



Company profile

EXECUTIVE SUMMARY

Awtar Technologies PLC is a full-service IT solutions company based in Addis Ababa. We offer a complete IT solution, from ICT architecture, hardware procurement, implementation to maintenance and technical support. As part of our consulting services, we supply reliable hardware and software from world-renowned and accredited vendors ensuring clients benefit from long term flexibility and the best possible investment protection.

Our mission is to cultivate professional relationships with our clients to provide them with effective and reliable IT solutions. The team at Awtar is equipped with a highly developed skillset developed over decades of experience not only in IT but also in business processes across a range of industry sectors. This business experience makes us uniquely positioned to offer solutions promising greater operational efficiency, productivity gains and cost savings for each of our clients, regardless of their industry.

As an established technology-intensive company, we pride ourselves on providing a comprehensive suite of solutions comprising of infrastructure consultancy, web development, and enterprise architecture consulting. Our team consistently delivers state-of-the-art solutions in various areas including integrated business solutions, infrastructure design & implementation services. At Awtar Technologies, we guarantee rapid, reliable and robust IT solutions that work.

Our company established in July 2017, while relatively new, the founders have a rich history steeped in information technology. We are focused on increasing our ability to provide professional and advanced consultancy services and to supply our customers with a myriad of ICT equipment from leading hardware and software vendors.

Our growth and success is directly related to our ability to stay on top of emerging technology and by adapting our business model to support the latest trends. We are always adding new services and technologies to our portfolio and we are proud that when our customers grow in success, we grow with them.

STRATEGIC PARTNERSHIP

In order to comply with our Mission and Vision we are firmly committed to work with partners that share our client services credo. We collaborate with other ICT service providers to bring the core competencies necessary to craft turnkey solutions that enable clients to reach their ICT and business goals.

We are partnered with the leading IT Hardware and software manufacturers - HPE, Dell EMC, VMware, Veeam, Fortinet, NetApp, Ruckus, and Cloud providers.

Our broad spectrum of partnerships with leading technology companies complements and extends our service capabilities. This means best-in-class products and services – guaranteed.



Awtar Technologies PLC is a Fortinet partner. Fortinet is a worldwide provider of network security appliances and a market leader in unified threat management (UTM). Fortinet products and subscription services provide broad, integrated and high-performance protection against dynamic security threats while simplifying the IT security infrastructure. We are proud of our association with Fortinet as it plays a key role in its delivery of end to end infrastructure solutions.

Vision

Become the fastest growing company and market leader in ICT industry in the country with regional reach.

Mission

Provide our customers innovative and reliable technologies and solutions to help them stay at the competitive edge of their businesses.

Core Values

- **Value** – We will provide our clients with services and solutions that meet their unique business needs and deliver value that earns their respect.
- **Quality** – We will maintain the highest standards of service quality by delivering solutions that are sustainable and scalable.
- **Integrity** – We will uphold the highest level of integrity and sincerity by being transparent and trustworthy with our clients and partners.
- **People** – We will invest in our most valuable asset, our employees, by developing them through continuous learning so they can continue delivering value to our clients.



Awtar Technologies is a Cisco Select Partner. We are certified in the integration of switching, wireless LANs and IP telephony technologies. Our partnership with Cisco is evidence of the measurably high levels of client satisfaction that we are able to achieve and maintain.



As a NetApp Partner, Awtar Technologies PLC is better positioned to provide enterprise storage and data management solutions. As partners, we offer clients a comprehensive portfolio of implementation and support services in the spheres of storage and data management.



Our strategic partnership with IBM enables us to provide our customers a one-stop-shop for IBM hardware and software solutions.



As Dell EMS authorized resellers, we can supply industry-leading converged infrastructure, servers, storage and data protection technologies that enable organizations to modernize, automate and transform their data centers.



With our business partnership with VCE, we can supply advanced converged solutions – Vblock and VxBlock Systems, Turnkey Software-Defined Data Center Infrastructure Appliances - VxRail and VxRack Hyperconverged Systems that guarantees faster

application deployment, higher availability, and lower Total Cost of Ownership (TCO) for our customers.



We have partnered with VMware to provide productive virtualization solutions. Virtualization platform delivers maximum uptime in the most demanding enterprise production environments. Our specialists with years of experience and extensive knowledge assess, plan, design, and optimize your virtual infrastructure.



Our partnership with Veeam's proven data backup, replication, and recovery software – help our customers ensure their data is available, discoverable and secure. Veeam Backup & replication uses the technologies, which make it possible for the modern datacenter – including VMware, vSphere, Microsoft Hyper-V, NetApp storage and HP 3PAR StoreServ and StoreVirtual storage – to help companies save time, reduce risks and reduce capital and operation costs significantly.



We have partnered with Barracuda Networks whose products span across three different markets - Content Security, Networking and Application Delivery, and Data Storage, Protection and Disaster Recovery. Within their security portfolio we provide the SSL VPN, Web Security Gateway, Web Security Service, Web Application Firewall, Email Security Gateway, Essentials for Email Security and Essentials for Office 365.

Barracuda is a global leader in security and storage solutions – ranging from its email security add-on for Office 365 to Barracuda Backup, the ultimate cloud data storage solution.



With our partnership with Ruckus Wireless, we can provide reliable and cost effective wireless solutions that are superior in performance and easy to manage.

Ruckus became a pioneer in the Wi-Fi infrastructure market, enabling carriers and enterprises to stay ahead of the exploding demand for high-bandwidth applications and services. Today, Ruckus delivers a simply better wireless experience that makes everyday life and business better across the globe. Ruckus Smart Wi-Fi technology redefines what's possible in wireless network performance with flexibility, reliability and affordability.

OUR SERVICES

▪ IT Services

○ Enterprise Solutions or Business Application

Our strategic partnerships with all major ERP vendors help us recommend the best fit for your organization, tailored to your industry.

Our Services assist your transformation initiatives through:

- › Enterprise Resource Planning (ERP)
- › Financial Management (FM)
- › Human Capital Management (HRM)
- › Supply Chain Management (SCM)
- › Customer Relationship Management (CRM)

We propose business solutions that improve operational efficiency, become cost effective, and gain agility and flexibility across enterprise functions. Our strategic partnerships with major software vendors help us recommend the best fit for your organization, tailored to your industry.

We offer a comprehensive coverage of enterprise capabilities which helps our clients in seamlessly leveraging resources to outperform their competition. Among the wide spectrum of our Enterprise Business Applications offerings,

we specialize in Enterprise Applications Consulting, developing ERP/CRM strategies, implementation and support.

- › Solution Consulting
- › Business Requirement Identification
- › Implementation Roadmap and Full Cycle Implementation
- › Complete Customization
- › Integration with Third Party Products

Our strategic partnership with IBM enables us to solve a wide range of hardware and software challenges faced by our customers.

○ **Networking Solutions**

We'll help you secure your data, expand your reach and create a network that positions your organization for growth.

○ **Hyperconverged Infrastructure (HCI)**

Unlike a traditional data center setup, hyperconverged solutions contain servers, storage, networking and software in one appliance, sold preconfigured as a single solution. In the software, or management layer, an IT generalist can deploy virtual machines, pooling resources for maximum efficiency.

With combined networking, compute and storage in integrated systems, a Hyperconverged infrastructure drastically reduces setup time and support needs. A converged network also means less space is required for your data center, and fewer human resources are needed, resulting in a lower total cost of ownership.

- › Hyperconverged systems enable consolidation of data center resources, reducing operating expenses tied to power, cooling and valuable data center space.
- › Hyperconvergence radically simplifies virtual infrastructure, enabling accelerated deployment of new applications and services that support your business.
- › Using technologies like flash storage, deduplication and hypervisors, HCI supports diverse workloads — from virtual desktops to critical applications.

We proudly partner with the leading vendors in hyperconvergence. This allows us to offer clients the ability to meet business demands while overcoming operational challenges.

- **Information Technology Strategy**

Your IT strategy is typically a long-term action plan – it is linked closely with your business strategy, goals and objectives. We act to help define the building blocks of your IT strategy. Our experienced and qualified consultants help you make strategic decisions at all levels. Our approach is to understand your business priorities before making any recommendation, ensuring a clearly defined strategy, what it will deliver and how it will be achieved.

Our IT Strategy services focus on strategic IT issues; how you can make IT work for your business and improve company performance. Our services are designed to give you an insight into the current state of your IT Infrastructure, allowing you to identify opportunities for efficiency, savings, value and growth. This enables you to create a precise roadmap for IT improvement.

- **Web Solutions**

Through profound industry understanding, professional approach and state-of-the-art techniques, our experts design and develop websites and web-enabled applications using various technologies.

- **IT Infrastructure**

As the world of business continues to change at an ever-increasing pace, the business strategy of an organization needs to align itself impeccably with their IT strategy. Our seasoned team of IT experts have the capacity to drive any organization successfully into the future using their extensive knowledge of the latest virtualization technologies, cloud-based applications and networking infrastructures.

- **Smart Wi-Fi Solutions**

We provide comprehensive wireless network installation services for your organization. We follow a 3 step approach when installing wireless networks and with a track record of consistency. We will perform installation, configuration and testing of the system to confirm that everything is working

properly, leaving you with a robust wireless network, specifically designed for your unique location.

○ **Turnkey Solutions**

We design, install and support advanced solutions on a turnkey basis from supplying reliable hardware and appropriate software to providing support throughout the useful lifecycle of the solution. From existing network optimization and upgrade to complex design and implementation, we provide expert solutions and outstanding customer service for businesses of any size in Ethiopia.

We possess the technical knowledge, ability and experience blended with superb management skills. We support our clients manage changes in their infrastructure and provide solutions that are scalable and flexible to cater for their future needs.

We have financial strength and support to take up sizable projects. We have a very strong team with experience, exposure, capability and strength to serve our esteemed clients with quality services.

○ **IT Procurement**

Procurement of both Hardware and Software is an ongoing process for IT departments in companies of all sizes. AWTAR TECHNOLOGIES has extensive product knowledge of today's latest technology trends and strong relationships with the leading vendors in the industry. Our engineers have a broad technical, product and business knowledge of the industry. Collectively they insure the technology you are ordering is exactly the technology you need before placing the order.

We are the trusted advisor of our clients, providing advice and consultancy on IT requirements. We provide excellent procurement service to meet all our clients' hardware and software needs. We have well established and strategic partnerships with leading IT vendors ensuring that our clients always buy at the right price and at the right time.

▪ **Project Management**

We provide guidance, and support services in the area of project management, in companies that have lack of skilled project resources. We can take on the

project management of a project or assist the current Project Managers with the management of their projects, providing required guidance and advice.

We have experienced project management specialists, underpinned by well-established methodologies that have been the result of many years of experience. Adopting our approach makes the defining, planning, and controlling of projects a repeatable, consistent, and successful process.

▪ **Consultancy**

Our consultancy service encompasses IT strategic Planning, Network Design, and Security Assessment. With regards to network design, we can help you ensure that your system is set up right the first time with quality design and implementation services. You can guarantee that your network continues to function optimally with ongoing maintenance and support solutions to see to any issues that may arise after the initial set up.

In addition to our technical expertise, we possess business acumen to work with you to plan your technology to effectively support your business as it grows. We can also perform regular business review meetings keep you up to date with the state of your IT infrastructure, as well as any necessary upgrades for the next development in your business.

If you're at all unsure about the strength of your network, take advantage of our comprehensive security assessment service. We can analyze your current security features including passwords, firewalls, control lists and more to determine any recommended changes to improve the internal and external security of your business' network.

▪ **CCTV Surveillance**

With Security becoming more and more relevant to today's businesses, a complete Security Solution is required. Finding the right security solution for your business can be complex and challenging and we understand that every customer has unique security needs.

We can help design a solution that is just right for you and your business or industry sector, providing honest and expert advice.

We start every project with an in depth consultation with you, the business owner or manager to analyze and have a clear understanding of your risks and what you would like to achieve.

CCTV systems use a combination of cameras and recorders that monitor given areas and record to hard disk, some of which are accessible via the Internet. We design, supply and install CCTV solutions that are just right for your business or industry sector, providing honest and expert advice.

We use Samsung CCTV surveillance cameras that provide our clients with genuine protection and safety with many practical and smart features.

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