalog)
- 02 Service Level Management
- 03 Knowledge Management and Service Definition
- 04 User Inquiries
- 05 Incident Management (infrastructure, major incidents)
- 06 Change Management
- 07 Service Requests
- 08 Problem Management and KEDB
- 09 Configuration Management (CMDB)
- 10 Event Management

The screenshot displays the SimpleOne ITSM interface for configuring an SLA indicator. The main title is "Typical query execution time (impact = Very High)".

Indicator Configuration:

- Name:** Typical query execution time (impact = Very High)
- Active:**
- Indication start time:**
 - Defined by condition
 - Defined by field
- Indication breach time:**
 - Defined by duration
 - Defined by field
- Business Duration:** 1 days 0 hours 0 minutes 0 seconds
- Schedule:** 24x7
- Timezone:** (empty)

Agreement: IT Consulting, Virtual Office, IT Infrastructure Setup, Ordering or Replacement of Equipment, Access to Network Resources, Software Installation or Upgrade

*** Commitment type:** Resolution Time

*** Table:** Service Request

Inheritance:

SLA Summary: till 2025-01-21 15:32

- 156% - 0d 0h 0m INC SLA HIG...
- 88% 2d 3h 0m LOW 354h St...
- 0% 5d 0h 0m INC SLA LO...

SimpleOne ITAM

End-to-end IT asset management system,
from acquisition to disposal

Target Audience

- 01 CIOs, IT Directors
- 02 Chief Digital Transformation Officer (CDTO)
- 03 Head of Shared Services Center (SSC)
- 04 Procurement Director & Manager

An Alternative to

servicenow

ivantii

bmc

ManageEngine

Main Stock Dubai

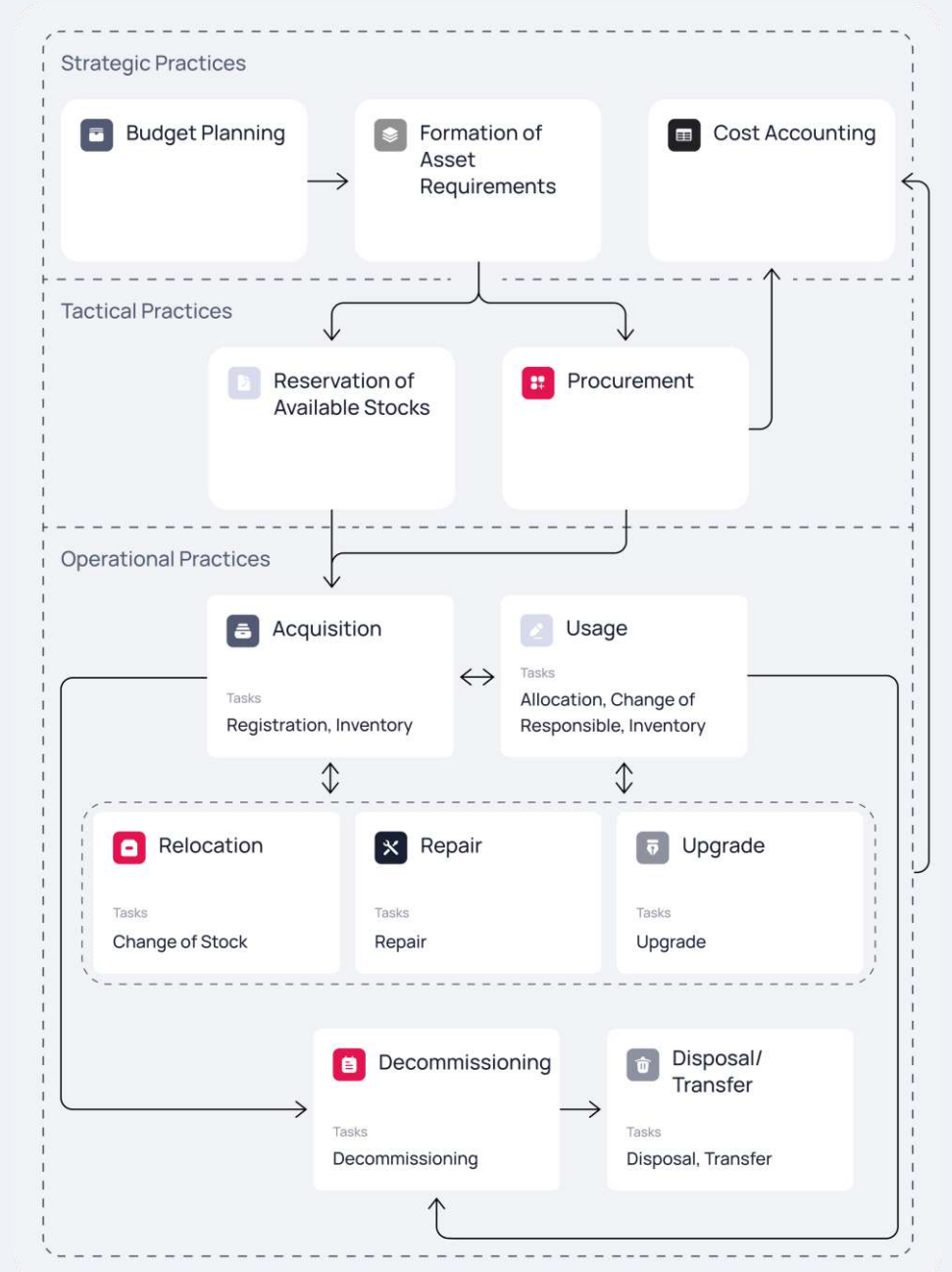
Category	Count
Available	7681
In use	7681
Pending acceptance	2000
Reserved for task	1600
Pending upgrade	800
Pending maintenance	800
Moving out of operation	400
Pending disposal/transfer	400
Pending decommissioning	1

Available assets

Location	Count
Innovation Hub, B2, Al Falak St, Dubai Internet City, Dubai	952
Tech Tower, Suite 1502, Sheikh Zayed Road, Dubai Media City, Dubai	490
Al Khaleem Tower, Level 10, Al Maryah Island, Abu Dhabi Global Market, Abu Dhabi	950
Business Oasis Plaza, Office 304, Al Khan Road, Al Sahab Business District, Sharjah	1120

Business Challenges Solved with SimpleOne ITAM

- 01 Organizing asset management processes within a single system
- 02 Lowering asset costs by optimizing the use of company resources
- 03 Managing a unified asset database for all departments and branches
- 04 Monitoring compliance with contractual obligations
- 05 Centralized identification of asset needs for centralized procurement planning
- 06 Multi-dimensional reporting and analytics



Key Asset Management Processes in SimpleOne ITAM

Budget

- Budget preparation
- Setting budget limits
- Savings tracking
- Budget approval
- Budget adjustments



Needs

- Nomenclature management
- Model catalog
- Limit control
- Approval processes
- Consolidation



Procurement

- Order creation
- Vendor selection
- Contract management
- Purchase execution



Contracts

- Contract
- Deadline tracking
- Document management
- Linking to assets



Operational Asset Tracking

- Asset registration
- Storage management
- Inventory management
- Issuance/withdrawal
- Batch issuance
- Change of custodian
- Maintenance and upgrades
- Asset relocation
- Asset write-off
- External transfer



Costs

- Actual cost tracking
- Cost allocation by cost center
- TCO and ROI calculation
- Service-centric financial modeling



SimpleOne SDLC

An application for developing software products and solutions based on agile methodologies

Target Audience

- 01 IT director
- 02 Head of product development
- 03 Chief digital transformation officer (CDTO)
- 04 Head of customer care
- 05 Change agent

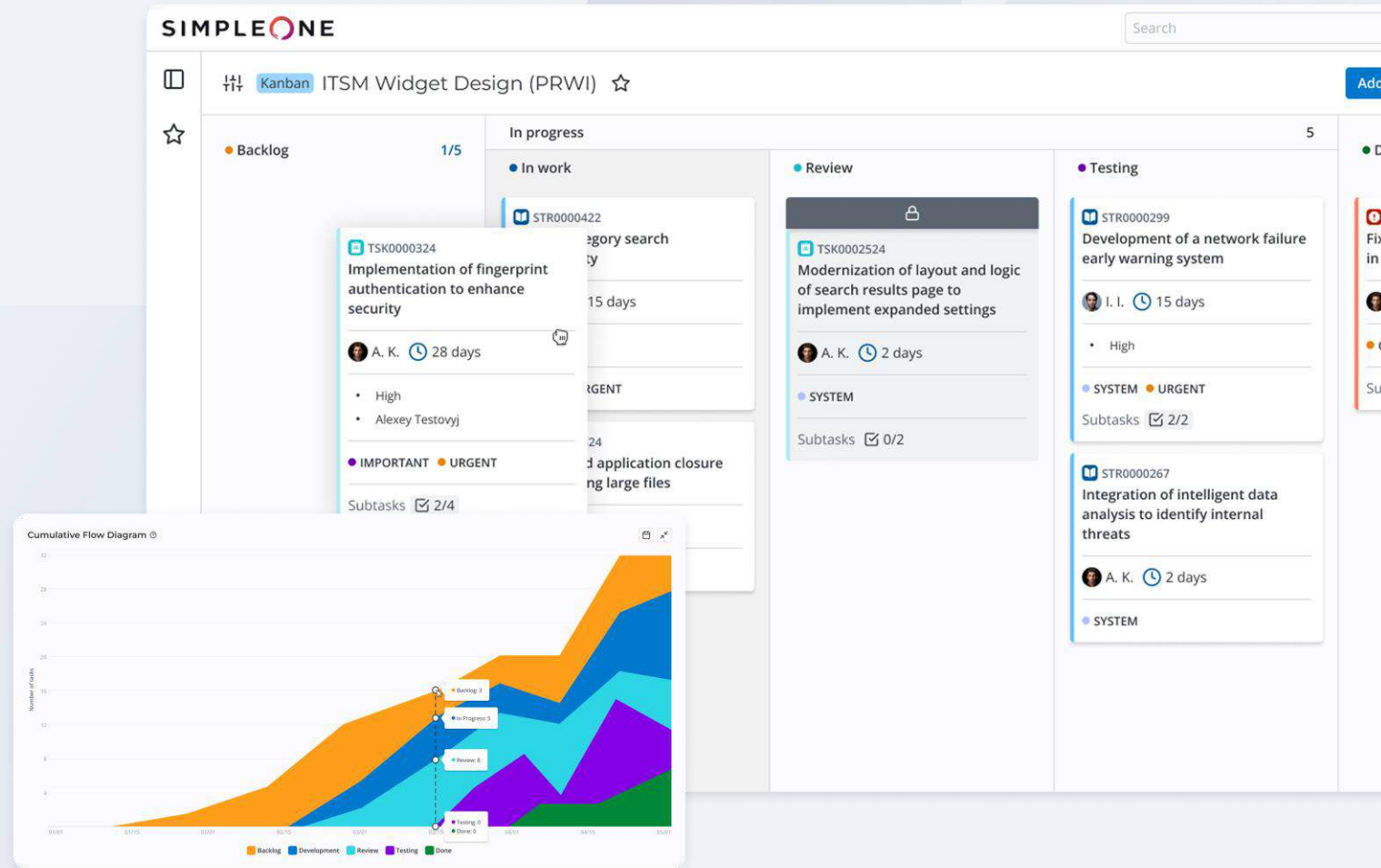
An Alternative to

Jira Software

wrike

ClickUp

asana



SimpleOne SDLC: Challenges it tackles

- 01 Organizing a transparent and controlled product development process

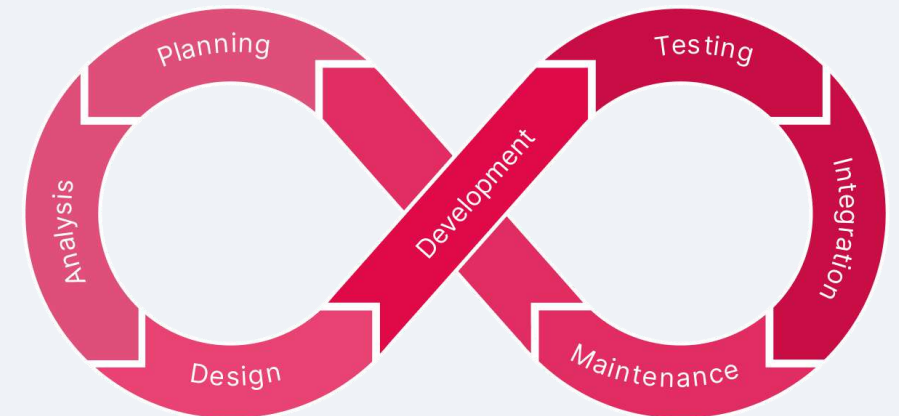
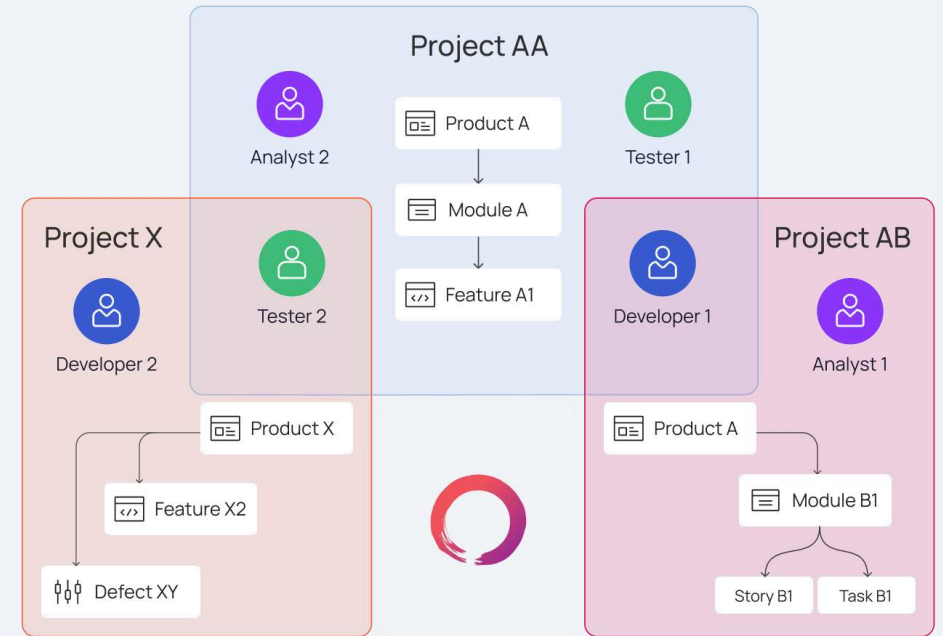
- 02 Uniting development and technical support teams through end-to-end processes with ITSM

- 03 Optimizing project team resources through effort tracking

- 04 Unifying data and workflows from disparate systems into a single platform

Key Product Development Management Processes in SimpleOne SDLC

- 01 Development Management – organizing teamwork based on Agile methodologies
- 02 Product Portfolio Management – detailing products through infinitely nested modules and components
- 03 End-to-End ITSM Processes in Development Management – integrating technical debt and user requests into the development cycle
- 04 Integration with Git-family Systems – automated tracking of code modifications and their association with development tasks
- 05 Analytics & Dashboards – Providing visual insights into development progress through histograms, flow diagrams, and team velocity graphs



Product Life Cycle

SimpleOne HRMS

An HRM system automating HR leadership functions and empowering effective personnel management

Target Audience

- 01 HR Director
- 02 Head of Learning and Development (L&D)
- 03 IT Director
- 04 Head of HR Department
- 05 HR Analytics Manager

An Alternative to



The image displays several screenshots of the SimpleOne HRMS interface. The top screenshot shows the 'HRM Requests' section with a 'Recruitment Request' card. Below it, a 'Candidates' progress bar shows stages: Under Consideration (5), Test Assignment (0), Interview with Manager (2), Team Interview (0), Evaluation (0), and Offer Sent (1). The middle screenshot shows the 'Service Catalog' with a search bar and a list of services including Accounting (6), HR (8), Absence, Certificate, Recruitment, Training, 360 Survey, Resignation Application, Onboarding, Expense Reimbursement, Sales (4), and Equipment (8). The bottom screenshot shows a 'Candidate Review by Status' bar chart with data for Ruby Watson (12), Max Kelly (2), Victoria Smith (2), Nan Tooney (1), and Samantha Adamson (1).

Candidate	Count
Ruby Watson	12
Max Kelly	2
Victoria Smith	2
Nan Tooney	1
Samantha Adamson	1

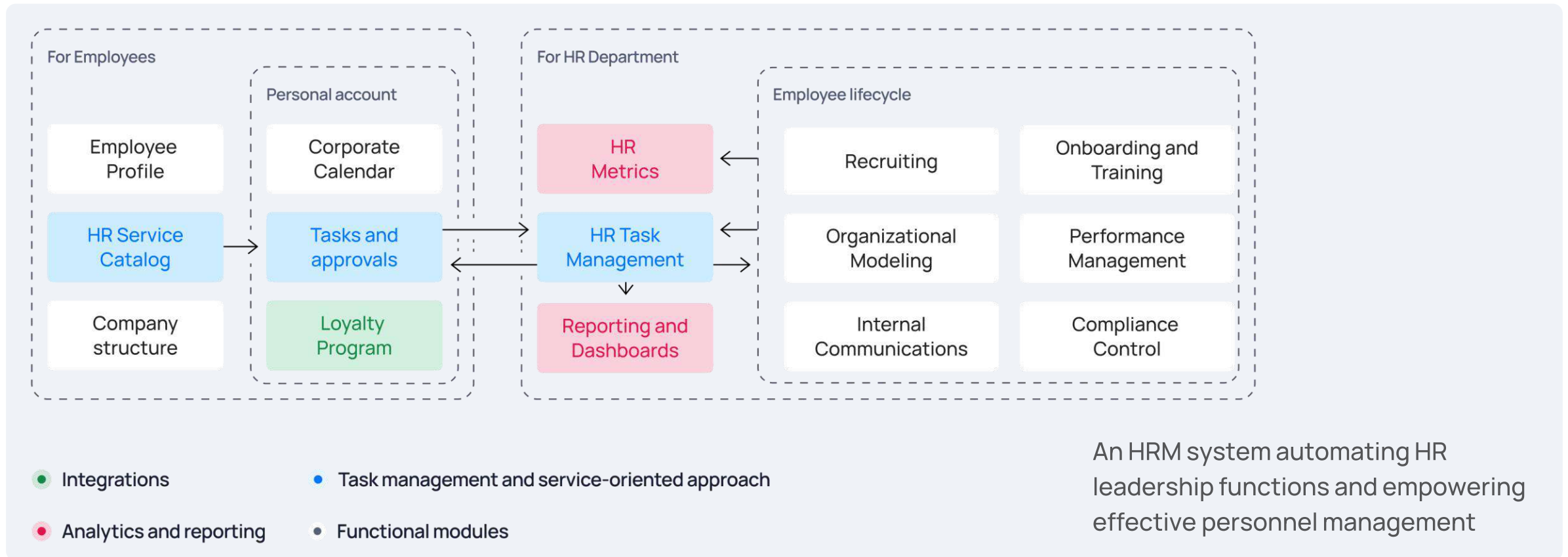
SimpleOne ITSM: Challenges it tackles

- 01 Automation of all key HR processes within the organization
- 02 Managing HR department processes and tasks, coupled with HR department performance assessment.
- 03 Unifying HR data and workflows from disparate systems into a single platform
- 04 Adapting to changing business needs, automating HR processes, and optimizing labor costs

The screenshot shows the user profile for Nicole Jackson in the SimpleOne system. The page includes a navigation bar with 'SIMPLEONE', 'Service Catalog', 'My Requests', and 'Knowledge Base'. The profile is divided into several sections:

- PROFILE:**
 - Header:** Nicole Jackson, Senior Recruitment Specialist, SimpleOne.
 - Login:** nicole.jackson
 - Email:** nicole.jackson@email.com
 - Birthday:** 08.11
- Work Group:**
 - Manager:** Anna Human
 - Company:** SimpleOne
 - Department:** Recruitment
 - Division:** HRM
- Career Growth:**
 - Hard skills:** Data Analysis and Comparison, Study of Labor Market Trends, Talantix, SimpleOne, Recruitment, Communication, IT Skills, Sales Skills.
 - Soft skills:** Understanding Candidate Needs, Planning and Organizing Work Time, Teamwork, Adaptability to Changes, Willingness to Learn.
- Employee Information:**
 - Mobile Phone:** +31 6 12345678
 - Work Phone:** 092 456734
 - Location:** Amsterdam, Netherlands
 - Time Zone:** Europe, Amsterdam
 - Work Schedule:** 5/7
 - Employment Status:** Full-time
 - Tenure:** 3 years 4 months, Long-term employee
- Career Track:** A timeline showing roles: Junior Recruiter (1 year, 05.2021-05.2022), Recruitment Specialis... (2 years 3 months, 05.2022-07.2024), and Senior Recruiter (1 month, 07.2024-present).

Unified Digital Framework for the HR Department and Company Employees



Key Personnel Management Processes in SimpleOne HRMS

HR Department

- 01 HR Task Management

- 02 Reporting and Dashboards

- 03 Recruitment

- 04 Organizational Modeling

- 05 Onboarding and Training

- 06 Performance Management

- 07 Internal Communications

- 08 Employee Metrics

- 09 Compliance Control

Employees

- 01 HR Service Catalog

- 02 Employee Profile

- 03 Personal Account

- 04 Corporate Calendar

- 05 Loyalty Program

SimpleOne B2B CRM

A CRM system designed for enterprise-level B2B sales and marketing of complex products

Target Audience

- 01 Commercial Director / CCO
- 02 Marketing Director / CMO
- 03 CEO

An Alternative to



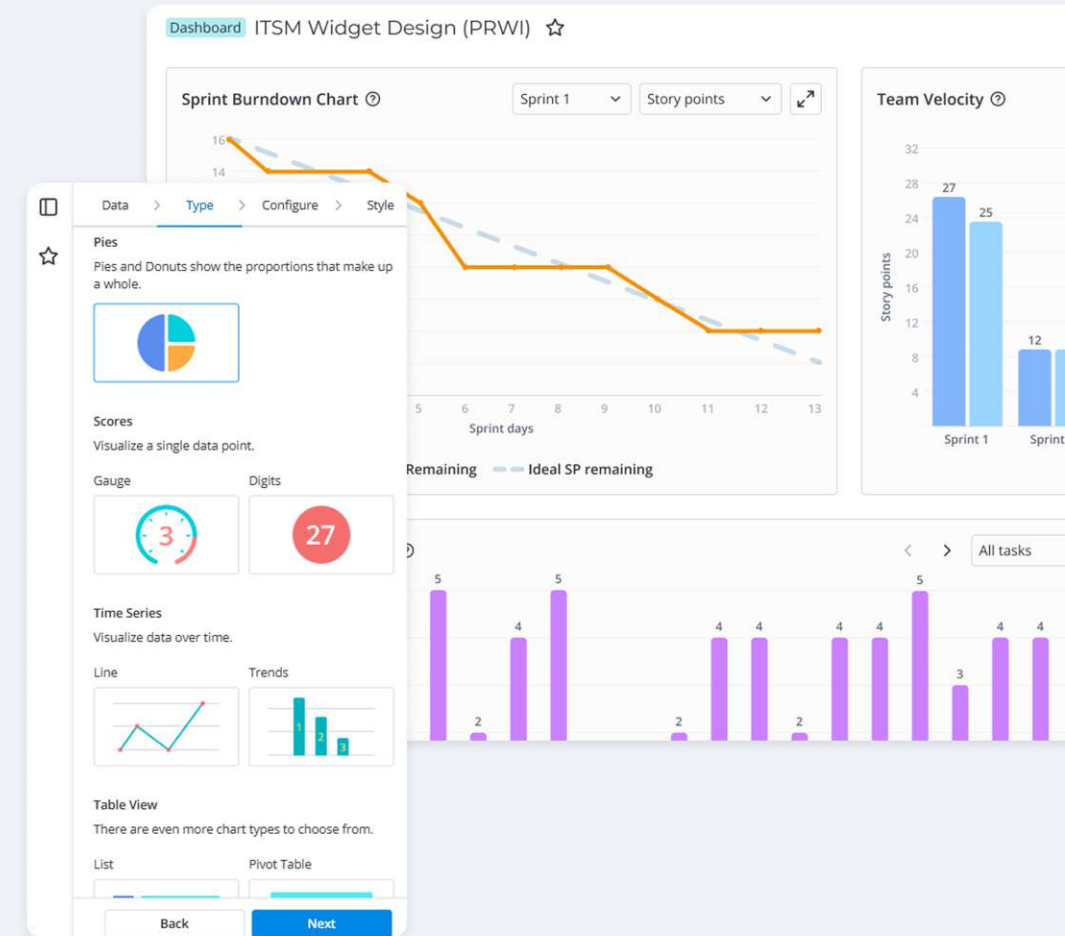
The screenshot displays the SimpleOne CRM interface for a sales opportunity. The main record is for 'SmartSpace / Prime' with a 90% probability and an estimated closure date of 21.02.2025. The service/product is 'Navigation system'. A pie chart shows the distribution of leads: Qualified (480), Assigned (177), New (32), and Disqualified (948). The 'Smart Filling' panel on the right shows a comparison between the current state and an 'unprocessed' state for various fields like Goal, Terms, Budget, Channel, and Terms.

Field	Current Value	Unprocessed Value
Goal	Audit the IT infrastructure, identify weaknesses, and develop a strategy to improve and simplify the system.	Audit the IT infrastructure, identify weaknesses, and develop a strategy to improve and simplify the system.
Terms (comments)	There are no hard deadlines. We are ready to adapt to the company's staff.	There are no hard deadlines. We are ready to adapt to the company's staff.
Budget	100000	100000
Channel	Facebook	Facebook
Terms	Six months	Six months

SimpleOne B2B CRM: Challenges it tackles

Key Business Challenges Addressed

- 01 Automating complex corporate sales processes
- 02 Migrating from other global CRM platforms while maintaining high standards of quality and functionality
- 03 Integrating world-class sales management methodologies and practices
- 04 Aligning enterprise marketing efforts with the complex B2B sales lifecycle
- 05 Developing and managing partner sales channels
- 06 Scalability and high performance tailored for large enterprises



Key Sales and Marketing Management Processes in SimpleOne B2B CRM

-
- | | | |
|----|-----------------------|--|
| 01 | Sales Management | <ul style="list-style-type: none">• Well-defined lead and deal qualification process• Managing cold outreach strategies• Context-specific content delivery by deal stage• Addressing client pain points and selection criteria |
| 02 | Marketing Management | <ul style="list-style-type: none">• Marketing campaign management• Integration with end-to-end web analytics systems• Best practices in content management for supporting complex sales• Communication goals classifier with predefined content structures |
| 03 | Partner Sales Support | <ul style="list-style-type: none">• Partner portal• Management of partner programs and partner tiers• Deal registration management• Partner specialist certification management |
| 04 | Service Management | <ul style="list-style-type: none">• A unified platform for managing customers and IT services• Automatic linking of customer requests to IT incidents• Analytics and reporting on customer and IT metrics• A unified self-service portal for customers and internal users |
-

SimpleOne Market Positioning

Our Target Segments

- Enterprise-Level Customers
- Public and Private Sector Companies

Industries

- Retail
- Telecom
- Industrial Sector
- Transportation Companies
- Finance

Company Maturity Level

- Mid-to-High Maturity
- Companies already using ITSM, CRM, SDLC, HRM, or ITAM systems
- Shared Services Centers (SSCs)
- Companies implementing a digital transformation strategy

Our Competitive Edge

- 01 Scalability of solutions — from MVP to Enterprise Systems capable of handling loads exceeding 100,000 users. The microservices architecture ensures stability, simplifies integration with external systems, and allows for the implementation of complex client-specific business logic

- 02 Customization for Client Branding with Low-Code/No-Code Visual Builders. Business analysts can create forms, processes, and knowledge base articles without programming skills, while developers can implement complex logic using low-code and pro-code tools

- 03 Out-of-the-box business applications address 80% of standard needs, with low-code tools providing clients the autonomy to tailor processes. Even with unclear initial requirements, the system's logic remains adaptable throughout implementation and ongoing use

- 04 A transparent licensing model is based on the number of agents, making calculations easy and predictable, while ready-to-use modules allow for process automation launch within 3-5 days

- 05 An open REST API ensures compatibility with any IT infrastructure, including providing a robust alternative for replacing existing enterprise solutions (such as Oracle or SAP)

Partner Benefits

License Sales

- 01 Revenue: Average deal size is roughly \$190,000 - \$250,000 USD

- 02 Markup: Independent pricing, margin ~25%

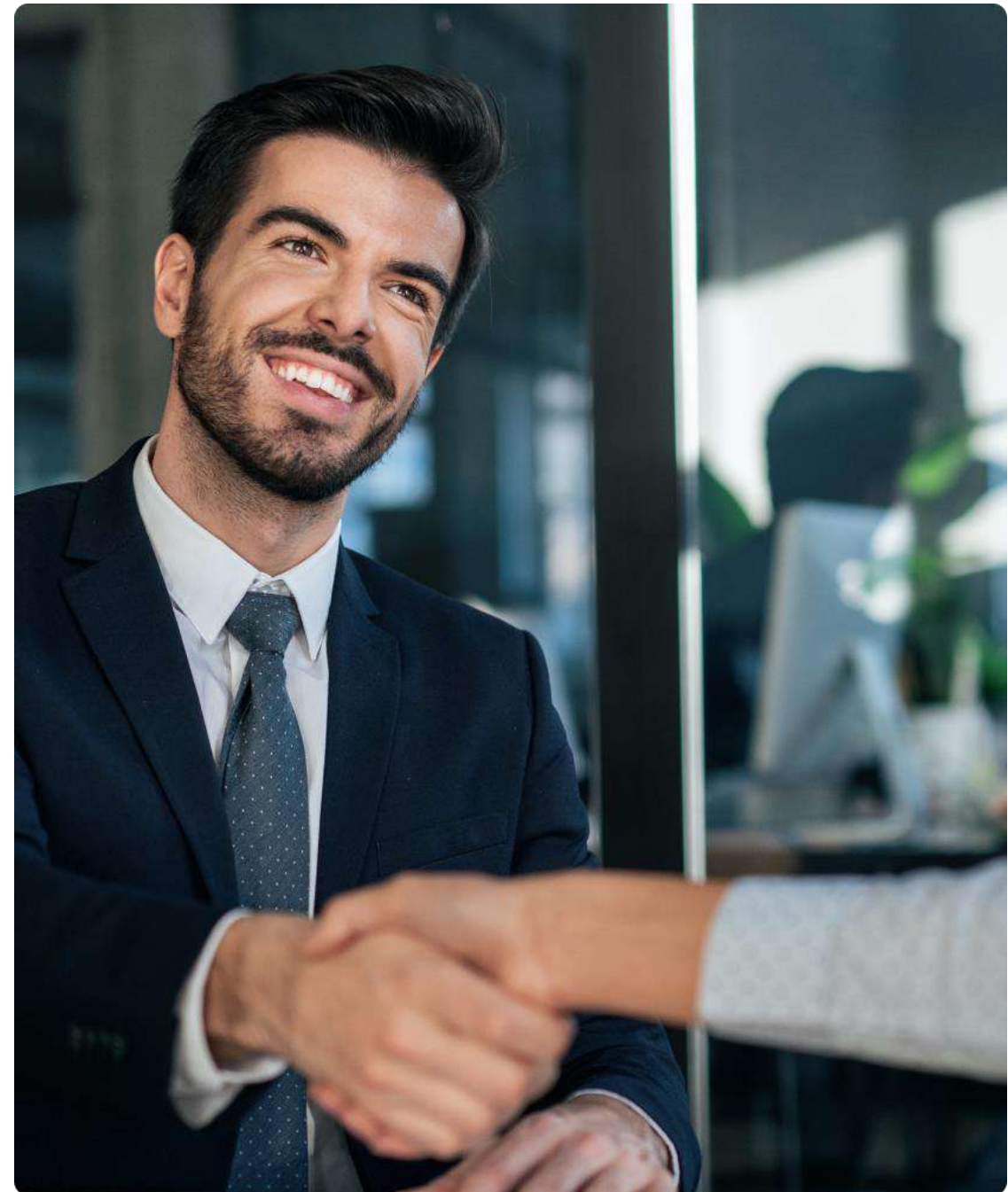
- 03 No Limits: Successful deals often reach high six-figures or more in USD value

- 04 Upselling: Increase revenue by upselling new products and licenses

System Implementation and Support

- 01 Providing implementation and customization services tailored to customer requirements

- 02 Opportunity for ongoing additional income through post-implementation system scaling



Sales Support from SimpleOne

Partner Portal



Deal Protection



Knowledge Base



Sales-kit



Lead Distribution



Co-Marketing



Technical Support



Online Training



Licensing

The licensing model varies based on the specific software product

- 01 Agent-Based Licensing
- 02 Record-Based Licensing
- 03 Hybrid Licensing
(combines features of multiple licensing models)

Product	By Users	By volume
Platform	✓	
ITAM	✓	✓
ITSM	✓	
HRMS	✓	✓
SDLC	✓	
B2B CRM	✓	

SimpleOne Implementation Models

01	SaaS	<ul style="list-style-type: none">• Quick start without the need for IT infrastructure preparation• Vendor-managed maintenance and upgrades• Minimum 10 licenses
02	On-premise	<ul style="list-style-type: none">• Full control and customization to meet individual requirements• Customizable security settings aligned with your business policies• Minimum 30 licenses
03	On-Premise Subscription	<ul style="list-style-type: none">• Quick start without the need for IT infrastructure preparation• Vendor-managed maintenance and upgrades• Minimum 100 licenses
04	Concurrent Licensing	<ul style="list-style-type: none">• Full control and customization to meet individual requirements• Customizable security settings aligned with your business policies• Minimum 1000 licenses

Developer Support

Dedicated Training Center

- 01 Structured courses on No-code, Low-code, and Pro-code development

- 02 Certification programs to validate competencies and enhance knowledge levels



[Training Center](#)

Documentation

- 01 Detailed, open documentation, kept current for every platform version

- 02 Code samples in English for a quick start

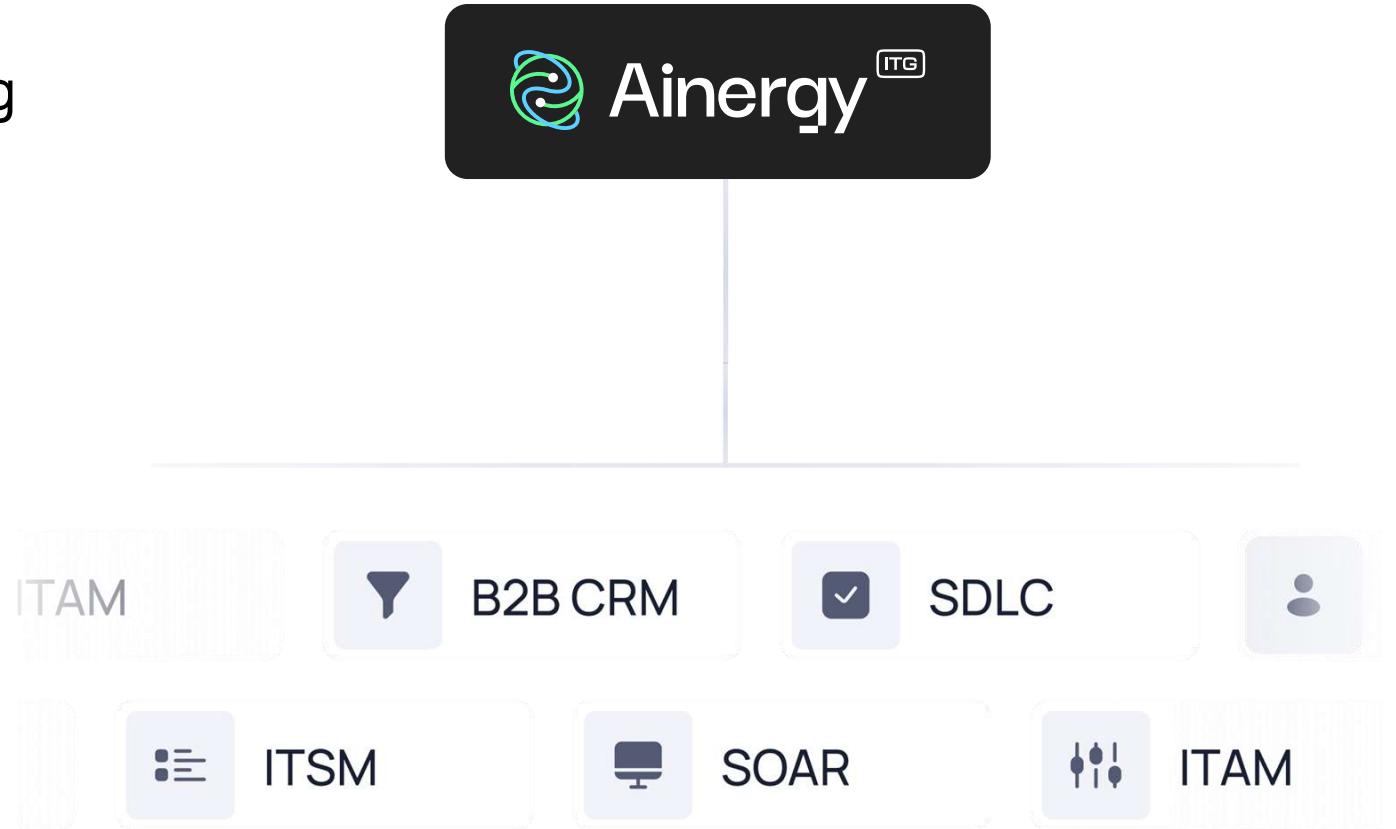
- 03 Documentation is automatically updated with each new version release



[Documentation](#)

A GenAI-powered corporate low-code platform

SimpleOne's AI platform tools automate routine tasks, enhance service process efficiency, and accelerate data processing



Ainerogy - an official technology partner of SimpleOne

SimpleOne Platform AI Tools

01	Intelligent Routing	Automatic distribution of requests based on content and priority
02	AI-Powered Search	Instant access to information within knowledge bases and documentation
03	AI Chatbots	User support, automated responses, and document generation
04	Predictive Analytics	Forecasting risks, delays, and failures
05	Automated Data Processing	Document autofill and analysis of inquiries/requests
06	Flexible AI Model Integration	Support for Open Source and commercial LLMs
07	Flexible APIs and AI Agents	For integration with corporate enterprise systems
08	Deployment Support	for SaaS, On-Premise, and Hybrid models
09	Enterprise-Level Security Compliance	including standards like GDPR

SimpleOne Partners

ITGLOBAL.COM ^{ITG}
MANAGED IT. WORLDWIDE



Partner Details

Clients

DESSPORT



softline[®]

ITGLOBAL.COM^{ITG}
MANAGED IT. WORLDWIDE

iiii Technology
Solutions



Auchan

ARENADATA

Thank you!

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hello@simpleone.io

Website

simpleone.io ↗

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