

DESIGN.



BUILD.







Are you ready for a connected future?

DEPLOY.



SUPPORT.



# Who We Are

Acrom is a Professional IT Services, Solutions & Outsourcing Company, founded in 2004, specialized in managing the full lifecycle of information technology projects, including integration and solution development projects.

As a trusted IT services and solutions provider, ACROM engages in long lasting relationships with clients and delivers innovative, high quality solutions and best in class services.

Headquarters
Bucharest, Romania

Support Regions Europe, USA

Business domains experise

Quick Service Restaurants, HoReCa/Hospitality, Retail, Logistics

# Looking Forward

The world is constantly changing. The IT industry is changing along. We understand this, and we are constantly looking to identify the main factors that drive these changes, in order to make our clients keep their businesses relevant on the market. We believe this unique ability enables us to have a very compelling and pragmatic value proposition in all that we do.

We deliver IT solutions that are both innovative and highly functional. We are dynamic, enthusiastic, dedicated, and trustworthy. We invest all our knowledge and stretch our limits for all our projects and we have enough experience to support all our clients' paths to success. We want to contribute to our clients' business growth through a reliable partnership in which our IT services add value to their business.

Since 2004 we are constantly growing international business partnerships across Europe and USA. Our strategy is to continue to develop and grow our core services while investing in next-generation services, keeping the same focus on the market segments we have served for many years. Our priority is to continuously enhance the value of our clients' businesses through innovative IT Services.



Technology Partner & Supplier CIO Award 20 I 4



Partner Award for Achievement NCR

Acrom aims to become a leading IT integration company, committed to finding the best solutions to difficult technology issues or challenges.

### Vision.

ACROM's specialists work together with clients to better understand their needs, to provide them better services and ultimately to become their trusted technology advisor. With a unique ability to combine its extensive professional expertise, high-performance management and an outstanding customer service, ACROM is the perfect partner for managing IT environments.

### Mission.

ACROM's mission is to become a leading IT integration company that proactively addresses its clients' business needs in a trustworthy, accountable and economic fashion.

# Values: Trust, Commitment, Technical Expertise, Quality

## Trust.

At ACROM, mutual trust is essential for conducting the business and efficiently manage all its projects.

### Commitment.

ACROM is committed to make a positive contribution to its clients' businesses, delivering exceptional results.

# Technical Expertise.

ACROM's core strength is its deep technical expertise. ACROM is managed by highly technical experts who believe in the infinite possibilities of technological development.

# Quality.

Quality is fundamental to ACROM's business activities. ACROM is committed to continuously exceeding quality levels expected by its customers.





Acrom can offer a wide range of IT services. At the forefront, the client can benefit from the Audit and Consulting services, providing pragmatic observations and recommendations. Having an understanding of the customer's need, ACROM can design, deploy and provide on-going support for adequate technology-based solutions that address these needs, thus offering a complete, end-to-end IT services experience.

Industry is changing fast, regulatory and legislative context changes as well, and all contribute to a complex context where a trusted adviser can be an invaluable asset. Acrom works in a manner that strengthen the trust invested.

Acrom is a flexible partner. Solutions that we provide can be consumed in two different manners: either following the traditional model of upfront acquisition with on-going support, or following an as-a-service model with clear SLAs. This is how we aim to make it simpler for business to consume IT.

ACROM
TECHNOLOGY FOR BUSINESS

### AUDIT & CONSULTING.

Given the rapidly changing and complex technology environment, as well as the diversification of threats and the dynamics of the legislative context, ACROM's IT professionals help businesses gain insight into security risks as well as into the operational efficiency of an existing IT environment. The IT audit service analyzes technology assets and their direct relations with critical business processes. ACROM's expertise in IT consulting aims to ensure the integrity, reliability and performance of all business processes. From network, infrastructure or application audit to professional consulting in building business cases for specific products, ACROM provides its clients with professional insights and advices.

### DESIGN. BUILD. DEPLOY.

ACROM manages the entire technology development lifecycle, enabling its clients to concentrate more on streamlining their businesses and less on their technical issues or assets. From technology design to building, and on to deployment, ACROM's specialists have the expertise to guarantee optimum results with minimum business risks and maximum client satisfaction. ACROM understands that its clients' IT technologies need to support today's requirements, but must also be flexible enough to meet tomorrow's business challenges.

### CUSTOM SERVICES.

Depending on particular industry or business requirements, ACROM can design, build and implement customized IT technologies. ACROM's end-to-end services support its clients to achieve their business objectives through the entire lifecycles of IT networks, server infrastructures, security or applications.

### ADMINISTRATION & SUPPORT.

Once networks, infrastructures, or applications are released, ACROM provides services for ongoing management, maintenance, enhancements and support. ACROM's dedicated team of IT specialists has the know-how and experience to make sure the customer's technical infrastructure is working appropriately and its employees receive the assistance they need. ACROM delivers customer services through SLAs and all its services managers are ITIL v3 certified. ACROM provides 24/7 helpdesk and on-site support services for a wide-range of IT demands.



# Certifications

#### Network Specialists Certifications

- Cisco Certified Network Associate (CCNA®)
- Cisco Certified Network Professional (CCNP®)
- Cisco Wireless LAN Design Specialist

#### **Networking Security Specialists**

- Cisco Certified Network Associate Security CCNA Security
- Cisco IOS Security Specialist ®
- Cisco Firewall Security Specialist ®
- ISO 27001:2005 / ISO 19011:2002 Information Security Management System Auditor
- CCNP Security

#### Desktop & Server Administration. Microsoft®

- Microsoft® Certified Solutions Associate
- Windows Server 2008
- Microsoft® Certified IT Professional (Server Administration on Windows Server 2008)
- Microsoft® Certified Technology Specialist
- Windows Server 2008 Network Infrastructure Configuration
- Windows Server 2008 Active Directory Configuration

#### Microsoft® Cloud Solutions

• Office 365 Administration

### IT Project Management

Project Management Professional (PMP®)

### IT Service Management

ITIL® v3 Foundation

Outsourcing

ACROM is a trustworthy partner that provides IT services based on industry's best practices, quality and professionalism.



# Network

Network is the backbone of any IT infrastructure. ACROM can design and implement Local, Wide, and Wireless Area Networks (LAN, WAN, WLAN) that maximize the potential of modern voice and data technologies to facilitate its client's exchange of information. ACROM's engineers offer a comprehensive approach to network-related services, helping companies deploy or upgrade networks that meet their needs today, tomorrow and in the future.

ACROM's network services meet business and technical goals, including availability, scalability, flexibility, affordability and security.

# Network Security

ACROM knows that threats against organization's information are more abundant than ever. Thus, ACROM provides its clients with network security solutions able to protect them against business disruption, meet mandatory regulatory compliance, protect customer data and reduce the risk of legal action from data theft.

As an IT partner, ACROM approaches network security comprehensively, providing a wide range of specific activities designed to protect clients' networks – Virtual Private Network (VPN), Remote Access Solutions, Access Policy/Managed Firewall, Network Vulnerability Scanning, Intrusion Detection (IDS/IPS) and Content Filtering.

# Infrastructure

ACROM's expertise in compute layers, physical/virtual servers, end-point workstations, desktops, etc, can ease the management and transition efforts for the clients.

ACROM offers Managed Server services for HP, DELL, IBM and other vendors on Microsoft and Unix. The Embedded Service is a complete technical service for applications running on portable devices, point-of-sale and other consumer electronics.

Through Private or Public Cloud Management services ACROM provides expertise in managing and implementing Microsoft-based computing platforms. ACROM's Directory Services offers the skills and knowledge to configure, maintain and support Microsoft's Active Directory technologies. ACROM fuses all its technology innovations to help clients build and operate IT infrastructures able to respond to their business needs and to provide greater business value.

# Workspace Technologies

ACROM puts the needs of individual end users at the center of its workspace services - workstation management, mobile devices management and collaboration tools services. The workstation management service involves workstation deployment and management, routine workstation operating system patching and scheduled optimization processes.

Through the Mobile Device Management Service, ACROM ensures its clients the highest level of security for accessing corporate resources from enrolled mobile devices. The communication and collaboration tools delivered by ACROM are based on Microsoft Lync and SharePoint technologies. ACROM offers full lifecycle workspace services, which span from audit and consulting, through solutions design and implementation, to post-deployment support and administration.

# Applications

ACROM can offer a wide range of application services, including migration services, such as to the newest Microsoft Office platforms, deployment and consultancy for document management solutions, and fully managed services concerning mobile device management and digital signage solutions.

Our technology experts can help customers get and leverage the newest Microsoft Office technologies, including Office 365, to ensure they gain a simpler, more cost-effective productivity platform. ACROM can also provide migration support from on-premise Microsoft Office solutions to cloud-based solutions – i.e. Office 365 – including Microsoft Exchange, Share-Point, Office web applications, Integration Support for Online Services.

ACROM offers also solutions in a fully-managed manner, backed by agreed-upon SLAs. Such services can span from Mobile Device Management technologies, which enable enterprises to better control a large fleet of mobile devices and offer BYOD (Bring Your Own Device) programs, to marketing and information technologies, such as Digital Signage solutions, which ACROM also offers as-a-service to customers that intend in controlling the digital content on a set of displays (LCD TVs, Tablets, etc), from a remote, centralized location. The digital content may consist of static or dynamic advertisement pages, video advertisement, informational pages, price-lists, currency exchange rates, flight tables and many others.

# IT Integration

ACROM's IT integration services ensure customer systems are designed and operated in a cohesive and automated manner. Leveraging EAI (Enterprise Application Integration) and message-queuing technologies for data movement, as well as proprietary tool-sets, ACROM can ensure that applications are fully interconnected and properly monitored.

The Enterprise Message Queuing service guarantees the reliability of the delivery of data-messages between applications' end-points. ACROM offers integration support, design and post-installation support for Microsoft Message Queuing.

ACROM also leverages, for more complex integration projects, proprietary toolsets, such as its own EAI DataStation product, which along with the message queuing technologies forms a cost-effective and powerful Enterprise Application Integration solution to rely upon.

Our integration expertise is geared primarily on Microsoft-based platforms, and the services can be offered as a stand-alone solution or as part of a fully managed EAI/Data Movement or Transformation service.





# IT Outsourcing

The IT Outsourcing model targets customers who value the focus on core business competency. ACROM offers IT Outsourcing services, through which clients can give ACROM the control and responsibility for their IT infrastructure, assets, procedures and many other technology-related aspects. Thus, ACROM becomes an outsourced IT department, in charge with daily IT infrastructure monitoring and maintenance, change and incident management, security and consulting services in order to ensure that the clients get maximum efficiency and value out of their existing IT infrastructure.

# IT Services for Hospitality Industry

ACROM has extensive experience in delivering comprehensive IT services to businesses in Hospitality Industry, especially in Quick Service Restaurants area.

This experience makes ACROM a driving force in helping customers increase their profit and ensure stability and security of their technology. Specific ACROM competences are geared around integration and support services, capable of integrating Electronic Cash Registers or POS systems with printers (including Fiscal Printers) and electronic card-payment devices, and providing on-site/remote support for entire restaurant/hotel infrastructure, including network active/passive configurations, to ensure customers the proper functioning of their technology systems.

ACROM has a proven track record of competence in the domain of Romanian fiscal printers and POS systems, in full alignment with Romanian market specific legislative requirements. ACROM has more than 10 years of authorized & licensed experience in these services, with a portfolio of over 500 such devices under continuous support & administration.

# Asset Management

Asset Management services aim to manage and optimize a company's technology assets in order to protect their hardware and software investments. These services help companies cut costs, improve security and compliance and anticipate future technology needs. ACROM's asset management services help customers organize their hardware purchasing documentation, software licenses, and establish standards and guidelines for the hardware and software lifecycle. Both hardware asset management and software asset management can be delivered as one time service or based on a subscription.

# Services MATRIX 2015



#### Network

Local Area Network (LAN)

Wide Area Network (WAN)

Wireless Area Network (WLAN)

#### **Network Security**

Virtual Private Network (VPN)

Remote Access Solutions

Access Policy / Managed Firewall

Network Vulnerability Scanning

Intrusion Detection (IDS/IPS)

Content Filtering

User Identity / Privilege Management

#### **Infrastructure**

**Desktop Virtualization** 

Server Virtualization

Server Management

Security Services and Infrastructure

**Directory Services** 

Private Cloud Management

Systems Management

#### Workspace

Workstation Management

Mobile Device Management / BYOD

Collaboration Tools (MS Lync, SharePoint)

#### **Applications**

Microsoft Office Products

**Document Management Solutions** 

Mobile Device Management

Digital Signage/Digital Content Distribution

Cloud Migration Services (Office 365)

#### IT Integration

**Enterprise Application Integration** 

Enterprise Message Queuing

**EAI DataStation Product** 

#### IT Outsourcing

IT Function Outsourcing

#### **Hospitality Services**

POS. PC, Fiscal Printers,

Printers, Networking

#### **Asset Management**

Software Asset Management

Hardware Asset Management

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#### Customer Description

Our client is a large and well-known quick service restaurant chain in the world, with more than 30,000 restaurants in 121 countries.

The company has more than 60 restaurants in Romanian territory, with an IT & C infrastructure consisting of hundreds of POS/Cash Registers with Fiscal Printers, integrated with electronic PinPad payment devices, high-performance WLAN/LAN infrastructure and backend computers with special functions in support of restaurant operations.

#### Customer Requirements

In support of the daily restaurant operations, some of which operating round-the-clock, the customer requires 24/7/365 support of their entire IT infrastructure across the romanian territory. The support includes troubleshooting, hardware replacement and new solutions deployment.

#### Challenges

By far, the extensive geographical spread of the sites that are managed, along with the diverse technology and proprietary software components, has been a challenge that required innovative thinking and processes, in order to meet short-response time requirements and budgeting constraints of the customer.

#### Solution Overview

In order to fulfill all customer requirements, our approach consisted of:

- team of dedicated technicians, in 8 hours shifts, specialized in certain areas of technologies
- very clear service procedures defined and well planned logistics
- leveraging remote access technologies, as well as fast courier services
- stocking spare parts for all types of equipment in use
- utilizing incidents reporting and management system
- on-site testing facility for quick issue replication and/or new infrastructure components tested.

### Key Customer Benefits

Piece of mind and operational excellence, given that all critical incidents are solved within a maximum of 12 hours in any location nationwide. In addition:

- SLA-based IT infrastructure availability of 99%
- Minimal to no-downtime for new technologies, in order to avoid affecting normal restaurant operations
- Transparent performance operations via monthly reports
- Simplified budgeting via fixed and pre-defined service fees





#### **Customer Background**

Among Fortune 500 companies, the client is a strong global player in the quick service restaurants industry. With thousands of restaurants in European space, the client relies on complex IT infrastructure to reliably support its business. From simple internet connection to its customers in stores, to business-sensitive price and transaction information transfers between restaurants and global enterprise applications, the customer demands high quality, high-performing infrastructure.

#### Customer Requirements

The client needed a reliable, high-performance, cost-effective solution to integrate restaurants' and markets' home-office applications with enterprise, global applications, to form a cohesive, uniform system that is fully automated for day to day business. The system would ensure, as a short example, that prices and promotions are received in markets' restaurants at the proper time, and complete financial information is centralized back in the regional and global head-offices.

#### Challenges

A regional integration in the European space required a significant responsibility undertake, with large volume of business critical data that needed to be transferred, processed and analyzed. Given the size of the project and the multi-vendor environment supporting the infrastructure, the architects have faced a number of operational challenges:

- The available data transfer solution was not scalable to the level demanded by the market
- The data was frequently not reaching the destination, leading to an increase ir operational costs
- There was no central point of collecting all messages (message hub) thus depriving the client of a way to reuse data for multiple applications
- There was no consistent and centralized traffic reporting and monitoring solution

#### Solution Overview

Our organization has played an essential role in describing the vision, design, implementation, administration and support of the EAI solution implemented to the client. The solution was designed having the "message hub" concept as the central point for all internal and external communication applications within the company. The engineers have focused on:

- Data centralization for the entire European market
- Better control over the message traffic monitoring and reporting
- Performance, scalability & extensibility
- Disaster recoverability / business continuity
- Zero data loss assurance

The solution has leveraged leading Enterprise Application Integration technologies from Microsoft and IBM, such as BizTalk Server R2, which provided the core transport and routing solution with a centralized control-point, along with message queuing technologies (MSMQ , WebSphere MQ), and custom application integration leveraging WCF Web Services and . NET Framework. Activities also included pilot-projects to demonstrate functionality, solution documentation and comprehensive functional requirements analysis, migration project in stages, and quality assurance by partnering with Microsoft to assist in functional and performance testing.

#### Benefits to Customer

Customer has gained an integrated and scalable enterprise application integration platform, that connects client's internal applications, partner applications and other corporate global and regional applications. From a technical standpoint, the customer has gained the following functionality:

- Unified traffic reporting and analysis
- Message transformation, fragmentation & archiving
- Message deduplication (detection of duplicate messages for re-transmission avoidance)
- SOA-type flexible architecture that enables the quickly adoption of new business rules

From a business standpoint, the customer was able to:

- Gain a reliable, flexible and manageable infrastructure for data movement and integration
- Improve operations via business process automation and optimization
- Reduce TCO due to modular structure, with centralized administration and support
- Improve data transmission reliability and performance
- Become more agile by enabling quick integration of new applications and technologies





# Messaging Systems Consolidation

#### Customer Description

The customer is one of the world's leading medical technology companies that offers a diverse array of innovative medical technologies, including reconstructive, medical, surgical, spine and neuro technology products, present in over 100 countries. Local market divisions use standardized IT services and products provided by the regional / global IT organization. Electronic messaging function is one of the components that is not yet standardized / consolidated company-wide.

#### Customer Requirements

The initiative consists of consolidating the distributed messaging systems into one aggregate private cloud based solution that will serve the entire organization electronic messaging needs – worldwide.

The key deliverables are migrating the existing distributed messaging database to the consolidated base and reconfiguring the user machines for use with the new solution, while not breaking compliance to the private / corporate data privacy internal / industry regulations.

### Challenges

Some of the main challenges were:

- Relocating large databases across geographical areas over limited time slots in order to meet the aggressive project timelines
- Transforming databases format in order to accommodate the requirements of the new solution (migration from Lotus Notes to Microsoft Exchange messaging systems)
- Ensuring legal requirements are met with respect to private / corporate data privacy and ownership/Intellectual Property

#### Solution Overview

The new electronic messaging solution consists of a consolidated / highly scalable Microsoft Exchange Environment, hosted in a high reliability private cloud environment.

ACROM provided Project Management resources to coordinate project execution and technical expertise for addressing high risk, unpredicted problems.

#### Activities

- Scope definition
- Define per site migration task list
- Elaborate project execution plan milestones / decision points / etc.
- Coordinate implementation
- Coordinate enforcement of legal requirement

   user acceptance of terms of use notes, data
   confidentiality / ownership, etc.
- Mitigate occasional / unexpected risks
- Validate execution success / functional testing

#### Customer Benefits

Key customer benefits are:

- Consolidated service, centrally managed, reducing TCO and administration effort
- Better control and enforcement of data protection policies
- Increased security and insurance of data confidentiality/integrity
- Increased service availability, with predefined service levels
- Simplified budgeting / cost model by implementing a fixed, pre-defined per user fee.





#### Customer Background

The customer is a leading Quick Service Restaurant (QSR) company, with over 73 years of business. The company is actively investing in development of new infrastructure technologies in the restaurants in all European countries and beyond, to ensure a solid foundation for the upcoming business technologies.

#### Customer Requirements

Customer was planning to install the newest, most advanced restaurant technology platform to date in more than 7,000 European restaurants across the continent, from Ireland all the way to Russia. ACROM has been engaged to become part of the multinational deployment team, led by European headquarters managers.

#### Challenges

The project was unique due to its complexity, proportions, and geographical spread of its scope, spanning multiple markets with different cultural backgrounds. Thoroughly planned to meet tight implementation deadlines, it required coordination with more than 30 local market's IT teams across Europe, for which multiple on-site visits and worksessions were necessary.

The ACROM team was constantly on the move, meeting with local IT teams both on-site and remotely, to demonstrate functionality and benefits, and assist with training for installation and support in a manner that ensures that all company's IT standards are being carefully and strictly followed. The objective was to ensure a quick and smooth deployment process, under strict time constraints, while ensuring no impact to core business.

#### Assistance Overview

ACROM's infrastructure engineers have worked closely with local market's IT teams to train and build real-scale environments in specialized labs, which included:

- Deployment of new physical equipment
- Implementation of latest virtualization technologies (Hyper-V and Thin Clients)
- Integration with Windows Server 2008 R2 components, mobile devices (PDAs)
- Configuration of new Cisco network equipment and network security technologies (routers, Aps, etc),
- Performing VLAN segmentation and access control list configurations
- Installation of new POS and kitchen video systems
- Integration of the new systems with corporate back-end applications
- Configuration of Microsoft Systems Center components (SCOM, SCCM)

#### Client's Benefits

The 4-year project has approached a successful end in October 2014, allowing for new applications and systems to be rolled-out on this platform. At the end of the effort, the new technologies that ACROM engineers and other partners have brought in the European restaurants will ultimately help client's final customer have a more satisfying and rewarding experience in its stores.

From a deployment perspective, the QSR company has also gained additional benefits:

- Fresh, modern platform based on latest server & desktop virtualization and network security technologies
- Subject Matter Expertise for implementing, integrating and maintaining the new solutions
- Cost transparency with real time project tracking and reporting against the plan and charter
- Access to training and specialized materials for used technologies and technical support provided by SME's covering all the technical parts of the project







#### Customer Background

The client is the largest and best-known quick service restaurant (QSR) chain in the world and operates more than 30,000 restaurants in 121 countries. In Europe there are over 7,000 stores and more than 30 market offices that coordinate the core business activity.

#### Customer Requirements

Customer has been interested in modernizing its Wireless LAN technology across Europe's head-offices, with simplified management, reduced cost, while ensuring a high performance and reliable environment. With daily operations relying on existing infrastructure, all changes must be properly tested and performed in a manner that minimizes any business impact.

#### Challenges

The WLAN infrastructure in European markets' head-offices was not standardized, and consisted of heterogeneous technologies, support models and vendors. Corporate customer was interested in modernizing its Wireless LAN technology across Europe's head-offices, with simplified and consolidated management, reduced cost, while ensuring high performance and reliability.

#### Solution Overview

ACROM and customer European IT network team have tested and validated Cisco WLAN solution as meeting the requirements for head-offices operations, as well the management-simplicity required. With cloud-based centralized management, under European-wide ACROM support, the solution has been agreed as a de-facto European standard and deployment efforts have started in several European markets.

The WLAN solution brings in several technical benefits:

- Controller-less WLAN setup
- Centralized management
- Detailed support information for faster issue resolution

#### Customer Renefits

New WLAN solutions bring higher performance technologies, as there have been several significant breakthroughs in industry. With improved usage visibility, improved security and analytical information, European head-offices that have already adopted the new WLAN service have gained an improved network (performance and reliability-wise), with faster incident response times and cross-country consistent SLAs. In the end, the corporate customer gains a significant TCO improvement due to simplified and standardized technology and support model.





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