

simplesoftware



SIMPLE Ltd.

a simple formula for success



100% Satisfaction

58,6 % Very satisfied

41,4 % Somewhat satisfied



Simple Ltd. customers satisfaction survey by Microsoft, 2009.

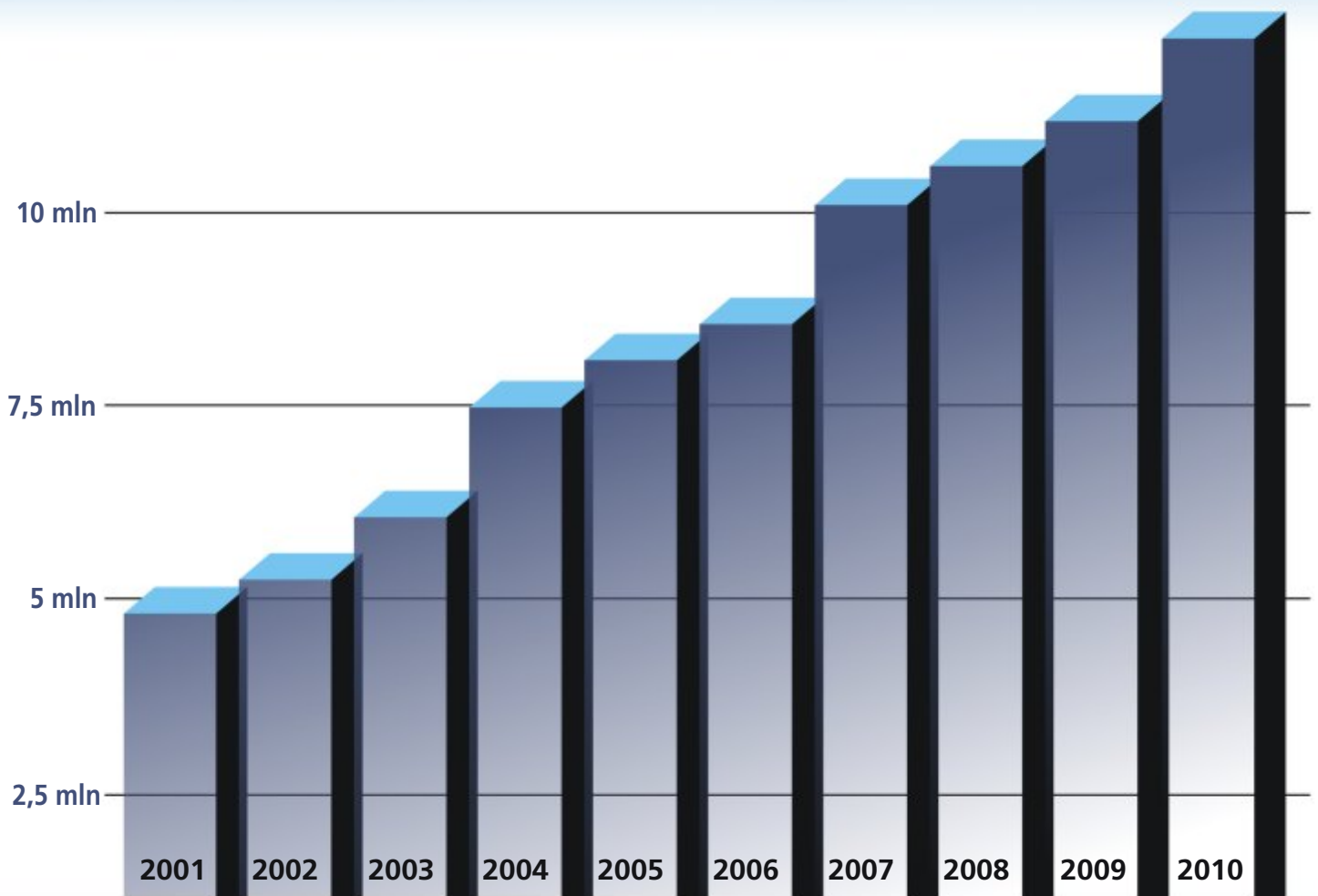
SIMPLE Ltd.: Professional IT services

SIMPLE specializes in:

- Professional integration services
- Development of tailor-made software
- Implementation of integrated ERP, APS, HRM & HCM, CRM, BPM, SCM, WMS, MES and BI systems

Janusz Latacz, Vice-President of the Management Board, Sales Director:

Sales of integrated management systems as well as sales of our own software have been forged into a dynamic increase of turnover. We are passing the symbolic volume mark of 10 millions PLN of annual sales. We have collected a whole herd of Business Gazelles and Business Cheetahs - prestigious awards given to businesses with a high growth rate. We are present in Top250 2009 Ranking of most innovative companies in Poland. In last year we won Master-CRM prize for best implementation of CRM. We cooperate successfully with Enterprise Europe Network. Nationally Centre of Research and Development subsidized our research projects. This is really something to be proud of but without our satisfied customers our success would not be possible.



SIMPLE Ltd.: Company Profile

- Many years of experience in providing services for businesses evidenced by proven track record of 20 years and a portfolio of well-known customers.
- The competence of our personnel has been confirmed by partnership agreements with leaders of the world's IT market, including:
 - MICROSOFT Certified Gold Partner - the highest level of endorsement
 - DELL Direct Partner
 - IBM Business Partner
 - LENOVO Business Partner
- Software tools sold under our own brand name or developed specifically for our customers
- Over 350 implementations of integrated management systems
- Nearly 100 specialists
- Two offices in Dąbrowa Górnicza and Cracow
- We have launched many satellite companies and started cooperation with a lot of business partners. Our sphere of interest grow and now is reaching into many different branches that include: financial services; accounting services outsourcing; business, quality and manufacturing management consulting; professional IT service



Integrated Management Systems

Marcin Pelon, Managing Director:

Each organization have key customers but only selected few are a vital supplier for their clients. We are such organization for many different clients i.e. ABRA, BP Polska, IBM BTO, ERA, Foodcare, Segafredo, Walmark, NAVO Procter&Gamble Distribution, Amex Stationery, Armak, ASK Poland, Sews Cabind, Cabind Polska, Sanwill, Zasław, Groetz, Oknoplus and Oknoplast, ZGH Bolesław, ZM Silesia from Impexmetal Group, Limatherm from Apator Group, Zafama from Bumar Group, ZNLE, Mostostal-Energomontaż, Skarbiec Mennicy Polskiej, Wydawnictwo Literackie, Stalprodukt, SKOK-Stefczyka, eCARD, Cracow Airport, Uniwersytet Pedagogiczny (Pedagogical University of Cracow), Papieska Akademia Teologiczna (The Pontifical Academy of Theology). These companies and institutions as well as 350 others that are equally important to us and are satisfied with our services, are the source of our development.



Awards and accolades:

- **Gazela Biznesu (Business Gazelle) for 2005, 2006, 2007, 2008, 2009, 2010**
- **Gepard Biznesu (Business Cheetah)**
- **MASTER-CRM Prize for best implementation of CRM**
- **i68 Gruppo Prize for Best Abroad Business Partner**
- **Top 250 most innovative Polish companies ranking by Polish Academy of Sciences**
- **Subsidize from National Centre of Research and Development**

ERP
APS
HRM
CRM
BPM
BI



Tailor-made software development

Simple Ltd supports business with:

- professional business process management platform XPRIMER with innovation functionality, high web technology and SOA architecture, improved document and task flow, office support, Integrated Quality Management System support
- Internet application that supplements the functionality of standard personnel and payroll computer systems by adding the so-called „soft areas“ of human resources management, that enables the creation of a web portal for employees, equipped with tools for workload planning, work time accounting, management of business trips, advance payments, use of company's property and many more
- a Customer Relationship Management (CRM) system that features support for sales scenarios, marketing campaigns, call-centers, customer service support and knowledge base, sales forecasting, schedules, integration with different e-mail software and instant messaging computer programs
- software for mobile platforms
- Business Intelligence web portal
- polish translations of foreign software

Industry-specific solutions:

- solution for woodwork manufacturers, that supports customer service and production planning, this solution is very often purchased by industry leaders
- solution for car dealers and used car dealers designed to enhance customer service
- tool room software for businesses in which tool and tool-room management are of primary importance
- expert software designer to optimize material planning on the basis of current trends and historical data
- Manufacturing execution systems (MES) integrated with dedicated software for industrial production lines, electronic scales, data collectors, barcodes etc.



SIMPLE Ltd. is a well-established software developer

Michał Kolarczyk, Software Development Director:

SIMPLE Ltd. is a well-established software developer. Our tailor-made software can be used in conjunction with our other solutions. For independently enterprise we had found a new branch: XPRIMER



XPRIMER

Human Resource Management

Human Capital Management

Enterprise Communications Platform

Business Process Modeler

Business Process Designer

Business Process Management

Microsoft
GOLD CERTIFIED
Partner

IBM
**Business
Partner**

DELL
PartnerDirect
Registered

lenovo
Business
Partner



IT integration services:

- **Hardware and software sales**
- **Technical support**
- **Professional counselling services**
- **Advanced data security solutions**
- **Removal and retrieval of computer data**
- **Microsoft technologies, especially for network, database, virtualization and workgroup including SharePoint and Exchange**



Highest degree of expertise and exclusive partnership agreements

Jarosław Dyaczyński, IT Manager:

References from satisfied customers, our employees' technical certificates and cooperation agreements with the world's best providers of IT solutions are the purest form of evidence for our high competence. Microsoft is undoubtedly the world's largest and most innovative computer technology corporation, and SIMPLE Ltd. is a MICROSOFT Certified Gold Partner. This designation is only awarded to organizations which demonstrate the highest degree of expertise in working with Microsoft technologies. DELL, another IT leader, is known for direct sales of its products, and only exceptional businesses such as Simple Ltd have a reseller's agreement with Dell in recognition of their high technical competence.



We invest in the development of our employees

Tomasz Balin, President of the Management Board:

Our people are the secret behind our success. I dare to say that 90 per cent of our management team were recruited from within. It is not uncommon for the members of our team to have at least 10 years of experience in Simple Ltd, and their experience is often valued by our customers. We are responsible for over 50 per cent of references for SIMPLE.ERP system for manufacturing, distribution and service businesses. How do we manage to retain such a good team of people? Contrary to popular belief payroll is not everything. We invest in the development of our employees, provide them with career development opportunities, and we control our company by an advanced responsibilities management system - we are a company with a friendly atmosphere and a sense of a common goal. Another successful initiative carried out under my patronage, is cooperation with universities. Our involvement in educational processes is compensated by students and graduates who, having got to know us more closely, apply for jobs at our company or recommend our software to their employers.

We use the software that we have in offer

Marcin Pelon, Managing Director:

We are an organization which, unlike many other IT companies, actually uses the software that we offer. I know precisely our future sales volume because all of our sales personnel, without exception, apply CRM principles in their work. I know the status of every service call and details of implementation work as all consultants plan and report their tasks using BPM. The fact that we are a multi-departmental company does not hinder operational management in any way.



We have managed to build an organizational culture that promotes integrity

Beata Baran, Proxy, Finance Director and Chief Accounting Officer:

In our firm, where every employee is given a company car, a mobile phone and a laptop, cost control must be precise. We have managed to build an organizational culture that promotes integrity. Our employees know that if they use the company's property or their working time for purposes not related to their professional activity, such actions will result in either higher and thus less competitive prices or lower profits for the company and consequently lower employee bonuses. Our budget control mechanisms allow us not only to detect and eliminate incidents but, what is more important, to identify trends which significantly facilitates decision making process.

Once software implementation has been completed, we create future plans with our customer.

Jacek Borowiecki, Software Implementation Director:

Once software implementation has been completed, it is nice to sit down with a customer and talk about future development plans while drinking coffee, but without good-quality software and without competent consultants this wouldn't be possible.

A high-quality management system instead of a system of quality management

Tomasz Jeleń, Management Board Representative for Quality Management:

If I say that our ISO 9001:2000 certificate does not require us to print paper documentation, I will not depart from the truth. We have implemented quality assurance procedures for the CRM/BPM system that we use. Sales persons and consultants don't even know that they are following quality assurance procedures while performing their everyday duties. And that's fine! In my opinion one should aim to achieve a high-quality management system without a paper-based system of quality management without paper documents.

Future is simple with us
SIMPLE Ltd.

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