



armsoft

ARMSOFT

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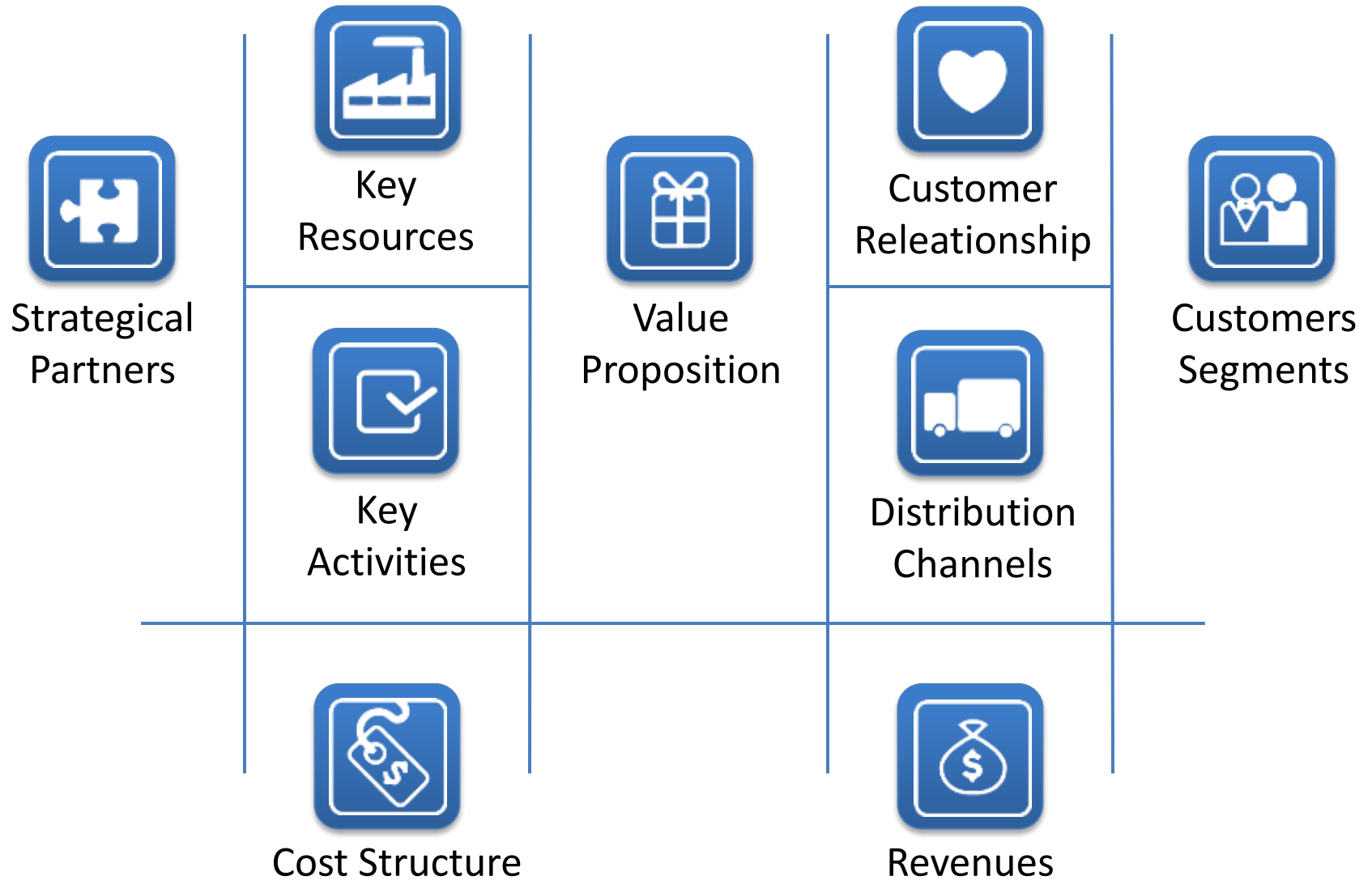
ARMSOFT

- Founded in 1987 – Oldest Armenian IT company
- Financial management solutions for Banks and Organizations
 - Development, Implementation and Support

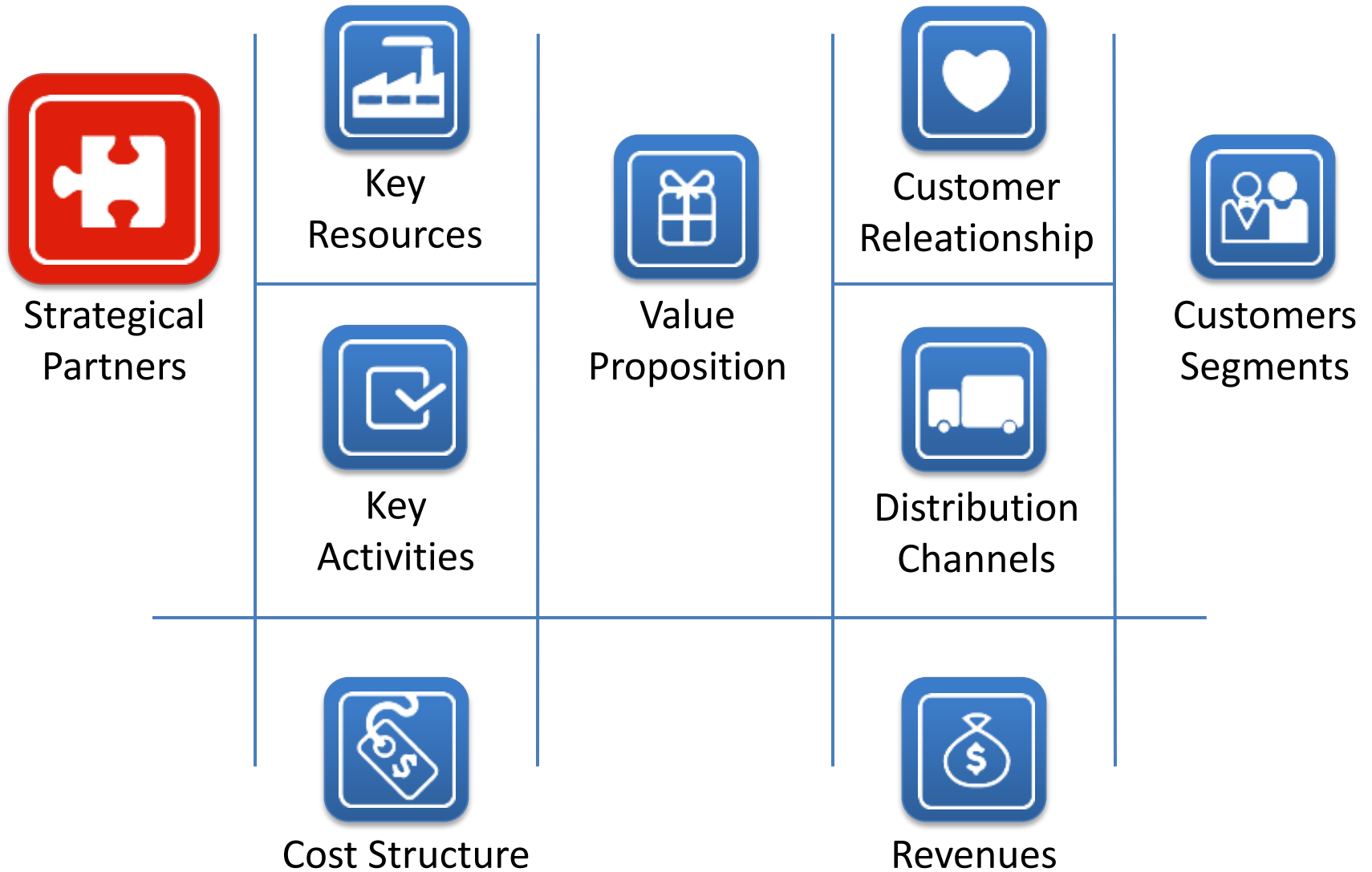
OBJECTIVE

- To introduce the company and its underlying **business model** that is **highly successful in Armenia**
- Whether it is possible to **duplicate and adapt** this business model in **Georgia?**

ARMSOFT BUSINESS MODEL

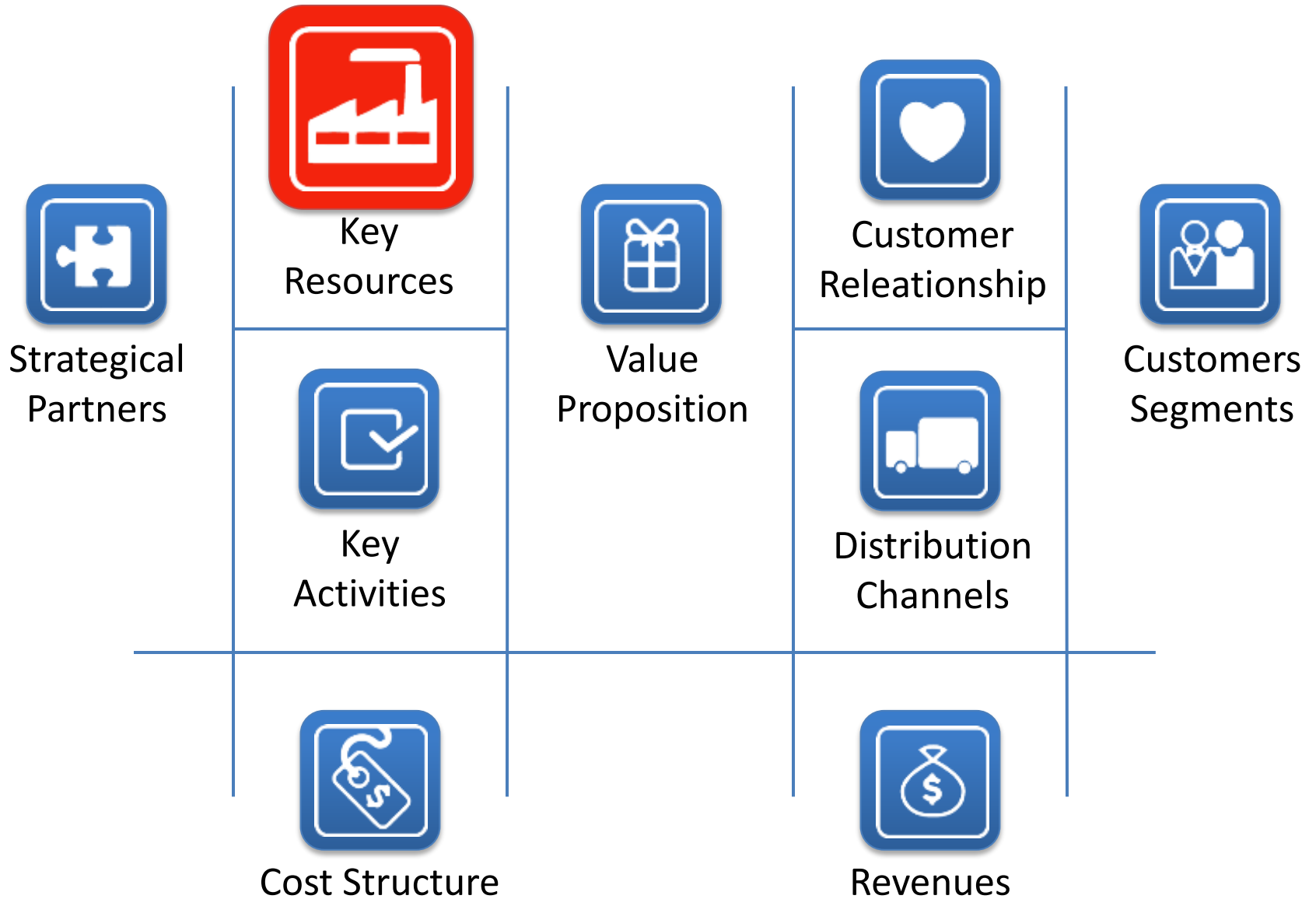


ARMSOFT BUSINESS MODEL



- Microsoft Gold Certified Partner since 2009
- 40 Audit and Consulting Firms
 - KPMG, Grant Thornton, Ameria Audit, Paradigma Armenia, PHP Audit, TM Audit, SOS Audit, AN Audit, ...
- 8 Universities and Training Centers
 - Armenian State Economic University, Financial and Banking College, Economics and Law Training Center, Association of Accountants and Auditors of Armenia, ...

Key Resources



ARMSOFT Team

- 110 Employees
- 5 PhD
- 8 lecturers
 - Yerevan State University, Computer Science Department
- Continual qualification
 - Trainings, Seminars, Examinations, ...
- Retention rate 92 %



1

In Armenian IT sector by the number of certified professionals (350 certificates)

Microsoft
CERTIFIED
Professional
Developer

Microsoft
CERTIFIED
IT Professional

Microsoft
CERTIFIED
Business Management
Solutions Professional



ARMSOFT Certificates

- 300 Microsoft
- 15 ACCA
- 12 Qualified accountants by Ministry of Finance and Economy
- 12 Qualified auditors by Central Bank of RA
- 5 IESB Test Engineers

Technologies and Expertise

- **Financial business-processes automation**
 - Experience of 25 years
 - Development, Implementation, Support
- **MS SQL Server**
 - Experience of 12+ years
 - High performance and scalable database applications for mission critical businesses
- **MS Visual Studio/.NET Framework**
 - Experience of 14+ years
 - 3.5 million lines of code VB/VB.NET
- **IT Infrastructure Solutions**
 - Experience of 10+ years
- **Dynamics CRM, SharePoint**
 - Experience of 3+ years

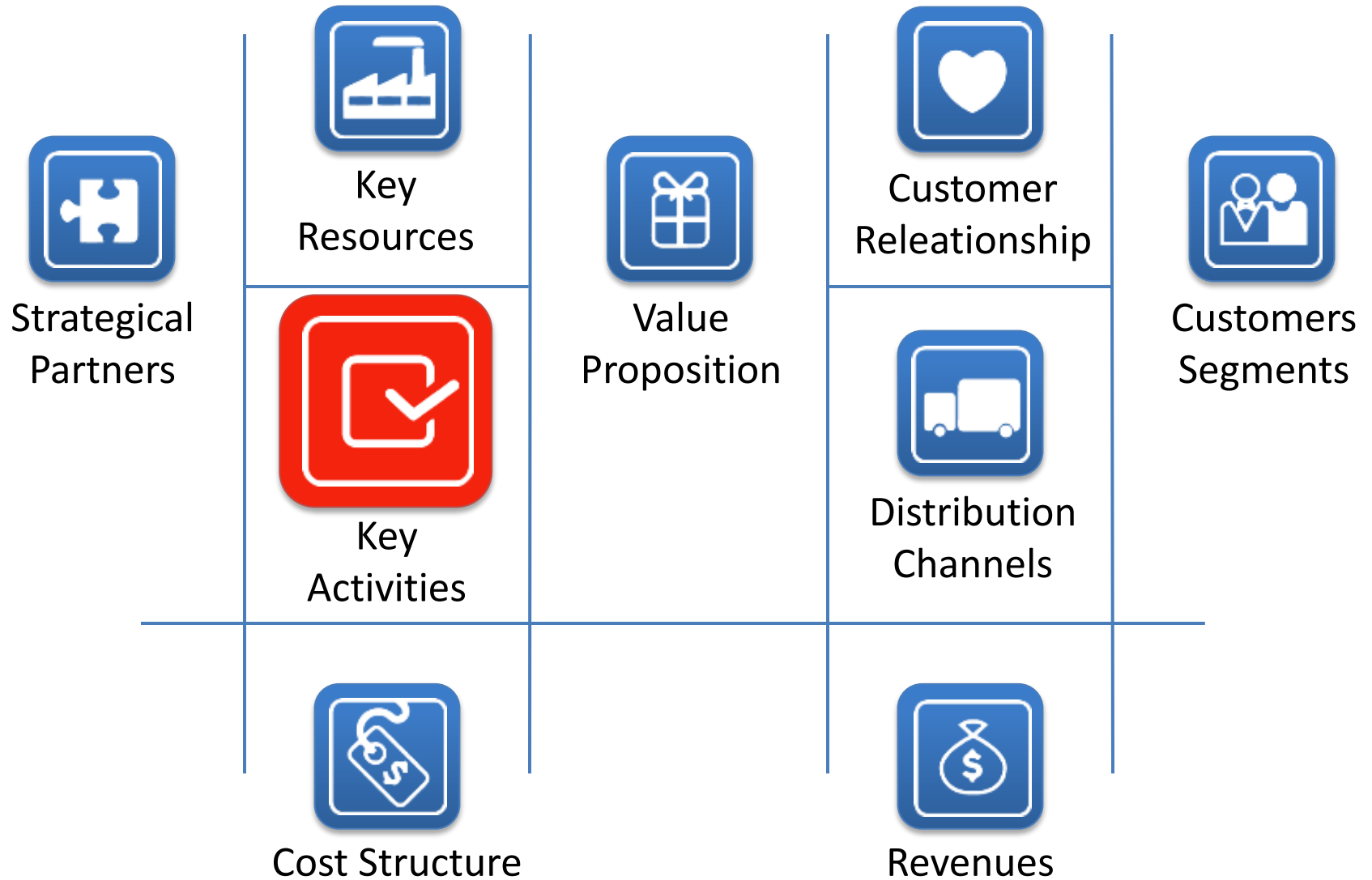


Systems Integration Experience

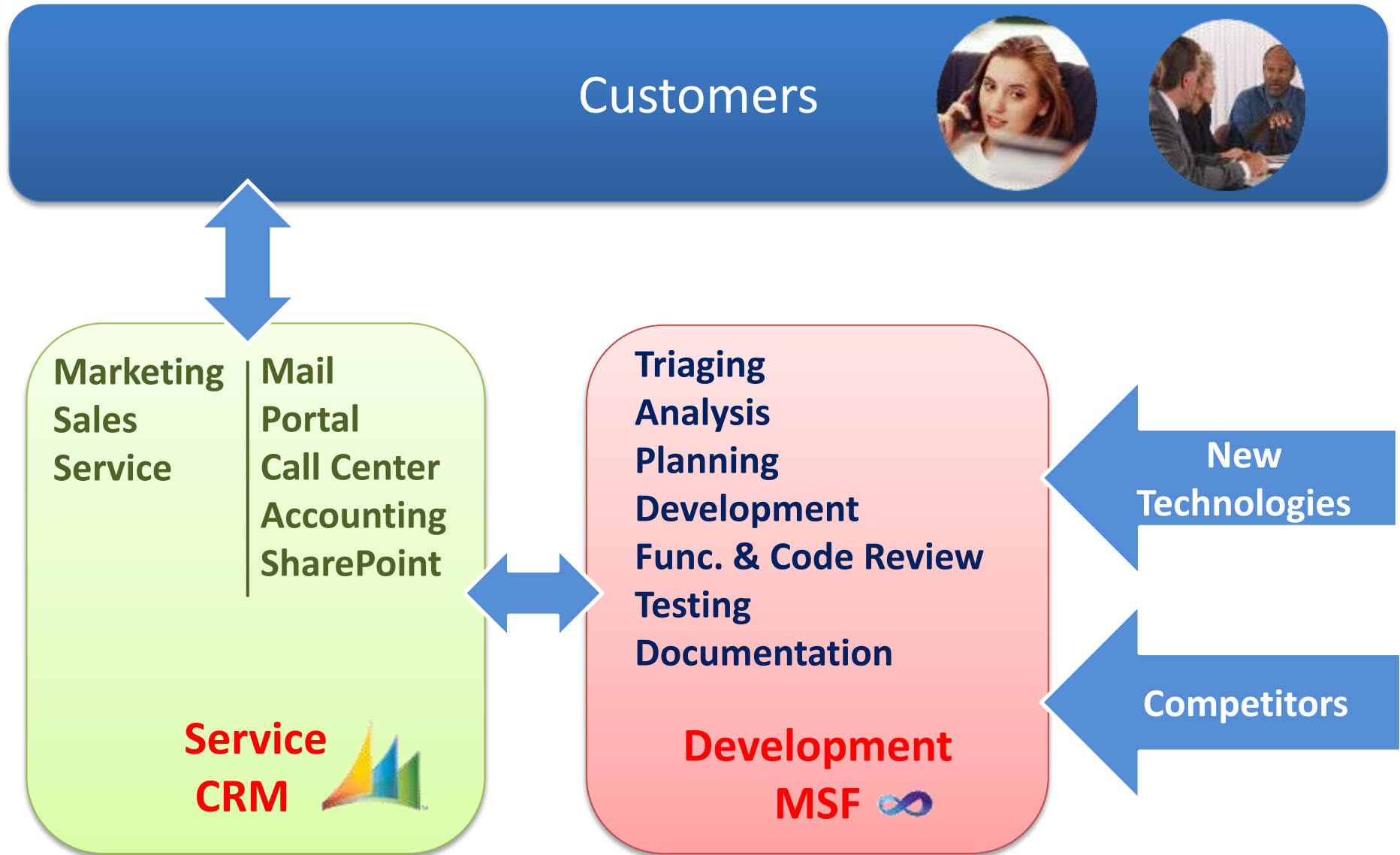
- **Payment Systems 10+**
 - S.W.I.F.T., BankMail, TELEX, Western Union, MoneyGram, Contact, Anelik, UniStream ...
- **Cards Processing 4**
 - ArCa, Visa, MasterCard, GazPromProcessing
- **Billing and Utility Payments 30+**
- **Microsoft CRM**
 - Call Center, CTI, Customer Portal, SharePoint, AS-Accounting, TFS 2010
- **Office Systems**
 - MS Office, Open Office
- **Mail Systems**
 - MS Exchange, Lotus, SMTP Client
- **Government Reporting Systems**
 - Tax system, Reports ...
- **Cryptography and authentication systems 10 +**
 - (MS Crypto providers, VASCO, SENTIEL, ...)



Key Activities

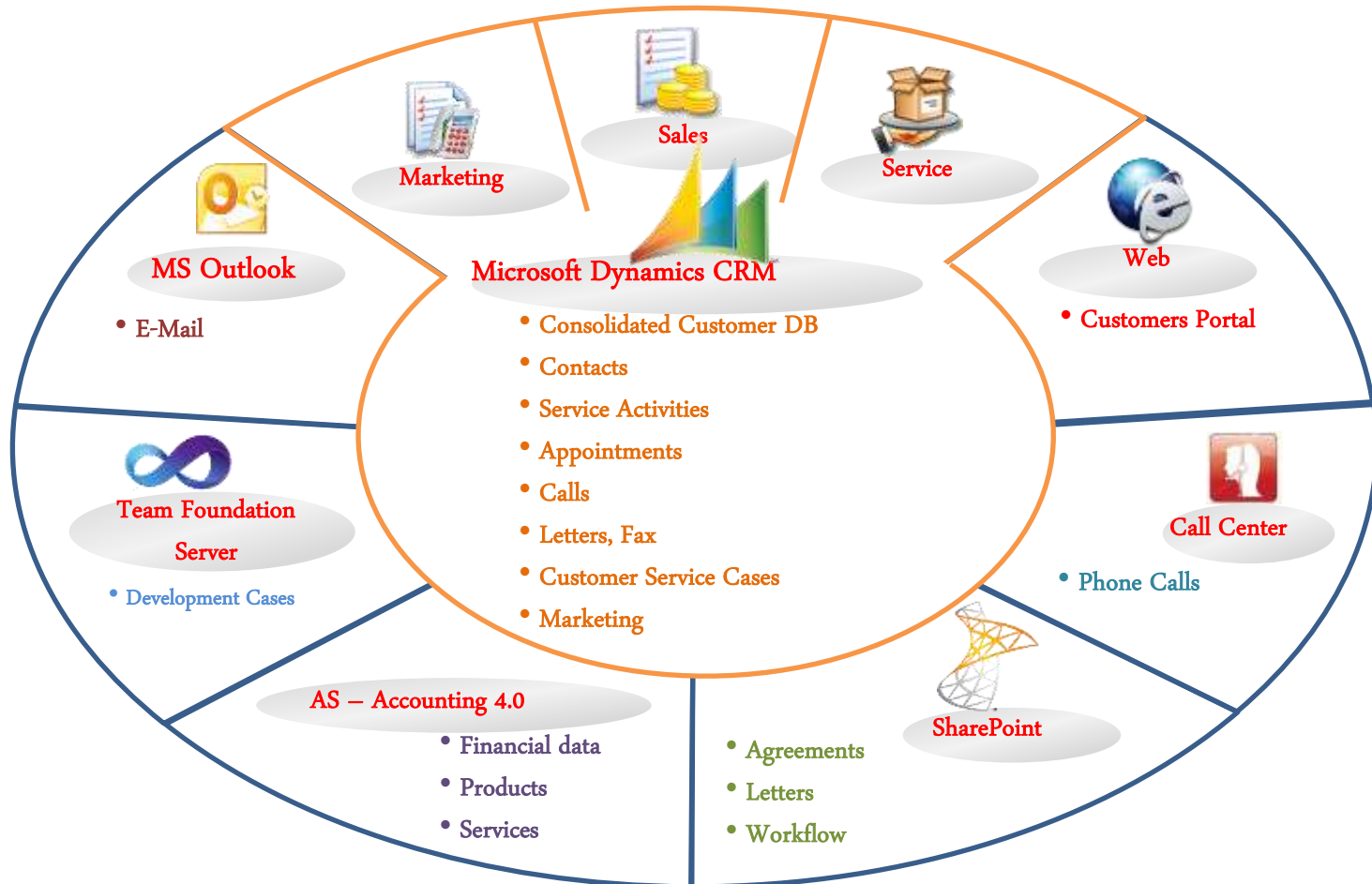


Business Processes



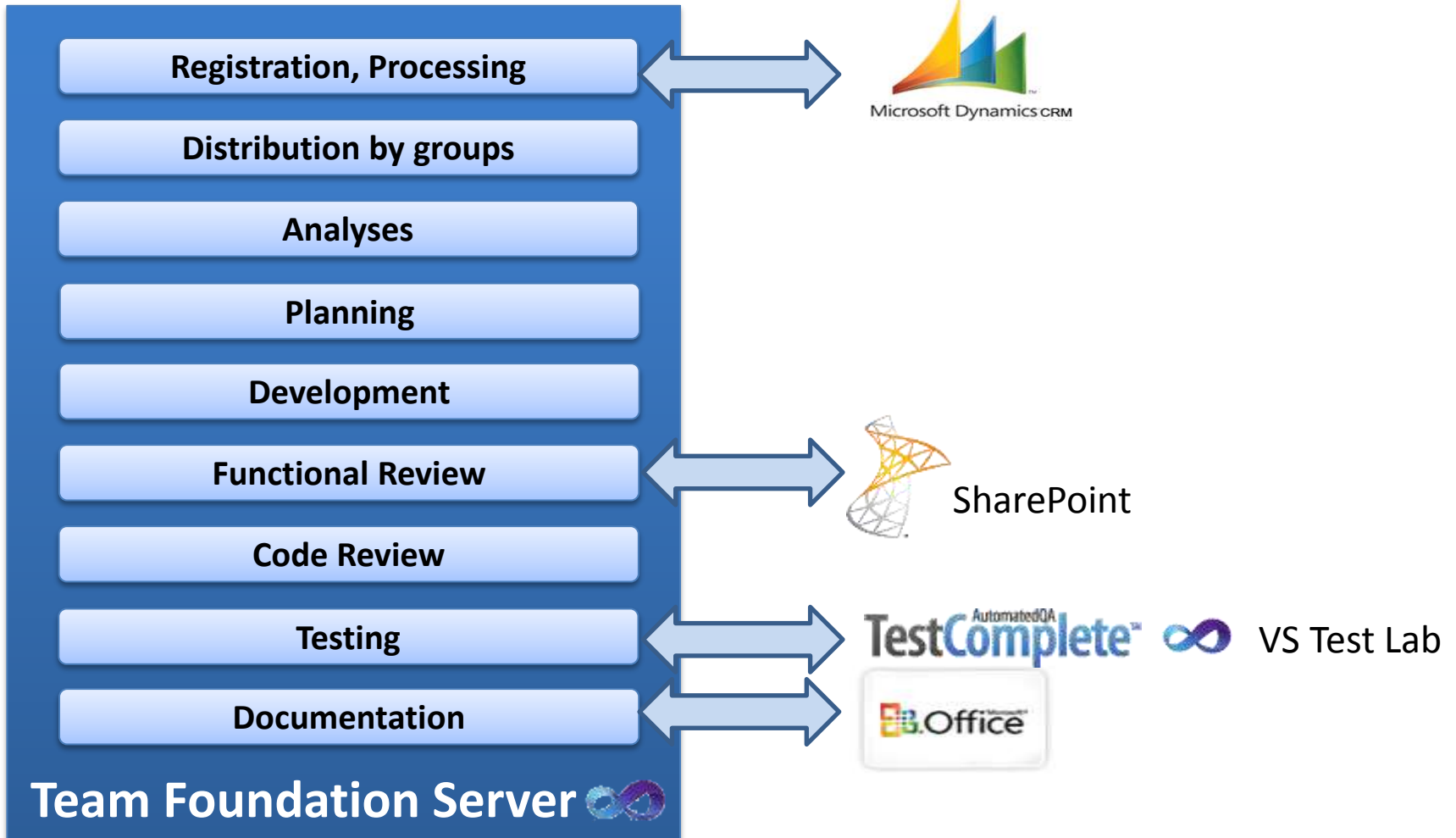
Customer Service

5000 calls, 1000 mails, 250 onsite support cases per month

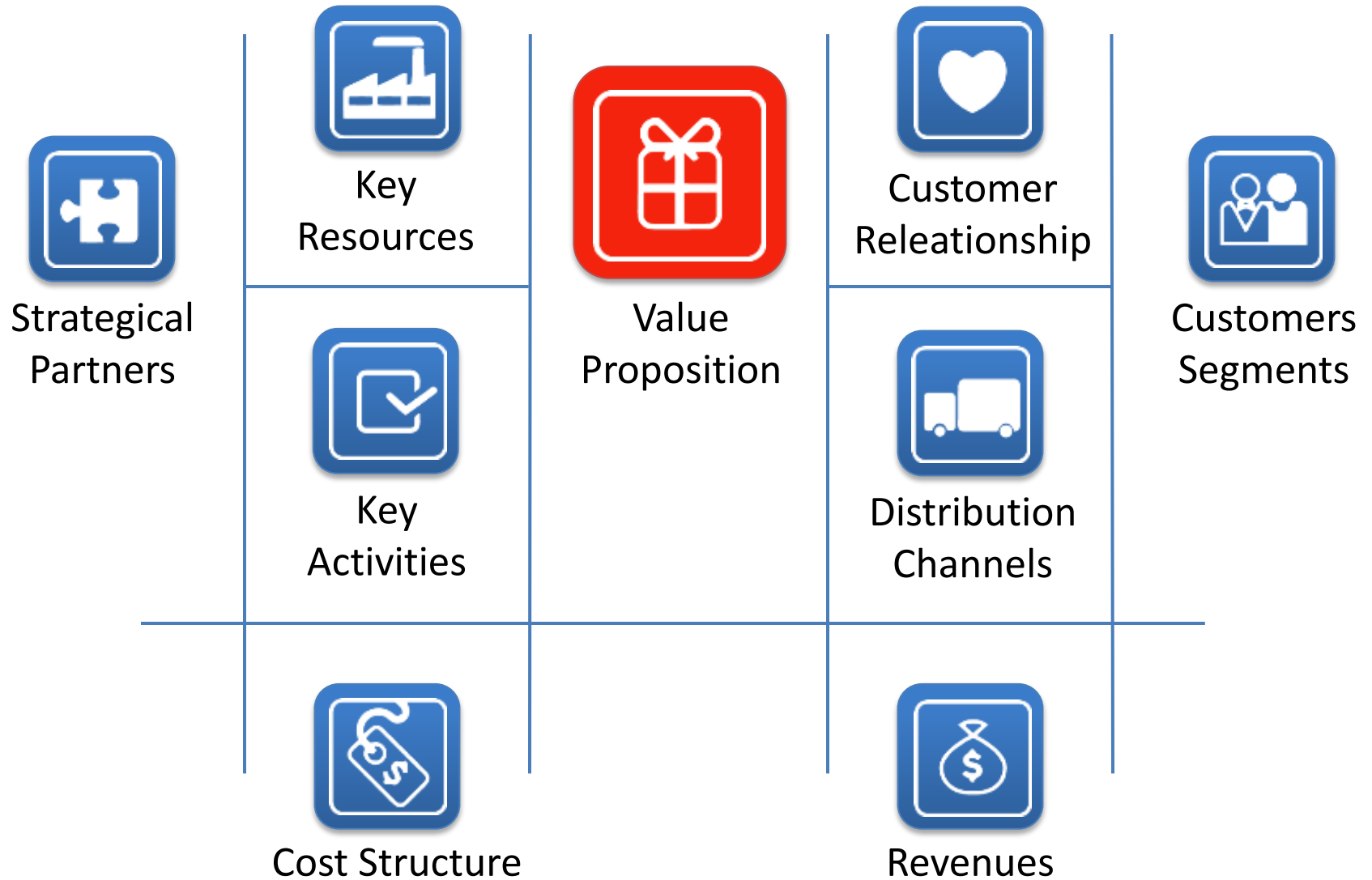


Development Process

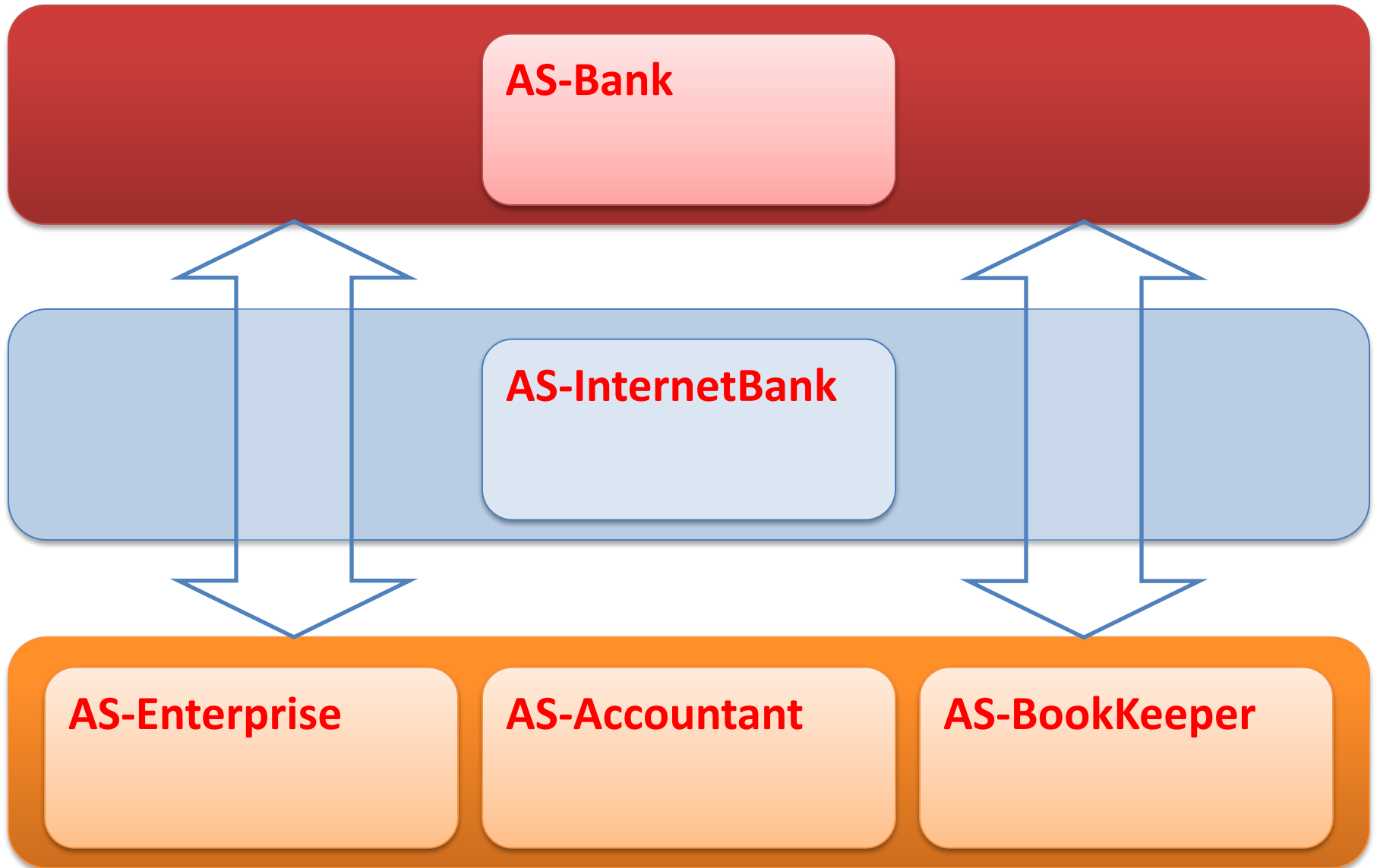
800 WorkItems/month



Value Proposition



ArmSoft products

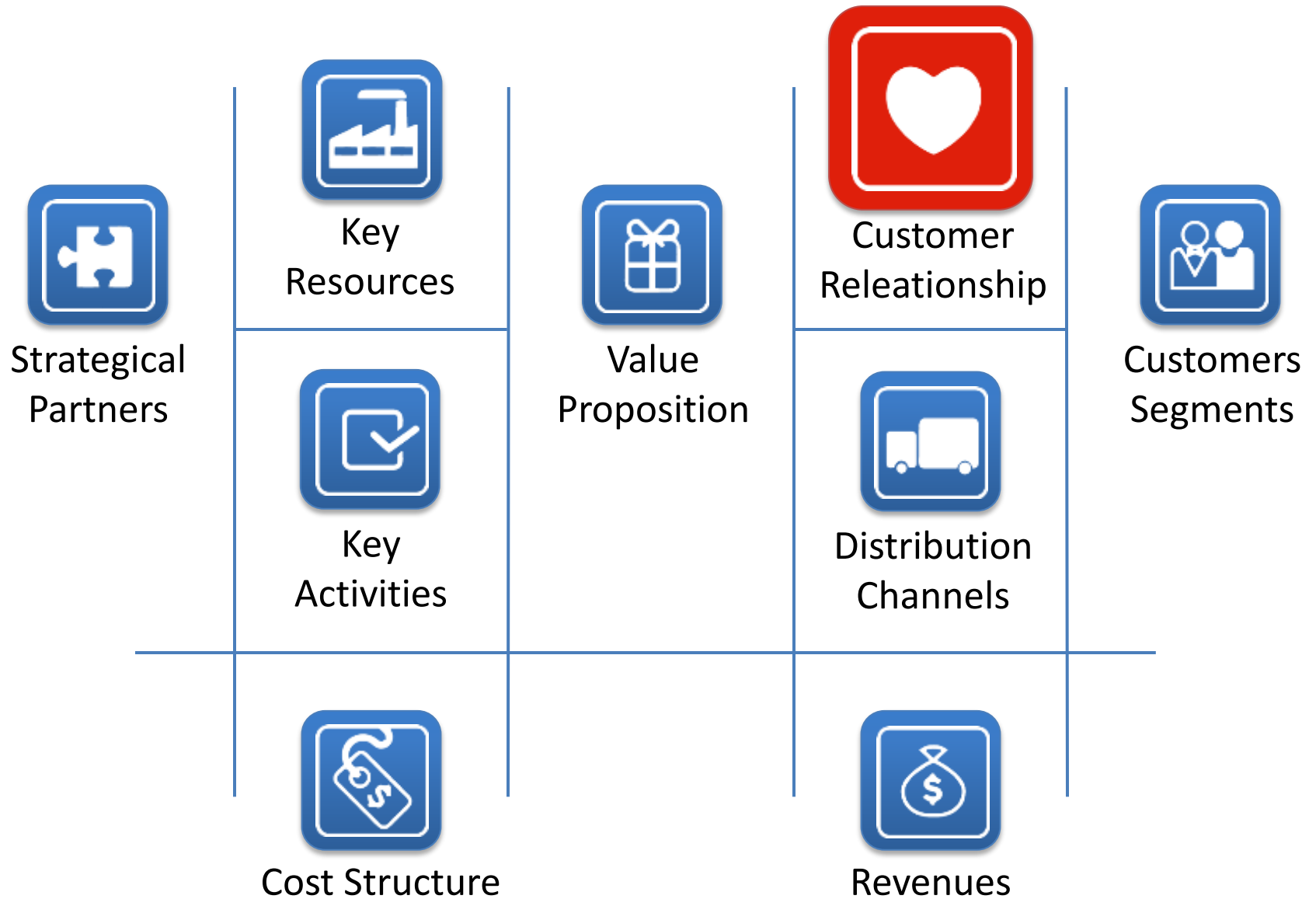


Value Propositions

- **AS-Bank 4.0**
 - Comprehensive Solution for Banks
 - Performance, Customization, Reliability
- **AS-Accounting 4.0**
 - Comprehensive business solution for Enterprises
 - Performance, Customization, Reliability
- **AS-Accountant 2011**
 - All-in-one accounting solution for SMEs
 - Best Price/Performance ratio
 - Convenience/usability, World Class Service



Customer Relationship



Customer Relationship

- **Dedicated personal assistance** for bank and enterprise customers
- **Personal assistance** for SMEs
- Self-service
- Customer retention rates (By Product)
 - Banks and large enterprises - 99%
 - SMEs - 95%
- Customer retention rates (By Service)
 - Banks and large enterprises - 95%
 - SMEs - 78%

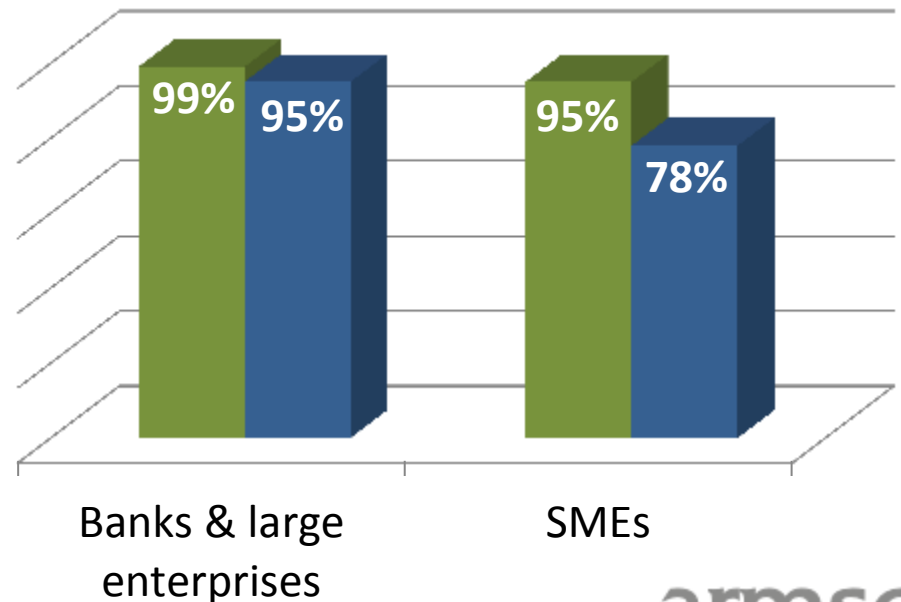
Customer Relationship

- **Dedicated personal assistance** for bank and enterprise customers
- **Personal assistance** for SMEs
- Self-service

- **Customer Retention Rates**

■ by Product

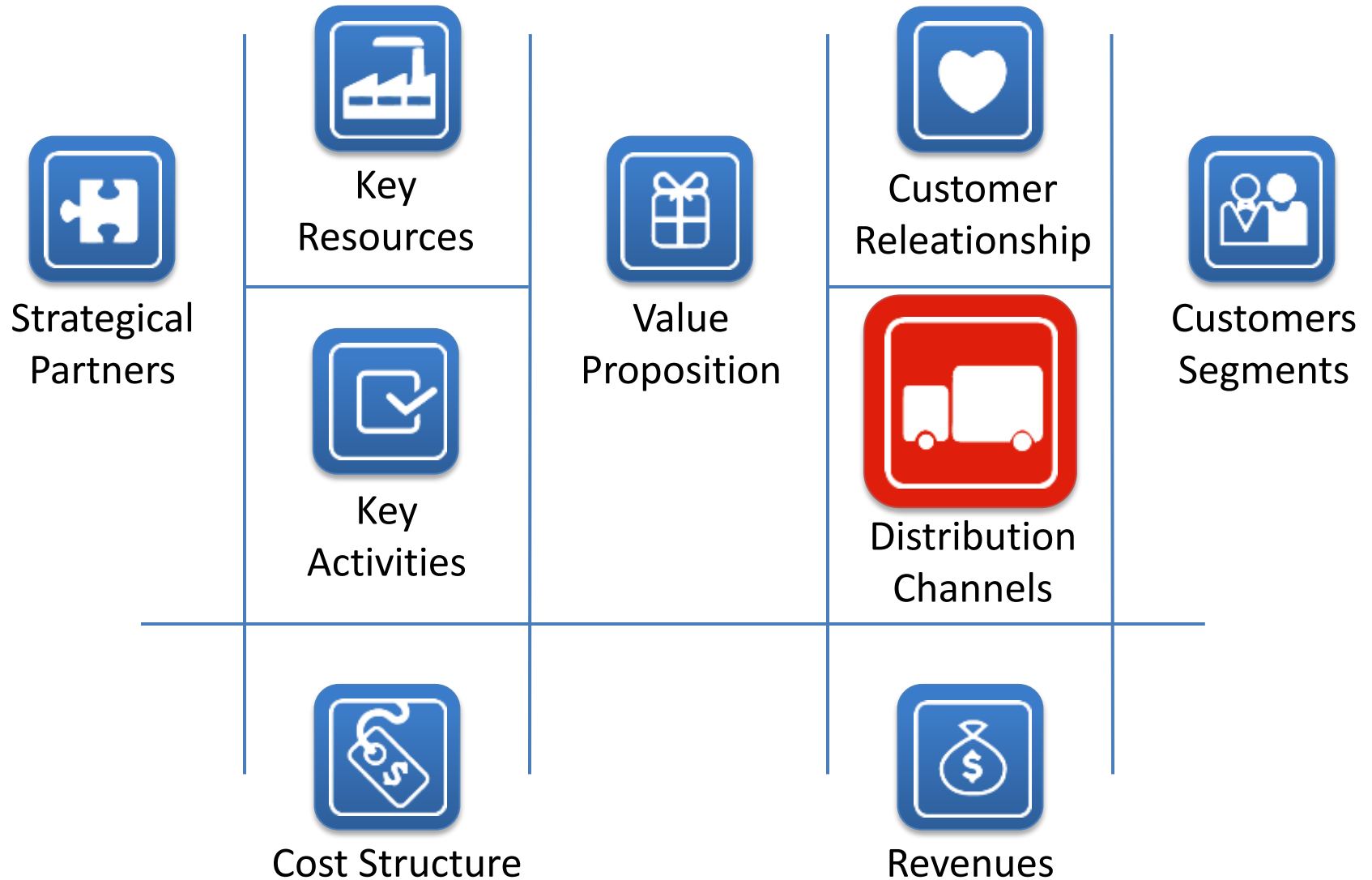
■ by Customer Service



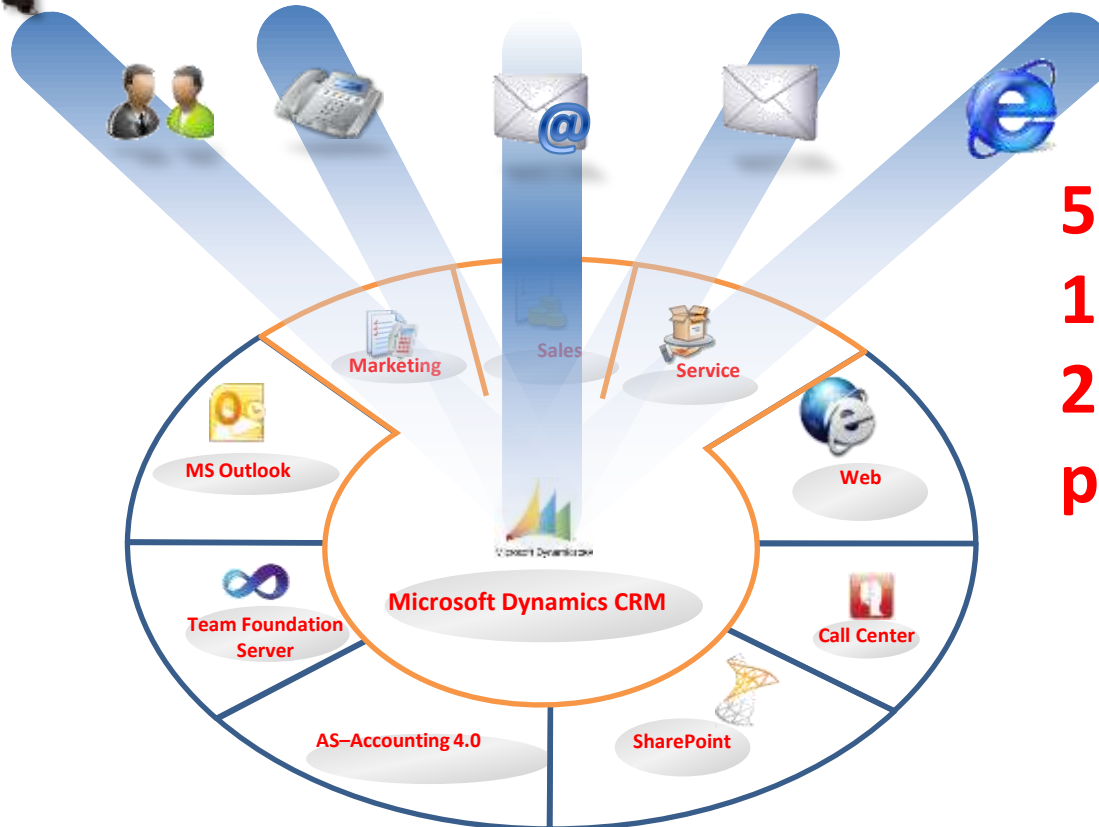
Customer Relationship

9 out of TOP 10 taxpayers
use ArmSoft solutions to
manage their businesses

Distribution Channels



Multichannel Integration Process



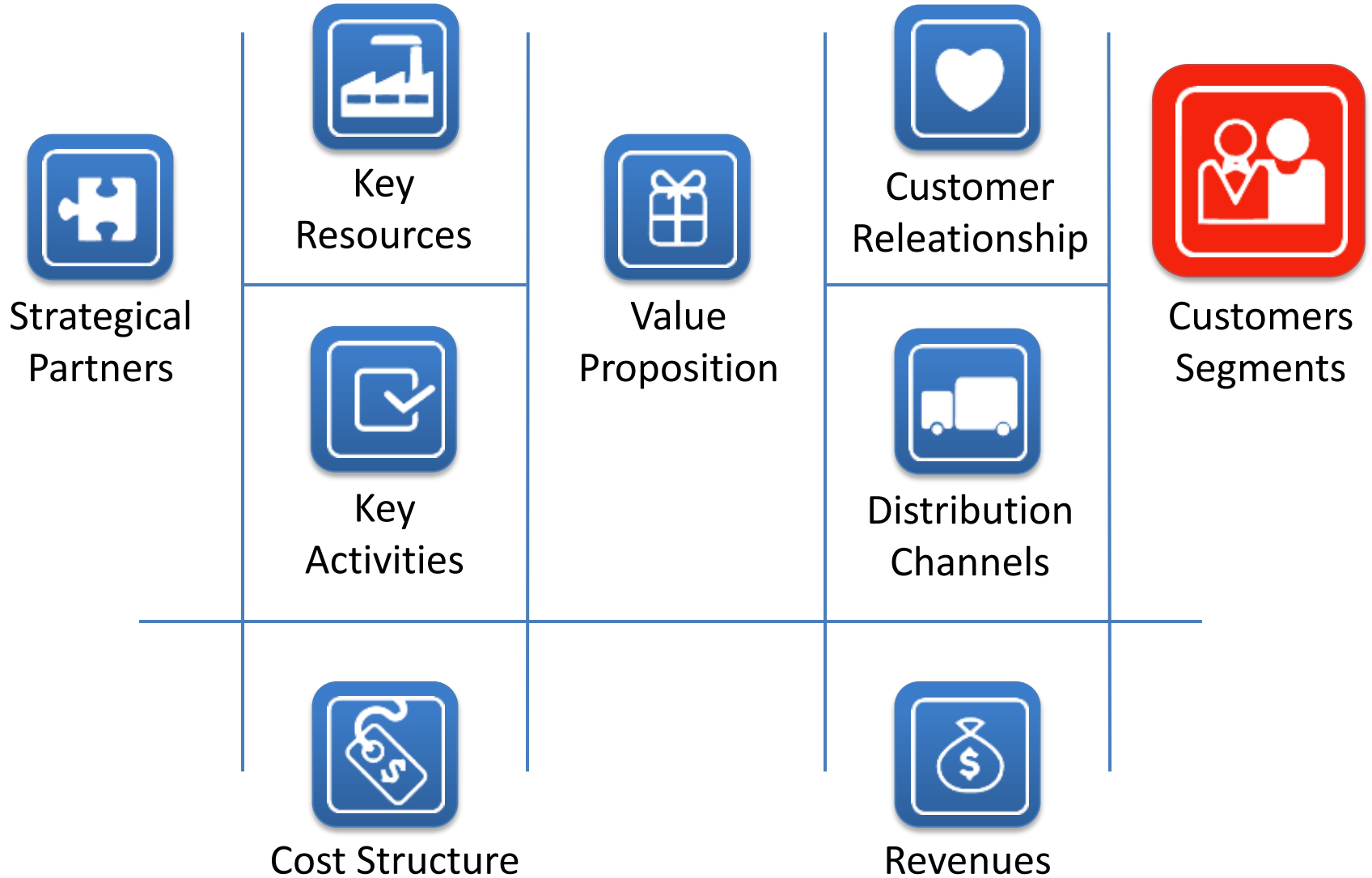
5000 calls
1000 mails
250 visits
per month



Distribution Channels

armsoft

Customers Segments



Customers Segments

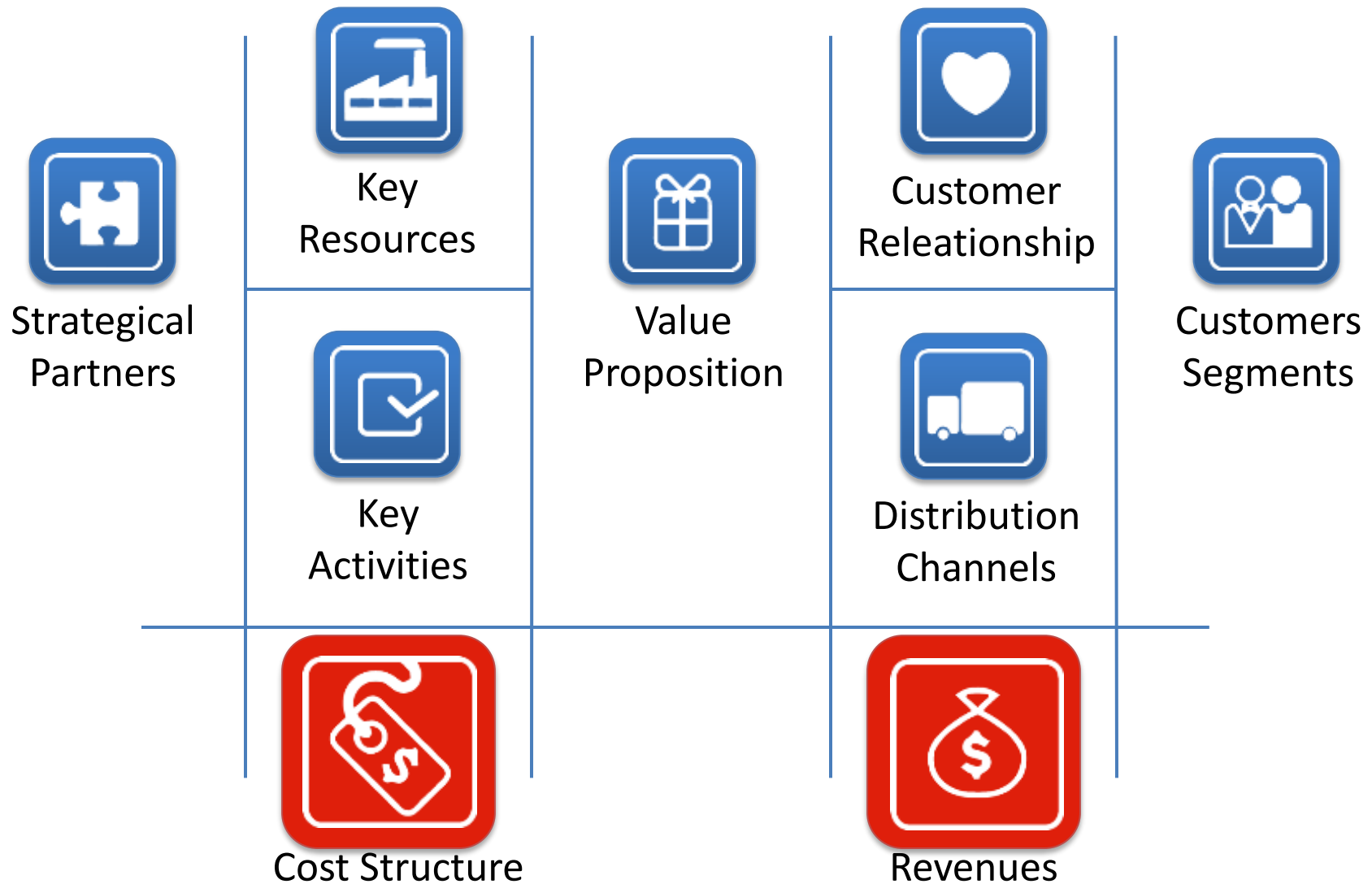
- Banks and Credit Organizations
 - 13 of 22 Banks
 - 28 of 31 Credit Organizations
- Large Enterprises
 - More than 100
- Small and Middle Enterprises
 - 2500+ customers



More than 2700 customers



Revenue and Cost Structure



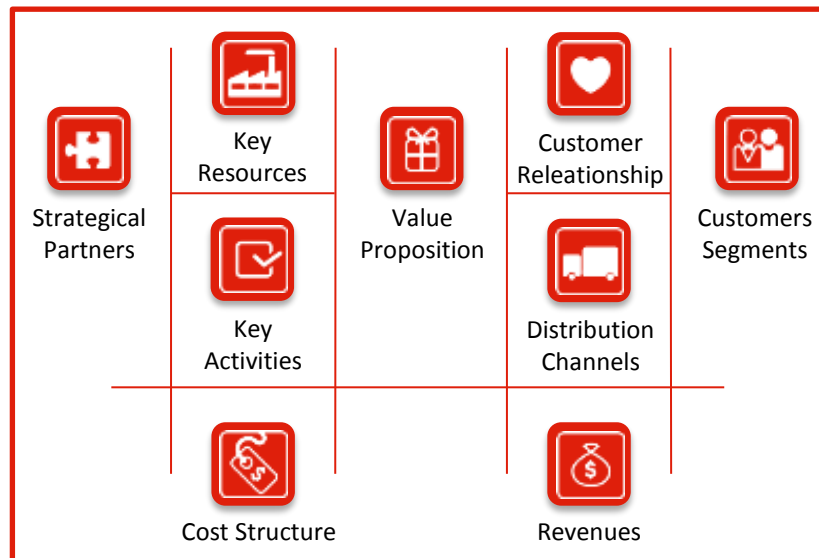
Revenue and Cost Structure

- Revenue Streams
 - Licensing
 - Implementation
 - Service
- Cost Structure
 - Salary



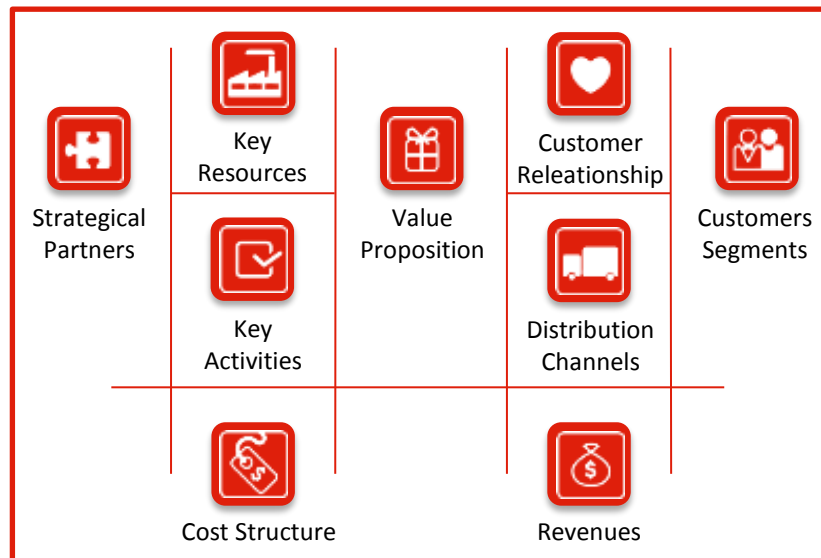
ARMSOFT Business Model

- This business model has been created during the 25 years
- We believe in its highly effectiveness
- Although we deliver best solutions, we believe that our main advantage is our business model



Whether it is possible to **duplicate and adapt** this business model in **Georgia**?

- Similar Size
- Similar Economies and Market
- Common national psychology elements
- Both countries have 20 years of independence



ARMSOFT in Georgia

We are looking for cooperation
in bringing our Products, Technologies,
and Business Processes to Georgia.

- Adopting our products
- Opening branch
- ...