



INTRODUCTION FOR CXO

NURU-TECH

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

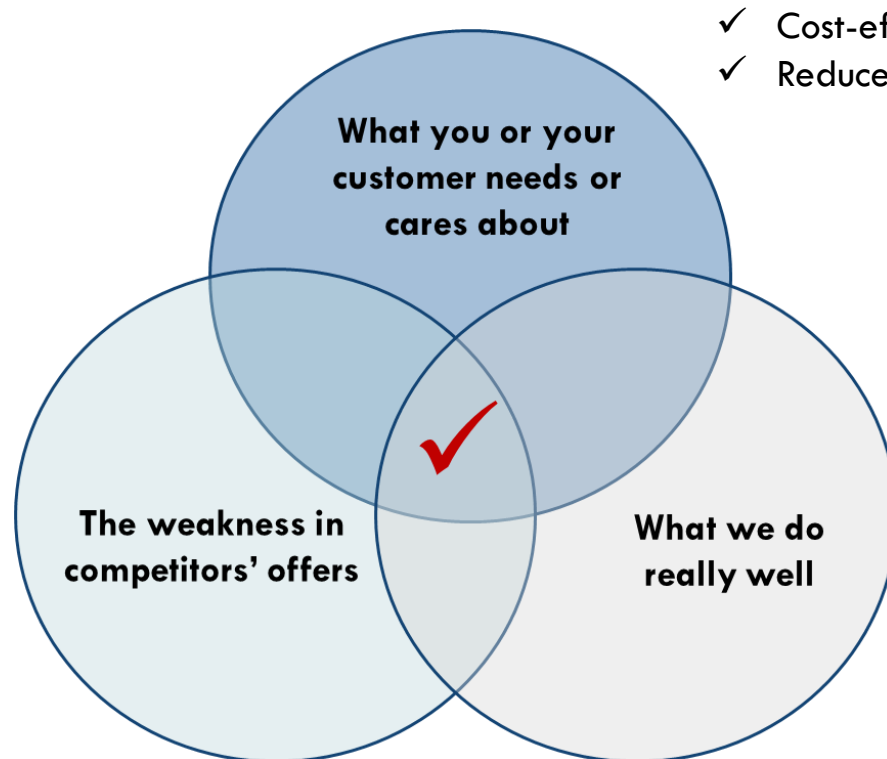


- **Businesses** are *by nature* looking for innovative ways to... :
 - Further grow their market share, brand, customer satisfaction & profits.
 - Consolidate their business and reduce their exposure to risk, or address regulations.
 - Support & optimize their processes, operations, reduce costs and 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.
 - If global products solve local problems, then local products can solve global problems, too...
- **Nuru-Tech creates a bridge with alternative successful, innovative competitive software companies.**
- We compile and offer a **catalogue** of new products, platforms & services, from misc. partner vendors.
 - Mature & robust products, designed to support large enterprises.
 - Multiple references and success stories in large enterprises (Banking, Telco, Holdings, eCommerce, Insurance, 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...

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

Achieve >> 30% savings vs. global brands, for equal capabilities and better service.

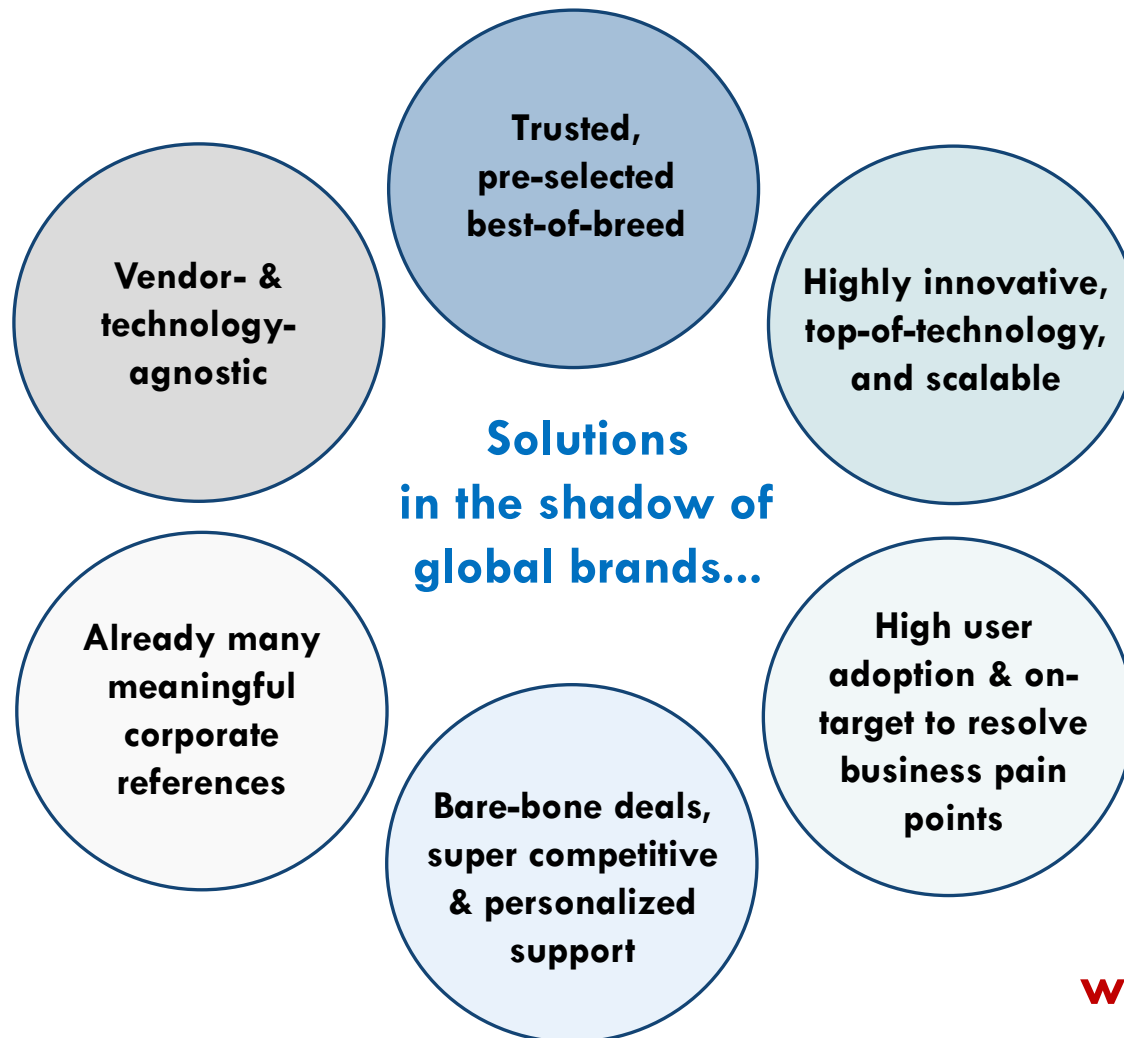
- ✓ Very expensive, rigid, bulky support
- ✓ Sometimes outdated technology/architecture
- ✓ Not always platform independent

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

... Some solutions are unique!

VALUE PROPOSITION: KEY QUESTIONS TO ASK

Businesses often thrive on ideas adopted from unlikely places...



- ❖ What can we bring to you?
- ❖ What's the untapped potential we represents?
- ❖ What's the distinguishing thing we offer?

Ultimately, every business is about revenues & expenses, and the drivers are: efficiency & quality.

... Nothing else.

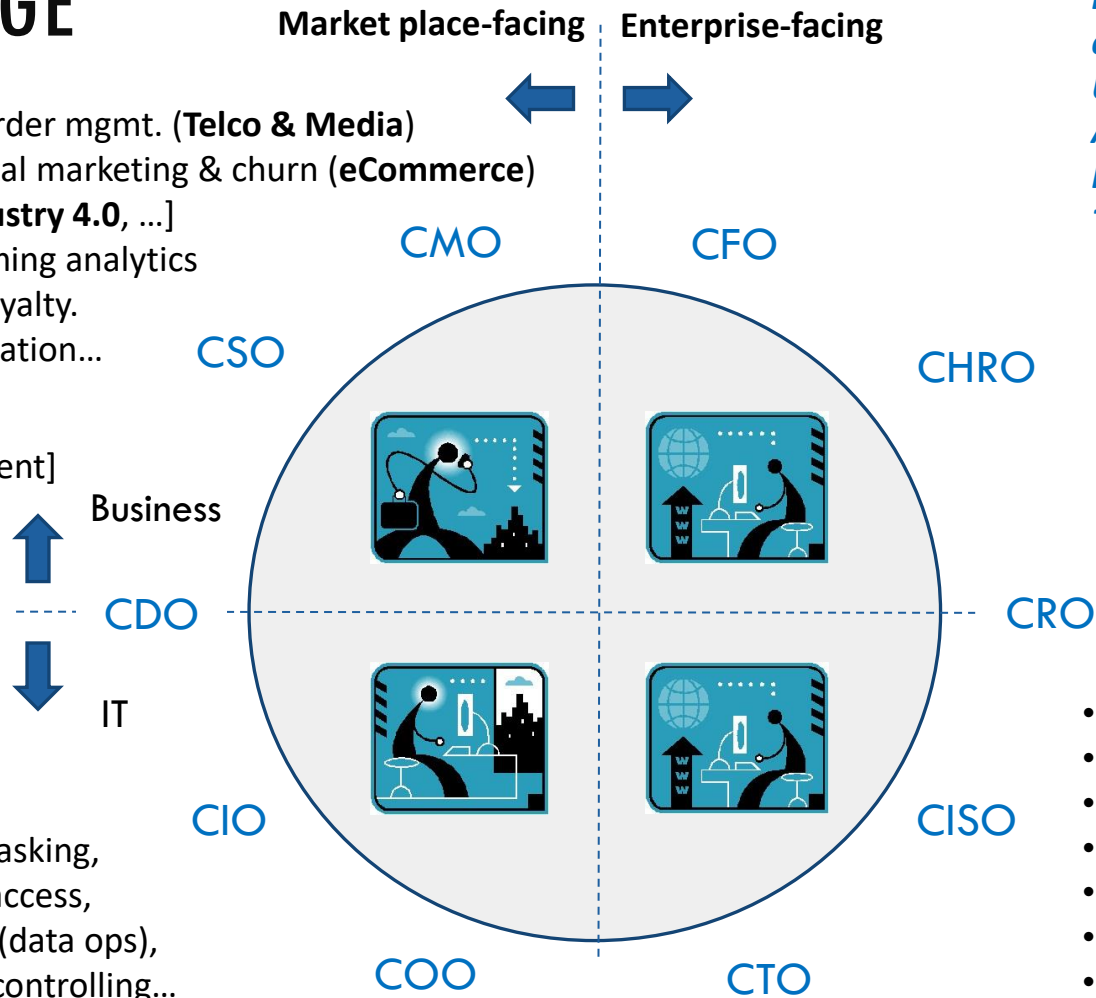
Forget the brand.

Check the challengers!

Taking global vendors as the benchmark, we guarantee an unbeatable price/quality ratio!

DOMAIN COVERAGE

- Catalogue-driven & omni-channel order mgmt. (**Telco & Media**)
- Predictive modelling applied to digital marketing & churn (**eCommerce**)
- Industry solution [IoT platform, **Industry 4.0**, ...]
- Real-time event processing & streaming analytics
- Omni-channel campaign mgmt. & loyalty.
- Smart BPM & ITSM, process digitalization...
- ...
- Text analytics [exploration & sentiment]
- Master data mgmt.
- Reference data mgmt.
- Data warehousing
- ETL code generator & CI/CD
- ...
- GDPR mgmt. & governance
- Information security
(sensitive data discovery, data purging, migration to cloud with masking, dynamic data masking & dynamic data access, test data mgmt. preparation & masking (data ops), intelligent data consistency checking & controlling... DSGVO, GDPR, KVKK, SOX, GLBA, PCI DSS, HIPAA, FIPA)



All Industries:
*Financial Services,
 eCommerce & Retail,
 Utilities & Production Industry
 Airline, Transport & Logistics,
 Public Services, Institutions & Law,
 Telecommunication, Media & Technology.*

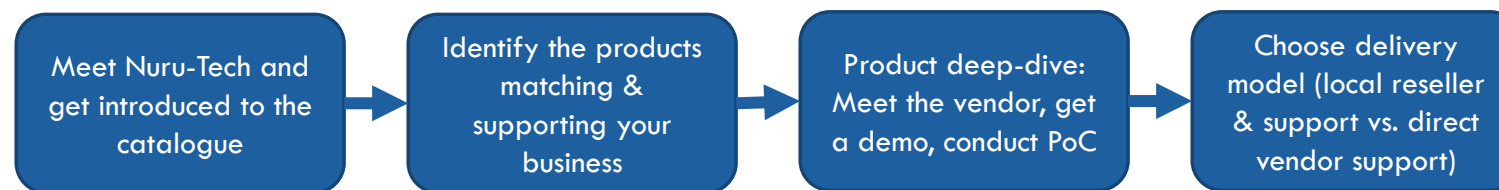
- Enterprise Architecture
- HR assessment platform in digital age
- IFRS 16 & ASC 842 financial reporting
- B2B KYC & Fraud detection (**Finance**)
- Blockchain solutions (**on-demand**)
- E2E Site Operations (**Telco & Media**)
- Testing [services/tools - wide range]
- ...
- Cyber-Security platforms (PAM, IAM, NAC SOC)
- Cyber-Security training (SOC analysts)
- Penetration Testing (Xtra deep)
- SWIFT & PCI audits & certification
- Mobile security & Soft OTP
- API gateway (API security mgmt.)
- SQL Server farm monitoring & mgmt.

Alternatives to the following... :

IBM Guardium, IBM Optim, Informatica TDM & DDM, Imperva, Microfocus SDM & TDM, CA TDM, SAP TDMS, Oracle Data Reduction, Oracle Data Masking Pack, QuerySurge, Informatica Data Quality, IBM Infostreams, Tibco Streambase, Software AG Apama, SAP ESP, ServiceNow, Flowwright, Creatio, Pega, Appian, Bizagi, Signavio, IBM BPM, BonitaSoft, Cyberark, Beyondtrust, Thycotic, Centrify, OneSpan, 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, Cisco ISE, ForeScout, Aruba Clearpass, Forti NAC, Pulse Policy Secure, ExtremeControl, IBM Qradar, ArcSight, LogRhythm, AlienVault, McAfee ESM, Forti SIEM, eLearnSecurity, EC-Council, SANS, Cyberbit, Offensive Security, Hackerone, Bugcrowd, Yeswehack, Intigrity, Sight Machine, Seeq, MachineMetrics, Relayr, Codestryke, Rootcloud, Clarity, Planview, Sigma, Netcracker, Amdocs CRM, Huawei CRM.

HOW DOES IT WORK?

- Nuru-Tech is a **match maker** (by default).
 - We are interested in a win-win: make sure the vendors offer best support, best service, creative deals and optimized pricing.
 - Our office in Germany can also act as reseller/distributor, though only if required.
- Nuru-Tech helps to create the opportunity and relates the customer/consultancy with the vendor.
 - **No** charges: Nuru-Tech does business development and account management for its partner vendors.
 - Partner consultancies can supersede product offers with services of their own, as well as delivery & support, where appropriate.
- Nuru-Tech is keen on **transparency** and trusted relationships.
 - We support a direct relationship and a direct procurement 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

