



SirmaBC  
BUSINESS CONSULTING

# **Sirma Business Consulting (SirmaBC)**

Company profile

Sofia, March 2015

# Sirma Group Holding JSC (SGH) Profile and Capacity

## Sirma Group Holding Overview

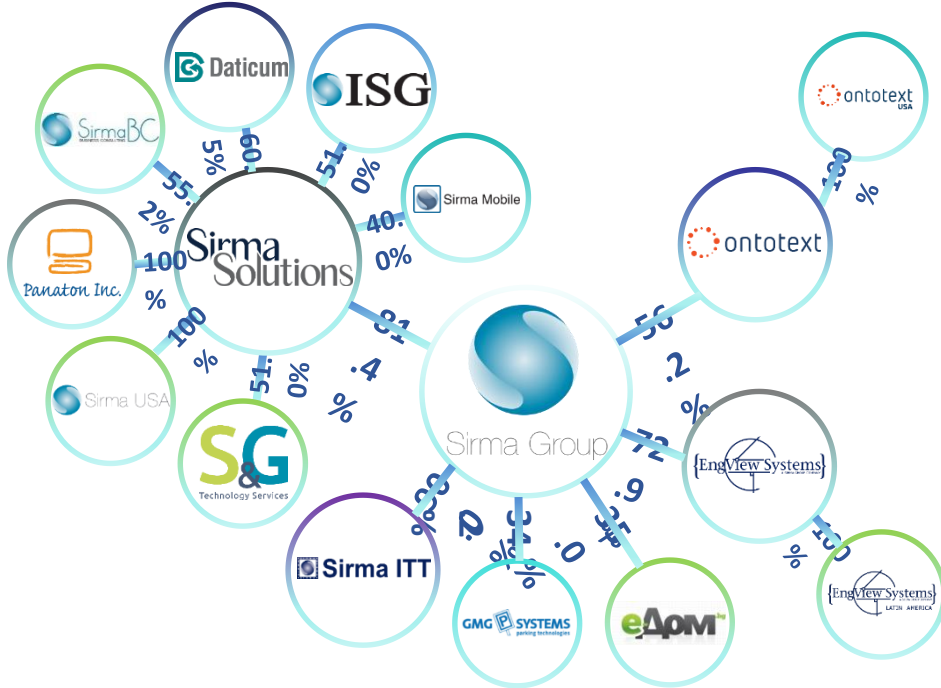
Sirma's group consist of 12 subsidiaries (4 first tier and 8 second tier), 3 associated companies and 3 consortiums.

Where the ownership is less than 100%, it is split among different individuals, employees of the group. The only exception is Ontotext, where 40% are held by a private equity fund, called NEVEQ. Each company is specialized in a specific field and has its own staff. Apart from management, SGH provides administrative, financial and marketing services on a group level.

Several companies have their registered seat outside Bulgaria to help increase the reach and brand awareness of Sirma. They focus on the USA, Brazil and the UK.

Targeting a removal of some ineffective parts, a group restructuring took place in October 2014 (already reflected in the graph).

Two companies (Pirina Technology AD & Sirma Media AD) were drawn out of the group structure. The share capital was decreased by 23.5 million shares to its current size of 49.8 million shares.



\*Sirma Business Consulting is the third largest company in SGH and contributes around 20% of revenue

# Sirma Group Holding JSC (SGH) Overview

## *Business Overview*

Sirma Group Holding JSC (SGH, Sirma) is the biggest Bulgarian IT developer with over 20 years of successful operations. It is a holding company, which invests in and manages both strategically and operationally technological businesses. Sirma also service all administrative, marketing and financial areas of its subsidiaries. The major companies in the group with their respective activities are:

- **Sirma Solutions:** information technologies, consulting services and system integration for mobile and telecom technologies, electronic government, complicated business systems and cloud infrastructures;
- **Ototext:** developer and supplier of semantic technologies;
- **EngView Systems Sofia:** developing CAD/CAM systems for packaging production and measurement industries;
- **Sirma Business Consulting:** IT and business solutions for banks and financial institutions;
- **Sirma ITT:** developing Enterprise software systems based on semantic technologies and service-oriented architecture;
- **Daticum:** data center that provides constant trustworthy access to the data base;
- **Sirma ISG:** web and mobile based solutions and services for the insurance industry;
- **GMG Systems:** complete revenue and access control solution for all types of parking facilities;
- **Panaton Software:** specialized in software engineering, system integration and product design.

Sirma's companies have successfully implemented numerous projects for both private (Financial Times, BBC, London Olympics) and public (American, Canadian and Bulgarian governments) field. They are certified and licensed, and awarded prestigious prizes. The group has over 320 experienced professionals, which are the core reason for Sirma's success.

# Sirma Group Holding (SGH) Clientele



# SirmaBC and SGH: Competences, awards, certificates, partnerships

## Partnerships and certificates (SGH)

- European Information Technology Prize (EngView division)
- GTEC (Government in Technology) product innovation award (WorkLogic division, Canada)
- EuroWard for promising start-up (EyeBill joint venture)
- Bulgarian IT innovation award (Vulcan C4I system)
- ISO 9001:2000 certified
- ISO/IEC 27000
- Most successful Bulgarian participant in the Frameworks 5 and 6 of the EU (Ontotext)

## Partnerships and affiliations (SGH and SirmaBC)

- IBM advanced partner
- Oracle partner and distributor
- Microsoft Gold certified partner
- Sun Partner
- OFSS regional partner
- Newgen regional partner
- Qualco regional partner
- Exprivia regional partner
- Capgemini regional partner



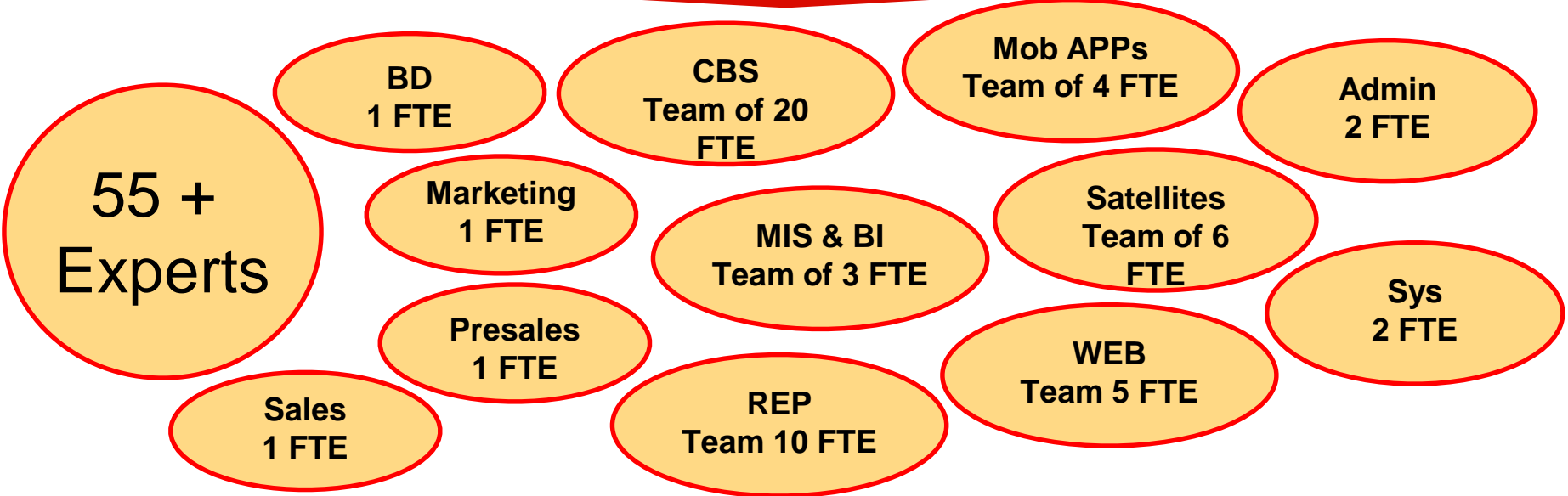
# Sirma Business Consulting (SirmaBC) Profile

## SirmaBC overview

**Sirma Business Consulting JSC (SirmaBC)** is the best combination between the experience of Sirma Group Holding (SGH), a proven IT integrator in Bulgaria, and a team of financial professionals (managers, bank experts and consultants) with a long worldwide banking practice. The company was established as a joint stock company in 2006 with a capital of 1M EUR and operates in over 10 countries in Europe and America.

**SirmaBC** invests and specializes in the delivery of customized business and IT solutions based on many years of experience and good knowledge of various financial and payment systems, products and services

For all of its own products, the company uses innovative technologies and applies all international standards for quality, security and best practices for software development. SirmaBC is acknowledged and recognized as the best system integrator in Bulgaria for the year of 2014 and actively implements products of Oracle and other major international companies. For the last 10 years SirmaBC has implemented many successful projects for FlexCube, Oracle EBS, Oracle BI and BPM, Newgen DMS, as well as numerous projects based on Red Hat and Java technologies. The company also offers pure consultancy services related to business and technology solutions. It consists of over 50 highly qualified experts with extensive experience and expertise confirmed by leading companies such as ORACLE, CapGemini, Newgen, IBM, PWC, Qualco and Exprivia



# Sirma Business Consulting (SirmaBC) Key Management Staff



**Velko Todorov**


- Executive Director of SirmaBC, member of SirmaBC Board of Directors, responsible for international operations and projects of the company and directly responsible for the implementation team of banking systems
- Masters in Computer Science
- Licensed Project Manager
- 18+ years of professional experience in financial services and consulting: SAP, Polaroid UK, Director IT of Hebros Bank.



**Tsvetomir Doskov**

- CEO of SirmaBC, member of SirmaBC Board of Directors, responsible for business development and strategies, electronic channels, web and app solutions, payments, cards and satellite systems
- Masters in Finance.
- Licensed Project Manager
- 20+ years of professional experience in financial services and consulting: BNB Bank Supervision, Director Operations of Hebros Bank/ HVB Bank/ Unicredit.

# Sirma Business Consulting (SirmaBC) financial figures in BGN

 SirmaBC BUSINESS CONSULTING	2014	2013	2012
<b>TOTAL INCOME</b>	3,009,000	3,259,000	3,815,000
<b>EBITDA</b>	1,000,000	1,200,000	1,000,000
<b>OPERATING INCOME/ (LOSS)</b>	399,000	446,000	320,000
<b>TOTAL ASSETS</b>	3,525,000	3,302,000	2,694,000
<b>TOTAL EQUITY</b>	3,040,000	2,644,000	2,446,000



# SirmaBC awards and certificates

ISO/IEC 27000



Member of



TOP ICT Employer  
2012 and 2014

# Products 1/3

## 1. ORACLE iFLEX PRODUCTS

- X Flexcube UBS – Core banking IT system
- X FLEXBRANCH – WEB-based front-end application for client service in bank's branches

## 2. UBX REPORTING SYSTEM:

- a. **UBX Central Credit Register** – a Web based solution for automating the process of management and information processing for reporting purposes to the Central Credit Register (CCR), according to Regulation №22 of Bulgarian National Bank;
- b. **UBX ECB 575** – a system for centralized storage and processing of data for the purposes of regulatory reporting;
- c. **DQARS** - Data Warehouse, Quality assurance system, reporting;

## 3. SCARDS - a system for management of all types of banking cards;

- a. UBX Charges and Loyalty
- b. SCARDS Front end module
- c. SCARDS Credit module

## 4. PAYMENT PORTAL SYSTEM – a system for the exchange of information, processing and performing of payments via: direct debit, credit transfer, return credit transfer, recall. Management of the logical and physical interfaces with SEPA, BISERA6, BISERA7, RINGS, SWIFT, SEBRA, TARGET 2

# Products 2/3

**5. e-CHANNELS** – a unified solution with a complete suite of integrated electronic connectors and modules.

**Modules:**

- ✓ **WeBank** – Internet banking system
- ✓ **mBank** – a cross comprehensive mobile banking platform;
- ✓ **Utility Payments** – a system for performing utility electronic bill payments and presentment;
- ✓ **Statements** – subscription for generation and delivery of customer accounts statements to different channels – in bank’s office, postal address, e-mail, portal;
- ✓ **Notifications** – subscription for notifications in real time via SMS and/or e-mail messages for account status or movement, card transaction, upcoming loan installment, utility payment due amount, etc.
- ✓ **Personal Finance Manager** - increases financial awareness of bank’s customers through a visual insight into their finances. Using PFM customers can manage their finances by managing their expenses and forecasting incomes. PFM is not just about analyzing past spending, but also planning for the future. Available over Internet or Mobile banking, it provides an intelligent self-managed financial discipline in conjunction with traditional transactional banking. Customers can also import statements of their accounts with other banks, which will allow them to manage all incomes and expenses across all accounts and group them in any number of ways, thus provide a single view of customer's finance including any banks. BankFlex PFM's inherent capability to integrate with CRM engines of choice would allow the bank to offer right products at the right time to its customers.
- ✓ **ceGate** - a unified portal for establishing connection to the electronic registries which facilitates and standardizes the receipt of information from end users;

# Products 3/3

## Connectors:

- ✓ **Core Banking System Connector** – pre-integration with the Oracle Flexcube Core Banking system;
  - ✓ **Authorization Host** – pre-integration with Oracle Flexcube, SCards, SUCards and any third party CMS support ISO8583, BORICA for online authorization of card transactions;
  - ✓ **Payment Connector** – pre-integration with Oracle Flexcube, Payment Portal, pGate and any third party for processing and performing all kinds of payments;
  - ✓ **Cards Connector** – pre-integration with the systems Flexcube, ABANK, VCSBank++, and card systems SCARDS, SUCards for management of all types of banking cards;
  - ✓ **Notifications Connector** - pre-integration with the system (UBX Direct) for online customer notification;
6. **UBX AUTHORITY** - a system for online authorization of card transactions;
  7. **UBX DISTRRAINTS** - a Web based software application for process automation of distraint orders and inquiries;
  8. **UBX LAWSUITS** - a Web based software application for automation of the process regarding management of filed cases;
  9. **UBX DIRECT** - A system for online customer notification via e-mail and/or sms upon account transactions;
  10. **STREAMLINE** - ITIL web based application for automation of the process for management of IT services and centralized management of business processes.



# PROJECT MANAGEMENT OFFICE SERVICES AND EXPERTISE

- *Details (1/5)*

## Service

### SirmaBC PM – Project Management

## SirmaBC services

---

- Experienced **Project Managers** driving projects and ensuring the right direction and alignment between Bank business and back office units and implementation teams;
- Project Officers** ensuring that there is an overview on plans, budgets and milestones;
- Business Consultants:** Consultants will spend at least 50% of their time in the different departments ensuring an increased business alignment;
- Technical Consultants:** Consultants will do the same for their IT side;
- Business Consultants and Technical Consultants ensure that the Project Management has a strong content grip on the implementations (instead of formal management only), directly support the implementations and act as counterparts to Bank's Business Lines and IT Coordinators, respectively;

# FUNCTIONAL SERVICES, SUPPORT AND EXPERTISE

- *Details (2/5)*

## Service

### FUNCTIONAL SUPPORT

## SirmaBC services

---

- Organization and execution of Product Walk Through (PWT) workshops for the formulation of the common platform by designing target definitions, making the gap analysis, writing specifications in collaboration with bank's teams
- Monitoring and Execution of Integration Tests
- Management and supervision of the functional UAT
  - Preparation of Test Plans, Scenarios and Script
  - Preparation of Test Data and Test Configuration
  - Preparation of related tools for Test Monitoring and Execution

# TECHNICAL INTEGRATION SERVICES, SUPPORT AND EXPERTISE

- *Details (3/5)*

## Service

### TECHNICAL INTEGRATION

## SirmaBC services

---

- Integration of the Core banking system platform with all local peripheral systems;
- Development of all necessary local regulatory, inner-banking and HO reporting;
- Translation of the various screens and reports into the local language;
- Coordination of the related H/W procurement if relevant;
- Coordination of the environment set up and configuration;
- Design & Development in collaboration with the Bank and tenders and the vendor of the conversion processes;
- Setting up the assembly test for both SW and HW;



# TECHNICAL AND DATA MIGRATION SERVICES, SUPPORT AND EXPERTISE

- *Details (4/5)*

## Service

### TECHNICAL SUPPORT

#### SirmaBC services

---

- Collaboration with the bank's IT team for the definition of future technical Architecture;
- Monitoring and Execution of the Stress Test;
- Monitoring and Execution of Product Test for HW and packaged SW;

### DATA MIGRATION

- Management of the processes of the CIF and possibly other data cleansing operations;
- Data migration from the existing databases to the new CBS databases and supervise the Bank's personnel for the testing;

# POST PRODUCTION SERVICES, SUPPORT AND EXPERTISE

- *Details (5/5)*

## Service

### DEPLOYMENT PREPARATION AND ROLLOUT

## SirmaBC services

---

- Definition of migration strategy
- Monitoring and Execution of the Readiness Test
- Creation of a “Fall Back Contingency” Plan
- Organization of the preparation of the go-live processes

### TRAINING

- Preparation of a Training Plans
- Preparation of the Training Materials per Application and Functional area
- Preparation of Training Screens and Training environment
- Coordination and Execution of the Training to the super users with a “train the trainer” approach

### PRODUCTION SUPPORT

- Setting up the local production processes, if relevant
- Monitoring & Coordination of Error Resolution with the collaboration of the bank’s team

# SirmaBC clients and projects

---

## ✓ Allianz Bank (Bulgaria)

X SirmaBC was chosen as Chief System Integrator

X Starting in October 2006 and gone live in Oct. 2007 SirmaBC has implemented Flexcube UBS in Allianz bank as part of a larger project for bank's restructuring, business process re-engineering and modernization.

X SirmaBC's WeBank solution as part of E-channel on top of Flexcube core banking system

X Mobile Bank connector and Implementation of mobile banking applications (iPhone and Android)

## ✓ Alpha Bank (FYROM, Bulgaria, Serbia, Romania, Ukraine, Albania)

X SirmaBC's 25+ consultants taking active part in six countries Flexcube UBS roll-out from 2007 till 2009.

X Multiple teams covering Local Project Office activities, system parameterization, product set-up, data migration, training, post "Go-live" support and Reporting in all six countries.

## ✓ DnBNord (Denmark, Finland, Poland, Latvia, Lithuania, Estonia, Bulgaria)

X SirmaBC has consulted the bank extensively on the six country Flexcube implementation. Covering system architecture, Hardware sizing and deployment, etc.

X Conducted key user training for the bank's core Flexcube implementation team

## ✓ Unicredit-Bulbank (Bulgaria)

X Together with i-flex solutions, SirmaBC participated in the three bank mega merger with implementation of Flexcube as Core banking system.

# SirmaBC clients and projects

## ✓ Hebros Bank (Bulgaria), HVB Bank Biochim, Bulbank

X Implementation of Flexcube UBS 2003-2004 – the first in CEE region

X ERP system implementation and integration with Flexcube UBS

X SirmaBC's team members led the IT and operations aspects of the total process re-engineering and a change to a centralized business / IT model of the bank

X E-channel solution on top of Flexcube core banking system

X Mobile Bank connector and Implementation of mobile banking applications (Java2ME)

## ✓ First Investment Bank (Bulgaria)

X SirmaBC's team members participated in the analysis, design and implementation stages of Flexcube UBS implementation

X SirmaBC's WeBank solution as part of E-channel on top of Flexcube system, mobile browsers

## ✓ Raiffeisenbank (Bulgaria)

X Analysis of database structures and data flows

X Implementation of FlexReport – SirmaBC's developed System for generating and controlling of comprehensive regulatory and management reporting

X BPM Implementation on top of MIDAS core banking system

***We truly believe that Sirma Business Consulting knowledge of FLEXCUBE as well as the experience gathered during other core banking projects which help our clients to drive this project to a success***

# SirmaBC clients and projects

## ✓ MKB Unionbank (subsidiary of MKB Hungary)

- X Implementation of UBRex – Data Warehouse & Quality Assurance System, ensuring a complex decision for regulatory reporting
- X Central Rating Database (CRD) system – participation in implementation and integration with Risk implementation project for MKB Group.
- X A SirmaBC team developed the centralized data base for MIS reporting of Retail Sector.
- X Participation when implementing a new sales model and customer services of the Bank: optimization of the business processes in branch network; adjustment of branch network; preparation of a functional catalog and functional characteristics
- X Optimization of processes and turnover of documentation when performing and centralized management of expenses in MKB Unionbank

## ✓ CIBANK (subsidiary of KBC Group, Belgium)

- X Implementation of ceGate – application, ensuring automation and connection with external systems of the bank for receiving customer information
- X SirmaBC's WeBank solution as part of E-channel on top of ABANKcore banking system
- X Mobile Bank connector and Implementation of mobile banking applications (iPhone and Android)

## ✓ Credit Agricole (France)

- X SirmaBC together with i-Flex solutions and Capgemini participates in the processes of implementation of Flexcube UBS as a core banking system. Post go live support in reporting and parameterization.

# SirmaBC clients and projects

## ✓ MKB Unionbank (subsidiary of MKB Hungary)

- X Implementation of UBRex – Data Warehouse & Quality Assurance System, ensuring a complex decision for regulatory reporting
- X Central Rating Database (CRD) system – participation in implementation and integration with Risk implementation project for MKB Group.
- X A SirmaBC team developed the centralized data base for MIS reporting of Retail Sector.
- X Participation when implementing a new sales model and customer services of the Bank: optimization of the business processes in branch network; adjustment of branch network; preparation of a functional catalog and functional characteristics
- X Optimization of processes and turnover of documentation when performing and centralized management of expenses in MKB Unionbank

## ✓ Tokuda Bank

- X SirmaBC's CMS solution as part of E-channel on top of ABANK core banking system
- X SirmaBC's ceGate solution on top of multiple satellites banking system

## ✓ BAKB

- X Mobile Bank connector and Implementation of mobile banking applications (iPhone and Android)

## ✓ TBI Bank

- X SirmaBC's CMS solution as part of E-channel on top of ABANK core banking system
- X SirmaBC's ceGate solution on top of multiple satellites banking system

# SirmaBC clients and projects

✓ **UBB**

X Implementation of product UBX CCRegister for automation of the process for the purpose of regular reporting to Central Credit Register

✓ **Societe Generale Expressbank**

X Design, development and implementation of a DataWareHouse (DWH Repository) and Business Intelligence (B.I. – information management system) solution

✓ **Bluepoint**

X FlexCube 10 UBS Training / Implementation support

✓ **Erste Group Immorent Bulgaria**

X Implementation of product UBX CCRegister for automation of the process for the purpose of regular reporting to Central Credit Register

✓ **Call Point New Europe (TELUS)**

X Implementation of UBX ReportsLights – a system for operational reporting



# SirmaBC clients and projects

## ✓ **First Global Bank and First Global Financial Services, Jamaica**

X From the beginning of 2011 SirmaBC has been entrusted with the overall management of the Flexcube UBS v.11.2 implementation. Due to complete in 2012 the implementation encompasses all Flexcube major modules including Core, CASA, CL, SE, AM, Investor Services (IS), On-Line Trading (OT) etc. Integration of Notification Services (SMS, E-mail) modules as Part of E-channels.

## ✓ **Bank Of Bahamas International, Bahamas**

X Providing on going Flexcube parameterization consultancy and support on Flexcube UBS v.7.1

X Developed and implemented DWH solution

X Migration of existing reports from BO (Business Objects) to OBIEE on Flexcube UBS v.7.1 and DWH development with wide range of Management and Operational additional reporting generation

X Due to launch SirmaBC' E-Channels Platform consisting of Internet Banking, Mobile Banking and Notification Services (SMS, E-mail) modules

## ✓ **Banco Espírito Santo - Portugal**

X Upgrade the Flexcube UBS core banking system from v.7.1 to the new v.11.1 release for the installations namely Venezuela

X Implementation of E-channels and clearing Checks system based on SirmaBC technology and architecture

X Preparation of the FC UBS v.11.1 and all interfaces for UAT – successfully finished in 2012

## ✓ **Banco Espírito Santo - Portugal**

X Upgrade the Flexcube UBS core banking system from v.7.1 to the new v.11.1 release for the installations namely Makao

X Preparation of the FC UBS v.11.1 and all interfaces for UAT – current project

***Out of these projects, we gained a lot of experience in partnering with local and international vendors, group headquarters and local banks and shaped our approach to reach tangible results in multi-national teams!***