



# Your Guide to distribution.

<https://ocs.ru/english>

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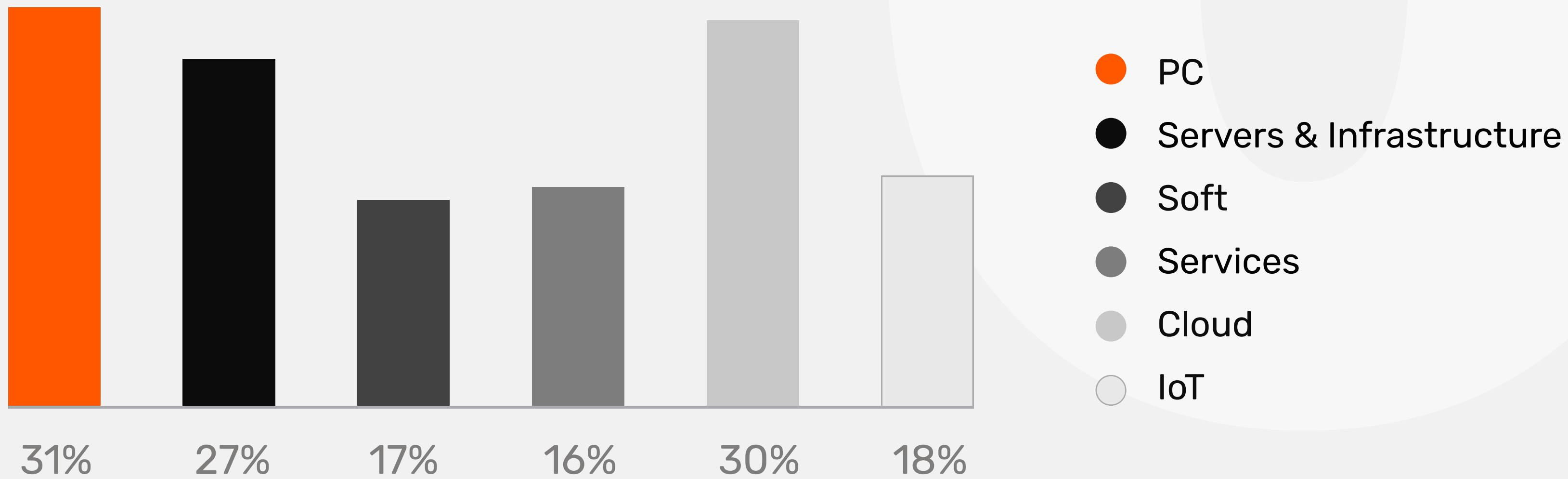
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# Russia — Addressable Market

- 2020 Russian IT Market growth is above 14%
- 2020 Russian IT Market – \$25 billion
- Segments growth:



- 2021 (fct) – Russian IT Market will grow more than 14%

# Vision

We go to

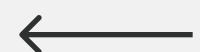
**IT and Humanity**

We believe in

**Inspiration**

**Enablement**

**Sustainability**



# About OCS Distribution

- The largest IT-Distributor in Russia ([CNews Analytics](#))
- Founded in 1994
- Privately owned
- Business Coverage – Russian Federation only
- \$3,6B+ Revenue (2021)
- Average annual growth over 10% for the past 5 years
- 2,100+ employees
- 26 offices
- 600+ delivery cities across Russia
- 450+ vendors
- 16 warehouses
- 100+ services for vendors, partners and customers
- Localized IT production onsite & IT Brand “Nerpa”
- 7,200+ partners

# Priorities

## Distribution as a Service

- Digitalization reduces costs and time-to-market
- New services increase Partner stickiness
- Value-add on every Deal

## Smart offerings

- Ready-to-use alliances and bundles
- Smart work with import-substitution
- Partnership alliances

## Demand generation

- Continual Vendors and Dealer search
- Gaining expertise in cutting-edge technologies
- Pipeline generation with digital marketing
- Proactive work with the channel

## Reaching customers

- Project engagement from stage zero
- Total deal management
- Broad experience from demand generation to deal fulfilment

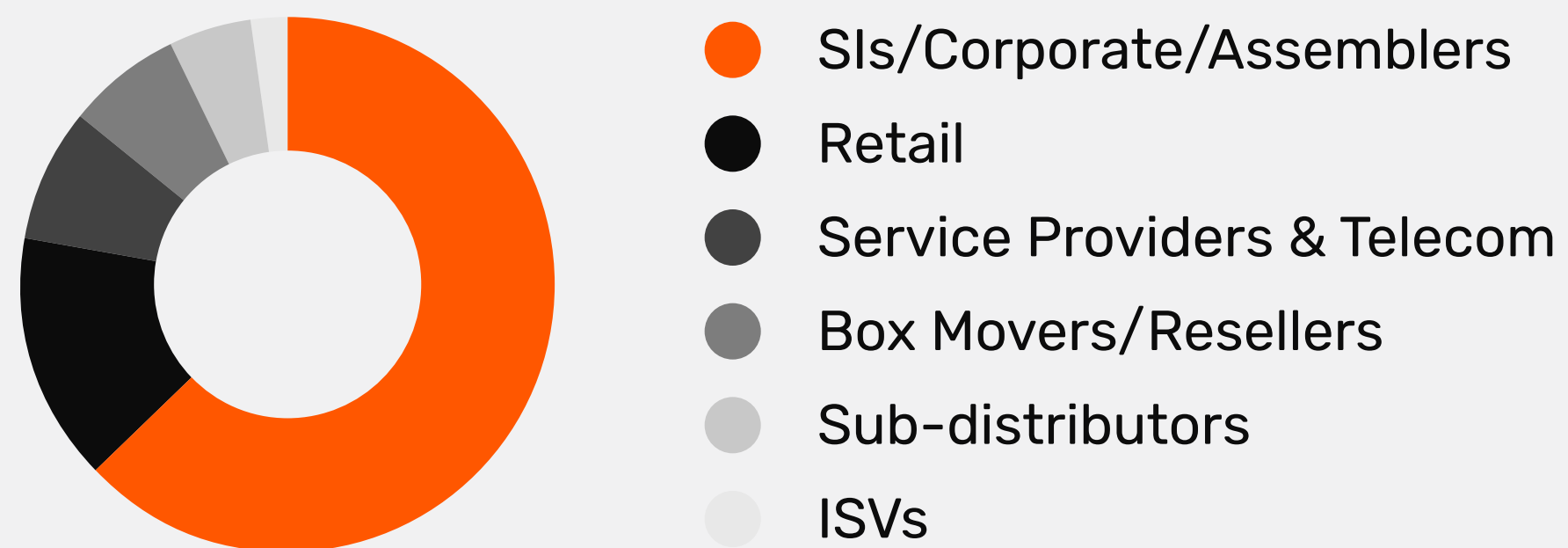
# Partners

- 7200+ partners

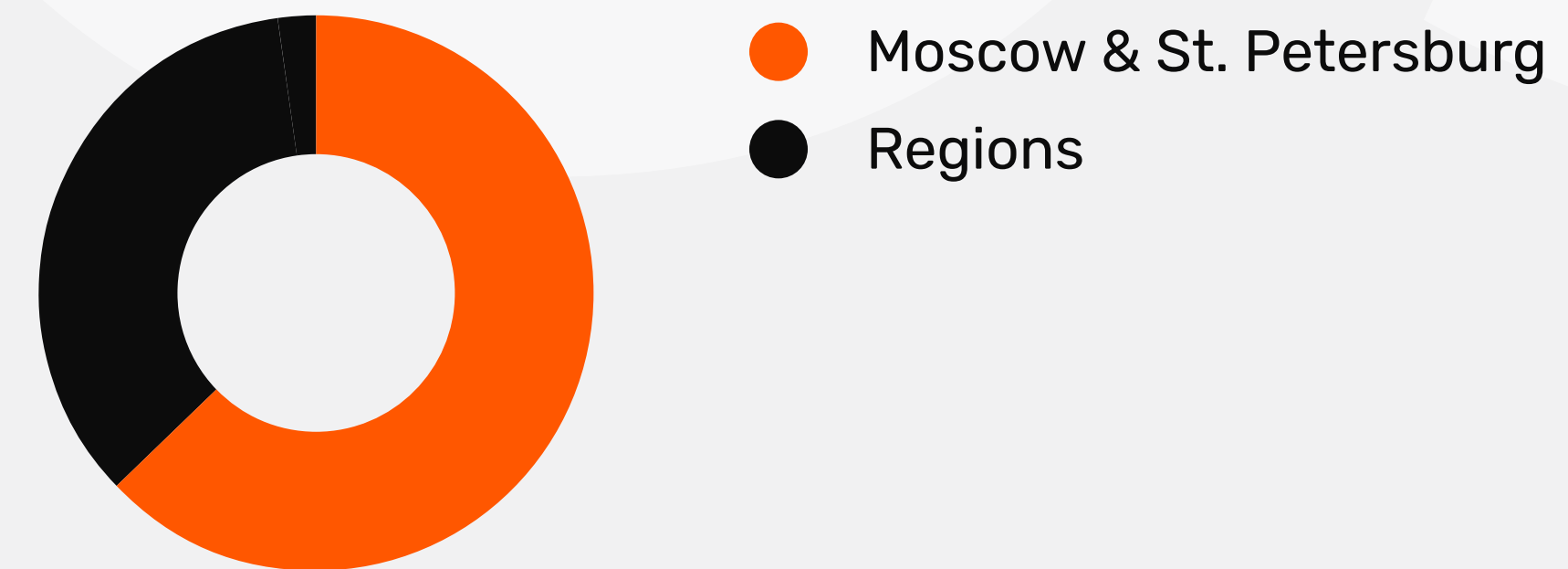
A list of focus dealers is proposed by OCS and approved by the vendor. For each reseller from the list there is a Territory/ Industry Development plan created by the OCS Business Development Manager. The plan is supposed to be updated and managed internally on a quarterly basis. The plan covers:

- Vendor partner status including certifications
- Internal team with specific assigned roles
- Historical and planned competition map
- KPI setup & execution
- Shipments, trainings, marketing and events
- Pipeline generation activities and expected ROI
- Partners shadowing in sales process
- Rhythm of Business

## Partner profile breakdown:

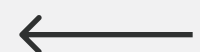


## Geographic partner breakdown:



\*percentages are provided upon request

Customers

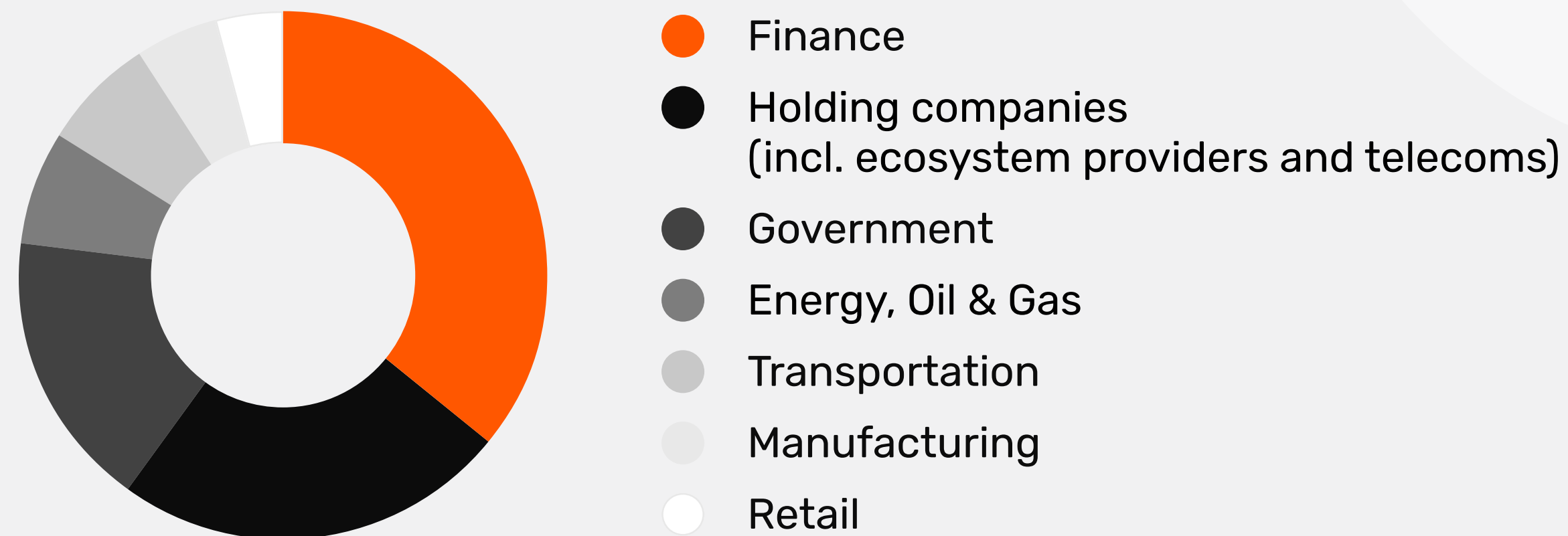


# Customers

## OCS principles for working with end-customers:

- All bids, including the prices and conditions to be reviewed by customer, are submitted only by vendors/distributors. Dealers are not allowed to submit bids for such deals
- If tender procedures are required to initiate a contract, the customer indicates the participant profile to be a "vendor" or "distributor" under the participant requirements section
- Customers initiate contracts by a public request for proposal announcement to the IT market/community
- Vendors authorize direct sales to a customer

## Customer base (Based on dealer reports, customers come from the following industries)



\*percentages are provided upon request





# Our Services

6

Categories: Technology,  
Finance, Platform, Logistics,  
Marketing, Sales

3

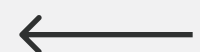
Profiles: Vendors,  
Partners and Customers

30+

Services  
for Vendor

110

Services  
for the Market



# Platform as a service

- **B2B (in-house development)**

an online platform for wholesale computer & home equipment purchases with instant payment, shipping from warehouse and express-delivery

- API – a service that can integrate with a partner's internal systems for process automation purposes

- **Cloud Marketplace**

(based on [CloudBlue by Ingram Micro](#))

a self-service platform that allows partners and their customers to configure, order, provision and manage cloud services.

- **C2P (in-house development)**

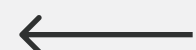
OCS's Digital platform for dealers to create a corporate loyalty marketplace for their customers, whose employees can then use it to select and order hardware or software using a co-funding approach.

- **EDO**

an Electronic Documents Exchange platform to facilitate the exchange of legally valid documents between OCS and Russian-based vendors in electronic form

- **EDI**

Electronic Data Interchange: a standardized format for commercial data transfers between OCS and dealers based on strict regulations



# Technology as a service

- **Outsourcing**

OCS specialists and architects perform services for customer projects (including pilot projects)

- **Demo equipment and samples**

vendor equipment provided by OCS to demonstrate a product's technical characteristics and capabilities at different locations: demo rooms, partner/customer sites, exhibitions

- **Training**

regular technical and sales development and education for OCS partner network specialists: engineers, architects, sales

- **Engineering, construction and project management activities**

OCS project teams can be involved into deployment activities at every stage of project cycle in collaboration with dealers and vendors. At presale stage OCS experts provide consulting activities, helping dealers to generate proper approach or validate technical specification, advising regarding optimal solutions for customer business needs

- **Support**

authorized technical support services for a vendor product provided by distributors to consumers per the vendor's regulations and warranty standards

- **Service Centre**

warranty services provided by the distributor per a vendor's regulations and warranty service standards

- **Pearson VUE Certification Centre**

an authorized Pearson Vue testing center at OCS's Moscow office for enrolling into and completing certification exams for leading global IT-companies



# Sales as a service

- **Telesales**  
outsourcing remote sales and telemarketing aimed at increasing vendor sales volume
- **Distribution as a service**  
enables vendor products sales within Russia via a distributor's partner network
- **Regional Office**  
allows OCS resources to enable a vendor's representative office in Russia without legal entity registration
- **Deal registration**  
a process for developing a project sales pipeline generated by dealers
- **Lead generation & processing**  
OCS marketing and analytical tools for vendors who are interested in transferring leads to partners and in increasing the proportion of sale closings
- **Partner Network Setup**  
building a qualified partner channel in Russia
- **Rebates**  
incentive tool aimed at boosting dealer sales volumes for a certain product or to develop certain dealer competencies
- **Go to market strategy**  
development of action plan for launching vendor's products sales in local market via Distributor (consulting service)

\*To-Vendor services only

Finance as a service



# Finance as a service

- **Leasing**

credit services in favor of a vendor for receiving its products by dealers/customers

- **IFRS/Russian accounting**

### standards/paperwork

OCS regularly provides financial statements prepared according to Russian and International standards. OCS's financial reporting and internal business process control systems are regularly audited

- **Segregated accounts**

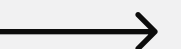
according to Russian law, payments in certain types of government purchasing procedures are made via special bank accounts. OCS has expertise and experience in dealing with these procedures and regulations

- **Scoring**

an assessment of dealer and customer solvency based on statistical data and 30+ parameters that is used as an auxiliary tool for evaluating dealer transactions

- **Factoring**

a set of financial services for vendors who provide commercial credit to distributors

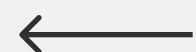


# Logistics as a service

- **Delivery and Shipping**  
allows vendors to move their products to buyers via the chain of suppliers
- **Storage and warehousing**  
allows vendor to store their products in OCS warehouses until demanded
- **3rd party goods imports**  
a set of financial and logistical services that allow vendors to import their products, even if not a part of OCS's product portfolio
- **Temporary imports**  
allows vendors to import new and exclusive products into Russia for demo and testing purposes for up to a 2-year period without transferring ownership rights to a Russian entity
- **Authorization documents**  
allows vendors to delegate to OCS document and certificate registration required for importing and selling goods within the Eurasian Economic Union

\*To-Vendor services only

Marketing as a service

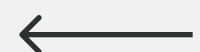


# Marketing as a service

- **Public & Media relations**  
all types of paid or organic Media Publications & Events: press-releases, comments, interviews, announcements and conferences
- **Corporate Merchandise**  
branded (co-branded) pieces and giveaway design and production
- **Creative Studio**  
marketing design and content management from scratch or per a vendor's guidance
- **Localization of marketing activities**  
Russian market localization for all marketing assets
- **Internet marketing**  
full-service digital marketing from landing page development to context ads, SMM, targeting and media ads
- **Event Management**  
end to end events organization: from invitation and advertising to leads handling.
- **Online Event Management**  
Digital event set up, advertising and support with lead generation.
- **Marketing Campaigns**  
turnkey campaign planning, roll-out and reporting
- **Regional Tech showrooms**  
local tech demo centers across Russian regions (by request)

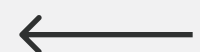
\*To-Vendor services only

Portfolio



# Portfolio

- Hardware (including Computer appliances) – 73% of revenue
  - Office Equipment
  - Mobility, Tablets & Mobile Accessories
  - Networking Products
  - Peripherals & Supplies
  - Server infrastructure
  - Storage & Data warehouse
  - Power
  - Home appliances & various electronic gadgets
  - Microelectronics
  - Audio Video & Telecommunication equipment
  - Components (CPU, External Hard Drives, Graphic Cards, Internal Hard Drives, Motherboards)
  - Computer Systems (Desktops, Notebooks & Workstations, Thin Clients)
- Software & Cloud – 19% of revenue
  - Infrastructure software
  - Services (Consulting, Support, Engeneering)
  - Security
  - Cloud
- Support & Maintenance – 8% of revenue





# Nerpa by OCS Distribution



**NERPA**  
by OCS Distribution

Smart offer to cover growth of national IT product consumption

- NERPA is a new Russian brand of IT products that represents a wide range of hightech equipment: personal computers, servers, data storage systems, etc
- Founded in 2020 by OCS Distribution, one of the largest domestic IT distributors
- The area of NERPA production site is more than 800 m<sup>2</sup>; additional territories are easily deployed for the needs of a specific project
- Nerpa provides 24x7 full- fledged professional support services covering both the first and second support lines

<https://nerpa-it.ru/about/en>

# Responsibility is more important than Income

## Inclusive ecosystem principles for OCS mean

- Partner growth investments
- Equity and Accessibility for all stakeholders
- Responsibility is more important than Income
- Volunteer club to create inclusivity in Business
- HiPo employees enablement club

## Eco/ESG

- We built logistics within all types of transport balance
- We have warehouses to avoid extra delivery
- We invest to environment of our offices and warehouses
- We do sponsor homeless pets' shelter
- We are fostering our eco responsibility

## Diversity

- Multi-national Team across Russia
- High and Tolerant Diversity Culture
- Multi-Traditional Events
- Equal Opportunities for all employees & candidates

## Healthcare

- Company & Employees
  - Healthy Offices System
  - Health Check Up for Employees
  - Flexible Workload
  - Onboard Vaccination
  - Food Compensation
  - Health and Selfcare Education
- Partners, Customers and Global
  - Medical Equipment Distribution
  - Selfcare Equipment Distribution
  - Technical Support for Clients
  - To-Partner Outdoor and Sport Activities

# Awards

**Throughout the course of its business, OCS has received multiple awards, honors and nominations from leading global vendors and media brands. Some of them are provided below:**

- The Best Distributor for System Integrators (CRN)
- The Best Distributor for Retailers (CRN)
- The largest IT-Distributor in Russia 2021 (CNews)
- The most operationally efficient company in Russia 2021 (CNews)



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