

Piattaforma SAAS di fiscalizzazione leader di mercato



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L'azienda è un fornitore leader di soluzioni di fiscalizzazione e di registratori di cassa digitali basati su software, che opera in un ambiente regolamentato che richiede la rendicontazione delle transazioni ai sistemi governativi. Dal lancio, l'azienda ha costruito una piattaforma scalabile e ad alte prestazioni che serve diversi settori, tra cui la vendita al dettaglio, l'horeca, i trasporti e i clienti aziendali. L'azienda beneficia di un ruolo mission-critical nell'infrastruttura di pagamento, garantendo una forte fidelizzazione dei clienti e ricavi ricorrenti.

Punti salienti dell'investimento

- Posizione di leader di mercato in un segmento di fiscalizzazione regolamentato
- ~58.000 unità attive installate con un forte impulso alla crescita
- Elevata visibilità dei ricavi ricorrenti, guidata dai requisiti di conformità
- Ecosistema integrato di software, cloud e servizi per le transazioni
- Elevati costi di passaggio e forte blocco dei clienti
- Integrazioni strategiche con istituti finanziari e infrastrutture di pagamento
- Modello scalabile SaaS e basato sulle transazioni di comprovata efficacia

Opportunità di mercato

- Mercato totale indirizzabile: ~230.000+ unità
- Il passaggio strutturale in corso dalle soluzioni hardware a quelle software
- Espansione in nuovi settori verticali:
 - Servizi di trasporto
 - Vending e vendita al dettaglio automatizzata
 - Ecosistemi di terminali bancari
- I venti di coda normativi garantiscono una domanda e un'adozione a lungo termine

Prodotti e piattaforma

L'azienda offre un ecosistema di fiscalizzazione full-stack, che comprende:

- Soluzioni per registratori di cassa basati su software (multiplatforma)
- Sistema di elaborazione delle transazioni ad alto carico
- Servizi di fiscalizzazione in cloud
- Strumenti di gestione del magazzino e dell'inventario
- Integrazioni API con sistemi di terze parti
- Connettori di pagamento e bancari
- Strumenti di analisi dei dati e di reporting

La pipeline include una piattaforma di fatturazione e gestione delle transazioni di nuova generazione

Strategia di crescita

- Espansione della base installata a oltre 70.000 unità (a breve termine)
- Lancio di soluzioni verticali specifiche
- Scalare le integrazioni con i fornitori di servizi bancari e di pagamento
- Espansione della rete di partner e distribuzione

TARGET PRICE

\$ 4,900,000

GROSS REVENUE

\$ 4,200,000

EBITDA

\$ 1,000,000

BUSINESS TYPE

Software e SAAS

COUNTRY

Bielorussia

BUSINESS ID

L#20261054

- Monetizzazione del cloud e dei servizi a valore aggiunto

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