

SOFTWARE UNITED

BUSINESS MODEL FOR THE NEW GENERATION SOFTWARE PLATFORM

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Nenad Stankovic, Business Development Manager (VDEL)



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VDEL - The Beginning 1993-1998

- **Volgodonsk Electronics Ltd.**
- **Operating only in Russia and CIS**
- **Focus on Services Only**
- **Started as a one man show with assistant & two drivers**
- **Start with Accpac ERP - Over 100 instalations**
- **ORACLE Financials, MANMAN/X, Q-Data**
- **In 1998 over 70 people working on implementation**



VDEL - Expanding Market 1998-2003

- Volgodonsk Electronics Ltd. becomes VDEL GmbH
- Territory - CEE, Russia and CIS
- Distribution and Services
- Vienna HQ, Moscow, Kiev, Belgrade
- Distribution of Software - Accpac, (Brio) Hyperion
- Transferring the know-how of implementation
- Consulting IBM - Solution Channel



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VDEL - Distribution of Services 2003-2009

- VDEL Alliance
- Territory - Emerging Markets
 - 12 time zones, 23 countries and 32 languages/dialects
 - Strong Partner Network with more than 150 authorized partners
- Focus on Distribution of Services
- Started with SuSE and moved to Red Hat in 2004
 - 1st Authorized Red Hat Support Partner in the world
- Support centers in Moscow and Vrsac
- Development center in Minsk
- Subsidiary office in Warsaw and Training center in Limassol (Cyprus)



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Today's Challenges in IT Business

- Reduction/Limitation of Budget and Investments
- Rapidly changing Market demands
- Request for improvement customer satisfaction
- Drive Business innovation and grow revenue
- Strong competition on the market
- Lack of skilled staff and trained professionals
- High cost of keeping complex support infrastructure, etc.

How to answer? How to solve it?



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Software United - Power of IBM & RED HAT

- **Program/Platform/Business Model for Independent Software Vendors (ISVs) and System Integrators (SIs)**
- **Desktop & Server IBM software on Red Hat**
- **Red Hat advantages as Open Source and power of Lotus, Tivoli, DB2, Informix**
- **Creating Bundles and sale only with Added Value Solutions**
- **Inexpensive Platform minimizes Total Cost of Ownership**
- **Unbeatable Price Performance in Competitive Market**
- **Strong brands and partners' ecosystem behind**
- **Finally a true Microsoft-Free alternative**



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Software United - Power of Local Solutions

- **Many vertical SOLUTION make one complete SOLUTION**
- **Common Platform - Different SOLUTION**
- **Standard Platform eliminates infrastructure complexity and allows to concentrate on business needs**
- **Simple Platform eliminates high skills requirements**
- **Each ISV/SI represents a 3rd LEVEL SUPPORT PARTNER**
- **Great opportunity for the local ISVs/SIs to extend their business in competitive market and challenging conditions**



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VDEL Support for Business Partners

- VDEL will Support/Participate in CREATING bundle
- VDEL will Participate in TESTING bundle and Provide CERTIFICATION
- VDEL will Help with localization/adaptation and Support Distribution process
- VDEL will Organize Seminars/Workshops/Trainings with local partners
- VDEL will Support/Participate in joint Co-Marketing activities
- VDEL will Dedicate the Partner Help Desk



VDEL Support for Customers

- IBM Product Support 1st and 2nd level in Serbia
- RHEL Support Centre based in Russia (2nd level) and Serbia (1st level)
- OOO “Open Source” Specialized Support Centre for Desktop based in Minsk (Belarus)
- JBoss Support based in Russia (2nd level) and Serbia (1st level)
- Open Office Support based in Russia



Benefits for Customers

- The whole stock of solutions guaranteed to work
- Complete solutions from one source
- Complete support from one source when VDEL provides a 2nd level support for multiple vendors
- Possibility to move to Open Source step by step
- Solution eliminates infrastructure complexity, allows to concentrate on business needs
- Simplicity eliminates high skills requirements
- Unbeatable price performance



Present Activities

- **Software United is in the process of promotion**
 - Vienna, Warsaw, Budapest, Minsk, Moscow, Belgrade . . .
- **Software United BPs ecosystem is expanding**
- **Several Software United bundles already created:**
 - “Open Referent on SoftwareUnited” - Aplana (Russia)
 - “Ronix Office on SoftwareUnited” - Ronix (Russia)
 - “Chancellor on SoftwareUnited” - IBA (Belarus)
 - “SRC e-Office on SoftwareUnited” - SRC (Serbia)
- **Several contracts/bundles are in the process of preparation**



Where do we go from here? 2009 . . .

- **Software United will stay as Open Brand**
- **Merging of Open Source and new Licensed Software**
- **Setting up of Application Exchange and “set of solutions”**
- **Development of appliance specific solutions**
- **Continue with creation of Support Grid and Business Partners ecosystem**



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QUESTIONS?



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THANK YOU FOR YOUR ATTENTION

WWW.VDEL.COM

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nenad.stankovic@vdel.com



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