



**Australia – Ukraine**  
**Synergy potential**  
**software quality outsourcing**  
**May 2008**

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1. Next step of Australia IT
2. Australia-Ukraine geography diversity
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1. The local economy becomes global
2. US economy slowdown empowers need of more aggressive geographical diversification to Europe
3. Majority of India/China IT are providing software development services in low-tech segment, BPO/operation support not covered
4. Offshore development problem – the service becomes a commodity, margin erosion
5. The next step of evolution is seen as product / solutions development for the end customers

1. Ukraine is in Europe. One hour shift with EU, 2 hours flight
2. Partnering with Australian companies we better cover business hours
3. Easier for EU customers to visit (close, no need for visa)
4. Easy for BAs and other staff to visit customer sites
5. Rapidly growing markets of CIS can be attractive too

1. The same religion and neighbouring geography lowers cultural barrier between UA and EU
2. Strong mathematical and engineering background of UA education system produces developers that are able to:
  - a. interpret not complete or vague requirements, work with customer stories versus specs
  - b. be excellent resources for R&D

- Founded in 1995
- Projected revenue for 2008 - \$35M
- 600+ FT employees (HQ), 3000+ dev network
- CMMI4 certified in 2007, CMMI5 scheduled for 2009
- On-site training centre and PM institute
- Experience of own product development
  - OSS/BSS Telecom Suite: joint project with Microsoft
  - Document Management, HR
- Experience with BPO and distributed development
- Very well established on local markets

- Software development offices in Ukraine: Kyiv, Kharkiv, Zhitomir, Chernihiv, Rovno
  - Kiev: 10,100 sq.m of ergonomically designed space in the new building owned by Softline
  - Offices in five regional locations (4 in Ukraine, 1 in Moldova)
  - 24x7 security
- Representative/sales offices registered as local companies in
  - Houston (USA) – Volia Software
  - Frankfurt (Germany) – Develine GmbH
- Subsidiaries:
  - Softline BI (Teradata)
  - Softline BP (Oracle Applications)
  - Softline Mobile Solutions
  - BrainSoft (custom development)

- Full-cycle Customized Software development
  - Onsite contact with business experts; customer stories or accurate specifications
  - Onsite, offsite or mixed team deployment; or Customer representatives in our office
- Development of products for our customers
  - 9 years of product development experience
  - Multiple product releases, long term relations with several customers
  - Secure IP protection
- Operational application support
  - 24x7 or business hours; Nagios, Cacti; Second tier application support
- Business Applications Implementation
  - Own: Document management; OSS/BSS; HRD/HRM
  - 3-d party: Oracle Applications; Teradata DW

## Softline major partners



Microsoft Gold Partner



OracleBusiness Partner



Cisco Premier Certified Partner



IBM/Informix Premier Partner



Teradata Preferred solution provider

## Softline Membership



TeleManagement Forum



American Chamber of  
Commerce



European Business Association



World Information Technology &  
Services Alliance

## 1. Management

1. President of the Company
2. Board: 9 partners incl. president
3. Partners responsible for business lines, resource and service departments

## 2. Matrix structure

1. Development departments
2. Business lines
3. Service departments

## 3. Decision process

- a. Partner is free to make any decisions inside his business line within budget of the business line
- b. Yearly budget and changes are approved by the board
- c. Structural changes and significant investments has to be approved by majority or the partners and President

# THANK YOU!

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