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# Softline Solutions International Sdn Bhd

## Digital Transformation & Cybersecurity Solution Service Provider

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# SOFTLINE FACTS AND FIGURES

**4700+**
employees in the group of companies

**1500+**
account managers

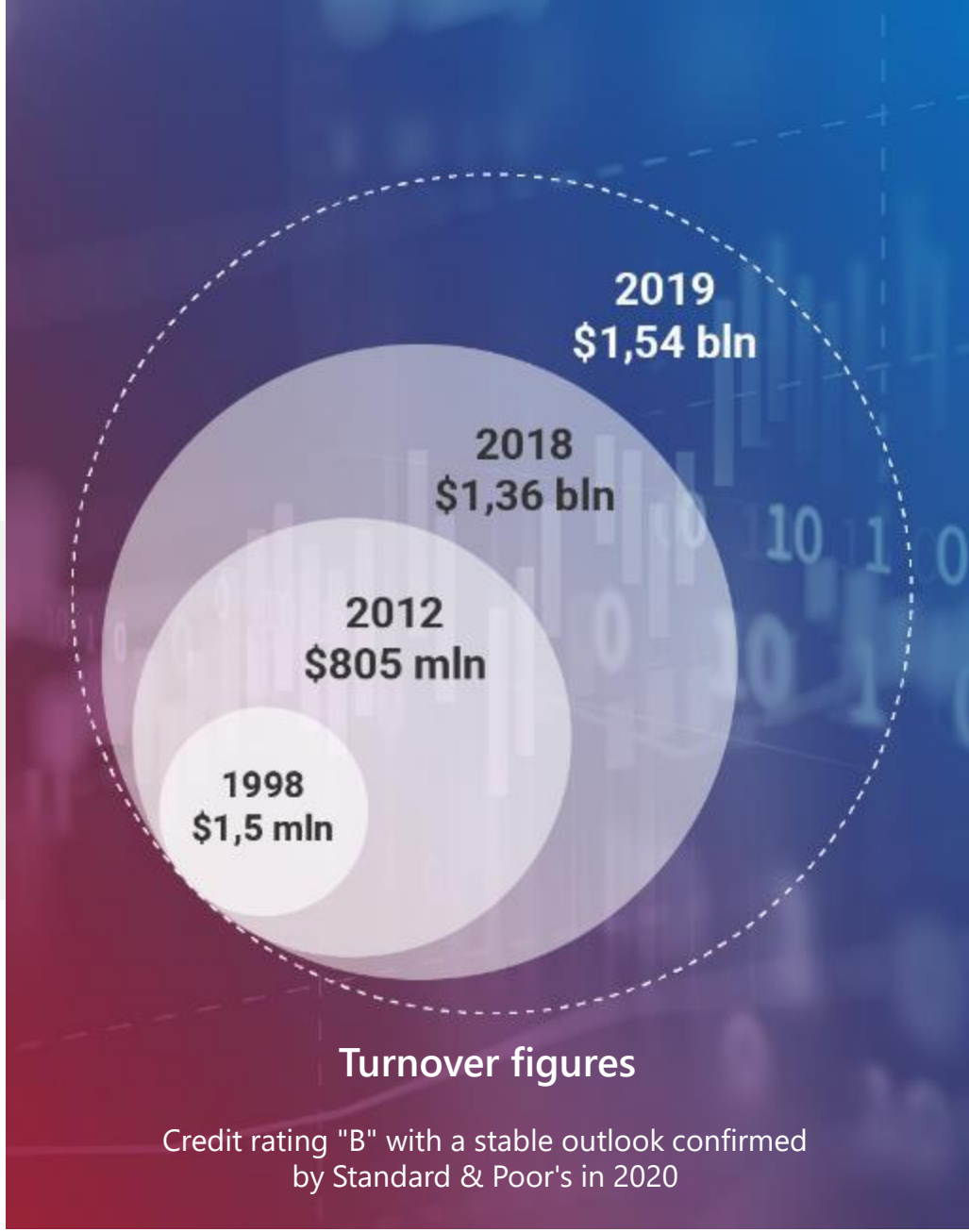
**1000+**
solution sales and technical presale managers

**1,54 bln $**
sales volume 2019 in the group of companies

**1000+**
engineers and developers

**50+** countries
**95+** cities

**25+**
years in the IT market




**Turnover figures**

Credit rating "B" with a stable outlook confirmed by Standard & Poor's in 2020

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# SOFTLINE MISSION

## We Help Businesses and Public Sector Operate Efficiently in Digital Economy

### Business
We help developing and implementing Digital Transformation scenarios that increase profits and bring new income generating models

### Government
In every country we operate, we seek to contribute in building e-government, a vital competitive edge for any nation

### Society
We make Digital Technologies widely available, this facilitates sustainable development and improves accessibility of public services

### Employees
To every employee we offer professional fulfillment, prestigious and well-paid job, immersion in the latest digital technologies

> We are a global IT services provider that helps businesses and governments **to carry out digital transformation**

> We convert digital technologies into **profit of our customers and well-being of the citizens**

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# OUR VALUES AND CULTURE

## 1. Leadership
We strive to be No.1 in the key lines of our business. We bear responsibility for our promises and deeds.

## 2. Customer focus
We create business value for our customers. We are interested in understanding and solving the tasks of our customers.

## 3. The team is the core of our business
Team success is everyone's success. We are one global team — One Softline.

## 4. Innovations
We know and anticipate market trends. We focus on searching the growth opportunities. We make substantial investments in and pay much attention to cutting-edge technologies and innovative projects.

## 5. Responsible business
We support the sustainable use of resources and healthy lifestyle. We observe the laws and business ethics.
We respect the traditions of every country.

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We help our customers to undergo

# DIGITAL TRANSFORMATION

We have sufficient resources and competencies for this

**DIGITAL** – means driven by digital technology

- **Infrastructure** – the bedrock for applications and data. From datacenter to desktop, we build infrastructure of any complexity for our customers
- **Cloud** – infrastructure as a service without capital investment. We help customers migrating business processes to the cloud entirely or partially
- **Innovations** – artificial intelligence, data analytics, IoT. We enable customers to get real, measurable return on investment
- **Cybersecurity** – laid as a foundation in all our solutions. Customers entrust us with responsible and confidential tasks
- **Services** – implementation, consulting, support for any solutions. We help to use 100% of the capabilities of technology

**TRANSFORMATION** – means deep business process rethinking

- **Industry expertise** – we know very well the key business processes in various industries as well as best transformation scenarios
- **Wide range of industry-specific solutions** – we adapt the world's best solutions to the needs of the customer

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# Our business model – Softline as an open PLATFORM

## IT Ecosystems

Vendors
ISV
Niche partners
Telecom

**Why Softline?**

- We know the market
- We know the vendors
- We know customers' needs
- We are easy to collaborate

## Customers

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# GLOBAL PRESENCE AS A COMPONENT OF OUR STRATEGY

2020 FY:
operations

in **50+** countries

in **95+** cities

- India
- Russia
- Middle East
- Latin America
- Eastern Europe and Central Asia
- South-East Asia

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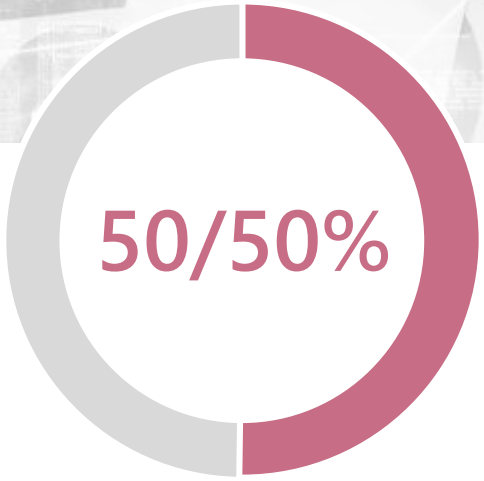
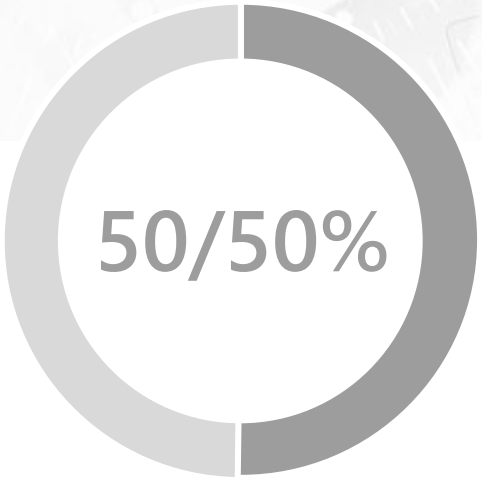
# STRATEGY 2020-2021

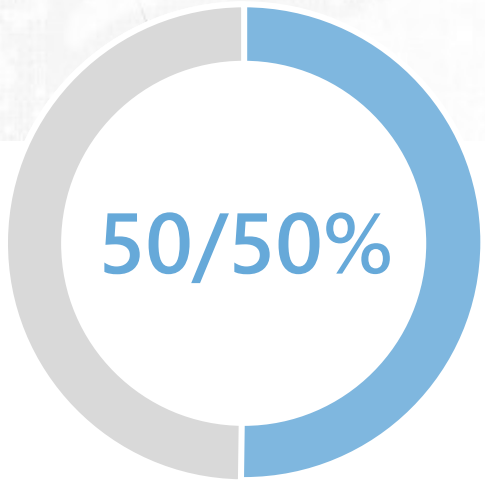
Softline is the IT solution provider in major developing countries and in fast growing markets




Russia – Non Russia




Services – Non Services




Cloud – Non Cloud

**Organic growth + M&A.** We plan that our business will grow not only by increasing productivity, but also by acquiring other companies that can improve our portfolio and produce synergy

# The top league of custom software development market

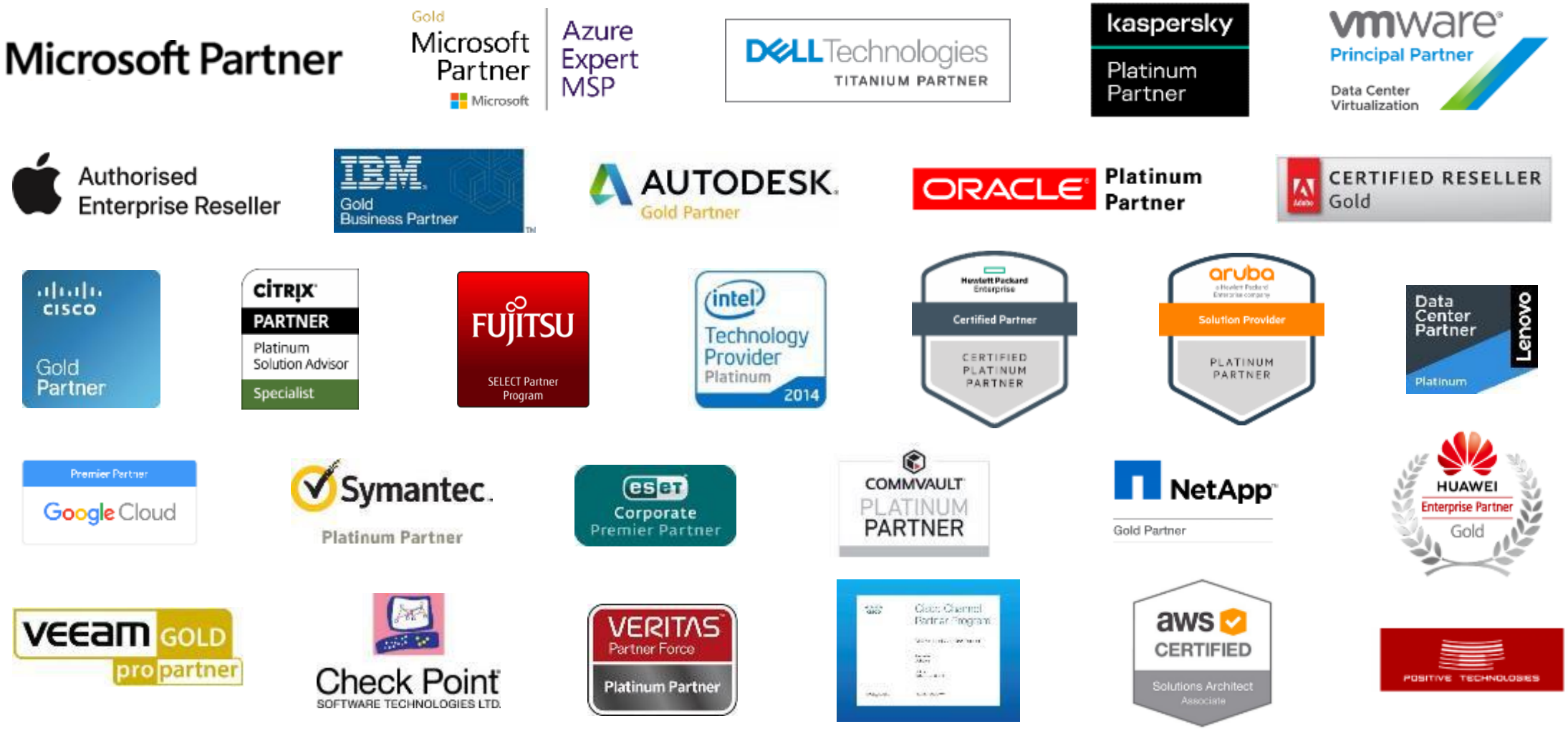
## Softline Group acquired Aplana Group's Software Development Outsourcing Business

Softline Group announced its acquisition of the software development outsourcing business of the Aplana Group. The transaction was made within the framework of the Softline Group's global strategy providing for advanced growth of its most promising business lines, including through mergers and acquisitions.

For Softline, the acquisition of the new asset marks the creation of a major international player based on the holding company with leading competencies in custom development. These competencies will help our customers in 50 countries to adequately meet the challenges of digital transformation.

# WE COLLABORATE WITH 3000+ VENDORS. HERE ARE THE KEY ONES

# THE HIGHEST PARTNERSHIP STATUSES

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# OUR CUSTOMERS

## Global Enterprises

## Large Corporate Customers

## Small and Medium Business

## Public Sector

## Education and Healthcare

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# SOFTLINE: SERVICES AND SOLUTIONS

Digital Transformation

Cybersecurity

Cloud Solutions

Internet of Things

RPA

Big Data

Artificial Intelligence

Software

Hardware

Microsoft Solutions

Business Solutions: CRM, SAP, BI, Document Workflow

Technical Support and Outsourcing

Corporate Mobility

Learning and Certification

Asset Management, DITO

Datacenters, HVAC

CAD and GIS

Leasing and Financing

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# SOFTWARE

## licensing and subscription

**25+** years
vast licensing experience
best prices in the market

**3000+**
major and minor software developers

**SaaS**
as an alternative to conventional licensing

### Licensing and conventional software delivery

- Consulting
- Licensing at a minimum cost
- Software asset management

### SaaS solutions

- Flexible pay-per-use model
- High reliability, SLA
- Compliance

### Programs for service providers

- Microsoft SPLA
- Microsoft CSP T2
- VMware, Citrix, Veeam programs for service providers
- Smart licensing for holdings

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# DIGITAL IT OPTIMIZATION

an efficient practice to control and manage software assets through their lifecycle from budgeting to decommissioning using specialized tools and dedicated roles

## DITO AS A SERVICE

Management of software assets without buying software, without loading the infrastructure, without the involvement of personnel

**The customer is regularly informed on:**

- compliance of installations and licenses;
- software usage statistics, including cloud applications;
- analysis of the hardware operation;
- analysis of the current state of cybersecurity;
- the cost of ownership of software and recommendations for reducing costs;
- opportunities to reduce technological and legal risks;
- infrastructure transformation opportunities.

## SPECILIZED SOLUTION ASSESSMENT PROJECTS

**SA Modern Workplace**
Infrastructure assessment in terms of evaluation of cloud services usage efficiency

**SA Cybersecurity**
The analysis for cybersecurity threats from the point of view of software licensing and renewal

**SA Data Optimization**
In-depth analysis of the server environment, usage and licensing of SQL Server

**SA Infrastructure Optimization**
Analysis of the usage of desktop and server applications

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# CYBERSECURITY

## Infrastructure

- Secure workplace
- Network Security (NGFW, IPS, ATP)
- Cloud Security (CASB)
- Protected data exchange (VPN)
- Changes audit
- Secure content collaboration
- Database protection (DAM)
- Secure mobility (MDM, EMM)
- Integrity control
- Mail and web traffic security

## Data protection

- Employee awareness training and testing
- Data leak prevention
- Access management (IDM, PAM, PIM, 2FA)
- Cryptography

## Application security

- Code inspection
- Web applications security (WAF)
- Configuration management
- Penetration testing

## Security management

- Incident management (SIEM, IRP)
- Security Operation Center (SOC)
- Industry standards
- Risk management
- Compliance (152ФЗ, GDPR, СТОБР, 382П. 683-684П. 187ФЗ)
- Custom products (Ethic, Darvvin)
- Critical infrastructure protection

## OUR SERVICES

Concept design

Pilot projects (POC)

Implementation

Support

Managed services

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# CLOUD SOLUTIONS

Softline Cloud

**100+**
corporate clients

**104%**
CAGR in the last 5 years

**150+**
engineers

We are among
**TOP 5**
**largest cloud solution providers**
(CNews Analytics, 2011-2019)

**6**
**Datacenters in Russia:**
2 x Moscow, St Petersburg, Novosibirsk, Yekaterinburg, Kazan

**SLA**
**99,95%**
or higher

Microsoft Partner
Microsoft Cloud OS Network Partner
vmware vCLOUD POWERED
vmware Principal Partner
Google Cloud
amazon web services
cisco Powered
SAP Gold Partner
veeam
SUSE
redhat READY HOSTING PARTNER
SOFTLAYER an IBM Company
PCI Security Standards Council
NetApp

## Solutions for business

Virtual office • Microsoft Office 365 • G Suite • CAD in the cloud • Corporate email • Virtual desktop • DRaaS

## Virtual resources as a service

Virtual infrastructure • Virtual servers • Virtual data center • Private cloud • Cloud backup

## Hardware for Rent

Dedicated servers • Colocation • Hardware as a Service

## Cloud Platforms

Softline Cloud • Microsoft Azure • Amazon Web Services • IBM Cloud • Google Cloud Platform

# MICROSOFT IS A STRATEGIC PARTNER OF SOFTLINE

**20+**

**years of collaboration**
partner status from1995,
LSP status from 2002

Microsoft Partner

Russia's only **Azure Expert Managed Service Provider**

Gold Microsoft Partner | Azure Expert MSP

## MICROSOFT AWARDS

**#1** Azure Customer Recruit Award. of the Year 2020, Philippines
**#1** Microsoft Teams Champion of the Year 2020, Malaysia
**#1** Microsoft Partner of Year 2020, Colombia
**#1** Microsoft Partner of Year 2019 DevOps, Russia
**#1** Microsoft Partner of Year 2018, Cambodia
**#1** Microsoft Partner of Year 2017, Cambodia, Chile, Kazakhstan
**#1** Microsoft Partner of Year 2016, Georgia
**#1** Microsoft LSP Partner 2015, Russia
**#1** Microsoft Partner of Year 2015, Venezuela

Russia's only Microsoft's
**GLOBALLY MANAGED PARTNER***

* Only 6 partners worldwide are Globally Managed

## BEST MICROSOFT LICENSING PRACTICES

**LSP**
**status in 20+ countries**

**CSP**
**operator since program launch (both T1 and T2)**

**SPLA**
**reseller with 8 years experience**

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# INFRASTRUCTURE

**250+** projects in 2019

**200+** engineers in staff

**50%** CAGR

## Basic Infrastructure

- Server and storage delivery, configuration and commissioning
- Basic services (AD, networking services, file services, certification services, printing, email)

## Datacenters, HVAC

- Air conditioning, uninterrupted power supply
- Structured cabling systems, including smart ones
- Dispatching
- Video surveillance and video analytics

## Networking Infrastructure

- Switching, routing, load balancing
- Wi-Fi networks
- Telephony
- Unified communications, video conferencing

## Virtualization

- Server and storage virtualization
- Desktop virtualization (VDI/VDI 3D)
- Network virtualization
- Application virtualization

## ITSM

- Automatic service management
- Service Desk
- Business continuity, backup
- Availability and performance monitoring, configuration management

# HARDWARE SOLUTIONS

## Delivery
- Purchasing
- Leasing
- Rental

## Installation
- On-premise
- In data centers
- Colocation

## Services
- Selection
- Deployment
- Maintenance

### Infrastructure Solutions
- Servers
- Data storage systems
- Racks and chassis

### Printing hardware
- Printers, scanners
- Copy machines, MFDs
- Consumables

### Hardware for the Internet of Things
- Sensors and actuators
- Controllers
- Gateways

### Engineering Infrastructure
- Uninterrupted power supply
- HVAC systems
- Data transfer networks
- Modular solutions
- engineering equipment management tools

### Personal and Mobile Solutions
- Workstations, all-in-ones, laptops
- Mobile devices
- Thin and zero clients
- Monitors

### Video Surveillance and Video Analytics
- Video cameras
- Storage
- Network transport equipment

### Networking and Communication Equipment
- Routers, switches
- Wireless network equipment
- Videoconferencing solutions

# BUSINESS SOLUTIONS

## We solve business challenges

- Cost reduction
- Sales growth
- Client relationship development
- Quality improvement

## Our services

- Business process analysis
- Solution implementation, migration, and customization
- Project experience and the best global practices

Alfresco · CompanyMedia · CUBA.platform · Datacap · KOFAX
Docsvision · documentum · WSS CONSULTING · LIFERAY. · IBM Premier Business Partner
1С-БИТРИКС · OpenText · FileNet · QlikView · ТЕЗИС
DIRECTUM · Microsoft · ABBYY · ORACLE

- Electronic document workflow and business process automation
- Electronic archives
- Warehouse management systems
- CRM
- Portal solutions
- Business Intelligence
- Remote work facilities
- Artificial intelligence, ML
- Stream document and data input
- Project management
- RPA
- Internet of things

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# SOFTLINE PREMIER SERVICES

**Services aimed at increasing the level of infrastructure maturity, its stability, performance, security in terms of technologies based on Microsoft products. Services are strictly regulated, have a specific result, output value and implementation time.**

Softline PREMIER SERVICES

Microsoft Partner

Gold Microsoft Partner | Azure Expert MSP

- Infrastructure assessment for compliance with best practices and vendor support requirements
- Analyze and Optimize SQL Server Performance
- Development of disaster recovery plans and alignment with SLA
- Deep technical learning. In-depth specialized seminars with laboratory work
- Dedicated expert support (regular on-site support throughout the year)

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# OUTSOURCING AND TECHNICAL SUPPORT

## delivering managed services

**8000+**
customers of outsourcing and tech support

**400+**
certified engineers

**200+**
vendors supported

**24/7**
We provide **24x7** multi-vendor technical support and solve cross-vendor problems

- Softline offers basic, incident-based, optimal, and resource technical support
- **Basic Technical Support – FREE** for all Softline customers!
- **Unified Online Technical Support** all over Russia
- Full Coverage of all time zones, **24x7** operation mode
- Maintenance of **ALL** customer infrastructure
- Finding solutions for **CROSS-VENDOR** problems.

# WHY SOFTLINE? 5 REASONS TO CHOOSE US

Reliability, proficiency and expertise of the IT market leader with 25+ years of experience.

One point of contact to solve all customer IT tasks, multi-vendor support and project implementation.

Softline is always within your reach. We speak your language in 50 countries and 95 cities.

Qualification and expertise of Softline is recognized by customers, vendors, and market experts.

Softline is trusted by the leading market players, small and medium businesses, governmental clients and academic institutions.

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GO GLOBAL

GO CLOUD

GO INNOVATIVE

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