



# Digital Transformation & Cybersecurity Solution Service Provider

Cloud | Security | Big Data | Mobility

**softline**<sup>®</sup>

# Softline Facts and Figures

**4500+**  
team members

**1500+**  
account managers

**1000+**  
sales and technical  
presale professionals

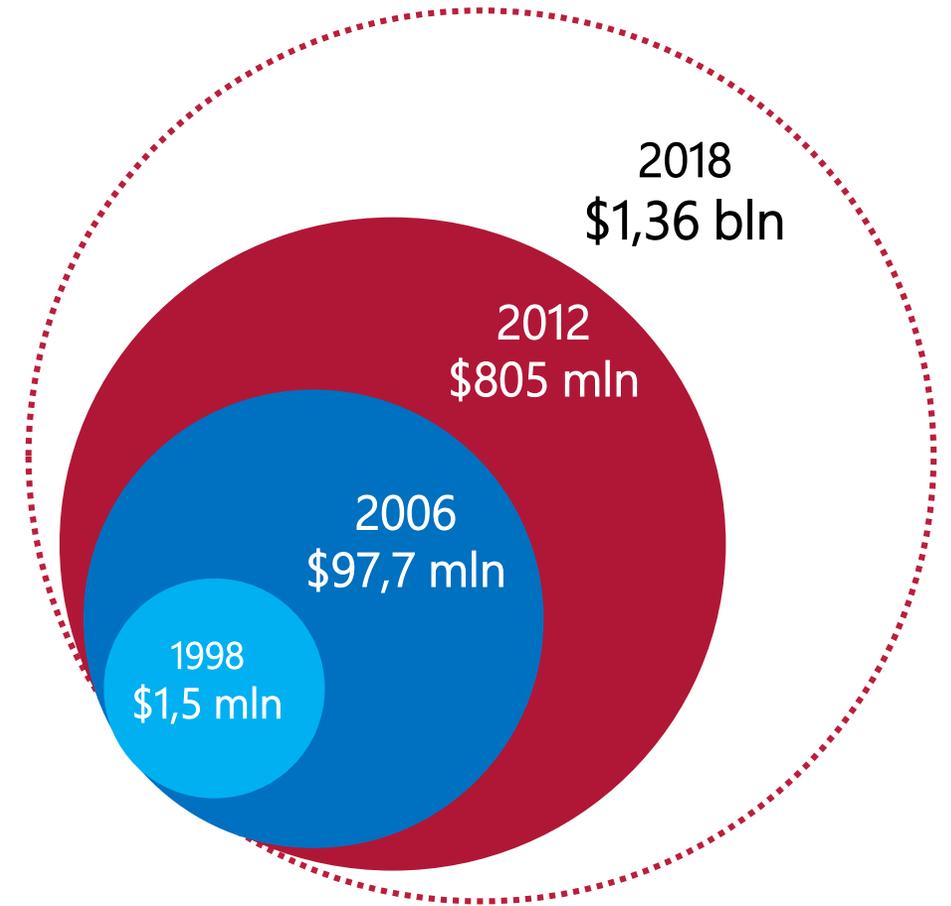
**1.36 Billion \$**  
Sales Volume 2018  
in the Group of companies



**1000+**  
engineers  
and developers

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

**25**  
years in the  
IT market



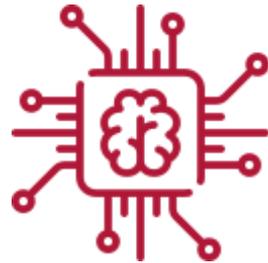
Turnover data

# Digital Transformation & Cybersecurity Solution Service Provider

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



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



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



## **Cybersecurity**

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

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

## Business

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

## Government

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

## Society

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

## Employees

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

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

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

# Our Values

## 1. Leadership

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

## 2. Customer focus

We listen to our customers and hear them. We create business value for our customers. We are interested in understanding and solving the tasks of our customers.

## 3. The team is the core of our business

Team success is everyone's success. We are one global team—One Softline.

## 4. Innovations

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

## 5. Responsible business

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



# Partnerships with 3000+ Hardware & Software Vendors

## 1 CLOUD

private, public,  
hybrid clouds



## 2 SERVICES

full spectrum of IT services  
and solutions



## 3 SOFTWARE

licensing and subscriptions



## 4 HARDWARE

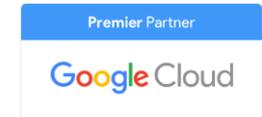
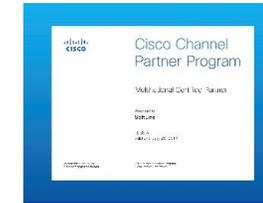
hardware provisioning



# Highest Partnership Statuses

## Microsoft Partner

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



# Strategy for 2019-2021

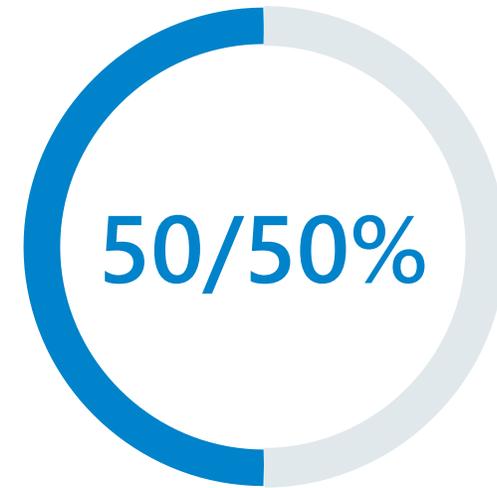
**Softline** is the IT solution provider in major developing countries and in fast growing markets. Long-term strategy is the same – international expansion, IPO. Main objectives:



Russia – non Russia



Services – Not Services



Cloud – Not Cloud



# Global Presence as the Strategy Component

2019:  
operations in  
50+ countries,  
95+ cities

## Eastern Europe & Central Asia

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

## Americas

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

## Russia

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

## Asia

Cambodia  
India  
Laos  
Malaysia  
Mongolia  
Myanmar  
Thailand  
Philippines  
Vietnam

# Our Customers

## Global Accounts



## Large Corporate Clients



## Small and Medium Business



## Government, Public Sector



## Education, Healthcare



## Oil&Gas, Industry



# Top Positions in Rankings

## Top 3



- Largest IT Providers for Manufacturing, Retail 2017
- Largest Russian IT Companies in Cybersecurity, 2017



Commnews SaaS Services Ranking 2017



- Largest BI solution providers, 2017
- Largest Russian SaaS Providers 2017



RAEX 600 Russia's Largest ICT Companies 2017

## Top 5



- CNews100: Largest Russian IT companies
- Largest Russian IaaS Providers 2017
- Largest IT Providers for Governmental Customers, Banking, 2017
- Russian Largest Datacenter Service Providers, 2017



Russia's Largest IT Companies 2017

## Top 10



- Largest IT Providers for Telecom Operators, 2017
- Russia's Largest system integrators for IT infrastructure

## Top 200



200 Russian Largest Companies, 2017

## Top 500



Largest Russian IT Companies 2017

# Responsible Business

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



# Softline: Strategic and Global Partnerships



Partnership with GITA enables Softline to provide IT solutions and services to European, US and Australian markets



European cloud provider community



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

# Softline: Services and Solutions



Digital Transformation



Cybersecurity



Cloud Solutions



Internet of Things



RPA



Big Data



Artificial Intelligence



Software



Hardware



Microsoft Solutions



Business Solutions:  
CRM, SAP, BI, ECM



Technical Support  
and Outsourcing



Enterprise  
Mobility



Education  
and Certification



Asset Management,  
SAM



Datacenters,  
HVAC



CAD and GIS



Leasing  
and Financing

# Software

## Licensing and Subscription

**25+ years** Vast licensing experience  
Best prices on the market

**3000+** major and minor  
software developers

**SaaS** as an alternative to  
conventional licensing



### Licensing and conventional software delivery

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



### Online stores

- [store.softline.ru](https://store.softline.ru)
- [allsoft.ru](https://allsoft.ru)
- [allsoft.by](https://allsoft.by)
- [allsoft.kz](https://allsoft.kz)



### SaaS solutions

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



### Programs for service providers

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

# Cloud Solutions

We are among  
**TOP 5**  
largest cloud  
solution vendors  
(CNews Analytics,  
2011-2016)



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



**100+**  
corporate  
clients

**150+**  
engineers



## Solutions for Business

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



## Virtual Capacity Leasing

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



## Hardware Rental

Dedicated servers • Colocation  
• Hardware as a Service



## Cloud Platforms

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

SLA  
**99,95%**  
or higher

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

# Cybersecurity

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

**200+**

cybersecurity  
projects  
implemented



 Web services  
protection

 Web and email  
protection

 Protection from  
targeted attacks

 Infrastructure  
protection

 Access  
management

 Data protection

 Antifraud

 Network  
protection

 Import substitution

 Industrial  
security

 Compliance

 Security Operations  
Centers (SOC)

## Services

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

# Infrastructure

250+

projects in  
2017

200+

engineers in  
staff

50%

CAGR



PartnerDirect  
Premier



## Basic Infrastructure

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



## Engineering Systems

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



## Networking Infrastructure

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



## Virtualization

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



## ITSM

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

# Hardware Solutions

## Delivery

- Purchasing
- Leasing
- Rental

## Installation

- On-premise
- In data centers
- Colocation

## Services

- Selection
- Deployment
- Maintenance



## Infrastructure Solutions

- Servers
- Data storage systems
- Racks and chassis



## Printing Equipment

- Printers, scanners
- Copy machines, MFDs
- Consumables



## Equipment for the Internet of Things

- Sensors and actuators
- Controllers
- Gateways



## Engineering Infrastructure

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



## Personal and Mobile Solutions

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



## Video Surveillance and Video Analytics Systems

- Video cameras
- Storage systems
- Network transport equipment



## Networking and Communication Equipment

- Routers, switches
- Wireless network equipment
- Videoconferencing solutions

# Microsoft is a Strategic Partner of Softline

**#1** Microsoft partner\* in Russia

\* By sales volume in FY16

**20+** years of collaboration

\* Ongoing partner status from 1995, LSP status from 2002

## Microsoft Partner

- Gold Hosting
- Gold Application Development
- Gold Application Lifecycle Management
- Gold Cloud Platform
- Gold Cloud Productivity
- Gold Collaboration and Content
- Gold Communications
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- Gold Small and Midmarket Cloud Solutions
- Gold Volume Licensing
- Silver Project and Portfolio Management
- Silver Learning

Winner and nominee of annual Microsoft partner awards all over the world

**#1** Partner of Year 2018, Cambodia

**#1** Microsoft Partner of Year, 2017, Cambodia, Chile, Kazakhstan

**#1** Microsoft Partner of Year, 2016, Georgia

**#1** Microsoft LSP Partner in Russia, 2015

**#3** Microsoft LSP Partner in LATAM, 2015

**#1** Microsoft Partner of Year, 2015, Venezuela

Expertise in implementation of Microsoft solutions

**10+**  
years of experience

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

**2500+**  
projects implemented

**30+**  
out-of-the-box solutions

# Microsoft Solutions

Microsoft  
Partner

Gold Application Development  
Gold Application Integration  
Gold Cloud Customer Relationship Management  
Gold Cloud Productivity  
Gold Cloud Platform  
Gold Collaboration and Content  
Gold Communications  
Gold Data Analytics  
Gold Datacenter  
Gold Data Platform  
Gold DevOps  
Gold Enterprise Mobility Management  
Gold Messaging  
Gold Windows and Devices  
Gold Small and Midmarket Cloud Solutions  
Silver Learning  
Silver Project and Portfolio Management

10+

years  
of experience

2700+

projects  
implemented

30+

out-of-the-  
box solutions

500+

certified  
professionals



## Maintenance and Security

- Workplaces Deployment
- Data Access Control
- Hybrid Infrastructure Monitoring
- Authorization and Identity Management
- Data Protection and Mobile Workforce Management
- IT Asset Management
- User Support System



## Data Storage and Exchange

- Private Cloud Deployment
- Hybrid Infrastructure Deployment
- Azure Stack Powered Infrastructures
- Migration to Exchange Platform
- Corporate Communication System Deployment
- Data Migration from Oracle DB to SQL Server
- Corporate Portals
- SQL based BI Solution
- Power BI based Data Analysis System



## Process Automation

- Marketing, Sales and Servicing Processes Automation with Dynamics 365
- Real Estate Sales Management
- Knowledge Management
- KPI Management
- Project Management
- Educational Portal
- Planning and Control of Governmental Authorities Operations
- Civil Services Automation

# Softline: 20+ Countries with LSP Status, Planning for More

50%  
of Softline  
business is  
related to  
Microsoft

Softline  
is a Global  
Microsoft  
Partner



# SAP Solutions

15+

years  
of experience

100+

projects  
implemented

5

out-of-the-  
box solutions

50+

certified  
professionals



Analytics Support Authorization  
BAiO Support Authorization  
DB&T Support Authorization  
Hana Support Authorization  
Mobility Support Authorization  
SAP AiO Sell Authorization  
SAP Analytics Sell Authorization  
SAP CEC Cloud for Service & Sales Sell  
Authorization  
SAP Cloud Human Resources Sell  
Authorization  
SAP DB&T Sell Authorization  
SAP Hana Sell Authorization  
SAP Mobile Sell Authorization



## Process Automation

- Budgeting Solution
- Analytics Solution
- Customer Relations System
- Talent Management Solution
- Electronic Document Workflow Solution



## Data Storage and Exchange

- HANA Data Migration Solution
- SAP Installations Migration to Cloud
- Mobile Device Management
- Integration Solutions Development



## Industry Solutions

- Retail & Wholesale Solution
- Discrete Manufacturing Solution

# Business Solutions

## We solve business tasks

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

## Our services

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



CompanyMedia



Datacap



OPENTEXT



Electronic document workflow and business process automation



Portal solutions



Stream document and data input



Electronic archives



Business intelligence systems



Project management

# CAD and GIS

30+

vendors in the portfolio

30+

high-qualified experts



## 6 industry-specific divisions



Architecture and construction



Mechanical engineering

- Consulting support and implementation of state-of-the art CAD tools (BIM, PLM, GIS)
- CAD strategy development
- Customization of CAD systems for specific tasks

- Building an e-archive of project documentation
- Streamlining project document workflow
- Configuring and running CAD systems of virtual graphic workstations



Geographic information systems



Design and visualization



Infrastructure



Cost sheets and regulations

# Managed Services from Softline

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

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

# Outsourcing and Technical Support: Delivering Managed Services

**8000+**

customers of  
outsourcing and  
tech support

**400+**

certified engineers

**200+**

vendors supported



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

- + Softline offers basic, incident-based, optimal, and resource technical support
- + Basic Technical Support – FREE for all Softline customers!
- + Unified Online Technical Support all over Russia

- + Full Coverage of all time zones, 24x7 operation mode
- + Maintenance of ALL customer infrastructure
- + Finding solutions for CROSS-VENDOR problems.

# Softline Education

#1

on the corporate  
education market

200+

vendors

1500+

courses of any  
complexity in  
various fields

in 9 cities

With Certiport and  
Prometric testing  
centers

25

branches in Russia  
and the CIS



Programming



System administration



Security



Operating systems



Databases



Virtualization



Communication  
solutions



Networking  
equipment



Modeling and  
CAD



CRM



Business Intelligence



Business trainings



Service management



Productivity software

We make education less  
expensive and more available

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

# Engineering Solutions for Data Centers and Buildings

## Certified professionals

- Accredited Tier Designer (Uptime Ins.)
- CDCDP

## Licenses

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



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

## Republican Data Center in Minsk

The best data center project in 2016 in the CIS

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



# Software Asset Management

Software Asset Management means effective control and management of corporate software assets from budgeting to decommissioning.

## SAM Box

Perfect solution for quick start

## Vendor-specific Solutions

SAM Box for Oracle

for IBM

for Autodesk

SAM Box for SAP

for VMware

for Adobe

## Microsoft SAM Services

Microsoft software and license inventory

## SAM Cybersecurity

Revealing cybersecurity threats caused by counterfeit and obsolete software.

## SAM Virtualization

Optimizing licensing in virtual environments

## SAM Express

Rapid documentation-based analysis

## SAM Cloud Ready

We assess your cloud readiness

## SAM SQL

Putting database licenses into order

## SAM Project

A comprehensive approach to software asset management

## SAM Success Fee

You pay for the project only if it really saves your money

## SAM Support

SAM for the long term: ongoing support of software asset management

# Financing of Comprehensive Projects

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

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

## Leasing benefits

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



### Streamlined Process

Full support of leasing transactions



### Comprehensive Projects

It is possible to finance a comprehensive solution



### Various Financial Models

Financial leasing  
operational leasing,  
subleasing



### Internal Competition

The client receives the best offer from the company

# Why Softline? 5 Reasons to Choose Us



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

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

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



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

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



GO GLOBAL



GO CLOUD



GO INNOVATIVE