



**SOFT**  
workgroup **PRO**®

**SoftPro Ltd**



Speaking on behalf of the owners and administration of SoftPro Ltd, thank you for your interest in our company.

Our company has been successfully developing in the Ukrainian IT market over the last 16 years and is now ready for new developments and growth in international markets.

We are interested in expansion of our customer base abroad and would like to invite you to consider the possibility of cooperation with SoftPro Ltd. We would like to offer our experience in software development for the management of a modern business.

This presentation was designed to provide potential investors with firsthand information about the company's advantages and business activities. In case of particular interest shown in SoftPro Ltd, we will provide more detailed information about ourselves, and we invite all likely partners to become acquainted with the company by paying a visit to our office in order to demonstrate our experience and abilities.

## Company History

SoftPro Ltd was founded in Kharkiv in 1992 by four independent engineers and programmers, two of whom took part in the USSR's space shuttle program. The company provides IT services, including software development (ERP systems, web-oriented systems), adaptation services, installation and support.

Currently the company has offices in Kharkiv and Kyiv but is part of a larger Ukrainian development network that also includes Poltava, Ivano-Frankivsk and Lviv.

Mr. Oleksiy Karnozhitsky  
General Director of  
SoftPro Ltd



## What We Are Looking For

SoftPro Ltd offers not only software, but also software solutions to meet every client's individual needs.

The company is interested in expanding its client base abroad and would also like to invite interested investors to consider the possibility of cooperation with SoftPro Ltd. The company has many advantages to offer in the software development sphere:

- Modern technology;
- Customised approach to solving problems for company clients;
- Proven track record with more than 300 clients and over 16 years of experience; and
- Competitive prices.

## Products and Services

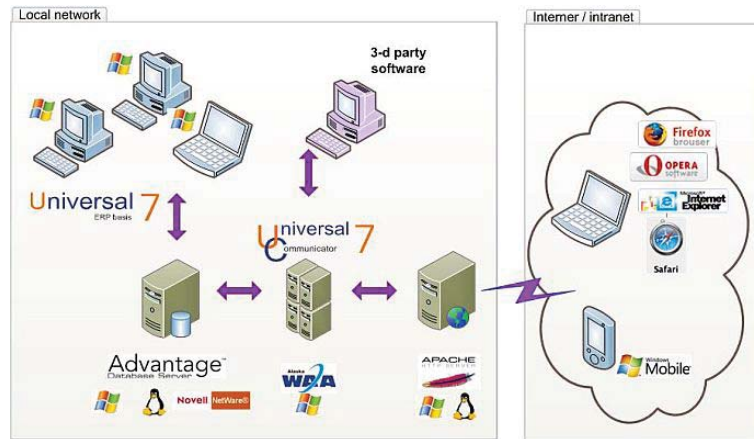
The main activity of SoftPro Ltd is in software development for enterprise resource planning (ERP) and logistics systems. The company's main software product is its Universal ERP System – an adaptable and powerful platform for automation of business processes and for handling analysis and management functions of medium and large enterprises.

SoftPro Ltd has also developed sophisticated logistics solutions used worldwide.

In addition, SoftPro Ltd offers many services related to adaptation, installation and support, from analysis of a customer's business to implementation of the above features in customised software.

The SoftPro Ltd development team can handle virtually any request concerning implementation, customisation and modification of company software to meet each customer's specific needs.

Additionally, Universal ERP can be used in various office applications, over a LAN or over the Internet. In essence, it unifies business processes across an entire enterprise. Best of all, Universal ERP is being continually improved with regular updates to existing customers so that they continue to benefit from constant upgrades.



## Company Technologies

SoftPro Ltd builds its applications in client/server, multi-tier and web-oriented architectures. Its Universal ERP System, based on the Advantage Database Server platform, is a multi-function, high-performance client/server data management system from Sybase iAnywhere.

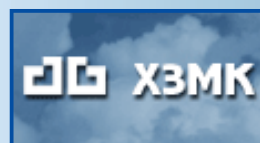
SoftPro Ltd also uses SQL- and Xbase-oriented languages in its software development.

For rapid customisation to suit individual client needs, Universal ERP has an internal programming environment called Universal Designer.

All these tools allow company experts to develop very complex projects in just a few months.

## Customers in Ukraine

The following represent a small sample of the businesses that SoftPro Ltd has served over the years:



Kharkiv Metal Construction Plant  
[www.hzmk.com.ua](http://www.hzmk.com.ua)



UkrAvto  
[www.ukravto.ua](http://www.ukravto.ua)



UPEC Industrial Group  
[www.ucco.com.ua](http://www.ucco.com.ua)



ELTA  
[www.elta.kharkov.ua](http://www.elta.kharkov.ua)

## Universal ERP System



The company's main product is its Universal ERP System, a powerful, adaptable business application for medium and large businesses that provides a stable foundation in virtually any industry. It includes modules for finance, MRP, warehousing, order and price management, account management, manufacturing (MRP-II, scheduling), HR/payroll and much more.



Kharkov Meatpacking Plant  
[www.khmk.com.ua](http://www.khmk.com.ua)



Globino Meatpacking Plant  
[www.globinomk.com](http://www.globinomk.com)



Zaporizhya Nuclear Power Plant  
[www.npp.zp.ua](http://www.npp.zp.ua)



Stolychny Sparkling Wine Factory of Kyiv  
[www.champagne.kiev.ua](http://www.champagne.kiev.ua)

Customers include logistics, manufacturing and assembly, food processing, insurance, clothiers, printing and other businesses. The total number of company customers exceeds 300.

## EU Customers

Since 2003, one of SoftPro Ltd's largest clients has been the global logistics company, Seehafen Transportkontor Gildemeister GmbH of Germany ([www.gildemeister.de](http://www.gildemeister.de)).



SoftPro Ltd developed a web service called "World Supply" for Seehafen Gildemeister, a global tracking and logistics system that unites the logistical operations of Gildemeister offices around the world (more than 20 countries).



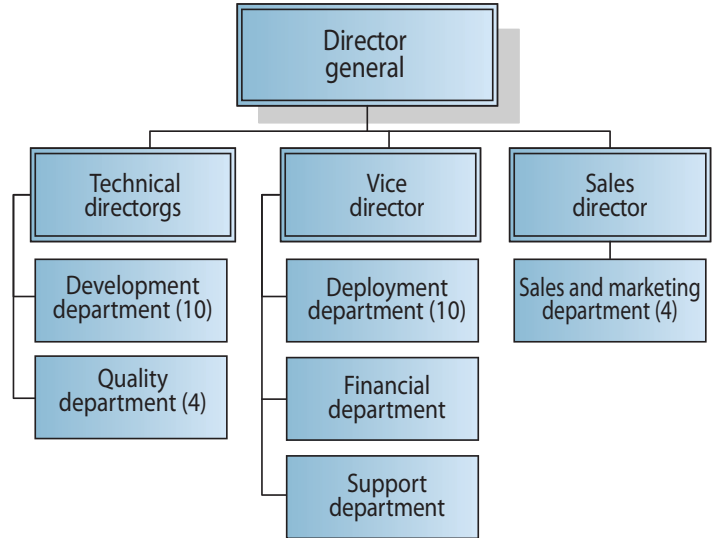
Mr. Sebastian Weidemann, Gildemeister general manager. Read the interview by Ukrainian computer magazine "Director" on the company's website.

## Organisation / Employees

The company currently has a team of more than 30 employees, including project managers, business analysts, programmers, quality testers and technical writers. Nearly 90% of company employees have at least three years of experience of more than three years in IT projects, while 30% have worked in this field for more than 10 years.

## Organisational Structure

The company's organisational structure is depicted below:



## Board of Directors



### Mr. Aleksey Karnozhitsky

General Director

Mr. Alexsey Karnozhitsky has served as General Director of SoftPro Ltd since 1992. He is also one of the company's four original co-founders. His work experience began with the Soviet space shuttle programme (Energia-Buran) in 1987-1988.

Today, Mr. Karnozhitsky directs SoftPro Ltd's development strategy.



### Mr. Igor Golobrodskiy

Technical Director

Mr. Igor Golobrodskiy is SoftPro Ltd's Technical Director and is also one of the company's co-founders. His career started in 1986 at the Electrotyagmash Plant as an engineer. Since helping found SoftPro Ltd, Mr. Golobrodskiy has been the Universal ERP System development team leader.



### Mr. Altiy Zemlytskiy

Deputy Director

Mr. Altiy Zemlytskiy is the Deputy Director of the company as well as one of its co-founders. His professional career started in 1986 at the Electrotyagmash Plant as an engineer.

Mr. Zemlytskiy has taken part as project manager in some of the most important projects produced for SoftPro Ltd clients, including Seehafen Transportkontor Gildemeister GmbH, Germany.

## Company Partners

For more than 10 years, SoftPro Ltd has been an authorised distributor of the Advantage Database Server by Sybase Inc. ([www.sybase.com](http://www.sybase.com)) in Ukraine. In 2007 the company officially achieved the status of Advantage distributor in Ukraine and now works directly with this producer.



SoftPro Ltd has also been a technology partner of Alaska Software ([www.alaska-software.com](http://www.alaska-software.com)) since 2002. This German company is an Xbase++ language creator.



## Training and Learning

The company encourages its employees to regularly take part in peer partner training sessions. Regular internal training is conducted for company employees and customers.



SoftPro Ltd employees in company training programmes.

## Financial Information

SoftPro Ltd conducts its banking with PrivatBank and First Ukrainian International Bank. It has a stable financial position.

## Contact Information

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Online: [www.wgsoftpro.com](http://www.wgsoftpro.com)

N.B.: Ukraine is two hours ahead of London and one hour ahead of Western and Central Europe (GMT+2).

### Distances from Kyiv (Kiev) to major European destinations (in km\*):

Amsterdam	2,468
Berlin	1,816
Brussels	2,577
Helsinki	1,633
London	2,892
Madrid	4,049
Paris	2,869
Warsaw	1,248
Vienna	1,765

\* including 540 km from Kharkiv to Kyiv.

Kharkiv International Airport has regular flights to Kyiv and other major European destinations.



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<http://sme-int.com.ua>

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