



**INTRODUCTION**

**NURU-TECH**

# IN A NUTSHELL... WHAT'S ALL ABOUT ?



- **Businesses** are *by nature* looking for innovative ways to... :
  - Further grow their market share, brand, customer satisfaction & profits.
  - Consolidate their business and reduce their exposure to risk, or address regulations.
  - Support & optimize their processes, operations, reduce costs and expenses.
- **Yet...** Advanced businesses do not often look at **corporate success stories** in markets outside US/EU.
  - Some markets in periphery have a rich base in innovative companies, pushed by a culture of **high customer service standards**.
  - Vendors in periphery markets have learned to succeed in a highly flexible, low-price and technologically competitive environment.
  - Regulated industries (especially: Telco & Banking) are subject to quasi identical requirements, therefore solutions are portable.
- **NURU-Tech creates a bridge between European businesses and non-EU/US software companies (B2B).**
- We compile and offer a **catalogue** of new products & platforms, from several vendors.
  - Mature & robust products, designed for large enterprises.
  - Multiple references and success stories in large enterprises (Banking, Telco, Holdings, eCommerce, Airlines, Public Services, etc.)
  - High coverage: products for all industries and all domains... and continuously growing.

**We offer alternatives options to meet business expectations about service, quality & performance,  
... at very competitive price.**

# VALUE PROPOSITION: THE BEST OF 2 WORLDS

- ✓ Score points, with innovative ideas & through competitive offerings
- ✓ Make better use of resources....: use them as consultants, not as developers

- ✓ Cost-effectiveness
- ✓ No risk: Try & Buy...



- ✓ Very expensive, rigid, bulky support
- ✓ Sometimes outdated technology/architecture
- ✓ Not always platform independent

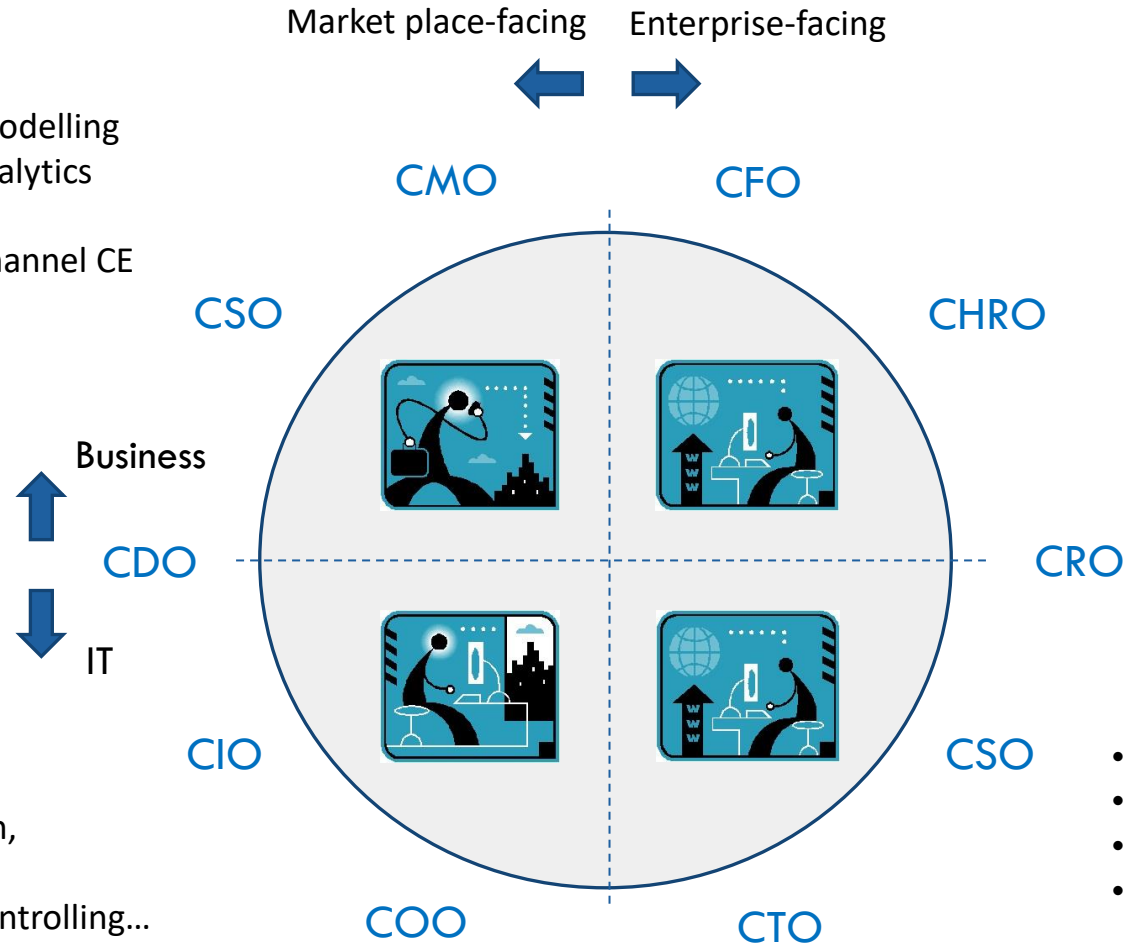
- ✓ Niche knowledge
- ✓ Niche expertise
- ✓ High score in innovation (sometimes unique in its kind)
- ✓ Done it before
- ✓ Proven success stories in large corporations

- ❖ Best-of-breed pre-selection
- ❖ Corporate-grade products
- ❖ Significantly reduced expenses
- ❖ High energy & commitment
- ❖ High flexibility & speed
- ❖ Technology- & vendor agnostic

**Achieve up to 50% cost savings vs. international brands (average), for equal capabilities and better service.**

# DOMAIN COVERAGE

- Data warehousing
- Smart analytics and predictive modelling
- Event processing & streaming analytics
- Real-time decision platform
- Digital transformation & omni-channel CE
- Catalogue-driven OM
- Reference data mgmt.
- IoT
- ...
- ...
- Data mgmt., security & governance  
(dynamic data masking, sensitive data discovery, smart authentication & authorization, test data mgmt. (data ops), intelligent consistency checking & controlling...  
DSGVO, GDPR, KVKK, SOX, GLBA, PCI DSS, HIPAA, FIPA)



## All Industries:

*Banking,  
Insurance & Law,  
Public Services & Institutions,  
Utilities & Production Industry,  
Airline, Retail, Logistics & eCommerce,  
Telecommunication, Media & Technology.*

- Smart business process mgmt. & automation, office digitalization
- KYC as a Service (B2B background checks)
- Fraud detection (picture theft)
- Enterprise Architecture
- ...

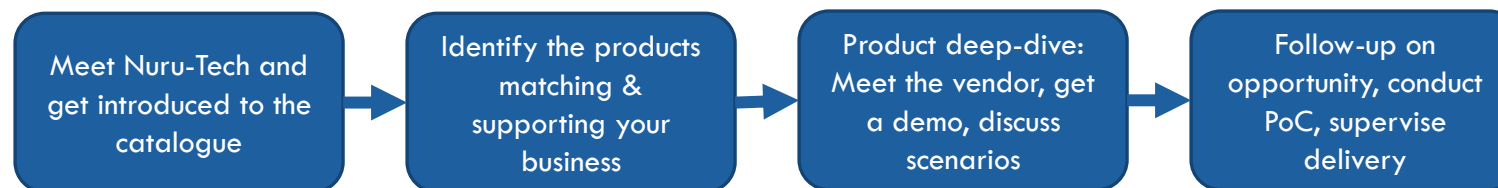
- Cyber-security (PAM, FIM, EDR, OT)
- Mobile security & soft OTP
- Operations monitoring
- ...

## Alternatives or replacement to the following... :

IBM Guardium, IBM Optim, Informatica TDM & DDM, Imperva, Microfocus SDM & TDM, CA TDM, SAP TDMS, Oracle Data Reduction, QuerySurge, Informatica Data Quality, Oracle Data Masking Pack, IBM Infostreams, Tibco Streambase, Software AG Apama, SAP ESP, ServiceNow, Flowwright, Creatio, Pega, Appian, Bizagi, Signavio, IBM BPM, BonitaSoft, Cyberark, Beyondtrust, Thycotic, OneSpan, Cisco, Kobil, RSA, Apparo Fast Edit, RapidMiner, DataRobot, Alteryics, SAS Data Miner, Power BI ML, CleverTap, Optimove, Criteo, Dynamic Yield, IBM Maximo, Oracle EAM, Oracle API Gateway...

# HOW DOES IT WORK?

- NURU-Tech is not a reseller, by default: it is a **match maker**.
- NURU-Tech helps to create the opportunity and relates the customer/consultancy with the vendor.
  - **No** charges (Business model: Nuru-Tech will charge a light referral fee to vendor, upon successful sales).
  - Partner consultancies can supersede product offers with consultancy services, as well as delivery & support, where appropriate.
- NURU-Tech is keen on **transparency** and trusted relationships.
  - We promote a direct relationship with the Vendor, rather than eclipsing it: commercial negotiations are typically directly with vendor.
- NURU-Tech can also act as reseller, in EU space – if required/preferred by vendor or consultancy.
  - Even then we support direct contacts with Vendors, and open communication (reseller role is for legal/commercial convenience).
- NURU-Tech can assist partner consultancies with additional services, **on-demand**.
  - Mediation of consultants, expert resources or near-shore partners, independently of its product catalogue.



# OPERATIONAL DETAILS

## ➤ Contact Details:

- [info@nuru-tech.com](mailto:info@nuru-tech.com)
- +49 (172) 685 88 55 (GmbH).
- +90 (552) 385 88 55 (A.Ş.).
  
- For higher efficiency, **pls. provide details about your points of interest.**
  
- **Ask for an overview of the products.**
  - There is more than what you have seen here today...

## ➤ Discover the catalogue online & drill down for more information:

- [www.nuru-tech.com](http://www.nuru-tech.com)
- **LinkedIn:** [nuru-tech](#)
- **Instagram:** [nuru\\_tech](#)



*Nuru-Tech will provide additional details for a product of interest.*

*We will put you in direct contact with the right vendor for a given request.*

*... **No** commitment.*

*... **No** charge for any of it.*

*Presence in Germany and an international partner network provide for in-country support and accountability.*

### Address:

- Nuru GmbH  
Nobelstr. 3-5  
41189 M'Gladbach  
Germany

### Membership:

- German Chamber of Commerce

