



THE SOURCE OF NEW OPPORTUNITIES





OCS is one of the largest IT distributors in Russia with its own manufacturing arm and a wide range of other services

The company's goal is to foster the successful development of partners and the market

Established in 1994

20

offices in various regions of Russia

1000+

suppliers

7000+

partners

200+

technical specialists and engineers

TOP 5

OCS is among the top 5 largest IT companies in Russia by revenue (RBC500, CNews, TAdviser)



We consistently support IT industry participants by providing resources and services for technological development



We've been working in the IT market for more than 30 years, even though it is the most rapidly changing sector in the world



We are quick, flexible, adaptive and always prepared in advance for any twists and turns



We follow the principle of 'Say it — do it'



We see opportunities, when others see complications

The OCS portfolio includes a wide range of products from more than 1,000 Russian and global suppliers



Audio, video and telecommunications equipment



Domestic appliances and electronics



Engineering infrastructure

Power and cooling solutions, UPS, SCS, etc.



Components

Processors, video cards, motherboards, external and internal hard disks



Computer systems

PCs, laptops and workstations, thin clients, tablets and mobile accessories



Network equipment



Servers and data storage systems (DSS)



Security systems and fire extinguishing equipment



Printers and office equipment

Printing equipment and consumables, 3D printers, finishing equipment, scanners and graphic tablets



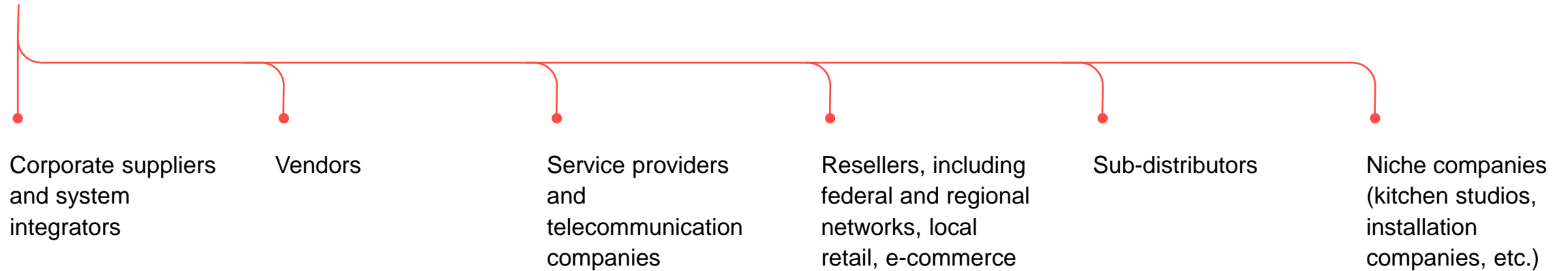
Software

Cloud solutions, information security solutions, etc.

OCS partner network profiles:

7000+

partners in Russia



20 offices in various regions of Russia

Every second OCS partner is a regional company

Saint-Petersburg



Perm



Nizhny Novgorod

Moscow



Kazan



Izhevsk



Yekaterinburg



Ufa



Tumen



Omsk



Novosibirsk



Krasnoyarsk



Chelyabinsk



Samara



Voronezh



Saratov



Irkutsk



Rostov-on-Don



Krasnodar



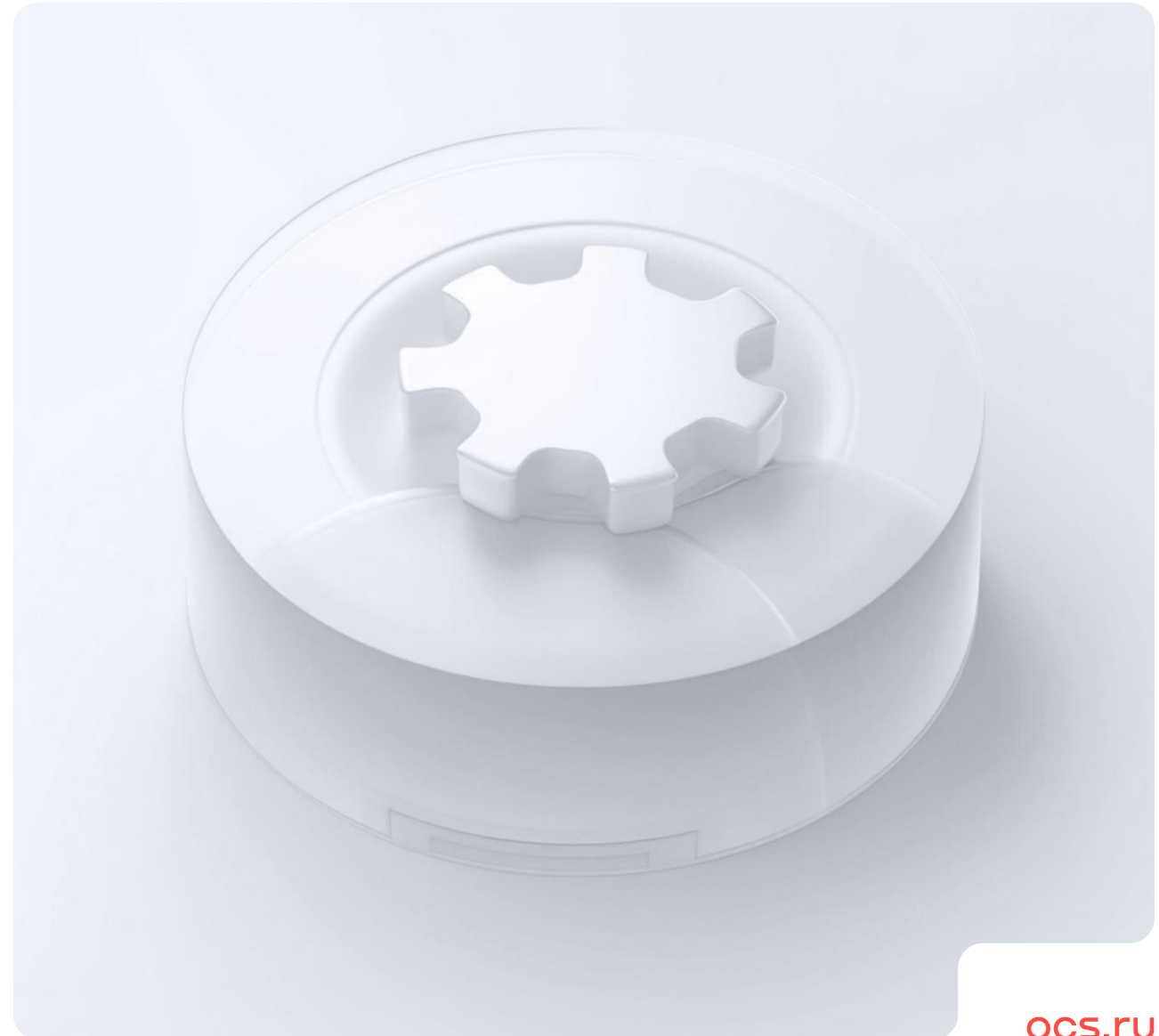
Vladivostok



Distribution on a turnkey basis

OCS provides partners not only with high-quality products from verified suppliers, but also with a wide range of *services* assisting with successful development.

- Technical support
- Service support
- Marketing support
- Financial services
- Logistics
- Support for vendors
- Partner trainings
- Demo center
- B2B-platform



Service and warranty support outsource

OCS has wide service network and qualified engineering team



192

cities of presence

738

service centers

70

areas of certification by vendor

922

valid certificates

Accepting requests
24/7

Own hotline
8-800

Requests within a single window in **Service Desk**

Different **SLA** offerings

OCS is a trusted service partner

>1,5M

supported systems

>15K

successfully processed requests annually

- OCS logistic and storage resources for equipment replacement and refund
- Modern digital instruments for handling requests
- In-depth expertise in compatibility of solutions by different vendors
- Experience in providing technical support for industry-specific enterprise projects

Services for warranty and technical support

- RMA / Basic warranty — a diagnosis of faulty products with follow up maintenance, replacement or monetary compensation
- Extended support — an extension of the term and/or extension of the conditions of the basic warranty
- Post-warranty support — maintenance and elimination of defects, which occur after the expiry of the warranty period
- Non-warranty support — maintenance and elimination of defects during the warranty period outside the warranty on commercial terms

Professional support and reliable mediation in negotiations



OCS assists partners in implementing projects across various industries:



Finance and Insurance



Energy sector



Service providers



Administrative structures
(administrative bodies, construction, housing and utilities, education, science and sports)



Retail



Transport



Industry

Own manufacturing facilities

Manufacturing services:

- Contract assembly
- Software installation and replication
- Testing
- Upgrade
- Laser engraving & UV-printing

Services for equipment supplied under a customer's trademark / White Box

Hardware & software:

- Supply of OS for client devices and servers
- Hardware and software compatibility testing
- Supply and installation of trusted boot software for PC / All-In-One PC / servers
- Platform for software interactive demonstration
lab.ocsdemo.net



SERVERS AND DATA STORAGE SYSTEMS (DSS)



We offer:

80+

specialists

12+

present
cities

1000+

implemented
projects

12+

engineers and
technical specialists

We have:

- 30+ vendors in portfolio
- Demo equipment
- Showrooms in various regions
- Installation and support
- Warranty

- Warranty and support
- Various scenarios of project implementation
- Preservation and development of competencies
- Wide portfolio of warranty services
- Wide range of distribution services
- Development of partners' competencies
- Experience in implementing projects of varying levels of complexity: from equipment supply to turnkey solutions including installation and commissioning



PRINTERS AND OFFICE EQUIPMENT

We offer:

- A wide range of products: in stock or to order
- Selection of equipment based on clients tasks
- Preparation of terms of reference (ToR)
- Warranty for the equipment in case it isn't provided by vendor
- Developed competence in service support: installation, warranty and post-warranty support, extension of warranty
- Individual approach to partners: personal business development manager for most clients
- Integrated logistics

We have:

Wide portfolio of supplied products and services

- **Printing equipment**
printers, MFP, large format printing, consumables and spare parts
- **Consumables**
original and compatible
- **Scanners**
document scanners, large format scanning
- **Graphics tablets**
interactive displays, signature pad, graphics tablets
- **Finishing equipment**
paper shredders, laminators, booklet makers, folders, etc.
- **Projectors**
- **Software**
- Demo laboratory for solutions testing
- Regional showrooms
- Motivation programs and activities for dealers
- Commercial and technical partner trainings



INFRASTRUCTURE AND ENGINEERING SYSTEMS

We offer:

90+

specialists

15+

presales

50+

certificates by global
and local vendors

- Assistance in selecting a manufacturer and solution depending on the customer's specifications and preferences
- Registration of projects with manufactures
- Support, warranty and after-sales service, including departed vendors
- Terms of reference
- Availability of demo equipment in all regions of the Russian Federation
- Supervising

We have:

Products from **150+** vendors

- AutoID
- Security systems
- Equipment for data centers
- Telephony
- Audio/video, multimedia, videoconferencing, LED walls, etc.
- Electrics, SCS, cable-carrying systems



NETWORK EQUIPMENT

We offer:

60+
specialists

10
network
equipment
presales

100+
certification by global and
local vendors

- Assistance in identification of vendor and solutions for particular customer needs
- Close communication with vendors
- Warranty and service support for multiple vendors
- Preparation of terms of reference (ToR)
- Demo equipment available in all regions

We have:

Products from
50+ vendors

- Local vendors
- International vendors
- Small-to-Medium Business solutions



CONSUMER ELECTRONICS

We offer:

- A wide portfolio of products by leading global brands and local vendors, in stock and available to order
- A wide range of regional warehouses and offices with efficient support
- Warranty for the product in case it isn't provided by vendor
- Quick and flexible interaction with partners
- Skilled team focused on results

We have:

- Built-in appliances
- Large household appliances
- TV and accessories
- Products for beauty and health
- Small home appliances
- Household and cleaning goods
- Baby products by Philips Avent
- Lighting equipment



COMPONENTS AND RETAIL PRODUCTS

We offer:

- Product selection based on clients requirements and assistance with preparation of terms of reference (ToR)
- Implementation of projects of varying levels of complexity, including financial logistic services
- Development of customized architectural solutions with vendors
- Work with leading Russian manufacturers
- Work with partners in Russia and the CIS countries
- Calculation and verification of servers specifications (also including customers ToR)
- Calculation of configurations based on localized solutions according to A-brand product specifications
- Work with complex cargoes requiring special conditions of transportation
- Supply of heavy products and CKD-facilities of any complexity from China and neighboring countries
- Preparation of permits for transportation
- Own warranty in case it's not provided by the vendor
- High demand accessories available in stock or can be ordered quickly

We have:

- Motherboards и optical drives
- Computer cases
- Solutions for high-speed switching
- Gaming devices (including professional)
- Server platforms и disc shelves
- Cooling and power supplies
- Processors
- Peripherals for the PC: computer mouses, keyboards, webcams, cleaning supplies, adapters, docking station, etc.
- Professional graphic and video cards, computing accelerators
- Network adapters and controllers
- HDDs, memory cards and SSDs
- Audio: PC audio speakers and portable devices



COMPUTER SYSTEMS

We offer:

- Implementation of projects of varying levels of complexity
- Qualified service and technical support
- B2B 2.0 — processing of orders 24/7
- Stabilization of equipment supply chains
- Working with reliable vendors
- Deep knowledge of the vendors' business
- Available demo equipment
- Wide range of products in stock
- Support in project implementation
- Extended warranty and service support

We have:

Products by **30+** Russian and global vendors

- Laptops
- Tablets
- Smartphones, including rugged devices
- PC
- All-In-One PC
- Monitors
- APM
- VR-devices

Demo equipment

- Demo is available for test in showrooms all across Russia
- The products of Nerpa, Chuwi, Graviton and others brands are available for testing



INFORMATION SECURITY & SOFTWARE

We offer:

20+

product experts

20+

engineers and
technical specialists

100+

implemented
projects in 2025

- A wide range of services and support
- Product demonstrations in the OCS data center to partners or customers upon request
- Ready-made solutions for self-exploration and individual solutions, made to customer requirements
- Pilot project implementation on-premise or remote
- Analysis of the customer requirements, assistance in ToR preparation and choosing right software
- Compatibility testing

We have:

100+ software
vendors in
portfolio

**A wide portfolio of demo products
(70+ virtual solutions for test)**

IT

- Operating systems
- Virtualization
- Information technology management
- Virtual Desktop Infrastructure
- Data platforms
- Back up solutions
- Corporate communications
- Analytics platforms
- Application solutions

Information security

- Endpoint Detection & Response (EDR)
- Solutions for e-mail and web security
- Security information and event management (SIEM)
- Network traffic analysis (NTA)
- Firewalls
- Sandbox solutions



NERPA

NERPA

Russian IT brand, combining its own production of high-tech IT equipment and a complex of manufacturing services.

The portfolio of the brand includes: personal devices, servers and data storage systems, network equipment, equipment for engineering infrastructure (including data center solutions), hardware-software complexes.

About us:

500+

authorized partners

100+

authorized service centers in various cities of Russia

- Privately held company, established in 2020
- A wide range of it's own products
- High-tech manufacturing facility in Moscow
- Batch sizes from 1 pc.
- All products guaranteed from year 1
- Logistics of one of the largest distributors (OCS Distribution)

Manufacturing services:

- Reconfiguration and assembly of IT equipment
- Installation of OS and application software
- Product customization and branding
- Data replication and cloning on information carriers
- Update of firmware/ programs/microcontrollers /drivers

nerpa-it.ru
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OCS creates a comfortable environment for establishing new contacts, exchanging ideas and insights



We unite vendors, partners and customers through various platforms

IT OS (IT Axis)

an annual forum dedicated to current issues of the IT market

Soft Forum

an annual event, focused on issues of software implementation and industry development

PROkachka (Leveling Up)

an annual regional event for tech innovations promotion and discussion of implemented projects

Umnaya Sreda (Smart Wednesday)

a podcast featuring interviews with vendors and partners of OCS

PRObuzhdenie (Awakening)

an annual regional event dedicated to the local IT market in Russia

Echo Losey (Echo Of The Moose)

an radio channel, where experts discuss various events on the IT market, new products and projects, etc.



Enhancing analytical capabilities to gain deeper insights into market dynamics and provide effective solutions for both current and future challenges.



Analyzing key trends and challenges of the IT market.



Carrying out marketing research to strengthen distributors' value by focusing on the actual needs of the market and industry stakeholders.



1. The distributor's role as a strategic partner

According to the survey, **42%** of respondents said that only some of the distributors have successfully adapted to the role of strategic partner but the market is actively moving in this direction.

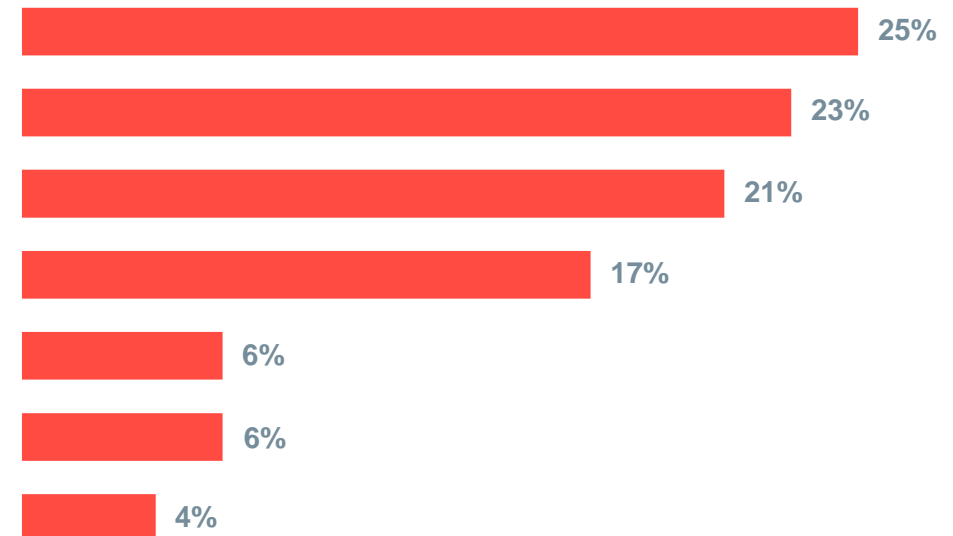
What changes in the activities of distributors respondents predict in the nearest 3-5 years

- Development and enhancement of competencies in service support
- Foundation of joint production with vendors
- Developing own IT solutions
- Development and enhancement of competencies in the sphere of IT services
- Launch of ecosystems, coordination of comprehensive solutions for customers
- The current roles of market players are not expected to change in the coming years
- Failed to answer

2. Key growth areas

25% of respondents highlighted the importance of developing service support. This confirms that competence in customer service and support becomes the basis of competitive advantage.

23% noted the promise of joint projects with vendors, which reflects the market's willingness to cooperate in order to create new solutions.



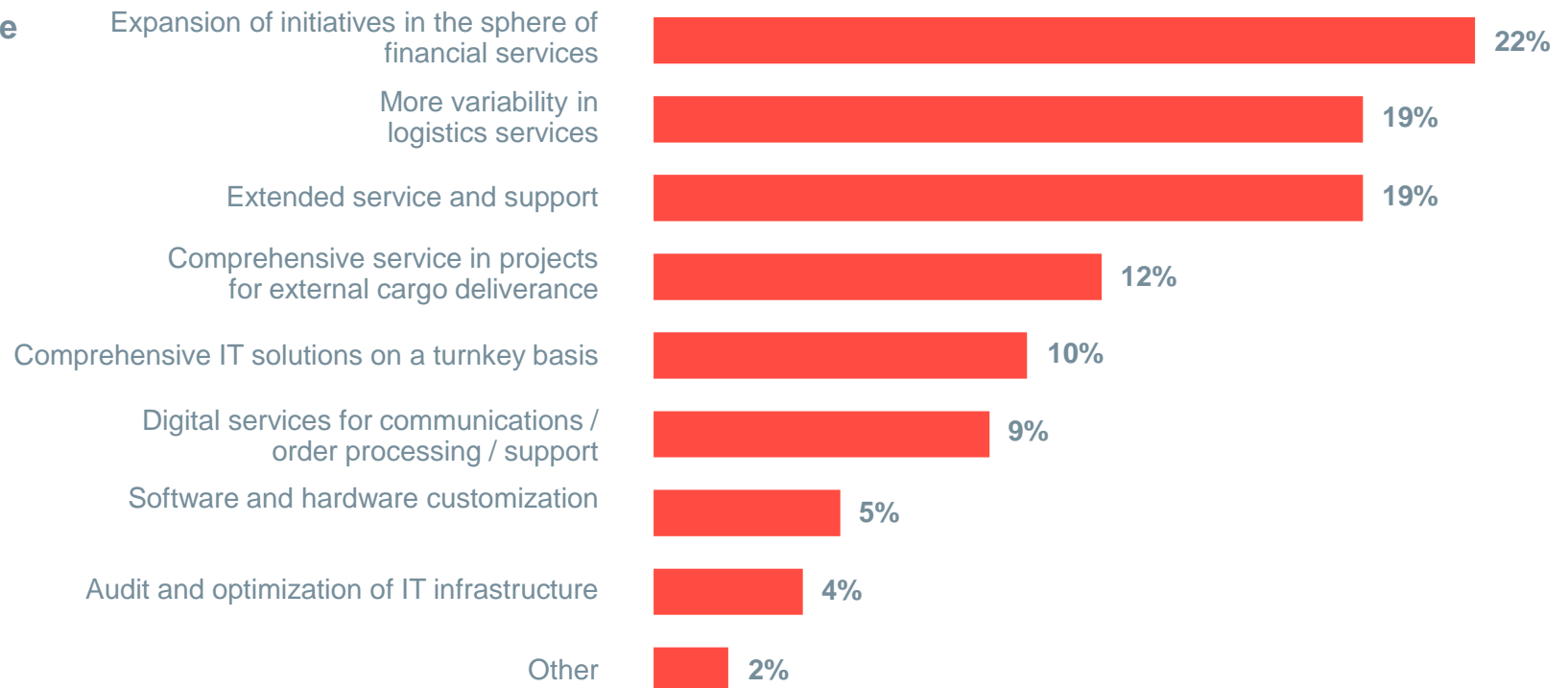
*The survey covered 164 respondents from 144 companies in Russia, July 2024



3. Value of additional services

The business expects from distributors enhanced financial services (**22%**) and improved logistics services (**19%**), as these are becoming essential for successfully executing projects.

What services do you think are missing from distributors or they need to improve



*The survey covered 164 respondents from 144 companies, July 2024

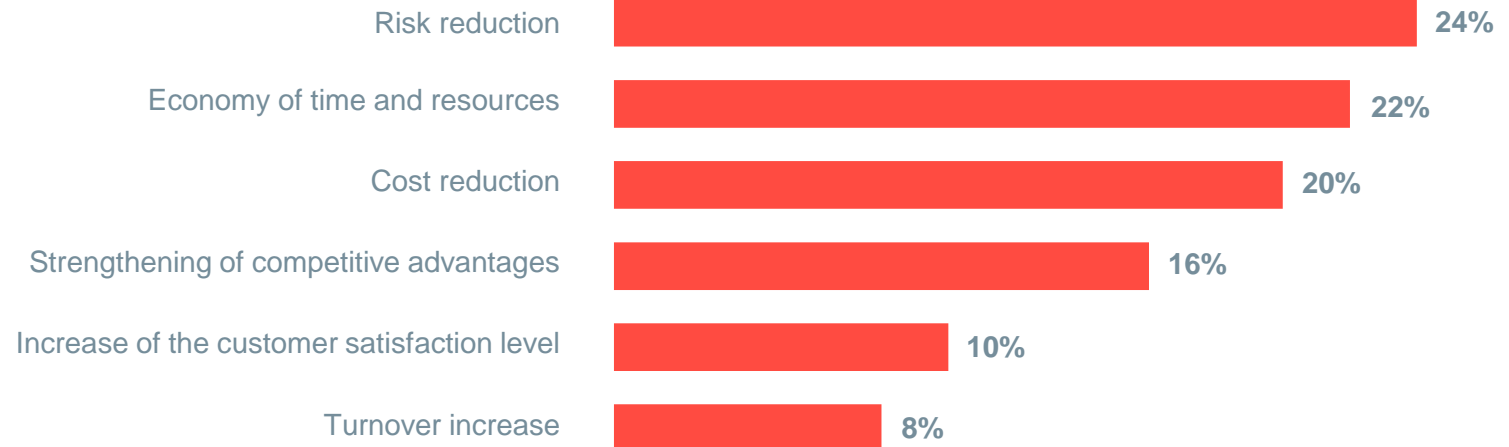


4. Benefits of distributors' experience

46% of respondents reported a decrease in supply chain and product quality risks, along with significant time and resource savings, due to their partnerships with professional distributors.

OCS offers extensive expertise, supports solution development, and guarantees reliability in an ever-changing market.

Business effects from work with distributors, which are the most important for clients



5. Interest in changing the distributors' role

The majority of participants (**66%**) advocate for the active development of new business models among distributors. In contrast, only **16%** of respondents believe that the existing models fully satisfy market demands and that there is no need for wholesalers to undergo any business restructuring.

*The survey covered 164 respondents from 144 companies, July 2024