

softline company's profile

**DIGITAL
TRANSFORMATION**

And

**CYBER
SECURITY**

**SOLUTION
PROVIDER**

**Dear partners,
colleagues,
and friends!**



Today digital transformation has become the mainstream trend that shapes the future of IT industry. Despite the opinions of some skeptics, I see that almost everyone has already realized the necessity of transformation driven by modern digital technologies. However, the idea of transformation has many interpretations, and I would like to share our vision.

This is not the first time when information technologies cause a disruption that changes the life of humanity for the better. At every stage of development, they empowered us to work faster, better, more efficiently, spend less, and earn more. However, the most important thing is that new technologies every time trigger a paradigm shift and help us create things without which we hardly imagine today's life. We see the digital transformation as a yet another level of innovations enabled by new technologies. Like the previous changes, it helps us increase the labor productivity, earn more, spend less, etc. But we have seen it all before. What is new about the digital transformation?

- Innovations (and marketing) become a standalone source of added value. The share of production and other traditional fields decreases.
- Information and its processing play the key role, creating a new market of information. More and more often the goods are intangible.
- New expectations of consumers help the providers of goods and services adjust everything — from product design to delivery methods — to meet the changing demand.

Due to all these reasons, the companies have to create technology platforms that consolidate supply and demand, production and development, sales and marketing. In my opinion, the key point here is not implementing new technologies, but understanding that the company's approach to business has to be reinvented. Our clients include many companies and organizations that understand very well how new digital technologies can change their life for the better. Some of them are ready for quick and disruptive changes, but most of them consider the digital transformation to be an evolutionary process comprised of careful and wisely planned steps. We know many different scenarios of business digitalization, and we help our clients develop and implement both quick and cautious strategies with great success. In any scenarios, our task is to enable qualitative and quantitative changes for the better. I invite you to discuss with us the scenarios of improving the business of your company.

Good luck!

Boburov

DIGITAL TRANSFORMATION: SOFTLINE VISION

TOP-3 CNEWS RANKINGS

- LARGEST RUSSIAN IT COMPANIES IN CYBERSECURITY, 2017
- LARGEST RUSSIAN SAAS PROVIDERS 2017
- LARGEST IT PROVIDERS FOR RETAIL, 2017

TOP-3 COMMNEWS SAAS SERVICES RANKING 2017

TOP-3 RAEX 600 RUSSIAN LARGEST ICT COMPANIES 2017



**LISTED IN FORBES 200 RUSSIAN
LARGEST COMPANIES, 2017**

#1

CNEWS RANKING
LARGEST IT PROVIDERS
FOR MANUFACTURING,
2017

CNEWS RANKING
LARGEST BI SOLUTION
PROVIDERS, 2017



8-800-232-00-23

www.softline.com

TOP-5

CNEWS RANKING

- RUSSIAN LARGEST IAAS PROVIDERS 2017
- IT PROVIDERS FOR GOVERNMENTAL CUSTOMERS, 2017
- IT PROVIDERS FOR BANKING, 2017
- RUSSIAN LARGEST SAAS PROVIDERS, 2016

TOP-5

TADIVISER RUSSIA'S LARGEST IT COMPANIES 2017

WHAT IS IT FOR?

Engage clients

If you combine positive digital client experience and real-world service, you can better attract and retain clients.

Improve business performance and save more

This is not the first time when information technologies cause a disruption that changes the life of humanity for the better. At every stage of development, they empowered us to work faster, better, more efficiently, spend less, and earn more.

Increase the productivity

Using digital technologies in real life enables us to pay less time and attention to routine tasks and concentrate on the things that really matter.

Reduce costs

Flexible and cheap infrastructure rental eliminates the need for capital investments and enables quicker transformation according to the market changes.

Motivate employees

Easy-to-use work tools available from anywhere increase the commitment of people and help them work with pleasure.

Why
Softline

OUR VALUES

1. Leadership

We want to be No.1 in the key lines of our business.

If we are doing something, we must outclass our competitors in it.

2. Customer-focused approach

We help our clients become truly digital businesses.

We build long-term trust-based relations with our clients.

3. People are the core of our business

Best incentives to best employees.

Trust-based and honest partnership with our clients.

4. Innovations

We make large investments into and pay much attention to the cutting-edge technologies and innovative projects.

5. Responsible business

We support sustainable use of resources and healthy lifestyle.

The company always helps its employees in difficult situations.

WHO IS IT FOR?

CXOs!

First of all, digital transformation is an idea. We can offer the ideas of business improvement for any role.

Financial divisions

We reduce the costs on IT and make them more predictable. With the pay-per-use model for IT resources, you substitute the capital expenses with operational ones and save funds!

Sales and marketing

We help to establish continuous contact with clients in real world by all possible digital channels, creating a flawless user experience.

Human resources

From device to applications, we can offer your employees an excellent workspace. Professionals like digital employers.

Production

Modern production is manageable, secure, and smart. We offer clients solutions for production design and management.

Security

Any digital business is potentially vulnerable. We provide the protection from cyber threats and meet the requirements of the clients, for which any IT failure is entirely unacceptable.

Business management

Digital business is measurable and manageable. It is simpler to increase its profit by concentrating the efforts on the most promising growth drivers.

TOP-10 RBC RANKING
LARGEST IT PROVIDERS FOR
TELECOM OPERATORS, 2017

XAAS EVERYTHING AS A SERVICE

Why buy, if anything can be taken as a service? The replacement of corporate-owned components with leased ones has become a digital transformation trend and business driver.

Data Center as a Service

We build modular data centers designed according to the client requirements, deliver, install and connect them on the client's site. Further maintenance is included in the monthly rental fee.

Hardware as a Service

We provide hardware in the shortest terms and at a minimum cost following the rental model. Hardware can be hosted either at the client's site or in Softline data centers.

Workplace as a Service

Premium workplaces can make employees' work easier and more productive – and you do not need to buy and maintain them. A service with transparent monthly payment will relieve you from excessive costs and give you peace of mind.

Infrastructure as a Service

A private or public cloud infrastructure gives you the freedom to deploy and launch applications and securely store data on servers. Such infrastructure is quickly scalable and you pay only for actually used resources.

Applications as a Service

Applications deployed in a private or public cloud are always up-to-date, they are instantly accessible from all kinds of workplaces where they are necessary and do not require maintenance. Applications as a service will help employees collaborate and fulfil their tasks with ease.

Security as a Service

We believe that the shift of IT towards cloud services shapes the future of cybersecurity. We not only consider the cybersecurity services possible: we are already able to create them.

THE GLOBAL PROVIDER OF SOLUTIONS AND SERVICES

We believe in the amazing power of technology solutions in bringing people together and transcending borders. That is why our global business and operational network extends to 50 countries and 95 cities worldwide. We assure our clients that every Softline branch will provide effective IT solutions according to your requirements.



Redmond

Mexico City

Guatemala City

San Salvador

San Jose

Panama City

Quito

Lima

Santiago

Santo Domingo

Tegucigalpa

Managua

Medellin

Bogota

Caracas

Salvador

La Paz

Asunción

Sao Paulo

Montevideo

Buenos Aires

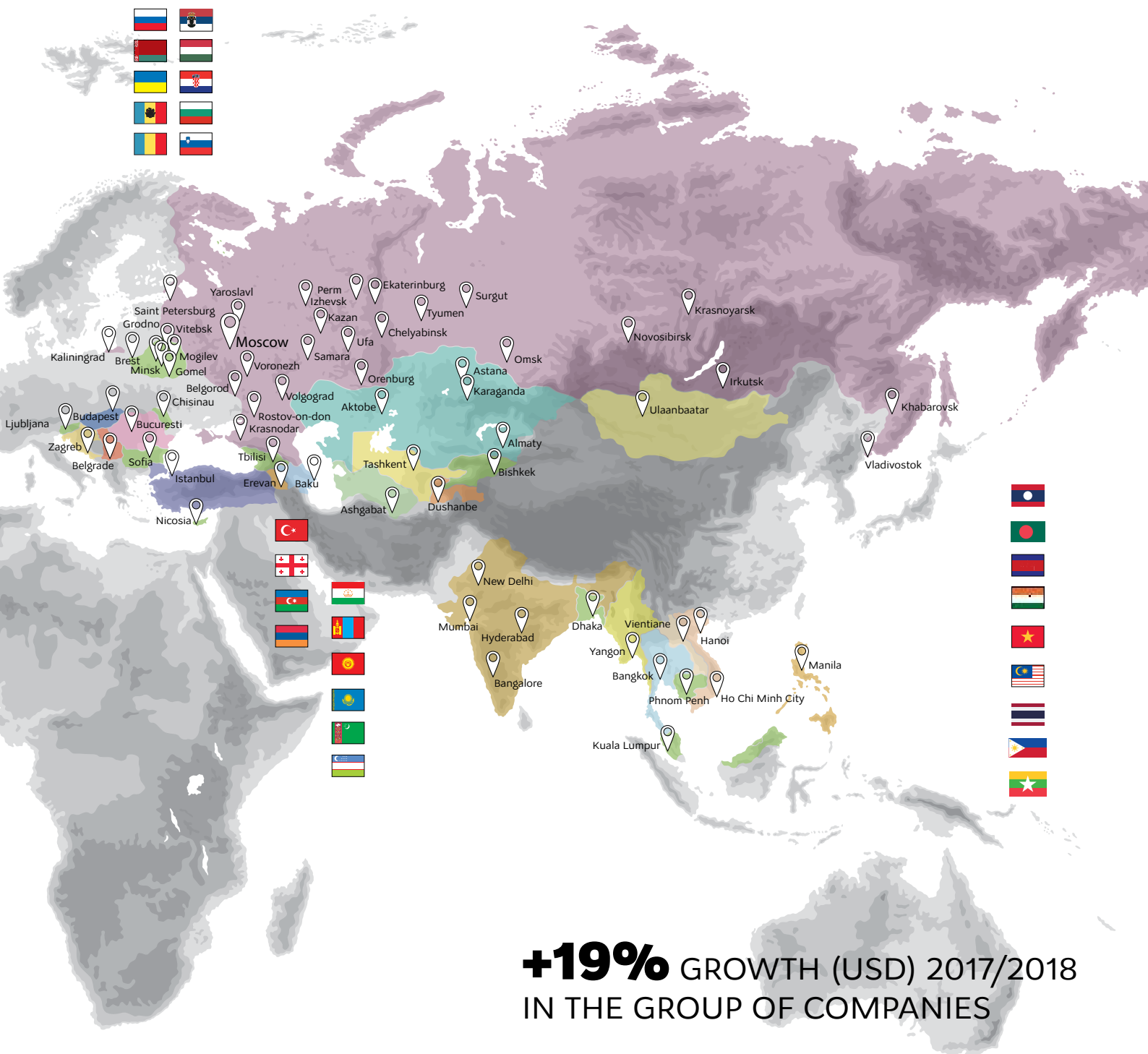
SOFTLINE — GLOBALLY
MANAGED MICROSOFT
PARTNER

+26% GROWTH
IN LATAM 2018

50+
COUNTRIES

95+
CITIES

\$1,36 BLN TURNOVER 2018
IN THE GROUP OF COMPANIES



+46% GROWTH
APAC 2018

+19% GROWTH (USD) 2017/2018
IN THE GROUP OF COMPANIES

+32% GROWTH (RUB) 2017/2018
IN THE GROUP OF COMPANIES



DIGITAL LABORATORY




D I G I T A L
L A B

Nowadays all companies have to face the problems related to the digital transformation of their business. The digital transformation is an important trend that determines the global changes in the existing business processes, the customer experience and created new lines of business.

Our team

We gathered a team of professionals. Each expert has a unique business development competence and knowledge in application of the existing and future technologies in retail, energy, industry, logistics, education, finances and many others.



Digital laboratory is a source of knowledge about the current and future needs for the successful business development of a modern company.

We have a thorough understanding of the fact that the new technologies and trends of digital economy change the world, the fields of activities, the quality of life and the entire lifestyle. The unique set of digital competences and the most modern methods let us create the digital products that bring profit to our customers. We are helping to find the unique solutions for your business digital transformation and put them into action immediately.

Why digital transformation?

- Provide the best consumer experience to your customers.
- Development new products and services fast and make them a new source of profit.
- Get higher efficiency and satisfaction from both the customers and the employees.
- Ensure higher loyalty of your business partners.
- Test new ideas, find possible solutions and answers, and consolidate efforts with speed and flexibility.
- Develop competitive advantages and leading competences of a company.

What is the value of collaboration with Digital Laboratory?

- Long and complicated procedures of making decisions are killing ideas. We help you to stop wasting your time. Start creating and implementing digital product-based solutions with minimum risks.
- We have a wide range of digital competence and expertise, adaptive management models and teamwork technologies that are essential for creating positive and successful solutions.
- We help to discover new methods and opportunities of business development for our customers.
- We help you to create your own transformation team in order to work for the new customer expectations and business demands.

The result of our work is a successful completion of digital transformation for business development and higher profitability.

Digital Lab
is innovative
department of one
of the leading IT
integrators – Softline.

How exactly does it work?

Our know-how, the Digital transformation sprint, allows to complete the whole process from getting an idea to creating the digital product within 4 weeks:

1. We study the technological and customer trends, the modern Russian and worldwide practices on a regular basis to form the database and get a vision of the future of our industry.
2. We carefully explore the needs of our clients and use our database to find the best solutions for the development of their business.
3. We use digital experiences to create the prototypes (models) and provide tests to determine the success and scalability of the product.
4. We help to scale the digital product to expand our target audience and enter the new markets.

Why
Softline

As a result of our work, clients become interested in further cooperation: more requests and implemented projects for the development of digital products and services, loyalty to the company as a digital transformation partner.

CYBER **SECURITY**

Softline has one of the most professional cybersecurity teams. We implement hundreds of projects every year; we take into account the industry-specific requirements of our clients, and guarantee that our security products and services are of high quality and affordable implementation and maintenance cost. Our portfolio includes a broad range of solutions. We have all the necessary licenses to perform cybersecurity works.

SECURITY IN SOFTLINE

TOP 3 IN CNEWS SECURITY
RANKING 2013-2016

350+ CYBERSECURITY
PROFESSIONALS

\$50 MLN TURNOVER
IN FY2017

Software delivery

- The highest partner statuses from most of the key security vendors on the market
- We can deliver both offerings of the market leaders and exotic solutions

System integration

- License for technical protection of confidential information since 2005
- Over 1500 implemented cybersecurity projects since 2010

Education center

- No.1 in the corporate education market
- Over 100 information security courses
- Testing centers in 11 cities of Russia and 12 cities of the CIS
- On-site and distance learning in any city

Certification Lab for cybersecurity

- Over 180 systems certified since 2015
- A corporate test site
- Consulting on obtaining the FSS (Federal Security Service) and FSTEC (Federal Service for Technical and Export Control) licenses

Service center

- 24x7 technical support
- Over 200 vendors supported
- Over 150 certified engineers and administrators

Security as a service

- Security Operation Center (SOC)
- Managed Security Services (MSS)

OUR LICENSES

- FSTEC license for technical protection of confidential information and the authorization to conduct certification
- FSS licenses for the cryptographic information protection tools
- FSTEC and FSS licenses for trade secret protection
- Accreditation certificate from the FSTEC accreditation authority

CRITICAL IT INFRASTRUCTURE SECURITY



In 2017, the cybercrime growth shocked the information security industry. Ransomware attacks hammered the governmental institutions, financial companies, and industrial infrastructure. The logical response of the market regulators was introducing changes into the legislation of Russia and the European Union. On the one hand, the wave of discussions about Federal Law 187 and GDPR attracted a lot of attention to the topic. But on the other hand, it led to different interpretations of the requirements.

After the adoption of GDPR and FL-187, the security specialists have received another argument in favor of allocating the budget for the building and modernization of the cybersecurity system. One of the new principles introduced by these laws was the responsibility of persons in charge for unauthorized impact on SCADA or critical information systems.

Why Softline


We are ready to share our expertise based on the implementation of many projects for the large customers meeting the requirements of FL-187. To ensure the security of industrial infrastructure, we are ready to participate in SCADA protection projects on any stage. Our strength is Concept Designing: we explore customer's infrastructure and suggest a concept offering not linked to any specific vendors.



Softline Audited the SCADA System in One of Transneft Enterprises



Softline has completed a project of checking the compliance of SCADA security for Transneft Primorsk Port LLC using the requirements of FSTEC Russia in SCADA security. The client has received the recommendations on how to minimize the information security risks.



NETWORK SECURITY

NEW GENERATION FIREWALLS (NGFW)

Network security is the backbone of cybersecurity in any modern business. Protecting data transfer networks is a priority task especially due to the increasing number of threats from beyond the corporate network perimeter.

To prevent all modern threats, your business needs a simple, high-quality, and easy-to-understand tool with broad functionality. Network monitoring, intrusion prevention and detection systems, working on the application level, and integration with accounting systems – all these solutions have already become an industry standard for the devices of this category. With these components, your company can adapt to the changing threat landscape and respond to these threats in due time, minimizing the losses from attacks.

Are you confident in your network configuration?

Network protection appliances often create a deceptive feeling of security, while in reality configuration errors, using devices from various vendors without policy synchronization, inability to update all devices synchronously might lead to new problems.

Specialized solutions for network infrastructure security management help not only analyze the network device configurations and reveal non-compliance with applicable policies. They can also help to prioritize the elimination of existing vulnerabilities and to reveal the possible infrastructure attack vectors.

Why Softline

With correct selection of infrastructure components and proper infrastructure configuration, you can rest assured in that your company will not figure in headlines as a victim of a new ransomware epidemic, and the financial losses from the attacks will be only estimated in theory, not calculated in practice.



DATA LEAK PREVENTION

Due to the growing cost of information, businesses need to pay more and more attention to its protection. The shift to digital economy leading to the explosive growth of data volumes and change in the consumption model only increases the importance of this issue.

We help our clients organize their business processes to create new business opportunities without harming the user experience. The needs of companies and their business processes often differ a lot. That is why it can be very useful to engage a partner with rich experience of implemented projects, who knows the solution portfolio very well and can help the client make the right choice. Some companies just need to detect incidents in time and conduct internal investigations, others might need incident prevention. We can help you select the approach and the technical solution that suits you best.

Why Softline

Building a security system is an important task, but it is impossible to achieve high protection effectiveness without maintaining its operability. We can provide security as a service by rendering technical support, assisting in the incident investigation, and preparing required technical and legal documents.



Softline increases the level of cybersecurity in the Sapfire Center



Softline has protected the confidential information of the Sapfire applied engineering and education center. As a result, the client has reduced the risks of unauthorized access to technical documentation and ensured reliable protection of this valuable corporate asset.

PRIVILEGED ACCESS MANAGEMENT

All infrastructures and information systems with access right management have privileged access rights superusers. The more rights the person has, the higher is the risk of misusing these rights or making a very costly mistake and concealing it. This problem is especially acute in companies that have to provide privileged access to external support and administration specialists.

Why Softline

Softline has an experience in the implementation of PAM projects in the leading energetics, finance, oil & gas, and retail companies. Information security architects and consultants can help you implement pilot projects and develop the right solution for your business.

CIOs and CISOs worried by this threat search answers to the following questions:

- Who has access to business-critical resources and how to control the work of this people?
- How to protect systems and data from user mistakes and malicious intent?
- How to investigate incidents? Where to get proofs?
- Who knows privileged accounts passwords, and how to control the distribution of passwords?

Softline helps clients implement state-of-the-art PAM (Privileged Access Management) solutions that automate the access management for business-critical resources, and make video records of privileged sessions with search by events.



Privileged Access Management System for an Intergovernmental Organization

Situation

The customer of this project was an intergovernmental administrative organization. The organization unites governmental agencies from the countries of the CIS, and the company is headquartered in Moscow.

To maintain and modernize information systems, the company widely engages external IT specialists that work remotely. The duties of in-house specialists include not only controlling the quality of outsourcers' work, but also ensuring security: remote users need privileged access rights, and the possibility of abuse by external specialists needs to be eliminated.

Solution

The professionals from Softline assessed the client needs and helped to select an optimal system that meets all client expectations.

It was decided to use the software by FUDO because this product enables recording all remote sessions and registration of external users' actions. Another benefit of the product was that it could be installed on virtual machines.

Event recognition and record indexing increase the analysis convenience and considerably reduce the time required to respond to incidents. It is important to note that the solution acts as a traffic proxy. Thereby, the user experience for remote access remained the same – only the system access point has changed.

PRIVILEGED
USER REMOTE
ACCESS SECURITY
TO SENSITIVE IT
RESOURCES HAS BEEN
INCREASED



SECURITY MONITORING



Security event recognition (SIEM)

Sometimes it is very difficult to detect attacks without comparing information from various security systems. SIEM (Security Information and Event Management) systems are specialized tools to solve and automate this task.

Centralized collection, storage, and processing of logs from various sources considerably simplify incident investigation. With automated analysis to detect abnormal activities and discover well-known malicious active behavior patterns, security specialists can detect security events in real time.

Building your own SOC or using a provider's SOC?

Only the largest companies with a big security team and a large IT budget can afford to build an in-house SOC (Security Operation Center). But it does not mean that other companies will never be able to use an SOC.

We offer a fully-functional SOC as a service with a team of high-qualified professionals, 24x7 monitoring, and support in Russian and in English. Some of our clients are already using it. This center solves the following tasks:

- strategic planning and threat assessment;
- collection and storage of virtually unlimited logs;
- automated and manual response in real-time;
- penetration testing;
- and many additional services.

Why Softline

High-quality monitoring of security subsystems is the key to successfully building a comprehensive information security incident management system. We are ready to scale the experience accumulated during the years of operation of our commercial SOC that provides managed security services to the leaders of the Russian market.

PERSONAL DATA PROTECTION AND COMPLIANCE

Every personal data operator needs to confirm its compliance to the regulations, including those related to cybersecurity. A lot of attention is paid to personal data protection, especially for companies that work in the governmental and financial sectors, and in healthcare.

Why Softline

Annually we implement over 100 personal data protection projects in companies of all sizes: from small and medium-sized business to the leading corporations in Russia. Many international companies entrust us personal data protection projects in their Russian branches. Assistance in providing GDPR compliance is a new but very quickly developing line of our business.



Softline Modernizes the Personal Data Protection System in a Regional Hospital in Irkutsk



Softline has upgraded the data protection system for the Irkutsk Regional Clinical Tuberculosis Hospital. Following the project results, the client has ensured compliance with the acting legislation.

Softline Assesses the Data Protection Systems in the Administrative Office of the Krasnoyarsk Region Governor



Softline has assessed the effectiveness of the personal data protection system of the Administrative Office of the Krasnoyarsk Region Governor, Central Office and Administrative Department of the Government of Krasnoyarsk Region.

Softline Protects the Cloud of Iskra Group



Softline has designed and implemented a comprehensive information security system for Iskra Group (Krasnoyarsk), one of the leading Russian satellite communication operators. As a result, the customer has improved the resource reliability and confirmed its security in compliance with the requirements of the Russian legislation.



ADVANCED THREAT PROTECTION ATP

Corporate cybersecurity

Antiviruses considerably decrease the risks of malware penetration into the corporate infrastructure – but are no longer an impassable barrier for intruders. That is why modern security officers pay more attention to security tools that can identify complex attacks in due time.

Sandbox solutions are very useful in such a scenario. Their target is detecting malware activity in the emulated environment, detect anomalies in due time, and stop the attack propagation before it is too late. ATP solutions also provide invaluable assistance in the investigation of malware activities that already occurred and the assessment of threat propagation scope.

What if the enemy broke into your perimeter?

Malware is just one of the methods used by intruders in specific attack stages. Afterwards, cybercriminals can use all authorized tools, and detecting them becomes very difficult.

Honeypot solutions can help revealing intruders inside the perimeters. They create traps in the IT infrastructure that force the intruders to reveal their presence. The attempts of attackers to receive access to this information and use it in the following stages of attacks become obvious and demonstrate the malicious activities.

Why Softline

Our specialists have vast experience in the implementation of comprehensive projects and know how to make use of the full potential of cloud solutions. We provide post-project maintenance services to maintain high security and offer our education center services to train your specialists, strengthen the staff competencies, and, as a result, maximize the benefits from the implementation.



SECURITY AS A SERVICE

It might seem that building a high-quality security system requires solving a multitude of issues that inevitably lead to high costs. The problems can be the following:

- availability of high-qualified professionals;
- having competencies in many fields of technology;
- monitoring information security and respond to issues in 24x7 mode;
- retaining subject matter experts in staff.

Security as a service is an approach that can solve these and many other issues. The Managed Security Service Provider (MSSP) can undertake the issues of operational monitoring and management of most security tools, including antiviruses, firewalls, DLP systems, encryption gateways, and many other things. You just use all these tools, while the MSSP maintains them.

Cloud or On-Premise?

On the one hand, cloud services are incredibly flexible, scalable, and fast to implement. On the other hand, not all clients are ready to move their security solutions to the cloud.

In the contrast to the classic approach, in the cloud model, the security tools are hosted and maintained by the service provider. Due to the economy of scale, the cloud model reduces costs. Another cloud benefit that is seldom achievable in classic models is that cloud security tools are always up to date.

Why Softline

Security as a service is more than hosting technical tools in the cloud. The business value of this offer lies in the availability of Softline engineers' competencies to the client, access to the most advanced technologies at a reasonable cost, and using the infrastructure of the Softline Security Management Center.



IT AS A SERVICE

WE ARE ONE OF **TOP 5**
SAAS AND IAAS SOLUTION
PROVIDERS IN RUSSIA
(CNEWS ANALYTICS, 2017)

Softline is a team of professionals that has broad technical expertise in the field of cloud technologies. Softline data centers are not only protected in compliance with the national legislations and meet the requirements in terms of confidential information protection. 24x7 technical support guarantees the business process continuity.




FROM SERVER TO APPLICATION

WE GUARANTEE
99.95%+ SERVICE
AVAILABILITY. ALL
OUR COMMITMENTS
ARE STIPULATED BY
THE SLA AND BACKED
UP WITH FINANCIAL
GUARANTEES. SAVE
TIME AND MONEY BY
LETTING SOFTLINE
CARE ABOUT YOUR IT!

In the classic model, the IT budget is spent on software and hardware acquisition, data center construction, personnel recruitment, and training. The service approach allows transferring capital to operational expenses (CAPEX -> OPEX).

- IT services with easy-to-understand metrics and clear vision of responsibility at a transparent and (which is the most important!) adequate cost.
- Cost savings due to the reduction of losses from poor IT service performance resulting in business process downtime and loss of profit.
- The corporate IT service ceases to be a cost center and becomes an investment center.
- You can build a fully functional IT infrastructure without purchasing hardware and software!



COMPLIANCE WITH
GDPR AND NATIONAL
REGULATIONS

500+
MAJOR
PROJECTS

CLOUD SERVICES

Public/ private/ hybrid clouds

Cloud Softline (VMware / Hyper-V platforms), IBM Cloud, Amazon (AWS), Microsoft Azure, Google Cloud Platform

GDPR and national compliant secure cloud

Compliance with GDPR and similar national restrictions by moving the Personal Data Protection Information system into the certified cloud.

Backup and disaster recovery

Remote storage of backup copies and reliable disaster recovery in the Softline cloud.

Why Softline

The FlexPod architecture – a state-of-the-art software and hardware suite from the leading vendors (Cisco and NetApp) – enables the uninterrupted operation of the cloud hosting. Thereby we can provide maximum guarantees of fault tolerance, reliability, and security of cloud platform computing resources.



Migration of Onninen IT infrastructure to the Cloud

Situation

Onninen is a manufacturer of technical equipment for industrial and construction enterprises with over 3,000 employees in 8 countries of the world. Due to the changes in its Russian business, Onninen needed to reorganize the IT systems and ensure the business continuity. The company needed to move a part of IT resources into the cloud, and the Softline public cloud service was chosen as a platform.

Solution

Softline specialists migrated the entire server infrastructure: Active Directory, Domain Name Service, file services, and SQL Server. Only the objects that cannot be migrated into the cloud, like workplaces and scanners, remained in the client's local infrastructure. One of the servers created in the cloud works as a terminal server and hosts the client's business applications. Despite the fact that the user accounts were not moved into the cloud but created there from scratch, the migration caused minimum inconvenience for the client's employees. The migration project united the resources of St. Petersburg and Krasnodar offices, which reduced the costs of hardware maintenance, software support, and staff.

MIGRATION OF IT
RESOURCES TO THE
CLOUD HAS SIMPLIFIED
THE INFRASTRUCTURE
MANAGEMENT AND
REDUCED THE COST OF IT
OWNERSHIP

onninen



Deliver Uses Google Cloud Services to the Fullest

Deliver is an online carrier service that provides cargo owners with access to fleet of over 59 thousand vehicles. Deliver has an in-house technological platform that automates the carrier ordering process, their tracking, and document workflow. The company needed to build a scalable high-performance service from scratch.

The company selected the Google Cloud infrastructure that provides necessary big data analysis services and has a transparent scaling model. Today, Deliver uses a full stack of Google Cloud services: Compute Engine, Cloud SQL, Cloud Storage, Google BigQuery, Cloud DNS, G Suite and Firebase. Google Cloud Platform also seamlessly integrates with Google Maps, which is a basis of Deliver's logistical activities. As a result, the client uses next to no other services and performs 90% of operations in the cloud.



CLOUD PLATFORM PROVIDES A SOLID GROUND FOR DEVELOPMENT OF NEW SERVICES AND DELIVERY OF THEM TO CLIENTS



Cryogenmash Manages Production with the Internet of Things and Cloud Computing

Cryogenmash is the largest Russian company that develops air separation technologies and manufactures air separation equipment, produces process gases, and creates comprehensive solutions for associated gas, natural gas, and LNG processing. The client needed a solution for remote control of the cryogenic air separation unit parameters and keeping the data archive for further processing.

Softline has developed an IoT service integrated with the Azure cloud for the remote monitoring of the air separation unit operation parameters: quantity and quality of the product (gaseous and liquid oxygen, nitrogen, and argon), and accounting of consumed energy. Cryogenmash operators have received remote access to data from the unit sensors. They can use their mobile devices or a cloud-based web interface to access the real-time analytics or archive data and make conclusions on the unit operation modes based on the collected information, receive incident reports, and proactively manage the production processes. The service is horizontally scalable, the solution can be scaled with additional units.



THE SOLUTION ENABLES THE COLLECTION AND IN-DEPTH ANALYSIS OF DATA FROM THE PRODUCTION UNITS



Private Cloud for Infotelecom

Infotelecom is an insourcing company that performs IT asset maintenance and manages them in 20 geographically distributed legal entities. Due to the company specifics, it has high requirements for the IT infrastructure performance and fault-tolerance. To optimize the financial and time costs, Infotelecom decided to use the cloud infrastructure.

Softline specialists offered the client to create a private cloud in a Tier III data center powered by VMware with parameters corresponding to the needs of the company. As a result, Infotelecom has received a scalable fault-tolerant cloud-based infrastructure and hosted there the corporate services of supported legal entities.



THE CLIENT USES SERVER CAPACITIES WITHOUT CAPITAL INVESTMENTS



Softline is the largest Premier Google Cloud partner that has the right to sell all Google cloud services: G Suite, Google Cloud Platform, Google Maps Platform, and Chrome Enterprise.

Microsoft Partner

Cloud Platform
Cloud Productivity
Cloud Hosting
Small and Midmarket Solution Provider

These statuses prove the competencies of Softline employees and their expertise in the field of development, deployment, and configuration of web products and services. Softline is the leader in terms of delivering the cloud solutions that reduce the clients' IT costs.



The status grants our company the right to provide reliable cloud services powered by Microsoft technologies and proves high competencies of Softline in building a reliable infrastructure to process and store personal data in accordance with the applicable legislation.



Softline is the first Russian member of Amazon Partner Network, APN. Softline is an official Amazon Web Service APN Standard Consulting Partner in the territory of 18 countries.

SOLUTIONS FOR BUSINESS

150+
ENGINEERS

SLA UP TO
99,95%

Softline Virtual Office

Service powered by Softline cloud that includes the corporate email based on Microsoft Exchange Server and unified communications based on Skype for Business with additional capabilities

Microsoft Office 365 and Google G Suite

Enterprise communications, collaboration on documents, cloud storage

VDI

Ready-to-use CAD engineer workplaces in the Softline cloud



Softline cloud platform is based on VMware vCloud Suite and has the VMware vCloud Powered status that confirms the compliance with the VMware requirements.



Cloud-Based Email Service for the ResourceTrans Company

The ResourceTrans LLC transport company offers road transportation services to large industrial enterprises, as well as cargo transportation and shipping services. The company has a distributed branch network and uses the cloud-based email service as the main corporate communication tool. The client's business was growing, and eventually the quality of services was no longer able to meet the client's requirements.

Softline specialists offered Microsoft Exchange Server as a part of Softline Virtual Office service. They migrated around 2,000 users to new mailboxes. The client has received a dedicated virtual infrastructure based on a public cloud with guaranteed 99.5% service availability and 24x7 technical support.



THE NEW EMAIL SERVICE WORKS QUICKER,
AND FLEXIBLE LICENSING ALLOWS TO PAY
ONLY FOR THE CLOUD RESOURCES THAT ARE
ACTUALLY USED



Migration of the Portal of a Large Real Estate Developer to the Cloud

ECS Group specializes in the commercial real estate development and management, and product retail. The total number of employees exceeds 3800. The client's corporate portal was running on SharePoint Server 2007. To reduce the maintenance and technical support costs, the corporate top management has decided to migrate the portal to SharePoint Online – one of the components of the Office 365 cloud suite, a product that has been already purchased by the client.

The specialists of Softline and the ECS Group together developed a migration plan. All files from the server have been moved to SharePoint Online, all access rights have been kept. They also configured the news presentation in the corporate blog, implemented the search engine, and display of birthday dates.



THE CORPORATE PORTAL WAS UPGRADED AND
MOVED TO THE CLOUD



Migration of the Logistics Company Email to the Cloud

STS Logistics is a logistics company that offers automotive, railroad, marine, air, and multimodal transportation services in Russia and worldwide. To make the collaboration of employees from different branches more convenient, protect the email from data losses and spam, the executives decided to migrate the Exchange Server email infrastructure into the cloud. Due to the reason that the client planned to use the Office 365 suite, migration to Exchange Online became a wise decision.

To migrate the corporate email, Softline specialists have offered and built a hybrid architecture where the cloud service interacted with the local Exchange Server infrastructure. The client's offices are located in various time zones, and to avoid any downtime, the migration to cloud services was performed by packages of 30 to 40 mailboxes at different times.



THE NEW EMAIL SERVICE OF THE CLIENT HAS BROADER FUNCTIONALITY, IS EASIER TO MANAGE AND CHEAPER TO MAINTAIN



Unified Access to the IT Services of the Plekhanov University for the Students of Two Educational Institutions

The Plekhanov Russian University of Economics is one of the largest state educational institutions. When it was merged with the Moscow State University of Economics, Statistics (MSUES), and Informatics, the number of students exceeded 50 thousand and the number of lecturers exceeded 2.5 thousand. Due to this merger, the IT staff needed to save the user data and provide access to the Office 365 tools and to the information resources of the university. After the infrastructure audit, Softline specialists migrated the accounts from the MSUES Active Directory to the catalog of the university and configured the cloud services. The next stage was designing the account management portal based on Microsoft technologies.



STUDENTS AND TUTORS HAVE RECEIVED THE TOOLS THEY NEED FOR WORK AND ACCESS TO INFORMATION RESOURCES



G Suite Cloud Services for the Red Wings Airlines

Red Wings is a Russian airline based in the Domodedovo Airport of Moscow. The passenger flow of Red Wings is 1.1 million passengers per year; the staff has over 500 employees. The IT department of the company faced the task of modernizing the IT infrastructure, automating the business processes, and ensuring the employee mobility. After the testing of cloud services, the corporate executives decided to migrate to G Suite. The service from Google attracted them with monthly payments and simple licensing policy, email migration speed, reliable spam protection, mobile mail client, synchronized calendars, corporate chat with videoconferencing, and cloud storage. Migration to cloud service remained completely unnoticed by users: they still had the same structure of folders, email, and messaging history. Softline engineers also configured the mobile clients (Gmail) and web interface, which has made the execution of everyday tasks considerably simpler.



THE CORPORATE COMMUNICATIONS HAVE BECOME QUICKER, AND THE WORK OF IT DEPARTMENT HAS BEEN SIMPLIFIED



The VMware Service Provider status confirms that Softline is certified to provide cloud services on the VMware platform.



With the Red Hat Ready Hosting Partner status, Softline can offer its clients services powered by Red Hat Enterprise Linux on the rental terms.



The Veeam Gold Cloud&Service Provider proves that Softline is certified to provide the Veeam Cloud Connect cloud service.



This status authorizes Softline to provide the SUSE solutions for business on the rental terms.



Successful completion of the SAP-Certified for SAP Business-All-in-One technical certification in Application Management and Hosting Services confirms the quality of services concerning the SAP application management and hosting technologies.

TECHNICAL
SUPPORT

24X7

HARDWARE SERVICES

Why Softline

We offer rental of all equipment from the leading global vendors and provide technical support and maintenance for it. The rented server equipment can be hosted in Tier III data centers protected in compliance with the Russian legislation and international regulations. 24x7 technical support guarantees the business process continuity.

Hardware as a Service

Hardware as a Service is an alternative to purchasing hardware. The hardware to be rented is selected to meet the requirements of any specific customer. The service is designed for companies that don't want to invest in hardware, for startups or affiliate companies. With the HaaS service, the client can save on IT infrastructure deployment and support!

We offer all types of IT equipment for rental: servers, data storage, networking equipment, PCs, laptops, printers, and other peripherals. All vendors from the vast number of Softline partners. From 1 to 3 years with the right of buy-out.

The main project stages are:

- selecting hardware and signing an agreement with Softline;
- hardware delivery, installation, and configuration;
- hosting equipment in Tier III Softline data centers (optional);
- monthly payments for hardware rental.



Dedicated Dell EMC Hardware

Dell EMC PowerEdge G14 is a family of next-gen dedicated servers with Intel processors. They are available for rent for any term starting from 1 month without buyout commitments. Technical support is included in the rental fee. It is also possible to connect any cloud services and rent data storage and networking equipment.

When you purchase the Dedicated Dell EMC service in Softline, you receive a flexible and scalable IT infrastructure that requires no capital costs with the opportunity to add resources from the public cloud (IaaS) and SaaS application. The equipment can be placed on the client's site.





The Payment Standard Project Works on Rented Equipment

To implement one of its projects, Obuv Rossii (Russian Footwear) Group has created Platejnyi Standart (Payment Standard), a non-banking credit organization. The company needed to build an IT infrastructure that meets all the security and fault-tolerance requirements.

The project used specialized software that could not be moved to the cloud, but the client did not plan to withdraw the funds from turnover. That was why Softline experts offered the client to use the Hardware-as-a-Service model, with equipment hosted in a fault-tolerant data center.

Especially for the project, Softline purchased servers meeting all the client's requirements. As a result, Obuv Rossii Group has been able to provide the technical solution for the new service and reduced the capital cost of additional server equipment.



HARDWARE AS A SERVICE ENABLED THE CLIENT TO LAUNCH THE PAYMENT PROJECT AT A MINIMAL COST



New Data Center for Obuv Rossii in Moscow

Obuv Rossii (Russian Footwear) Group has received a comprehensive solution powered by the Hewlett-Packard Enterprise. This architecture was also used in the previous project, so it can be easily integrated with existing capacities.

The equipment is hosted in the Softline site. Thanks to the rental of an external data center, the company can avoid large capital costs and eliminate all the restrictions for further growth of the Obuv Rossii IT infrastructure.

Softline experts have offered a data storage system that suits best the client requirements: it is very scalable and supports replication to three customer sites (Moscow, Novosibirsk, and Khabarovsk).

The client pays for equipment in installments distributed evenly over 5 months. As for the data center in Moscow, the client decided to rent the premises of Softline to host its hardware there.



RENTAL OF AN EXTERNAL DATA CENTER ELIMINATED ALL FURTHER BUSINESS GROWTH RESTRICTIONS



Servers for the Aromat Perfume and Cosmetics Company

Aromat JSC is a large player on the perfume and cosmetics market. Within the project of the IT infrastructure modernization, the client has planned to purchase a new server to be installed in the office building.

The client has opted for Dell equipment that turned out to be optimal in terms of price and technical properties. Softline team has developed a ready-to-use solution that meets all business needs and suggested a special equipment purchasing model: dividing the payment into monthly installments instead of paying in lump sum. The contract was concluded for 13 months. At the end of this term, the hardware could be purchased at a remainder cost.



OPTIMIZED THE COSTS FOR PURCHASING STATE-OF-THE-ART FAULT-TOLERANT EQUIPMENT



The EMC VSPEX Accredited Partner proves the competences of the company in the field of delivery, implementation, and technical support of vendor's cloud solutions.



Technology Provider
Platinum 2017

Platinum, the highest partner status in the Intel Technology Provider program, is given to the companies with the largest resource base and the broadest expertise.



GOLD PARTNER

The NetApp Cloud Service Provider status is a proof of Softline competences in providing cloud services powered by NetApp technologies from an in-house virtual data center.



Softline has the right to provide Cisco-authorized services in all countries where there are corporate branches.



Titanium is the highest partner status of Dell EMC in Russia, it proves the success of the company in the field of promoting vendor products and services in the market.

A photograph of a modern glass skyscraper with the Google Cloud logo on top, set against a blue sky with light clouds. The building is partially obscured by a large white text box.

DIGITAL TRANSFORMATION FROM GOOGLE

No matter what tasks you face, Softline can help you and guide you to the future of technology with Google Cloud. We help clients undergo the digital transformation, customize new business processes, consult them in the development of new digital products, train users following the Google methodology, support our client both during the project and after its completion.



The Google Cloud family includes applications for employee collaboration, many services for creating digital products, rental of virtual capacities, or building a hybrid infrastructure. Besides products developed by Google, we also offer many ready-to-use solutions that supplement the Google Cloud ecosystem. We can help you select the technologies that suit best your company and teach you to make the most out of them.

Modernize your infrastructure

- Migration to the cloud or building a hybrid infrastructure
- Scaling to the cloud in case of peak workloads
- Backup into the cloud

Transform your workspace

- Implementation of new digital workplaces
- Fostering the digital interaction culture
- Enterprise content management

Collect data and find insights

- Data collection, storage, and unification
- Data analytics and visualization
- Machine learning for prediction

Respond to the market challenges

- Providing dynamic client experience
- Internet of Things
- Mobile, web, and e-commerce applications

Speed up the application development

- Flexible development methodology
- State-of-the-art application management tools
- API management platform



Google Cloud Platform



G Suite



Google Maps Platform



Chrome Enterprise



TransContainer Implements the G Suite Services

TransContainer is a Russian freight transport company, the largest railroad transportation operator that ships containers on over 300 thousand routes in Russia and abroad. The company has more than 3.5 thousand workers.

"G Suite has changed the approach of our company to the information acquisition and processing. Enterprise mobility has become a must for our business. With mobile devices, employees can participate in meetings, approve documents, and share insights from anywhere. Migration to cloud services was the first step in the deep digital transformation of internal business processes. We forecast that with cloud services our company will be able to save up to 90 million rubles in just 3 years. Right now, every G Suite user saves around 30 minutes every day on routine operations," — says Roman Veselov, CIO at TransContainer PJSC.



THANKS TO G SUITE, THE BUSINESS SAVES **UP TO 90 MILLION RUBLES IN 3 YEARS**



Smartmerch: a Neural Network for Retail on Google Cloud Platform

SmartMerch is a project that offers digital merchandising and automated audit of product assortment in points of sales based on photos. The system uses neural networks and machine learning technologies for object image processing.

"We are the first Russian company able to provide quality similar to that from Western colleagues at a cost attractive for the clients. After we had created the system, we were able to achieve impressive results: it takes just 2 seconds to process every image, and the accuracy is 95%. Thanks to the migration to Google Cloud Platform, we received a powerful and fault-tolerant infrastructure for the implementation of digital merchandising projects. Before the project, we had just a couple of successful pilot launches. Now our company has the necessary technical basis to expand the expertise and take the leading ground in the Russian IT market of FMCG-oriented products," — says Maksim Arkhipenkov, the creator and leader of the SmartMerch project.



POWERFUL AND FAULT-TOLERANT INFRASTRUCTURE FOR DIGITAL MERCHANDISING

EASY TO START:

CONTACT US, AND WE WILL OFFER AN EXTENDED G SUITE AND GOOGLE CLOUD PLATFORM TRIAL FOR YOUR TEAM

PROMO FOR **350+** WORKPLACES:

G SUITE БЕСПЛАТНО

FROM THE END OF CONTRACT FOR THE CURRENT SOLUTION

+ COMPENSATION OF THE IMPLEMENTATION SERVICES



Softline is the largest Premier Google Cloud partner, the only company in Russia and the EE & CA that has the right to sell all Google cloud services: G Suite, Google Cloud Platform, Google Maps Platform, and Chrome Enterprise.



MICROSOFT LICENSING PROGRAMS **CSP T2 AND SPLA**

We help clients choose the most profitable licensing strategy that meets their tasks and goals. With our deep understanding of the licensing rules and experience we can offer the Microsoft CSP T2 and SPLA licensing programs that can solve the following tasks important for many companies:

- licensing a company group;
- switching to a monthly pay-as-you-go payment model without fixed charges;
- expanding the service portfolio.

With the CSP T2 and SPLA licensing programs, our clients can offer their customers unique and diverse software services, purchase all the software they need and considerably expand the range of offered services.

CERTIFIED LICENSING PROFESSIONALS

USE CASES: how can clouds help you and your clients?

1. Strategic capture of the market share and expanding the client portfolio.
2. Reducing the expenses on IT and optimizing the software costs within the company.
3. Quick project launch and new product deployment.

Moving to the cloud is a long-term strategy that expands the client portfolio and leads to incremental profit growth in the future.

270+
SUCCESSFUL
PARTNERS

7+ YEARS AS AN SPLA
RESELLER AND CSP INDIRECT
PROVIDER

**Why
Softline**

Since 2010, we have been one of the largest SPLA resellers, and we became a CSP distributor at the time when this program was launched. Since that time, cloud technologies are the main growth driver both for us and for our partners, who also develop their cloud business with our assistance.

Microsoft CSP T2

The Cloud Solution Provider program allows companies to sell Microsoft cloud products (Office 365, Exchange Online, Azure, etc.) with monthly payment, and add in-house IT solutions to them.

The Cloud Solution Provider program enables the partners to sell Microsoft products (Office 365, Visio, Project, and Windows 10), online services (Exchange Online, SharePoint Online, and Skype for Business Online) and access to the Azure multi-service model with monthly post-payment.

For holding companies

The program gives the opportunity to create a unified IT environment that includes both local applications (Office 365, Visio, and Project) that could be installed to end-user workstations, and online services (Exchange Online, SharePoint Online, and Skype for Business Online), and a single console for managing all resources deployed in Azure.

Services for external customers.

With the CSP program, you can sell your clients access to Microsoft online services, such as email (Exchange Online), portal (SharePoint Online), videoconferencing (Skype for Business Online), and many others. You can also offer local Office applications Office (Business and ProPlus) and allow your clients to install the latest version of Office to the end user's workstation and access the OneDrive cloud storage. With Azure, you will expand your opportunities and offer your clients services they could not access before.

Microsoft SPLA

The Service Provider Licensing Agreement (SPLA) licensing program is designed for companies providing access to Microsoft products and Microsoft powered solutions to their internal and external customers.

SPLA for holding companies.

SPLA can be an alternative to traditional software acquisition. To use SPLA for providing IT solution access, the internal users need to allocate an internal service provider (it should be a non-affiliated organization) and become an SPLA partner of Softline. The deployment of a private cloud will reduce the cost of workplace maintenance and allow to respond quickly to any changes due to the service-oriented software consumption model.

Services for external customers.

With SPLA licensing, you can provide services on the Microsoft platform to external customers: deploying a private or public cloud, offering SaaS solutions, or renting PCs/servers with preinstalled software. SPLA program offers great opportunities to work with Microsoft solutions for telecom operators, internet providers, service providers, system integrators, data center operators, ISVs, etc.

Our CSP and SPLA Partners are Digital Transformation Pioneers

End-to-end automation for sales

With the cloud platform, you and your clients can quickly and easily purchase and provide Office 365, Azure, and other cloud services. From order placement to payment, the purchasing process is fully automated.

Simple billing

Subscriptions are fully automated: it is easy to place orders for Office 365, Azure, and other cloud services via the branded billing mechanism of our automation platforms.

Sell clients Office 365 and Azure on your e-commerce platform

Give your clients complete control over the purchase and management of Office 365, Azure, or other cloud services from your own e-commerce platform.

Business growth

Attract and retain clients by offering Microsoft cloud services available round the clock without weekends. Cloud services are automatically deployed, easy to manage, and profitable for your business.



STATE-OF-THE-ART INFRASTRUCTURE

250+
PROJECTS IN 2015

200+
ENGINEERS IN STAFF

50%
ANNUAL GROWTH (CAGR)

All aspects of business – manufacturing, finances, management, client relations – are becoming more and more digitized. To enable this, clients need to process petabytes of generated data and millions of requests to web sites – and we provide a secure and cost-efficient infrastructure to reach their goals.



APPLICATION AND DATA PLATFORM IS THE FOUNDATION FOR YOUR DIGITAL ENTERPRISE

Our Vision of State-of-the-Art IT Infrastructure

- **Can be hosted on the client's site or in the provider's data center**

Each scenario has its use cases, and the hybrid approach enables the clients to leave the most important things in-house, and move the rest into the cloud

- **Fault-tolerant and manageable**

A data center must remain operational even in emergency situations. Power supply and HVAC system backup and even a hot standby data center will eliminate the chance of an outage.

- **Scalable and flexible**

Creating and configuring new servers and data storage systems in virtual infrastructure is a matter of a few minutes. If personal physical resources are insufficient, additional capacities can be almost instantly provisioned in the cloud.

- **Cost-efficient**

IT infrastructure costs should correspond to actual consumption – and capital costs should be reduced to a minimum.





DATA CENTER

DESIGN AND MODERNIZATION

Our partners



We can completely prepare a data center to server installation and launch. We have experience in architectural preparation of premises, design, and commissioning of an uninterrupted power supply and air-conditioning system, cabling, and infrastructure management systems.

Preparing the data center site

To fulfill the requirements for data center operation, it may be necessary to reinforce the floor structures to ensure their durability, build a water disposal system for leakage protection, and change the architecture of the site bearing structures. Some projects even require the construction of fundamental or modular buildings.

HVAC system

Softline offers various technical solutions of all modern types: with hot and cold aisles, one or two loops. Energy-saving technologies like free cooling make data center operation more cost-efficient and sustainable.

Power supply system

Depending on how certain business tasks are, Softline engineering team can provide the necessary redundancy level: from N+1 to 2N+1, and also can help in creating power supply systems of any complexity (power units up to 10 kV).

Comprehensive security systems

Comprehensive security systems have several security perimeters, access control, video surveillance, gas fire suppression, voice alert, security and fire alarm, and physical access constraint systems.

Monitoring and dispatching system

Automated dispatch control systems monitor the state of engineering systems and enable real-time control over them from the operator's workplace

Structured cabling systems

Depending on the data center architecture, we can develop a structured cabling system of any complexity based on state-of-the-art copper and optical SCS solutions.

Turnkey data center construction

Softline has experience in building data centers from scratch proved by licenses and successful projects.

- Data center business plan and development concept
- Feasibility study
- Design and cost estimate development
- Designer's supervision and engineering supervision
- Turnkey construction works
- Technical maintenance and operation

Our licenses

- Certificate for design works
- Certificate for construction works
- License of the Emergencies Ministry of Russia



Our certificates

Softline has have Accredited Tier Designers (Uptime Institute) and Certified Data Centre Design Professionals (Data Center Dynamics) in the staff.



Micro data center-based infrastructure for CDBAE

Situation

Central Design Bureau for Automatics Engineering JSC is one of the leading Russian enterprises in development and manufacturing of passive radio-electronic systems. The company needed to modernize its data center to acquire sufficient computing capacities for the current tasks and simplify the hardware maintenance.

Solution

Softline has offered the client the DataStone+ modular micro data center. Cooling equipment includes two conditioners with an ultrasound humidification system. There are two types of power supply: a main and backup one. The remote monitoring systems enable the proactive control of the state of all engineering systems and remote management of their work. Softline shipped the DataStone+ micro data center and performed the hardware startup and commissioning. With the micro data center, the Bureau has avoided costs of building a separate premise. The solution can be quickly scaled purchasing additional racks.



THE CLIENT HAS EXPANDED ITS
SERVER CAPACITIES WITHOUT
ADDITIONAL COSTS



New Data Center Conditioning System for Seversky Pipe Plant

Situation

Seversky Pipe Plant (STZ), located in the Polevskoy city of Sverdlovsk Region, is one of the oldest iron and steel enterprises in Russia. The plant needed fault-tolerant HVAC equipment to provide the necessary temperature in an in-house data center that includes the main and backup server rooms. One of the main requirements was the availability of regional technical support.

Solution

Softline suggested using the Centaur 15M1 chilling machine manufactured by the "Predpriyatie Krug" Industrial Company. The solution ensures optimal distribution of hot and cold air in the premise, has a centralized control console, the tools for troubleshooting and controlling the equipment status, remote access tools, and physical token for settings locking. Softline engineers also suggested using heat insulating PVC screens, and thereby improved the cooling plant operation efficiency and provided easy access to equipment.



A FAULT-TOLERANT CHILLING
MACHINE HAS BEEN INSTALLED



HARDWARE

Hardware is the backbone of any IT infrastructure. Softline possesses all the necessary tools and expertise to build the hardware foundation of enterprise architecture of any complexity. Our solutions reduce costs with high-quality service and an integrated IT infrastructure construction approach.

Hardware from the leading global vendors can be

- Purchased
- Leased
- Rented
- Co-located in our data center

We offer the full spectrum of services

- Select the equipment that fits your company best
- Perform deployment and launch into operation
- Provide maintenance and repair
- Deliver consumables and spare parts



500+
VENDORS

100+
SPECIALISTS

PROMPT
DELIVERY



Engineering infrastructure

- Uninterrupted power supply
- Heating, ventilation and air conditioning (HVAC) systems
- Data transmission networks
- Modular solutions
- Engineering equipment management tools

Infrastructure solutions

- Servers
- Data storage
- Racks and chassis

Networking and switching equipment

- Switches and routers
- Wireless equipment
- Videoconferencing

Video surveillance, video intelligence systems

- Video cameras
- Storage
- Portable networking equipment

Equipment for the Internet of Things

- Sensors and control devices
- Controllers
- Gateways

Personal and mobile solutions

- Workstations, all-in-one PCs, laptops
- Mobile devices
- Thin and zero clients
- Monitors

Printing equipment

- Printers, scanners
- Copy machines, MFDs
- Consumables



Modernization of the data storage system in URALSIB Insurance Group

Due to the ever-growing amount of data processed, URALSIB Insurance Group needed to upgrade its data storage system. New storage array was expected to consolidate the disparate storage silos. The solution selection was based on the criteria of performance, reliability, and aggregate solution cost. Softline proposed an innovative state-of-the-art solution by INFINIDAT, a company from Israel. Softline engineers implemented the solution, tested its reliability and integrated it into the corporate infrastructure.



THE CLIENT HAS RECEIVED A SCALABLE, RELIABLE, AND FAULT-TOLERANT STORAGE



Hardware for Hilton Garden Inn Volgograd

When the client was opening a new hotel in Volgograd, it was necessary to deliver the equipment meeting the corporate standards to all rooms, conference halls, and for all employees. In this project, Softline specialists have made a detailed analysis of the tasks and meticulously selected the most suitable solutions. The hotel has received all the required equipment including workstations, office equipment, LCD panels and sound equipment.



THE HOTEL CHAIN ACQUIRED STATE-OF-THE-ART EQUIPMENT IN THE SHORTEST TIME

VIRTUALIZATION



Virtualization scenarios that we develop for our customers lead to comprehensible and tangible results: flexible and dynamic infrastructure, cost minimization, implementation of growth plans. Our expertise covers server, storage, network, and workplace virtualization.

Why Softline

We offer software and hardware (data storage, thin, and zero clients) for virtual environments. Softline offers virtualization solutions based on the VMware and Microsoft Hyper-V platforms.

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



A Software-Defined Storage for OMAX

Situation

OMAX is the largest distributor of electric tools and construction materials in Russia. Due to rapid business growth, the corporate IT department needed to build a scalable, efficient, flexible and versatile system that would ensure high performance and reliability.

Solution

Besides conventional server and application virtualization technologies, Softline specialists offered the client to consider a storage virtualization solution. Such a system can reduce the data center purchasing and maintenance cost, making it hardware-agnostic – and all this helps to optimize the use of available corporate resources. After the load testing on a test bench, it was decided to put the system into operation. Now, the system works without any problems for more than a year. The IOPS figures have grown from 80,000 to 300,000, data transfer latency has been reduced, and the solution enables the client to use the most cost-efficient types of disk arrays available on the market. OMAX was one of the first companies in Russia to implement this type of software-defined storage.

A HIGH-PERFORMANCE
HARDWARE-AGNOSTIC
DATA STORAGE HAS
BEEN CREATED



NETWORKING

Softline designs and builds state-of-the-art networking and telecom solutions, and delivers networking equipment from the leading global vendors. Our clients receive the networks that meet the challenges of the present day: an ongoing growth of traffic volume and complexity, the importance of corporate mobility, and high-performance solutions for big data applications.

From the project level and down to a router

We offer our clients state-of-the-art networks with high reliability, adaptive bandwidth, and high cost-efficiency. Softline performs the full gamut of works including selection, design, configuration, and support of networking equipment of the leading global vendors. We design and install copper-based structure cabling systems of various categories, office or backbone fiber cabling systems and wireless access solutions.

Wireless access solutions

We build for our clients Wi-Fi networks that perfectly suit as the main access point for work. Thanks to the optimal selection of equipment and access point positioning, calculation of the coverage zone and point workloads, and radio interference suppression, we build ideal networks with quick connection, high speed, and low latency.

Trend: Software Defined Networks

We increase the infrastructure performance and flexibility with Software Defined Networking (SDN), a technology that creates an abstraction from physical devices. SDN enables centralized network management and ensures that switches and routers only perform data transfer. These features simplify the network administration and enable almost instant configuration changes.

Trend: Network Functions Virtualization

The Network Functions Virtualization (NFV) technologies are very popular among service providers, telecom companies, and large holding structures. The functions of such network devices as routers and firewalls are virtualized: they are replaced with analogous services deployed on virtual machines. This technology saves the costs of our clients and makes their network infrastructure ultra-flexible.

Infrastructure Modernization for the Chief Directorate of the Moscow Region: Communication with the Federal Governmental Agencies

Situation

To increase the effectiveness of employee collaboration, unify the information exchange, and reduce the losses of working time, the agency needed to modernize the old IT services and implement the new ones.

Solution

Softline implemented the virtualization platform powered by a two-node Hyper-V cluster, global catalog service, basic network services, corporate email system, application server, file server and printing service, and backup system. The network infrastructure created by Softline included a firewall farm, edge firewall, core-level switch farm, access-level switches, wireless access points. An internal portal powered by DeskWork has been also created. To ensure the effective operation of the new IT infrastructure of the Directorate, Softline has also selected and delivered the required Cisco and IBM hardware.

AN OPTIMAL
COMPUTING AND
NETWORKING
INFRASTRUCTURE
HAS BEEN DESIGNED
ALMOST FROM
SCRATCH





IT SERVICE MANAGEMENT SYSTEMS ITSM

With our help, clients can consolidate the management tools for all levels of IT infrastructure in one system. By monitoring everything – from virtual machine performance parameters to user request processing – IT departments can improve their availability and flexibility.

Applications of ITSM solutions beyond IT

ITIL and ITSM tools and methodologies that have reached a high level of maturity can be applied in many domains of human activity, wherein some business processes can be turned into services. Possible fields of application include any processes related to request handling, transport infrastructure management, industrial infrastructure management, etc.

service**now**

 Microsoft

NAUMEN

ManageEngine



Shared Service Center

The client's activity involves handling a lot of contracts with counterparts. It is necessary to automate this activity because manual management of these contracts is very costly. Softline engineers have created a dedicated service center that automates the contract management, commissioned it and trained the client's employees to work with it. The center runs on a service platform.

AGREEMENT
CONCLUSION AND
RENEWAL TERMS HAVE
BEEN REDUCED, COSTS
HAVE BEEN SAVED

POSM Logistics

The client needed to track marketing materials for over 500,000 points of sales in Russia and create a simple mobile tool for field employees to offer relevant materials and services. Softline engineers have automated the management processes in the ServiceNow platform and developed a mobile client for field employees. The solution fully supports the POSM workflow, calculates the warehouse remains, and supports providing access to external organizations.

BUSINESS PROCESSES
RELATED TO POSM
MANAGEMENT HAVE
BEEN AUTOMATED





Softline Ensures Technical Support of Carlsberg Group IT Management platform in Eastern Europe

Situation

To handle the requests of users received via the hotline in Eastern Europe, Baltika Breweries used the ServiceNow IT service management automation system. As the business was growing, the client needed to extend the platform functionality.

Solution

Within the project, Softline specialists configured the ServiceNow modules in accordance with the client requirements. As a result, the IT department received access to this service first – and logistics, planning, and customer service departments were the next to get it.

Softline also performed system technical support and development after implementation. Users have access to the dedicated request acceptance channel via Help Desk, email, and by phone. The executives in the Eastern Europe region have access to request handling reports with statistics on response and resolution terms.

THE SERVICE-BASED
APPROACH TO IT
SUPPORT HAS PROVEN
ITS EFFICIENCY



Comprehensive Infrastructure Management Solution based on Configuration Manager in Tatfondbank

“Observing the high level of information security, meeting established policies and standards, is important for any bank, and Tatfondbank is no exception. System Center Configuration Manager became the optimal solution due to its capability to control the software use, track software versioning and report features. In the coming year, we will develop the platform – we’ll integrate it with Service Desk and introduce System Center Operations Manager for the comprehensive monitoring of IT infrastructure, as well as Network Access Protection for the secure network access. In addition, we plan to implement the BYOD concept.”

Konstantin Khaisanov,
Director of IT Department, OJSC JSCICB Tatfondbank



THE AUTOMATED SYSTEM WILL HELP THE BANK
QUICKLY AND EFFECTIVELY UPDATE OPERATING
SYSTEMS AND APPLICATIONS



Monitoring System Implementation for the Trest SKM Group

“Trest SKM expresses its gratitude to Softline for fruitful and productive cooperation during the project for the implementation of monitoring system powered by System Center Operations Manager and optimization of the Service Desk system. As a result, we were able to modernize the IT infrastructure and determine the lines of its development in accordance with the best IT industry practices.

We have received a modern and reliable solution that helps us get real-time health and performance data on our servers, applications, networking equipment, and IT systems. We want to note the high proficiency of the team of employees, their ability to offer solutions that suit best the needs of our company.”

A. Postnikov,
Head of the IT Department of Trest SKM Group



THE CLIENT IS NOW ABLE TO PERFORM REAL-TIME
INFRASTRUCTURE MONITORING



MULTIMEDIA SOLUTIONS

We build integrated solutions for conference halls, meeting rooms, dispatching and situation management centers. These solutions are designed to conduct video conferences with the highest quality and reliability, effective presentations, and organizing timely communications.

Tasks solved

- High-quality and reliable videoconferencing for businesses, governmental institutions, special services, and education.
- Impressive presentation capabilities for events of any level
- An information platform with a simple interface and rich presenting capabilities

Design and implementation

Softline designs and creates audio-visual and multimedia systems and integrates them into the existing architecture of rooms and halls. We can organize all types of works: from cable layout to configuration of specialized software. We know the specifics of such fields as healthcare, education, governmental institutions, and enforcement agencies very well.

Operation centers

Multimedia technologies can be applied in rapid-response operation centers. They provide a communication channel for special forces and help them quickly make reasonable decisions. Such centers process information from the videoconferencing systems and establish a channel with governmental institutions and enforcement agencies. Softline has experience not only in building operation centers but also is certified to ensure their security.



Refitting of Vehicles of the Civil Defense, Emergencies, and Fire Security Department of Moscow



Situation

The Department ensures the prompt interaction of authorized agencies in case of emergencies. Therefore, it has very high requirements for the equipment of special vehicles.

Solution

The Softline specialists have modernized the mobile citizen notification system. The system is designed to collect information about emergencies from the 24-hour dispatch service and notify citizens about them. The system was equipped with new loudspeakers, amplifier, and radio system. To supply power to the amplifier, mixer, and loudspeakers, Softline upgraded the direct-voltage transducer of the battery.

Furthermore, Softline team modernized the KSVT-2 satellite video broadcasting system: it can be used as a mobile communication unit and a mobile control center.

The system was equipped with state-of-the-art IP telephony and data transfer systems. It enables prompt deployment of a local area network in the operation site and integrates with the dedicated network of the Ministry of Emergencies of Russia via satellite and 3G channels.

To increase the reliability of the satellite channel between KSVT-2 and operational centers, Softline modernized the satellite reporting station. The system was equipped with VHF and HF radio communication equipment supporting all standards in the Ministry of Emergencies of Russia.

SPECIAL VEHICLES
EQUIPPED WITH STATE-OF-
THE-ART EQUIPMENT ARE
FULLY OPERATIONAL



Multimedia Technologies for North-Caucasus Federal University

Situation

The North-Caucasus Federal University created in 2012 unified three large universities of Stavropol Region. Today, the University comprises 10 institutes and two branches. The top managers of the University decided to equip the audiences in Stavropol and Pyatigorsk with multimedia projectors and screens from them.

Solution

During the project, Softline specialists delivered and assembled the equipment (EB-436Wi short-throw projectors and screens), and build the auxiliary communications (structured cabling systems and power supply networks). At the next stage, equipment was integrated into the University's network, which ensured the centralized management of projectors and enabled the remote content broadcasting. At the final stage, they performed startup and commissioning and drew up the documentation.

As a result, over 150 audiences of the university have been equipped with modern projectors that display the image on a screen and turn it into an interactive whiteboard. With a special "marker", users can draw and make notes on a displayed image. Translated materials can be saved on PCs, tablets, smartphones, and a special application can transfer it over a Wi-Fi network to other computing devices.

THE UNIVERSITY
RECEIVED MULTIMEDIA
EQUIPMENT, SOFTLINE
CONFIGURED ALL
DEVICES AND
PREPARED ADDITIONAL
COMMUNICATIONS



TELEPHONY AND CALL CENTERS

We create telephony solutions of any scale for our clients: from small office workstations that enable unified communications to distributed networks spanning all over the country. We can create both automatic attendant solutions and highly-automated contact centers integrated with corporate systems. Our task is to ensure quality communication of our clients with their customers while keeping their telephony costs low.

Telephony

We offer services for the implementation of stationary branch exchanges and virtual PBX to the clients that need high-quality state-of-the-art reliable communications both within the enterprise and with their counterparts. In any scenario, you receive access to rich functionality such as voicemail, call distribution, call redirection, recording, and listening, SMS notifications, etc.

Call centers

We build call centers that solve the main task of most businesses: handling customer requests with the highest effectiveness. Modern contact centers support the omni-channel architecture: they can process requests from various channels (phone, email, messengers, SMS, web chat) within the same ticket.

The capabilities of modern call centers include request queue automation, integration with CRM systems, message logging, organizing outbound telemarketing campaigns, and planning the operator's worktime with details on shifts, breaks, and vacation leaves. Speech recognition and generation, request analysis and categorization, speaker's voice recognition systems are becoming more popular than ever.



Voice communication system modernization for Taatta Bank

Situation

Taatta JSC is a regional credit institution working with companies and individuals in all sectors of the financial market. Due to the business growth, the Bank needed to ensure high-quality and stable communications between the branch employees and external subscribers. Before the project, the client used an IP telephony system that failed to meet the reliability and functionality specifications. The bank required an easy-to-administer unified telecommunication system for all business units. Furthermore, Taatta needed to standardize the internal phone numbering system for the purpose of further scaling to Russian offices.

“Now our employees from various regions connected to voice communication system can communicate both within the company and with external subscribers. The audioconferencing capabilities, the voice menu and call recording will increase the staff productivity. In the future, we plan to scale the solution to all branches and enhance its capabilities with additional components.”

Evgeniy Rusnak,
CIO at Taatta Bank

Solution

Softline specialists have audited the Bank's telecom services and implemented the Avaya IP Office solution in the headquarters and a number of branches. The Avaya solution meets all client's requirements: reliability, quality, and usability. It serves as a foundation for a scalable unified telecom infrastructure that will reduce the communication costs for Taatta.



A CENTRALIZED AND SCALABLE INFRASTRUCTURE
HAS BEEN CREATED



Новая сетевая инфраструктура New network infrastructure for the MEDEM international clinic

Situation

MEDEM International Clinic offers a wide spectrum of medical services based on the newest technologies corresponding to the international standards. The clinic has top-notch medical and technical equipment and continuously improves the quality of patient service. The IT department of the MEDEM International Clinic faced the task of modernizing the current networking infrastructure and a number of key services. The company compared the networking equipment from various suppliers and eventually chose Cisco.

Solution

Softline specialists have performed the following works:

- created an integral, scalable, and fault-tolerant networking infrastructure powered by state-of-the-art high-performance Cisco Catalyst 3850 switches. The access speed to the clinic's IT services has been increased.
- deployed the VoIP telephony platform based on Cisco Unified Communications Manager in fault-tolerant cluster mode on two Cisco UCS servers. All users, including the call center employees, have received IP phones;
- built a videoconferencing service on the Cisco TelePresence SX20 platform;
- protected the network from unauthorized access;
- created a wireless access network all over the clinic's territory;



AN INTEGRAL INFRASTRUCTURE SOLUTION HAS BEEN
CREATED

A man with a beard and glasses and a woman in a striped shirt are looking at a computer monitor in a modern office setting. The background is blurred, showing other desks and computer monitors.

WORKPLACES OF TOMORROW

Due to the penetration of IT technologies into all fields of human activity, companies process now more data than before, use mobile workplaces, and communicate with clients and partners via all possible channels. To successfully handle all these tasks, your employees need state-of-the-art workplaces that can help employees do their job quickly and with pleasure.



**MADE FOR PRODUCTIVITY,
REQUIRE NO MAINTENANCE,
COST LESS THAN YOU EXPECT**

**In our opinion,
ideal workplace:**

- **Does not create any burden**

Today, in a world where everything is available as a service, there are fewer reasons than ever to purchase, maintain the computers of employees, and bear related costs.

- **Suitable for all kinds of tasks**


Users perform the most diverse tasks on their workplaces, and employers should be able to create appropriate workplaces easily.

- **Same capabilities remotely and in the office**

Being online anytime and anywhere is not enough. Your company also needs a functional workspace with all applications, data, and communication channels.

- **Saves money**

More and more workplace components become available as a service with payment for actual use. You can have as a service, at monthly rate, applications, communication infrastructure, and even the entire workplace.



99% OF FORTUNE 500 COMPANIES
USE THE DEVICES RUNNING ON iOS.

APPLE DEVICES FOR BUSINESS

Apple products are designed to help us not only in everyday life, but also in work. Right now, Apple devices in business can simplify the workflows, enhance the employee productivity and fuel their creativity, and improve the teamwork. With the iPhone, iPad, and Mac, employees can work on even the most complex projects and shape the future of the industry.

iPhone and iPad in business

iOS is the main reason to migrate to Apple in your company.

Ensuring your business continuity. The iOS architecture and the strict qualification criteria for mobile application developers make this operating system and its applications very stable. Furthermore, iOS and the Apple mobile device hardware are tailored to perfectly match each other.

Quick and simple commissioning of the device fleet. With the centralized application configuration and deployment tools, you can prepare more devices for work as fast as possible. In future the changes can be promptly applied to all devices.

Data protection even in case of device theft or crash. Encryption, built-in security policies, check of developer reliability, and other tools help us consider the iOS-based devices the most secure on the market.

High-performance devices for your employees. Startup a few seconds, high performance thanks to top-notch hardware and an intuitive application interface help the employees solve their tasks quickly.

Mac for Business

Mac laptops and desktops are flexible, powerful, and reliable systems for your business.

Reduction of hardware costs for your business. Apple guarantees the support of the latest versions of operating systems within 4 years since the purchase. You will not need any hardware investments within this period.

Increasing the employee performance. Every Mac offers the best technologies: from the latest processors and graphic cards to the best power-saving solutions that can extend the battery life for the entire working day.

Rest assured in reliability and security. Mac users rarely contact the support service, and there is almost no malware for this platform.

Why Softline

Softline has a staff of high-qualified technical specialists that can successfully integrate Apple equipment into the client's infrastructure, and large experience of IT infrastructure technical support and monitoring help us to observe even the strictest SLAs.

Apple and Windows

We can integrate Mac into any infrastructure, including Windows-based environments.

Connecting Mac PCs to your Windows domains. Use all Windows network features on your Mac: authoring, group policies, access rights management, etc.

Work with all documents. All files, messages, and contacts can be easily moved from PC to a new Mac. You can work with Microsoft Office documents directly or launch Windows on Mac via a Boot Camp.

Apple and Cisco

Cisco actively optimizes its networks for iOS devices and improves the iPhone support in Cisco voice and video communication environments.

Enjoy flawless communications in networks based on Cisco equipment.

Apple devices show their best performance in such networks, and the number of connection failures and interruptions is minimal.

Connect to Cisco voice and video communication infrastructure. Apple devices work perfectly with such Cisco telecommunication solutions, as Spark, WebEx, or Telepresence. You will not need a stationary phone anymore, as you can get all calls directly to your iPhone or iPad and communicate from the OS, thus saving money.

Top-notch industry-specific solutions

In cooperation with our partners, we create business solutions for your employees that help use the full potential of the iPhone, iPad, and Mac. Not only we deliver and support devices: we help clients develop the mobile device implementation scenario, integrate them with server systems and networking services.

- Productivity solutions
- Mobile cashdesk
- Field service
- Warehouse management
- Sales representatives
- Mobile salespersons
- Online recording systems
- Performance indicator management

Full lifecycle of Apple devices

From the selection of device fleet to utilization: we will support the entire lifecycle of Apple devices.

CONSULTING ON DEVICE SELECTION ► DELIVERY WORLDWIDE ► CONFIGURATION AND INTEGRATION ► DEVICE MANAGEMENT ► GUARANTEE RENEWAL AND HOT SWAP ► SUPPORT LINE ► UTILIZATION

APPLE AS A SERVICE

Softline offers Apple as a Service: with this service, your employees can get a fleet of Apple mobile devices for your employees with subscription-based payments. The devices will be fully configured to work with your mobile systems and services. We will perform integration, configure the EMM monitoring and management tools, render technical support, and help with utilization. We will grant you a fully configured suite of Apple devices: iPad, iPhone, MacBook, iMac.

Benefits

- Supported by Softline: you will not need to distract your own specialists for maintenance. At the same time, we guarantee high SLA.
- Transparent and regular payments: the capability to control costs and predict expenses in future.
- Funds remain in turnover: no need to withdraw large sums from the main budget.

Apple as a Service includes:

- Device rental
- Pre-configuration
- Utilization
- Maintenance and repair

DESKTOP VIRTUALIZATION

When we launch user's OS and applications on a virtual machine in a data center and provide access to it from any device, we eliminate all requirements to the computing capacities and disk space. It even becomes possible to use zero clients. The scenarios that deliver the highest business value are infrastructure modernization, replacement of obsolete hardware, opening new offices, preventing data leaks, working with seasonal employees and temporary projects, education, development, and testing.

Virtualization of high-workload workplaces

Softline can provide access to a demo center that solves the tasks of workplace virtualization for CAD and other resource-consuming tasks based on the Citrix solutions and NVIDIA GRID technology. The most relevant domains for virtualization are:

- Computer-Aided Design (CAD)
- Building Information Modeling (BIM)
- Product Lifecycle Management (PLM)
- Automation of the activity of credit and financial institutions
- Working with archiving systems and transmitting images in healthcare
- Photo and video editing

With these and other technologies like Citrix XenServer GPU pass-through and Citrix XenDesktop HDX 3D, it became possible to launch compute-intensive 3D applications on the server side and provide terminal access to them with the full support of NVIDIA GRID professional graphics.

Why Softline

- Reducing the risk of losing corporate data due to their absence in local workplace or inability to access them
- Decreased TCO and savings on all related costs: workplace maintenance, searching for competent IT staff in a particular location, etc.
- Employees can work in home-office mode



VDI powered by hyper-convergent technologies for the ORENBURG bank

Situation

The bank started the deployment of the VDI infrastructure with the goal of fully abandoning the use of traditional PCs and saving a budget on PC acquisition and maintenance.

Solutions

Softline experts helped implement the server side: they offered the ORENBURG a hyperconvergent Nutanix solution that combines data storage systems and compute nodes. This system is very compact and gives the client virtually limitless virtual desktop infrastructure scaling capabilities: if necessary, the Bank can acquire the required number of modules and always have the opportunity of purchasing workplaces.

IN 2 TO 3 YEARS, THE
BANK WILL COMPLETELY
SWITCH FROM PERSONAL
COMPUTERS TO THIN
CLIENTS, MINIMIZING THE
INFRASTRUCTURE COSTS





UNIFIED COMMUNICATIONS

The solution unifies all communication tools (email, IM, telephony, videoconferencing) and collaboration tools (calendar, address book, file exchange). Single interface, productivity tools and remote access tools make business processes considerably quicker and more convenient, allowing the employees to interact at any time in any place.

Videoconferencing

State-of-the-art videoconferencing systems feature huge screens, rich and realistic image, crisp and intense sound. Solutions that we deliver combine networking infrastructure and professional audio-visual equipment, advancing distance communication to a new level with 100% reliability and presence effect. End-to-end videoconferencing projects include not only equipment delivery and configuration but also the architectural preparation of the premise to improve the acoustics, lighting, and layout.

Why Softline

We can both install the solution on in-house servers or provide a cloud subscription to it.



Audio- and videoconferencing system for TELE2 Russia

Situation

To increase the effectiveness of communications between employees from various regions, it was decided to implement a system that would enable high communication quality, reduce the cost of conference calls, and save the time for organizing and conducting audio/videoconferences.

Solution

Softline experts recommended the client to implement a unified communication system powered by Microsoft platform. Having implemented the system in the company data center in Rostov-on-Don and configured the necessary roles to support the conferences with participants from beyond the organization and users beyond the corporate network, Softline specialists integrated the system with the Avaya digital workstation. Users now have access to all types of communications: IM, audio, and videoconferences. Furthermore, they have received broad conference management opportunities: configuring the sequence of speakers, demonstrating presentations, and records.

A UNIFIED
COMMUNICATION
SYSTEM FROM
MICROSOFT
APPLICATIONS
HAS INCREASED
THE EMPLOYEE
EFFECTIVENESS

TELE2



SMART ENTERPRISE

Uber, Alibaba, and other companies that became the icons of the digital era share the same ability to use IT to implement brand new business models. We are confident that innovative scenarios can be implemented in any field of activity. We help our clients make their business smarter, reinventing their business processes based on all data that can be collected. We deliver smart systems for various domains of human activity.



MASTERING NEW BUSINESS MODELS AND OPTIMIZING THE PROCESS

A smart enterprise: our vision

- **Collecting vast amounts of data on all performance factors**

All smart enterprise scenarios are based on data analysis. Sensors, video cameras, and RFID tags can deliver terabytes of valuable data that could be used for optimal management, ensuring security and cutting down costs.

- **Retrieving business insights from raw data**


We help our clients correctly analyze the arrays of operational data, look at them from various angles and understand the patterns and anomalies that they hide.

- **Acting on the basis of real data**

Having a detailed image of the current situation, smart enterprises can make wise strategic decisions, launch the most suitable products and services onto the market, reduce costs, and even predict the future.

- **Finding the efficiency drivers**

Knowledge-driven businesses have much more capabilities to increase the labor productivity, improve profit, and reduce costs.



500+ CERTIFIED
SPECIALISTS IN RUSSIA, THE
CIS, LATAM, AND APAC

10+ YEARS OF EXPERIENCE

30+ OFF-THE-SHELF
SOLUTIONS

MICROSOFT SOLUTIONS

The experts from Softline implement the solutions powered by Microsoft platform that cover all segments of modern information technologies. For our customers we automate their business processes and increase the effectiveness of working with in-house IT resources. Implemented products that can be integrated with each other is the key to building a controllable and reliable infrastructure, increase the resource performance, and improve the corporate user experience.

Our clients



Why Softline

Our long-term partnership with Microsoft Corporation, the highest level of employee expertise, broad geographic presence, and cooperation with international partners enable us to provide the complete lifecycle of IT services: from recommendations on the choice of solution and pilot implementation to commissioning and further maintenance. We know how to use Microsoft technologies in the most efficient way, and, therefore, every client can get a comprehensive solution for their problems, built with due consideration for their specific industry and business features, as well as company scale.

Governance and security

As the business grows, the number of employees increases, and new applications and services are implemented, it becomes more difficult to manage the information environment and ensure its security. The solutions based on System Center, Enterprise Mobility Suite, and Operation Management Suite reduce the IT management complexity thanks to the automation of standard administrative tasks and protect the corporate perimeter.

- Secure workplace deployment
- IT service management
- Identification and identity management
- Hybrid infrastructure management
- Enterprise data security and mobile workplace management



Modernization of OMK IT Infrastructure

Situation

Before the project, the IT infrastructure of the holding units in the Nizhny Novgorod region, Tatarstan, Bashkortostan, Chelyabinsk and Perm Region was isolated from other enterprises and administered locally. It was necessary to create a unified catalog system for all the enterprises to consolidate the resources and centralize the IT support.

Solution

Softline specialists have migrated the client workstations, user accounts and profiles, applications, and servers. The service interruption time during the server migration was minimal and went almost unnoticed for users. A unified administration center was created to consolidate the corporate IT resources. Isolated domains were transferred to the unified scalable Microsoft Active Directory catalog service running on the Microsoft Windows Server 2012 platform. All domain functions are still available in the new environment. The client can now apply consistent software management policies to the entire holding infrastructure.

A unified catalog service has simplified the implementation of new products, reduced the financial burden, and the expenses on technical support.

«Before the project, our employees that needed access to resources in other domain had to write a ticket to the IT department. Now we have a unified domain system that simplifies the user access to the necessary data and reduces the workload on the IT staff. Furthermore, domain consolidation is another step to infrastructure development and implementation of new projects. In particular, we are planning to implement an e-mail system based on Microsoft Exchange.»

Aleksandr Naumov,
Head of the Project Office of OMK Information
Technologies.



THE PROJECT HELPED THE CLIENT TO IMPROVE THEIR IT ASSET
MANAGEMENT AND DEVELOP INFRASTRUCTURE WISELY

Data storage and sharing

To develop the business, companies need to implement new high-quality and high-availability services and reduce costs at the same time. A disaster recovery system in a backup data center implements the business continuity strategy, ensuring the system security and availability. Solutions powered by Exchange and Skype for Business form a unified corporate communication environment, integrating the disparate branch infrastructure into a single solution.

- Private cloud
- Disaster recovery system in a backup data center
- Email solution development and migration
- Unified communication system
- Corporate portal and information kiosk



Modernization of the Tele2 corporate email

Situation

Tele2 is a federal-scale mobile operator. Its business is developing very quickly to increase the effectiveness of business processes. The company decided to switch from Lotus Domino platform to Microsoft Exchange to improve the email server performance. Thereby, the operator managed to save on system implementation and scaling, because the solution's TCO was low and there was no need to purchase additional licenses.

Solution

Softline started with a pilot project for a test group of users: the company's engineers demonstrated the migration mechanisms and demonstrated the benefits of a new email system. The test group appreciated the Microsoft Exchange usability, so Tele2 decided to proceed to full-scale implementation. Softline specialists migrated 12 thousand mailboxes with their calendars, contacts and mailing groups to Microsoft Exchange. Besides the standard messaging functionality, the new system helps to track the presence of employees, book the meeting rooms, equipment, and other resources. Email was integrated with the corporate portal based on Microsoft SharePoint, a communication solution based on Skype for Business, Active Directory catalog service, and Office WebApp. These solutions make the administration simpler and allow using the conventional interface for the users. The new solution has made the corporate email system more fault-tolerant. After migration, the resources have been consolidated into two data centers in Rostov-on-Don, which will help to promptly restore data in case of any failures. Preset mobile device security policies enable the employees to work from any place of the world and relieve system administrators from worries about information security.

THE UNIFIED
COMMUNICATION
ENVIRONMENT HAS
SIMPLIFIED THE
COMMUNICATIONS
AND THE DECISION-
MAKING PROCESS

TELE2

Process automation

Systemizing the disparate information and providing reliable access of users to it is one of the most important tasks of an IT department. Softline specialists implement portal solutions based on SharePoint and SharePoint Online, including external and internal portals, information kiosks, knowledge management systems, and education portals. Solutions based on Microsoft Dynamics, Project Server, and Business Intelligence solutions for effective data collection, storage, and analysis help employees find the best solutions to business tasks.

- Information and education portal
- Knowledge management system
- Marketing, sales, and service automation
- Project management system
- Intelligence systems
- Industry-specific solutions
- Automated real-estate sales management system
- Citizen relationship management system for governmental institutions





E-Document Flow Modernization in GM-AVTOVAZ

Situation

CJSC GM-AVTOVAZ is a joint Russian-American enterprise that manufactures Chevrolet NIVA cars. To optimize the contract approval process, reduce the approval terms and the labor costs of the process, the company decided to switch to e-document workflow. Softline was chosen as the IT partner because it proved its expertise in Microsoft product implementation during the previous projects with GM-AVTOVAZ.

Solution

Microsoft SharePoint was chosen as the platform for the information system. After the solution architecture development, Softline specialists have implemented a fully automated agreement approval system. Employees have agreement workflow templates, in which they can set the list and the order of approving departments depending on necessary parameters. The document is automatically transferred along the approval routes, which reduces the time required to make amendments. Employees can quickly search necessary documents by their content, attributes, and agreement type. Heads of units can delegate their approval rights to colleagues to avoid delays in document approval due to user unavailability.

APPROVAL OF VARIOUS
TYPES OF DOCUMENTS
HAS BECOME MORE
TRANSPARENT AND
CONTROLLABLE



Project Management System For The Russian Public Opinion Research Center

Situation

The Russian Public Opinion Research Center (VCIOM) project office annually performs over 400 large-scale projects dedicated to public opinion polls. Its staff includes interviewers, specialists in statistics and analytics, and project managers. The client had decided to implement Microsoft Project Server 2013, and this project was carried out by Softline, which performed all the project works: from the development of the statement of work to training the VCIOM specialists on working with the system. When the center receives a research order, the system generates a task, and the survey lists are delivered to field specialists. The results of requests are processed by the analytical division and control authority. Before the project, VCIOM managers used the local Microsoft Office tools in their work. The research volume was growing, so the client needed to replace the Microsoft Office apps previously used for communication and management with a specialized project management system.

Solution

After comparing several project management systems, the managers of VCIOM selected Microsoft Project Server, because this platform suited their requirements best. In particular, the solution was easy to support, had an optimal cost and customization opportunities. Project Server has helped VCIOM to consolidate the information on projects, track the employee workloads on different projects, automate the project communications, and build a comprehensive reporting system. An important new feature was the automation of project communications. Now the assignees get their tasks via email and report via Project Web Access web interface. Furthermore, project managers noted the usability of the automated reporting system. Plan/actual analysis, reports on completed tasks and personnel assignments allow to complete projects in time and efficiently distribute the tasks between employees.

“Before we started working with Softline, the project management process was not automated at all. As the number of projects was increasing, it became more and more difficult for the project managers to handle all the tasks. We were searching for a solution that would help us to use the existing resources and would not complicate the work of our employees. The Microsoft Project Server 2013 platform deployed by Softline meets all these requirements and has an intuitive interface.”

Stepan Lvov,
Head of Social and Political Research
Division at VCIOM



THE SOLUTION HAS AUTOMATED AND SIMPLIFIED THE
COMMUNICATION BETWEEN PROJECT GROUPS

SAP SOLUTIONS

Softline is one of the leading providers and developers of SAP-based solutions. Over 30 SAP consultants provide the full spectrum of services, including large-scale implementation projects, managerial and IT consulting, support outsourcing, hosting and education. Softline implements the projects in compliance with the best global practices, guarantees high quality, observance of terms, and predictable budget.

Enterprise resource planning (ERP)

SAP S/4HANA is an ERP system specially designed for real-time resource management. SAP S/4HANA offers a special interface for ordinary users based on SAP Fiori. No matter how large is your business and in what field does your company specialize – SAP S/4HANA can improve the work of all business units.

- Local and cloud-based solution deployment.
- Using predictive analysis technologies for decision-making.
- Increasing the automation, improving the business flexibility and performance thanks to machine learning.
- Integration between the HQ and the affiliates thanks to double-level system deployment.

Business intelligence (BI)

Local and cloud-based SAP BI solutions always provide you with up-to-date information about the state of your business. SAP BI tools can help you track the key company performance criteria, make decisions based on the reliable business data, and receive valuable insights on client behavior.

- Receiving reliable business data in real time from a multitude of disparate sources.
- Ensuring effective work of users without addressing the IT staff thanks to the use of easy-to-understand business terms.
- Simplifying the work with corporate data with personalized access and dynamic reporting.
- Flexible and scalable data structure.

Why Softline

Softline regularly confirms its leading positions with statuses and awards. The company has many awards for the highest number of deals with new clients, SAP Quality Awards for the project in GRANAT retail chain, Quick Start award for the project in Pharmimex, etc.

ВОЛМА

Perfect

РУСАГРО

korzinka.uz

Северсталь

МЕГА-Ф

ОКАНКА

Норавто

DUNLOP

Holcim

la prairie

ГРАНАТ

castorama

ROST

МММ

SHISEIDO

КАПРИ

L'ORÉAL



15 YEARS
OF PARTNERSHIP
WITH SAP

100+
SUCCESSFUL
PROJECTS

OUR CAPABILITIES

- SAP Analytics support
- BAiO support
- DB&T support
- HANA support
- SAP Mobility support
- Sales of SAP AiO
- Sales of SAP Analytics
- Sales of SAP CEC Cloud for Service & Sales
- Sales of SAP Cloud Human Resources
- Sales of SAP DB&T
- Sales of SAP HANA
- Sales of SAP Mobile

Human resource and talent management (HR and TM)

SAP SuccessFactors is an easy-to-integrate cloud solution that enables building a comprehensive staff management system. With this solution, you will be able to optimize the global HR management processes, efficiently attract and retain staff, conduct training, and improve the employee skills, as well as use other cutting-edge technologies like AI in business.

- Basic staff management and salary calculation.
- Increasing the personnel efficiency and motivation.
- Personnel selection and adaptation.
- Planning and staff efficiency analysis.

Customer Engagement (CE)

Build close relations with clients and maintain their interest when interacting on all stages of the customer journey. The SAP Hybris solutions utilize the latest technologies that change the approach to client engagement.

- Smart customer data management.
- Keeping the client base and contact base.
- Opportunity management and searching for hidden opportunities.
- Field retail sales.
- Marketing campaign segmentation and management.
- Lead management.

Out-of-the-box solutions

To reduce costs and accelerate the implementation, Softline offers out-of-the-box SAP solutions ready for quick deployment and operation. Purchasing an out-of-the-box solution means fixed functionality, implementation terms, and cost.

- ERP solution for retail and wholesale enterprises based on SAP S/4 HANA.
- ERP solution for manufacturers running on SAP S/4 HANA.
- CRM solution based on SAP Hybris Cloud for Sales.
- Talent management solution powered by SAP SuccessFactors.

Financial planning and analysis

SAP planning and consolidation solution (SAP BPC) provides the planning, budgeting, forecasting, and financial consolidation capabilities. With this product, you can easily approve plans and forecasts, speed up the budgeting process, and put data into compliance with the financial reporting standards.

- Local and cloud deployment.
- Integration with SAP and non-SAP systems.
- Real-time access to SAP S/4HANA data in.

Migration to the cloud

When you launch SAP solutions in a secure Softline cloud or in Microsoft Azure, you get all benefits of using cloud services. Migration to the cloud is the optimal approach to digital business transformation.

- Reducing the infrastructure costs.
- 99.99% SLA when deploying services in Azure.
- On-demand infrastructure deployment for development testing, proofs of concepts, and staging environments.

Support

Softline offers global SAP resources both for building comprehensive SAP solutions and for expanding and customizing specific business functions. Our global team is ready to work with businesses of any scale and industry.

- We have an SAP Partner Center of Expertise (PCOE) certificate.
- Standard and extended SAP support.
- Flexible SLAs with the possibility of 24x7 support.
- Special offers for long-term support contracts



2700+
PROJECTS IMPLEMENTED

8+
YEARS OF PRACTICE

ORACLE SOLUTIONS

ORACLE EXCELLENCE AWARDS 2017:

- SPECIALIZED PARTNER OF THE YEAR:
SERVICE PROVIDER IN THE EMEA REGION
- INFRASTRUCTURE PARTNER OF THE YEAR IN
RUSSIA
- CLOUD TRANSFORMATION PARTNER OF THE
YEAR IN RUSSIA

ONE OF **TOP-3**
LARGEST ORACLE
PARTNERS IN RUSSIA

30+
OUT-OF-THE-BOX
SOLUTIONS

SOLUTIONS FOR BUSINESS

Portals and archives

- Business process automation;
- Client relationship management;
- Corporate reporting;
- Digital transformation;
- Managed services for business development.

Oracle E-Business Suite and ERP Cloud, Oracle Siebel and CRM Cloud, Oracle Hyperion and EPM Cloud, Oracle AI/ML and Blockchain Cloud, Oracle IT Financial Management Cloud and Softline Managed Services

Data management, monitoring, and protection

- Business reporting and intelligence
 - Risk management
 - Infrastructure management and control
 - User management and control
- Oracle Fusion EPM and EPM Cloud, Oracle Hyperion, Oracle Enterprise Manager, Oracle Security & Compliance Cloud and Identity & Access Management.

Program and project management of any complexity in all industries

- Development and implementation
 - Construction and manufacturing
 - Mining and exploration
 - Programs and events
- Oracle Fusion PPM and Oracle PPM Cloud, Oracle Primavera, Oracle Prime, and Oracle Textura.

100+ CERTIFIED SPECIALISTS IN RUSSIA,
EE&CA, LATAM, AND APAC

INFRASTRUCTURE SOLUTIONS

Private, public, and hybrid clouds

- Public cloud hosting in client's data center
- Full IT lifecycle management
- Efficient service consolidation and virtualization
- Increasing the network efficiency and manageability
- Secure mobile access
- User identification system and access control

Oracle IaaS and PaaS, Oracle Cloud at Customer and Cloud Machine, Oracle Management Cloud and Enterprise Manager, Oracle Private Cloud Appliance, Oracle Security & Compliance Cloud and Identity & Access Management.

Out-of-the-box turnkey infrastructure solutions

- High-workload fault-tolerant data storages
- Many-fold business application performance boost
- Real-time business intelligence
- Ready-to-use virtual data centers and backup data centers
- Multi-purpose high-performance data storage systems
- Out-of-the-box disaster-resilient solutions

Oracle Exadata, Oracle Big Data, Oracle Zero Data Loss Recovery Appliance, Oracle Private Cloud Appliance, Oracle ZFS Storage Appliance, and Oracle SuperCluster.

Efficient reporting and big data analysis tools

- Real-time big data visualization and analysis;
- Autonomous cloud data storage;
- Flexible AI and machine learning systems;
- Powerful statistic analysis tools.

Oracle Autonomous Cloud, Oracle Big Data Cloud and Big Data Appliance, Oracle Exadata and Oracle Database In-Memory, Oracle Analytics Cloud, Oracle Data Visualization and Oracle Data as a Service.

Business-critical system performance optimization and protection

- Improvement of SAP application performance by many times
- Business critical system scalability and fault-tolerance
- Implementation of disaster recovery systems that guarantee data safety;
- Ensuring disaster resilience of mission-critical systems.

Oracle Solutions for SAP, Oracle SuperCluster, Oracle Exadata, Oracle Zero Data Loss Recovery Appliance, Oracle ZFS Storage Appliance.



Oracle Cloud Managed Service Provider

Specialized

Oracle Infrastructure as a Service

Specialized

Oracle Management Cloud

Specialized

Oracle ATG Web Commerce 10

Specialized

Oracle Database 11g

Specialized

Database Performance and Tuning

Specialized

Oracle Database 12c

Specialized

Oracle Enterprise Manager 11g

Specialized

Oracle Enterprise Manager 12c

Specialized

Oracle Database Appliance

Specialized

Oracle Business Intelligence Foundation Suite 11g

Specialized

Oracle WebCenter Content 11g

Specialized

Oracle Linux 5

Specialized

Oracle Solaris 11

Specialized

Consumer Goods

Specialized

Oil and Gas



Portal of the Social Protection Fund of the Ministry of Labor and Social Protection of the Republic of Belarus



One of the main tasks of the Social Protection Fund of the Ministry of Labor and Social Protection of the Republic of Belarus is keeping and monitoring the information about insured persons and pension contributions. The agency needed to organize large-scale e-document flow, and therefore it decided to build a portal that allows the contribution payers to submit electronic reports in self-service mode and receive an answer about the processing results via the portal.

The system developed on Oracle platform was certified in the Republic of Belarus by the security agencies and certified for compliance with the information security requirements.

30+
QUALIFIED
PROFESSIONALS

CAD AND GIS SOLUTIONS

We perform all works required to implement state-of-the-art CAD tools from the leading Russian and global vendors. The services that we offer span from large-scale system implementation projects and CAD strategy development to client consulting and minor customization of CAD environments.



Construction

Construction is a business that involves large risks. These risks can be reduced by tracking large arrays of project data with powerful building information modeling systems, solutions for calculation and analysis of engineering systems, bearing structures of buildings and facilities, products for cost estimation, or other industry-specific CAD systems — and all these solutions are available in Softline portfolio.

Creating a project documentation archive. Softline implements tools and organizational practices that will help building a structured and regulated document storage.

Streamlining the project document workflow. To ensure consistent collaboration on documents between project participants, it is necessary to optimize the revision, approval and issuance of project documentation.



Implementation of a project data management system in Etalon Group

Solution

Etalon Group is a comfort class real estate developer working in Moscow, the Moscow region, and Saint-Petersburg. The members of the group commissioned over 4.500.000 square meters of residential property. Based on the pilot testing results, the client decided to implement the project data management system running on the Autodesk Vault Professional solution. The tasks of big data management and reducing the number of errors arising during building design were solved with an automated document workflow system that streamlines data storage and exchange procedures. The system was integrated with CADs and productivity applications used in the company.

THE CUSTOMER USES
A FOR FULL-SCALE
COLLABORATION
PLATFORM FOR PROJECT
DATA

Results

Softline specialists developed a detailed engineering project. In the course of system implementation, they prepared the server infrastructure and adapted the client workplace images for deployment in the pilot group. Before the system deployment, all its future users passed the training webinars. These courses were saved as video files and now can be re-used for new employee onboarding and for retraining.



Creating an AutoCAD library for Chelyabinskorgaz OJSC

Solution

Chelyabinskorgaz OJSC provides safe and uninterrupted gas supply for the population and the industrial consumers of Chelyabinsk. The organization designs, builds, repairs and modernizes the gas distribution networks, and also supervises the gas supply infrastructure construction. The new industry standard, STO GAZPROM GAZ DISTRIBUTION 2.7-2013, imposed new regulatory requirements to the design of drawings and blueprints of gas distribution networks in terms of names of layers and blocks used in the drawings. To comply with these regulations, the client needed to create an AutoCAD library that contained all necessary elements in the format stipulated by the new standard.

AN AUTOCAD LIBRARY
HAS BEEN DEVELOPED
IN COMPLIANCE WITH
THE REGULATORY
REQUIREMENTS

Results

To observe the regulations, the specialists of Softline have developed an AutoCAD library that met the following requirements:

- Compatibility with AutoCAD/AutoCAD LT 2012 and higher;
- Accessing the library from workstations that do not have any additional products installed;
- Compliance of graphical symbols and their sizes to the requirements of the Standard;
- Compliance of the layers in the element distribution template to the requirements of the Standard.





Consulting on the implementation of Autodesk Revit for architectural design for the workshop of CNIIPromzdaniy

Situation

CNIIPromzdaniy (Central R&D Institute of Industrial Buildings) includes a number of architectural and construction workshops, departments on the development of bearing and bounding structures, audit of buildings, premises, coverages, and roofs, and other divisions.

As an innovative design institution, CNIIPromzdaniy started the migration from AutoCAD to Autodesk Revit, a cutting-edge solution in the field of 3D information modeling.

THE DESIGN COMPANY
HAS SUCCESSFULLY
MIGRATED TO
AUTODESK REVIT

Solution

The company needed to train the employees to work in Autodesk Revit. Trainings dedicated to the basic and advanced functions of Revit was combined with studies of the MiraCad toolkit — an add-on that enables automated functional zoning and design of the interior finish.

The main project goal was to automate the design documentation development and link building 3D models to the corresponding paper documents.

Softline organized a test for the trainees, and the trial version of the MiraCad module was installed on the PCs of the architects that showed the best test results.



Mechanical engineering

We offer a comprehensive system for manufacturing design and process planning that includes a number of engineering and process planning solutions and contains the CAE tools. Modern CAD systems managed by PLM solutions enable the most flexible model management during the design development and refinement processes.

Streamlining the engineering document workflow. The automation of revision, approval and issuance of various types of documents (design, process and working documentation) within the framework of design-to-manufacture processes.

Visualization and design

This is one of the most important fields of cinema production and game development, but it also has applications in such fields as:

- construction and infrastructure modeling;
- mechanical engineering;
- TV and advertising;
- marketing.

In this field, Softline offers the products that provide the capabilities for developing images, presentations, and animations of various objects designed by users.

Solutions for all industries

Quick audit of BIM, PDM, GIS usage in design departments is a service designed for clients that understand that their CAD systems are not used to the full extent, but find it difficult to reveal the reasons and plan the optimization. Quick audit includes collection of trustworthy information to identify the client's bottlenecks. CAD utility development. Softline not only delivers Autodesk solutions, but also customizes them to meet the unique tasks of the client and integrates the technologies into client-specific workflows.

30+
VENDORS IN
OUR PORTFOLIO

6+
INDUSTRY-SPECIFIC
DIVISIONS

11 LOCAL COMPETENCE
CENTERS IN THE LARGEST
CITIES

GIS

GIS technologies visualize the information about the existing corporate assets as an interactive map. Geographic information systems are very effective in public sector, power industry, oil and gas, logistics and other industries operating big data that can be linked to a map.



Geographic Information System for the Ministry of Forestry of Ryazan Region

Solution

The institution needed to systemize the spatial data characterizing the forestry activities, integrate them into the IT infrastructure of the Ministry, and visualize these data. The new Geographic Information System (GIS) was expected to become unified source of information about the forestry in the region.

Result

ESRI ArcGIS for Desktop Standard was chosen as the software platform for the development of spatial databases. The solution supports both working with vector data layers and with remote sensing data. The developed information model became a basis of a new system, technical documentation has been developed, employees of the institution have been trained.

A SPATIAL DATABASE
STRUCTURE ABOUT
THE FORESTS OF THE
REGION HAS BEEN
CREATED



Engineering equipment

The CAD department has competences in the field of engineering equipment development in the following fields:

- 3D printers (additive technologies)
- 3D scanners
- 3D scanning with UAVs (drones)
- Augmented Reality and Virtual Reality technologies
- Interactive projectors
- Holographic desks (mockups)
- NC (numerically controlled) machines
- Training lab based on compact training NC machines

Why Softline

Softline has mastered a large number of methods proven in project implementation. We follow the best practices and adhere to developed plans, which guarantees successful project implementation and minimizes the related risks.

Detailed engineering project. This project includes planning the corporate CAD development strategy taking into consideration the administrative, technical, process, financial and political aspects.

Pilot projects. The goal of a pilot project is to train the client's specialists to work with a new product and streamline their activities in the shortest terms.

ELECTRONIC DOCUMENT WORKFLOW SYSTEMS

Electronic document workflow systems make it possible to organize the business processes related to document creation, collaboration, approval, routing, task execution control, and long-term storage.

Main benefits of e-document workflow systems:

- **cost savings** thanks to paperless workflow;
- **increasing the productivity** thanks to streamlined operations, automatic document routing, and supervision tools.

We know how to build the systems for working with legal documents verified with digital signatures.

Our e-document management systems meet all the latest requirements to reliability, availability, and security. We create a convenient workspace with access right differentiation, document version history, search, and other necessary functions.

Electronic document workflow and business process automation

State-of-the-art ECM solutions are much more than just document workflow automation tools. Numerous solutions for business are powered by ECM technologies.

- Classic document workflow
- Contract management
- Request and ticket management
- Meeting management
- Procurement management
- HR workflows
- Governmental (municipal) services and interdepartmental interaction
- B2B document interchange
- Invoice approval
- Project document workflow
- KPI management

Why Softline

Softline offers solutions based on the leading ECM platforms. We can quickly implement the systems for retail, banks, insurance companies, industrial and construction enterprises, oil&gas, and governmental institutions.

Our platforms

DIRECTUM Ario is a machine learning-powered smart toolkit that simplifies stream document and classification data processing, extracts valuable insights, and enables automatic registration and routing. DIRECTUM Ario can handle both structured and unstructured documents, classify them by types, and extract from them the important data that can be further used in enterprise information systems.

DIRECTUM Intercompany document workflow is a toolkit for exchanging legal documents, for example, contracts, deeds, bills of lading, and invoices between counterparts. This solution ensures the legal validity of documents and compliance with the legislative requirements. DIRECTUM can be integrated with the 1C, SAP PI, and Microsoft Dynamics AX accounting systems. Outbound documents can be created in DIRECTUM or in the accounting system. Then they are registered in DIRECTUM, approved, signed, and sent to the counterpart via the document interchange systems.

E-DOCUMENT
WORKFLOW MIGRATION
BRINGS MEASURABLE
RESULTS:

+30%

TIME SAVINGS

+20%

EMPLOYEE
PRODUCTIVITY

Batch document and data input

Batch document input helps digitizing most accounting, HR, and other documents. Besides scanning and recognition, the solution also checks and analyses the received documents, automatically extracts the important information from a digital image, and creates an attribute-based document description.

Electronic archives

Electronic document archive is an electronic document system that provides:

- Reliable and centralized document storage and processing on all lifecycle stages;
- Confidentiality and access right management;
- Document version management and change history;
- Convenient and quick search.

Long-term document storage

- Document safety
- Document legal validity
- Integrity of electronic document containers
- Content reproducibility

Platforms:



E-document workflow for a solar energy holding company

Situation

A large holding company specializing in solar energy needed to increase the effectiveness and timeliness, as well as the quality of adopted managerial solutions thanks to formalization and increasing the transparency of work with all types of documents and workflows. The project had to cover the holding branches in various regions related to 4 legal entities.

Solution

System implementation included the automation of general document workflow and management processes: document development, approval, registration, publishing, execution, routing, and storage; tracking the sequence of functions and tasks and their deadlines and routes, assigning tasks and controlling their execution.

Besides standard administrative documents, Softline specialists also automated such processes as working with local regulations, contracts, applications, administrative notes, organizing meetings.

The system is synchronized with AD and integrated with 1C and corporate portal. It supports access rights management and content search.



A DOCUMENT
AND WORKFLOW
MANAGEMENT
SYSTEM IS IN USE

BUSINESS INTELLIGENCE

BI

Business Intelligence (BI) helps extracting knowledge from big data, providing a solid fact-based foundation for the managerial decision making process.

We build BI solutions of two categories:

Platforms:



Predictive analytics

Such systems are based on neural networks and machine learning. They analyze historical data to predict demand, manage deliveries and stock reserves, assess the efficiency of marketing campaigns, and optimize the manufacturing processes.

BI systems

- Executive dashboards display reliable and up-to-date information for the corporate business figures with the required level of detail. They operate with actual performance data and allow executives to make well-reasoned administrative decisions and perform the following tasks in due time:
 - Real-time sales plan performance analysis;
 - Revealing loss- and profit-making lines of business;
 - Analyzing the performance processes based on the predictive analysis.
- Analysts' workplaces help the client's BI specialists to independently analyze the entire volume of corporate data, make forecasts, reveal trends, and prepare business improvement proposals to the executives.
- Analytical reports and dashboards for line managers provide managers of every level (from line managers to CEOs) with consistent, integral, and timely information about the operation of their business units, and make well-reasoned decisions to achieve their business goals.

Why Softline

We offer a full range of services: from business process audit to implementation, training, and 24x7 technical support. We provide cloud demo zones for BI solution testing. Our company offers solutions from the leading vendors and custom products develop in-house for specific industries: retail, finance, oil and gas, telecom, and manufacturing.



BI Platform for Yashma Zoloto Jewelry Store Network

Situation

Yashma Zoloto is a jewelry store network with 87 stores in Moscow and 53 in Saint Petersburg. The network needed an IT solution to manage the distribution of products to the corporate stores and thus improve the sales.

Solution

Softline professionals have implemented the Deductor intelligence platform in the client's infrastructure. The system prepares a list of recommendations for the relocation of goods to the logistics department taking into account the sales speed and up to 9 analytical restrictions. This approach maximizes the product sale probability in any specific point of sale.

As a result, the client has received a BI platform that provides convenient and effective tools on the basis of a powerful mathematical algorithms and flexibly takes into account the client's business features.



A SMART SYSTEM
INCREASES THE SALES
IN A RETAIL CHAIN

"We have received a tool that improves the key performance indicators of our business. The new algorithm was tried and tested, and it has proven to be efficient indeed."

Irina Tulivskaya,
Sales Director at Yashma Zoloto



Tambovskiy Bekon: a BI System for a Meat Production Company

Situation

The data volumes in the company were constantly growing, and it needed a powerful BI tool. To increase the promptness of executive decisions, it was necessary to prepare regular analytical reports and create single point of access to reliable information.

The company had planned to implement a BI system long ago. It implemented several pilot projects with different companies to fully understand how the BI systems will work in the corporate environment.

Solution

The client eventually opted for the BI system by Qlik. This large-scale project covered all manufacturing and service divisions: production, sales, marketing, transport, HR, IT, repair service, CRM, etc. – 14 subject domains in total.

The project has allowed the company to create a single version of truth: guarantee centralized access to data, increase their quality in the real-time accounting system and solve the problem with non-consistent information on the same problem.

Softline specialists have implemented a number of reports that were almost impossible to prepare in the accounting system to the vast volumes of information processed. Now the reports have any level of detail and it takes just a couple of seconds to build them. A BI project has helped the client to analyze the narrow spots in manufacturing processes at the junction of business units and determine the points of managerial impact.

During the Project of the Year 2017 competition held by the Global CIO web portal, this project was recognized the best in the Intelligence Solution category.



THE CLIENT HAS
RECEIVED A
POWERFUL BUSINESS
INTELLIGENCE TOOL

"As an example, I would like to tell an interesting story. The company has two production departments, and one of them delivers the product to be processed to another department. During the transfer to the production line, the employees noted a number of specific problems in it that negatively impacted the product quality and reduced its value. A number of reports developed has helped to analyze the deficiencies in each specific product and conduct a factorial analysis. As a result, the company was able to understand the reason of the poor quality and the find out the divisions responsible for it."

Stanislav Voronin,
Head of BI system implementation group,
Softline

PORTAL SOLUTIONS

Corporate portals that we offer unify various services and different information systems in a single easy-to-use interface. When users interact with the portal, they can upload data and receive valuable information without have to think about the functional architecture of the solution, which may be very complex and related to various systems.

Internal corporate portals offer a single information environment for employees. With these portals, they can access the services of HR, IT, and administrative departments and read information they need or apply with a request.

Corporate portals often feature sections for effective collaboration of authors, editors, marketing officers, and other corporate employees. Here, they can prepare content and host in on an external site. Portals can also be used as a helpdesk system for end users of services provided by the company.

Such external portals enable convenient and effective interaction with partners and clients: they can receive required services in a convenient and comprehensible format, fully or partially automate many business processes of product sale or supply.

Platforms:



Intranet portal for a telecom operator

Situation

The client, who is one of the leaders of the Russian telecom industry, needed to create a unified communication and service environment for employees as an intranet portal. The tasks of the portal were socialization of employees, improvement of their collaboration, and convenient access to information. The total number of users exceeds 20,000.

Solution

The system prepared by Softline specialists is designed for systemizing the presentation of information about the company and its structure, collaboration of employees and providing a number of productivity tools for business process automation.

The workspace of an employee starts from their profile, via which the required services are available. The number of provided services is determined by the position and location of the employee: for example, the heads of business units have access to additional services, the services available in Moscow offices are unavailable to regional employees.

Around 5,000 users works with the system at the same time. In standard mode, the portal receives around 50 requests per second, and in peak periods – around 150.

BUILT A TOOL FOR
ROUTINE TASKS AND
INFORMATION STORAGE

R&D

Most of our business solution development projects involve preparing a unique custom solution based on the existing platform. However, in quite a number of cases when it is worth developing new systems and applications from scratch.

Why Softline

We have excellent knowledge of the globally acclaimed software development practices and project management technologies. Our team of developers has successfully implemented hundreds of projects, and our clients can confirm their proficiency, responsibility, and quality of their work.

- Mobile applications
- E-commerce systems
- Internet of Things



Website for the Moscow Cargo Company

Situation

Moscow Cargo LLC is the leading ground service enterprise for cargo and post delivery management in the Moscow airport node. The company's partners include such carriers, as Aeroflot, AirBridgeCargo, Lufthansa Cargo, Hainan Airlines, etc. The latest trend in the field of external information resources is seamless integration with internal corporate systems, and, as a consequence, the ability to provide various online services to users.



THE NEW WEBSITE
IMPROVED THE
CUSTOMER
EXPERIENCE AS
WELL AS THE
TRANSPARENCY OF
PROVIDED SERVICES

Solution

Softline team needed to create a website that offered comprehensive information about the company's business and services. The website had to support such functions as informing clients about the status of their orders and consulting via a specialized service.

The Moscow Cargo internet resource successfully solves all these tasks of the client. The website is adapted for mobile devices and full with useful media content. The website users can now request a pass to the territory of the cargo complex in online mode and access detailed information about the cargo delivery status.



BI Platform for the Blesk Trade Company



Situation

The Blesk trade company needed a BI system for the optimization of stock reserves and supply chains. Out of several types of solutions suitable for the client's tasks, it has chosen the Forecast NOW! software.

Solution

Softline prepared a pilot project on the client's data. The experts have shown how to apply the algorithms to minimize the stock reserves and maintain the required quality of service taking into account the contract terms, logistic variants, minimum procurement batch sizes, and other restrictions. The difference between forecasted and real figures have shown the potential cost savings and the potential software implementation benefits.

THE CLIENT HAS
RECEIVED A
CONVENIENT AND
EFFECTIVE TOOL
FOR STOCK RESERVE
MANAGEMENT, WHICH
ENABLED MORE
FLEXIBLE BUDGET
ALLOCATION

SAM

SOFTWARE ASSET MANAGEMENT

SAM is an approach to software asset management and control based on professional analysis and international standards. It can be used to optimize the client's IT infrastructure taking into account the business requirements and the development strategy.

Stages of a SAM project

1. **Signing the documents.** Before the start of the project, we discuss the project scope, its specialization and expected result, sign the NDA and the Memorandum of Intent.
2. **Planning, collecting the initial data, and interviewing the responsible persons.** We assess the available software asset management practices, the scope and the goals of their work.
3. **Analysis of the client's IT infrastructure.** We analyze the software installed on PCs and servers and the relations between them. We can select the most suitable inventory tool or use the tools that are already available, for example, Microsoft System Center.
4. **Collecting the organizational, licensing, and other data.** We make a legal analysis of risks by analyzing the available licenses and comparing signatures with actually installed software. As a result, we will show you the nuances and possible pitfalls of contracts.
5. **Subject-domain analysis.** Specialized analysis with an emphasis given to one of the following subjects: cybersecurity assessment, cloud-readiness, or server optimization.
6. **Preparing the recommendations.** After studying the software lifecycle in your company, we suggest the ways to improve the internal regulations and procedures, recommend the most suitable practices and asset management tools.

SAM Box

An ideal solution to jumpstart the SAM implementation project and assess the current situation in the field of software assets.

- Fixed price and terms
- Enables the accounting of assets from various vendors: Microsoft, Oracle, SAP, IBM, and others
- Minimum labor costs for the client
- A ready-to-use inventory toolkit

SAM Cloud Productivity

This is a consulting project for analyzing the potential efficiency and feasibility of cloud services in the client infrastructure. As a project result, we will explain whether your company needs to move to the cloud, and does it need this on this development stage, taking into account its long-term plans and strategy. The goal of the project is to help companies of any sizes and fields of activity get maximum profit from using the cloud and reduce their risks.

SAM Cybersecurity

This is client infrastructure analysis from the cybersecurity point of view. It is based on international SANS methodology and relies on the best global practices. The project includes:

- Assessment of the current client infrastructure protection from cyberthreats
- Evaluating the reliability of data encryption
- Finding the server and workstation vulnerabilities
- Preparing a roadmap for improving the corporate cybersecurity

Why Softline

- The richest SAM experience in Russia and other countries
- Successful implementation of a large SAM project for international legal companies
- SAM implementation in compliance with the ISO/IEC 19770-1 standard
- Detailed calculation of software ownership costs, searching for unobvious discounts due to special offers and product expertise
- We are recommended by clients and can arrange a reference meeting with some of them
- We have implemented projects for the clients from various industries (our portfolio includes several hundred implementations, including projects for organizations with over 20,000 PCs)
- A staff of certified specialists
- A Microsoft Licensing Solution Provider (LSP) status and globally acclaimed awards for SAM

SAM Server Optimization

A SAM Server Optimization project comprises a detailed analysis of the server environment, assessment of the currently deployed, used, and licensed SQL instances, and reveals the potential areas for improvement. The project solves the following tasks:

- analyzing the business applications using MS SQL that require optimization or major upgrade;
- recommending the optimal settings of selected servers based on the best Microsoft practices;
- revealing the opportunities of increasing the effectiveness of server capacity usage;
- considering the ways to receive technological and economical benefits from the use of cloud solutions;
- optimizing software investments and ensuring regulatory compliance.

SAM Infrastructure Optimization

A SAM Infrastructure Optimization project involves a detailed analysis of the infrastructure and calculation of the number of currently deployed, used, and licensed desktop and server applications. It also reveals the following problematic areas. The project allows to:

- determine the number of tasks, for which it is feasible to consider migration to Azure;
- assess the current infrastructure management level from the security point of view, offer recommendations on the optimization of processes thanks to migration to the cloud infrastructure;
- consider the technological and financial benefits of Azure for the execution of applications and tasks within the scope of the project.

SAM Support

Continuous support of the software asset management processes is a solid and long-term approach to SAM. This service is interesting to the companies that have achieved the sufficient IT maturity level but do not wish to keep an IT asset management expert in staff.

One-time inventory project can be compared to a snapshot of the state of IT assets. However, continuous support is more like a video surveillance for events. The implementation of software usage regulations gives a substantiated answer to all questions. Under which contract was an application on a PC of a manager in a Far Eastern office purchased? What is the due date for the next antivirus payment? Which employees have not launched Acrobat for more than a half of a year?



"Following the results of the project, we have systemized the information on the state of IT assets and determined the infrastructure development vector. We need to use the most modern and flexible technologies to be successful in the highly competitive retail environment. Having executed the cloud migration plan offered by Softline experts, we will be able to promptly solve business tasks and predict the budget costs."

Sergei Ochakovskiy,
CIO at Vysshaya Liga (Top League) retail chain



"Thanks to the project, we have found out how to increase the value of IT investments and minimize the business risks in the field of software asset management methodology. A report prepared by Softline specialists will become a basis for building the long-term IT infrastructure development strategy."

Sergei Kuzmin,
CIO at Klen Group



"With the results of the SAM Cloud Ready project, Softline specialists have prepared a detailed report on the usage of Microsoft licenses that we purchased and helped to solve all the related tasks of the IT department. They have offered us Office 365, a solution that will increase the staff labor productivity without additional burden on the enterprise budget."

Igor Bogdanov,
Head of Automation Division of Yeisk Sea Port JSC



Nº1 ON THE
CORPORATE
EDUCATION MARKET

EDUCATION CENTER

We have over 17 years of experience in making business and IT education accessible in all regions of Russia and the CIS.

Courses and tests for users

Courses for software users will help them get advanced skills of working with Microsoft Office and Project, G Suite, MyOffice, in Adobe and Corel graphic applications, etc.

Information security

Information security courses cover such acute topics as the implementation of information security policies, personal data protection, compliance, and documentation.

Custom courses and tests

The Education Center not only adapts ready-to-use courses for the client's needs, but also develops video and electronic courses and custom tests. Such training programs will reflect the unique business knowledge and processes of your company and minimize the personnel development costs.

Business education

The listeners of our business trainings can learn how to conduct negotiations, make public speeches, become motivational leaders, and improve personal efficiency and distributed team management practices.

IT leadership

Our courses for CIOs are aimed to help them master IT strategy management, IT project portfolio management, change management, and risk management.

Classic IT training

Our training programs are dedicated to administration, virtualization, databases, networking technologies, BI, backup, communications, modeling, CAD, CRM, and other IT fields.

Certification exams

Softline Education Centers runs a number of testing centers for such vendors, as Prometric, Certiport, Red Hat, Kaspersky Lab, and VUE. There IT professionals can pass certification and receive an official status of a certified specialist in any field.

13 BRANCHES IN RUSSIA
10 BRANCHES IN THE CIS COUNTRIES

1500+ COURSES
IN VARIOUS FIELDS

84% OF OUR
CLIENTS RETURN TO
SOFTLINE EDUCATION
CENTER

Softline Education Center is the only Microsoft partner with a deployed open edX distance education platform in Russia.

- Azure architect,
- DevOps architect,
- Azure architect,
- Azure Stack operator,
- and other specializations.

We invite you to:

- independently complete the Microsoft online courses (MOOCs on Open edX);
- receive the consulting of Russian-speaking certified trainers;
- register for advanced courses and combine self-learning and traditional live learning;
- pass the exams (in live or distance mode), and become a certified specialist.

OVER **85%**
COURSES ARE
AVAILABLE IN
DISTANCE FORMAT

17+
YEARS OF WORK

Project on raising the cybersecurity awareness of your employees is the key to business security!

- assessment of the current state of employee awareness (provoking mails),
- development of live and distance courses,
- creating motivational videos to ensure the observance of the cybersecurity requirements,
- preparing and designing the booklets, brochures, memos, posters, and screensavers.

A massive campaign on raising the awareness of employees about the principles of cybersecurity will considerably reduce the risks of incidents caused by employees and increase the responsibility of corporate employees for actions or inactions in case of potential cybersecurity threats.

International vendor authorizations



Russian vendor authorizations

Technological sovereignty is a long-term governmental goal. We are witnessing the growth of interest in import substitution in the recent years, and Russian vendors have really developed many valuable and smart software products tailored for the specifics of Russia. We encourage you to choose the best products — and prefer the products from Russia among the best ones. Softline knows Russian products very well and is ready to help you make the right choice.




код БЕЗОПАСНОСТИ





SOFTLINE GROUP

Softline is a group including many large and small companies operating under their own brands in IT and related industries. We are different but we share the same passion for IT and the desire to make the business of our customers better.



RAEX «600 LARGEST
COMPANIES OF RUSSIA»

WE ARE INCLUDED INTO
THE RANKING OF THE
LARGEST COMPANIES OF
RUSSIA BY FORBES



Axoft (Russia, EE&CA). A software distributor allocated from the Softline distribution unit into a separate company.



ActiveCloud (Belarus, Russia). A cloud solution provider that became a part of Softline group in 2010.



Novacom (Belarus). A developer of IT systems for governmental and commercial organizations, ECM and ERP systems for industry. The company was acquired by Softline in 2012.



Compusoftware (Brazil). A leading company in licensing in infrastructural services and one of 5 largest Brazilian distributors. Compusoftware became a part of Softline Group in 2016.



Mirapolis (Russia). A developer of HR automation, distance education, and webinar management software. A portfolio project of Softline Venture Partners.



Allsoft (Russia, Belarus, Kazakhstan, Uzbekistan). An online software store for private clients, small businesses, and non-commercial institutions.



Aflex (Russia). A software distributor that became a part of Softline after an acquisition.



Softline Group also includes IT MAN, Stakhanovets, Videobaker, Copiny, Tekmi, etc.

CLOUD SOLUTIONS ACTIVECLOUD

Since 2003, ActiveCloud is one of the leading providers of the full spectrum of cloud and hosting services and accompanying consulting in Russia, the CIS, and the Middle East.

ABI PRODUCT

ActiveCloud helps ABI PRODUCT efficiently develop their business

“During the time of cooperation with ActiveCloud, ABI PRODUCT increased the number of rented virtual machines from 7 to 32. When our IT specialists tested the service reliability, they started actively using it for fast configuration of environments for testing the new functions of key company's business applications: 1C accounting solution and the Microsoft Dynamics AX ERP system.”

Nail Aribzanov,
ABI PRODUCT system architect



Irkutsk Oil Company organized the work of designers with ActiveDesk

“ActiveDesk attracted us with the service delivery speed, and therefore we were able to quickly create a unified and secure working environment for all participants of the project from anywhere. Furthermore, our calculations have shown that using ActiveDesk is feasible both for short- and long-term project. Another important benefit for us was that the service is 100% Russian,” — Alexandr Loginov, Head of System Administration Department, Irkutsk Oil Company.

IaaS

Rental of cloud IT infrastructure in the data center for deployment of custom solutions

- Any type of IT application landscape can be created.
- Lower total cost of ownership: no capital expenses related to hardware purchase.
- Quick IT project implementation regardless of their complexity
- Increased reliability and fault tolerance.
- Compliance with FZ-152.
- Scalable and flexible solution for all kinds of projects, even for those with very high performance requirements
- Payment only for actually used resources.

SaaS

Rental of cloud-based business applications.

No capital expenses on hardware, software, configuration, and support, pay-per-use model.

- Possibility of licensed software rental (for example, following the Microsoft SPLA).
- Secure access and encryption of corporate information.
- Stable application behavior.
- Software is always up to date.
- Flexible backup policies.

Cloud-based 1C solutions

1C software is very popular in Russia, and modern technologies are perfect for deployment of 1C in the cloud. This approach is especially beneficial for large and medium businesses. ActiveCloud provides infrastructure for 1C or a ready-to-use pre-configured 1C solution in the cloud for small businesses. The company provides financial guarantees of service availability. Clients can access a broad range of 1C solutions.

ONE OF **TOP-5**
IAAS PROVIDERS IN RUSSIA
according to IDC

OVER
50000
CLIENTS

Backup Data Center — a hot standby for critical IT systems

Backup Data Center ensures timely recovery of the client's data systems in the cloud. The service enables real-time replication of all changes in the production servers to the cloud backup servers. As a result, the service prevents data loss and interruptions in the work of corporate employees.

Benefits of a Backup Data Center

- Enterprise-class public cloud in a Tier 3 data center.
- Hot or cold standby with up-to-date data.
- Real-time byte-to-byte synchronization without distance limitations.
- Good user experience with limited bandwidth.
- No need to rent dark fiber.
- Quick switch to a backup data center (RTO = 15 min.).
- No data losses in case of disaster (RPO→0).
- Backup data center maintenance performed by the provider.
- Automatic fallback to the main site.
- Guaranteed availability of cloud resources for launching standby.
- Support of physical, virtual, and cloud server based on Windows/Linux.
- Reliable protection of Microsoft SQL, Oracle Database and other transactional applications.
- Modernization or revamp of the main data center is not required.

Backup and recovery

Convenient and practical services that perform backup to ActiveCloud, powered by reliable Veeam and Acronis software. Clients can configure backup jobs flexibly, track the backup progress, control its execution, and receive notifications on the state of backup copies and task execution status.

The service includes backup management for your company, including:

- Design and deployment of a backup solution on your local site
- Rental of Veeam and Acronis software licenses for your local site
- Backup planning and configuration following the 3-2-1 model.
- Monitoring the execution of backup jobs.
- Check of backup copy actuality and integrity.
- On-demand recovery from a backup copy.

ActiveDesk Graphic Cloud

A cutting-edge solution for a broad range of companies working with CAD and engineering systems, which can also be used for training centers that conduct courses on graphic-intensive applications. The solution is based on the NVIDIA GRID virtualization platform and powerful Tesla GPUs. With ActiveDesk, you can purchase the required computing resources to work with demanding applications following the lease terms, and pay for them as a service. The service is one of just two official Autodesk cloud partners worldwide.



ActiveCloud перенесла в облако систему Oracle Retail для компании «Ак Барс Регион»

«Использование облачной платформы позволило нам не только сэкономить средства на покупку оборудования, но и не беспокоиться о том, что требования к ИТ-инфраструктуре постоянно возрастали. Решение Oracle Retail было быстро развернуто, хотя оно и имело специфические требования для работы в виртуальной среде»

Денис Силантьев,
Директор по ИТ компании
ООО «Ак Барс Регион»



National Medical Network develops its infrastructure in ActiveCloud

«Cloud solutions provide the technical basis for our consulting business. They facilitated the development of our enterprise mobility culture. As a result, our teams can stay in touch and collaborate even when many employees are on business trips in Russia and abroad. When we work in the cloud, we do not need to worry about the security of corporate information, because we have personally checked that ActiveCloud provides the highest possible data protection level.» - says Sergey Chuglazov, Head of Organizational Development and IT at «National Medical Network» LLC



Scalable IT infrastructure for Softline Education Center

«We are fully prepared for the new academic year: our infrastructure meets the most modern requirements. An important benefit of cloud technologies is that we can scale consumed resources and pay only for actually used ones. This flexible service enables us to quickly expand the amount of used resource, for example, for only a week, and then return to the previous level.» - noted Ekaterina Lavrenova, Head of the Education Process Management Department of Softline Education Center.



Softline
Enterprise Solutions®

SOFTLINE ENTERPRISE SOLUTIONS

WE HELP OUR
CLIENTS SAVE

36%
OF SOFTWARE
COSTS ON
AVERAGE.

Softline Enterprise Solutions (earlier known as the Russian branch of Insight Enterprises) helps large corporate clients and global companies create smart state-of-the-art solutions and operate them. Softline ES knows perfectly the licensing models of Microsoft and other large developers and uses this knowledge to make sure that the clients will get the best financial terms with a large set of accompanying services, and that all the stages of the deal were perfectly organized.

License consulting

This service is designed for large companies and organizations (from 7 to 10 thousand PCs) that wish to save on software licenses and subscriptions in mid-term and long-term prospect. Softline ES helps clients develop a cost-efficient licensing strategy that meets their tasks and goals, and substantiate this strategy for vendors.

Having determined the licensing horizon (usually it equals 5 years), licensing experts analyze the software solutions that are already used, the future licensing plans of the client and the plans for the product and licensing program development plans announced by vendors. The licensing strategy is developed for the planning horizon based on all these factors.

The second component of consulting on licensing is helping the client to conduct negotiations with the vendor. Softline ES helps substantiate the selected strategy for the vendor and conclude a highly customized licensing agreement.

The ingredients of our unique methodology are a deep understanding of the licensing rules and exceptions from them, unobvious techniques and circumventions.

Our methodology works best for Microsoft licensing, but it is also possible to optimize the licensing of other vendors, such as IBM, SAP, and Oracle.

All types of IT services

You cannot do without knowledge and experience if you want to make the most out of the cutting-edge hardware and software. We offer our experience and knowledge to our clients to build effective solutions for even the most ambitious business tasks and increase the effectiveness of our work.

- Building and modernizing infrastructure
- Data center construction
- Implementation of cybersecurity tools
- Hybrid cloud
- Data storage and processing
- Hardware
- Apple Hardware

**Why
Softline ES**

Our main task is to help clients create effective solutions for practical tasks and increase the work efficiency by uniting software and hardware, knowledge and experience, their commitment and our services.

WORKFLOWSOFT

A SIMPLE BUSINESS PROCESS MANAGEMENT TOOL

WORK
FLOWSOFT

WorkFlowSoft is a system for business process automation in workgroups or all over the enterprise developed by Softline. It is easy to configure and launch without the involvement of technical staff.

Use WorkFlowSoft to solve these Problems

Setting complex tasks. The business process is visualized in an easy-to-understand flow chart that displays all the tasks and the employees to which they are assigned.

Delegation of subtasks. With this system, tasks can be assigned to employees with required competencies.

Determining the areas of responsibility. The employees clearly understand what to do, the system notifies them and records the stages of their work.

Control. Works can be easily tracked and controlled.

Why Softline

Cost savings. Services can be created in self-service mode, without the engagement of IT staff.

Automation. The processes of task creation, working on it and approving the result are automated. Detailed reports are available for all components.

Speed. Working time is distributed very effectively, no time is spent on unnecessary correspondence, clarification, explanations, or formal arrangements.

Convenience. Great user experience on computers, phones, and tablets.

"WorkFlowSoft provided us with ready-to-use solutions for organizing business processes. It allows us to create workflows from several tasks and make templates for regular tasks. The main benefit of WorkFlowSoft is that it is easy to use and does not require the assistance of IT staff."

Alexei Bergunker,
CEO at "Ugolnye tekhnologii" Trading Company

"We use WorkFlowSoft to run business processes and in a holding company and control them. The main benefit of WorkFlowSoft is that it enables task execution monitoring in a company with a large number of divisions and business units. With this system, managers can also personally control the execution of tasks on any scale."

Irina Sukhobokova,
Head of the Planning Department at Afanasy
Holding Company

"It is very difficult to streamline effective processes and control their execution using task management services. We use WorkFlowSoft to organize the work of our IT unit. Before making our final choice, we have tried many services, including the most popular ones, but none can match WorkFlowSoft in usability and convenience! It has nothing in excess and everything necessary at the same time! Thanks for an excellent product!"

Mikhail Gratskov,
CIO at Valuement Russia





SOLUTIONS MIRAPOLIS

FOR HUMAN CAPITAL ASSETS MANAGEMENT

Mirapolis Company is a developer specializing in the creation and implementation of solutions for human capital assets management of the company and improving its efficiency, as well as automation of employee training and assessment. Mirapolis Company is a part of Softline Company.



Solutions provide end-to-end automation of HR processes of recruitment, onboarding, development, training and assessment — to build a comprehensive system of talent management in the company.



Mirapolis LEARNING MANAGEMENT SYSTEM

A state-of-the-art distance learning management system that enables massive employees training and knowledge control in the company.



Mirapolis VIRTUAL ROOM

A system for webinars, web conferences, marketing presentations, online training, meetings and any other type of online events.



Mirapolis ASSESSMENT & PERFORMANCE

A system of staff assessment based on competence / targets / KPI / goals is a tool to obtain objective knowledge of the employees and departments.



Mirapolis LEARNING CENTER

A system for learning centers automation, the deployment of e-learning and the development of learning center educational environment.



Mirapolis CORPORATE UNIVERSITY

A system for managing key business processes in the planning and organization of employees training and development, and building an educational environment.

400+
CLIENTS

1 000 000+
PRODUCT USERS



Mirapolis TESTING

A powerful tool to create and conduct online testing of virtually any complexity.



Mirapolis RECRUIT

A simple and convenient system for automating the process of recruitment, is equally effective for private recruiting agents, staffing agencies and corporate HR departments.

Продукты Mirapolis можно использовать как в виде локального решения, так и формате SaaS (аренды сервиса).
В обоих случаях вы получаете 100% функциональности без компромиссов.

NOVACOM



We create software systems and appliances based on the Open Source technologies and solutions of the leading global vendors. The solutions that we implement save financial and material resources, open new development opportunities and create long-term competitive edges. The company performs a full development cycle – from the analysis of current processes and technology selection to system development and maintenance. Novacom is a part of Softline Group.

IT system development

We develop scalable enterprise-wide systems tailored to solve industry-specific or governmental tasks, including portal, mobile, and cross-platform solutions.

- High-load systems
- Portal and mobile solutions
- Registries and unified databases
- Interdepartmental interaction
- Integration and cross-platform solutions

Industrial Internet of Things

We create comprehensive solutions that combine hardware, data transmission channels, and software systems.

- Telemetry and machine-to-machine communication systems
- Systems of remote fiscal reporting on money circulation
- Energy metering and consumption control systems

Electronic communication

We implement ECM (Enterprise Content Management) solutions that enable process management and handling large volumes of information. These solutions can also support collaboration and long-term document storage.

- Workflow management
- Electronic docflow management
- E-document archive

E-commerce

We offer platforms for Electronic Document Interchange and e-trade that can be used to conclude trade deals, execute financial transactions, and interchange e-documents in online mode.

- EDI
- Electronic trading platforms

10+ OF EXPERIENCE
IN BUILDING
IT SYSTEMS

100+
PROJECTS
IMPLEMENTED

150+
EMPLOYEES

24/7
TECHNICAL SUPPORT
OF COMPREHENSIVE
PROJECTS



\$20 SOFTLINE
VENTURE PARTNERS
FUND VOLUME

20+ PROJECTS
IN OUR PORTFOLIO

SOFTLINE VENTURE PARTNERS



Softline Venture Partners is a corporate venture fund of Softline Group. This is one of the first funds to be established in Russia — it was founded in 2008. At the present time, the project portfolio includes 20+ projects. Since 2014, SVP also manages the Softline Seed Fund.

Softline Venture Partners specializes in greenfield investments to projects in the field of cloud computing, cybersecurity, big data, AI, and financial and regulatory technologies. Thanks to Softline branches in 30+ countries, partnership with global vendors and over 60,000 clients, the companies included into the Fund's portfolio receive a unique opportunity of using the available active sales channels and scaling their business all over the world.

Business accelerator

In September 2017, Softline Venture Partners along with Softline and OPORA RUSSIA launched a business accelerator for IT startups. The first competition had 16 participants. The two winners — IREG and Orion — shared a prize fund of 7 million rubles.

Latest deals

January 2018

Softline Venture Partners invested in the JagaJam online analytical platform. The Fund acquired a minority interest in the startup (15%).

April 2017

Softline Seed Fund, a joint seed fund of Softline and RVC, acquired a minority share in the Russian service named WhatsHelp.

April 2017

Finvale, a B2B2C fintech marketplace for financial services, raised the investments in the amount of 500,000 \$. The round was headed by Softline Seed Fund, which signed the documents on investing 15 million rubles into the project for a minority share.

Наши проекты





softline[®]



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