Sponsoring Opportunity

The State of E-invoicing - 2016 Trend Report

E-invoicing is on the rise. The next 5 to 10 years, millions of companies and organisations will be looking for applications, providers, products and services. They start (and validate) their decision making processes by researching information. And in today's world, the most effective and efficient way of information gathering is by using online and social media resources.

Starting from 2004 numerous daily search queries on e-invoicing, by representatives of these millions of companies and organisations all over the world, creates a massive e-invoicing 'data set'. And, at its core, such a big data sets reflects the myriad of decisions and interests by end-users.

Financial and upcoming tech markets are a prime target for such quantitative investigations. And e-invoicing is no exception. Recent publications in leading scientific magazines point out that:

- the number of search queries stemming from a given country or geographical region correlates with the amount of interest/investment in that country or region.
- Internet users from countries with a higher per capita GDP are more likely to search for information about years in the future than years in the past: search queries do not only reflect the current interest but may also shows an anticipation in future trends.
- exploiting the 'temporal dimension' (differences in time) in online big data demonstrates that changes in online query volumes for selected search terms mirror changes in the real economy (such as the interest in for instance e-invoicing).

Leveraging the largest e-invoicing user panel of the world

Using online big data sets (>200 million queries!) as the source for interests, changes, needs and trends in e-invoicing:

- leverages the largest survey panel in the world (the Internet): it's honest, trusted and not influenced/skewed;
- allows you to get answers to questions never asked from people never considered;
- allows you to get information on historic behaviour — you can't reliably ask panels how they felt six years ago!
- provides you with information based on actual and real time statistical facts (no hunches or – educated- guesses.)

The report answers questions like: 'What are the best en worst performing queries on e-invoicing?', 'Which topics are rising faster than others compared to a year, two years or five years ago', 'What are the trending topics in Europe, North America, Latin America and in Asia?', 'Which providers can be ranked among the stars in their domain?', 'Did trends mentioned by experts really take off?', and so on.

Examples

Underneath are just some examples of what you can expect to find in the report:

EXAMPLE 1
Comparing global search volumes for 'e-invoicing' (yellow), 'einvoicing' (green), 'online invoicing' (red) and 'electronic invoicing' (blue) between January 2010 and January 2016.
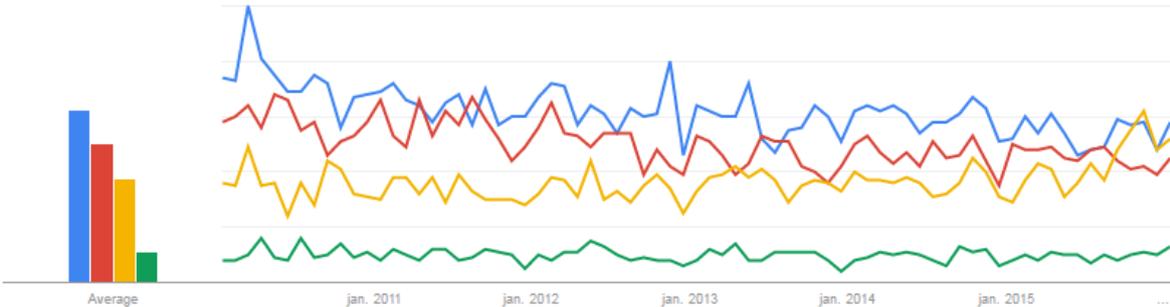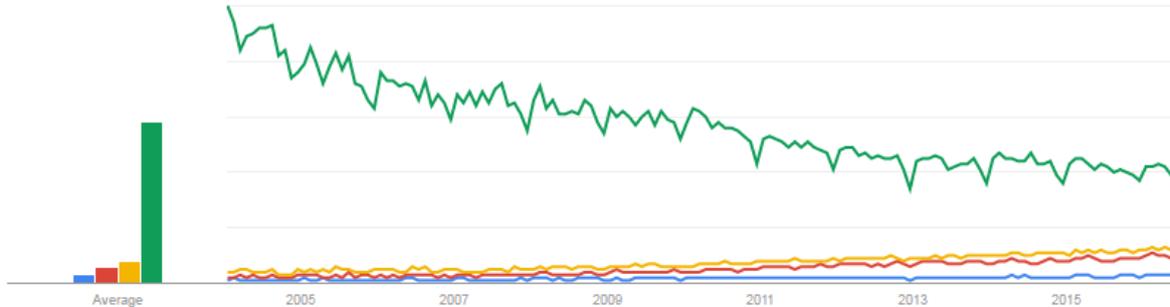

EXAMPLE 2

Comparing the global development of 'Supply chain finance'(blue), 'Purchase to pay' (red) and 'Order to cash' (yellow) between 2004 and 2015:
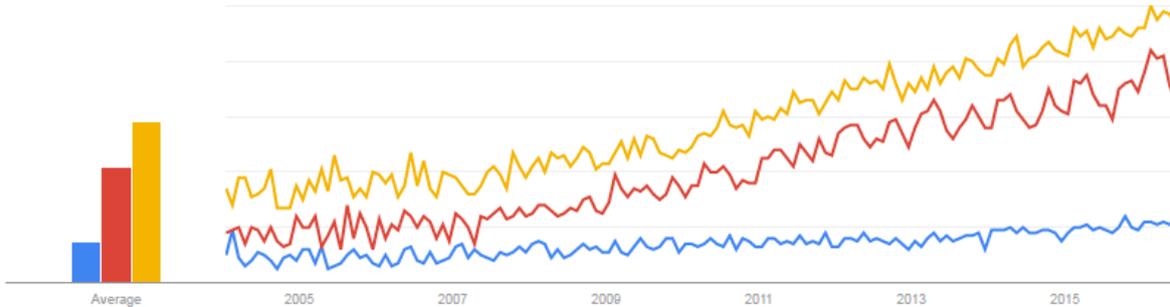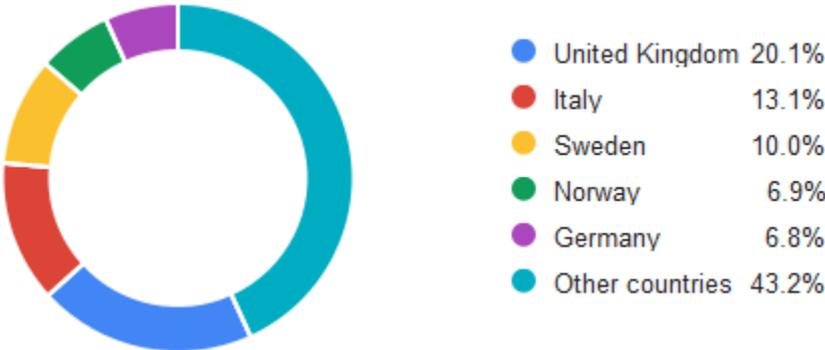

And now, putting it in perspective by comparing it with 'Credit management' (green):

EXAMPLE 3

The five countries with the biggest interest in 'PEPPOL' in the last 12 months:

● United Kingdom	20.1%
● Italy	13.1%
● Sweden	10.0%
● Norway	6.9%
● Germany	6.8%
● Other countries	43.2%

EXAMPLE 4

The uptake of CFDI in Mexico before and after it became mandatory in January 2014, its impact in Mexico and in Texas, USA:
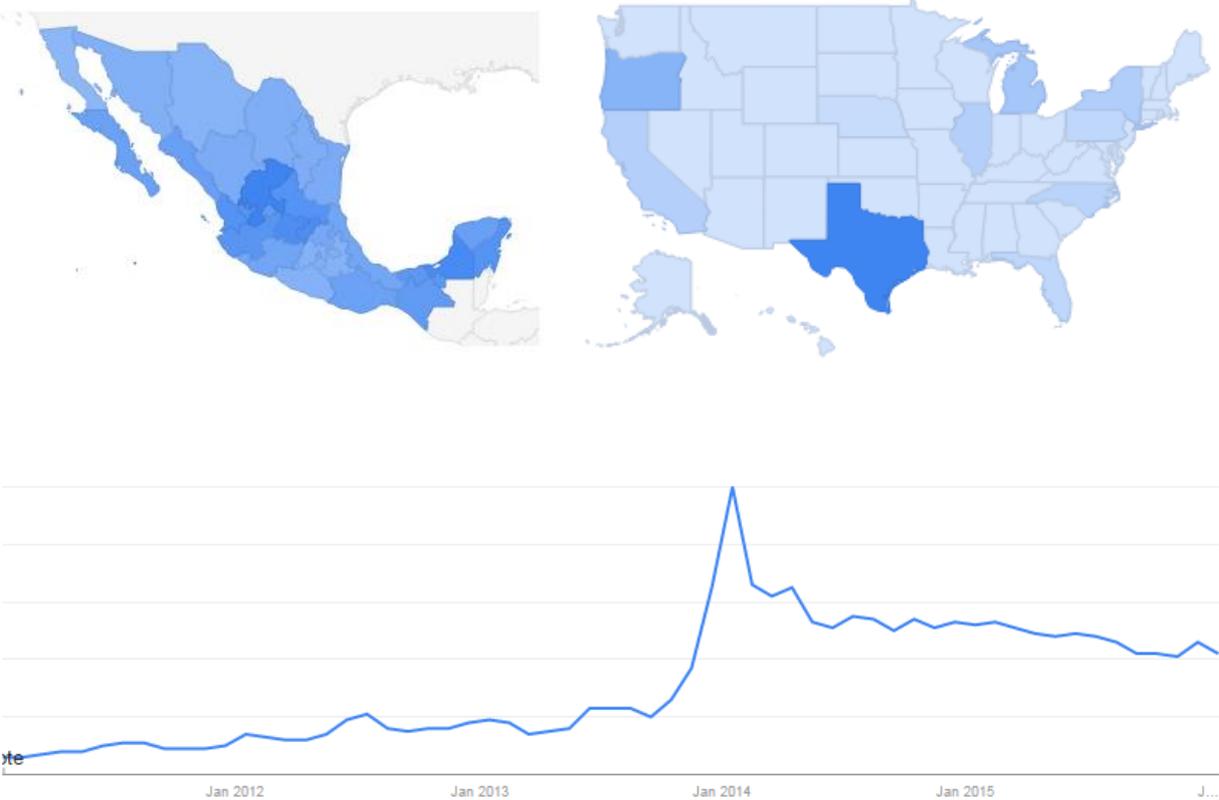
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GENERAL

- Market focus: B2B, B2G and G2B end-users that want to condense -and validate- their online research and decision making processes, service providers interested in real time comparative information for strategic and marketing decisions.
- Language: English
- Publication date: October 2016, at its latest.
- Formats: PDF (full colour report),
  XLS (Raw query data) and
  PNG (bar- and line graphs, country/region)
- Size: >100 pages + sponsor pages (PDF report), 21 tables (XLS) and >50 charts (PNG)

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1. Executive summary
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5. Ranking the stars: search queries / e-invoicing service providers / trending topics / region's
6. Conclusions
7. Featured sponsors
8. Appendix: raw query data
   Appendix: literature

MARKETING AND DISTRIBUTION

- Press releases
- Featured post on the E-invoicing Platform website
- Dedicated mailing via the E-invoicing Platform newsletter (>8.000 recipients) in 90+ countries
- Banner in the E-invoicing Newsletter for 6 months
- Social media distribution: Twitter and LinkedIN groups (10.000 recipients)
- Media partner distribution (30.000+ recipients)

ABOUT THE AUTHOR

In 2004, after having worked as a IP/IT lawyer for some years, I decided to focus on electronic invoicing and AP automation. The result was a large set deliverables and initiatives:

- >5200 blog posts (including 200+ background articles) and counting...
- >500 e-mail newsletters to >8.000 recipients
- >200 presentations and seminars
- >60 publications on e-invoicing, AP automation, privacy and security
- >40 consultancy assignments
- published 5 books on e-invoicing, AP automation, compliance and archiving
- E-invoicing Conference (NL)/Checklist/Toolbox/Monitor
- International E-invoicing Platform (www.einvoicingplatform.com)

- International E-invoicing Trustmark (soon to be released)
- Dutch E-invoicing Platform (www.platformefactureren.nl)
- Dutch E-invoicing Trustmark (www.keurmerkefactureren.nl)
- UBL Chain Testbed (validating UBL e-invoices between financial software solutions)

Sponsoring Options

	Sponsoring options	Pricing (pre-payment)
1	**Statistical data** - Full query data (Excel) - Bar and line graphs, other graphics (PNG)	€ 500 / $ 600* [Subscribe]
2	**Advertisement** - Logo on front page - Short company profile (60 words), - (Online) Contact details - Adds from multiple sponsors in the report	€ 500 / $ 600 [Subscribe]
3	**Multi sponsor:** - Statistical data (see point 1 above) - Logo on front page - Extensive company profile with company logo, qualifications and competences - (Online) Contact details - Multiple sponsors in the report	€ 900 / $ 1.000** [Subscribe]
4	**Exclusive sponsor** - Statistical data (see point 1 above) - Logo exclusively on the front page - Extensive company profile with company logo, qualifications and competences - (Online) Contact details - Extra company information (up to 3 pages) - No other sponsors - Report tailored to your organisation: replacing parts of the content with more applicable content.	€ 2.500 / $ 2.800** [Subscribe] Optional, ask for details.

* Free for E-invoicing Platform sponsors. E-invoicing Platform sponsorship: € 750 / $ 850 a year
** € 450 /$ 500 discount for E-invoicing Platform sponsors.

Use the subscription form below, if not comfortable with the online subscription form at
http://eeiplatform.com/report2016/

Subscription Form

Yes, we want to sponsor the report 'The State of E-invoicing 2016' and select the following options:

☐ Statistical data	€ 500 / $ 600*
☐ Advertisement	€ 500 / $ 600
☐ Multi sponsor	€ 900 / $ 1.000*
☐ Single sponsor	€ 2.500 / $ 2.800*

    * For E-invoicing Platform participants [media pack]: discounts may apply, see above.

☐ We <u>want</u> to become an E-invoicing Platform participant [media pack]   € 750 / $ 850

ORGANISATION

Name : …………………………………………………………………………………………………

Address : …………………………………………………………………………………………………

ZIP Code : ……………………………………… City : ………………………………………………

Country : …………………………………………………………………………………………………

VAT code : …………………………………………………………………………………………………

CONTACT DETAILS

Initials : ……………………………… Surname : ………………………………………… m / f

Job description : ……………………………………………………………………………………

E-mail address : ……………………………………………………………………………………

INVOICE INSTRUCTIONS

Such as: (e-mail)address, IBAN, BIC, PO-number, etc

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SIGNATURE

Name : ……………………………………………………………………………………

Function : ……………………………………………………………………………………

Date : ……………………………………………………………………………………

Signature : ……………………………………………………………………………………