Priority

How is AI Impacting Traditional Industries

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Priority Software at a Glance

Empowering organizations to manage their business smarter, easier and with more agility.

#1
in Israel in all Lines of Business

3
Global Offices
(IL, BE, US)

75K Customers

70+ Countries

20,000+
New Subscribers Annually

600
Employees

Recognized by
Gartner
IDC
TEC
PANORAMA CONSULTING GROUP
THIRD STAGE CONSULTING GROUP

150 Partners

25 Localizations

FORTISSIMO CAPITAL
TA
Blackstone

ERP
aiERP

Hospitality

Retail

Education

As a Portfolio

As a Service

As a Platform

Business Systems – Revolutions/Evolution



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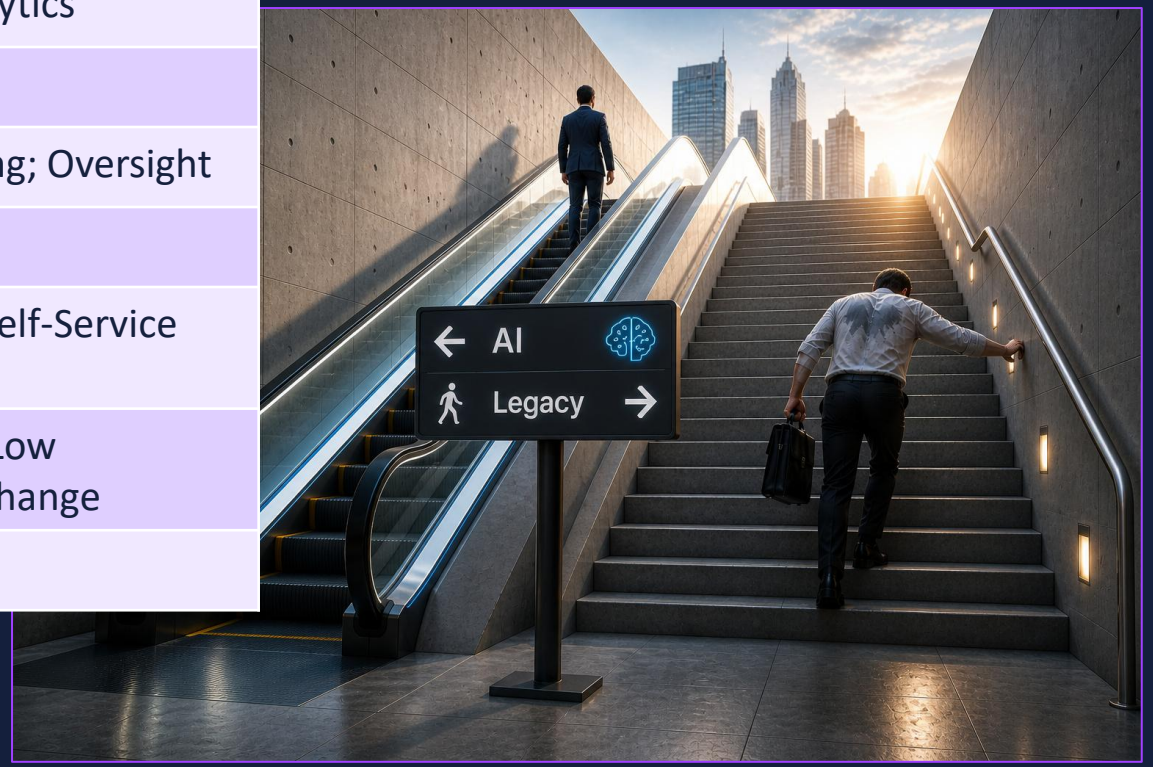
Technology Revolutions & Business Impact

Era	Shift	Removed Limitation	Business Impact
PC / Workstations	Digitization	Paper & manual processes	Structured operations & ERP foundations
Internet	Connectivity	Distance	Global operations & multi-site ERP
Web (WWW)	Accessibility	Complex access	Wider adoption & browser-based ERP
Mobile	Mobility	Location	Real-time operations & field access
Cloud	Infrastructure as a service	On-premise limitations	Scalability & flexibility
SaaS	Software as a service	Deployment barriers	Faster implementation & updates
AI	Intelligence & Power	Human-only decision making & Fast execution	Prediction, automation & autonomy

AI-Powered Business vs. Legacy Businesses

Area	Legacy Business	AI-Powered Business
Decision Making	Retrospective; Intuitive	Data-driven; Real-time, prediction.
Operational Workflow	Manual	Automated (Agents)
Productivity	Limited by Human Skill/Scale	Unlimited
Planning	Best Guess	Predictive Analytics
Handling the Unexpected	Reactive	Proactive
Employee Role	Task Execution	Decision-Making; Oversight
Errors	Prone to Human Errors	Reduced Errors
Customer (Employee) Experience	Reactive; Assisted	Personalized; Self-Service
Innovation	Stifled by Cost and Time	Stimulated by Low Time/Cost to Change
Competitiveness	Declining	Increasing



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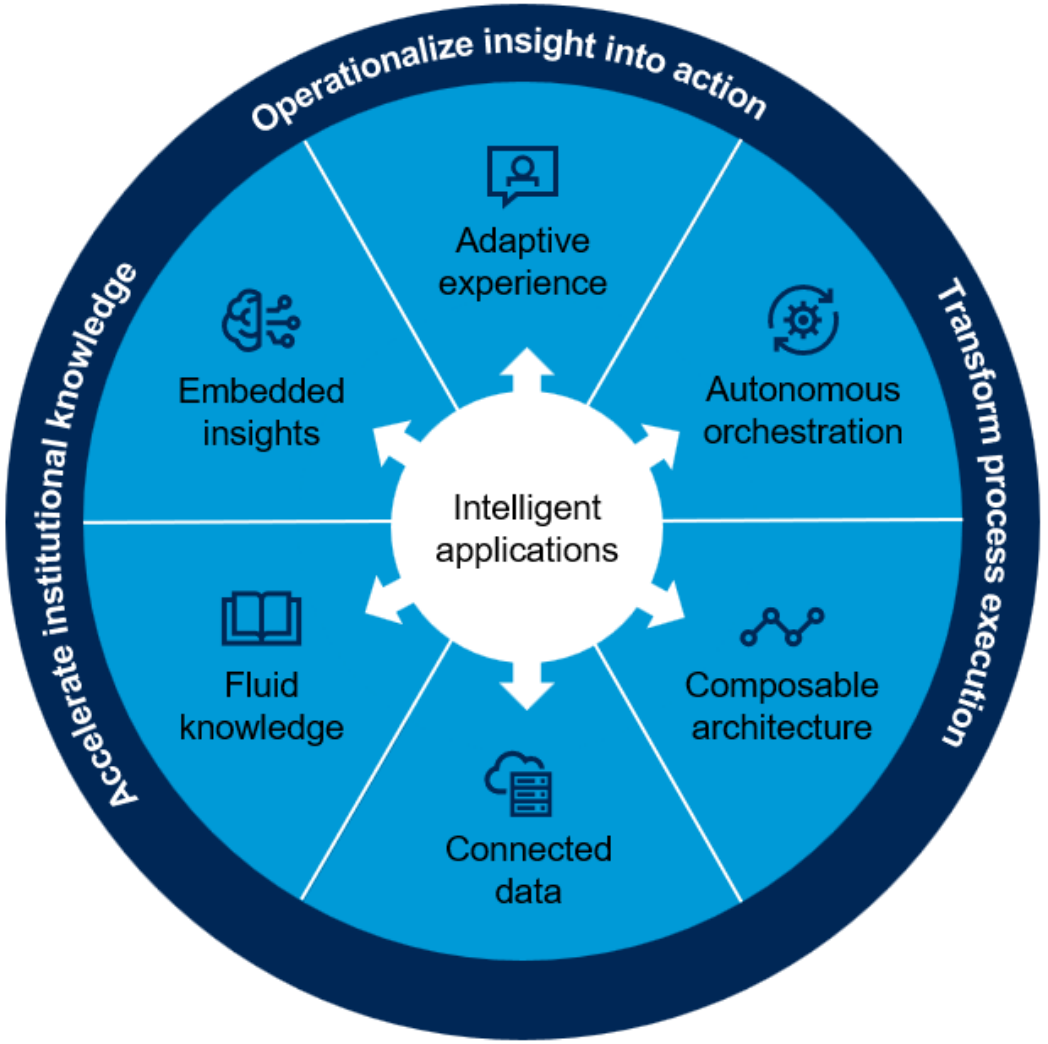
Intelligent Business Applications

By Gartner

Intelligent applications are enabled by six interdependent design principles



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aiERP

Priority - The Intelligent Enterprise Platform

Adaptive Flexibility



- ✓ Scale and adapt as you grow.
- ✓ Customize agents for every customer and role
- ✓ Create Intelligent Automations conversationally
- ✓ Configure and on-board Priority conversationally
- ✓ Generate mobile apps and portals with conversational AI
- ✓ Develop with AI-Powered Development Framework with VSCode

Embedded Intelligence



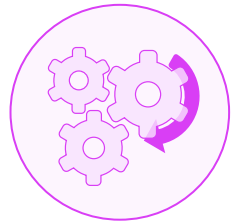
- ✓ AI into every process — predictive, proactive, and learning from your data
- ✓ Data Fabric as a foundation for conversational analytics, AI, and 3rd party data integration
- ✓ Predictive insights
- ✓ Anomaly detection for SCM, Finance and Sales
- ✓ Process Mining for identification of inefficiencies

AI-First Experience

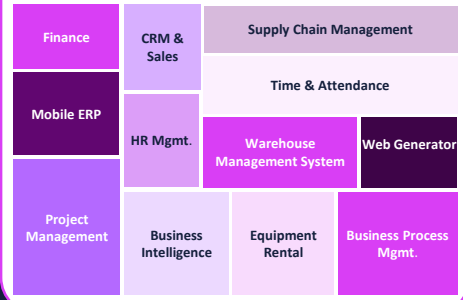


- ✓ Fully Conversational ERP across all modalities – web, portal, mobile and AI
- ✓ Native speech to text for mobile applications
- ✓ Predictive & Prescriptive Analytics
- ✓ Agentic automations and business flows
- ✓ Risk and insights surfaced contextually at the point of interaction

Functionality



- ✓ Agentic workflows for Finance, SCM, Sales and more
- ✓ Agentic automation and course correction
- ✓ Demand Forecasting, Optimization for SCM
- ✓ Continuously learning and improving ERP Platform
- ✓ Risk identification



Extensibility



Open MCP Connectivity (Enabling LLMs to access Databases)

- ✓ AI-first ecosystem
- ✓ Seamless partner integration
- ✓ Adhere to data governance and regulatory requirements

Priority Agentic Marketplace

- ✓ AI-driven extensions
- ✓ Open ecosystem for innovation
- ✓ Elevate existing connectivity with partner apps to the AI age

The ERP is the central nervous system of the autonomous enterprise.

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Priority's aiERP - ERP as a Platform

Flexibility



- ✓ Truly flexible offering driven by a unique perspective on today's and tomorrow's / ever-changing customer needs
- ✓ User level: no-code capabilities for end-user configuration e.g. analytics, design and more
- ✓ Implementer level: no/low-code tools for simple customizations, e.g. business rules, autofill, and more
- ✓ Developer level: advanced SDK with modern tooling for deeper customization

MCP and Customizable Prompts

Public Cloud



- ✓ Cloud-native SaaS platform offering performance, scalability and availability
- ✓ All data is hosted in EU
- ✓ Best-in-class security and privacy measures
- ✓ Powered by Amazon Web Services (AWS)

Availability Zone Redundancy | Cloud Based Identity Management | Multi-level security

Anomaly Detection & Cloud Resilience

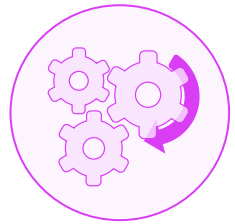
Experience



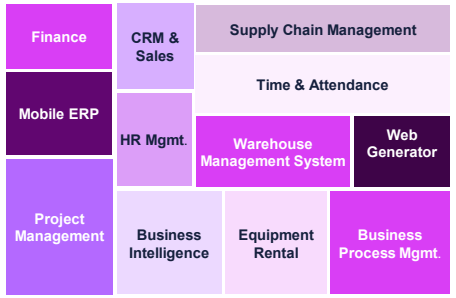
- ✓ **Adaptive experience** layer
- ✓ **Conversational** ERP
- ✓ AI-Powered **Automation** and **Personalization**
- ✓ **Mobile App Generator**: no-code, role-based apps built in minutes, Native mobile features on iOS & Android
- ✓ **Portal/Web Generator** – Any user - alternative UI for internal & external users.
  Any device
  Comprehensive suite of out-of-the-box portals

Conversational Experience;

Functionality



- ✓ Highly functional product supporting mission critical needs



- ✓ Catering for countries in need of multiple localisations

Route Optimization, Predictive Analytics

Connectivity



- ✓ Embedded integration with third party platforms and services, such as:

FINASTRA | flowin | Avalara | BarTender | Companyweb

- ✓ Range of plug and play connectors enabling deep integrations with 3rd party partners, including;

monday.com | salesforce | shopify | Shopfloor Online | DOKKA

- ✓ Comprehensive and versatile

MCP & Connected Data

Priority

Cloud Computing goes beyond Infrastructure

Proactive Monitoring

High Scale

Managed Upgrades

Multi Regions

Resilience
High Availability

SOC
Security monitoring

NOC
Infra & application



SOC 2 TYPE 2

AICPA SOC

ISO 9001 27001

Priority ERP Platform Continuity

SAP ECC

- December 2027: Mainstream Support Ends:
- December 2030: Extended Support Ends

SAP S/4 HANA

Microsoft Dynamics NAV

- January 2023: Mainstream Support Ends
- January 2028: Extended Support Ends:

Microsoft Dynamics 365 Business Central

Microsoft Dynamics GP

- September 2029: End of Support
- April 2031: End of Security Updates

Microsoft Dynamics 365 Business Central

Microsoft Dynamics AX

- January 2023: Extended Support Ends

Microsoft Dynamics 365

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1986 – Present: Uninterrupted Platform Continuity

Thank You!