



Solutions | Services | Support



Company Profile.10





## AGER Business Tech.2010

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If you have decided to expand your products and services into Romania, AGER, a privately held company, is ready to assist you in leveraging your investment and enter the market.

Due to it's experience and know-how, AGER has successfully accommodated international brands and solutions in its portfolio.

You will find in AGER a network of high tech resources, sales and technical proficiency, as well as a recognized brand value.

AGER welcomes you to Romania and will be proud to have you as a partner.

### Competencies:

#### **Microsoft Gold Certified Partner**

Midmarket Solution Providers  
OEM Hardware  
Server Platform  
Unified Communications  
Volume Licensing Solutions  
Small Business Specialist Community

#### **ADC-Krone**

Premise Net & True Net

#### **CISCO**

Select Certified Partner. Specializare: SMB

#### **ELO Digital Office**

ELO Digital Office Business Partner

#### **Novell**

Novell Business Expert

#### **Kaspersky**

Value-added Distributor & Enterprise Partner

#### **Xerox**

Xerox Silver Authorized Reseller

#### **NEC Computers**

Authorized Distributor & Service Provider

#### **HP**

HP Preferred Partner

#### **DELL**

DELL Registered Partner

## The largest market in South East of Central Europe

... access to high competencies and a growing market, where the costs are low and the quality is high.



### Area

Romania covers an area of 237,500 square km.

### Borders

Romania has land borders with Moldova, Ukraine, Hungary, Yugoslavia and Bulgaria.

### Capital:

Bucharest lies in the far south of the country on the plains of Wallachia, set between the Danube to the south, and the mountainous region of Transylvania to the North.

### Local time

Eastern European Time Zone: GMT + 2 hours

**Population:** 21.673.300 (July 2004) / Bucharest: 2,207,000 (2004)

**Language:** Romanian

**Government:** Republic

**Member of EU & NATO**

**Currency:** Leu (pl. Lei)

**Climate:** Temperate continental with four different seasons.

**Elevation extremes:** Black Sea: 0 m - Moldoveanu Peak in the Fagarasi Mountains: 2.544 m

## Reasons for doing business in Romania

1. **Market:** 21.5 million inhabitants, 50% urban.
2. **Attractive location:** at the junction of three prospective European transportation corridors which **allows easy access** to the countries of the former USSR, the Middle East and Northern Africa.
3. **International agreements** (Romania is member of: UE, NATO, UN and other international agreements)
4. **Increasing international country rating** Functional Market Economy Status granted by US and EU financial institutions.
5. **Market growth:** GDP growth in 2009: 2.6%; total direct investment in 2009: 6.6 billions Euros
6. **Stability** of key economical sectors: financial, leasing, retail, utilities, telecommunications.
7. **IT&C Market** 2008: 2.1 billions €
8. **2008-2010 IT&C Government programs** – areas of interest: transport infrastructure; environment protection; energetic system; educational and medical sector  
- Major IT projects required and sustained by UE/NATO.
9. **Human resources:** well trained IT specialists, multi language speakers.

## Services

- Access control systems
- Intrusion detection & fire alarm systems
- Network infrastructure
- Document Management
- Outsourcing

## Consulting

## IT&C

Hardware

Software

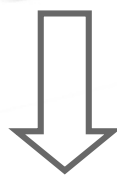
Networking

## Training

## Security



## Project Management



## Integrated Business Solutions

AGER Business Tech is a Romanian private company, providing IT integrated solutions for Small & Medium Sized Business, Corporate, Government / Public Sector and other integrators.

Since 1995, AGER has grown rapidly, building strategic partnership with international companies, such as: MICROSOFT, NOVELL, NEC Computers International, Kaspersky, Dell and more others, and developing challenging IT projects for large business accounts.

About 60 young professionals works with AGER Business Tech in delivering value added projects for major national companies – small and medium business as well as corporate Government.

As a customer-focused company, we are concentrating our efforts in supporting clients to leverage their IT&C investment.

Besides technology and know how, we add values like open, friendly attitude, respect, innovation, tenacity and dynamism to achieve our customer satisfaction.

## Milestones

**1995** - Start Up. The first company - AGER BUSINESS TECH - was established in January

**1996** - The AGER-branded computers were launched in April 1996. In June, the first AGER showroom was opened in Bucharest.

**1997** - AGER opened Showrooms in Brasov and Constanta too. A new business unit was established in order to market IT components, including the AGER's own brand - MERIT (Most Excellent Romanian IT). Develop first international partnership

**1998** - National market researches ranked AGER among top five Romanian IT companies.

**1999** - AGER extended its activity on the software market. The AGER's software - ProfIT - was released in the same year.

Achieve and maintain quality system as ISO 9001:2000 standard

**2000** - Build integrated IT&C Business Solutions.

**2002** - AGER - NEC Partnership; Set up headquarters on an A level Business Center, located in the heart of Bucharest business area

**2004** - Explore new market opportunities and develop new strategic partnership ADC-Krone/ Germany, Microntel / Italy

**2005** - Redefine of Mission, Vision and Values. New Logo

**2006-2007** - With a full range of Hardware, Software & Full Professional Service Package offer and excellent-training software programmers, AGER consolidates the IT solutions integrator position on the Romanian market.

**2008** » New partnerships - Ager Business Tech becomes ELO Digital Business Partner

**2009** » Achieve Information Security Management Systems ISO 27001 standard

**1995-2009** » Daruiesti si castigi. Everest, 8848m. Papua, 1000 m adancime - Social campaigns support

## Our Focus

- ✓ Integrated and ready-to-use IT&C solutions.
- ✓ Reliable and strong partnerships.
- ✓ Information, global network and faster decision.
- ✓ New business development.
- ✓ Smart ideas, faster reaction, full covered information.

## Our Strengths

- ✓ Team of young professionals experienced in large customized IT&C business solutions, with taking cost-effective management responsibility on technical level as well as sales & marketing level.
- ✓ Entrepreneurial Management
- ✓ Authorized internal information security system
- ✓ Network of business partners in IT&C areas.
- ✓ Full services package from conception to acceptance and implementation.
- ✓ Comprehensive information system and marketing tools for assessing the macro – economic environment as well as specific market segments.



## Differentiation

- ✓ One stop shop offer; B2B focused
- ✓ 60 technical people certified in various IT&C areas.
- ✓ Professional offer for professional market: hardware, software, networking, security, authorized service center; training center, financial support – leasing, business assistance.
- ✓ Industry standards: ISO27001, ISO14001, ISO 9001

## Brand Identity

More than 10 years of IT&C performance, complete B2B portfolio, Experienced in large accounts and project management.

## Resources

**Technical:** High technological level; IT&C Infrastructure;  
Online help-desk; Authorized Service; Multi-location; Training Center.

**People:** High skilled, experienced, trained human resources; Technical & Sales proved capabilities; 30 years average age;  
Project management expertise.

Strategic partnerships with international companies, such as: Microsoft, NEC Computers International, Novell, Kaspersky Lab, ADC Krone, CISCO, HP assure a complete and competitive products and services portfolio, at international quality standards.

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## Hardware, Software & Full Professional Service

### **Desktop, Mobile, Storage and Servers:**

Desktop  
Notebook  
Storage & Servers  
Authorized Service Center

### **Networking :**

CAT5+,CAT6,CAT7 structured networks as EIA/TIA 568  
PremisNET CAT5e and CAT6 Certifications.  
CAT5e and CAT6 Measurement Warranty.  
VOIP systems based on CISCO hardware  
VPN, WIFI, Structured cabling & safe data transfer.  
Network Configuration – Projection, Cabling  
Network Cabling – Communication, Connecting.

### **Security. Areas covered:**

Risk analysis. Security audit.  
Consulting and personnel training.  
Maintenance and development of the system.  
Support and services.

### **Network Development Process:**

Business continuity solutions  
Disaster recovery solutions  
FTTx security solutions

### **Design and implementation:**

Antivirus protection system – based on Kaspersky products.  
Complete service for Windows and Novell platforms (SUSE, OS2, NetWare, Sentinel).  
Communications infrastructure based on ADCKrone products.  
Control access systems ( physical protection), Time and Attendance data Collection, Shop Floor data collection, Time Management.  
ELO Document management systems

### **Value added Services Package**

On-Call Service  
Subscription Service  
Service Level Agreement  
Online Help-desk

### **Access control & intrusion protection**

Biometric access control  
Video surveillance  
Fire detection & alarm systems  
Intelligent building management system

### **Testing Center:**

Prometric, VUE and Novell Testing Centers within AGER Business Center with international standards security and equipment.

### **Financial - Leasing for IT&C Projects**

Areas Covered:  
CORPORATE: RETAIL: financial opportunity for SMB sector.

### **Specific:**

finance for IT&C equipment  
All Risk assurance included  
ISO 9001:2000 quality standard.

## Own PC Brand

- SMART** - professional PC
- GLITTER** - office PC
- WIZARD** - workstation PC
- WISE** - graphic station
- GLAMOUR** - videoconferencing PC
- ADRENALIN** - dual RAID server
- BRIGHT** - educational PC
- SILVER** - gaming station





Empowered by Innovation

**A word leader in three sector:**  
**Information technology**  
**Networks**  
**Devices**

**Competencies**

NEC COMPUTERS Authorized Distributor and Service Provider  
Technical assistance and maintenance services  
NEC dedicated sales team  
Desktop, Mobility, Servers & Storage



**Competencies:**  
Midmarket Solution Providers  
OEM Hardware  
Server Platform  
Unified Communications  
Volume Licensing Solutions  
Small Business Specialist Community



**CISCO SMB Solutions**



**Value added Distributor and Enterprise Partner**



**AGER - Novell® Business Expert**



**ADC KRONE PremisNET**  
Certified Installer & Certified Technicians

**ADC KRONE True NET**

KRONE



**ELO Digital Office Business Partner**



The AGER Training Center is located at the third floor of AGER Business Center



**Technological Partnership**



**Integrated and ready to use technologies**

**A large range of IT solutions for enterprises and organizations**

**A real industrial know-how: quality and flexibility**

**A large network of partners**

Our professional services are based on business and market analysis to implementation.

**Market & Business Analysis**

**Business Development Management**

**Sales Management**

Sales forecasting and monitoring, as well as sales incentive programs.

**Bids & Tenders**

Competitive analysis, forward pricing, technical support.

**Product Management**

Product positioning, competitive analysis and pricing policy.

**Major Accounts**

Strategic selling, relationship building, customer presentation, evaluation units.

**Marketing Management**

Development of partner's channel of distribution, monitoring and directing activities, brand development, corporate communications and public relations, product exposure.

**Training**

Provides pre-and after-sales training, product training, marketing & sales training, management and leadership training.

**Why choose  
AGER?**

## They trust AGER Business Tech

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### Government and Non-government Institutions

Ministry of Defense  
Ministry of Justice  
Ministry of Communications and Information Security  
Ministry of Administration and Interior  
Ministry of Tourism  
National Bank of Romania  
General Directorate for Big Tax Payers Assistance  
Central State Office for Special Problems (OCSPS)  
Romania National Customs Authority  
Romanian National Television  
Giurciu Municipal Council

### Energy Sector

CNE Prod Cernavoda  
Hidroelectrica  
Turceni Energetic Complex  
National Uranium Company

### Public Utilities

RATB - Bucharest Public Transportation

### Services

Rominvent  
Intact Publishing  
Media-Pro Group  
Medlife  
MIT Motors International  
Coface Romania  
ROMATSA

### Educational Sector

University of Agronomical Sciences and Veterinary Medicine  
Babes-Bolyai University  
Petru Maior University  
Craiova University  
Gheorghe Asachi Technical University  
A.I. Cuza University  
Bucharest University  
Academy of Economic Studies Bucharest

We would be delighted to discuss with you a partnership that will enhance our business.



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**Bucharest**

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