BATTLE CARD
LaserLine

Product comparison

Functionality	Competitor	SERP	Description
Database	Oracle	Optional	Does it require another software for the database?
Email sending and receiving	Not possible, costumers need third-party service	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Client, Android app	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client:WIN Server:WIN	**Client:** MacOS, Win, Android, iOS **Server:** Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Licence purchase	Subscription	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Public and private	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	Laser BI	Flex.bi	Are there any BI tools available?
Webshop	Intergrations	Module, integrations	How can a Webshop be implemented?
Integration methods	REST API	REST API, web requests, file exchange	How can the system be integrated with other products/systems?
Integration options	DMS, e-invoice	Go to: hansaworld.com	What integrations are available in the product?
Verticals	Moduls and integrations	Modules, same software	How are verticals developed (same software or integrations)?
CRM	Laser CRM	Built-in module	Is CRM available?
Customizations	Oracle dev tools	HAL	How can customizations be made?
Additional software	None	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Automated, optional	Automated, optional	How are system updates done?
Languages / localizations	3 (Croatian, Slovenian and English)	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Direct	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Subscribe and use,	Subscribe and use, unlimited users, localisations	How can the product be upscaled?

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SWOT analysis

Top strength	Top weakness
■ Well known brand at Adriatic market ■ Strong industries Hospitality and Retail ■ Strong reference list (Hotels and Retail)	■ Slow support and debugging ■ High start point cost

Top opportunities for us	Top threats for us
■ Implementation time is faster ■ Multi year database, multi currency, multi platform ■ Not limited to one database	■ Great local market visibility (Croatia) ■ Well localised solution

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