



Software United

The power of partnering

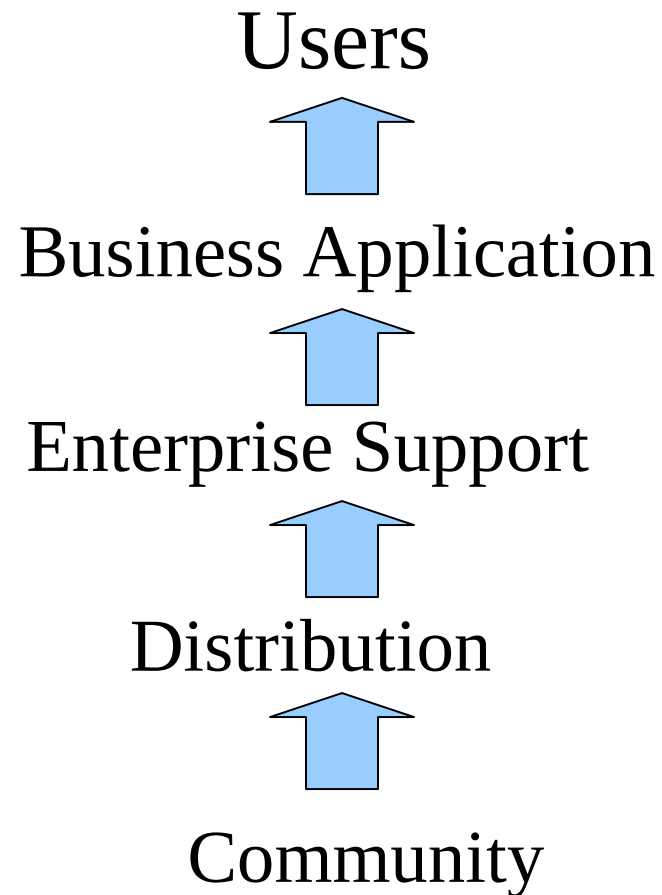
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VDEL – Distribution of Services 2003-2008

- VDEL Alliance
- Territory – Emerging Markets
- Distribution of Services focus
- Started with SuSE, moved to Red Hat in 2004
- 1st Authorized Red Hat Support Partner in the world
- Support centers in Moscow, Vrsac
- Development center in Minsk

Open Source Model



Community

- Education – Free Red Hat University program
- Competence Centers – Governments, Universities
- Development Centers - local ISVs, SIs,
- World Wide ISVs – adding the Open Source solutions to the portfolio
- Russian Fedora – a pilot for addressing the local needs of a worldwide
 - will start other country specific projects

Distribution

- Covering the territory of Central & Eastern Europe, and Russia.
- Working with over 150 Authorised Partners
- Organizing the local Partner Seminars
- Joint co-marketing
- Dedicated Partner Help Desk

Corporate Support

- IBM Product Support 1st and 2nd level in Serbia
- RHEL Support centre based in Russia (2nd Level), Serbia (1st Level)
- OOO' Open Source' Specialized Support center for Desktop in Belarus -
- JBoss Support in Russia (2nd Level), Serbia 1st Level
- Open Office Support – Based out of Moscow

Business Applications

SoftwareUnited – power of IBM & RedHat

- Platform for Independent Software Vendors
- Desktop & Server IBM software on Red Hat
- The power of Lotus, Tivoli, DB2, Informix
- Sold only with Added Value Solutions
- Unbeatable Price Performance
- Finally a true Microsoft-Free alternative

Business Applications

SoftwareUnited – power of LOCAL SOLUTIONS

- Many vertical solutions make one complete solution
- Common Platform – Different SOLUTION
- Each ISV – A 3RD LEVEL SUPPORT PARTNER
- VDEL will TEST, CERTIFY AND SUPPORT
- VDEL will help with localization and adaptation
- VDEL will provide with Demonstration Centers in CER

Business Applications

SoftwareUnited – Solution Centers



**Bureau of Worldwide Practices in Open Information and
Communication Technologies named after
V.V. Solomatin**

- 1st Solution Center – Multiple ISVs, IHVs, SIs
- Demonstration Stand
- Resource for Government in the move to Open Source

Customer

- The whole stack of solutions guaranteed to work
- Complete solution from one source
- Complete support from one source where VDEL provides a 2nd level support for multiple vendors
- Possibility to move to Open Source step by step
- Unbeatable Price Performance

Where do we go from here? 2008 ...

- SoftwareUnited – an Open Brand
- Merger of Open Source and Licensed Software
- Setting up of Application Exchange
- Setting up of “set of solutions”
- Development of appliance specific solutions
- Creation of Support Grid
- Open Source Model as the base

QUESTIONS



**THE WORLD'S FIRST
IT SERVICES
DISTRIBUTION
COMPANY**

software *united*