



SAP Concept Ltd.

Company Reference Profile

Copyrights to this document:

SAP Concept Ltd.

bul. Totleben 53-55
1606 Sofia, Bulgaria

phone: +359 2 805 70 37

fax: +359 2 805 70 01

info@sap-concept.com

www.sap-concept.com

Warning:

All labels and all product names which are mentioned in this material are or can be registered trademarks, trading stamps or trademarks of their owners.

Content

1	Introduction	4
2	Company Introduction	5
2.1	Basic Company Information	5
2.2	Who We Are.....	5
2.3	Memberships in organizations / associations.....	7
3	Reference list	8
3.1	Customers	8
3.2	Projects	10
4	Conclusion	14



1

1 Introduction

Dear potential partner,

I believe that our experience and references would attract your interest, so we could discuss in person the prospects of a project implementation in your company.

Our company is a dynamic and reliable partner for international SAP implementations or large scale SAP training projects. These days we have implementation or roll-out experience in virtually every European country. Along with the large scale projects, we work intensively with progressive medium sized enterprises across Europe on their industry specific SAP solutions, which help them benefit from the best practice processes available within SAP solution. In many instances we use extensive network of proven local partners to provide international solutions with local presence.

Our international experience covers retail, manufacturing, utilities, publishing and finance sectors. This is well visible from our list of selected projects in the following chapters. The solutions most often required by our customers include: Finance and Controlling (FI/CO), Enterprise Resource Planning (ERP modules including logistics), Production Planning (PP), Plant Maintenance (PM), Customer Relationship Management (CRM), Business Intelligence (BI) and Retail specific solutions including complex Logistics and POS systems integration. Furthermore, we also focused our attention on Netweaver and XI technologies as they bring benefits to our customers and pave the way to the future of corporate technologies.

2

2 Company Introduction

2.1 Basic Company Information

Business name	SAP Concept Ltd.
Place of business	bul. „Totleben“ Nr. 53-55, 1606 Sofia, Bulgaria
Company ID:	175164783
VAT Number:	BG175164783
Bank Account:	First Investment Bank, BG62 FINV 9150 1000 0403 95
Statutory representatives	Petr Palan, CEO Gertcho Karakachev, COO
Telephone	+359 2 805 70 37
Fax	+359 2 805 70 01
Internet	www.sap-concept.com
Email	info@sap-concept.com

2.2 Who We Are

SAP Concept Ltd. is dynamically growing international IT/IS Consultancy based in Bulgaria, with offices across Europe. Within our international team we are bringing together international and local know-how while focusing on highly efficient and quality implementations of SAP solutions for customers across Europe.

Main strength of our company is speed and quality in providing customers with solutions to specific requirements in the field of design and optimization of company processes and their realization in the SAP information system. The implementation methodology thus enables effective operation of processes and services in established large companies as well as in the medium sized customer sector.

Leading Services

Our professionals are dedicated to serving customers in each individual implementation phase, leading to a keen understanding of industry-specific business issues and trends. Analysis and implementations are executed with significant consideration on the successfulness of the entire project from the customer's point of view. We are encouraged only by your success.

SAP Concept focuses on customers' needs and provides the professional services in the following functional disciplines:

- Feasibility Studies and **Projects Evaluations** for IT/IS implementation
- **IT/IS Audit services** - ERP System Audit, SAP Systems Implementation Audit
- **Process Analysis** with regards to target solution in SAP
- **Business Blueprint Preparation** - description of final solution for given company within SAP ERP or selected SAP Industrial Solution line
- **System customization** and efficient development of additional required functionalities
- **Interfaces** to third party applications
- **Maintenance** and **Support** during systems operations with fast response to customers' problems
- **Project management** for IT/IS projects of any size (mainly with focus to large IT/IS system implementations)
- **SAP Trainings** for large Key and End-User groups (from 10 – 10.000 Users)
- **SAP Consulting** Capacities Outsourcing
- **SAP Systems Outsourcing** and Operations
- **SAP Business Intelligence** as well as Business Objects Solutions
- **SAP XI** and **SAP Portal** Fine Tuning
- SAP Development

2.3 Memberships in organizations / associations

SAP Channel partner

Being the SAP Channel partner gives us an opportunity to provide very effective solutions for mid-sized companies.

These solutions are specifically designed for certain industries and provide short implementation times, beneficial pricing and flexibility to adjust to growing needs of the business provided that company uses Industry Best Practice Processes.



United VARs

The international SAP partner network known as United VARs (Value Added Resellers) is a long term oriented community of leading SAP partners from around the world.



United VARs' goal is to deliver one-stop-support to international customers under the global responsibility of one leading partner who coordinates the entire project from managing the international project teams to proposing the standardized tools and best practices. United VARs' membership gives our customers opportunity to receive global service under one contract for very reasonable prices, incomparable to those charged by multinational companies.

United VARs stands for consistent quality and performance across national boundaries.

German-Bulgarian Chamber of Industry and Commerce

SAP Concept is member of German-Bulgarian Chamber of Industry and Commerce and actively participates in all Chamber activities. This gives us opportunity to stay close to day-to-day problems of our international customers as well as to actively help them during their strategic decision making process.



3

3 Reference list

3.1 Customers

Our teams and team members have participated in numerous implementations as well as large training projects for well-known customers across Europe within different Industry Sectors. The main Sectors where we have proven to have experience and expertise are:

- Utilities
- Retail
- Manufacturing
- Publishing
- Banking & Insurance
- Public Sector

A selected list of some of our major customers can be found on the next page, and in the following pages you can read brief descriptions of projects we have participated in:



3.2 Projects

Please, find below a list of selected customer projects, which has been partially or fully implemented by our company in general, or by our experienced consultants. We can provide more detailed references upon request.

Customer: Project name:	Slovenské elektrárny, a.s. (member of ENEL SpA group) /Utilities/ SAP ERP Implementation (complete ECC6.0 ERP module set covered, except HR)
Project description:	<p>Implementation of a Pilot Solution (SAP WISE) in the international ENEL Group - a leading European power company and utility provider for the Slovak Republic in cooperation with Italian consultants and ENEL business process experts; the solution will serve as a baseline for ENEL Group in other countries. Full lifecycle project with on-going local support.</p> <p>The project included "as-is" analysis and Business Processes Maps, Business Blueprint definition, system customizing, extensive customer development and external systems interfaces definition and realization, data migration, key-user and end-users-training program (over 1000 end-users trained) as well as post go-live support. System implementation and the project itself were completed in English, Slovak and Italian languages.</p>
Customer: Project name:	ČEPS, a.s. (Czech Electricity Transmission System operator) /Utilities/ SAP ERP Implementation (complete ERP 4.6 module set covered, except HR)
Project description:	<p>For company operating the Czech electricity transmission system responsible for part of complete logistic area: Materials Management (MM), Sales and Distribution (SD) as well procurement, workflow and DMS solutions development. Full life-cycle project including post go-live support.</p> <p>The project included analysis of customer needs, "as-is" process analysis, Business Blueprint definition, system customizing, extensive customer development, workflow development within MM/PM/FI modules, implementation of Document Management System (DMS), development of solution supporting requirements of public procurement law, interfaces to systems for electricity trading "e-trade", data migration, key-user and end-users training, post go-live support and continuous improvements of the solution. As a next step in implementation an Enterprise Portal was also developed together with workflow for Employee Self-Service. System implementation and the project itself were completed in Czech language.</p>
Customer: Project name:	CEZ Group /Utilities/ SAP ERP Implementation (release 4.7. and ECC 5.0)
Project description:	<p>In the energy company our members were responsible for SAP R/3 – SD implementation in multi company system, Full life cycle project.</p> <p>The project included analysis of customer needs, Blueprint preparation, system implementation, implementation team training, end-user training, system testing, productive start and support as well as change request processing. Also EDI process implementation across all company codes.</p>
Customer: Project name:	CEZ BG (member of CEZ a.s. group) /Utilities/ SAP ERP Implementation, including BW (complete ECC5.0 ERP module set covered, except HR)
Project description:	<p>Subject of the project was "as-is" analysis of situation in the Bulgarian subsidiary as well as in the Czech mother company systems and processes and transfer of best practice standards from the Czech SAP systems into the first international SAP pilot system for the CEZ branch in Bulgaria.</p> <p>The project included "as-is" analysis of business processes, Business Blueprint definition, system customizing, limited customer development and external systems interfaces definition and realization, data migration, key-user trainings as well as post go-live support. System implementation and the project itself were completed in English, Czech and Bulgarian languages.</p>

Customer:	RWE Energy Customer Services	/Utilities/
Project name:	SAP IS-U Training (version ECC 6.0)	
Project description:	The Project objective was carrying out of an end-user training program for all 60 customer services staff. Project was divided into four parts consistent with the geographical distribution of staff within the Czech Republic. The project was completed in Czech language.	
Customer:	Slovenské elektrárny, a.s. (member of ENEL SpA group)	/Utilities/
Project name:	SAP ERP Training (ECC 6.0)	
Project description:	The Project objective was carrying out of an end-user training program for over 1.000 customer SAP end users staff. Project was completed within 16 weeks in 12 parallel training streams across 5 different geographical locations within Slovakia. The project was completed in Slovak/Czech/English languages.	
Customer:	CEZ Group	/Utilities/
Project name:	SAP IS-U Implementation (solution for heating CALOR)	
Project description:	<p>The Project objective was complete implementation of CALOR (SAP IS-U solution for heating companies), system for sales and distribution of thermal energy.</p> <p>Functionality of Calor covered all processes related with customer and sales of thermal energy. We were responsible for billing part of the project which was realized in 13 heating locations. The Project implementation was completed in Czech language.</p> <p>Later, we participated in the implementation of the same CALOR solution in three more heating companies in the Czech Republic.</p>	
Customer:	TELEFONICA O2 Czech Republic	/Telecommunications/
Project name:	ONE SAP ERP Implementation (complete ECC6.0 ERP module set covered, including HR)	
Project description:	<p>The main Project objective was consolidation of two SAP legacy systems (from two companies acquired by Telefonica), upgrade to new version and implementation of corporate best practice "LATAM solution" in the Czech and Slovak Republic. This is regarded as the master pilot implementation which shall be rolled-out into Germany and United Kingdom.</p> <p>The project included "as-is" analysis of business processes, analysis of applicability of corporate Best Practices from LATAM, Business Blueprint definition, system customizing, extensive customer development and over 100 external systems interfaces definition and realization, data migration, key-user trainings as well as post go-live support. System implementation as well as the project was performed in English and Czech languages with strong Spanish speaking minority.</p>	
Customer:	RINGIER	/Publishing/
Project name:	SAP ERP Implementation (FI/CO modules in ERP version 4.6)	
Project description:	<p>The Project objective was to implement unified corporate solution for six European countries: The Czech Republic, Slovakia, Hungary, Romania, Serbia and Ukraine. The first company attempt was unsuccessful, so our experts were called to fix and finalize the solution.</p> <p>Project covered FI/CO ERP modules and interfaces to external production and subscription systems. Implementation as well as the project was completed in English, Slovak and Czech languages.</p>	
Customer:	PEAL CZ	/Retail/
Project name:	SAP Retail Implementation (release ECC 6.0 Retail)	
Project description:	<p>In wholesale and Retail company we covered SD implementation (Wholesale, retail and distribution processes). Full life cycle project.</p> <p>The project included analysis of customer needs, Blueprint preparation, system implementation, implementation team training, system testing, productive start and after go-live support.</p>	

Customer:	Kaufland, v.o.s.	/Retail/
Project name:	SAP R/3, SAP Retail Implementation and upgrades (complete ERP 4.6C module set covered, except HR)	
Project description:	<p>Implementation of complete logistics solution within SAP R/3 Project for a rapidly growing international retail company followed by development of Materials management/Warehouse Management solution for the Distribution Centre.</p> <p>Activities consisted mainly of user training, user support, master data management and verification, warehouse processes optimization, cooperation in design and testing of new system functionalities. MM, SD, WM and Retail modules including upgrades and international roll-outs across CEE (6 years project). System implementation and the project itself were completed in English and Czech languages.</p>	
Customer:	CSOB Leasing (member of KBC group)	/Banking/
Project name:	SAP ERP Implementation (release 4.7)	
Project description:	Subject of project was implement back-office solution based on SAP financial modules. Project covered FI/CO ERP modules and interfaces to front-office external systems. System implementation as well as the project was performed in Czech language.	
Customer:	Raiffeisen BANK	/Banking/
Project name:	Integration SAP R/3 & Lotus Notes	
Project description:	The Project objective was to implement integration environment between SAP R/3 & Lotus Notes. Project covered custom developed interfaces for procurement workflow. System implementation and the project itself were completed in Czech language.	
Customer:	SYNGENTA	/CRM/
Project name:	SAP CRM Rollout from Switzerland (release SAP CRM5.0)	
Project description:	<p>In the world-leading crop protection producer we were responsible for SAP CRM Roll-out from Switzerland.</p> <p>Project included system localization, system testing and user training in three different user interfaces (SAPgui frontend, PCUI (People-Centric User Interface) and CRM Mobile Sales)</p>	
Customer:	AGROTEC	/CRM/
Project name:	SAP ERP and SAP CRM Implementation (release SAP CRM4.0 and 5.0)	
Project description:	<p>In automotive vendor company we were responsible for SAP CRM implementation and for SAP SD implementation. Full life cycle project.</p> <p>The project included analysis of customer needs, Blueprint preparation, customizing implementation, realization of team trainings, system testing, end-user training, productive start and support.</p> <p>Also responsible for SAP CRM upgrade from release 4.0 to 5.0</p>	
Customer:	STORA ENSO	/Manufacturing/
Project name:	SAP ERP Implementation (release 4.7)	
Project description:	The Project objective was to implement corporate solution in 6 company codes in Poland, the Czech and Slovak republics. Project covered FI/CO ERP modules. System implementation and the project itself were completed in English, Slovak, Polish and Czech languages.	
Customer:	CELESTICA	/Manufacturing/
Project name:	SAP ERP Implementation (release 4.7)	
Project description:	The Project objective was to implement corporate solution in two Czech plants. Project covered all ERP module set, excluding HR. System implementation and the project itself were completed in English and Czech languages.	

Customer:	ZF PASSAU, ZF PLZEN, ZF STANKOV	/Manufacturing/
Project name:	SAP ERP Implementation (release 4.7)	
Project description:	The Project objective was to implement corporate solution in two Czech plants. Project covered FI/CO ERP module set excluding HR. System implementation and the project itself were performed in English and Czech languages.	

Customer:	DEL	/Manufacturing/
Project name:	SAP ERP Implementation (release ECC6.0)	
Project description:	<p>Within complete ERP set implemented in manufacturing company we were responsible for SAP SD implementation. Full life cycle project.</p> <p>The project included Blueprint review and review based on analysis of customer needs, system implementation, implementation team training, end-user training, system testing, productive start and support.</p>	

Customer:	La Lorraine CZ (United Bakeries)	/Food/
Project name:	SAP Roll-out from Belgium (SAP Release ECC5.0)	
Project description:	Within the international Bakery Company we were responsible for legislative localization, customizing and development translation, end-user training and go-live support in complete ERP module set excluding HR. Also responsible for transportation planning interface development.	

Customer:	Kameniza Ltd.	/Food/
Project name:	SAP ERP Implementation (SAP Release ECC6.0)	
Project description:	<p>Full ERP Implementation</p> <p>Responsible for FI Module</p> <p>Project covered FI/ ERP module, customizing implementation, system testing, key-user training, productive start and support.</p>	

Customer:	IXetic GmbH	/Automotive/
Project name:	SAP Roll-out from Germany into Bulgarian subsidiary in Plovdiv (SAP Release ECC6.0)	
Project description:	Project covered FI/CO ERP modules, customizing implementation, system testing, key-user training, productive start and support.	

Customer:	Aurubis,	/Mining/
Project name:	SAP Roll-out from Germany into Bulgarian subsidiary in Pirdop (SAP Release ECC5.0)	
Project description:	<p>Subject of the project was "as-is" analysis of situation in the Bulgarian subsidiary as well as in the German mother company systems and processes and transfer of the specific industrial solution from the German SAP systems into the Bulgarian SAP system.</p> <p>The project included "as-is" analysis of business processes, Business Blueprint definition, system customizing, limited customer development data migration, key-user trainings as well as post go-live support.</p> <p>Responsible for FI, CO. MM. SD. PI. PP Modules such as for the industrial solution transfer</p>	



4

4 Conclusion

Finally, I would like to express my gratitude for the possibility to introduce our company.

I hope that the information contained herein was comprehensive and useful for you. It could serve as a good start for our discussions on the mutual co-operation between us in the near future.

Yours faithfully

Petr Palan, CEO