company overview presentation
## Agenda

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BULPROS is a dynamic Eastern European IT Services company focused on:
- Software development
- Web & Mobile Development
- Infrastructure Services
- Customer Services

Currently the team of Bulpros consists of more than 100 people. Through our partner network we have the access to more than 500 professionals in IT services and consulting roles.

BULPROS is located in:
- Bulgaria
  - Sofia
  - Plovdiv
  - Varna
- Germany
  - Frankfurt am Main

BULPROS serve enterprise customers in various industries:
- Information technology
- Telecommunications
- Utilities
- Services
About us

Team
• The BULPROS team is comprised of senior professionals with proven track record in the services we offer

Professionals
• Our professionals have a long-standing experience in the multi-language, multi-cultural delivery of global clients

Executives
• Our executive team is built by recognized industry leaders who spent their careers leading international businesses in Eastern and Western Europe

Management
• All members of our core management team have successfully led large projects & operations
Why Bulpros?

- Capability to build the bridge between European onshore with Asian offshore delivery locations by delivering excellent nearshore services (SMARTSHORE)
- Experience in leading outsourcing projects both from the customer and provider side
- Experience in setup, transition and operations management of large scale outsourcing projects in Bulgaria
- One of the few companies in Bulgaria which has experience in taking responsibility for the development and maintenance of business critical solutions in Western Europe and USA
- Proven and certified BULPROS Business Process Framework (BBPF) for our entire portfolio
Company Portfolio

- Software Development
- Web & Mobile Development
- Infrastructure Services
- Customer Service
- Professional Staffing
Software Development Services

Bulpros is a nearshore software development services partner, offering its customers the ability to scale their IT organizations, while maintaining the highest degree of control, quality and flexibility.

Services

- Extended Project Development Centre
- Extended Product Development Centre
- Custom Software Development
- Application Maintenance & Migration
Bulpros Extended Project Development Center model is a custom approach to offshore outsourcing that provides optimal flexibility to structure business relationships that create win-win situations. This allows clients to achieve their mission-critical goals cost effectively.

**Service Scope**
- Enterprise technologies based development
- Open source technologies based development
- Web & Mobile development

**Key advantages**
- Highly qualified technical staff, acting as an extension of the client’s own project development team
- Project staffing flexibility
- On/Off-site support
- Fast ramp-up times of technical staff
- Access to a wide range of senior consultants in different technologies
Bulpros Extended Product Development Center (EPDC) model is an approach to outsource product development related work that provides flexibility to customers to focus on core product development activities and provide flexibility for a wide range of usage scenarios, including the flexibility needed to sustain multiple product generations.

**Extended Product Development Centre**

**Service Scope**
- Outsourcing of:
  - Separate development tasks
  - Complete feature/module development
  - Complete Service Pack development
  - Testing activities
  - Proof of concept development

**Key advantages**
- Building a fully dedicated team of highly qualified technical staff, acting as an extension of the client’s own product development team
- Decrease product development costs
- Speed-up product development
- Effective communication due to cultural proximity and time zone

**Contribution to**
- New product version development
- Installed based maintenance
Custom Application Development

With its client driven approach, Bulpros Custom Application Development services meet our customers specific needs and bring added value through the transformation of business requirements into tailor made solutions.

Custom Application Development

Service Scope

- System requirement specification
- Analysis and design
- Code programming
- Quality assurance
- Training
- Maintenance and Support

Key advantages

- Subject matter experts in new IT technologies and platforms
- Application of agile methodology for software project management & development, to allow maximum control and flexibility over project
- Quality Assurance best practices for managing software development & maintenance
Application Maintenance and Migration

Bulpros Application Maintenance & Migration services help you unlock the potential of your existing applications and extract the best out of them. Our solutions address key issues like reducing Total Cost Ownership, slicing-down application downtimes and enhancing legacy systems without compromising on productivity or business flow.

Application Maintenance and Migration

Service Scope

- Application Maintenance support (1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd} Level)
- Technology/Platform Migration
- Change and release management
- Web Enablement to make apps web/mobile compliant

Key advantages

- Outsourcing of non-core maintenance and migration work to minimize ongoing operations costs
- Mitigation of risks, disruptions and threats
- SLA and KPI driven approach for maintenance
BULPROS COMPANY PORTFOLIO

WEB AND MOBILE DEVELOPMENT
We at Bulpros are specialized in the development and design of custom-made web and mobile products. Our team is experienced in the translation of your specific business requirements into functional online solutions, centered around your company or your customers.
Web Development

We are specialized in the development of customized web solutions according to your specific industry and business needs.

Web Development

**General Solutions**
- E-Commerce
- Web and Enterprise Portals
- Content Management Systems
- Intranet, Extranet
- Custom Online Solutions
- Custom Web Applications

**Open Source Solutions**
- Custom web applications with full accessibility and practical ownership
- Development from scratch
- Implementation of proven, high-quality ready-made solution platforms

**Enterprise Solutions**
- Custom dynamic web applications with high scalability and security
- ASP.NET is considered one of the most popular and advanced technologies for building dynamic websites, web applications, and web services.

**Web Platforms and Technologies**
- Magento, Wordpress, Typo3, Drupal CMS, MODX, Liferay, SharePoint
- PHP, MySQL, Java, JavaScript, Ajax, HTML, CSS, ASP.NET
Mobile Development

Our team of mobile experts will help you translate your business idea for mobile expansion into clear business requirements and will implement it to a perfect fit.

**Native Apps**
- Built for a specific platform with the platform SDK, tools and languages
- Offline/online availability
- Fast and reliable performance
- Optimized UI and UX
- Connected to phone functionalities for richer user experience

**Hybrid Apps**
- Run on the mobile device and are written with web technologies
- Cross-platform compatibility
- Access to phone hardware and functionalities

**Mobile Web Apps**
- Server-side apps, built with any server technology
- CSS3 and HTML rendering
- Tailored to a specific platform
- Accessible from all Internet capable mobile phones via browser
- Functions and content are freely adjustable

**Mobile Platforms and Technologies**
- Apple iOS, Google Android, Windows Phone 8, Blackberry
- HTML5, CSS, Java Script, PHP
Web and Mobile Design

When designing your new online identity, we base it on essential milestones that will enhance your online business presence and drive traffic to your website or web application. We create modern looking, clean, professional design and a smooth, properly scaled version of your website to explore on mobile devices.

Web and Mobile Design

Services
- Website Design
- Website Re-design
- Intranet Design
- Web Application Design
- Business Web Application Design
- Social Media Design
- Mobile Website Design

Characteristics
- User experience
- Usability
- SEO optimization
- Customer-centered design

Custom Features
- Outstanding front-end
- Content Management System (CMS)
- Web statistics
- Cross-browser validated code
- Support and easy updates of design and modules

Technologies
- W3C standards
- PSD2HTML
- xHTML/CSS2
- HTML5/CSS3
- JavaScript
- Flash
BULPROS COMPANY PORTFOLIO

INFRASTRUCTURE SERVICES
Infrastructure Services

- IT Infrastructure Integration
- IT Service Desk
- IT Infrastructure Management
- Application Management
With the proper mix of technical expertise in the latest technologies, project management skills and application of industry standards ISO 9001, ISO 27001 and ITIL, we are able to deliver solutions with excellent quality. At Bulpros we can manage end-to-end IT Infrastructure integration projects through their entire lifecycle:

IT Infrastructure Integration

Audit and analysis → Business and technical design → Implementation and testing → Monitoring and support
Bulpros provides design, integration and support of proper IT infrastructure, meeting companies requirements in terms of size, budget and organizational structure.

**Key advantages:**
- Robust infrastructure design applying industry standards
- Reduced downtime through implementation of high availability solutions
- High data security assured by comprehensive backup and replication methodology
Remote Service Center

Application Management Services

IT Infrastructure Management Services

- Platform Management
- Network Management
- Storage & Backup Management
- Database Management
- Messaging & Collaboration Management
- Desktop Management

IT Service Desk

ITIL V3, ISO 9001, ISO 27001
Remote Service Center - Map

Customer Data Center

Customer Employees

Secure Internet Connection

Communication channels:
- Mail
- Phone
- Web

Remote Service Center

Application Management Services

IT Infrastructure Management Services

Service Desk

Standardized processes
- Infrastructure
- Support Tools
- Best Practices
- Service Levels
Bulpros IT Service Desk - Overview

Bulpros IT Service Desk provides a single point of contact for logging, routing and managing the resolution of IT service requests & incidents by customer End-Users, using a set of standard processes and procedures.
Bulpros IT Service Desk - Details

Bulpros IT Service Desk is in the heart of our IT Service Management model. With focus on people, process and technology it provides high quality support to end users, minimizing cost and maximizing resolution on first contact.

- Single point of contact for IT related issues to users
- Multilingual support for over 10 languages
- Support for desktops & laptops, office suites, e-mail and browser, network, business applications
- Incident management of user queries, through their whole lifecycle within agreed (SLA)
- Handling user account management
- IMAC Support - Installation, Movement, Addition and Change of new hardware and software
- Log and Dispatch - Creation of tickets from various inbound channels (phone, email, web portal)
Bulpros IT Infrastructure Management Services are targeted in achieving seamless alignment between business and IT, assuring high availability of IT infrastructure and avoiding business interruption.
Bulpros IT Infrastructure Management Services offer reliable ITIL-compliant support for complex environments. Our 1ˢᵗ to 3ʳᵈ level system administrators work in real time to assure normal infrastructure operations and to prevent interruptions and downtime.

- 24/7 monitoring and administration of servers, using latest technologies
- Remote Incident, Problem, Change and Configuration management
- Capacity Management and resource optimization
- Patching and security management
- Installation, upgrade and migration
- Performance management
Application issues can cause significant impact to the business, resulting in customer dissatisfaction, employee performance degradation and even financial loss. Bulpros Application Management Services ensure availability, performance and interoperability of enterprise applications portfolio (SAP, Lotus, etc.)
Bulpros Application Support Services, through technical competence and structured problem solving approach, provide end-to-end support for business critical applications (SAP, Lotus, etc.) and ensure uninterrupted service.

**Application Management Services**

- 24/7 monitoring and administration of business applications
- Remote Incident, Change, Problem and Configuration Management
- Application updates and migration
- Application packaging and distribution
- Application security and access control
Bulpros Contact Center Services cover broad spectrum of customer support and telemarketing needs of enterprises. With commitment to excellence and utilization of latest technology and best practices we provide services that can meet and exceed the requirements of any business model.

**Contact Center Services**

**Inbound Services**
- Customer service
- Product support
- Order taking
- Sales support (upsells, down-sells, cross-sells)

**E-contact services**
- Web chat
- Email support service

**Outbound Services**
- Customer service and retention
- Lead generation and qualification
- Surveys and market research
- Sales support (upsells, down-sells, cross-sells)
- Renewals
- Web callback

**Key advantages**
- Outsourcing of non-core maintenance and migration work to minimize ongoing operations costs
- Mitigation of risks, disruptions and threats
- SLA and KPI driven approach for maintenance
Bulpros with its strict data protection control is a trusted BPO service provider for the organizations who need 24x7 service with excellent data security and accuracy.

Data and Content Management Centers

Data Management
- Data entry
- Data processing
- Data capture
- Data mining
- Data converting

Content Management
- Document management
- Catalogue management
- Content conversion
- Document archival and retrieval

Key advantages
- High quality assured through stringent processes compliant with ISO 9000 standard
- Strict security policy compliant with ISO 27001 standard
- Reduced turnaround time through 24/7 operations
BULPROS COMPANY PORTFOLIO

PROFESSIONAL STAFFING
Our IT and BPO consultants offer practical and affordable staff augmentation for both short and long term projects. Providing technical staff and highly experienced professionals, Bulpros can supply your organization with flexibility and expertise necessary to meet even the most complex projects and business goals.

Professional Staffing Process

1. Build & Manage Database
2. Request Management
3. Contract Management
4. Feedback Management
**Build & Maintain Database**

- **Our team**
  - We have a dedicated team which works closely with you to clarify your specific requirements

- **Our process**
  - We have a structured end-to-end process for building and maintaining our professionals database which is part of our BBPF (Bulpros Business Process Framework)

- **Our sourcing channels**
  - We are using various sourcing channels:
    - our own database
    - professional network
    - targeted recruitment

- **Our tools**
  - based on our long-term HR experience we have developed our own custom platform which is designed to maintain our database and to further develop it
  - the platform enables us to track our IT professionals` availability and to respond to our most urgent client`s requests on time

- **Our network**
  - we are currently operating with more than 1000 IT professionals through all our sourcing channels
  - set of predefined profiles pipelines
Request and Contract Management

- Bulpros professional staffing team replies promptly to Client’s requests
- Bulpros and the Client clarify the profile’s specifics
- Initiating candidate’s search through the different sources
- Bulpros team presents a shortlist to the Client
- Client’s validation of the shortlist and final selection

- Bulpros is flexible in contractual agreements with the candidates
- Ongoing administration of the employee
- Payroll management
- Travel and logistics support to the new employee if requested
Professional Staffing Model

The professional staffing model ensures highest quality and availability of staff with recruitment, legal and administrative obligations with the employee covered by Bulpros and project, team, and client relationship governed by the client.

Key Characteristics
- Client in complete control of the project and end deliverables
- Bulpros providing quality staff for specific assignment
- Flexibility added to project team
Added value

**Approach**
- Recruiting
- Project management
- Service delivery
- Proven methodologies

**Candidate sourcing**
- Own database
- Professional networking
- Targeted recruitment
- Flexible geographic search

**Services flexibility**
- Easy conversion to permanent employees
- Partner in project life cycle
- Project placements

**Candidate sourcing**
- Own database
- Professional networking
- Targeted recruitment
- Flexible geographic search
One to one migration of the cost calculation application from Java to .NET and from XML file system storage to SQL server. The Java code was undocumented and a complete analysis has to be done.

Bulpros provided 10 senior developers, a quality analyst and a senior project manager. Two senior developers work onsite. The final solution is used by major automotive companies and the end users are involved in the business requirements and review phases of the project.

.NET, C#, Visual Studio, Windows forms, WPF, Microsoft SQL Server, WCF Services, XML, LINQ
Software Development: Custom Application Development

Client: An international oil & gas company

Project: Development of online system for lottery tickets management. The Client wanted us to create a multi-functional tickets selling system that will contribute to the practical achievement of the project.

Solution: We developed a system for lottery tickets management using SharePoint lists. The system was for internal use only and contained the following functionalities: Data import from Excel; Live Database; List per different locations; Archive list ensuring that the centralized list contains only up-to-date information; Reports functionality that uses data from both the live and the archive databases.

Expertise: Custom SharePoint 2010 application using SharePoint API, custom developed timer jobs and Workflows, utilization of SharePoint Web Services and custom front-end interfaces.
Software Development: Extended Project Development

**Client**
Leading Telecommunications and Information Services Company (Australia)

**Project**
Develop part of the Collaboration Portal (document management system) for external clients of the company, that provides ability to facilitate online contract negotiation and document sharing. The project is custom SharePoint 2010 Application.

**Solution**
Bulpros provided 3 senior SharePoint application developers to work offsite (Management Team was in Australia). The overall solution won 2011 Microsoft Portals and Collaboration Partner of the Year Award.

**Expertise**
SharePoint 2010: API, integration with ASP.NET solutions, Workflows, SharePoint Web Services, InfoPath forms, Provisioning
Web Development: E-Commerce Portal

**Client**
A German retail company for home energy-saving devices

**Project**
E-commerce portal. The main goal was to create a consumer and partner shop for home energy-saving devices, which can be managed remotely from a smartphone.

**Solution**
We developed a custom Magento theme and several custom features such as: introduction of featured products, affiliate models and generation of promo codes.

**Technologies**
MySQL, PHP 5, Javascript, HTML 4 und CSS; Magento 1.6.x / German Market, Ready 2.x / Payone Gateway 2.5.x
Web Development: Web Portal Development

**Client**
A leading German online-marketing agency

**Project**
Development of a credit comparison portal. The client wanted to present a dynamic comparison of credit interest rates from different banks.

**Solution**
We used WordPress as a primary content management system and developed additional functional modules known as widgets to receive financial XML data from third party systems.

**Expertise**
WordPress, XML, HTML 4, CSS 3
Mobile Development: Native App

Client
A leading German company operating an online shopping portal

Project
A mobile application solution for storage of loyalty cards. Adding loyalty cards by using the camera of the smartphone.

Solution
We developed an Android app. The app is adapted for appropriate Android devices resolution. Developed and installed in Eclipse. The app was delivered as an APK file and uploaded to Google Play, ready for download.

Expertise
Java 1.6, SQLite, Jason, Android SDK 7
Infrastructure Services: Management & Migration

Client
A world’s leading manufacturer of pen tablets, interactive pen displays and digital interface solutions (Japan/ Germany)

Project
Upgrade and optimization of the current IT infrastructure

Solution
Bulpros built new IT infrastructure and migrated the existing one by building of a Server room, Structured cabling system, Communication and network equipment, UPS hardware, Server infrastructure, Secure Network access, Public KEY Infrastructure, Active Directory, Network Policy Server, Microsoft TMG, Backup & Disaster Recovery, Patch management, Software updates, Printing/copying/scanning equipment etc.

Expertise
Active Directory Infrastructure, MAC OSX Open directory, Server and Profile Manager, 802.1X Enterprise Network Security, Network Policy Server, Integration of MAC OSX machines into Microsoft Active Directory, Migration of Atlassian products and service to Active Directory, Enterprise backup and restoration
Infrastructure Services: Infrastructure Maintenance & Support

**Client**
A top-rated hotel member of the Small Luxury Hotels of the World

**Project**
Maintenance and support of complete IT infrastructure (Servers, Network, Clients)

**Solution**
Bulpros provides 24/7 ISO 9001:2008 certified technical support service in compliance with the ITIL processes. The support includes: Proactive Monitoring of IT infrastructure; Remote Server and Client HW and SW support; Onsite Server and Client HW and SW support; Network and access management services; Ordering and delivery of SW and HW, etc.

**Expertise**
Microsoft Windows Server 2003, Windows XP, Windows 7, Network Infrastructure, Monitoring
A leading German online price and product comparison portal

Set-up, maintenance and support of complete IT infrastructure (Servers, Network, Clients)

Bulpros provides 24/7 ISO 9001:2008 certified technical support service in compliance with the ITIL processes. The support includes: Proactive Monitoring of IT infrastructure; Remote Server and Client HW and SW support; Onsite Server and Client HW and SW support; Network and access management services; Ordering and delivery of SW and HW, etc.

Structured cabling system installation, Active Network Devices, Routers, Switches, Windows 7, Windows Server 2008
A leading German online price and product comparison portal

Transition of a data processing service center of 30 editors to Bulgaria. The team is in charge of the internal data quality assurance. Customer needed a trusted local partner for the complete process setup. Cost reduction and scaling of processes was central to the project.

Bulpros applied a managed service model for the full setup of the administrative and technological framework. In three months a fully functional team center was established, including professional recruitment, administration, infrastructure and facilities, operations management according to SLAs and KPIs. The project is planned for further expansion.

Data Management, German language
A German sales professional company for initialization sales phases for investment goods and services that require explanation.

Ongoing outbound solution-selling campaign with native speaking sales agents in Dutch, German, Russian and English.

Bulpros is running an ongoing outbound solution-selling campaign in Dutch, German, Russian and English. The sales team is specialized in B2B Profiling, Solution-selling, Business Value selling. Our end customers are some of the biggest IT companies in the world.

IT Solution Selling in Dutch, German, Russian and English languages.
One of the largest providers of enterprise applications and services, helping 70,000 customers in 194 countries.

Profiling campaign in different languages for more than 21 European countries (Groatia, Slovenia, Serbia, Slovakia, Ukraine, Russia, Poland, Bulgaria, Czech Republic, Austria, Hungary, Romania, Albania, Bosna, Kazakhstan, Macedonia, Moldova, Montenegro, Belarus, Lithuania, Latvia etc.).

Bulpros conducted a profiling campaign which was aimed at reaching decision makers in more than 21 European countries. The native speaking agents achieved excellent results reaching more than 600 decision maker contacts out of 1000 company database.

Profiling campaign in Croatian, Slovenian, Slovak, Ukrainian, Russian, Polish, Bulgarian, Czech, German, Romanian, Macedonian, English and other languages.
Professional Staffing

Client

A global diversified company in the building and automotive industries

Project

Ongoing professional staffing project where Bulpros provides qualified contractors for a period of 6 months, with the option the client to convert them to permanent employees after the 6 months period expiration.

Solution

Bulpros provides 5 different profiles:
- Embedded C Developer
- Graphical user interface Developer
- Test Engineer
- Requirements Engineer
- Visual Basic Developer

Expertise

Embedded C, C++, Electronics, Visual Basic
Professional Staffing

**Client**
- German leading full-service agency for social media

**Project**
- Ongoing project for professional staffing where Bulpros provides Java Specialists for a long period of time, with the option the client to convert them to permanent employees.

**Solution**
- Bulpros provides Senior Java Specialists who work on the development and support of software products for market research, monitoring and specific implementation of social media concepts and measures

**Expertise**
- Java, Flex, MySQL, SOLR
**Professional Staffing**

**Client**

A global leader in the enterprise software applications services.

**Project**

An ongoing project where Bulpros provides experienced software engineers for a short or long period of time which can vary depending on the client’s needs. There is an option for conversion from contractor to a permanent employee after the trial period.

**Solution**

Bulpros provides Senior Java Developers who work onsite on the development of enterprise application software solutions.

**Expertise**

Java 1.6, Eclipse plugin development & SAP Application Server.
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