



... go east with trust!

company presentation

Moscow, January 2006

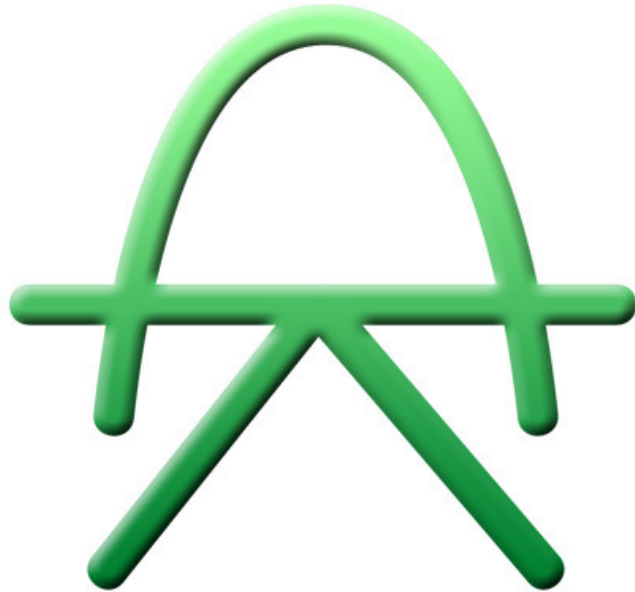
solutions

benefits

differences



company logo



- **the parabola**

- everything can get optimized
- everything has a maximum
- everything becomes too much some time

- **the scales**

- balance
- precision
- fairness



general information

establishment

- December 2005

headquarters / affiliates

- data center address: Moscow, 8 Marta str., 14
- new office address: Moscow, Pryanishnikova str., 19, b. 1

communication

- tel. +7 495 234 02 65
- fax +7 495 234 02 87
- web: www.ru.sobedi.com
- e-mail: office@ru.sobedi.com

others

- **Joint Venture of sobedi informationsmanagement gmbh, Germany**



story (I): our assumptions

- Companies will develop into **project organizations** instead of traditional functional organizations. There will be an increasing number of mergers and acquisitions driven by globalisation. Such **teams** will be organized in (virtual-) **network structures** to deliver services for their customers.
- Internet will extremely enforce the general structure of today's and future **multi-organizational business processes** and their IT implementation for the next years.
- Cross-organizational co-operation, based on this flexible business process framework, with changing partners requires an **efficient exchange of information**.
- To gain extra value from organizational development it is necessary to **simplify routine work** as much as you can - but not more than you can support.



story (II): our orientation

- Our customers are organizations working together with changing partners based on a flexible business process framework, which will be supported by a reliable IT-environment.
- Sobedi offers services in the following areas:
 - Business Process Management
 - Software Solutions and
 - IT operations.

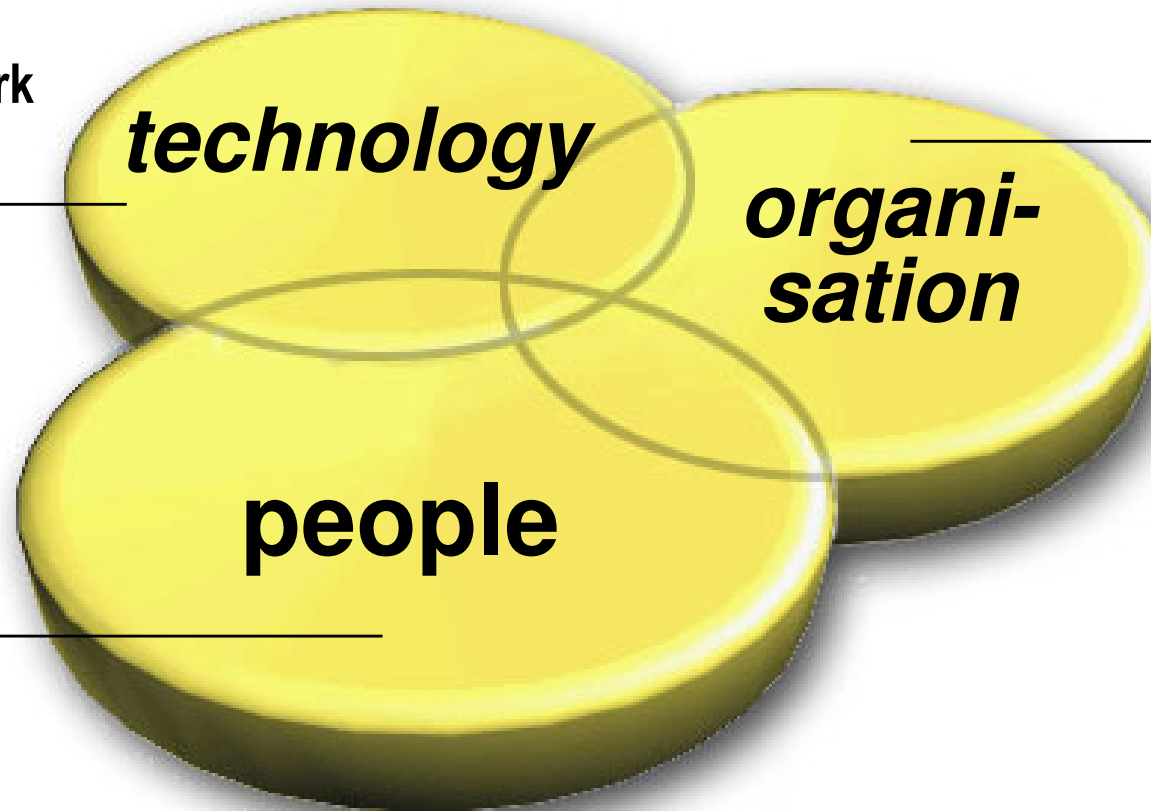
We offer full service: Starting with the organizational consulting and conceptual work, going on with the accompanying change management as well as technical realization and operations.

- Our goal is to entirely optimize the focused processes in terms of human factors, organizational means and technical tools (IT). We strongly believe that this holistic approach enables a provable raise of efficiency and measurable benefit for our customers.



holistic approach

- ▶ software
 - ▶ hardware / network
 - ▶ data / content
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- ▶ methods
 - ▶ structures
 - ▶ processes

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- ▶ goal definition
 - ▶ training
 - ▶ user support



sobedi services / business areas

	Business Process Management	Software Solutions	IT-Operations
people goal definition training user support			
organisation processes structures methods			
technology software data / content hardware / network			



business process management (BPM)

- **Efficient and successful process management is the key to the success of more and more organizations. Department or company limits, cultural characteristics and different applications as well as changing technical standards have to be seriously considered.**
- **Would you like to *simply make processes effective* in your organization?**
 - To support this goal we offer two services
 - **Business Process Optimization:**

You want to optimize the business process efficiency of your company by improving the information flow between your departments.
→ We support you with BPM-Analytics and –Improvement and ensure the implementation of the new processes by state of the art BPM-documentation (As Is and To Be).
 - **Business Process Outsourcing:**

You want to focus on core business or you are new in Russia.
→ We support you by taking over the whole execution of process in the areas of IT-Management and HR-Management.



software solutions

- **Within cross-organizational teams with changing partners, an efficient information exchange is getting more and more important.**
- **Would you like to *simply compute what has to be computed* in your organization?**
 - To support this goal we offer two services
 - **Standard Software Implementation:**

Where ever standard software meets your requirements you should use this.
→ We support you with implementation of SAP or 1C application systems.
 - **Software Engineering:**

Where ever Standard Software gets to it's limits or individual components are necessary to bridge the standard packages, software development is required.
→ We support you by developing software based on JAVA (incl. SAP-Netweaver), .NET or Lotus Domino.



IT operations

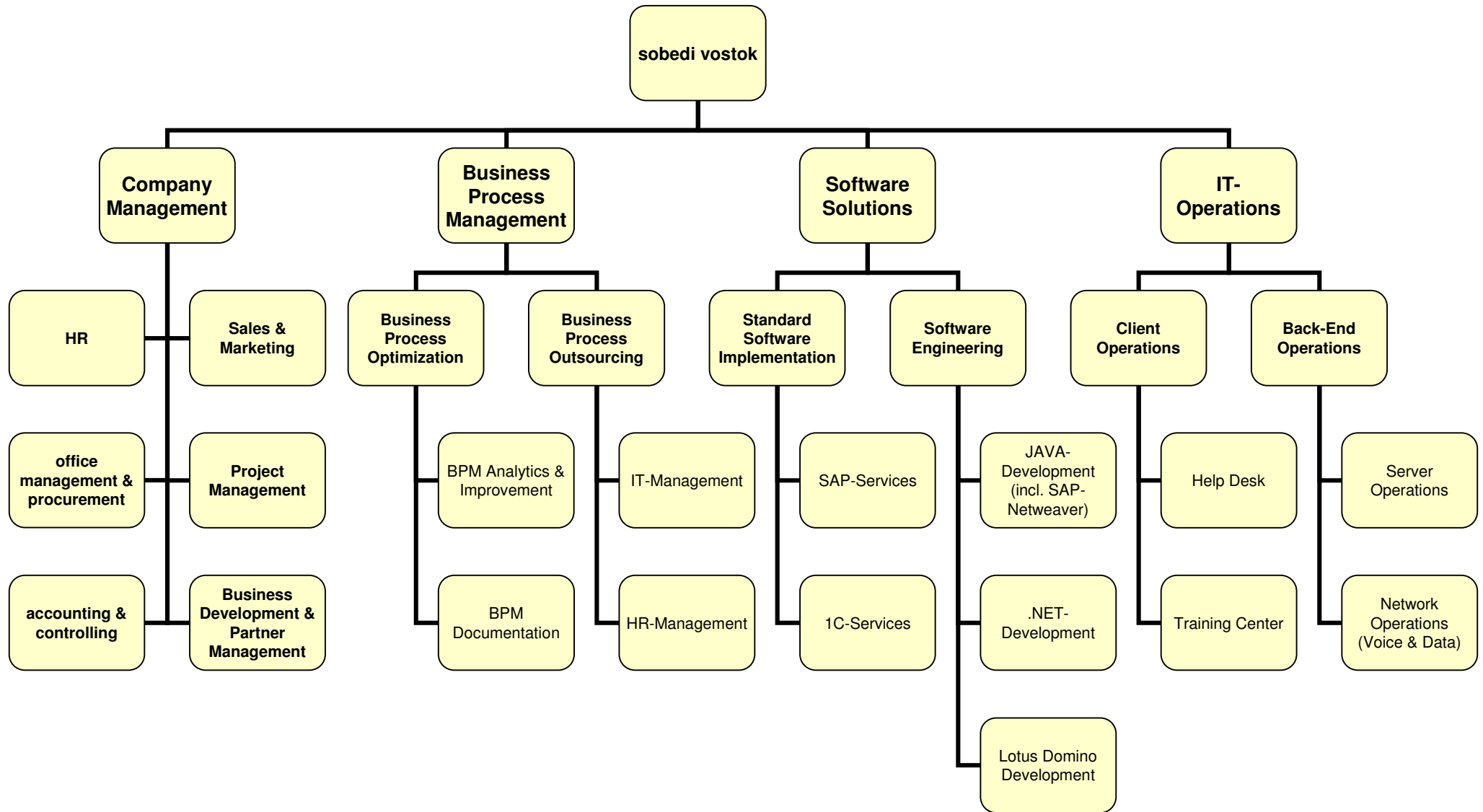
- To gain extra time for organizational development it is helpful to simplify routine work as much as you can - but not more than you can support.
- Would you like to *simply operate what has to be operated* in your organization?
 - To support this goal we offer two services
 - Client Operations:

Everything has to be done to support your employees by IT – not to slow down their work.
→ We support you with efficient training and a user focused help desk.
 - Back-End Operations:

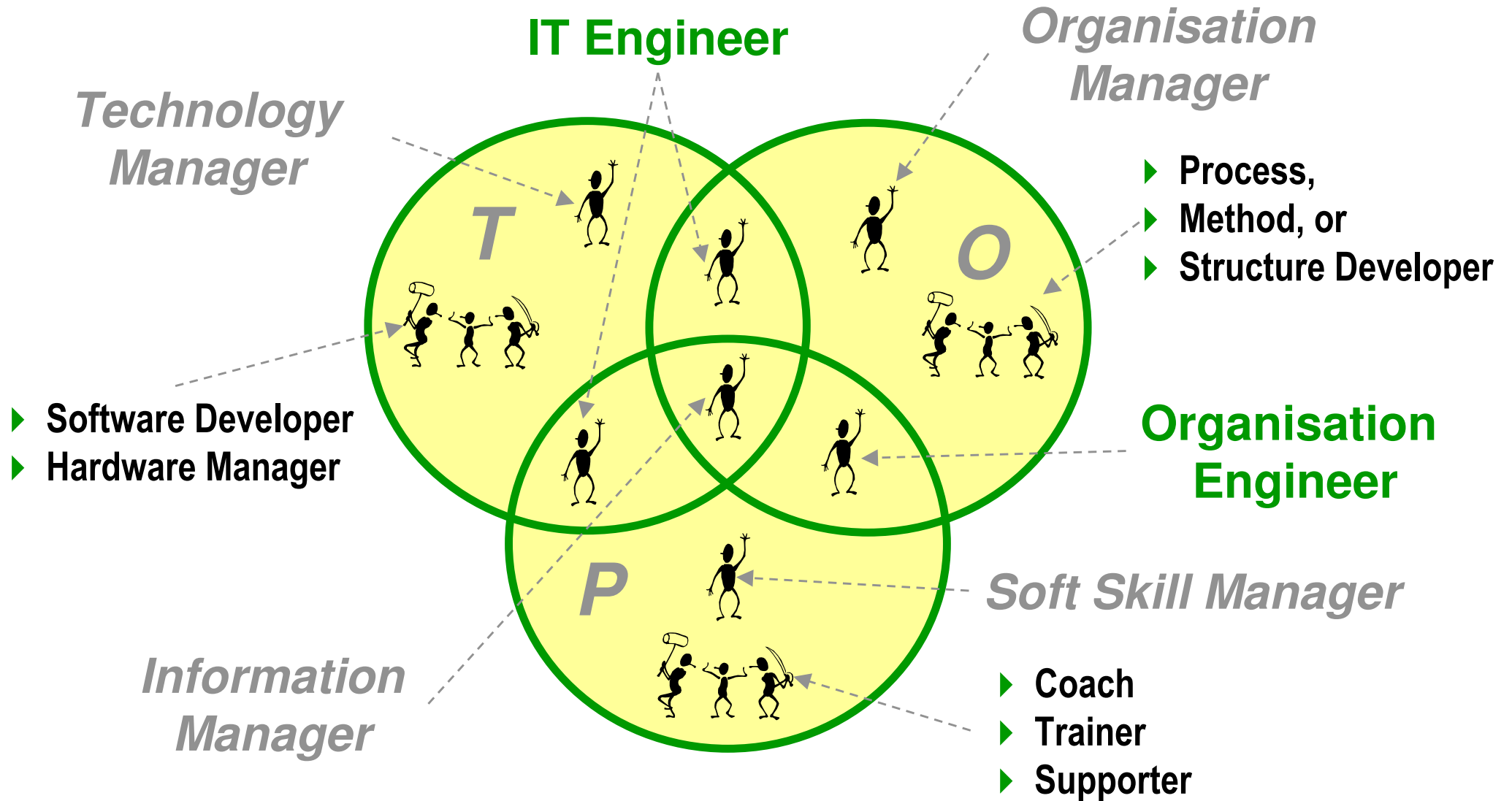
In our days IT is like an iceberg, most important parts are (and should be) invisible for the users – but systems have to work 24 hours, 7 days a week.
→ We offer you a full range operation of your Back-End infrastructure, including servers and networks.



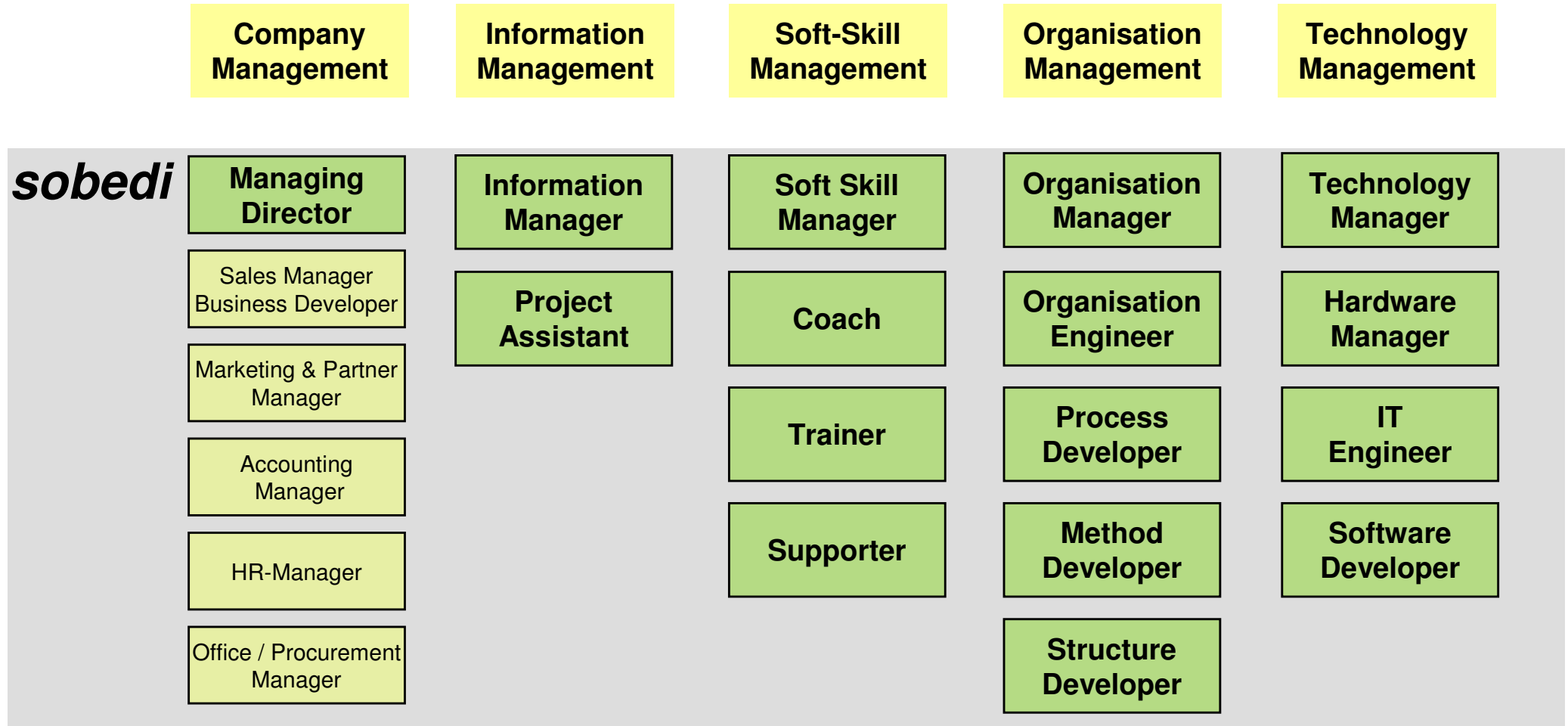
Organization Chart



sobedi jobs



sobedi jobs/roles



internal support

customer service

