



# Company profile 2014

# Content:

- MANAGEMENT OF THE BOARD ..... 3
- Letter by the Chairman of the Board ..... 3
- COMBIS' Management Board ..... 4
- ABOUT COMBIS, MISSION, VISION AND VALUES ..... 6
- About COMBIS ..... 6
- COMBIS in 2013 ..... 7
- Our Mission, Vision and Values ..... 9
- COMBIS SOLUTIONS AND SERVICES ..... 11
- COMBIS Solutions ..... 11
- COMBIS Services ..... 17
- FINANCIAL BUSINESS INDICATORS ..... 19
- HUMAN RESOURCES ..... 22
- OUR PARTNERS AND CUSTOMERS ..... 23
- Our partners' statuses ..... 23
- Our customers ..... 25
- COMBIS – Regional Business Partner ..... 28

# Management of the Board

## Letter by the Chairman of the Board

ICT is a vibrant and interesting business area that keeps changing rapidly and unpredictably, remaining a constant challenge to every company that has it as its core business. COMBIS is such a company, and we are delighted to be a part of this environment. New technologies keep emerging, new devices keep surprising us, and innovations that were hardly conceivable two or five years ago are becoming a part of everyday life and business. ICT industry in itself is inclined to constantly reinvent itself, and that fact alone makes it possible to always think about innovation, about changing and upgrading current systems that everybody are used to. Every new step in this development opens new doors and possibilities.

For COMBIS, these opportunities were numerous and we have been using them all this time in the best way possible. Our results prove so, because COMBIS has continued to generate excellent business results and to develop itself in a high rhythm.

Our achievements, with which many companies from the region cannot commend themselves, are the result of the increase of business with the existing customers as well as of opening new markets and acquiring new accounts. A significant share in this growth was contributed by our projects with international customers on foreign markets.

This reach into foreign markets is a result of continuing business activities that we have started several years ago. We have developed highly specialised set of knowledge and skills in very specific niche segments. We offer the experience in implementation of business intelligence solutions, with high focus on 'enterprise performance management', but we also develop COMBIS solutions such as Debt management and Cash management for the banking sector. We developed renowned products for the telecom market, such as ComCloud, our flagship Cloud solution. Today, COMBIS is in a unique position to initiate, create and define trends in the Cloud world, which consequently provides our customers with the possibility to actively participate, position and establish themselves in the Cloud arena!

Besides these achievements, COMBIS has entered a new phase of greater synergy with its owner, Hrvatski Telekom, in our common goal to provide the Croatian and regional market with the most extensive range of ICT services. Through adoption of modern trends in European and World business and through continuous improvement of quality of work and work environment, COMBIS established itself as one of the leading ICT companies in the Adriatic region in the segment of services according to IDC Adriatics' research.

We are looking at the contactless future in which we will adopt mobile work and wireless networks, integrate tablets and smartphones deep into business processes, a future full of change and challenges with COMBIS at the helm.



Ivan Gabrić  
Chairman of the Board

## COMBIS' Management Board



**Ivan Gabrić** – Chairman of the Board

Upon becoming chairman of the company's board in 2004, Ivan Gabrić, along with his team, validates Combis' leading status in the regional IT industry. By his personal engagement and exceptional knowledge of the problem area, shifts and trends within IT industry, he proved himself in numerous projects of integration of business solutions. He is experienced in business communication and negotiation with domestic and foreign partners.

His career started in Infosistem in 1994, where he later became head of the department – Client Server Group. Afterwards, he transferred to IBM, where he worked as a Channel Manager, and in 2001 he transferred to Hewlett-Packard Croatia to the position of Enterprise Manager for the Adriatic Region. He graduated from the Faculty of Electrical Engineering and Computing. As an IBM scholarship student, he was the first to complete the MBA programme at Henley Management College in Great Britain. He was born in 1969 in Zagreb.



**Hrvoje Išek** – Member of the Board in charge of sales

Hrvoje Išek became Combis Board member for sales in August 2012, broadening his current responsibilities in Hrvatski Telekom, where he officiates duty of Operating Sales Director for key account and large account companies.

Hrvoje Išek is in charge for coordination of all aspects directly connected with customers, defining and implementing common, Hrvatski Telekom and Combis, sales strategy, and alignment of all sales operation activities.

Rich business experience, out of which 12 years in business sales, he acquired on different positions, from the position of expert for telecommunications, through key account manager position responsible for major accounts to director position in Enterprise sales department. His education covers the best from both worlds, basic education in electrical engineering with focus on telecommunications and extensive training in sales, business management and strategy.

He graduated from Faculty of Electrical Engineering and Computing and has finished different seminars and professional training programs, among which program of prominent Management Centre Europe in Bruxelles. He was born in 1968 in Koprivnica.



**Robert Berišić** – Member of the Board in charge of finances

As Combis Member of the Board in charge of finances, Robert Berišić is responsible for controlling, finance, accounting, financial systems and procedures, procurement and logistics and in general for ensuring support in further growth and development of Combis.

Berišić comes from Hrvatski Telekom, and his expertise and competence were multiply confirmed while he was performing duty of

Director of Controlling Business Customers Segment, and previously, Director of Controlling Marketing and Sales Department.

He has built long-term, successful career in Hrvatski Telekom and other large renown companies where he was mostly on positions related to business planning and budgeting, controlling, investment consultancy and financial analysis.

He graduated from the Faculty of Economics in Zagreb, after which he continued with further professional specialization by attending different expert, strategic training programs. He was born in 1974 in Zagreb.



**Leo Petrov** – Member of the Board in charge of products and services

Leo Petrov joined Combis as a member of the board in 2008, and in 2012 he undertook duties and responsibilities regarding products, services and excellence in operations in order to contribute to even more competitive and successful Combis' business in Croatia and the region.

Previously, Petrov worked in Konzum as an Executive Director in charge of business activities in Bosnia and Herzegovina, as well as being responsible for strategy, organization and optimization of business in Croatia. He started developing his successful manager career in one of the biggest fruit and vegetable retailers in Slavonija (Croatian region), Fructus. He started his career in Saponia Osijek.

Leo Petrov graduated from the Faculty of Economics in Osijek, after which he finished Executive MBA Program and Postgraduate Studies at IEDC Bled School of Management. He was born in 1972 in Osijek.

# About COMBIS, Mission, Vision and Values

## About COMBIS

COMBIS d.o.o. is a prominent regional systems integrator established in 1990 that holds significant experience in consulting, development, implementation, integration and maintenance of complete and complex information-application-communication turn-key solutions.

COMBIS became a member of T-HT Group in 2010, and as of then, the Croatian market is provided with the most extensive range of information-telecommunications business solutions and services. With eight different service locations in Croatia, we are able to reach any location in the country within an hour time, 24 hours a day, 7 days a week. More so, during last several years, COMBIS has also been active in the region, with headquarters in Belgrade, Serbia, and in Sarajevo, with three more service units, in Bosnia and Herzegovina.

COMBIS has always had a clear vision in which direction to go and how to develop, so the company turned to providing a complete range of business solutions. The entire portfolio of solutions and services has been developed through integration of advanced technologies specifically for our customers' needs.

COMBIS keeps a permanent focus on detection of new technologies which are either functionally more powerful or more affordable, in an effort to ensure that its customers reach their business goals. Furthermore, COMBIS constantly improves the portfolio of its services, and has continued with development of its own custom-made technological solutions, that are applicable and compatible to all business systems.

As a socially responsible company, COMBIS has been a member of Global Compact initiative for corporate social responsibility that has been initiated by United Nations. COMBIS' Quality Management System was certified in accordance with ISO 9001:2009 standard, while COMBIS' Security Management System was certified in accordance with ISO 27001 standard.

## COMBIS in 2013

For COMBIS, 2013 has been a successful year, because it:

### significantly expanded market presence in the region and Europe by:

- expanding its operations to Eastern Europe – currently outgoing is the implementation of the core application for business process management in the Romanian building society/savings bank Raiffeisen Banca pentru Locuinte.
- introducing new products on the market of Bosnia and Herzegovina – Combis has installed self-service units for invoice/bill payments and for cell phone voucher top-up payments in HT Eronet offices. The installation of first payment machines in offices throughout the country has enabled citizens of Bosnia and Herzegovina to use these innovative payment devices.
- sales' synergistic effect - in cooperation with Hrvatski Telekom, the infrastructure for support of the business system consolidation has been implemented at Orbico Group, thus ensuring high availability and business continuity at five members of Orbico Group throughout Europe.

### positioned new and innovative ICT solutions by:

- improving ComCloud solution – by upgrading ComProvis, self-service portal for ComCloud, new functionalities are enabled, thus improving user's experience.
- developing solutions for parental guarding of children on the Internet – the solution has been customized for complex implementation in the telecommunications environment where high availability is being demanded, together with the expected price scale for a large number of users and simple possibility of integration into telecom OSS/BSS systems.

### achieved recognition from the experts:

- on the annual Cisco Systems' global partners' conference, COMBIS received an award as a partner of the year for architectural excellence in the category of complex solutions for service providers. Combis has won the award by competing with 79 countries from the central EMEAR region that includes countries from Europe, Middle East, Africa and Russia.

### enter into partnership with ICT leaders:

- COMBIS has become the sole regional partner of the Italian company Eudata, specialized in the integration of innovative contact center solutions and systems for customer relationship management. By signing the partnership agreement Combis has ensured the exclusive providing of unique solutions to customers on the territory of Central and Eastern Europe.

### expanded its presence on Croatian and regional ICT scene by organizing numerous COMBIS events:

- First **Combis Technology Day** in both Croatia and Bosnia and Herzegovina on which COMBIS presented the latest technologies recognized as those with the most potential in transforming business goals into results.
- Third **Combis Government Day** intended for government and public sector, with a goal to present solutions that can improve public sector business and respond to specific needs of this important segment.
- Traditional, seventh in a row, **Combis Conference** was held under the topic Use ICT = Express POTENTIAL = Improve BUSINESS, with more than 300 participants. This year's key

note speaker was Leonard Brody, often called "a controversial leader of the new world order", with his presentation "The Great Re:Write: This monumental shift in technology, business and human behavior" thrilled and intrigued the Conference participants with his view of the technology that has changed our behavior. To conclude, the Conference has once again justified high participants' expectations and with high grades confirmed its status as one of the largest regional gatherings of ICT experts. The questionnaire results showed that 94% of the participants want to participate on Combis Conference next year.

- **Combis Finance Day** traditionally connects banking and finance experts with ICT, and on sixth Finance Day new generation of banking with technology future of the finance world was presented.
- COMBIS participates in the organization of important events together with its partners, in order to add value to the progress through new technological solutions. During 2013, Combis actively participated at the Oracle Days Conference, Microsoft Windays Conference, IBM Solution Summit, The Oracle user group Serbia Annual Conference, Microsoft Network Conference in Bosnia and Herzegovina and regional Cisco Connect Conference.

## **Our Mission, Vision and Values**

### **Our Mission**

Building integrated business solutions based on top-quality services and leading world technologies.

Enabling users of our solutions to improve their business results by concentrating on core activities and efficacious use of information technologies.

Providing our employees with the possibility to reach their full potential through personal and professional development.

Running a successful company in the environment governed by trust and co-operation, based on knowledge and work as basic values, to the satisfaction of customers, employees and owner.

### **Our Vision**

We want to be renowned regional informatics company with market-recognised ICT solutions, based on top-quality services and leading world technologies.

### **Our Values**

#### Expertise

By means of permanent adoption of new knowledge and development of top-grade expertise, COMBIS has been building integrated business solutions based on leading information technologies.

#### Work

Work is the only true guarantee of success, by which, in the long run, added value is created for the customer, employee and owner. Each job at COMBIS should be done according to the highest quality standards and in accordance with the best practice.

#### Team spirit

By uniting individual characteristics, we achieve much better results than we could achieve as a group of individuals. COMBIS' team spirit enables each employee to fulfil his/her full personal and professional potential.

#### Customer care

All COMBIS' activities are focused on our main goal, satisfaction of the customer. Connection with the customer, understanding and meeting his/her needs is a priority of every employee.

#### Reliability

Here in COMBIS, we fulfil our commitments to customers, as well as to each other within the company. We continuously improve quality standards and create reliable solutions for our customers by using renowned world products and by taking personal approach to business.

#### Responsibility

We perform our daily duties and commitments conscientiously and properly. We attempt to improve our results and work environment by taking a proactive and responsible approach to each individual task.

#### Open and friendly communication

In COMBIS, we build stimulating work environment, based on mutual respect and appreciation. In this way, along with achieving satisfaction of customers, employees and owner, in the environment governed by trust and co-operation, we create a successful company.

#### Victorious spirit

We want to be the best at what we do. We accept challenges with positive attitude, viewing them as a chance to learn something new and to introduce changes with the purpose of improvement.

# COMBIS Solutions and Services

## COMBIS Solutions

Aiming to empower customers to increase their market share, COMBIS provides integral ICT solutions that are in accordance with our customers' needs and demands. By using modern methodologies of ICT solution design and advanced technologies in solution development, we ensure reduction of technological and business risks of the project, as well as complete fulfilment of customer requests.

Quality features of our solutions are the following:

- **reliability, availability and resistance to breakdown,**
- **scalability** – our systems can follow the growth of customer's business,
- **security** – ensuring high level of data protection and data access control,
- **integration with the existing systems** – in order to protect customer's existing investment in information technology.

We have gained our longstanding experience by developing solutions for large companies and organisations in the banking, telecommunications and government sector, as well as industry. We have participated in many unique projects as consultants, designers and developers and we have gained great experience in developing complex information systems.

Our goal is to provide a solution which will not only satisfy the existing customer needs, but also support their future growth and development.

Some of the **business solutions** we implemented for our customers are (in alphabetical order):

- **ComBoard – Paperless sessions** is an application that takes care of need to manage and control meetings and sessions and ensures information exchange in all important business processes upon which decisions are being passed at sessions, either at a company's Management Board session or at a City Government session. Finally, the application will also provide control of execution of decisions passed, which may be one of the most important factors of successful implementation of any decision, plan or project. (References: City Administration of the City of Dubrovnik, City Administration of the City of Zagreb, City Assembly of the City of Zagreb, City Government of the City of Dubrovnik, City Government of the City of Zagreb)
- **ComContact** represents a new generation of solutions in the area of processing customers' demands. By integrating verbal and data technologies, IPCC merges various types of user approach: verbal, Web, E-mail, SMS and fax. By using multi-service IP network, it is possible to improve the existing services, to develop new services and applications, to personalise the information-based service and contact history for each individual customer, thus increasing customer satisfaction and productivity of the agent. (References: City of Zagreb, Croatian Motorways d.o.o., Croatian Railways Passenger Transport d.o.o., Ministry of Finance of the Republic of Croatia – Customs Administration, Zagrebačka banka d.d.)
- **ComCRM - Relationship Management System** is a solution that improves customer relationship, enabling sales staff to monitor all business contacts with the customer, ensuring information that serve as a basis for quality decision-making. By enabling users to daily record every contact with the customer, plan sales activities and campaigns, and also measure the success of different activities, ComCRM facilitates employees' work, allowing them to improve their business results. (Reference: Zagrebačka banka d.d.)

- **ComDebts - Debt Collection Management** is a solution which enables unique application support through all stages of outstanding debt collection. The purpose of this solution is speeding up the claim-processing procedure and reduction of processing-related costs. It is a workflow application that increases capacity and ability to collect debts by intelligent automation of debt collection in all steps and through all organization parts that participate in debt collection. ComDebts brings know-how to the organization of debt collection. (References: OTP banka d.d., Raiffeisenbank Austria d.d., Zagrebačka banka d.d.)
- **ComDesk – Service Desk** is an application solution which supports central place of communication with customers, enables companies to simply review requests in one place as well as quality and timely follow customer incident-solving. ComDesk is an application solution developed according to ITIL recommendations (IT Infrastructure Library). Application supports: incident management, change management, SLM (Service Level Management) and CMDB (Configuration Management Database). (Reference: Combis d.o.o.)
- **ComPlain – Complaints Centre** is a centralised application solution for management of all types of complaints, demands and all other business cases that have predetermined life cycle, procedures, lifetime and problem-solving methods. Through a very simple and user-friendly Web-interface, users can control the status of every complaint or demand. By integrating the solution with human resources basis, customer data basis or allowing external users to access the application, the users are enabled to easily collect and analyse data. ComPlain can be a part of the integrated contact centre or can function as an independent Web application. (Reference: Zagrebačka banka d.d.)
- **ComQuality - Solution for Quality Management** is a solution applicable to all business systems, which integrates and consolidates data, making it easily reachable and usable for decision making, thus enabling efficient business management, monitoring of results of business decisions, and quality improvement of services and/or products. Integrated COMBIS' product, ComQuality, is a unique portal platform, adapted to the use of management, that enables insight into the information that originate from different systems, in real time, when the information is needed, providing insight into all parameters that influence the business. (Reference: Hrvatski Telekom d.d.)
- **COMBIS Provisioning Tool (CPT)** enables furnishing and services for different products that are based on IP networks. It is a multi-vendor technology which can be integrated with different platforms, as well as implemented into the virtualization environment. This solution is extremely available and flexible for different specific needs of the telecom operators. Main benefits of the implementation of CPT are automatic realization of tasks, faster provisioning process, decreased time of adjustment of the existing or launching new services and lower implementation costs. (Reference: Hrvatski Telekom d.d.)
- **NFC small payments** is a solution which enables mobile subscribers to pay a bill on the point of sale of the retailers (who have contracted a service) by reading NFC sticker on the EFT POS or PC-POS devices, as well as payment on the mobile account if it is a telecommunication company. GPa protocol is being used for communication between client POS applications and authorization system. The system allows contracting of the payment services with the retailers, integration with CRM system of the client and recording of the matured transactions, processing transaction fee and posting analytics. (Reference: Hrvatski Telekom d.d.)
- **Cash Management** serves as a tool for managing money at different points of access, such as ATM's, bank branches and vaults. The system is used for optimal distribution and transportation of cash, which includes servicing ATMs, cash forecasting, planning of the optimal amounts of cash in bank branches and forecasting the outstanding cash orders.

Using Cash Management solution, the need for cash is reduced along with the cost of transportation and human resources, which results in concrete savings for the bank. (References: OTP banka d.d., Zagrebačka banka d.d.)

- **ComVote - Information Support System for Shareholders' Assembly** is a web application for providing support for conducting shareholders' assembly. ComVote supports shareholders' assembly's work from the pre-registration to publishing voting results for each agenda item. A shareholder can independently or through an assignee attend the assembly. Upon registration, each person is provided with a wireless device, which is connected to the system through wired link. By voting through the wireless device, every vote is being registered, and voting results for each agenda item are shown instantaneously. (References: Atlantic Grupa d.d., Hrvatski Telekom d.d., INA – Industrija nafte d.d., Vodoprivreda Zagreb d.d.)

### **Integral business solutions from COMBIS include, but are not limited to:**

- **Relationship Management Solution** – COMBIS offers implementation services for Microsoft Dynamics CRM (Customer Relationship Management) which provides companies with the most modern solutions in the field of customer relationship, with great possibility of adjustment and expansion according to business specificities of different companies. Together with familiar interfaces to each customer, it offers integration with the Outlook clients and mobile versions for access to CRM system even from different mobile devices, and different forms of business visualization. (References: CADCAM Design Centar d.o.o., Hrvatski Telekom d.d., Kamir d.o.o.)
- **Business Efficiency Management** – COMBIS offers Oracle Hyperion Performance Management solution (PM or EPM/Enterprise Performance Management) which provides companies with a range of modern tools for directing, optimization and development of work and business processes, then measuring success and, ultimately, business process management. By implementing the application, COMBIS enables careful planning in all business segments, creating key business indicators, and analysing reasons and sources of discrepancies between desired and achieved plans and results. In this way, it is possible to accomplish competitive advantage on the market, improve efficiency, reduce business risks and achieve the best business results. (References: Croatia osiguranje Group, Financial Agency, Hrvatska elektroprivreda d.d., Victoria Group A.D., Zagrebačka banka d.d.)
- **Data Warehouse and Business Intelligence** - COMBIS offers deployment of data warehouses, Business Intelligence and Company Performance Management. (References: Petroleum Industry of Serbia, Sopharma Trading JSC. Bulgaria)
  - **Data Warehouse** is a central system for collecting data from transactional and other independent sources, and is used as a source of information for Business Intelligence systems and performance management.
  - **Business Intelligence System** is a collection of tools used to analyse and display information from data warehouses, and allows the companies to track: daily or shorter business period with the operating results of operations, weekly or monthly operating periods in order to optimize business processes, and periods of several months of business operations with the aim of directing a group of business processes toward strategic business goals.
  - **Company Performance Management** is focused on connecting business processes within the company to facilitate quality business decisions. It is based

largely on information available in the data warehouse. Input parameters for the monitoring of results are key performance indicators, and monitoring the results is possible through business intelligence systems, dashboards or scorecards.

### COMBIS Cloud solutions:

- **ComCloud - Public Cloud Solution** - is a complete Cloud solution for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g. networks, servers, storage, applications and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. While developing our solution we have focused on virtual desktops or Desktop as a Service (DaaS) offering. Concept is simple: offer any service on any device using any network. Together with Hrvatski Telekom we can deliver full solution package: technical, marketing, sales and Cloud-related business consulting. (Reference: Hrvatski Telekom d.d.)
- **Private Cloud** is a solution based on Microsoft Infrastructure that provides comprehensive management of heterogeneous IT environments. It is an open and comprehensive approach that puts customers' needs ahead of any particular technology. With Microsoft Private Cloud you can: manage multiple hypervisors (Microsoft, VMware & Citrix), run and monitor multiple operating systems, drive process automation and configuration across platforms and toolsets and develop applications using multiple application toolsets. Microsoft Private Cloud lets you keep what you have and make the move now to a new kind of agility. (Reference: UniCredit Bank d.d.)

### COMBIS Virtualization solutions:

- **Server Virtualization** - is a consolidation of the operating system deployed on a number of physical servers into one physical server. Consolidation of the system achieves significant financial benefits while enabling greater freedom in choosing the hardware base of the system. Virtual machines are in its architecture completely independent of the hardware on which they run, and the changes of key hardware components have no impact on them. The user now has the possibility of optimal usage of available hardware. (References: Agency for medicinal products and medical devices of Croatia, APP d.d. Požega, CAIB Invest d.o.o., COMBIS d.o.o., Commercial Services Agency Ltd., Croatian Civil Aviation Agency, Croatian Energy Market Operator d.o.o., Croatian Financial Services Supervisory Agency, Croatian State Archives, Euroherc osiguranje d.d., Generali osiguranje d.d., Hrvatski Telekom d.d., Labud d.o.o., HT d.d. Mostar, Ministry of Economy of the Republic of Croatia, Ministry of Finance of the Republic of Croatia – Customs Administration, Montelektro d.o.o., Novi list d.d., Orbico d.o.o, Podravska banka d.d., Slatinska banka d.d., T-Mobile Hrvatska d.o.o., UniCredit Bank d.d., Viadukt d.d., Viktor Lenac Shipyard)
- **Application & Desktop Virtualization** - Desktop virtualization involves switching desktop environments into the data centre where companies can proactively manage desktops. The solution makes it easy to administer, extend the working life of the workstations, reduces overall costs, increases data security and accelerates performance of applications. Virtualization of applications includes the centralization of user applications on servers in data centres. The applications that would otherwise be installed on user workstations are run on these servers, and thus only the picture of the application travels to the user. (References: Allianz Zagreb d.d., Centar banka d.d., Croatian Energy Market Operator d.o.o., Croatian Olympic Committee, Dukat d.d., Financial Agency, Hypo Alpe-Adria-Bank d.d., Intesa Sanpaolo Card d.o.o., Magdalena - Clinic for Cardiovascular Diseases, MBU

d.o.o., Ministry of Finance of the Republic of Croatia – Customs Administration, Novi list d.d., Privredna banka Zagreb d.d., Tele2 d.o.o., UniCredit Bank d.d., Volksbank d.d.)

- **Virtualization of disk systems** – In today's IT environments, virtualization is present at all levels. IBM SAN Volume Controller (SVC) is a virtualization device which is located in the SAN environment (between the servers and disk systems) and enables virtualization of heterogeneous disk environments. IBM SVC virtualizes back-end disk systems and provides central point of managing storage systems. (References: Croatian State Archives, HT d.d. Mostar, INA – Industrija nafte d.d., Ministry of Finance of the Republic of Croatia – Customs Administration, Nexxe grupa d.d.)
- **Disaster Recovery Automation** – Solution that enables automation and execution and/or testing of Disaster Recovery procedures in virtual data centers. The solution is intended for big companies and financial institutions that have the need or legal obligation to have a secondary data center in case of breakdown in order to ensure business continuity. Windows Server 2012 Hyper-V Role brings new possibility of the embedded replication mechanism at the level of virtual servers. This possibility, Hyper V Replica, allows asynchrone replication of the chosen virtual servers from the primary site onto the secondary location using LAN/WAN connections. Unlike previous solutions, Microsoft solutions assume a functionality built in the Windows Server operating system, thus no further investment is needed. (References: Ministry of Finance of the Republic of Croatia – Customs Administration, Orbico d.o.o.)

### COMBIS Security solutions:

All security solutions COMBIS easily integrates with existing infrastructure, achieving increased productivity and rapid return of investment. COMBIS offers the following solutions:

- Protection from malicious code, workstations, servers and applications
- Protection against spam
- Protection and control of Web traffic
- Public key infrastructure (PKI)
- Encryption of content
- Log Management
- Multiple Authentication
- Single Sign-on (SSO)
- Access Control
- Identity Management
- Analysis of the level of system security - Overview of vulnerability and penetration testing
- Maintaining security solutions
- Assistance in coordination with the safety standards

In addition, COMBIS offers implementation of high-end network security solutions.

### Some of the COMBIS Communication solutions include:

- **Pneumatic Tube System** is a solution for linking micro-locations within and between objects through a network of pipes in order to secure rapid transfer of storage cases. This system is commonly used by banks to transfer money, valuables or documents, by hospital to transport the samples, documents and records, and also by supermarkets, gas stations and toll booths in order to safely transfer money. The system greatly facilitates business operations because it significantly decreases the time needed for safe transfer, ensures additional security and lower cost of operations. (References: Central Bank of Bosnia and

Herzegovina, Croatian Motorways d.o.o., Getro d.d., NLB Banka d.d., Tuzla, PBZ Card d.o.o., Zagrebačka banka d.d.)

- **Data Centres** – COMBIS designs projects, supplies equipment and implements the data centre as a complete turnkey solution. Data centres are sized according to current needs, with the predicted modular expansion which enables direct savings in construction. Throughout the project, COMBIS takes care of ecological standards and trends that, in addition to securing environmental benefits, bring customers significant savings. (References: Agency for medicinal products and medical devices of Croatia, BH Telecom d.d. Sarajevo, Croatian Postal Bank d.d., Ministry of Finance of the Republic of Croatia – Customs Administration, Raiffeisenbank Austria d.d., The Zagreb Stock Exchange, UniCredit Bank d.d., Zagrebačka banka d.d., Zagrebačka burza d.d.)
  
- **Structured cabling** represents the installation of multiple-purpose cabling network system, implemented as a single system or as multiple subsystems in one or more buildings, with the ability to be connected together. Structured cabling should provide a sufficient number of ports of multiple purposes, which is determined by the customer according to their current needs.  
Using structured cabling reduces the possibility of errors in the most sensitive part of the network, the cable infrastructure. COMBIS offers a complete range of passive network infrastructure solutions. Solutions meet the highest standards of reliability due to the highest quality materials and the quality of implementation provided by the certified COMBIS' experts. (References: Agrokor d.d., Hrvatski telekom d.d., Hotel Tučepi, Intesa Sanpaolo Card d.o.o., Mepas Mall, Ministry of Justice of the Republic of Croatia, Sky Office, Zagrebačka banka d.d. etc.)

### **COMBIS System integration solutions:**

COMBIS provides systems solutions for increasing needs of its customers, whether they need construction or upgrade of complex information systems with hundreds and thousands of users.

COMBIS systems expert team provides to its customers consulting services during the selection of the most favourable solution, during the delivery of the solution, the implementation services and all sorts of technical and systems support.

COMBIS supports MS and Linux infrastructure, automation of IT processes, disaster recovery projects and other sophisticated, complex solutions.

- **Automation of business and IT processes** – enables a higher degree of compatibility as well as better quality and more standardised communications processes between business and IT world, which benefits end-users first and foremost. Automation of everyday tasks and operations helps elevate the efficiency of IT and reduce the manual work, thus greatly contributing to significant reduction of possibilities for human errors. COMBIS offers automation of important processes such as End of Day processes, card and other financial transactions processing, data delivery and exchange, Data Warehouse and Business Intelligence processes and different IT processes such as backup or patching processes.

## COMBIS Services

On today's market, characterised by immense supply of products of the same kind, companies try to differentiate themselves by their service. Our goal is to help our customers improve their business by predicting, recognising and identifying their needs and offering new, custom-tailored services.

Within our solutions we provide the following services:

- analysis of the customer's existing situation,
- consulting,
- development of complex ICT systems,
- implementation of ICT systems,
- maintenance of ICT systems,
- management and monitoring of projects and
- systems integration.

Within the scope of **ICT infrastructure management services**, we provide management services through the entire lifecycle of various types of ICT equipment, which entails services of:

- planning and ordering of equipment,
- solution design,
- delivery of equipment,
- installation and maintenance and
- equipment disposal.

The main goal of COMBIS ICT infrastructure management services is to enable efficient fulfilment of ICT environment's needs. This, amongst other things, includes our adaptability to customer needs, obtaining reliable optimal solution, further cost control and, not less important, ensuring satisfaction of end customers, all with a goal to satisfy increasing business demands. We put emphasis on the delivery of the solution according to individual customer needs.

We manage extended infrastructure of different equipment and our ICT infrastructure management services include:

- Personal Computer Management
- Server Management
- Printer Infrastructure Management
- Data Storage Systems Management
- Network and Communication Infrastructure Management
- Self-Service Device Management

More than 200 highly qualified employees are in charge of providing ICT infrastructure management services 24/7.

### Support:

There are two packages of support services that are adjusted according to our customer needs.

As part of the maintenance contracts we offer:

- **Classic Support** – COMBIS guarantees improved reliability of IT infrastructure, reduced operating and maintenance costs, improved use of IT assets, 24/7 availability of skilled resources and use of best practices from ITIL standards. In the classic support, COMBIS

includes incident management, reactive support, proactive support, consulting services and expert workshops, documentation of the entire IT system and the subsequent changes, and quick response on all locations in the Republic of Croatia and Bosnia and Herzegovina.

- **Platinum Support**– is one of the strategic products for our key customers, which includes full-service high quality maintenance, with special emphasis on the adaptation of services to customer needs, covering the entire Croatian and the territory of Bosnia and Herzegovina. Includes proactive support to prevent incidents, through constant review of the implemented technology and consulting, using best practices of software manufacturers, effective reactive support, and partnerships with manufacturers of software products.

## Financial Business Indicators

COMBIS is among the leading ICT companies in the Adriatic region in the segment of services<sup>1</sup> and the leading service provider in Croatia<sup>2</sup> according to IDC Adriatics. COMBIS is one of the few ICT companies in the region that can offer a full range of complete business solutions exclusively with their own resources.

Strategy of COMBIS is focused on continuous growth and improvement of all aspects of the business, with special emphasis on creating partnerships with customers, development of advanced services and solutions, expansion of business activities and continuous investment in education and training of employees.

Goal of COMBIS in 2013 was to continue building the leading position in the segment of system integration and to strive to be recognized by customers as the company with highly developed customer relationship management with special approach to each of them, through high quality services, as well as through reliability and customer orientation.

Therefore, in 2013 COMBIS focused on these strategic objectives:

- Customers are at the epicentre of all COMBIS' activities
- Focus is on the market access and services tailored according to the special needs of customers
- Creating a culture of customer service with the employees
- Developing processes focused on efficiency

During 2013 COMBIS marked 8,52% income growth on the level of the whole group (Croatia, Bosnia and Herzegovina and Serbia) in comparison to the previous year.

These achievements are even greater if we observe the business surroundings which, according to expectations, was under the influence of unfavourable economic trends. Thus the latest research shows 0,7% drop in GDP in 2013.

That was fifth recession year in a row, and gross national product has during that period cumulatively been decreased by about 12%. In 2013 investments dropped by 1,5%, while IT market (HRK 6,17 bil.) grew by modest 0,7%.

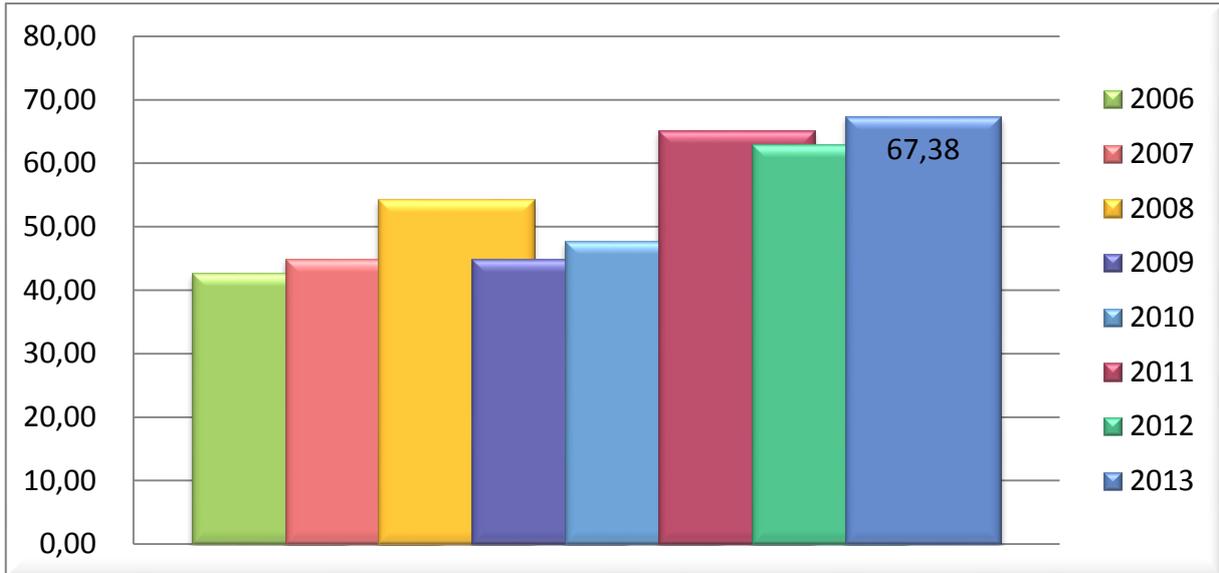
Good news is that in 2013, despite significant decrease of public state's IT spending, COMBIS managed to achieve the biggest growth in that very segment.

|                                  | 2010          | 2011          | 2012          | 2013          |
|----------------------------------|---------------|---------------|---------------|---------------|
| Total revenue                    | 48.681.318,75 | 65.984.728,67 | 62.871.914,48 | 66.821.531,49 |
| Revenue generated by IT business | 47.299.802,72 | 63.363.185,65 | 60.567.417,47 | 64.942.275,06 |
| Other revenue                    | 1.381.516,03  | 2.621.543,02  | 2.304.497,02  | 1.879.256,44  |
| Employees at year-end            | 289           | 306           | 353           | 386           |

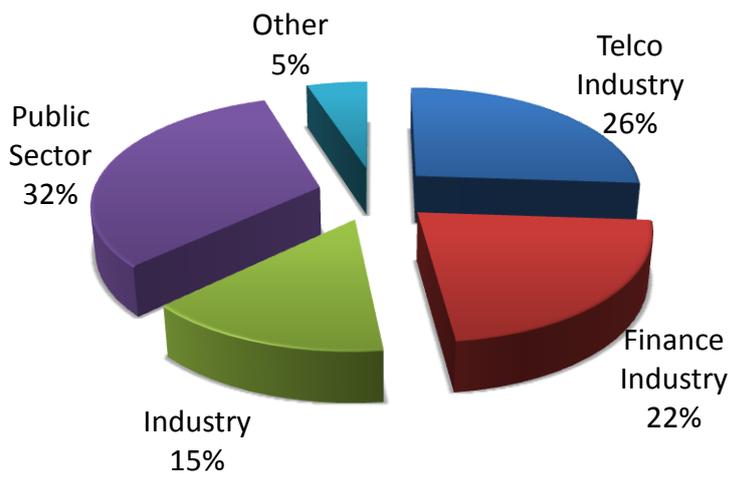
Table 1. Consolidated financial business indicators in Croatia, Bosnia and Herzegovina and Serbia (figures presented in EUR)

<sup>1</sup> IDC Adriatic Region IT Services Market 2012–2016 Forecast and 2011 Vendor Shares, 08/2012

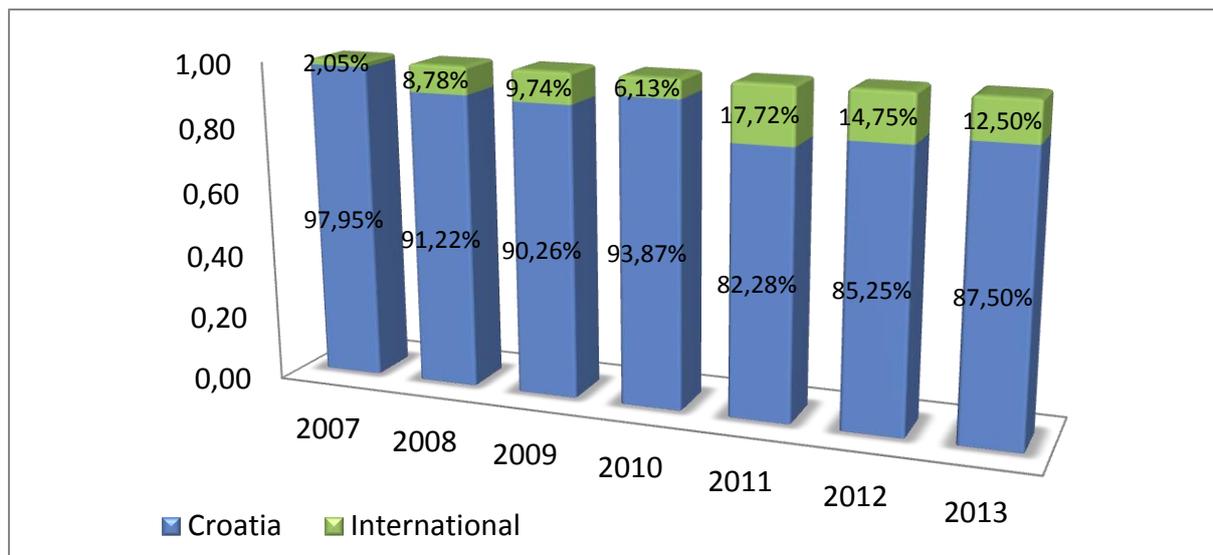
<sup>2</sup> IDC Croatia IT Services Market 2014–2018 Forecast and 2013 Vendor Shares, 05/2014



Graph 1. Consolidated revenue from 2006 to 2013 (presented in M EUR)



Graph 2. Segmentation of income by market segments in 2013



Graph 3: Geographic market segmentation from 2007 to 2013 (percentage)

Let's just mention that COMBIS has again grown in the area of human resources, thus the company ended 2013 with 9,35% growth, which has been followed by bigger number of competencies acquired through different educational programmes.

Partial growth in business results segment, together with new knowledge and competencies, followed by numerous opportunities and new internal improvements as well, are more than enough security for the future.

## Human Resources

How to tackle the increasing number of market challenges that we are facing every day? How to build a company whose name will induce a sense of respect from the community? How to be successful?

Answers to these questions are the backbone of not only corporate culture, but of COMBIS marketing campaign for 2014 as well, because...

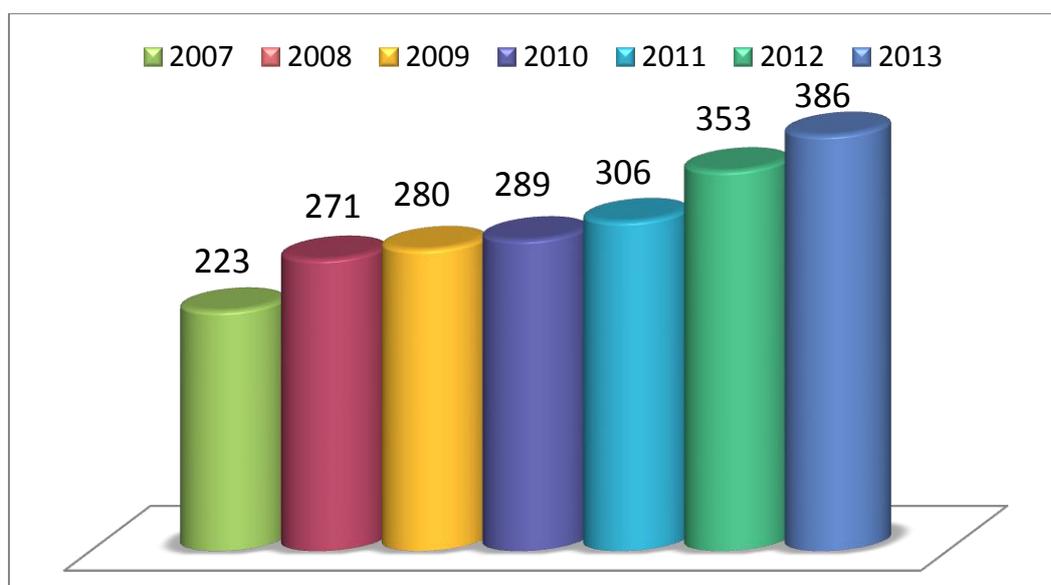
COMBIS today owes its position as one of the leading system integrators in the region to its team of employees, who continue to prove their and COMBIS' excellence at every opportunity. Companies that build the future consistently PUT their excellent employees FIRST...

Aware of the fact that when technologies are widely available, our biggest competitive advantage is our human capital; we made it one of our key priorities. We constantly develop our process of managing human resources by improving and adjusting to new market circumstances. For us, our employees are truly the most valuable capital and we always strive to prove that.

With thoughtful approach to the recruitment process, systematic implementation of motivational measures, professional development of employees and close monitoring of their success, we create an environment in which personal aspirations of each individual become basic tool for the success of the entire company. Through an adequate reward system, COMBIS motivates its employees toward the goal achievement, as well as development of business values that COMBIS strives to achieve at all levels. COMBIS is always going forward, faster, better and higher. Our employees have always been a guarantee of our success, as well as our biggest competitive advantage.

We encourage taking responsibility across all levels in Combis. The employees who have shown excellence in their work and responsibility have advanced in their careers – by being given the opportunity to advance to other jobs with new and bigger responsibilities. With such examples we have shown to the other employees that we recognize and value excellence.

The number of employees in 2013 increased by 9,35% in comparison with 2012. On the last day of 2013 COMBIS Group had 386 employees, out of which 359 employees in the Republic of Croatia, 23 in Bosnia nad Herzegovina and 4 employees in Serbia.



Graph 4. Number of employees in Croatia, Bosnia and Herzegovina and Serbia from 2007 to 2013

# Our partners and customers

## Our partners' statuses

(in alphabetical order)

- Accel Ops Value Added Partner
- Acme Packet Regional Certified Partner
- Active Voice Platinum Partner
- Aerocom Partner
- Allot Communications Value Added Partner
- Arista Networks Partner
- Automic Authorized Partner
- Beta Systems Software AG Value-Added Partner
- BKT Distributor
- Blue Coat Premier Partner
- BroadSoft Partner
- Bsafe Information Systems Ltd. Value-Added Reseller
- Cisco Gold Certified Partner
- Citrix Cloud Advisor
- Citrix Gold Solution Advisor
- CommVault Value Added Reseller
- CoSign Reseller
- Dell Service Partner
- Dell Preferred Partner
- Diebold Distributor and Service Partner
- Digium Asterisk Reseller
- EMC Partner
- Eudata Distributor
- F5 Silver Partner
- FireEye Silver Partner
- Fortinet Silver Partner
- HP Preferred Partner Gold
- HP ServiceOne Specialist
- IBM Premier Business Partner
- Imperva Certified Partner
- Imprivata Value Added Reseller
- IronPort Gold Partner
- Lenovo Authorised Service Provider
- Lenovo Gold Business Partner
- Lexmark Authorized Expert Partner
- Lexmark Distributor
- Lexmark Service Provider
- Linksys Reseller
- Microsoft Gold Certified Partner
- Microsoft LSP (Licensing Solution Provider) Partner
- Microsoft MSPA Microsoft Services Partner Advantage
- Microsoft Cloud Deployment Program
- Microsoft Virtual Technology Solution Professional
- Microsoft Black Belt Plus Program for Solution Partners
- Mind Value Added Partner
- NetApp Gold level Partner
- ObserveIT Reseller
- OneAccess Reseller
- Openet Partner

- Optenet Value Added Partner
- Oracle Gold Partner
- Oracle Hyperion Planning Specializations
- Outpost24 Value Added Reseller
- Palo Alto Networks Platinum Partner
- Procera Networks Value Added Partner
- Rittal Premium Partner
- R&M Distributor & System integrator
- SAS Application Program Partner
- Schrack Seconet Partner
- Science Logic Value Added Partner
- Sophos Silver Partner
- Spectorsoft Authorized Partner
- SS8 Value Added Partner
- Telecom bedrijfscommunicatie Partner
- Topaz Partner for Product Integration
- Trend Micro Gold Partner
- Vasco Certified Partner
- Vision Solutions – Solutions Integrator Partner
- VMware VIP Enterprise Partner
- Xerox Premier Partner
- Xerox Authorized Service Provider and FSMA Partner
- Y Soft Authorized Partner
- ZOOM International Silver Partner

**Our customers**

(in alphabetical order)

- Agency for medicinal products and medical devices of Croatia
- Agrokor d.d.
- Allianz Zagreb d.d.
- Alstom Hrvatska d.o.o.
- Apis IT d.o.o.
- Atlantic Grupa d.d.
- Auto Hrvatska d.d.
- AWT International d.o.o.
- Banco Popolare Croatia d.d.
- BH Telecom d.d. Sarajevo
- Brodosplit d.d.
- CADCAM Design Centar d.o.o.
- CAIB Invest d.o.o.
- Cemex Hrvatska d.d.
- Centar banka d.d.
- Central Bank of Bosnia and Herzegovina
- Central depository and clearing company d.d.
- Central State Administrative Office for Public Administration of the Republic of Croatia
- City Administration of the City of Dubrovnik
- City Administration of the City of Zagreb
- City Assembly of the City of Zagreb
- City Government of the City of Dubrovnik
- City Government of the City of Zagreb
- City of Zagreb
- Clinical Hospital Centre Rijeka
- Coca-Cola HBC Hrvatska d.o.o.
- Comprom plus d.o.o.
- Constitutional Court of Bosnia and Herzegovina
- Crnogorski Telekom a.d.
- Croatia osiguranje d.d.
- Croatia osiguranje Group
- Croatian Bank for Reconstruction and Development
- Croatian Employment Service
- Croatian Energy Market Operator d.o.o.
- Croatian Financial Services Supervisory Agency
- Croatian Lottery d.o.o.
- Croatian Motorways d.o.o.
- Croatian National Bank
- Croatian Olympic Committee
- Croatian Pension Insurance Institute
- Croatian Postal Bank d.d.
- Croatian Railways Holding d.o.o.
- Croatian Railways Passenger Transport d.o.o.
- Croatian Radiotelevision
- Croatian Standards Institute
- Croatian State Archives
- Croatian Waters
- Crosco, Integrated Drilling & Well Services Co., d.o.o.
- Dalekovod d.d.
- DHL International d.o.o. Hrvatska
- Dinova-Diona d.o.o.
- Dukat d.d.

- Erste & Steiermärkische Bank d.d.
- Euroherc osiguranje d.d.
- FIMA Securities d.o.o.
- Financial Agency
- Gavrilović d.o.o.
- Generali osiguranje d.d.
- Getro d.d.
- Hotel Tučepi
- Hrvatska elektroprivreda d.d.
- Hrvatski Telekom d.d.
- HT d.d. Mostar
- Hypo Group Alpe Adria
- INA – Industrija nafte d.d.
- INKER d.d. Zaprešić
- Intesa Sanpaolo Card d.o.o.
- Intinova d.o.o.
- Jadransko osiguranje d.d.
- Kamgrad d.o.o.
- Kamir d.o.o.
- Karlovačka banka d.d.
- Kempinski Hotel Adriatic Istria Croatia
- Konzum d.d.
- KPMG Croatia d.o.o.
- Kreditna banka Zagreb d.d.
- Kuehne + Nagel d.o.o.
- Kutjevo d.d.
- Ledo d.o.o. Čitluk
- Magdalena - Clinic for Cardiovascular Diseases
- Magma d.d.
- Makedonski Telekom AD – Skopje
- Maraska d.d.
- Maziva Zagreb d.o.o.
- MBU d.o.o.
- Mepas Mall
- Mercator-H d.o.o.
- METRO Cash&Carry
- Ministry of Finance of the Republic of Croatia – Customs Administration
- Ministry of Culture of the Republic of Croatia
- Ministry of Defence of Bosnia and Herzegovina
- Ministry of Defence of the Republic of Croatia
- Ministry of Economy of the Republic of Croatia
- Ministry of Interior of the Republic of Croatia
- Ministry of Justice of the Republic of Croatia
- Nexe grupa d.d.
- NLB Banka d.d., Tuzla
- Novi list d.d.
- Optima Telekom d.d.
- Orbico d.o.o.
- Osiguranje Helios d.d.
- OTP banka d.d.
- OverseasTrade Co. Ltd. d.o.o.
- Pastor grupa d.d.
- PBZ Card d.o.o.
- Petroleum Industry of Serbia
- Philip Morris Zagreb d.o.o.

- PIK Vrbovec – Mesna industrija d.d.
- Plava laguna d.d.
- Podravska banka d.d.
- Podzemno skladište plina Okoli
- Port of Ploče d.d.
- Prirodni plin d.o.o.
- Privredna banka Zagreb d.d.
- Proplin d.o.o.
- Prva stambena štedionica d.d.
- Raiffeisenbank Austria d.d.
- Raiffeisen Consulting d.o.o.
- Raiffeisen stambena štedionica d.d.
- Rijeka oil refinery
- Schenker d.o.o.
- Siemens d.d.
- Sky Office
- Slatinska banka d.d.
- Société Générale – Splitska banka d.d.
- Sopharma Trading JSC. Bulgaria
- STSI - Integrated technical services d.o.o.
- Tele 2 d.o.o.
- The Zagreb Stock Exchange
- Tisak d.d.
- Transmitters and Communications Company d.o.o.
- Tubla tekstil d.o.o.
- UniCredit Bank d.d.
- Unilever Croatia d.o.o.
- Uniqa osiguranje d.d.
- University of Split
- University of Zagreb – University Computing Centre
- Vaba d.d. banka Varaždin
- Victoria Group A.D.
- Vodatel d.o.o.
- Vodoprivreda Zagreb d.d.
- Volksbank d.d.
- Volvo d.o.o.
- Ytres d.o.o.
- Zagrebačka banka d.d.
- Zagrebgradnja d.o.o.
- Zračna luka Osijek

## COMBIS – Regional Business Partner

COMBIS d.o.o.  
Baštijanova 52/a  
10 000 Zagreb, Hrvatska  
E-mail: [combis@combis.hr](mailto:combis@combis.hr)  
Tel.: +385 (0) 1 3651 222  
Fax: +385 (0) 1 3651 251  
<http://www.combis.hr>

COMBIS - IT Usluge d.o.o.  
Bulevar Arsenija Černojevića 52a/8  
11 000 Beograd, Srbija  
E-mail: [combis-srbija@combis.rs](mailto:combis-srbija@combis.rs)  
Tel.: +381 (0) 11 311 16 62  
Fax: +381 (0) 11 313 37 23  
<http://www.combis.rs>

COMBIS d.o.o. Sarajevo  
Safeta Hadžića do broja 315  
71 000 Sarajevo, Bosna i Hercegovina  
E-mail: [combis@combis.ba](mailto:combis@combis.ba)  
Tel.: +387 (0) 33 774 640  
Fax: +387 (0) 33 671 545  
<http://www.combis.ba>

