



**Smart Solutions
Wise Management**

همکاران سیستم
SYSTEM GROUP



FOREWORD

More than two decades ago three entrepreneurs—Mahmoud Nazzari, Shahriar Rahimi, and Homayoon Hariri—saw a major opportunity in the Iranian IT market that was created as a result of the growing market demand for IT solutions as well as the vacuum left behind by the departure of foreign IT companies in late 1970's. They decided to capitalize on this unique opportunity despite all the challenges.

Their idea was quite simple: to develop the first commercial suite of applications for the businesses operating in the post-revolution regulatory environment. What they did not realize though, was that their simple vision would shape the IT industry in the country for decades to come.

More than two decades later, System Group is on the forefront of the software industry in Iran with over 18,000 customers and more than 1,000 associates.

Today, the company's product portfolio consists of more than 100 application modules spanning 22 industries. In 2011 SG set a new milestone by becoming the first software company in Iran to be listed in the stock market.

Over the last few years, System Group has focused on product innovation and improving customer service. Meeting these objectives is no longer a differentiating factor for System Group, but a prerequisite. We are striving towards delivering a differentiated experience tailored to changing customer needs through implementing customer centric strategies throughout our organization.

+18,000 customers
+1,000 associates
+100 application modules
+22 industries

Smart Solutions
Wise Management



WHO ARE WE

Founded in 1988 in Tehran, Iran, System Group is currently the largest software solutions provider in Iran. The company offers products and services bundled in solutions for specific target markets. These solutions are offered through specialized teams of experts who deliver value to SG's customers.

Quick facts about the company for the Persian year 1392 ending in March 20st, 2014 are:

- A conglomerate of 50 companies
- Number of associates: 1,067
- Number of clients served: Over 18,000
- Number of satellite companies: 24 regional companies
- Number of licensed distribution partners: 20
- Number of applications: 108
- Revenue: 664 Billion Rials equivalent of \$26 Million*
- Net profit after taxes: 320 Billion Rials equivalent of \$12.5 Million*
- The first publicly traded software company in Iran

The company's core business activities focus on providing:

- Business software solutions for medium to large business across manufacturing, service and commercial companies
- Business software solutions for small business
- Software solutions for retailers
- Custom-made IT solutions for the public sector
- Training, implementation and technical support of software systems
- Advanced RFID enabled solution

The first publicly traded
software company in Iran

WHAT WE DO

With the development of back office suite and front office applications, System Group has fulfilled the business needs of many organizations in Iran.

System Group product portfolio has helped our customers to achieve operational and cost efficiency while developing excellence in management. Lessons learned and best practices have enabled us to develop appropriate solutions to address business challenges across different industries. We have developed customized solutions for manufacturing, services, retail and public sector industries.

We have developed a suite of integrated solutions to address the needs of medium to large business as well as a flexible packaged solution for small business and retailers needs.

Turning beliefs into action

SYSTEM GROUP'S RAHKARAN (MEDIUM TO LARGE SIZE BUSINESSES)

System Group's Rahkaran solution is a comprehensive ERP system based on leading edge information technology and management system standards covering all aspects of business workflows and enabling managers to optimize the efficiency of their business operations for maximum profitability. Our Rahkaran were developed based on two decades of providing business software in helping diverse range of customers. Based on the latest technologies, these solutions address ERP needs of our medium to large size businesses.

Based on integrated and modular architecture, these solutions help our customers to:

- Optimize key ERP processes of their organization
- Accelerate the implementation process and value realization
- Help management in monitoring and controlling over their organization's activities.
- Develop an information infrastructure to assist in insight generation

How does Rahkaran help managers in their business?

Having a clear vision of business

Rahkaran provides a clear picture of business operations and enable managers to identify and concentrate on the important issues, evaluate the risks and make on-time decisions. Rahkaran's management dashboard can provide managers with a summarized view of the most important business indicators.

Quick response to changes

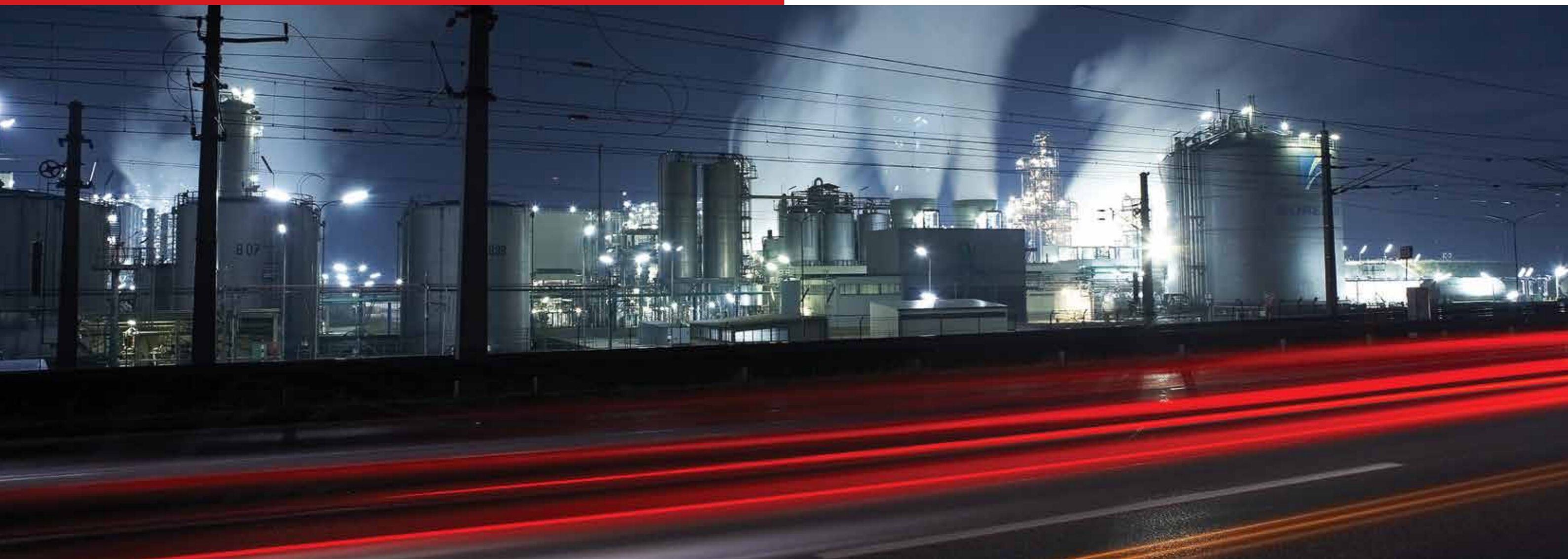
Rahkaran's flexible and configurable implementation methods enable managers to integrate their business processes into the system and make changes to adapt to future needs.

Simplifying complex business operations

Rahkaran facilitates collaboration between business divisions and enables employees to quickly identify bottlenecks in operation processes to correct the problems.

Accessing information from anywhere, anytime

Rahkaran is a robust, secured web based system enabling workforce, management and customers to connect to the next generation ERP solution and access the information from anywhere and at any time.



On par with the technology platform as other comparable global solutions, System Group's Rahkaran have been developed with the aim of fulfilling future customer needs and growth of IT industry in Iran.

We continue to focus on our customer centric agenda by understanding the changing needs of customers and industries and enable them to meet their objectives through our Rahkaran product lines.

Rahkaran solutions:

Financial

- General Ledger
- Account Receivable /Account Payable
- Loan Management
- Financial Reporting
- Cost Accounting
- Asset Management

Human Capital

- Staffing Management
- Workforce Compensation
- Time & Attendance
- Training
- Personnel's E-services
- Career Planing

Procurement & Logistics

- Procurement Management
- Inventory Management
- Load Management
- Material & Equipment Standards and Code (MESCC)

Sales & Services

- Sales Management
- Export Sales Management
- Customer's E-services
- Distribution Management

BI & Analytics

- Business Intelligence
- Info Viewer
- Report Generator

FINANCIAL

HUMAN
CAPITAL

PROCUREMENT
& LOGISTICS

SALES &
SERVICES

Achieving success through
Rahkaran

SYSTEM GROUP'S SEPIDAR

(SMALL BUSINESSES)

Architected for small businesses, Sepidar is an affordable product that is designed based on thousands of implementations and it is easy to install and use. It supports small business operations and processes in an integrated suite. Workforce will be able to easily and intuitively work with the system to keep the operational data up-to-date and managers can get accurate reports quickly to make informed decisions. Sepidar leverages from best practice processes and is the right solution for intelligent management of small business companies.

- Sepidar is easy to use and it provides quick access to operational information
- Sepidar leverages from 2 decades of System Group experience in software solutions industry and has been developed by leading edge software technologies
- It is a high quality software package that your business can depend on
- System Group continues to broaden the capabilities and features of Sepidar and offers various services to support its customers.



How does Sepidar help small size business management?

Speeding up managing financials and saving time for the core business functions

Sepidar's integrated systems designed to automatically updates all related business transactions. System can report all important transactions and analytics in one single view based on management needs.

Keeping up-to-date with regulation changes

Sepidar adheres to latest rules and reporting regulations and will be automatically updated with the latest regulations.

Working with international businesses

Sepidar supports multiple languages and currencies to facilitate international cooperation

Creating customized reports

Sepidar can easily customize transactional and management reports and export to various formats such as Word, Excel or PDF.

SYSTEM GROUP'S DASHT

(Retailers)

Store managers need to improve and speed up their sales, control the cash flow, accurately monitor payments and proceeds, track the store inventory and most important, have customer information at the tip of their hands.

System Group's Dasht, is a customizable, easy to use software solution for retailers. It helps retailers to achieve the above goals by providing full control of the store operations and enables them to concentrate on store customers as opposed to store itself.

How does Dasht help retail management?

Speeding up and Managing sales

Dasht provides an easy management of sales operations. It manages item pricing and discounts, accurately records sales transactions and print customer receipts. Store managers can generate high level and detailed reports to analyze the sales. Dasht is an easy to use Point of Sales software solution for store's day to day operations.

Managing store inventory

Dasht provides an easy management of store inventory. Generate standard and customizable inventory reports at different levels and automatically track the inventory as stores sell and receive the goods. Stores Never run out of stocks by setting low-level warnings and automatic re-ordering.



OTHER OPERATING GROUPS

SG NEC

Established in 2002, this line of business is responsible for identifying and providing RFID based smart system which enables customers to gain operational efficiency within the enterprise and among its supply chain partners.

SG Training Institute

Training has been a major focal point of System Group for development of its human capital and support of its customers. The SG Training Institute was established in 2003 to meet the immediate corporate and customer training & certification requirements.

SG Business Intelligence

Established in 2009, System Group Business Intelligence empowers business managers to generate meaningful information and actionable insight through customizable dashboard.

Some of the key benefits, our existing clients gained from this solution are:

- Monitoring actuals vs. forecasted indices across sales and manufacturing
- Understanding trend and break down of product cost and expenses (COGS / SG&A)
- Monitoring corporate liquidity ratios
- Checking inventory levels and making appropriate adjustment to match sales pipeline
- Analyzing customer buying trends and leveraging the insight in market segmentation efforts
- Examining sales trend for key products and making adjustments as necessary

SG Public Sector

The urgent need for e-Government solutions has prompted System Group to launch SG Public Sector line of business to meet the growing needs of this sector.

The company has taken on large IT projects to equip the public sector companies with necessary tools to cater their services to public in an efficient and effective manner. SG web-based office automation system has bridged the gap between organizations, businesses and citizens, achieving cost avoidance, time savings, increased accuracy and productivity.

Delivering a comprehensive solution for our customers

HOW WE DO IT

System Group, a conglomerate of 50 companies, consists of 24 satellite offices, 6 sister companies, and 20 licensed distribution partners. Each line of business has brought the necessary synergy within the group to drive the company forward in covering and meeting diverse IT needs of customers across different industries nationwide.

Due to our fast growth and diverse activities designed to meet our customer needs, we have established a number of sister companies to manage the work and meet customer expectations while maintaining a close working relationship between sister companies.

SATELLITE COMPANIES

System Group companies thrive on the provision of exceptional customer experience delivery. In order to provide timely and outstanding pre & post sales services to each of its individual customers, throughout the country, System Group has established a seamless group of companies (locally known as Panah) in the major cities of the country. This model is allowing System Group to better understand and capture customer needs and expectations at the local level and ultimately achieve its customer centric objectives.

LICENSED DISTRIBUTION PARTNERS

A growing network of Licensed Distribution Partners, which are specialized in sales and implementation of SG products have helped System Group to become one of the leading software companies in Iran. Our partners carry out projects from beginning to end, which not only includes selling licenses, but also being responsible for all relative services, such as consulting, installation and training.

Furthermore, strong collaboration with these partners, has led to development of many of our product enhancements.

Lastly, System Group is evolving this partnership model by implementing partner classification and specialization displayed by leading global software companies. The growing number of partners over last few years is part of System Group customer centric strategic agenda to reach out to customers and meet their expectations.

Next to you
in all parts of Iran

SERVICES

To expand our relationship with customers, we offer additional services which enable our clients to receive the best result from their investment.

Implementation

Through our direct work with clients and our ongoing study of successful implementation models from global software companies, we have developed an implementation methodology, which is adhered by our trained and skilled teams of experts and licensed partners.

Through this methodology, they are enabled to foresee and address potential obstacles in advance and construct a deployment plan that will help our clients to achieve their objectives.

Education & Training

We believe that education and training are very important in achieving business strategic objectives. Having a knowledgeable and skilled workforce will enable our customers to better understand the capabilities offered by our products. We review leading practices with our clients to enable them to relate proven practices to their organization and maximize their investment.

Support

Our support services are designed to help users in maximizing their performance and making the systems highly available. Our support teams deliver dependable services to realize more benefits from our solutions and give your team the winning advantage.

Through our IT Infrastructure Library (ITIL) based incident management and trouble ticketing system, we provide support services across three primary channels:

- Self service through customer portal
- Assisted service by calling our service centers and receiving services remotely
- On-site service by having our teams visit client location to provide the services

Also it is important to note that we have defined different contract types which you can select based on your business needs.

Delivering differentiated service

CUSTOMER PROFILES

Customer satisfaction is the key to SG success. We take special pride to be working with more than 18,000 clients across different industries including manufacturing, service, retail, distribution and so many others.

Our solution has been utilized and received well locally and by international company branches located in Iran. Some of the recognized names among SG clients are:

Consumer

- Aabsal Factory
- Kachiran
- Mihan Dairy
- Golestan
- Zam Zam
- Unilever
- Nestle
- Danone
- Sony Ericsson
- Samsung
- JTI
- LG

Discrete Manufacturing

- Khazar Tile
- Pars Tile
- Assan Motor
- Caterpillar
- Festo
- Knauf
- Legrand
- ABB
- Skycom

Process Manufacturing

- Safa Rolling
- Behran Oil
- Pasargad Oil
- Sepahan Oil
- Petropars
- Bakhtar Petrochemical
- Tehran Cement
- Ferro Gilan
- Total
- Petrobras

Services

- Afranet
- Gaj publication
- Kish Airline
- Mobin Net
- Tehran Milad Tower
- SGS

Public Services

- Industrial development and renovation organization of Iran
- Iranian Privatization
- Securities & Exchange Organization

Financials

- Iran Insurance
- Saman Insurance
- Karafarin Bank
- Sina Bank

- Notable Iranian Clients
- Notable International Clients

Top Companies Source: Top 100 Iranian Companies, IMI, March 2014
<http://imi100.imi.ir/SitePages/Home.aspx>



Serving
40 of
 the top
100
 companies
 in Iran

WHY SG

From our extensive system implementation experience with thousands of clients we have a good understanding of the challenges ahead and actions required to help you meet your objectives.



Why SG ...

- Founded in 1988
- Employs over 1,000 professionals with different skills and experience
- Has offices in 22 provinces and leverages a network of companies that can provide services across Iran
- Has served over 18,000 customers in different industries and organizations
- Year-over-year average growth rate of 30% over the last 10 years
- Consistent expansion of products & services over time

Partnering with clients in their journey to high performance

Potential Outcomes ...

- Provide a stable and long term partner for our customers
- Able to expand and grow as our customers grow
- Able to serve our customers timely & efficiently regardless of their physical location
- Leverage lessons learned and leading practices from our previous experience to help our customers accelerate their value realization
- Provide cutting edge technology and prepare our customers for future needs
- Able to form sustainable strategic alliance partnerships

OUR LEADERSHIP TEAM

System Group is a vibrant company that has grown considerably since its inception in 1988. Besides the recognition gained by its experienced technical staff, System Group is also highly credited for its management team which has placed the company on the forefront of leading software companies in Iran.

It is important to note the three founders are still active in the company. They plus the other board members and a young talented CEO will continue to pave the path forward towards greater days and continued excellence.

Board of Directors



Mehdi Amiri
CEO
2001



Mahmoud Nazzari
Co-founder,
Chairman
1988



Shahriar Rahimi
Co-Founder,
Vice Chairman
1988



Homayoon Hariri
Co-Founder,
Member of The Board
1988



Esmail Kamaliroosta
Member of The Board
1997



Dr. Seyyed Babak Alavi
Member of The Board
2007

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