



**DON'T WAIT FOR THE STORM TO PASS,
LEARN TO DANCE IN THE RAIN!**

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Today Topics...

- **The Market Today...**
- **Challenges and Opportunities**
- **New Business Imperatives**
- **Customer Needs**
- **Frontal Communication - The Better Option into Romanian Market**

The Market Today...

- ...is undergoing a transformation that is both rapid and profound
- Companies are being forced to retool the way they do business from the ground up, thanks largely to evolving technologies that continue to change the way customers purchase goods and services
- The internet, for example, has raised service expectations, while also driving down prices. At the same time, both customer choice and market segmentation continue to proliferate. Brand loyalty—once a sure path to profitability—is now harder to win and maintain
- Markets are increasingly saturated
- Service, quality, consistency, convenience and selection—the fundamental keys to business success in the past—are no longer enough to ensure consumer loyalty and sustain leadership
- Customers now require these fundamentals plus personalized solutions and differentiating products that create an emotional connection with the provider.

Our concern?

*“What can I do in this new economy
to succeed as a company?”*

There are two single alternatives:



**You can sit around and wait for the
storm to be over.**

OR



**You've got to learn how to
dance in the rain.**

“It’s up to you!”

Financial crisis: *The Perfect Storm or The Great Opportunities?*

During this perfect storm you will meet:

- The usual suspects looking into other solutions than before.
- The ever since customers investigate and change their habits of buying from you
- The leads asking questions they never have asked before.
- The customers imposing new requirements
- The evolutionary solutions generating interest

In this completely new context, you are constraint to take decision under the pressure of:

- ▶ The required decrease of operating costs
- ▶ The value for money
- ▶ The minimum required services

New Business Imperatives...



SAVE TO INVEST

Opex vs. Capex

Consolidate and Centralize IT

Reduce real estate and energy costs

GLOBALIZATION

Global/Regional

Optimize business process

Standard Services for all employees



SCALE

Technology Risk

Business Continuity

Enhance flexibility & Application
Diversity

SERVICE QUALITY

Demonstrated Capabilities

Service Level agreement

Proactive Reporting & Problem
Solution



No matter if...

... your business is facing challenges

OR

your business is in transition

OR

you just want to increase profitability

your needs are:

Customer peace of mind – monitor network on 7x24 basis proactively

Single point of contact for carriage and all network CPE issues & single supplier instead of multiple vendors SLAs for service delivery

Known costs for management & fixed price contracts

Avoid costs of building own management & reporting systems

Lower TCO – reduced costs for specialized IT staff



“Let’s surf together through the storm with managed services!”

You may ask why?

Because

*"You need simple and cheap ways to manage your security,
with best of breed, up to date solution and a full control"*

And

We can manage the network equipment and applications on your premises according to the terms of a SLA established to meet the company's unique business needs.

Results for our customers: FOCUS ON THEIR CORE-BUSINESS

About Us

Cisco Gold Partner & System Integrator for Omnilogic, Frontal Communication provides, with local support:

- elaborated and quality IT services, thanks to our 30 IT experts team, who have acquired an extensive management experience and high technical skills
- customized courses depend on customer's request and authorized Cisco training, as Cisco Learning Solutions Partner
- Testing Center PEARSON VUE and PROMETRIC



The better option into Romanian market!

Differentiating Factors of Frontal Communication

- (1) **Advanced technical competence** - due to a strong technology focus and recruiting of IT-experienced consultants
- (2) **Market leader in integrating IT&C system and solution** in the Romanian market (CISCO – approx 25 Mio. USD) - due to profound engagement experiences and therefore as an outcome superior tools strengthening our market position by achieving best results for our clients
- (3) **Implementation competence** - as a result of the broad technology expertise of our team and our pragmatic results-driven project approaches
- (4) **Close collaboration with the client at client's site** - to improve the acceptance of project results for implementation
- (5) **National coverage and a wide range of SLAs, including 24x7x365** - for the maintenance and support services for all components of the delivered systems

Tangible and sustainable results for our clients

Our expertise...

...spans a wide range of industries and services:



Financial Services



Public Sector

Prepare, Planning, Design
Implementation and Optimization Services
Operate Services
Training&Testing Services
Managed VPN Services
Managed IP Communication Services
Managed Security Services
Managed Hosting and Storage Services
LAN Services



Telco/SP



**Manufacturing/
Energy/Utilities**

Strategic Partnerships

In September 2008, Frontal Communication signed a broad partnership agreement with Omnilogic.

Within the terms of the agreement, Frontal Communications will have access to Omnilogic strong customer installed base and will be able to develop its complex services portfolio on Omnilogic Data Center infrastructure.

On its side, Omnilogic will gain a competitive technological edge, by being able to include in its offer the most advanced structure of unified communications solutions, integrated data security solutions as well as related services.

Widespread Experience with Leading Players in the Market



THANK YOU!

