SOFTLINE GROUP
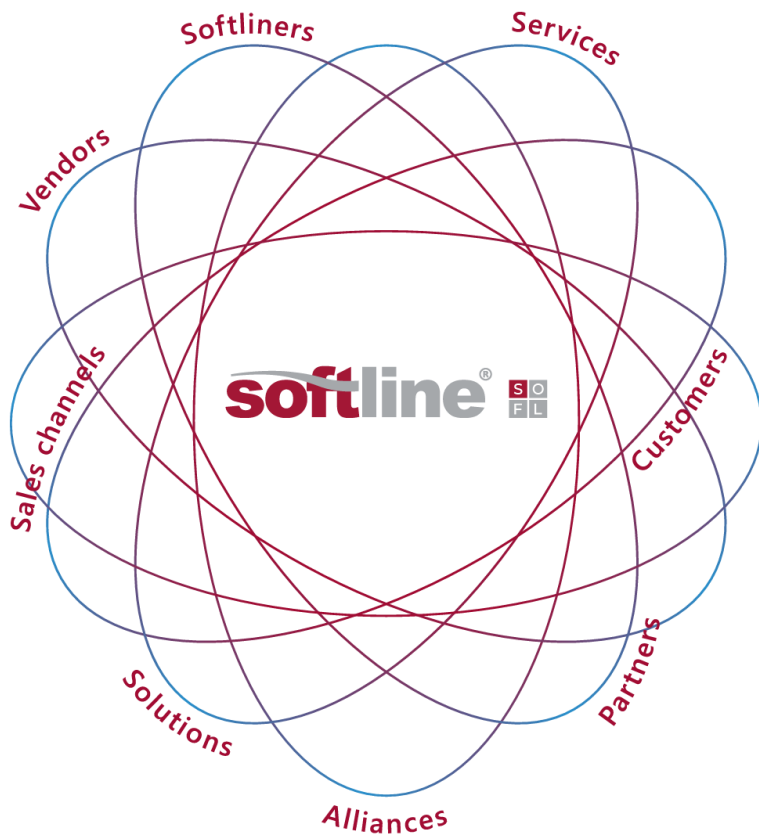## Company profile

Softline Group

Digital Transformation & Cybersecurity Solutions Provider with a publicly traded (MOEX) status

Cornerstone of Digital Transformation

25+	> 5000	> 100 000	Full range of
Companies in the Group	Manufacturers	Customers	Services and solutions

Leading IT Company in Russia

28+	30	~1B USD	> 8400
Representative offices in Russia and other countries	Years on IT-market	Turnover in 2023	Employees

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Softline's mission

We help organizations to transform and operate efficiently and securely in the digital economy. We are a trusted partner and a reliable provider of solutions and services to our clients.

Businesses

We help develop and implement digital transformation scenarios to accelerate revenue, increase profits and enable new models for generating income

Governments

We support a number of governments in their digital transformation, so that better outcomes can be delivered to citizens and other stakeholders

Employees

Our relationship is built on partnership with employees, sharing our success. We offer opportunities for development, well-paid jobs, and immersion in the latest digital technologies

Investors

We consider proper corporate governance to be an important condition for the development of the company .We build long-term relationships with investors, aimed at increasing the company's value and mutually beneficial cooperation.

Societies

With digital technologies, we help societies to develop faster and facilitate more equality. Technology means more opportunity. We further diversity & inclusion

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Our values and culture

1. Leadership

We strive to be No.1 in the key lines of our business. We take full responsibility for our promises and actions

2. Customer focus

We create business value for our customers. We are interested in understanding and solving their issues and helping them with the next step in their digital transformation.

3. Teamwork

The team's success is everyone's success. We are one global team, and we offer long-term partnership to our employees.

4. Innovation

We know and anticipate market trends. We focus on searching for growth opportunities. We make substantial investments in cutting-edge technologies and innovative solutions.

5. Responsible business

We support the sustainable use of the environment and development of societies. We observe laws and business ethics. We respect the traditions of every country.

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Awards

Softline holds leading positions in key industrial segments and every year maintains top rankings in analytical ratings in mass media (CNews, Tadviser and others)

🏆 TOP-1

The largest IT Providers for the Retail Industry

CNEWS

🏆 TOP-2

The largest IT providers for the Manufacturing Market

CNEWS

The largest IT providers for financial sector

CNEWS

The largest Russian companies in the Cybersecurity market

TADVISER

🏆 TOP-3

Ranking of the largest Russian companies in the ICT sector 2023
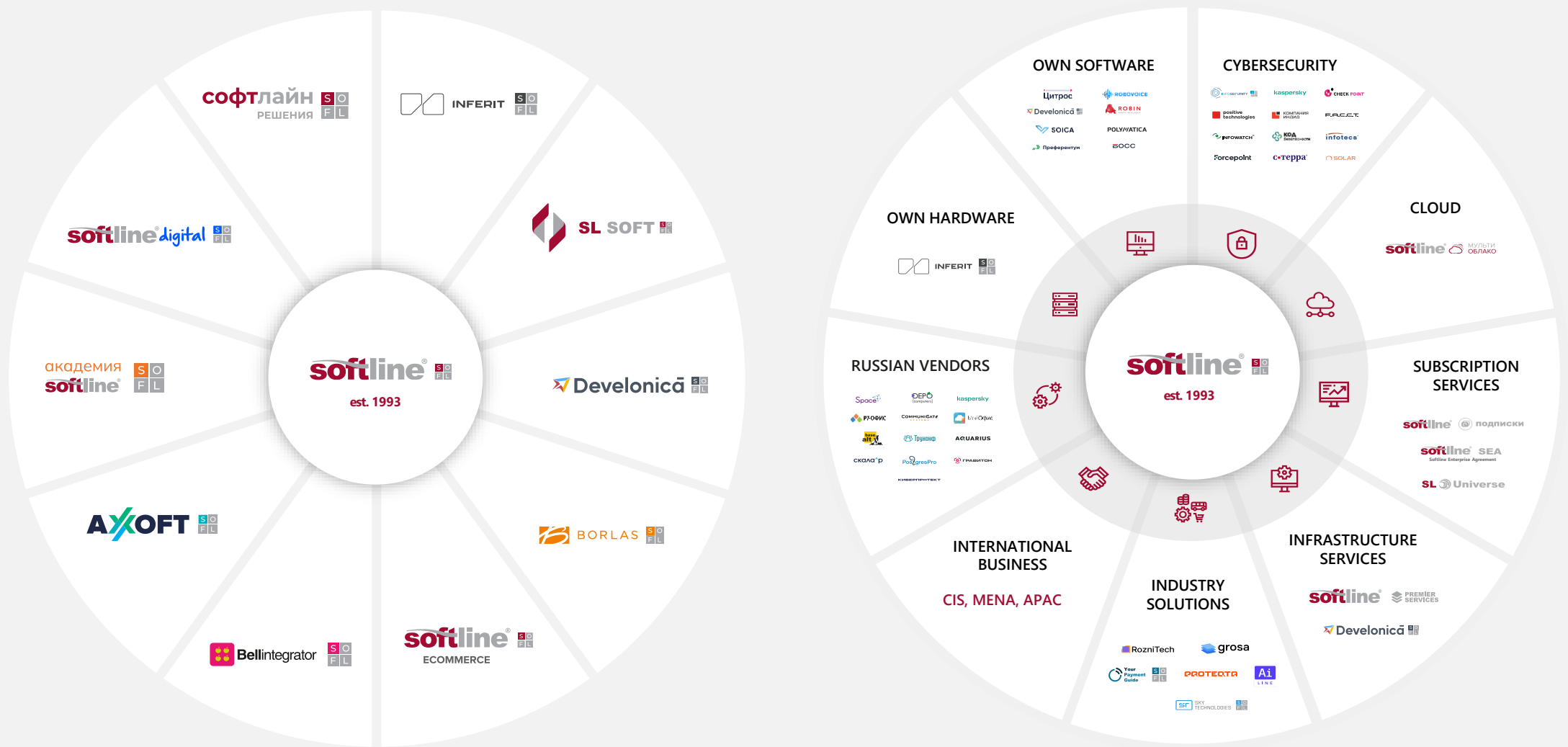
RX

Top SaaS providers in Russia

CNEWS

Ranking of IaaS Enterprise providers 2023

CNEWS

Ranking of the largest IT providers in the public sector of Russia

TADVISER

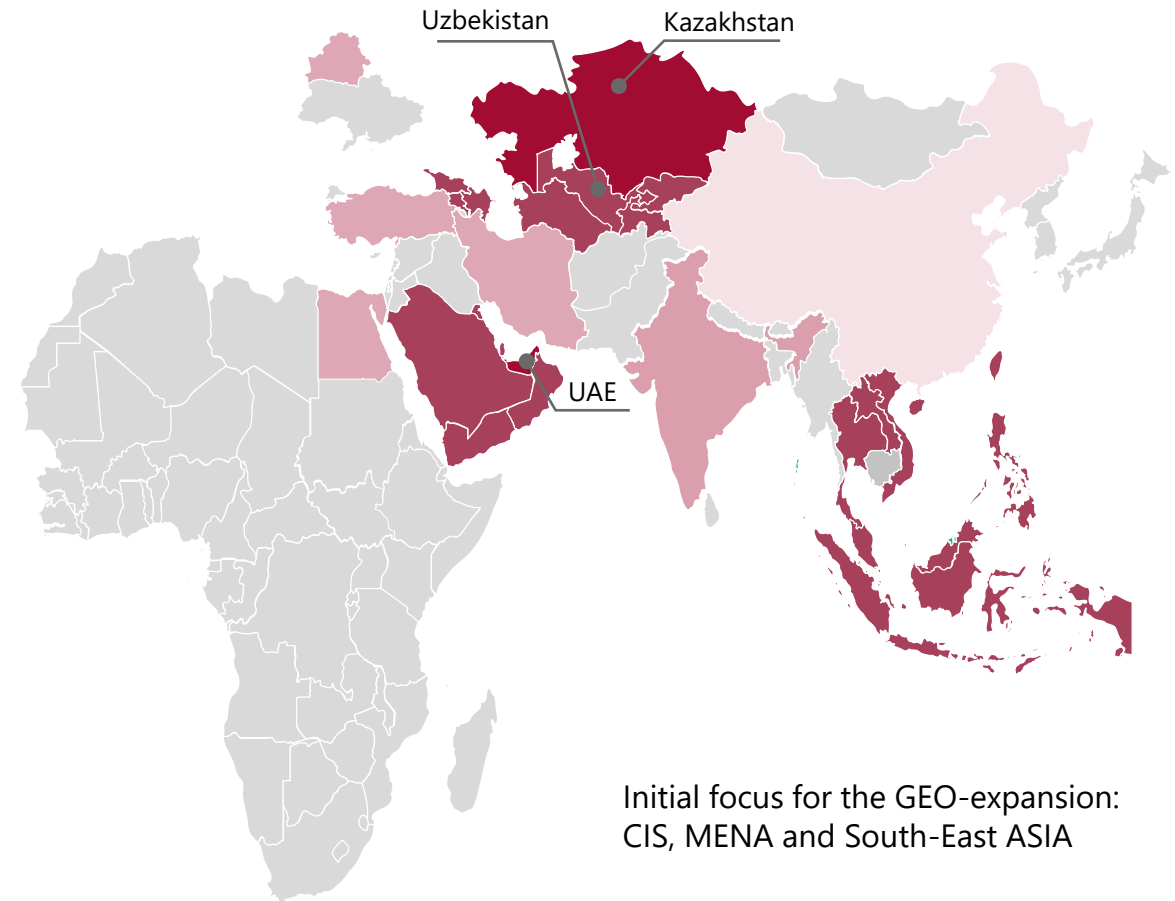softline®

Softline Group. Structure & Expertise

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International GEO Expansion Strategy

Softline Group is building an IT ecosystem encompassing our own products, industry-specific solutions, services, and those of national vendors

- 30 years of experience with a wide range of products and solutions from the world's leading software and hardware vendors, as well as Russian manufacturers.

- Successful cooperation with global customers. Understanding the unique business dynamics across various global regions is crucial for our strategic planning and market expansion initiatives.

- Extensive experience, expertise and delivered IT projects in over 64 countries before splitting business with Noventiq

Uzbekistan   Kazakhstan

UAE

Initial focus for the GEO-expansion:
CIS, MENA and South-East ASIA

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Other regions in 2024FY – project based approach thru the partnership with local players

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Industries

Government	Telecom	Oil&Gas	Finance	Manufacturing
Agriculture	Transport	Construction	Energy	Mining
Retail	Healthcare	Logistics	Education	Media

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Softline Group: Services & Solutions

Industry solutions

Own SW/HW Products Development

Cloud Solutions

Custom Development

Cybersecurity

Premier Services

Softline Finance

System Integration

Learning and Certification

Technical support and outsourcing

Modern Hybrid Infrastructure

VCS

DBMS

CAD/CAM

Business Solutions: CRM, ERP, BI

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Product and Solution Portfolio for export

Softline Software products

SL SOFT

IT Infrastructure and Business Solutions (RPA, BI etc.)

Softline Services

softline® **PREMIER SERVICES** **INFOSECURITY**

Premier Services, Cyber Security Services, ITSM and Consulting Services

Software Distribution

softline® **AXOFT**

Digital technology distribution of the Russian software vendors based on the complex approach, including high services level (implementation, integration and technical support)

Industry solutions

softline digital **Your Payment Guide** **VISITECH**

Based on AI, ML, IoT, Big Data, VR/AR, Fintech technologies

Custom Development

Develonica **Bellintegrator**

Key focus on the industrial system development (Finance, Manufacturing, GOV),
3500+ developers

Notes: stack of the product and solution portfolio could be different for each region

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Softline Software Products

SL SOFT

ROBIN
ROBOTIC INTELLIGENCE

ROBIN – Intelligent Digital Assistants Platform

- Low-code/No-code RPA solution
- Integrated AI technologies
- OCR engine inside
- Chatbot and NLP
- Scalable Solution for Enterprise Environment

POLY///ATICA

Analytical tools for working with large volumes of information using data mining and machine learning algorithms

Products:
- Polymatica Dashboards
- Polymatica Analytics
- Polymatica ML
- Polymatica Decision Manager

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Industry Solutions

PROTEQTA

Software and hardware complex for ensuring industrial and labor safety. Atom 4.0 smart helmet improves safety compliance, reduces injuries, increases labor productivity, and monitors employee performance at industrial enterprises.

Ai LINE

Unified digital platform based on the artificial intelligence for the creation and implementation of digital twins in industry.

grosa

Platform for improving on-shelf availability for FMCG retailers using machine learning algorithms

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Industry Solutions

VISITECH

Technological experts in the field of industrial safety, labor protection and enterprise operational efficiency.

- Industrial super-app in HSE
- Automation of work permit system
- Personnel and contractor management
- Automation of production processes and multi-level control
- Monitoring and tracking of personnel's and transport's performance
- Incident management
- Hazardous conditions and actions monitoring
- Key performance indicators (KPI) tracking

VPP

Multifunctional platform for developing effective solutions and technologies in the field of financial services. This platform consist of various SW-modules interconnected with each other:

- Device management
- Payment management
- Acceptance
- Processing and routing of payments
- Cryptographic data protection
- Software for payment devices
- Monitoring and activity tracking

Cybersecurity solutions and services

Infrastructure Security

- Secure workspace
- Network security (NGFW, IPS, ATP)
- Cloud Security (CASB)
- VPN
- Change audit
- Secure content exchange and collaboration
- Database Security
- MDM, EMM
- Integrity control
- Email and Web Security

Governance and Incident Management

- Incident management (SIEM, IRP)
- Security Operation Center (SOC)
- Industrial standards
- Risk management
- Compliance

Data Security

- Awareness Trainings
- Data Loss Prevention
- Access control (IDM, PAM, PIM, 2FA)
- Data Encryption

Application Security

- Application Security Scanning
- Web Application security (WAF)
- Configuration management
- Penetration testing

Our Services

- Design
- Proof of Concept
- Implementation
- Technical Support
- Managed Services

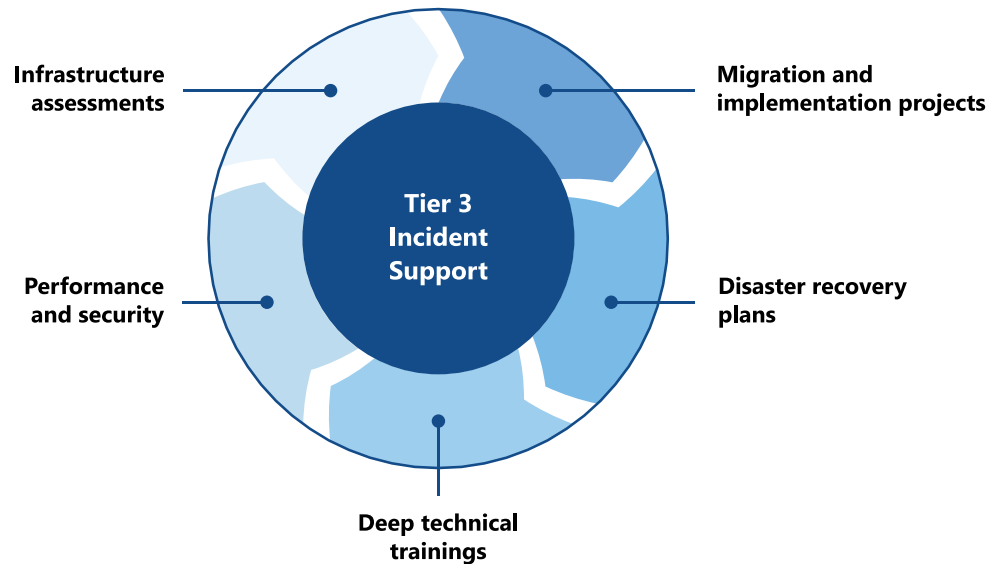## Implementing a product stack for digital sovereignty

kaspersky

UserGate

SOLAR

positive technologies

F.A.C.T.

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Softline Premier Services

Tier 3 Incident Support - dedicated service line for submission of technical requests by phone, email, service desk in **24*7** mode for products and technologies of foreign and domestic software manufacturers.

Infrastructure assessments

Migration and implementation projects

Performance and security

Tier 3 Incident Support

Disaster recovery plans

Deep technical trainings

Infrastructure assessments

Comprehensive analysis of technological solutions to identify technical and operational risks, as well as problems that are difficult to detect manually or with the help of a monitoring solution.

Migration and implementation projects

Full lifecycle of IT project services from piloting solutions to putting systems into operation and training customer specialists:
- projects for the transition to Russian software.
- projects involving Microsoft software.

Disaster recovery plans

Systematic approach to creating recovery strategies that considers the specifics of infrastructure and administrative policy.

Deep technical trainings

Specialized courses from Premier Services engineers with hands-on labs on specific topics.
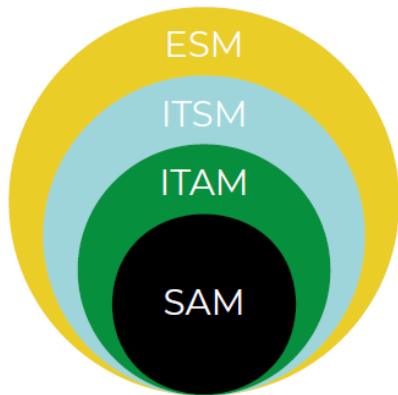
Performance and security

Analysis of performance metrics to identify risks affecting systems performance and reducing the speed of data processing; investigation of security risks of systems not detected by conventional pentests or other types of security audits

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IT Service Management & Software Asset Management

SAM

This service ensures responsible IT asset management, financial control, and compliance with contractual obligations throughout the IT asset lifecycle, from acquisition to write-off.

ITSM

ITSM (IT Service Management) is a process approach to the provision and use of information technologies. ITSM focuses on customer needs and services rather than on technologies as such

Competences

WHAT DO WE OFFER

- ITSM/SAM/ESM/ITAM automation
- ITSM/BCP (Business continuity Planning) Audit
- Building a resource service model
- ITSM System deployment/migration, adjustment, support
- Creation of centralized IT asset database (CMDB)
- Analysis and automation of business processes (BPMS)
- Software optimization of the CAPEX/OPEX ratio
- Mitigation of IT-related and legal risks, pre vendor audit prepare

SAM deployment outcomes

- Savings due to the optimization of unused software, infrastructure, and SaaS applications
- Flexibility and transparency: assessment of TCO and software expenditures, various licensing scenarios, and optimization of the CAPEX/OPEX ratio.
- Control and security: real-time information about software assets, trustworthy data for decision making, mitigation of IT-related and legal risks.

ITSM deployment outcomes

- Optimization of costs for provision of IT service
- Improving IT productivity (e.g. IT-dept)
- Improving service quality and user satisfaction
- Transparent justification of IT costs and IT development planning
- Obtaining prompt and accurate information about the composition and condition of the whole IT
- Reporting to be prepared for management decisions
- Qualitative decline of IT-related business risks
- Elimination of hidden and unplanned IT-costs
- Reduction of IT-related downtime
- Centralized IT-support

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Custom Development

Develonica SOFL   **Bell**integrator SOFL

Main focus areas

Full development cycle

Platform Open Source and Russian solutions

Complex solutions

Mobile application development

Development (DDC) and test centers

Outstaffing

5
development centers

23+
years of experience

3500+
developers

3500+
projects

softline® SOFL

Why Softline?

Trusted partner
30 years on IT market

Global experience
Implemented projects
in over 64 countries

>100 000 customers
From small, medium
and large enterprises

24/7
Customer support

Connectivity services
From basic to advanced.
We are ready to deliver

Customized solutions
For each industry
and client's needs

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