

Solution VARs in Europe - The Top 500

Russia

Tradition Group

Classification: Automotive, Engineering/Construction,
Transport/Logistics

Head Office

Bolshaya Cheremushkinskaya st., 25/97
office 503
Moscow
117447

Telephone (+7) 499 685 00 81
Fax (+7) 499 685 00 82
Web www.tradition.ru
General email info@tradition.ru

Russia

Contact Details

Contact Details	Name	Salutation	email
Managing Director	Anton Panfilov	Mr. Panfilov	panfilov@tradition.ru
Deputy Director	Anand Saini	Mr. Saini	anand@tradition.ru
Finance Director	Aleksey Barakhov	Mr. Barakhov	barakhov@tradition.ru
Technical Manager	Konstantin Komissarov	Mr. Komissarov	konkom@tradition.ru

Total Sales

Year End	\$USm	Local Currency x 1m
2010 Dec	25	Rb 754.41
2009 Dec	24	Rb 724.23
2008 Dec	29	Rb 875.11
2007 Dec	25	Rb 754.41

% Sales by Country

Russia	80
Rest of Europe	10
Africa	5
Asia	5

Other Countries

Staff Breakdown

Total	70
Service	15
Development	21
Sales	12
Other	22

End User Breakdown

> 1000	20
500 to 999	20
250 to 499	20
50 to 249	10
10 to 49	20
< 10	10

% of Sales from Company

Activities

Own Software Sales	20
3rd Party Software Sales	30
Own Hardware Sales	10
3rd Party Hardware Sales	30
Service Sales	10

Services Sales % Breakdown

Consulting	5
Project Management	15
Training	
Technical Support	15

% of Sales by End User Type

Automotive	✓	15
Bank/Finance/Insurance	✓	10
Education		
Engineering/Construction	✓	15
Healthcare	✓	5
Hospitality/Leisure		
Legal		
Manufacturing	✓	5
Media/Publishing	✓	10
Pharmaceutical		

Outsourcing	35	Public Sector	✓	5
Internet Services	5	Retail	✓	5
Maintenance	5	Telecoms	✓	5
Systems Integration	20	Transport/Logistics	✓	15
Managed/Other Services		Utilities	✓	5
Managed/Other Services Specified		Other Vertical Types	✓	5
Hosted Service		Others Specified		Unspecified
% Sales from Hosted Service	6			

Application Types

Vertical Applications

Automotive	✓
Bank/Finance/Insurance	✓
Education	
Engineering/Construction	✓
Healthcare	✓
Hospitality/Leisure	
Legal	
Manufacturing	✓
Media/Publishing	✓
Pharmaceutical	
Public Sector	✓
Retail	✓
Telecoms	✓
Transport/Logistics	✓
Utilities	✓

Other Vertical

Other Vertical Specified

Horizontal Applications

Accountancy	
Application Infrastructure	
CAD/CAM	
Content Management	
CRM/PRM/Help Desk/Front Office	
Document Management	
e-commerce / internet	
e-procurement	
ERP	✓
Human Resources	
Mobility	
Portals	
Security	✓
Supply Chain Management (SCM)	✓
Other Horizontal	✓
Other Horizontal Specified	Information Service Management, GPS, AVL, Recognition, ANPR, e-Banking

Compatible Platforms

Hardware	PCs, Servers, Handheld Devices
Software	Microsoft Windows (70%), Linux/Unix (30%)

Sales by Product Area - Hardware

PCs, Notebooks, Macs	20	HP
Low-End Servers	10	IBM
Mid-High End Servers		
Peripherals/Accessories	25	HP
Components	15	HP
Other Data Storage		
Network/Telecom	30	Cisco, Avaya, 3Com, D-Link
Consumables		

Sales by Product Area - Software

Database	Oracle, Microsoft, OpenSource
Office	Microsoft, OpenOffice
Network/Security	Symantec, Cisco
ERP	Microsoft

SCM	1C
CRM	Microsoft
Accountancy	1C
Storage	
Internet	Microsoft, Opera, Mozilla
Other Software Products	

Partners

Microsoft	Certified Partner
IBM	
Oracle	
Other ISV's	

Tradition Group is privately owned by Mr. Anton Panfilov, the Managing Director (70%) and Mr. Aleksey Barakhov, the Financial Director. (30%).

Ownership

Overview

Tradition Group, established in 1993, describes itself as turn-key solution provider, offering complete software and hardware solutions to a range of vertical market sectors. Tradition Group is organised into several operating divisions, each of which is dedicated to a specialised IT field. The Tradition Group solutions portfolio includes Lockey, GeoMan, URSA, and NetViser. Lockey is a monitoring solution for mapping and tracking vehicle locations, with secure information communication between the user interface and network servers. The Lockey solution is available as Software as a Service (SaaS) and is used within the transport and automotive sectors. GeoMan is a 4D GIS (Geographic Information System) management solution that allows users to build interactive virtual worlds based on imported geospatial data in real time. The GeoMan solution can be implemented within the architectural, construction/engineering, transport/logistics, and education sectors. URSA (Unified Recognition and Surveillance Analytical system) is an information management solution that can handle large quantities of data and create user-defined databases. The solution has been designed for a range of market sectors, including transport and logistics NetViser is a suite of software solutions that enables deployment of advertising and information services networks in order to implement digital media solutions. NetViser is a cross-market solution and can be applied in many vertical market sectors. Tradition Group also specialise in the design, development and manufacture of Ruggedized Computer Systems, designed to withstand and operate hostile environments. The portfolio of Ruggedized Computer Systems includes laptops, notebooks, industrial and military hardware applications, displays, vehicle computers, tablet computers and customised solutions. The company services portfolio includes consulting, project management, outsourcing, implementation and systems integration, Internet services, maintenance and technical support. The company does provide hosted services although this only accounts for approximately 5-7% of company revenue. Tradition Group headquarters are located in Moscow, Russia, with regional offices located in Canada and Germany. The company is currently planning to form new vendor partnerships with IBM and Sun Microsystems, resulting in access to a wider range of development technologies, markets and customers. Tradition Group also plans to grow via an organic growth policy. Tradition Group regularly updates its solutions in order to keep pace with technological advancements and is currently planning unique client-server architecture to support different software solutions. During 2010 the company will be placing emphasis on the URSA and GeoMan solutions and predicts a sharp increase in sales within the Russian and European markets. The company believes that one of the major end-user issues during 2010 will be an increased demand for SaaS, resulting in decreasing sales/purchases as services increase.

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