

What is worth doing, is worth doing well!



ASCENTA

IT consulting on business processes
and corporate specific software solutions



Data security solutions and services



Training and knowledge management
support solutions

PAXATO!

Customer service consulting
and management services

SOFTWIN *Group*

What is worth doing,
is worth doing well!

IT vision

Understanding market needs and opportunities before anyone else does. Foreseeing what no one else does. Clearly grasping what steps one needs to take so as in order to meet those needs. Understanding to what new level you can take your success.

The SOFTWIN Group has always considered customers' present and future needs as a fundamental value for the development of the company. Its focus on quality assurance, as well as its capacity to innovate and constantly diversify its offer, have been instrumental in our becoming one of the most important IT companies in Central and Eastern Europe.

Focusing on the quality assurance process, as well as the capacity to innovate and to vary our offer are the elements that helped us become one of the most important IT companies in Central and Eastern Europe.



Florin Talpeș,
President
Softwin Group

The SOFTWIN GROUP at glance:

- 2 employees in 1990, more than 500 now
- Over 41 million users in more than 180 countries
- More than 200 corporate customers in the USA and Europe
- HQ in Bucharest, offices in Germany, Great Britain, Spain and the USA
- First Software Company under full Romanian ownership, ISO 9001 certified
- The only private company in Eastern Europe to have succeeded in obtaining the prestigious IST Prize in 2003
- First Romanian company to have won the World Summit Award in 2003
- More than 30% of annual growth
- More than 10% of year to year profit increase since 1990
- Best- known high- tech product in Eastern Europe: BitDefender
- 5 registered patents in 2006
- More than 20 products launched every year





dear customer

SOFTWIN is more than a local or regional complex IT solution provider:

Since its beginnings, in 1990, the company has managed to conquer international markets by gaining the customers' trust on four continents: Europe, North America, Asia and Australia.

The SOFTWIN group of companies is heading towards a consolidating of its position as a leader in the area.

Business Week, the American edition, described SOFTWIN as "one of the most prominent home-grown global companies" – Business Week, December 2005.

Financial Times has recently praised "the entry of SOFTWIN into the list of the world's best regarded software companies this year..." –Financial Times, November 2006.

group profile

Softwin means a strong team of 500 IT specialists who create and develop the in-house solutions and products and who have brought us so far that have made Softwin what it is today.

We have more than 200 corporate customers in the USA and in Europe, most of whom appear in the Fortune 500 top.

The SOFTWIN group consists of four distinct business units, each having its appropriate own management and reporting structure:



IT Consulting on Business Processes and Corporate Specific Software Solutions
Target market: regional



Data Security Solutions and Services
Target market: global



Training Support Solutions and Knowledge Management
Target market: global



Customer Service Management Services
Target market: European

group history

SOFTWIN is based in Bucharest and it was set up and developed exclusively based on funds from domestic capital.

The Group has permanently enhanced its competences, due to an improved through its outstanding ability for innovation, which leading to the creation of an entire range of IT solutions and services:

Software development (1990), eContent Solutions (1993), Data Security Solutions (1997), eLearning Solutions (1998), Contact Centers (2000), Helpdesk Services (2001), Business Consulting and Management based on IT Solutions (2002) and Solution Integration (2004).

During its more than 17 years of operation, the SOFTWIN group has become a strong player on the regional market for IT-based solutions, products and complex business services: it has grown from 2 to 500 specialists, it has become more widely known through its offices located in four countries on two continents and it has developed more than 5,000 projects for customers worldwide.

In 2002 the SOFTWIN group turned multinational with now more than 100 employees abroad.

mission



The SOFTWIN Group aims to provide strategic support through long-term partnerships intended to enable customers to become more competitive and deal with the complex business challenges of today's world.

We are perfectly aware of the importance of considering not only the current, but also the prospective potential needs of our customers.

At the basis of our success there will always be our positionis our reputation of being an IT solutions provider trusted by large organizations in Romania and in the area and Eastern Europe, characterzied by the continued development of software products ranking among the best worldwide.



values

Customer-Oriented Attitude. SOFTWIN's entire activity relies on a sole essential value: customer satisfaction. Our success is our customers' success.

Integrity. Integrity is the value we rely on, the force that keeps us together and guides us in all we do. Integrity is reflected in the respect with which we treat each partner and in each employee's attitude.

Innovation. Innovation is what defines us. When developing a new technology, we make sure that it will serve the best interest of our customers' businesses.

Human resources. Dedicated employees lead us on the road to success. With a thorough recruitment and assessment process, we make sure that our employees are the most talented, intelligent and dynamic in their domain.

A passion for excellence. SOFTWIN is a successful company. How did we do it? Our permanent incentive is our passion for excellence.

Winning Attitude. SOFTWIN employees are motivated and self-confident people, who set high standards and objectives. Their winning attitude is what helps us get the upper hand over the competition.

ASCENTA is the brand name under which the IT consulting and corporate specific software solutions division of the SOFTWIN group has been operating since November 2006.

ASCENTA relies on Softwin's 16 years of experience in this domain and it aims to become a force on the regional market of the IT-based complex business solutions.

ASCENTA now counts comprises more than 100 top specialists: consultants, developers, project managers, quality specialists.

ASCENTA's mission is to provide IT consulting on business processes and integrated solutions to companies and institutions operating in the following domains: public administration, insurance, finance-banking, logistics-distribution, manufacturing, retail, telecommunications and public services.

Management Consulting

Business solution packages. We provide business solutions packages adapted to the main business issues a company must deal with. These complex solutions are already customized based on the best practices specific for the industry our customers operate in and they count as a fundamental piece of know-how of our customers' business. Our portfolio comprises core-business, marketing and sales activities management, as well as CRM and ERP solutions.

A man in a dark suit and light-colored tie is leaning over a desk, pointing at a laptop screen. A woman with dark hair, wearing a grey blazer over a white collared shirt, is sitting at the desk looking at the laptop. The background is a blurred office setting with bookshelves.

Customized Application Development

The solutions our team develops cover customers' specific business needs as well as the best practices in the industry. ASCENTA develops a series of new applications on order or new functionalities for already existing software applications. Each project goes through all of the software development stages, including prototype creation, design, pilot programs, programming, testing, installing and maintenance.

Solution Integration

Integrated e-administration Projects (e-Government). ASCENTA's solutions and services are intended for government and public administration use. These solutions enable a computer-based performance of internal processes, a more effective collaboration of government agencies, a fast delivery of services to citizens and businesses, improved communication and information transfer within and among government institutions.

Enterprise Application Integration (EAI)

These development services may have an impact on income increase through the opening of new distribution channels and the provision of e-services, which cause cost of transactions to go down and IT investments to generate higher profits.

Document Management

The solution ASCENTA provides is used to administer, store, as well as rapidly and safely access customers' records. It enhances companies' response to customers' needs, improves security, ensures compliance with regulations, offers self-service to customers, recovers documents and lowers liability and credit risk.

BitDefender™ is one of the leading providers of data security solutions and services in Europe. The company offers one of the fastest and most efficient security solutions, setting new standards for response time, installation, ease of use and updating.

BitDefender is the best known South-East European IT brand in the world.

BitDefender has local partners in more than 60 countries on 6 continents, plus 100 on-line distributors. Based on this network, the Romanian product has come to be used by more than 40 million customers from approximately 180 countries. BitDefender has tripled its turnover year on year for the past five years.

IDC ranked BitDefender among the six leading antivirus producers in the world in the consumer segment in 2005. At the end of 2008, BitDefender is expected to hold more than 2% of the global antivirus market.

Innovative Technologies

BitDefender has repeatedly proven its fast reaction to computer virus epidemics, with an average response time of approximately two hours (according to the most recent reports published by www.av-test.org). In 2006, BitDefender ranked 1st in more than 10 comparative tests worldwide. Aside from being declared “Best Buy” by PC World USA, BitDefender was also designated by Business Week as the antivirus tool which rivals the market leaders, Symantec and McAfee.



bit defender

SECURE OUR every bit

BitDefender was nominated among the hottest 100 European companies by the American review Red Herring and IDG Labs, USA included it among the top 100 High-Tech products in the world in 2006.

BitDefender is the only Central and East-European product to feature in this prestigious top. BitDefender is the only South-East European company to have been awarded the IST prize (also known as the European IT Oscar) by the European Commission and representatives of 18 European academies.

In addition to excellent sales support and unparalleled expertise in the data security field, SOFTWIN also offers an intensive training program, designed to provide its Romanian customers with the knowledge necessary to seamlessly implement BitDefender solutions in all critical areas of today's network environments.

Our Customer Service team is available 24 hours a day, 7 days a week.

Comprehensive Offer

The BitDefender suite, comprising 60 products, is intended to be implemented in complex computer systems (workstations, file servers, mail servers and gateway) running on Windows, Linux, FreeBSD platforms as well as on mobile devices. The product includes the following modules: antivirus, antiphishing, antirootkit, antispyware, parental control, firewall and antispam.

In 1993, SOFTWIN became the first Romanian company actively involved in the educational and training domain, developing innovative e- content solutions intended to improve the teaching and learning process.

INTUITEXT Educational

In November 2003, the Intuitext™ Interactive Lessons suite was launched, an innovative educational software concept on the Romanian market. This solution covers four subjects: Biology, Chemistry, Physics and Geography, each having two dedicated volumes. In November 2005, Gazeta Matematică (The Review of Mathematics) – electronic edition was launched, the only product of this kind in the world, which contains the entire Gazeta Matematica collection issued between 1895 and 2005, namely 60,000 pages containing more than 90,000 top mathematical problems and articles. In June 2006, INTUITEXT launched the Geometrics collection: how to play for an A, a series of 5 products intended for VI and VII graders. These are interactive products, with lively colored and animated characters, adapted to the pupils' age. With Intuitext, the learning process becomes more interesting and pupils have more fun learning, improving their results at school. These products have been drawn up based on the current curriculum.

Among INTUITEXT's successful initiatives there is the launching of portals *www.didactic.ro*, with more than 300,000 visitors monthly, which has been the virtual teachers' room of Romanian teachers specializing in all subjects, and *www.olimpiade.ro*, the only portal intended for Romanian school Olympics and contests.

INTUITEXT Corporate

Intuitext is the first Romanian organization to have developed software products that comply with the latest virtual education standard, SCORM 2004.

Training Content Development

With more than 14 years of experience in creating quality electronic content, the Intuitext team is capable of rapidly meeting requirements concerning new content creation or adding interactivity to already existing contents.

Training Processes Management System

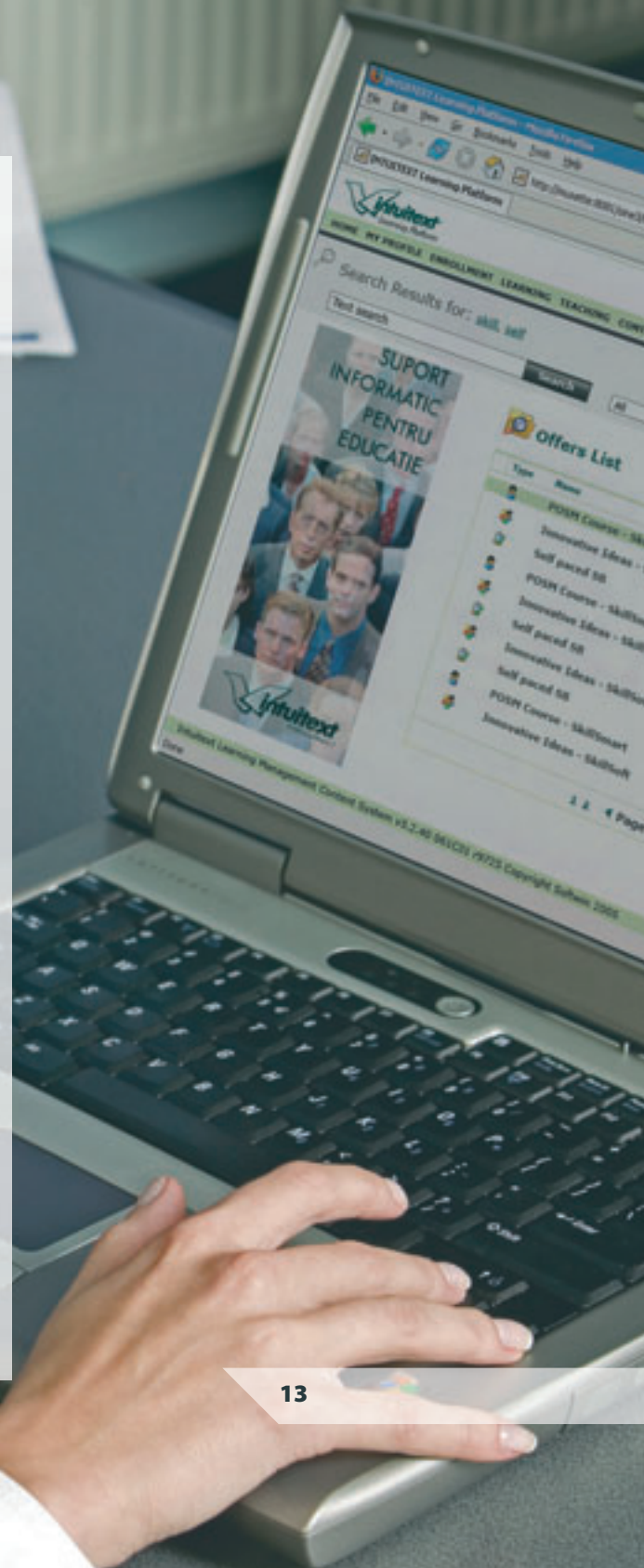
The Intuitext® platform is a competitive, modern and complete solution capable of perfectly adapting to customers' needs.

eLearning Integrated Solutions

Our offer includes various solutions, such as consulting on defining and enforcing the learning and development strategy, our own eLearning platform (Intuitext e-LearningSuite), pre- defined course packages, product integration, eLearning platform implementation, multimedia course creation services as well as a dedicated support and maintenance team.

E-content Solutions

INTUITEXT has become a reference name among the international providers of content processing services. This kind of recognition is due to our competence and the permanent extension of our range of services, which now includes the widest variety of solutions: consulting, software development, data conversion, XML/SHML services, layout and design, publishing services.



The SOFTWIN group, through the PAXATO division, can be considered to be a promoter of Romania in theof Contact Center services outsourcing on the Contact Center outsourcing services Romanian market. Bringing together the experience of a group of Customer Service and IT specialists, and the ambition and dedication of a young team of Call Center agents, SOFTWIN set out in 2000 by developing complex projects mainly intended for the French market. Offering turn-key Contact Center and Help Desk services and solutions is the challenge that we took. With results visible right away, we now have one of the most experienced teams in Central and Eastern Europe.

Contact Center Set up

We provide business consulting, consulting on organizing the activity of contact centers centers as well as on, and the choices and of implementation of the technical solution. We also conduct opportunity and feasibility studies, and we recruit and train operators for contact center activities.

Contact Center Operation

PAXATO provides gives its customers the possibility option of outsourcing entire contact center activities or just certain parts of their customer service to the Paxato center, either their entire contact center activities or just certain parts of their customer service.



Contact Center Auditing

Among the Paxato's services, there isare permanent consulting on the management and extension of the contact center's activities, quality auditing, service level tests and analyses, periodical coaching and training.

IT Help Desk

SOFTWIN has been a member of the Help Desk Institute as ofsince 2002. Paxato covers the following IT Help Desk activities: recruitment and training, IT Help Desk operators, IT Service Desk operating services, setup solutions, IT Help Desk services, including technical operational consulting and IT Help Desk service implementation. Paxato offers incident management applications for the IT Help Desk compartments implemented, which provide IT Help Desk operators and the company management with support and information.

the keys to our success

Human Resources

One of the keys to SOFTWIN's success is our human resources policy. SOFTWIN believes that its people are its most important resource and a major competitive advantage.

Experience

Due to our specialists' highly professional activities, we are able to provide our customers with the solutions and services they need today, as well as in the medium and long term.

Research and Development

Creating and Developing Products and Technologies. SOFTWIN permanently invests in research and development, with a view to obtaining products and technologies which are of interest for to the market in the near or distant future.

Novelty and Performance. The research and development activities result in the creation of new products and technologies, as well as in excellent results/outcomes or considerable improvements of the already existing ones.

Quality and Qualification

Quality is what set us apart and has become a tradition with SOFTWIN. The first certification procedures, including the best international practices were documented and applied for in 1992. Since then, we have developed software for customers such as Nathan Logiciels, Credit Lyonnais and AT&T from of France.

SOFTWIN is the first Romanian IT company to have received the ISO 9001 certification in 1998, which was renewed in 2000, 2003 and 2006.

certifications



our offices



Romania

Bucharest
Iași
Cluj-Napoca
Timișoara

Germany

Tettngang
Dortmund

Spain

Madrid
Barcelona

Great Britain

London

Denmark

Copenhagen

USA

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