Digital Transformation & Cybersecurity Solution Service Provider

We know we can

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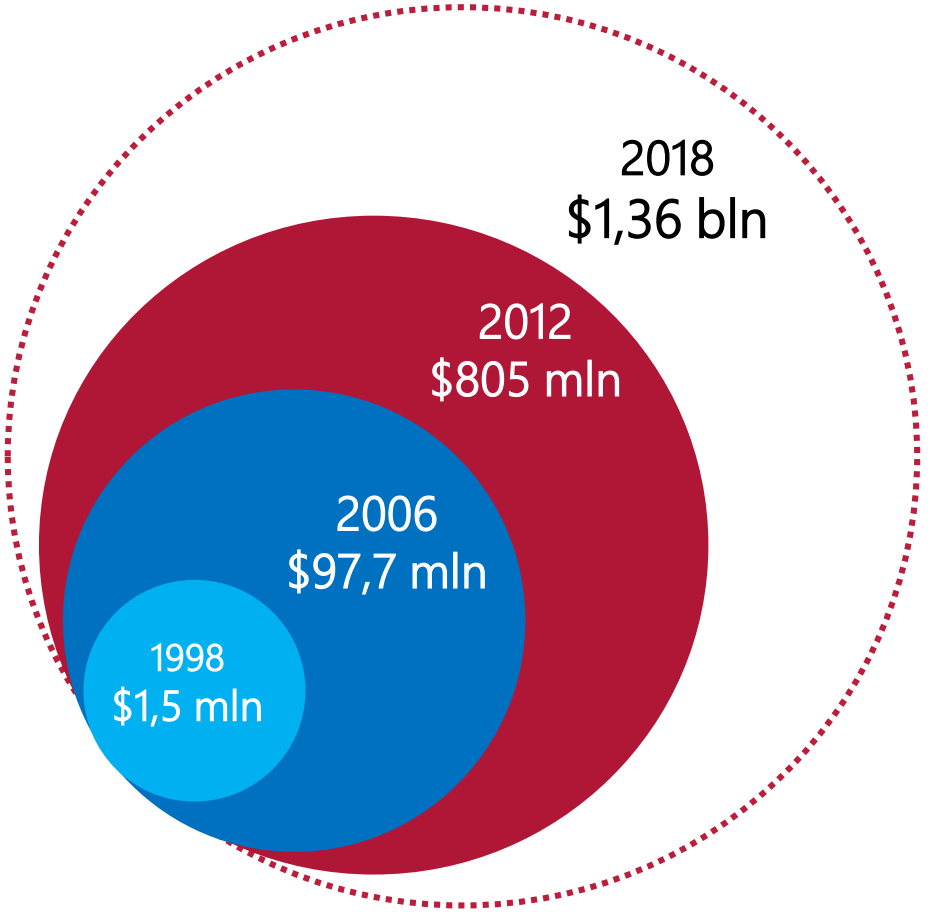
Softline Facts and Figures

4500+
team members

1500+
account managers

1000+
sales and technical presale professionals

1.36 Billion $
Sales Volume 2018
in the Group of companies



Turnover data

1000+
engineers
and developers

50+ countries
95+ cities

25
years in the
IT market

Digital Transformation & Cybersecurity Solution Service Provider

Digital transformation market: broad opportunities but different rules from the classic IT

We offer the **latest technologies** - RPA, ML, AI, IoT, Big Data, etc.

We offer proprietary **intellectual products** and services: Softline cloud platform and Softline IoT platform

Cybersecurity

- All industries, small and medium business, large business, public sector
- Full line of products and services
- Critical infrastructure protection, own SOC
- Trusted by the customers

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**

Our Values

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 listen to our customers and hear them. 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.

Partnerships with 3000+ Hardware & Software Vendors

1 **CLOUD**
private, public,
hybrid clouds

2 **SERVICES**
full spectrum of IT services
and solutions

3 **SOFTWARE**
licensing and subscriptions

4 **HARDWARE**
hardware provisioning

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Highest Partnership Statuses

Microsoft Partner

Gold Hosting
Gold Application Development
Gold Application Lifecycle Management
Gold Cloud Platform
Gold Cloud Productivity
Gold Collaboration and Content
Gold Communications
Gold Customer Relationship Management
Gold Data Analytics
Gold Data Platform
Gold Datacenter
Gold Devices and Deployment
Gold Application Integration
Gold Identity and Access
Gold Intelligent Systems
Gold Software Asset Management
Gold Messaging
Gold Midmarket Solution Provider
Gold OEM
Gold Small Business
Gold Small and Midmarket Cloud Solutions
Gold Volume Licensing
Silver Project and Portfolio Management
Silver Learning

IBM Gold Business Partner

Adobe CERTIFIED RESELLER Gold

kaspersky Platinum Partner

Hewlett Packard Enterprise Gold Partner

VERITAS Partner Force Platinum Partner

FUJITSU SELECT Partner Program

intel Technology Provider Platinum 2014

CITRIX PARTNER Platinum Solution Advisor Specialist

cisco Gold Partner

Cisco Channel Partner Program

HUAWEI Enterprise Partner VAP Value-Added Partner (VAP)

vmware PARTNER PREMIER

eset Corporate Premier Partner

NetApp Gold Partner

COMMVAULT PLATINUM PARTNER

Premier Partner Google Cloud

ORACLE Platinum Partner

AUTODESK Gold Partner

Symantec Platinum Partner

lenovo BUSINESS PARTNER

DELL PartnerDirect Premier

Check Point SOFTWARE TECHNOLOGIES LTD.

veeam GOLD propartner

Acronis Gold Partner

Strategy for 2019-2021

Softline is the IT solution provider in major developing countries and in fast growing markets. Long-term strategy is the same – international expansion, IPO. Main objectives:

Russia – non Russia

Services – Not Services

Cloud – Not Cloud

Global Presence as the Strategy Component

2019:
operations in
50+ countries,
95+ cities

Global Presence as the Strategy Component

2019:
operations in
50+ countries,
95+ cities

Eastern Europe & Central Asia

Azerbaijan
Armenia
Belarus
Bulgaria
Croatia
Cyprus
Georgia
Hungary
Kazakhstan
Kyrgyzstan
Moldova
Romania
Serbia
Slovenia
Tajikistan
Turkmenistan
Turkey
Uzbekistan

Americas

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Guatemala
Dominican Republic
Equador
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Salvador
Uruguay
USA
Venezuela

Russia

Moscow
Belgorod
Vladivostok
Volgograd
Voronezh
Ekaterinburg
Izhevsk
Irkutsk
Kazan
Kaliningrad
Krasnodar
Krasnoyarsk
Novosibirsk
Nizhny Novgorod
Omsk
Perm
Rostov-on-Don
Samara
St. Petersburg
Surgut
Tyumen
Ufa
Khabarovsk
Chelyabinsk
Yaroslavl

Asia

Cambodia
India
Laos
Malaysia
Mongolia
Myanmar
Thailand
Philippines
Vietnam

Our Customers

Global Accounts

Large Corporate Clients

Small and Medium Business

Government, Public Sector

Education, Healthcare

Oil&Gas, Industry

Top Positions in Rankings

#1 CNews Analytics

Top 3 CNews Analytics

Top 5 CNews Analytics

Listed in rankings Forbes, CNews Analytics, Expert

COMNEWS AWARDS 2018

- Comnews Awards 2018, nominated as Education Partner

Top Positions in Rankings

#1

- **CNews Analytics:** Largest IT providers in Retail 2018
- **CNews Analytics:** Largest IT providers in Manufacturing 2018
- **CNews Analytics:** Largest IaaS providers 2019
- **CNews Security:** Russia's Largest integrators in Cybersecurity 2019
- **TAdviser:** Largest IT providers in Retail 2019
- **TAdviser:** Largest IT providers in Public Sector 2019

Top 3

- **RAEX:** Russia's Largest ICT companies and groups of companies 2018
- **CNews Security:** Largest cybersecurity providers 2019
- **CNews Analytics:** Largest SaaS providers 2019
- **CNews Analytics:** Largest data analysis solutions providers 2018
- **TAdviser:** Russia's Largest cybersecurity providers 2018
- **TAdviser:** Largest IT providers for Banking 2019

Top 5

- **TAdviser100:** Russia's Largest IT companies 2019
- **CNews100:** Russia's Largest IT companies 2018
- **CNews Analytics:** Largest IT providers for Banking 2019
- **CNews Analytics:** Largest Public Sector IT providers 2019

Listed in rankings

- **Forbes:** 200 Russia's Largest private companies 2019
- **RBC:** 500 Russia's Largest companies 2019
- **RAEX**: 600 Russia's Largest companies 2019
- **CNews Analytics:** Largest IT providers for telecom operators 2019

CNews Analytics TADVISER RAEX РБК 500 Forbes

Responsible Business

- Responsibility for our promises and results
- Strong quality management system – compliance with?
  ISO 9001: 2015 Certification (SGS Swiss auditor)
- High level of workflow organization
- The quality level of products and services that meets customer expectations
- Doing business in compliance with the laws of the countries of our presence and international rules
- Respect for national traditions of different states, cultural values and accepted norms

Softline: Strategic and Global Partnerships

BECHTLE

Insight

ZONES

ATEA

GLOBALSERVE

Data#3

JBS Japan Business Systems, Inc.

datacentrix

ACSL

PC Connection

jos 怡和科技 Jardine OneSolution

Alliances with large international IT service providers enable Softline to serve global customers with operations in many countries helping them to optimize procurement of IT products and solutions worldwide.

Cloud28+

European cloud provider community

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, ECM

Technical Support and Outsourcing

Enterprise Mobility

Education and Certification

Asset Management, SAM

Datacenters, HVAC

CAD and GIS

Leasing and Financing

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Software

Licensing and Subscription

25+ years Vast licensing experience
Best prices on 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

Online stores

- store.softlne.ru
- allsoft.ru
- allsoft.by
- allsoft.kz

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

Cloud Solutions

We are among

TOP 5

largest cloud solution vendors (CNews Analytics, 2011-2016)

6

Data centers:
Moscow, Saint Petersburg, Novosibirsk, Yekaterinburg, Samara, Rostov on Don

100+
corporate clients

150+
engineers

SLA
99,95%
or higher

104%
CAGR in the last 5 years

Solutions for Business

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

Virtual Capacity Leasing

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

Hardware Rental

Dedicated servers • Colocation • Hardware as a Service

Cloud Platforms

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

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Cybersecurity

We are among
TOP 3 largest
Russian cybersecurity companies (CNews Analytics, 2015)

200+
cybersecurity projects implemented

Check Point SOFTWARE TECHNOLOGIES LTD. · IMPERVA · FORCEPOINT · KASPERSKY lab
GROUP-IB · McAfee · POSITIVE TECHNOLOGIES · КОД БЕЗОПАСНОСТИ
КРИПТОПРО · eset · Avanpost · BLUE COAT · Symantec.
infotecs · Аладдин рд · INFOWATCH · INDEED ID · TREND MICRO

- Web services protection
- Infrastructure protection
- Antifraud
- Industrial security
- Web and email protection
- Access management
- Network protection
- Compliance
- Protection from targeted attacks
- Data protection
- Import substitution
- Security Operations Centers (SOC)

Services

- Audit
- Design
- Implementation
- Compliance
- Support
- Training
- Security as a service

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SOC – Security Operation Center

Security Operations Center is an intelligent system for security incidents detection and prevention, control over abnormal events and user actions

SOC recognizes cyberattacks and incidents, initiates response and even prevents

SOC unites tecnology, processes and people with specific skillset

Infosecurity SOC as a Service

It is difficult and expensive to build and operate own SOC; most consumers prefer connecting to existing SOC centers.

- Softline's Infosecurity SOC (ISOC) is a security center that our customers can use.
- Your security events are delivered to ISOC, where they are analyzed to identify incidents and launch response
- 24 hour security monitoring; consultations and online analysis of hosts can identify the causes of incidents and eliminate them
- A full range of works to investigate and eliminate threats.

Infrastructure

250+
projects in 2017

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)

Engineering Systems

- 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

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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 Equipment
- Printers, scanners
- Copy machines, MFDs
- Consumables

Equipment 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 Systems
- Video cameras
- Storage systems
- Network transport equipment

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

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Microsoft is a Strategic Partner of Softline

20+ years
of collaboration

* Ongoing partner status from1995, LSP status from 2002

Russia's only Microsoft's **Globally Managed Partner***

* Only 6 partners worldwide are Globally Managed

Dedicated unit for servicing Microsoft solutions customers

Microsoft Partner

- Gold Messaging
- Gold Business Intelligence
- Gold Small Business
- Gold Collaboration and Content
- Gold Management and Virtualization
- Gold Communications
- Gold OEM
- Gold Software Asset Management
- Gold Volume Licensing
- Gold Mobility
- Gold Server Platform
- Gold Devices and Deployment
- Gold Application Integration
- Gold Midmarket Solution Provider
- Gold Customer Relationship Management
- Gold Identity and Access
- Gold Learning
- Silver Application Development
- Silver Hosting
- Silver Project and Portfolio Management

Microsoft Awards

#1 Microsoft Partner of the 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 in Russia, 2015

#3 Microsoft LSP Partner in LATAM, 2015

#1 Microsoft Partner of Year, 2015, Venezuela

10+
years of experience with solutions

100+
Certified professionals in Russia, EE&CA, LATAM and APAC

2500+
projects implemented

30+
out-of-the-box solutions

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All Microsoft Licensing Programs, Licensing Services

20+ countries with LSP status

Argentina
Armenia
Azerbaijan
Belarus
Brazil
Bulgaria
Cambodia
Chile
Colombia
Costa Rica
Croatia
Georgia
Hungary
India
Kazakhstan
Kyrgyzstan
Malaysia
Mongolia
Myanmar
Peru
Philippines
Romania
Russia
Serbia
Slovenia
Tajikistan
Thailand
Turkmenistan
Uzbekistan
Venezuela
Vietnam

CSP Program Partner

- CSP is a beneficial way to purchase Microsoft products
- Softline - CSP distributor since launch of CSP

CSP T1 for in-house use

- Lack of capital expenditures
- Flexibility in resource consumption
- No obligation to standardize the entire PC fleet

CSP T2 for your clients

- Resale Licenses and Web Services
- Implementation, support, consulting
- Custom Development on the Microsoft platform

SPLA Reseller

Partner program to provide services to end users

- 8+ years of experience, 300+ partners

SPLA to serve your clients

- Create Cloud Solutions
- SaaS Services
- System integration, outsourcing
- Database Hosting and Web Hosting
- SaaS Solution Development

SPLA for in-house use

- IT services within the company are provided by a service company (non-affiliate)
- Affiliate program to provide services to end users

Our advantage is a deep understanding of licensing rules and rich licensing experience

Microsoft Cloud Service Provider

Microsoft Azure

Office 365

Scenarios powered by Azure

- On-premises infrastructure migration in Azure
- Data Protection and Business Continuity with Azure Disaster Recovery Services
- Data Security and Threat Protection with Azure Security Center
- Power BI analytics in the Azure cloud
- Data Protection and Business Continuity for SAP Solutions
- Azure Cloud Rendering on Autodesk Products
- Azure Cloud Computing with Solidworks
- Azure StorSimple Hybrid Storage
- Migrate 1C base to Azure and deploy 1C test environments in Azure

Azure-based ISV partner solutions

- Addreality: targeted smart ads
- Earlyone: smart queues
- Express: a business communications system
- VizorLabs H&S: AI-based video surveillance and analytics
- HeedBook: a neural network in the service of a customer service
- Vocamate Interactive: Smart Call Center
- Express: коммуникационная система для бизнеса

Solutions on Office 365 platform

- IP Telephony for Office 365
- Data and mail backup for Office 365
- Portal solution for Office 365 users
- Office 365 administration support

Business Solutions

We solve business tasks

- 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 · Premier Business Partner IBM · 1С·БИТРИКС · OpenText · FileNet · QlikView · ТЕЗИС · DIRECTUM · Microsoft · ABBYY · ORACLE

Electronic document workflow and business process automation

Portal solutions

Stream document and data input

Electronic archives

Business intelligence systems

Project management

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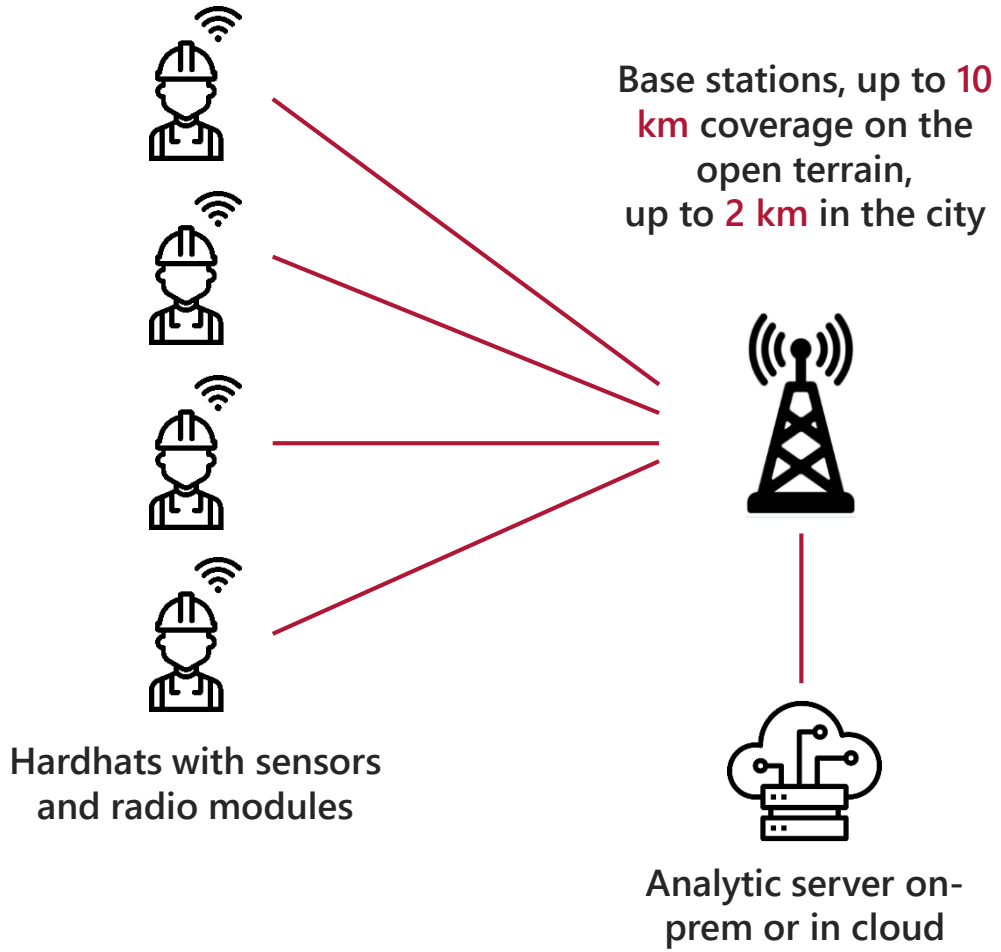
Smart Hardhats – IoT for worker safety

- The solution for those who want to work without accidents
- Implemented as part of the Softline IoT proprietary platform
- Remote monitoring of employee safety compliance:
- Hardhat-on control
- Geo positioning
- Shock sensor
- SOS
- Certificates of compliance
- Buy or rent



CAD and GIS

30+
vendors in the portfolio

30+
high-qualified experts

6 **industry-specific divisions**

- Architecture and construction
- Geographic information systems
- Infrastructure
- Mechanical engineering
- Design and visualization
- Cost sheets and regulations

- Consulting support and implementation of state-of-the art CAD tools (BIM, PLM, GIS)
- CAD strategy development
- Customization of CAD systems for specific tasks
- Building an e-archive of project documentation
- Streamlining project document workflow
- Configuring and running CAD systems of virtual graphic workstations

Managed Services from Softline

Using managed services is outsourcing of non-core corporate IT systems or services to a third party.

- IT outsourcing, IT operation, keeping the systems up and running
- Infrastructure and IT solutions as a service (Cloud)
- Information security as a service (SECaaS)
- License management outsourcing (SAM24)
- Providing hardware and workplaces
- Pay-per-copy printing
- Backup as a service
- Solution management and monitoring
- Video surveillance as a service
- Mobility management

Outsourcing and Technical Support: Delivering Managed Services

8000+

customers of outsourcing and tech support

400+

certified engineers

200+

vendors supported

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.

Softline Education

#1
on the corporate education market

200+
vendors

1500+
courses of any complexity in various fields

in 9 cities
With Certiport and Prometric testing centers

25
branches in Russia and the CIS

Programming

System administration

Operating systems

Virtualization

Networking equipment

Backup

Security

Databases

Communication solutions

Modeling and CAD

CRM

Business Intelligence

Business trainings

Service management

Productivity software

We make education less expensive and more available

- Day and evening courses
- Full-time and blended (live/distance) learning
- Custom training plans
- Remote workshops Testing before and after training
- Training on customer's premises

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Engineering Solutions for Data Centers and Buildings

Certified professionals

- Accredited Tier Designer (Uptime Ins.)
- CDCDP

Licenses

- Self-regulatory construction and design organization license
- License of the Ministry of Emergencies

- Feasibility study development
- Preliminary audit, conceptual design, development of the statement of work, state expert survey
- Designer's and engineer's supervision
- Construction — installation, startup and commissioning works, testing and trial operation
- Site certification in Uptime Institute
- Project and financial management
- Technical and service maintenance

Republican Data Center in Minsk

The best data center project in 2016 in the CIS

- Construction and design of a data center with 624 racks, 7 MWt total power
- Modular solution built from scratch
- Tier III certified (Uptime Institute)

Software Asset Management

Software Asset Management is an efficient practice to control and manage your corporate software assets on its lifecycle from budgeting to decommissioning. SAM uses specialized tools and dedicated roles

SAM as a Service

SAM without software purchase, without infrastructure load, without staff involvement

- We install agents on the PC and server for data collection and encrypted transfer to Softline
- Softline engineers analyze the data and regularly provide reports on:
  - Compliance of installations with licenses;
  - Software usage statistics, including Office 365 and Azure
  - Analysis of SQL functioning parameters to optimize settings.

The customer receives:

- Knowledge of the cost of ownership and cost reduction recommendations;
- Reduction of technological and legal risks;
- Understanding of infrastructure transformation opportunities.

Once a year, the SAM Cybersecurity service, SAM Cloud Productivity service or another service is provided to the subscriber.

Specialized SAM Projects

SAM Cloud Productivity
The analysis of infrastructure in terms of efficiency and feasibility of using cloud services

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

SAM Server Optimization
Detailed analysis of the server environment, use and licensing of SQL Server

SAM Infrastructure Optimization
Analysis of the use of desktop and server applications

Financing of Comprehensive Projects

Leasing is long-term IT equipment rental with the right to buy it.

This model can help you develop and strengthen your business without a major impact on current cash flows.

Leasing benefits

- Not needed to withdraw a lot of funds from budget
- Tax benefits (income tax, VAT rebate, property tax)
- Getting an approval of leasing is easier than credit approval
- Payment in rubles — no risks of exchange rate jumps

Streamlined Process

Full support of leasing transactions

Comprehensive Projects

It is possible to finance a comprehensive solution

Various Financial Models

Financial leasing operational leasing, subleasing

Internal Competition

The client receives the best offer from the company

Softline Finance – installment payment up to 1 year

- Pay by installments for any mix of products: software and hardware, clouds, services
- Transaction without guarantors and collateral
- Online Payment Calculator

Term:

60 days to 1 year

Amount:

From 300 000 RUR for 6 month

From 600 000 RUR for 1 year

Request installment plan

Receive calculation

Distribute payments over installment term

Use best IT solutions

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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.

GO GLOBAL

GO GLOUD

GO INNOVATIVE

Digital Transformation and Cybersecurity Solution Service Provider