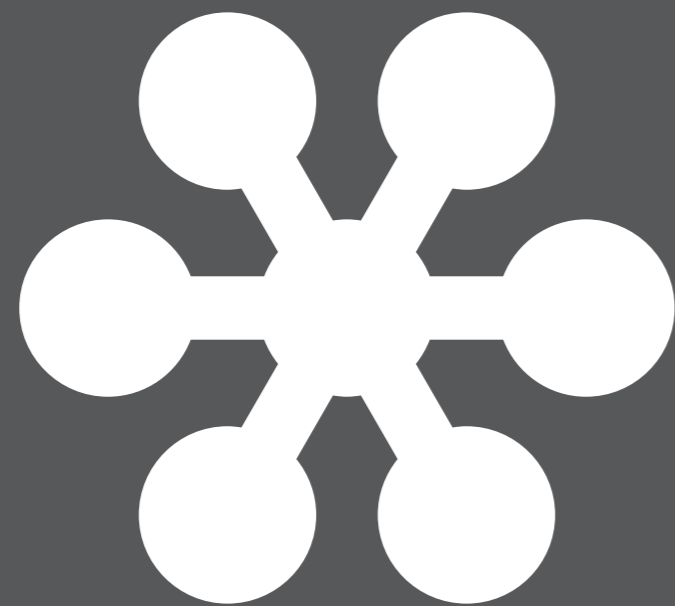


2011

ANNUAL  
REPORT

SOITRON\*

INSPIRE TO ASPIRE



**4<sup>th</sup>**

THE MOST PROFITABLE IT COMPANY IN SLOVAKIA

Big  
**5**

SOITRON AMONG 5 MOST STABLE IT PLAYERS IN CENTRAL EUROPE

**65.1**  
mil. €

TOTAL SALES REVENUE (SOITRON GROUP)

**537**

EMPLOYEES

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## MESSAGE FROM THE EXECUTIVE DIRECTOR

Year 2011 was not the Olympic one. However, as evaluation always comes later, instead of many words, I am tempted to use the well-known motto "Citius – Altius - Fortius", resounded in London recently. It refers not only to sport, but very often to corporate life as well.

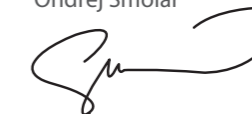
"Citius" (Faster) mainly due to new products and competencies, which we introduce to our customers faster and more and more often. The finalization of multivendor strategy in Unified Communications was certainly the most important one in 2011. We have extended our traditional Cisco competency by adding Avaya and Microsoft Lync and thus significantly strengthened our market leader position in this area.

"Altius" (Higher) especially for strategic goals which are set high. However, we reach them gradually thanks to our day-to-day effort. It is Datanet heading towards fulfilling its strategy of wider competencies and supplier base. These are also our activities leading to signing Letter of Intent with Sekom – one of the leading Cisco integrators on the Turkish market. Through these steps we will be reaching higher and higher in the future.

"Fortius" (Stronger), considering how we have coped with the changed outsourcing strategy of our customer - Hewlett-Packard. And we have responded, among other things, by strengthening of our activities in commercial segment. Looking at the number of innovative projects in this segment, it's clear this was the right step to take.

What shall I add to the Olympic motto? To continue in Latin, the word "Meliorate" (Improve) comes to my mind. It describes well, what we are striving for. To improve our services, improve customer satisfaction and improve our competencies, so we can offer greater additional value to our clients. I believe, we are doing this well. And we will do our best to keep it in the future.

Ondrej Smolár



## VISION, MISSION, VALUES AND GOALS

SOITRON is a leader in introducing new technologies and innovative solutions. We operate on the European market as a system integrator for IT Infrastructure, Unified Communications, Customer Interaction, Content Management and Security.

### OUR VISION

Our vision is to be recognized as a worldwide partner exceeding today's boundaries with its approach towards IT.

### OUR MISSION

Thanks to our competence, overview and creativity along with the ability to understand the clients' business, we innovate and push their IT projects to the forefront. Our advantage becomes our clients' advantage.

### OUR VALUES

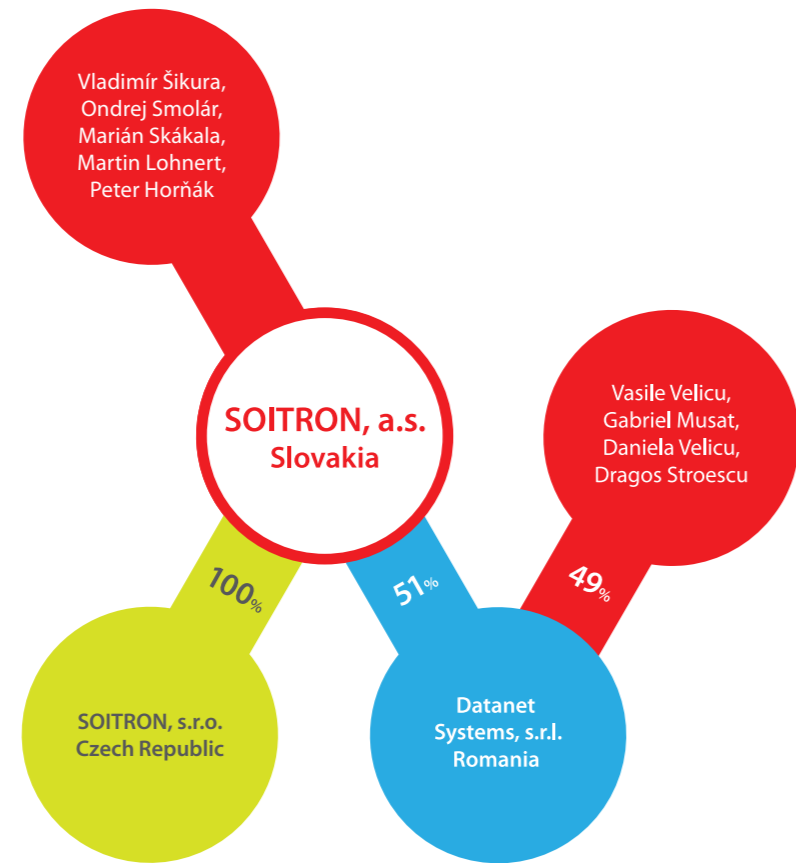
Constant improvement is not a necessity in Soitron, but a way of life. We always want to know more and be the best. Fair partnerships and reliability in relation to partners and colleagues alike are crucial to company's success. We care about our employees and make it our business to contribute to satisfaction in their personal and family lives.

- Education (in general) and high degree of expertise (in the field)
- Innovation and creativity
- Flexibility and open-mindedness
- Reliability and responsibility
- Fairness and openness
- Amity and understanding

## COMPANY PROFILE

Name:	SOITRON, a.s.
Seat:	Plynárenská 5, 829 75 Bratislava 25, Slovakia
Statutory body :	Board of Directors: Ing. Ondrej Smolár – Chairman of the Board of Directors Ing. Marián Skákala – Deputy Chairman of the Board of Directors
Bank account:	Tatra banka, a.s. Bank account number: 262 583 2658
IBAN:	SK4011000000002625832658
BIC (SWIFT):	TATRSKBX
Company ID:	35 871 636
Tax ID:	202 177 47 99
VAT ID:	SK202 177 47 99
Telephone number:	+421 2 5822 4111
Fax:	+421 2 5822 4520
E-mail:	info@soitron.com

## STRUCTURE OF SHAREHOLDERS



## HOW WE HAVE REACHED THE PRESENT

Our company was formed via the fusion of the activities of two companies - Tronet and Soitron. Stemming from the long-standing experience of Tronet on the Slovak ICT market and the know-how obtained via two years of collaboration between Soitron and Soitsa SA – the Spanish selective outsourcing specialists.

In 2005 Soitron Inc. obtained Soitsa SA shares, thereby establishing itself as a leading IT service provider.

Today Soitron is one of the largest info-communication integrators and IT service providers with more than 500 employees and consolidated annual turnover of more than 65 million EUR. Soitron inherited all activities, know-how and the market position held by Tronet in its 15 year existence whilst also adding dynamic growth in the area of outsourcing services. In 2010, Soitron has been awarded the IT Company of the Year in Slovakia.

In accordance with our long-term expansion strategy, Soitron today operates also outside the Slovak market. The Czech Republic branch founded in 2005 has been expanded by two acquired companies – Caiacom and also Clarionet in 2009. Datanet Systems, which is the biggest Cisco partner in Romania, has become part of Soitron Group in 2009.

Soitron continued with its acquisition activities also in 2011. These will lead to geographical expansion in the following year.

Soitron provides "a very high level of cooperation, from the initial communication about the project to the actual implementation and a follow-up support to delivered solution". **Radúz Juraško** (Orange Slovensko)

## COMPANY MANAGEMENT

### VLADIMÍR ŠIKURA General Director

- completed his studies of electronic computers at the Faculty of Electrical Engineering, SVŠT (at present STU) and during 1986-1987 he completed postgraduate studies in Computer and Terminal Networks at the Institute of Applied Cybernetics
- until 1989 he worked as a Head Technician of the Computer Center in Hydrostav, a.s.. He founded the company Tronet in 1991
- in 2003 he stood behind the birth of joint-venture Soitron with Soitsa and in 2005 when shareholders acquired 100% of Tronet's shares, he managed the process of business activities integration into a single company, Soitron, a.s. in his position of a Chairman of the Board of Directors and General Director. He currently holds a position of a General Director



### ONDREJ SMOLÁR Chairman of the Board of Directors and Executive Director

- graduated from SVŠT (at present STU) in 1986, Robotics Department
- until 1990 he was working for Hydrostav, a.s. in its Computer Center
- in 1991 he co-founded the Tronet Company, and later held position of a Deputy Chairman of the Board of Directors and a Technical Manager. He is also one of the co-founders of Soitron, and as its Deputy Chairman and Technical Director, he was also building the technical department as well as the first IT delivery center in Slovakia
- at present, he holds a position of the Soitron Chairman of the Board of Directors and since 2007 he is also an Executive Director



### MARIÁN SKÁKALA Deputy Chairman of the Board of Directors

- graduated from the Faculty of Electrical Engineering, SVŠT (at present STU), Department of Microelectronics
- went through different management positions in the Slovak and international IT companies; one of the most important ones was the position of Regional Manager for Cisco Systems in the Slovak and Czech Republics, which he left in order to take up a position of the Sales and Marketing Director in Soitron
- currently, he holds the position of a Deputy Chairman of the Board of Directors





#### MICHAL MALÍČEK

##### Sales Director

- he is a graduate of the Faculty of Economics, the Matej Bel University in Banská Bystrica with a focus on management and marketing
- until 2008 he worked for Cisco Systems, where he from the position of the Regional Business Director responsible for development of business strategy for segment of small and medium enterprises joined Soitron. As a Sales Director, he is responsible for business strategy development

#### MARTIN LOHNERT

##### Presales and Marketing Director

- graduated from the Faculty of Management at the Bratislava Comenius University and holds the highest certifications from Cisco and Microsoft
- his previous work experience was primarily acquired from technically oriented positions in companies ABB (Slovakia) and Integra IS and Dimension Data (Australia)
- has worked for Soitron since 2002 and was involved in various activities from planning and implementation of solutions, technical support to pre-sales activities, consulting and training
- in 2007 he became Head of the Communication Technologies Department, in February 2009 he joined the company's top management and filled the position of a Presales and Marketing Director responsible for product management, marketing strategy and communication

#### PAVOL NÉMETH

##### Technical Director

- graduated from the Slovak University of Technology in Bratislava
- has worked for Soitron since 1994 in various technical positions
- since 2003 he worked in the outsourcing division of the company, first as Head of Department and later as General Manager for Outsourcing division
- currently he holds the position of Technical Director responsible for solutions supply management for Soitron customers and technological direction of the company in information and communication technologies

#### PETER HORŇÁK

##### Mergers and Acquisitions Director

- has been working for Soitron since 2001
- initially a Project Manager, later he transferred from the position of a Head of the Project Management and Communication Technologies Department to a position of the Technical Director and a member of top management
- currently he is the Mergers and Acquisitions Director and member of the Board
- his main goal is to seek out new opportunities to advance growth of the Soitron Group within local and international markets
- is a certified PMP (Project Management Professional), member of PMI

#### TOMÁŠ TURKOVIČ

##### Human Resources Director

- graduated from the University of Economics in Bratislava
- before joining Soitron in 2006 he was working in the area of personnel consulting
- has been working for Soitron since 2006, initially as a Head of Recruiting Department and later as a Head of an administrative section of the Human Resources Department
- participated in several projects in the area of Human Capital Management. The most important projects include implementation of the Talent Management program and the Development of Internal Communication

#### ZOLTÁN VAŠŠ

##### Financial Director

- graduated from the University of Economics in Bratislava, where he also finished his doctorate degree in 2000
- from 2005 he worked for the Ardaco, a.s. company as a Financial Director. Prior to that he was working for the Kappa Obaly Štúrovo, a.s. as a Financial Auditor for Slovakia and Hungary, and at the same time served as a Managing Director for its subsidiary in Hungary – Kappa Dunatrade Kft
- since 2008, he has been working for Soitron as a Financial Director responsible for efficient financial management of the company where he applies his experience from Slovak as well as international financial markets

## SOITRON CZ COMPANY MANAGEMENT

### ŠTĚPÁN BENYOVSZKY General Director

- after graduating in geodesy and cartography at VAAZ Brno, he has held various positions associated with performing and managing geodetic and cartographic assignments. Between 1986 and 1992 he worked as a chief analyst/programmer for digital processing and map creation while heading the automated map creation technology development. He is also a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague
- as of 1992 he has worked as a systems engineer, solution architect, as well as the Director of Technology and Managing Director in SAS Praha which later transformed into ClarioNet, s.r.o.. In the past 10 years he has focused primarily on identity management
- following the merger of Soitron, s.r.o. (CZ) and ClarioNet, s.r.o., he is the General Director responsible for management of Soitron, s.r.o.



### MICHAL NOVÁK Technical Director

- is a graduate of the Faculty of Electrical Engineering, Czech Technical University in Prague, specializing in telecommunications. Previously he held primarily technical positions in Azlan and Core Computer
- in 2005 he joined Soitron as a systems engineer and became a Head of the Cisco Infrastructure Department. The positions of Technical Director and member of management followed afterwards. Currently, he is in charge of completing customer solutions delivery as well as setting the technology trends for the company



### JIŘÍ DINTER Sales Director

- gained his first work experience in Telefonica O2 (formerly SPT Telecom), as a business consultant. Then, he worked for AutoCont as a manager of the sales team, followed by a Sales Manager for enterprise segment in EuroTel
- sudden change in Jiří's career came in 2001, when he co-founded Caiacom company. In Caiacom, he was responsible for development of sales activities built on AVAYA solutions.
- as a Sales Director, he is responsible for sales activities of Soitron in Czech Republic







**VASILE VELICU**

**Managing Director**

- is a graduate of "Politehnica" University of Bucharest, Faculty of Automatic Control and Computers. He has a Ph.D. in Enterprise Management
- until 1992 he worked in Computing Consultancy and Training Center as Expert Trainer and Deputy Director
- later, he held some strategic positions within the companies and institutions as: Oracle Romania - Public Sector & Service Providers Sales Manager, Alcatel Business Systems Romania – Data Communications Manager; Chamber of Commerce and Industry of Romania, Business Information Center – Deputy Director
- is one of the co-founders of Datanet Systems in 1998 and since 2008 he has been the Managing Director of Datanet Systems



**GABRIEL MUSAT**

**Executive Director**

- graduated from the "Politehnica" University of Bucharest, Faculty of Telecommunications in 1991. He is a graduate of the EMBA program organized by ASEBUSS
- is one of the co-founders of Datanet Systems in 1998
- from 1998 he was the General Director, subsequently the Executive Director of Datanet Systems
- currently he is responsible for marketing, presales and business development activities



**DRAGOS STROESCU**

**Sales Manager**

- is a graduate of "Politehnica" University of Bucharest, Faculty of Telecommunications, 1994 and a Master degree in 1995
- is one of the co-founders of Datanet Systems in 1998
- since 1998 he was Technical Manager, then Sales Manager of Datanet Systems
- is a certified CCIE engineer for 11 years



**MIHAELA GHEORGHIU**

**Financial Manager**

- is a graduate of University of Economics in Bucharest
- since 2009 she has been the Financial Manager of Datanet Systems
- has previously worked as a Partner Manager for Microsoft Romania and Oracle Romania as Financial Senior Consultant, Project Manager and Program Director for analysis and implementation of financial models of customers business in ERP applications
- has previously worked as a Financial Director for Loto – Pronosport, responsible for controlling and leading accounting, financial and salary activities



**OVIDIU LILIAC**

**Technical Manager**

- is a graduate of "Politehnica" University of Bucharest, Faculty of Telecommunications, 1994
- has been working for Datanet Systems since 1998. He started as a System Engineer and then became Multiservice Consultant
- worked as a Project Manager for the previous 4 years and currently he is the Technical Manager of Datanet Systems
- is a CCIE and also a certified PMP (Project Management Professional)



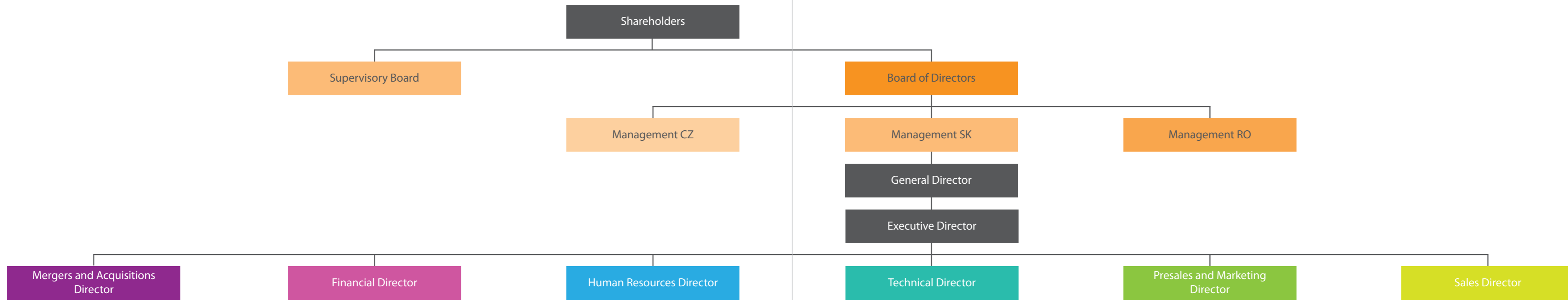
**DANIELA VELICU**

**Operations Manager**

- is a graduate of "Politehnica" University of Bucharest, Faculty of Automatic Control and Computers. She graduated the EMBA program organized by ASEBUSS
- is one of the co-founders of Datanet Systems in 1998
- held the position of Sales & Logistics Manager until 2004
- since 2005 she has been the Operations Manager and is responsible for conducting the purchasing activities, controlling inventory, handling logistics and supervising training and support activities

**DATANET  
SYSTEMS  
COMPANY  
MANAGEMENT**

# ORGANIZATIONAL STRUCTURE



## REPORT ON ECONOMIC ACTIVITY

### SOITRON AND THE MARKET SITUATION IN 2011

#### Soitron Group

In 2011, our international activities continued intensively. Soitron Group was fully consolidated in terms of financial controlling. Slovak Soitron and Romanian Datanet had been united in means of our presence towards our biggest vendor – Cisco. This enables us to faster build new competencies and share human and technical resources. Slovak and Czech Soitron had passed common ITIL certification and thus the IT service management system of the company is in compliance with ISO 20000. Both these companies also implemented integrated management system and we passed Quality management ISO 9001 and Information security

ISO 27001 under one common umbrella. Beginning with last year, Datanet finished transformation to use the support central application, thus the whole Soitron Group uses common IT management tool.

Throughout the whole year, Soitron Group has been busy with the ongoing expansion. Following our strategy, we have continued to grow in another country through acquisition. As part of this process, we have chosen two countries from a shortlist, where detailed market research was carried out. Based on the results, we have focused on Turkey where we selected and approached a number of IT companies operating in the market. Following extensive strategic discussions, a partner was selected for cooperation and in November

2011 a Letter of Intent was signed with the aim to acquire a majority in the company in the first half of 2012.

In the next year, the international activities will be focused primarily on cooperation within the Soitron Group and integration of the newly-acquired company into the Soitron Group.

#### Soitron, a.s.

In the private sector, the market has acted cautiously and we have witnessed reduced amount of IT investments. The only exception was the financial segment.

Restart of IT projects was expected to take place in state administration. They had been put on hold previously, due to changes in

government in 2010. However, the newly elected government was toppled in the second half of 2011, which led to early parliamentary elections at the beginning of 2012. After the announcement of early elections, government suspended most of the decisions regarding IT projects in the state administration. Thus, in 2011 the IT market in the public sector was experiencing another year of uncertainty.

Despite this situation, in October 2011 solution offered jointly by Soitron and Ditec was selected as winning in a tender for "Electronic Services of the National Vehicle Registration" managed by the Ministry of Interior. The aim of this project is to accelerate and streamline the communication of citizens with authorities. Thanks

to the project, citizens will be able to manage most of their requests towards licencing authorities electronically. Also, policemen will be able to verify the validity of documents in real-time, even when on the road. The newly created nationwide vehicle register will include wide amount of data derived also from the Ministry of Transport and interconnected with the Slovak Insurance Bureau. The project is scheduled for 2 years, starting in January 2012, with contract worth EUR 37 million, which will significantly contribute to an increase in turnover of Soitron in 2012 and 2013.

Soitron has intensified its business activities in the area of small and medium-sized enterprises. We have formulated a strategy and focused on marketing to support our activities in this segment. Series of seven business leaders meetings called Speech and Brunch was organized to support our relationship with the local communities and accelerate the business in the regions. Also specialized seminars and product materials had been prepared.

Considering the economic situation in general, the outlook for 2012 is rather conservative. We anticipate the companies will continue to be cautious with little or no tendency to open new projects. In the following year, we expect to see two trends - increase in government expenditures and worsening business environment in Slovakia.

#### Datanet Systems

Despite strong restriction on state spending and a difficult economic situation, Romanian Datanet achieved very good results. The company has a strong position in designing and delivering network solutions for Telco service providers with several successful infrastructure projects in 2011. Datanet has formulated and started executing a new product and business strategy with the aim to build new competences and extend the current portfolio.

#### Soitron, s.r.o.

In Soitron Czech Republic, 2011 was another year of changes leading to greater flexibility and efficiency, including simplification of the organizational structure. New business and product strategy for the next years has been agreed upon. The aim is to specialize and focus on dominating the market in the areas of contact centers and IT Service Management.

"I can truly recommend the team of Soitron to all other customers." **Miroslav Kralovič** (Bratislavská teplárenská, a.s.)

## ECONOMIC REPORT

### Organizational changes

Segmentation of the sales team in the Slovak Soitron into three business lines - public, enterprise and commercial was created. This enables us to better focus on the individual needs of each market segment.

Organizational changes related to in-sourcing of employees involved in the project for HP took place as expected and according to the plan.

We have started the analytical phase of common Enterprise Resource Planning (ERP) platform project within the Soitron Group. The project will involve all companies within the group, representing an important part of the integration process. The common ERP for the whole Soitron

Group will be launched on January 1, 2013 in Czech republic and Slovakia and July 1st 2013 in Datanet.

In Datanet, a new stand-alone Presales and Marketing Department was established. It is headed by Gabriel Musat, Executive Director of Datanet and consists of three presales consultants and one part-time marketing representative. The main role of this team is to sustain and develop sales activities within the company. To accomplish improved technical activities, the Technical Department was reorganized, headed by Ovidiu Liliac, Technical Manager. Also, due to increased number of projects, new positions of senior, professional, and junior consultants occurred.

### New products and competences

With Microsoft SharePoint, we have begun to implement our own projects in the commercial segment. We expect growth in this area over the next period.

Soitron has also gained new Hewlett-Packard networking competence and enlarged its competence in Routing, Switching and Wireless.

We focused on expanding our communication competency by adding Microsoft Lync into our portfolio. Thus, we can offer our communication solutions based on CISCO and AVAYA platforms and Microsoft Lync.

## CUSTOMER APPRECIATION

### Big Ideas for CEE

Big Ideas for CEE was a pilot project of a unique business conference, the first of its kind in Central and Eastern Europe. In this first year of conference, which took place between October 13 and 14 in Bratislava, eight world-renowned personalities from business, politics, sports and personal development spoke about new ideas and strategies, current trends, innovative thoughts and bold visions. Soitron welcomed greatest chess player of all times Gary Kasparov, a leading business thinker Scott McKain, a brand building expert Peter Littman, well known futurologist Magnus Lindkvist, the most successful president of the soccer club FC Barcelona Joan Laporta, father of coaching Sir John Whitmore, the

former World Bank's director Ian Scott and a leading advisor on sustainable development Leo F. Johnson.

### Speech and Brunch road show 2011

Soitron organized successful series of 7 business brunches called "Speech and Brunch". Representatives of key companies in the Slovak regions had an opportunity to discuss up-to-date business topics in Žilina, Košice, Poprad, Trnava, Trenčín, Nitra and Banská Bystrica. Meetings were managed through the latest video technology Cisco Telepresence, which represents very effective alternative to personal meetings. Our special guest speaker together with moderator could communicate with the audience "as live", despite the fact that they were situated in different places.

### LET'S CELEBRATE!

We opened the year 2011 by Gala evening „Let's Celebrate!“ dedicated to 20th anniversary of Soitron. Audience of the Slovak National Theatre in Bratislava was filled with our most important clients and business partners who had an opportunity to admire special performance of the popular Slovak singer Jana Kirschner and two famous Czech singers Dan Bárta and Martin Chodúr.

## EMPLOYEE APPRECIATION

### Kick off

In January the traditional event Kick-off took place. As an important happening it once again not only summed up on previous year but

also set up goals for 2011. Although kick-off was full of new information and work session it was not only that. To the much delight of all present the teambuilding activities also took place.

### The sport day for outsourcing division

Big teambuilding event for employees in outsourcing division took place in Slávia sport complex, Bratislava. The weekend happening was a day full of sport and relax. Our outsourcing colleagues enjoyed nice sunny day.

### Sports day for Soitron CZ employees

Shortly before Christmas, all employees of the Czech Soitron have traditionally gathered in Prague to sum up the achieved results and hear about plans for the next year. During the halfday sports/cultural event we have had the opportunity to play squash, table tennis, bowling along with a number of other activities. The program was livened up by sports exhibitions, the Agapepe concert as well as a handful of surprises from employees themselves.

"People at Soitron, who within our company deal with various obstacles associated with the implementation, administration and maintenance of network devices, as well as with the deployment of new network technologies, are the right experts in the right place." Radovan Hipik (IT Austria SK, s.r.o.)

## IMPORTANT PROJECTS OF 2011

### Secure e-mail communication in Slovenský Plynárenský Priemysel (SPP) and Eustream

SPP is a multinational energy company with key position among gas market players in Europe, which focuses on business with natural gas. The company is leader on the natural gas supply market and a proven and reliable partner for over 90% of Slovak households and many corporate clients.

SPP, together with its subsidiary company Eustream are strategic companies in Slovakia, for which the security of e-mail communication is one of the key tasks. For these companies, e-mail represents main communication channel, and therefore they requested a secure, future-proof solution.

Soitron provided SPP and Eustream with high-performance and scalable solution ensuring the security of more

than 5 000 mailboxes. The customer placed very strict technological criteria on the provided solution. Cisco Ironport E-mail security appliance is a performance-related solution, designed for company growth in the future, while being advanced enough in terms of technology to withstand all current technological threats. The solution supports the reputation filter and in-depth inspection of the e-mail contents (so-called content filter).

### Implementation of active recording for control centers of SEPS

SEPS (Slovak electricity transmission system, plc.) operates the electricity transmission system, to provide the dispatching control of the system, its maintenance, renewal and development so that the reliable and quality supply of electricity to all transmission system users is ensured.

For SEPS, we have implemented a project of active recording of IP telephones for control centers and workplaces throughout Slovakia. Our task was to draft a design, propose a delivery, installation, putting into operation and service of active components implemented in the project.

For our customer, we have implemented a Retia product - ReDat VoIP Recorder. In total, it was approximately 50 licenses for the main control centers in Bratislava and Žilina, and approximately 20 licenses for other operators' workplaces within SEPS infrastructure. Active recording is much more efficient; in terms of data transfer it is more economical and in terms of administration it is easier, compared to the older, so called "passive" method of recording. Recorded voice data is automatically sent from

IP telephones being recorded to a record keeping unit (as a parallel call), where the whole process has optimized the volume of data transferred within the WAN network and most importantly, it has greatly simplified the administration of the recording system.

### Integration of Cisco IP telephony with Microsoft Lync for Vodohospodárska výstavba

Vodohospodárska výstavba (VVB), the state-owned company, has participated in the construction of more than 350 waterworks, hydroelectric facilities, and civil engineering structures across Slovakia (for example the Gabčíkovo hydraulic structure). These hydro-energetic structures are administered by the VVB, ensuring their effective and safe operation as well as the production and sale of electricity.

For VVB, we have implemented a project of Cisco IP telephony with Microsoft Lync as an extension collaboration tool. It concerned 200 users of IP telephony in Bratislava and Gabčíkovo. Over the IP telephony, we have implemented further extension applications – Tariff and NetFax. The integration of IP telephony with already implemented collaboration tools has contributed to further increase in work efficiency in the work environment of the customer.

The project is unique in integration with presence and collaboration tool MS Lync, which enabled control of the hardware IP phone placed on a desk directly from Windows environment ("click to call" for dialing, etc.).

### Increasing applications availability for Nematik Slovakia, s.r.o.

Nematik Slovakia, s.r.o. has been operating in the Slovak market

since 2001 and specializes in developing, producing and distributing high-tech aluminum components for the automotive industry. Nematik Slovakia has the capacity to produce 800 thousand equivalent units per year for customers throughout Europe.

Data space of the company consists of two servers, with a virtual infrastructure VMware vSphere 4 installed on them. To ensure maximum availability of individual applications and even against longer-term disruptions, the system of servers was divided and placed in two locations. The system was built on virtual servers, enabling both fast transfer of virtual servers between locations and easy system recovery in case of a server failure.

A part of the project was to extend the existing virtual infrastructure by a redundant disk system. Our

solution enables to optimize the required disk space and reduces the time needed for recovery of lost data in case of a failure. In case of a hardware failure, a continuous operation of servers is also provided. Easy expandability ranks the HP storage solutions and virtualization based on VMware products among reliable solutions with a high level of protection and efficiency of expended investment.

### Server virtualization for the brewery Steiger a.s.

The brewery Steiger is the first Slovak brewery, established in 1473, with continual production of beer up to this day.

The project for Steiger has consisted of design, installation and configuration of new virtual server infrastructure. The infrastructure was built on two ProLiant servers with

a virtualization solution - VMware vSphere and with a central disk array - HP StorageWorks. Part of the project has involved supply and installation of a backup system. Within the project, not only the hardware has been replaced but also a switch to the new versions of operating systems has been executed. It was necessary to ensure the switch to Windows 2008 servers as well as migration of existing services.

The virtual server infrastructure has brought the company more efficient use of processors and disks, central administration of servers and lower operating costs. Increasing applications availability, reducing the failure rate of components and shortening the time required to restore data from backup in case of a failure has also been provided.

Soitron team provides "very fast solution of non-standard situations arisen during the implementation; provided high-level professional support". [Martin Sibrava](#) (IT Austria SK, s.r.o.)

**Building a backup data center for Ústředná vojenská nemocnica (ÚVN) Ružomberok**

Ústředná vojenská nemocnica (Central Military Hospital) SNP in Ružomberok is the largest military health-care facility in Slovakia. The hospital consists of the pavilions with approximately 400 beds. Since its origin, the hospital has continuously functioned as the military hospital, but nowadays the hospital provides health services to all citizens.

The main objective of the project for ÚVN in Ružomberok was to build a backup data center in another building within the hospital premises and thereby increase the availability of hospital applications.

Originally, the entire infrastructure of servers and disk systems was located on one place, in one data center. However, due to increasing temperatures in

summer, equipment disruptions have occurred rather frequently.

Extension of virtualized infrastructure VMware vSphere to another site ensured high availability of selected applications, as well as high data availability. Between the primary and backup data center runs a mutual replication of data, so in case of necessity a quick recovery of the required applications functionality is ensured. In case of a failure in one of the data centers, the ÚVN Ružomberok has the opportunity to transfer all application servers to the second, functional data center. The solution also enabled to distribute the load between individual servers and thereby increase the efficiency of their operation.

**Recording of emergency phone line for patients of OLUP, Predná Hora**

Odborný liečebný ústav psychiatrický (Specialized Treatment Psychiatric

Institute) in Predná Hora (OLUP) provides patients with comprehensive medical, psychotherapeutic and nursing care, involving the diagnosis and treatment of disorders associated with addiction.

Within its activities, OLUP receives emergency calls through several phone lines. Given the specialization of the organization, it is essential to ensure recording of all incoming calls. It is a must, that no calls will be lost.

We have implemented a phone system Avaya IP Office 500 with an integrated recording and software for administration of recordings. Deployment of the system met all the client's requirements, thanks to what the OLUP provides its clients with better services.

A part of the project was also the replacement of the original telephone exchange by the IP telephony solution for the whole company.

**First installation of Novell Cloud Manager and Novell PlateSpin in European Union**

The Jessenius Faculty of Medicine (JLF UK) is one of the three medical schools in the Slovak Republic. The JLF UK ranks not only among the best faculties of Comenius University but also among prominent institutions of graduate medical education all over the world.

For the JLF UK in Martin, Soitron has provided complete equipment of the data center including server and network infrastructure. A part of the delivery was 7 racks, IBM Blade Center, Microsoft licenses and complete management of the environment administration. By creating a new data center, the network of the faculty obtained the necessary increase of transmission capacities between individual locations and last but not least,

increased disruption resistance of the network infrastructure.

The delivery also included ZENworks – software that allows remote administration of 400 computers and a tool for administration of physical and virtual devices environment - Novell Cloud Manager and Novell PlateSpin. It was the first installation of this solution within the European Union and second in the world. In the field of security solutions, the active network components and the terminal workstations have also been implemented.

The current solution for the JLF UK data center in Martin has implemented many new technologies enabling a high degree of control over the network environment, providing great flexibility for future development projects.

**Recording of encrypted phone calls in Volkswagen Financial Services Slovakia**

Volkswagen Financial Services Slovakia (VWFS SK) is a specialized financial company of the Volkswagen concern, offering the most credit products for vehicle financing in Slovakia annually.

It offers branded leasing, credit and insurance products prepared especially for financing vehicles of the brand Škoda, Seat, Volkswagen and Audi.

The safety standards of the Volkswagen concern showed demand for encrypting the internal phone calls. In order to improve the quality of customer services, part of the phone calls is being recorded and evaluated. Therefore, it was necessary to ensure recording

functionality even after deployment of encryption.

We have ensured that the company can record selected phone calls while maintaining encryption, thanks to already implemented solution - Avaya Communication Manager and recording system Redat, by changing the method of recording from passive to active.

The combination of recording and encryption of phone calls is a unique implementation, one of the first in Slovakia.

**Effective communication between Czech and Slovak Dalkia subsidiaries via Microsoft Lync**

Dalkia is European leading provider of energy services to local authorities and businesses. Dalkia International is active at Slovak market via

Dalkia a.s., where it offers efficient and economical operation of the heating facilities and industrial services.

The purpose of the Microsoft Lync project was to provide the collaboration services and integrate them into the MS Exchange communication platform. Client was facing the business need to integrate communication and collaboration between the Czech Dalkia subsidiary and Slovak Dalkia subsidiary. As those communication platforms are managed separately in each country, we have proposed Dalkia a collaboration tool – MS Lync.

In MS Lync solution Dalkia gained the possibilities of conference calls, online meetings, desktop sharing and other additional features. In principle, the solution provided more flexibility, better engagement and saved travel cost.

Soitron is "a partner who always keeps his word; people with whom you can speak and create". Peter Proks (2P, s.r.o. Košice)

**First IP telephony on virtual platform for Johns Manville Slovakia**

Johns Manville Slovakia is the biggest European manufacturing facility of the Johns Manville worldwide group. It deals with the production and processing of glass fibers and employs nearly 900 people at the facility in Trnava. Given the size and nature of the facility, it really needs reliable communication not only towards the external environment, but also within the company.

The offered solution is based on a homogeneous environment of the Cisco Unified Communications family. It provides redundancy at the hardware and application level ensuring high reliability and availability of the whole solution. The IP telephony using Cisco Unified Communications Manager version 8.5 has been extended with

Unified Contact Center Express server, which provides intelligent call routing services (IVR) and a server for additional service of voice mail (CUC). This application has been requested mainly because of the need of mutual communication with colleagues and customers from different time zones.

The basis of the solution is a pair of Cisco Unified Computing System (UCS) servers which we have proposed along with the virtualization on the VMware vSphere platform. These models meet the demands of operation of up to 1 000 users and coexistence of up to 4 virtual servers on one physical device. The Johns Manville plant in Trnava, Slovakia, became the first within the Johns Manville global concern which implemented this unique, effective Cisco IP telephony solution on the VMware virtual platform.

**Face-to-face meetings with no travel needs in Železiarne Podbrezová**

Železiarne Podbrezová (ŽP) operates in five European countries. The Group is managed from Podbrezová and for efficient operation of the company it is necessary that each branch cooperates well with one another as well as with the general headquarters.

ŽP has addressed us with the requirement to replace and expand this technology with a new solution that interconnects the general headquarters and subsidiaries in 14 sites in Slovakia, Czech Republic, Spain, Poland and Italy. The solution had to meet the high quality resolution, so that it becomes an adequate substitute for face-to-face meetings. Another requirement of ŽP was to enable to meet from multiple locations at the same time

with a possibility of mutual sharing of presentations. The solution should also be scalable, with a possibility to be extended to other locations.

After becoming thoroughly familiar with the requirements of ŽP, we recommend to link 8 locations with a sufficient quality and fast network in the first phase. The whole solution was implemented in Železiarne Podbrezová within 4 working days in December 2011 and the new video communications solution was ready to be used immediately upon implementation. The company management and the technical teams meet via video; the technology is used for trainings and ad-hoc meetings that could take place between multiple locations at the same time, what also significantly increases the work efficiency and human resources utilization across the company.

“Cooperation with Soitron professionals was always problem-free. Their solutions are professional and reliable.” **Rado Mazúch** (Slovintegra a.s.)

After solving the availability of other subsidiaries, the company Železiarne Podbrezová plans to implement end devices in the other six, originally proposed locations.

**Centralized system for user support across world-wide premises in Devro**

Devro is a traditional manufacturer and supplier of a wide range of packaging for meat, poultry and dairy products. Apart from Czech Republic, Devro also owns manufacturing plants in Scotland, Australia and USA.

The main goal of LANDesk tools implementation was to develop a high-quality centralized system for user support across all premises around the world. Implemented solution enables IT department to process user requests in efficient and high-quality

manner. More than 500 endpoints are managed using single console of LANDesk Service Desk, LANDesk Management Suite and LANDesk Security Suite, leading to higher availability and efficiency of IT resources with minimizing business critical IT services outages.

**Remote meetings in Kraft Foods between 7 CEE countries**

Kraft Foods is one of the largest worldwide food-producing companies.

We have delivered and implemented a video conferencing solution for Kraft Foods company in 7 countries in CEE region. This solution enables local managements and also other employees to facilitate long-distance discussions, operative meetings, distance learning and other activities with minimizing travel costs.

Video solution is based on Cisco Tandberg technology with utilization of EX90 platform for individual users and C40 platform for usage in meeting rooms.

**Upgrade of the critical Telecommunications System for RA Romatsa Control Towers**

ROMATSA is the administrator of air traffic services in Romania which decided to upgrade its communications infrastructure in order to increase the capacity and security levels of the Telecommunications System.

10 years' experience in Cisco equipment deployment and the desire to maintain a perfect compatibility with other network equipment, led to the implementation of technology from this vendor. Solution included the replacement of the end-of-support routers; the doubling of the switches and

routers in the airports and the addition of new sites in the communication network.

Network design services which included the new platforms, planned the installation services within the operational network, executed the installation services, traffic migration and testing, were also part of the solution. Changes have been applied to a functional operational system, without the right to discontinue any voice service for more than 4 seconds, or RADAR service for more than 3 minutes.

As a result the capacity and security levels of the Telecommunications System of ROMATSA increased with the work completion and by adding new locations within the ROMATSA IP communications network, the communication availability with airports was improved.

## 2011 EVENTS

January	Let's Celebrate – traditional gala evening for Soitron business partners in the Slovak National Theater in Bratislava Kick off – strategic New Year's get-together of the integration part of the Soitron team in Vysoké Tatry resort Wine tasting - event for customers in Wines Home, Prague
February	Blood donation – company initiative followed by 18 employees
March	Speech and Brunch in Žilina – a customer event performed via the videoconference technology on effective people management with Mr. Martin Krekáč, managing partner of Amprop Jenewein Group Speech and Brunch in Trenčín – on best practices in mass media communication with Mr. Igor Čekirda, co-founder of TA3 television Speech and Brunch in Trnava – on traditional Slovak brands with Mr. Peter Krúpa, controlling director of Hubert J.E. Speech and Brunch in Štrbské Pleso – on growth strategy in time of crisis with Mr. Peter Zálešák, founder of company Nay Newest collaboration services in practice – expert seminar on Microsoft Exchange 2010 technology for clients in Bratislava Cisco Expo 2011 – 8th annual of the Cisco Expo Romania Student job fair – participation of the HR department at spring Day of Opportunities of The Faculty of Electrical Engineering and Information Technology of Slovak University of Technology (FEI STU)
April	Speech and Brunch in Košice – on philanthropy with Mr. Andrej Kiska, founder of companies Triangel and Quatro and charity organization Dobrý anjel Borderless Networks Challenges and Solutions – expert seminar organized by Datanet Systems Infotrends 2011 – the 15th annual expert conference – Ondrej Smolár, CEO, Soitron, presented the technological trends that can change business Cisco Expo Czech 2011 – Soitron as a technological partner of the 12th annual conference in Prague Devín – Bratislava run – participation of the Soitron running team at the 64th annual event

May	Cisco Enterprise Partner of the Year - Soitron was awarded by Cisco for previous year Trend TOP in Infotechnology – Soitron placed high among the largest IT companies in the Slovak market Cisco Expo Slovakia 2011 – Soitron as a main partner of the 5th annual conference in Bratislava Anywhere, anytime and on any device communication and collaboration - expert seminar organized by Datanet Systems
June	Soitron blog – launched at Soitron website under headline “IT world through eyes of Soitron people” Speech and Brunch in Nitra – on power of Slovak brand with Mr. Viliam Matušek, marketing director of Balarne obchodu Poprad Speech and Brunch in Banská Bystrica – on effective people management with Mr. Zoltán Demján, successful business coach How to manage and operate internal tasks – firm's own expert seminar about basic principles and benefits of ITIL for clients in Prague Virtualization seminar – expert seminar in cooperation with Microsoft Slovakia for clients in Bratislava Seminar on ITIL, Service Desk and Desktop Management – expert seminar organized by Soitron s.r.o. in Prague IPv6 day – Soitron part of 24-hour live test operation of servers and application on the new protocol Soitron Cup 2011 – the 4th annual employee futsal (indoor soccer) tournament in Bratislava Children's Day for employees' kids organized in Hotel Senec
July	Trend TOP 200 biggest nonfinancial Slovak corporations – Soitron at top positions in several categories Unified instant messaging system for Soitron Group – launch of new communication client – Lync2010
August	Audit of integrated management system to confirm Soitron's ISO 9001 (Quality) and 27001 (Information Security) compliance for both Slovakia and Czech Republic.

“Consultants at Soitron have the expertise but also a helpful attitude to customer. We have good experience in implementing network infrastructure solutions.” **Miloš Predmeský** (Tax Directorate of the Slovak Republic)



September	<p>New video-conference rooms in Banská Bystrica and Košice – deployment of two new locations with Telepresence rooms following those in Bratislava, Prague and Bucharest</p> <p>System for Selling – launch of new internal initiative to support sales activities by employees</p> <p>Let's improve in technology – afternoon with golf rehearsal and introduction to video technology usage in business</p> <p>AVAYA Forum 2011 – Soitron participating in the annual conference in Prague</p> <p>100% virtualization with Datanet – seminar organized by Datanet Systems</p> <p>Sports day for the members of the outsourcing team in sport club Slávia Agrofert in Bratislava</p>
October	<p>Big Ideas for CEE – pilot project of unique conference in Central and Eastern Europe with 8 worldwide known speakers for CEOs of European companies</p> <p>Delloite Technology Fast 50 – Soitron again placed in the Big Five category</p> <p>SharePoint seminar – expert seminar in cooperation with Microsoft Slovakia on effective communication for clients in Bratislava</p> <p>Seminar on Management and Security – seminar dedicated to management and security of mobile devices organized by Soitron s.r.o. in Prague</p> <p>How much do your data cost? – firm's own expert seminar about complex protection of devices for clients in Prague</p> <p>Reducing costs by automating IT infrastructure – major Datanet Systems event</p> <p>Identity management – good investment in hard times – firm's own expert seminar for clients in Bratislava</p>
November	<p>New video-conference room in branch office at Galvaniho in Bratislava</p> <p>Euro Golden Tour – participation of Soitron football team – Soitron Reds in international football match in Ostrava</p> <p>Student job fair – participation of the HR department at autumn Day of opportunities of FEI STU</p> <p>Telco Cup 2011 – participation of Soitron football team – Soitron Reds in 8th annual of benefit tournament of leading telecommunication and IT companies in indoor football</p>
December	<p>Afternoon with Santa – event for employees organized in Hotel Senec</p> <p>Sports Day – sport event for Soitron CZ employees</p>

## SOITRON MARKET POSITION

### TREND TOP IN INFOTECHNOLOGY

The Economy and Business weekly – Trend, annually publishes its TOP Infotechnology ratings in Slovakia. The number states ranking of Soitron in each category.

	2010	2011
ICT Companies with the Highest EBITDA	3.	6.
The Most Profitable IT Companies in Slovakia	4.	4.
Service Centers in Slovakia	2.	9.
IT Service Providers in Slovakia	4.	6.
Suppliers of Information Technologies in Slovakia Ranked by Added Value	4.	6.
Suppliers of Information Technologies in Slovakia Ranked by Sales	7.	8.
One Billion IT Companies	8.	10.
TOP IT Suppliers for Private Financial Sector	4.	4.
TOP IT Suppliers for Utility Companies	12.	5.
TOP IT Suppliers for Public Sector	5.	5.
TOP IT Suppliers for Industrial Production	9.	4.
TOP IT Suppliers for Service Providers	3.	3.

Source: Trend Top in Infotechnology TREND 19/2012, 16 May 2012

"Very professional approach, very interesting personal meetings, immediate response to our demands – price quotes, new contracts etc." **Pavol Kern** (Pepsi-Cola SR s.r.o.)

## PRODUCT PORTFOLIO

We provide complex solutions in the following areas:

- \* **IT Infrastructure**
- \* **Unified Communications**
- \* **Customer Interaction**
- \* **IT Security**
- \* **Content Management**

We understand the areas bellow as following:

### IT INFRASTRUCTURE

#### Definition

Set of all HW and SW components used for entry, storage, processing and transfer of data. It is a common factor in all IT solutions and a foundation for implementation and administration of all applications and services.

#### Offerings

- Data networks (LAN and WAN, fixed and wireless)
- Data centers (connections, HVAC, OS platforms, applications etc.)
- Workstations and peripheries
- Virtual data centers, work stations and applications
- Structured wiring networks
- User, computer and application management systems
- Automated application and security policy distribution

#### Benefits

Reliable end-user services and applications are impossible without a reliable infrastructure. Once independent but now converging new services require even greater capacity and thus make reliability of infrastructure ever more necessary.

Investments in IT infrastructure and administration contribute to approximately 60 % of all IT-related expenses (according to Gartner study „IT Key Metrics Data 2009“), thereby making optimization a priority of every IT department.

#### Examples

- IP/MPLS upgrade for Orange triple-play (Fibernet) implementation
- Network infrastructure upgrade for VUB Bank data center
- Data center for Spoločná zdravotná poisťovňa
- Desktop management for Dalkia
- Work station virtualization for Slovenská sporiteľňa
- IT infrastructure administration for international company Atrium European Management NV, Netherlands

- eHealth pilot infrastructure creation
- Wireless access implementation in Národný ústav srdcových a cievnych chorôb (The national institute of cardiovascular diseases)
- Building of the backup data center for Spoločná zdravotná poisťovňa
- Two data centers for Agentúra pre riadenie dlhu a likvidity
- Data center for Ministry of Interior of the Slovak Republic
- Implementation of Microsoft Exchange solution for Ministry of Interior of the Slovak Republic
- Upgrade of the WLAN infrastructure for Faculty of Natural Sciences, Comenius University
- Technology network for Nafta, a.s.
- Virtualization of the IT environment for Swedwood Slovakia, s.r.o.

“Work and service quality was performed on professional level. We look forward to further cooperation.” **Rastislav Pipiška** (IT Solutions SK, s.r.o.)

### UNIFIED COMMUNICATIONS

#### Definition

All forms of voice, video and multimedia communication among users, both on intra- and intercompany level. Simple and unified administration of all communication channels. To make sure communication makes work easier and not more complicated.

#### Offerings

- IP Telephony
- Unified Messaging – consolidation of voice, fax and email messages into one inbox
- Audio and video conference solutions – speak to and see participants in distant locations and watch conference presentations, use applications interactively with the audience, share documents or the entire desktop or even create results together
- Presence – consolidation of all communication channels, email integration, Instant Messaging
- Mobility – equal access via the entire range of mobile and land line networks
- TelePresence – new form of conference, which uses the most advanced technologies to create a feeling of meeting at one table, in another words “life-like”

#### Benefits

Increases efficiency and simplifies communication. Enables communication via a single contact, regardless of the number of phone numbers, email or chat addresses. Monitors presence status and preferred communication channel. Simplifies technically complex activities such as conference and/or video calls.

Just like the Just-In-Time approach in supply management focuses on stock minimization and accurate timing of delivery to where it is needed, Unified Communications focuses on Just-In-Time communication – simple and instantly available to all involved.

#### Examples

- Country-wide voice network for the SEPS (Slovak Electrification and Transmission System)
- Communication infrastructure in the Crowne Plaza Bratislava Hotel
- New voice network of Slovenská sporiteľňa
- Interactive video transmission and conferencing for the Security Conference of NATO Defense Ministers in Bratislava
- IP Telephony in Tatra banka
- Implementing Cisco TelePresence in Tatra banka
- Implementing Cisco TelePresence for Comenius University in Bratislava

## CUSTOMER INTERACTION

Definition	Offerings	Benefits	Examples
Includes all customer contact solutions aimed at common contact center for all inquiries. Enables to utilize any communication channel (voice, email, web, fax) with equal level of service independent of the channel being selected.	<ul style="list-style-type: none"><li>• Contact centers</li><li>• Interactive voice services – IVR (interactive voice response)</li><li>• Connection to CRM and information systems</li><li>• Workforce Management – control options and operator load optimization</li><li>• Recording &amp; Reporting – quality measurement and assessment tools</li></ul>	<p>Contact center plays a key role in developing loyalty of customers through their experience with customer service. The usual rule applies, i.e. understanding the customer means being in charge.</p> <p>Earning customer's loyalty is much more difficult than losing it. Therefore it is essential to constantly offer high quality service and to keep looking for new ways of how to improve both quality and efficiency of communication with the client. How to achieve a top-notch customer service? Elaborate and efficient company processes, stable and modern technology background and qualified staff are essential for success.</p>	<ul style="list-style-type: none"><li>• E.ON IS – customer contact center for Západoslovenská energetika</li><li>• Contact center for Tatra banka (Raiffeisen Group) – Dialog</li><li>• First IP contact center in Central and Eastern Europe – Ferona Slovakia</li><li>• Contact center for Lion Teleservices SK (Teleperformance), Žilina</li><li>• Contact center for Cetelem, Hungary (BNP Paribas Group)</li><li>• Contact center for ZUNO bank (Raiffeisen Group)</li><li>• Contact center for Slovenská sporiteľňa (Erste Group)</li><li>• Contact center for J&amp;T</li><li>• RWE – Workforce Management for contact center</li><li>• Campaign Manager for Cetelem Romania</li></ul>

## SECURITY

Definition	Offerings	Benefits	Examples
Essential part of all our solutions and projects. Protects information systems as well as data from abuses, and ensures confidentiality, availability and trustworthiness.	<ul style="list-style-type: none"><li>• Process security</li><li>• Network security</li><li>• End user security measures</li><li>• Complex building protection systems</li><li>• Identity and access management</li><li>• Single sign-on and unified user access</li></ul>	<p>Data stored within information systems are often the most precious assets of a company. Protecting these from security threats and abuse while ensuring their availability is a priority of every company. Correctly defined and followed security policy enabled via technology solutions is a necessary condition for maintaining high process efficiency and company management.</p>	<ul style="list-style-type: none"><li>• Closed circuit TV (motion detection) for OC Mlyny</li><li>• Pilot project of Cargo train car identification using the RFID technology for Cargo Slovakia</li><li>• Protection against DDoS attacks for LightStorm Communication</li><li>• Optimization of operation and accesses over web services portals of the tax office for the Tax Directorate of the Slovak Republic</li><li>• Redesign and implementation of complex security network perimeter and corresponding management for Dexia bank</li><li>• Solution of Anti-X services on the network perimeter level for OMS</li></ul>

"I appreciate their technical level, but especially their willingness and a broad scope of knowledge which has saved our company a considerable sum of money by shortening the downtime to a minimum and allowing the business to continue operation." **Jozef Surka** (ČSOB Leasing a.s.)

## CONTENT MANAGEMENT

### Definition

Digital content management involves faster and simplified information and document flow within an organization. It prevents influx of unwanted emails and detects inappropriate content in electronic communication.

### Offerings

- Intranet portals
- Electronic approval and documentation
- Spam and inappropriate content detection

### Benefits

Intranet portals such as Microsoft Sharepoint deal with storage and administration of growing amount of information generated as part of day-to-day intra-company communication. Increasing process efficiency in HR or finance departments is made possible by removing „paperwork“ and digitalizing most of communication.

Traditional approval processes, expense reporting, and inventory maintenance can be fully replaced via electronic documents and utilizing digital signatures.

### Examples

- Approval process support in Orange and T-Com companies via using electronic document sharing with Microsoft Sharepoint
- Human resources agenda for more than 700 Soitron employees
- Spam detection solutions for the Ministry of Justice of the Slovak Republic

“Professional “user friendly” management. Fair, long-term cooperation, in fact since 1995. Quality team of specialists and experts in various fields. Ability to understand the problems and the needs of customer.” **Ján Vincúr** (OSK SITB MV SR)

## IN THE ABOVE MENTIONED AREAS, WE PROVIDE THE FOLLOWING SERVICES:

### Analysis and Consultancy

Analysis and consultancy services scrutinize technology strategies and their impact on business of our customers. The purpose of consultancy is to get acquainted and understand the needs of our clients, and help them reach their strategic as well as operational goals. This is usually done through series of recommendations and IT project studies.

### Architectural Solution Design

Combining the analysis outcomes, our experience and modern technology knowledge with our clients' requests, we try to design and deliver solutions that fulfill,

and surpass their needs. Solution architecture might include a wide range of components, hardware and software infrastructure, applications, implementation and management services. Architecture is proposed with respect to performance, reliability, scalability, and, of course, price.

### Implementation Services

When implementing proposed architecture to production, we try to minimize associated risks by detailed planning and professional project management. Delivering on the agreed scope, deadlines and goals defined by the design is of utmost importance for us.

### Managed Services

Managed services include transferring clients' routine, day-to-day IT operations

to us, in one or more areas, usually to improve service quality and efficiency. Relevant HW and SW is often part of the delivery, combined together as an Infrastructure as a Service offering.

### Outsourcing

Outsourcing is a widely used method of decreasing IT costs and improving service efficiency. It involves a comprehensive transfer of one or all activities carried out by internal IT departments, with guaranteed qualitative and performance parameters, and a formalized Service Level Agreements.

### Specialist Training

The main purpose of our training program is to develop and maintain high standards of technical knowledge necessary for optimal product integration as well as complex solutions

design. The official Cisco and Microsoft training programs are complemented with an option to become officially certified in our authorized test center.

### Project Management

All projects carried out by us are directed by dedicated Project Management Office (PMO) using an unified set of tools and methods. Our project methodology is based on internationally recognized PMI, IPMA, PRINCE2, ISO 9000 standards and Cisco project management guidelines. Combination of industry proven standards is further complemented by our experience with managing large-scale projects of diverse technological and disciplinary backgrounds.

# PARTNERSHIPS AND MEMBERSHIPS

## HEWLETT-PACKARD

- HP Gold Preferred Partner
- HP Computer Systems Specialist
- HP StorageWorks Solutions Specialist
- HP Professional Networking Specialist
- HP Personal Computing Specialist
- HP Workstations Specialist
- HP ServiceONE Specialist

## CISCO SYSTEMS

- Cisco Gold Certified Partner
- Cisco ATP - Cisco TelePresence Video Advanced
- Cisco ATP - Cisco TelePresence Video Advanced Plus
- Cisco ATP - Cisco TelePresence Video Express
- Cisco ATP - Cisco TelePresence Video Master
- Cisco ATP - Data Center Unified Computing
- Cisco ATP - Identity Services Engine Partner
- Cisco ATP - Unified Contact Center Enterprise
- Cisco Advanced Data Center Networking Infrastructure Specialization
- Cisco Advanced Data Center Storage Networking Specialization
- Cisco Advanced Routing & Switching Specialization

- Cisco Advanced Security Specialization
- Cisco Advanced Unified Communications Specialization
- Cisco Advanced Wireless LAN Specialization
- Cisco Advanced IP Next-Generation Network Architecture Specialization
- Cisco Customer Satisfaction Excellence Authorization
- Cisco IronPort Gold Certified Partner
- Cisco IronPort: Content Security Rebate Program Authorization
- Cisco Learning Partner
- Cisco Registered Partner

## MICROSOFT

- Microsoft Gold Server Competency Partner
- Microsoft Silver Independent Software Vendor (ISV) Competency Partner
- Microsoft Silver Learning Competency Partner

- Microsoft Silver Communications Partner
- Microsoft Silver Messaging Partner
- Microsoft Authorized Education Reseller

## IBM

- IBM Advanced Business Partner
- IBM Service Partner

## LENOVO

- Lenovo Premium Business Partner

## CITRIX

- Citrix Silver Partner

## VMWARE

- VMware Solution Provider - Enterprise

## AVAYA

- Avaya Silver Partner

## ORACLE

- Oracle Solaris Specialization

## INTEL

- Intel Channel Partner

## R&M

- R&M Freenet Certified Installation Manager
- R&M Freenet Certified Copper Installer
- R&M Freenet Certified Designer

## BRAND-REX

- Brand-Rex International Partner

## SYSTEMAX

- Authorised Systemax Engineer
- Systemax Trained Installer
- Certified iPatch System Support Specialist

## KELINE

- KeLine 10Giga Authorized Planner
- KeLine 10Giga Authorized Expert

## AMP NETCONNECT

- Installing and Conectorizing LAN Cabling Systems

## LANDESK

- LANDesk Silver Certified Partner
- LANDesk Expert Solution Provider

## CHECKPOINT

- Checkpoint Bronze Partner

## IRONPORT

- Ironport Gold Partner

## NICE

- Nice Business Partner
- Nice Service Partner

## ENTERASYS

- Professional Security Partner

## 2RING

- 2Ring TAS Advanced Partner
- 2Ring NetFAX Advanced Partner
- 2Ring IPPS Advanced Partner
- 2Ring CC Gold Partner

## SYMANTEC

- Symantec Silver Corporate Reseller

## NOVELL

- Novell Silver Solution Provider

## ZOOM

- ZOOM Gold Partner

## TELEOPTI

- Teleopti Certified Partner

## GWAVA

- Gwava Premium Partner

Soitron has "friendly and helpful approach at all levels. Prompt and qualified response in the process of consultation and problem solving. We particularly appreciate a precise mapping of our environment and documentation keeping." **Peter Chutňák** (NÚSCH, a.s. Bratislava)

# REFERENCES

## STATE ADMINISTRATION

- Central Office of Labour, Social Affairs and Family
- Debt and Liquidity Management Agency (ARDAL)
- Government Office of the Slovak Republic
- Krajský školský úrad in Banská Bystrica
- Národné centrum zdravotníckych informácií
- National Council of the Slovak Republic
- National Forest Center
- Prague District 1
- Slovak Government Administration Facilities
- State Treasury
- State Veterinary and Food Administration of the Slovak Republic
- Statistical Office of the Slovak Republic
- Tax Administration of the Slovak Republic
- The Czech Government Office
- The Czech Ministry of Local Development
- The Czech Supreme Supervisory Office

- The Czech Telecommunications Office
- The Romanian Air Traffic Services Administration (ROMATSA)
- The Romanian Chamber of Commerce
- The Romanian Ministry of Finance
- The Romanian National Trade Register
- The Slovak Ministry of Defense
- The Slovak Ministry of Foreign Affairs
- The Slovak Ministry of Health
- The Slovak Ministry of Interior
- The Slovak Ministry of Justice
- The Supreme Audit Office of the Slovak Republic

## FINANCE AND INSURANCE

- Alpha Bank
- Banca Românească
- Bancpost
- BCR Erste
- Cetelem
- Czech Export Bank
- Československá obchodní banka
- EFG Eurobank
- Emporiki Bank
- First Data Slovakia
- ING Bank România
- Interamerican
- Intesa SanPaolo Bank

- J&T Finance group
- National Bank of Romania
- OTP Bank
- Piraeus Bank
- Prima Banka Slovakia
- Privatbanka
- Raiffeisen Bank
- RBS Bank
- Slovenská sporiteľňa
- Spoločná zdravotná poisťovňa
- Stabilita d.d.s.
- Tatra banka
- UniCredit Bank România
- UniCredit Leasing Slovakia
- Všeobecná úverová banka
- Všeobecná zdravotná poisťovňa
- Wüstenrot poisťovňa
- ZUNO Bank

## INDUSTRY

- Alas Slovakia
- Belar
- Calsonic Kansei
- Ceragon Networks
- Cutisin
- Daikin
- Doprastav
- DURA Automotive Body & Glass Systems Components
- Enterprise

- Fagor Ederlan Slovakia
- Feron Slovakia
- Holcim România
- In Vest
- Johns Manville Slovakia
- Metrostav Slovakia
- Model Obaly
- Mondi Business Paper SCP
- Nafta
- OMS
- Peugeot Citroën Automobiles
- Pivovar Steiger
- Porsche România
- Rompetrol
- SAS Automotive
- Topex
- U.S. Steel Košice
- Valeo
- Volvo Trucks
- Yazaki Wiring Technologies Slovakia
- Zentiva
- ŽOS Trnava

## EDUCATION

- Comenius University in Bratislava
- Czech University of Life Sciences in Prague
- Institute of Chemical Technology, Prague

- Methodology and Pedagogy Center
- Technical University of Ostrava
- University of South Bohemia in České Budějovice

## UTILITIES

- ABB
- Bratislavská teplárenská
- ČEZ
- Dalkia
- E.ON IS Slovakia
- Eltek
- Petrom
- RWE
- Slovenská elektrizačná prenosová sústava
- Slovenský plynárenský priemysel
- Stredoslovenská energetika
- Stredoslovenská vodárenská prevádzková spoločnosť
- Stredoslovenská vodárenská spoločnosť
- Transpetrol
- Eustream
- Východoslovenská energetika

## COMMERCE

- Accenture Services
- Accor Services

- Ahold
- AWD
- Bat România
- Billa România
- Bit-STUDIO Bratislava
- Coca-Cola Czech Republic
- Colgate-Palmolive
- Danone
- Delhaize Mega Image
- General Bottlers CR
- Havi Logistics
- Hewlett-Packard Slovakia
- Interhouse Košice
- Interoute
- Ixia
- Kaufland România
- Kúpele Štrbské Pleso
- Lidl România
- Markíza – Slovakia
- Med – Art
- Metro Cash & Carry Slovakia
- Nestle România
- Novensys
- OMV Slovakia
- Pepsi-Cola SR
- Ringier România
- Ringier Slovakia
- Roche Slovakia
- Slovenská pošta
- Star Storage

- TechTeam Global
- Wipro
- WNS

## TELECOMMUNICATIONS

- Cosmote
- České Radiokomunikace
- Energotel
- GTS Slovakia
- Orange România
- Orange Slovensko
- Slovanet
- UPC Broadband Slovakia
- UPC România
- Vodafone
- Vodafone România

## TRANSPORT AND DELIVERIES

- DHL
- DHL România
- Dopravní Podnik Města Brna
- Letové Prevádzkové Služby SR
- Lockheed Martin
- Tarom
- The Prague Public Transport Company
- TNT România
- TNT Express
- Železnice Slovenskej republiky

- Železničná Spoločnosť Cargo Slovakia

## HOTELS

- Astrum Laus
- Austria Trend Hotel Management Bratislava
- Best Hotel Properties
- Diamond Hotels Slovakia, Crowne Plaza Bratislava
- Domico Resort
- Mövenpick Praha

## HEALTHCARE

- Central Military Hospital, Ružomberok
- Faculty Hospital of Comenius University
- General University Hospital in Prague
- Hospital of the Slovak Ministry of Defence
- Slovak Medical Chamber
- Specialized Treatment Psychiatric Institute (OLUP, Predná hora)
- The Healthcare Surveillance Authority

## STRATEGIC INITIATIVE FOR THE YEARS 2010 – 2015

Soitron considers its employees as being the key factor of its success. As a result, an initiative called "People" became one of the four key company strategic initiatives which we have defined and are currently developing for the period of 2010 – 2015. The following areas have been determined as the key priorities within this initiative for 2011:

- Project **"Best employer"** i.e. to rank among the best employers in Slovakia on the basis of assessments conducted by employees, and market comparison provided by relevant established consultancies
- Create and support corporate **culture that motivates to exceptional performance**, creativity, responsibility and stimulates the initiative of employees

- Create an **open and motivating environment** in the area of intra-company communication
- Continue to adopt **English as a company language** to enhance and accelerate integration of foreign divisions of the group and to prepare the ground to ensure that future acquisitions can be achieved more effectively
- Define the **group organizational structure**, vertical management group and international virtual teams

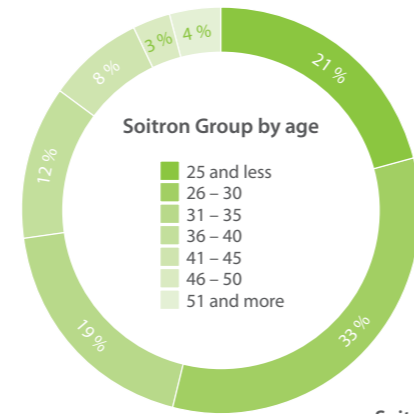
### PROJECT BEST EMPLOYER

Soitron wants to be viewed as an employer that provides environment that encourages self-realization and the sense of fulfillment to its employees, and rated as an Employer of Choice where to work and apply

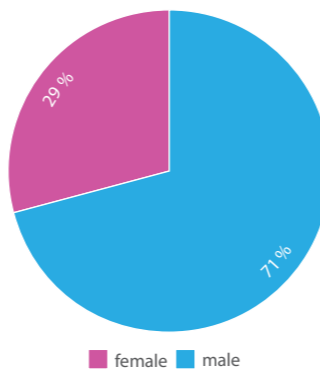
for a job. In order to measure this company goal, we have chosen the Best Employer Survey Index, organized by the Aon Hewitt Consultancy, which compares the results of satisfaction surveys conducted by many companies and annually announces the list of the best employers.

The survey conducted in 2010 identified the following four key areas as in need of further development:

- **Importance of people** – our aim is to increase employees engagement by increasing their awareness of what is happening in the company, as well as to increase the opportunity to express their opinions on what is happening and to contribute with their own ideas for improvement



Soitron Group by gender



- **Direct supervisor** - we want to increase employee satisfaction with the teamwork of colleagues and supervisors by utilizing regular feedback sessions, and strengthening line managers in the development of their leadership skills
- **Processes and resources** - we believe that effective and simple work processes and tools that promote employees self-realization increase the sense of satisfaction and motivation amongst our employees. We want to provide each employee with the ability to influence these processes
- **Remuneration and the sense of fulfillment** – we want to achieve an incentive-based and transparent system of remuneration, based primarily on performance taking into consideration both intra-company

justice and benchmarking against external market

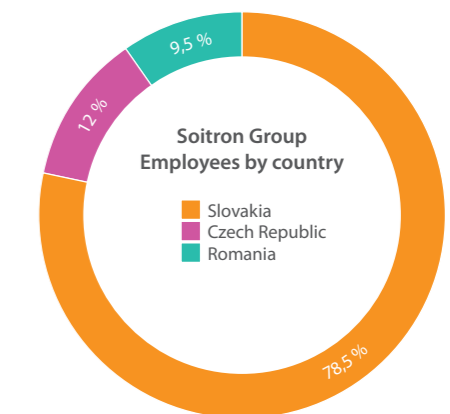
To develop these areas, in 2011 we have realized the following:

- Introduction of the **360° feedback** project for managers, allowing employees to evaluate their supervisor's performance. The same evaluation is undertaken by the manager himself through self-evaluation as well as through peer evaluation; that is evaluation conducted by his superior and colleagues. Through this transparent and anonymous tool we provide the opportunity not only to evaluate the supervisor, but we also guarantee that information provided will be processed by the supervisor himself and it will become an integral part of his annual appraisal review

- The first year of a pilot program **"Innovation Cup"** has enabled all employees to submit proposals to improve company processes, in a completely transparent manner. This has resulted in employees nominating 9 innovative proposals, of which 5 were recommended for implementation in 2011
- Employees were given the opportunity to make use of their own contact networks, in order to develop business opportunities for the company, through an incentive system within the program focused on sales promotion called **"Sy-sell"** (System for Selling). In 2011, there were 5 such proposals submitted, of which 1 was successfully implemented as a business opportunity, for

which the employee received a remuneration incentive for adopting his idea

The intention is to conduct the satisfaction survey again in 2012 in order to monitor progress in these areas.



With Soitron "I appraise the technical support very favourably. I also positively appraise the cooperation on preparation of proposals and specifications of deployed solutions." **Miloš Reháček** (Doprastav, a.s.)

## ENVIRONMENT FOCUSED ON PERFORMANCE

We want to create a culture that motivates employees to achieve exceptional performance, encourages employees to be pro-active and innovative in their way of thinking, even beyond their assigned work. Our aim is to ensure that all employees understand their work objectives and realize their achievement goals as an integral part of the company strategy being contributed to, by all employees, regardless of job position.

In 2011 the following steps have been realized:

- **A Performance-based annual evaluation system** has taken on a **new aspect** – strengthening the role of SMART individual goals (Specific, Measurable,

Achievable, Realistic, Time Bound) with regard to the overall performance-based evaluation

- For managers, mandatory Key Performance Indicators so-called KPIs have been introduced and linked to company business objectives, together with the 360° feedback being integrated into management performance evaluations and having an influence on the final evaluation result

- **An individual variable component** usually being paid on a quarterly basis and being a result of quarterly assessment appraisals was in 2011 partly **associated with achievement of company business plan.** Thus our aim is to achieve that every employee is aware of their involvement in the overall business result

- The high performance employees had the opportunity to obtain quarterly **performance bonuses** for demonstrating outstanding performance. Soon thereafter this step has been proved right by indicating that the difference between the highest and the lowest paid bonus in the team during the individual quarters increased significantly, and in some teams it doubled

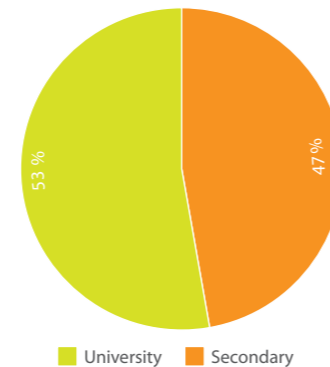
## OPEN AND MOTIVATING ENVIRONMENT AND ENGLISH AS A COMPANY LANGUAGE

We have continued to support intra-company “top-down” communication approach, as well as to strengthen communication in the opposite direction under the “stand-up & speak-up” initiative. We have created an annual communications

plan outline with a priority to maintain and improve the initiatives launched in 2010. This encompasses:

- **Regular reports from management meetings** in the form of a “blog” where employees can add their comments and additional questions

Soitron Group by education



“I have had only great experience with the sales representatives of your company. They respond promptly and professionally. They find a solution and adjust it to customer’s requirements. Keep it up. :)” **Lubomír Vary** (Zentiva a.s.)

- **Intra-company blogs** published on the company intranet. In 2011 employees wrote more than 100 blogs and blogging as a tool of the “stand up & speak-up” initiative has resulted in a change in the company benefits system

- Quarterly **Coffee talks** with the company management have gone through a qualitative change, and resulted in a change of the topics preparation and their agenda publication in advance. This resulted in a more active involvement in discussions by the employees

In 2011, a migration of the company intranet into the English language was implemented, and informal communication rules so-called “house rules” have been established with English being defined as the official language of communication

in the company. In addition, a short internal communication campaign was conducted, explaining the need for adopting English as a company language. At the end of the year these steps were backed by the first internal group project – implementing a new ERP system within the group, where the use of English on a daily basis was utilised.

## GROUP ORGANIZATIONAL STRUCTURE

In 2011, the group organizational structure was subsequently defined and grew to include the Board of Directors and the Strategic Board. Activity of a Supervisory Board with new members has also been re-established, with the Board’s activity being presented to the employees. In terms of group management, the management competences at the local subsidiaries level and their

CEO has been subsequently defined and strengthened, and for better coordination of activities the “group patrons” have been defined for the area of business, marketing, technical implementation and operations.

## PERSONNEL CHANGES

- In 2011, personnel changes were characterized primarily by a massive insourcing of employees dedicated to the Hewlett-Packard project; employees joining the ranks of client’s permanent employees. This outflow of employees occurred on the basis of a strategic decision of the client, to execute core activities from its own resources. This resulted in a significant restructuring in the management of the Outsourcing division, and reduction in staff for us, of approximately 350 employees.

The whole project of employee’s departure to Hewlett-Packard took place during the initial seven months of the year

- In connection with these changes, the human resources department has been optimized - the number of employees has reduced, and the structure has changed when the HR department took over management of the Hewlett-Packard project with the remaining employees on the project. Our company has provided further opportunities for new employees with other projects. During 2011 we hired 110 new employees



## CODE OF ETHICS

Our code of ethics formalizes all intra-company relationships from leadership to employees at the lowest level of management. It refers to relationships with current as well as potential clients, employees, suppliers and other business partners. The principles and values of the code of ethics have been created to reflect the real situation of working atmosphere within the company. That may be one reason why our code of ethics differs from the conventional form. It refers to four key areas.

### EXPERTISE, QUALIFICATION AND VISION OF OUR PEOPLE

Constant improvement is not a necessity at Soitron, but a way of life. We always want to know more and be the best. Our company strives to support the knowledge base of our employees through constant and wide-reaching training, thereby facilitating

the further growth of talent within the firm. Professional growth, high qualification, competence, breadth of views and solid technological engagement are the pillars of our development that enable us to realize the visions of our clients, and inspire our business partners and employees to aspire themselves.

People are our most valuable asset. We provide stimulating environment where everyone can obtain the most up-to-date information that is essential for continuous growth. Our employees constantly increase their qualification and knowledge by following the most recent developments in their fields. They always search for new opportunities and different ways to solve problems. Trendsetters by nature, our employees prefer an open and creative approach. As a result, they are justifiably considered experts in their respective fields.

### TECHNOLOGICALLY SOPHISTICATED SOLUTIONS

It is not just about doing what the client wants. That is not enough for us. We deliver solutions that make maximal use of current knowledge, broaden horizons, and enrich the client in new ways. Exceeding expectations requires competence, flexibility and creative spirit.

We develop projects with an open mind, and are flexible to fulfill our client's wishes. Looking forward, our solutions reflect excellence in every way while discovering new opportunities and moving forward. Our solutions are ahead of our time.

We dismiss groupthink, inefficient solutions and individual backwardness. We do focus, however, on innovative, simple, yet maximally efficient solutions based on creative

team interaction. Our solutions are derived from rich technological background, international experience gained on large projects, local know-how and global partnerships (Cisco, HP, Microsoft, Avaya, IBM, etc.).

### UNUSUAL, UNORTHODOX SOLUTIONS

Fair cooperation among partners and commitment to business partners as well as colleagues are the basis of our success. Team spirit can be felt as in our work, so too in our relationships with clients and fellow colleagues.

We nurture relationships with our clients because we want to build lasting partnerships. We strive to make processes as little formal as possible, thereby enhancing the notion of "friendship" between our clients and us. We can accommodate our clients' needs because we always

listen and try to understand the problem at issue. Responsibility, reliability, trust and openness are the foundations of our teamwork. To deliver, we often put in long hours. We always try to make our customer not only a good client, supplier, or business partner, but a true friend.

Our employees enjoy their work. Their motivation to achieve the best results while trying to solve all problems from the scratch serves as a prerequisite for functional multilateral communication with our partners. We strive to understand processes within a deeper context so as to appreciate the very substance of a problem. We prefer relaxed and natural working environment to bureaucracy and formality. Brainstorming the problem is a popular problem-solving tool within our team. We focus on high quality long-term cooperation rather than short-sighted business.

Our outputs are perfectly clear and understandable. When dealing with us, the client never comes across unconvincing and fuzzy results. Living by the motto "Do more for less", we try to follow processes that are carefully customized and strictly conformed to. The quality of our services is reflected in customer appreciation, which in turn translates into doing more business together in the future.

### PEOPLE MEET HALFWAY

We care about our employees, friendly atmosphere and good internal social environment within the firm. We have sense of teamwork, we support open communication based on fair play and constructive feedback. Flexibility, empathy, discreetness, adaptability, and willingness to help and leave no one behind are the traits we value most among our people. We consider

the dialogue within the firm of utmost importance. We have coined the "Stand up & speak up" philosophy, and we encourage the open door policy.

With clear and transparent rules, where everyone has an equal opportunity to openly communicate his/her ideas, we all can contribute to our company's future. In return, we expect mutual respect among all members of the company and personal responsibility for achieving the set results.

We believe it is important to contribute to satisfied personal and family lives of our employees. For precisely this reason are the family support and family-oriented events our priorities. The logic is simple: only a happy and balanced person makes a satisfied employee. We often meet outside work and in our spare time. Simply put, we are friends at work as well as outside.

Following the motto "We are people", we prefer natural behavior, casual dress code, smile and relaxed style to conventionality, suit and tie. Not the cramped stiffness of personality, but the sport spirit. Interests and hobbies of our employees go beyond IT. They are no strangers to the great outdoors, sports, or art, and the company strives to encourage them in their pursuits.

Principles such as flexible working hours, home-based office, no smoking in the premises, waste recycling, and paper (tree) saving are a matter of course for us. This code of ethics is not a company bylaw that must be obeyed. It is rather a set of internal recommendations intended to provide some guidance as to how we need to treat one another as well as subjects outside the firm.

"Prompt response to queries and technical support. Problem-free cooperation with both the technical and sales support." Karol Valko (Nemak Slovakia s.r.o.)

We are not oblivious of the world around us. According to the values we follow, we strive to become a model for others. Therefore, our aim is to develop the principles of fairness and responsibility further in all areas not only with respect to our business partners and colleagues, but to the local community and environment as well.

### COMMUNITY SUPPORT

We have not devoted our endeavors only to our clients. Number of volunteering activities, educational support, charity and foundations took place.

- In 2011 we purchased products from protected workshops in amount of 2.150€
- We have donated 2% from taxes in amount of 5.750€ to 7 civic organizations, independent NGOs and foundations supporting, for example, prevention of drug addiction, physical disability help programs, children education, physical education, basketball and volleyball sport activities as well as organizations helping spread the ideas of peace, human rights protection, humanitarian

and development programs and other services beneficial to society in general

- In cooperation with non-profit organization Dobrý Anjel (Good Angel), which helps families with children suffering from cancer or other serious illness, we helped 17-year-old Patrik to stay in contact with his friends and school. Thanks to our videoconference solution, Patrik is able to communicate with his teachers and schoolmates from his bed in Bratislava Children Oncology Center. The very smart schoolboy is the first patient who studies remotely using modern video technologies
- To support school education, we cooperated in informatics competition called iBobor, which took place in the beginning of

November 2011. Competition was executed by Faculty of Informatics and Information Technologies (Slovak University of Technology in Bratislava) with the main intention to encourage interest in information and communication technologies among students of elementary and secondary schools. The 5th annual of iBobor is considered a great success with 36 382 participants from 649 schools

- Soitron was one of the partners of the 5th annual ISSEP conference. This conference, organized by Comenius University in Bratislava, was thematically dedicated to currently very popular topic – Informatics in School (solutions, development and perspectives). 88 foreign and local specialists from 17 countries (for example Japan, USA, Austria, Germany,

Canada, Switzerland... ) participated in this conference. Presented topics, dedicated especially to teachers, related to informatics lessons at elementary and secondary schools

- Faculty of Informatics and Information Technologies (Slovak University of Technology in Bratislava) organized the 3rd annual of the “Týždeň spolupráce s praxou” (The week of cooperation with practice) dedicated to information and network technologies. In March, Soitron presented modern contact center and new conference form – Telepresence, its basic architecture, implementation process and benefits

- Student organization IAESTE organized in March and November event called “Dni príležitosti” (Days of opportunities) 2011. In this event, which took place at Faculty of Informatics and Information Technologies, Soitron provided students with interesting competitions and work opportunities
- BIG IDEAS FOR CEE – pilot project of a unique conference, the first of its kind in Central and Eastern Europe, was organized by Soitron in October 2011. Eight world-renowned personalities from business, politics, sports and personal development came to Slovakia to provide conference participants with a different

look behind the business scene, specifically in Central and Eastern Europe. They discussed topics that connect the worlds of leaders and businesses

- In the 6th annual Soitron charity initiative called “Support the project”, whose intention is to support financially beneficial projects nominated by Soitron internal employees, took place also in 2011. Three projects were awarded the financial support from Soitron - Summer camp for children suffering from hemophilia, purchase of special suits for firemen group in Turany and support of the Faculty Hospital in Martin specialized in rehabilitation for children with specific motoric disorders

- In cooperation with the National Transfusion Service, we organized the 3rd blood donation at the end of March. Together, the initiative was supported by 18 employees

- We helped homeless people by collecting clothes, books and other useful things for non-profit organization Depaul Slovensko

- Except the basketball and volleyball team, Soitron also supports individual sportsmen. The squash player, Jan Koukal, who gained title of the “Best squash player in Czech Republic”, already 12 times, has been supported by Soitron for more than 2 years

“Open approach, clear rules ... I'm satisfied. I highly appreciate the cooperation with the Soitron technicians. Their response to solving problems is on professional level and far exceeds the contractually agreed parameters. I hope our cooperation will continue to deepen in the future.” [Pavol Machala](#) (Informations-Technologie Austria SK spol. s.r.o.)

## WORKING ENVIRONMENT

In 2010 we have defined a new initiative that will shape the relationship between Soitron and its employees – Best Employer of 2015. Within the next 5 years, the goal is to create working environment that is very attractive and motivating for current as well as prospective employees. So far we have taken the following steps:

- As part of improving the working environment we have added two multimedia board Digital Media Signage (DMS) that will serve as another communication channel providing news about company-related matters, utilizing photographs and video as well

- We have continued to provide our employees with a wide array of company benefits divided into several “packages.” The social package continued to include child birth, wedding support, or long-term sick leave contribution, food vouchers from the social fund and the possibility of salary pre-payment

- The loyalty package includes bonuses for employees who have been with the company for more than 2 years while the health package involves an option of visiting a company doctor as well as an eye specialist. The benefits budget provides the opportunity to utilize all-year private healthcare services. The same budget also offers the opportunity to take advantage of a variety of sporting (sports package) or wellness facilities and massages (relaxation package)

- The financial package includes the option of using the company cell phone for private purposes, entertainment and relaxation vouchers, contribution to the 3rd pension pillar, internet subsidy, employee store, pharmacy, hotel and sporting facility discounts, etc.

- An annual cultural event for employees and their spouses took place in the November. Evening program consisted of theatre performance of Woody Allen’s two one-acts Old Saybrook and Riverside Drive. There have been two events for kids in 2011 – The Evening with Santa and International Children’s Day

- In the area of sports, the Soitron team has been actively participating in the Devín – Bratislava national run. The 4th year of Soitron Cup – the employee futsal tournament, also took place in 2011 with 5 teams of employees participating. Our Soitron football team (Soitron Reds) participated in the 8th annual of beneficial indoor football tournament of the telecommunication and IT companies

- In 2011, we launched the Innovation Cup initiative – internal competition for our employees, who gained an exclusive opportunity to register their innovative idea for Soitron operation improvement. Together, there were 9 creative projects registered, 5 of which will be implemented to practice

- Our employees were provided with an opportunity to become salesmen and through sales support program “Sy-sell”(System for Selling), they could register new business opportunities. In 2011, 5 projects were registered, of which one was also transferred to real business opportunity which also meant special reward for the respective employee

- The need for continuing education is addressed by company’s own training and certification test center in the firm’s premises with internal instructors with more than a decade-long tradition. The center has two lecture rooms and four testing stations and offers training from the most renowned

technology firms such as Cisco, Microsoft, UNIX and Solaris. This, along with a system of external education, enables us to maintain the highest level of up-to-date knowledge of our employees in the field of technology. The overall complexity of education is achieved by offering further soft skills and languages training opportunities

- We have conducted a 360° satisfaction survey – all Soitron employees had an opportunity to express their opinions through evaluating questionnaire fulfillment. Main intention of the 360° survey is to provide managers with feedback on their work and point out the areas that should be improved

## ENVIRONMENT

- We understand the responsibility we have for our environment. Therefore, as a part of implementing and support of new technology that is less harmful to our environment, conserves resources and simplifies everyday lives of our people, we continue to use the so-called Smart Cards. Their introduction as an employee ID, entry key and electronic signature of internal documents literally eliminated the need for paper-based administration of internal documents

## MARKET

- Relations with our clients, suppliers and other business partners are guided and enforced by our code of ethics also published in this report

“Project of AVAYA central office installation was executed the way I expect from a professional company – in time, with high quality and at the planned price. Complete telephone exchange replacement and change of voice provider were realized over the weekend with minimal outage. What is more we gained a lot of opportunities for our telephone agents. I appreciate mainly the resolution of details that occurred during the project and especially responsiveness and proactivity to solve them.” **Rastislav Gálik** (Schneider Electric Slovakia)

## FINANCIAL RESULTS

Soitron, a.s. holds the primacy among the info-communication integrators and IT service providers on the Slovak market.

In 2011, Soitron, a.s. had a turnover of EUR 43.3 million. Revenues from service provision accounted for 52% of the turnover. Compared to the previous year, in which the revenues from service provision accounted for 65% of the turnover, this constitutes a slight decline. In terms of structure, outsourcing services, managed services, project delivery and technical support prevailed.

In 2011, the value added year-on-year decreased from EUR 27.2 million to EUR 15.5 million.

Soitron's after-tax profit amounted to EUR 2.0 million. The before-tax profit reached EUR 2.5 million, representing a decline compared to the previous year. The year-on-year decline was caused by reducing the volume of outsourcing services, due to insourcing more than 300 employees of Soitron by end-customer.

Investments into internal development as well as new areas of technology continued and therewith related expanding its product portfolio.

Soitron values stable supplier-consumer relationships and fulfills its obligations to state and other organizations regularly and without delay.

The financial situation of the company has remained stable throughout the year and the company's activities have been largely financed from own resources. To ensure stable operational financing, the company has taken a loan of EUR 0.7 million. Financial stability and elimination of the exchange rate risk have been ensured through hedging.

In 2011, turnover of Soitron group was EUR 65.1 million. Revenues for service provision in 2011 accounted for 46.1% of the company's turnover.

In 2011, EBITDA of the SOITRON group reached EUR 3.8 million.

## SELECTED INDICATORS SOITRON, A. S.

In 2010 – 2011 SOITRON, a.s. achieved following results (in EUR) in the selected indicators:

in EUR	2010	2011
Share Capital	99 600	99 600
Equity	17 846 827	16 267 829
Liabilities	17 891 902	14 402 438
Total Assets	35 773 745	30 670 267
Revenue from Sales of Goods	20 412 581	20 949 275
Revenue from Sales of Own Products and Services	38 248 842	22 319 689
Total Sales Revenue	58 661 423	43 268 964
Total Income	60 324 132	44 745 088
Profit Before Tax	6 378 786	2 544 868
Profit After Tax	4 937 815	2 043 086
Average Number of Employees	639	427
ROA – Return on Assets	13.8%	6.7%
Return on Sales	8.4%	4.7%
Total Liquidity	2.36	2.26
Instant Liquidity	1.03	0.75
Receivables Collection in Days	92	144
Stock Turnover in Days	2	4

## SELECTED INDICATORS SOITRON GROUP

Soitron Group achieved following results in the selected indicators (in million EUR):

in million EUR	2010	2011
Equity	25	23.5
Revenue from Sales of Goods	31.2	35.1
Revenue from Sales of Own Products and Services	45.4	30.0
Total Sales Revenue	76.6	65.1
Operating Profit (Loss)	8.8	2.7
Profit Before Tax	6.2	2.9
Average Number of Employees	728	537
ROE - Return on Equity	24.1%	12.5%
Return on Sales	8.10%	6.4%
Gross Profit	48.0%	38,7%

## SELECTED INDICATORS SOITRON, S.R.O. (CZ) AND DATANET, S.R.L.

Selected indicators Soitron, s.r.o. (CZ) and Datanet Systems, s.r.l. (in thousand EUR):

in thousand EUR	Soitron CZ	Datanet
Total Sales Revenue	5 018	16 847
Revenue from Sales of Own Goods and Services	2 726	4 952
Revenue from Sales of Goods	2 292	11 895
Gross Profit	2 427	3 983
Operating Profit (Loss)	- 64	1 993

## BALANCE SHEET SOITRON, A. S.

in EUR	2010	2011	Index 11/10
<b>TOTAL ASSETS (netto)</b>	<b>35 773 745</b>	<b>30 670 267</b>	<b>0,86</b>
<b>FIXED ASSETS</b>	<b>8 700 709</b>	<b>4 336 866</b>	<b>0,50</b>
Long-term Intangible Assets	3 816 029	12 745	0,00
Long-term Tangible Assets	889 865	474 215	0,53
Long-term Financial Assets	3 994 815	3 849 906	0,96
<b>CURRENT ASSETS</b>	<b>26 923 725</b>	<b>26 228 096</b>	<b>0,97</b>
Inventory	322 207	486 218	1,51
Long-term Receivables	397 906	221 168	0,56
Short-term Receivables	14 449 928	16 779 570	1,16
Financial Accounts	11 753 684	8 741 140	0,74
<b>Accruals and Deferrals</b>	<b>149 311</b>	<b>105 305</b>	<b>0,71</b>

in EUR	2010	2011	Index 11/10
<b>TOTAL LIABILITIES</b>	<b>35 773 745</b>	<b>30 670 267</b>	<b>0,86</b>
<b>EQUITY</b>	<b>17 846 827</b>	<b>16 267 829</b>	<b>0,91</b>
Registered Capital	99 600	99 600	1,00
Capital Funds	-4 400 077	-3 604 890	0,82
Funds Created from Net Profit	9 940	9 940	1,00
Retained Earnings	17 199 549	17 720 093	1,03
Net Profit (Loss) from Current Year	4 937 815	2 043 086	0,41
<b>PAYABLES</b>	<b>17 891 902</b>	<b>14 402 438</b>	<b>0,80</b>
Reserves	4 028 114	1 873 809	0,47
Long-term Payables	277 699	194 711	0,70
Short-term Payables	11 506 089	11 593 918	1,01
Bank Loans and Bonds	2 080 000	740 000	0,36
<b>Accruals and Deferrals</b>	<b>35 016</b>	<b>0</b>	<b>0</b>

## PROFIT AND LOSS STATEMENT SOITRON, A. S.

in EUR	2010	2011	Index 11/10
Revenues from Sales of Goods	20 412 581	20 949 275	1,03
Expenses of Sales of Goods	17 147 662	18 353 290	1,07
<b>Margin</b>	<b>3 264 919</b>	<b>2 595 985</b>	
Production	38 248 842	22 319 689	0,58
Production Consumption	14 354 628	9 397 687	0,65
<b>Added Value</b>	<b>27 159 133</b>	<b>15 517 987</b>	<b>0,57</b>
Personnel Expenses	19 842 174	12 223 931	0,62
Taxes and Fees	1 465	1 194	0,82
Depreciation of Intangible and Tangible Assets	1 550 214	949 742	0,61
Revenues from Sales of Fixed Assets and Materials	8 587	0	0,00
Net Book Value of Fixed Assets and Materials Sold	6 387	0	0,00
Other Operating Revenues	63 987	283 588	4,43
Other Operating Expenses	75 966	556 219	7,32
<b>Operating Net Profit (Loss)</b>	<b>5 755 501</b>	<b>2 070 489</b>	<b>0,36</b>
Net Profit (Loss) from Long-term Financial Assets	544 759	346 232	0,64
Gains on Revaluation of Securities and Income from Derivative Transactions	834 241	565 443	0,68

in EUR	2010	2011	Index 11/10
Loss on Revaluation of Securities and Expenses Related to Derivative Transactions	627 934	498 959	0,79
Interest Income	46 480	111 811	2,41
Interest Expenses	84 465	37 760	0,45
Income from Rate of Exchange	164 655	169 050	1,03
Expenses from Rate of Exchange	244 033	176 723	0,72
Other Financial Income	0	0	0,00
Other Financial Expenses	10 418	4 715	0,45
<b>Net Profit (Loss) from Financial Operations</b>	<b>623 285</b>	<b>474 379</b>	<b>0,76</b>
Income Tax from Ordinary Activities - Payable	1 362 400	393 533	0,29
Income Tax from Ordinary Activities - Deferred	78 571	108 249	1,38
<b>Net Profit (Loss) from Ordinary Activities</b>	<b>4 937 815</b>	<b>2 043 086</b>	<b>0,41</b>
Extraordinary Revenues	0		0,00
Extraordinary Expenses	0		0,00
Income Tax from Extraordinary Activities	0		0,00
<b>Net Profit from Extraordinary Activities</b>	<b>0</b>		<b>0,00</b>
<b>Net Profit (Loss) for Current Period</b>	<b>4 937 815</b>	<b>2 043 086</b>	<b>0,41</b>

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