



INTRODUCTION

NURU-TECH

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



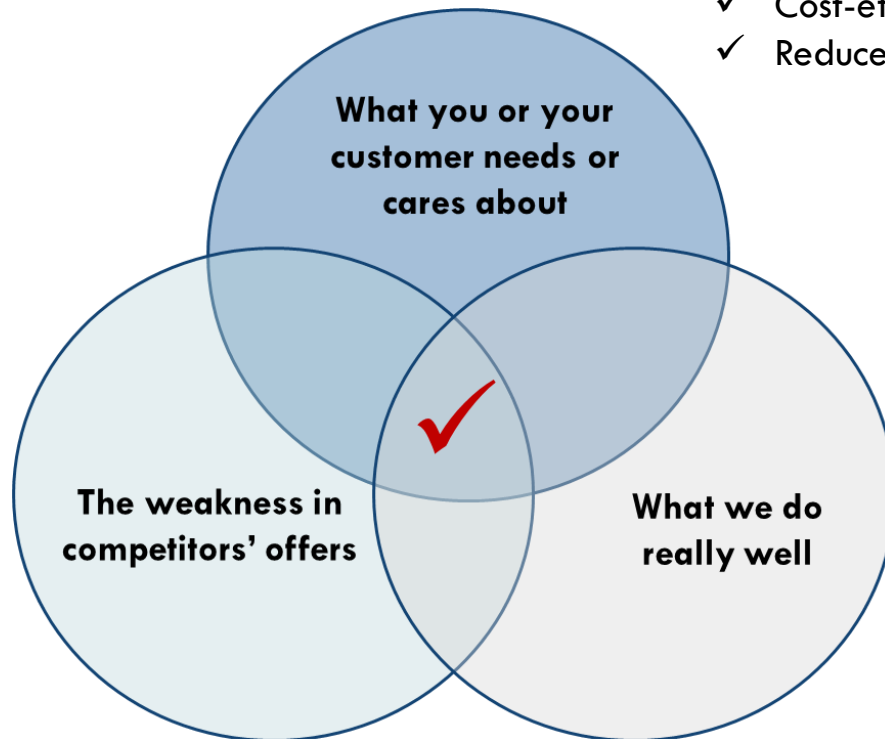
- **Businesses** are *by nature* looking for innovative ways to... :
 - Further grow their market share, brand, customer satisfaction & profits.
 - Consolidate their business and reduce their exposure to risk, or address regulations.
 - Support & optimize their processes, operations, reduce costs and 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
- ✓ Reduced 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- ✓ Sometimes outdated technology/architecture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.

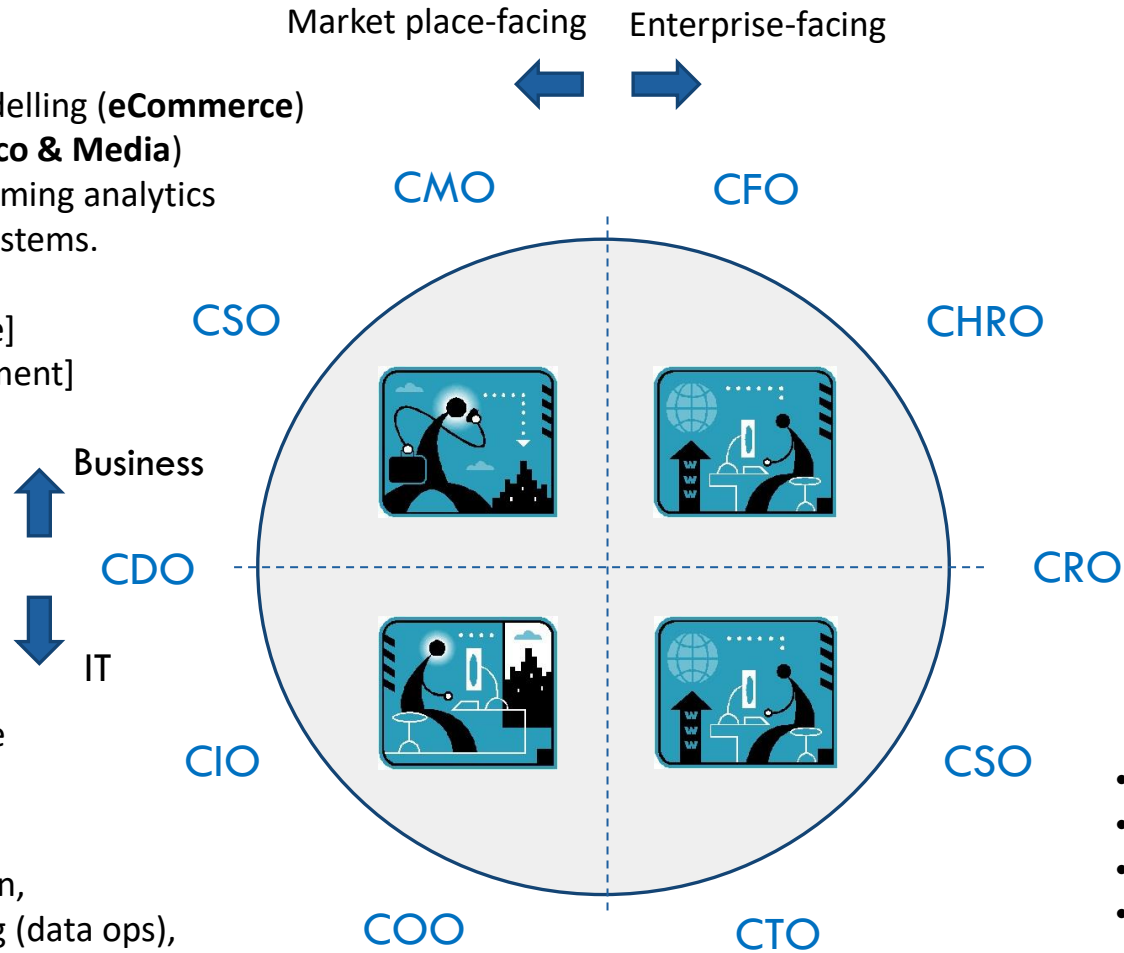
DOMAIN COVERAGE

- Smart analytics and predictive modelling (**eCommerce**)
- Catalogue-driven order mgmt. (**Telco & Media**)
- Real-time event processing & streaming analytics
- Industry Solution [Smart camera systems. IoT platform / GIS / RPA...]
- Testing [services/tools - wide range]
- Text analytics [exploration & sentiment]
- Reference data mgmt.

...

- Master data mgmt.
- ETL & Data warehousing
- Data purging/migration to cloud
- Data mgmt., security & governance

(sensitive data discovery, dynamic data masking & access, dynamic authentication & authorization, test data mgmt. preparation & masking (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
- Enterprise Architecture
- HR assessment platform in digital age.
- Enterprise Planning & Analytics
- B2B KYC & Fraud Detection (**Finance**)
- Blockchain solutions (**bespoke**)
- E2E Site Operations (**Telco**)

...

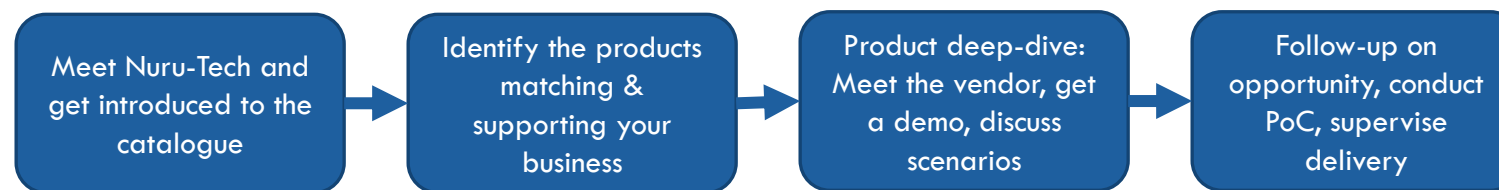
- Cyber-security (PAM)
- Audits & Certification
- SOC
- Mobile security & soft OTP
- API gateway (API security mgmt.)

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, 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, Alteriycs, SAS Data Miner, Power BI ML, IBM Maximo, Oracle EAM, Oracle API Gateway...

HOW DOES IT WORK?

- Nuru-Tech is a **match maker**, but its office in Germany can act as reseller if need is.
 - The default is to purchase directly from the vendor.
- Nuru-Tech helps to create the opportunity and relates the customer/consultancy with the vendor.
 - **No** charges: Nuru-Tech is the sales arm and does the account management for its partner vendors.
 - Consultancies can supersede product offers with consultancy services of their own, 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.
- Nuru-Tech can assist customers or 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
- +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
- **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

