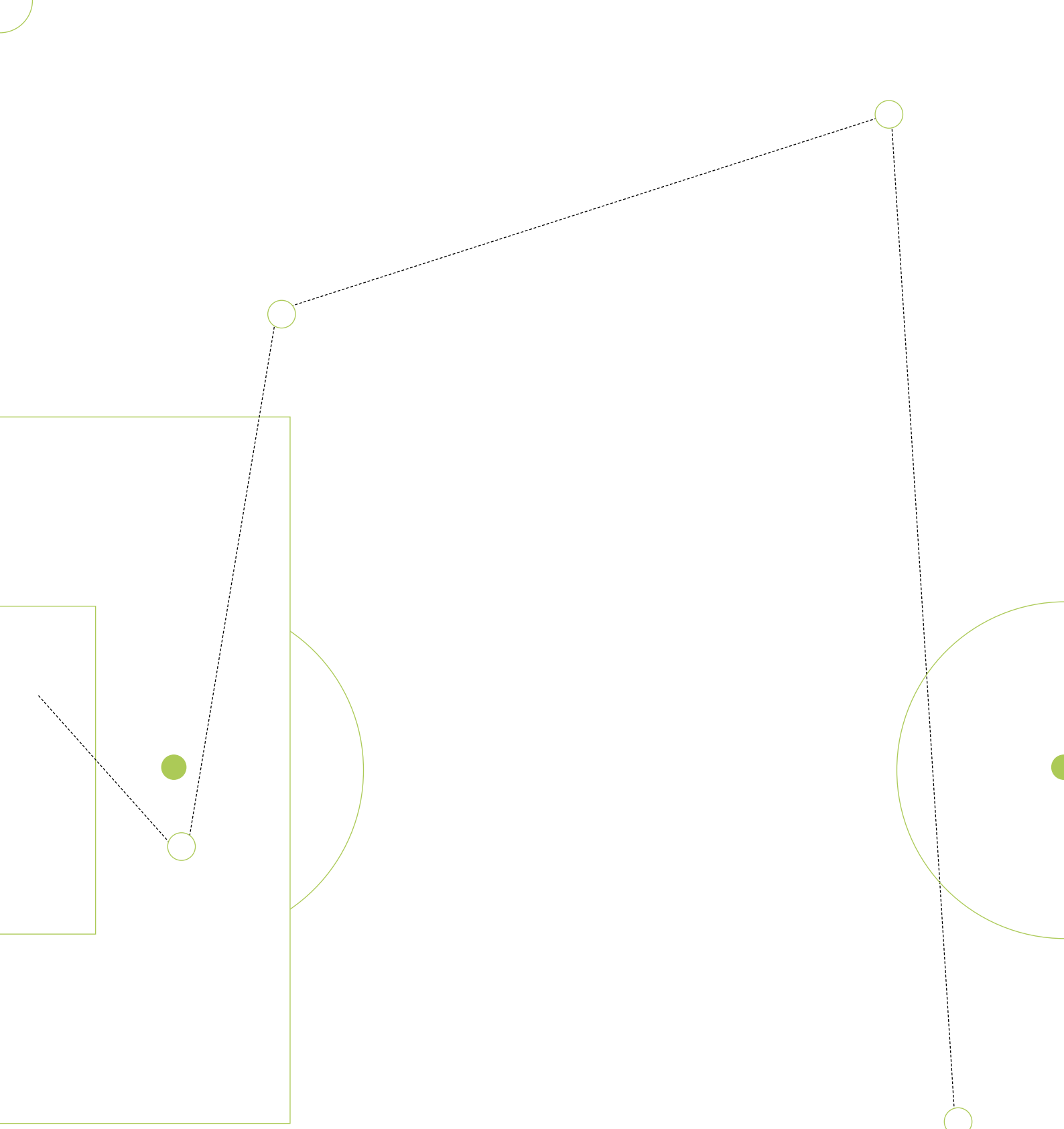




## *ON THE SPOT*

*Company Profile*

*SVA System Vertrieb Alexander GmbH*

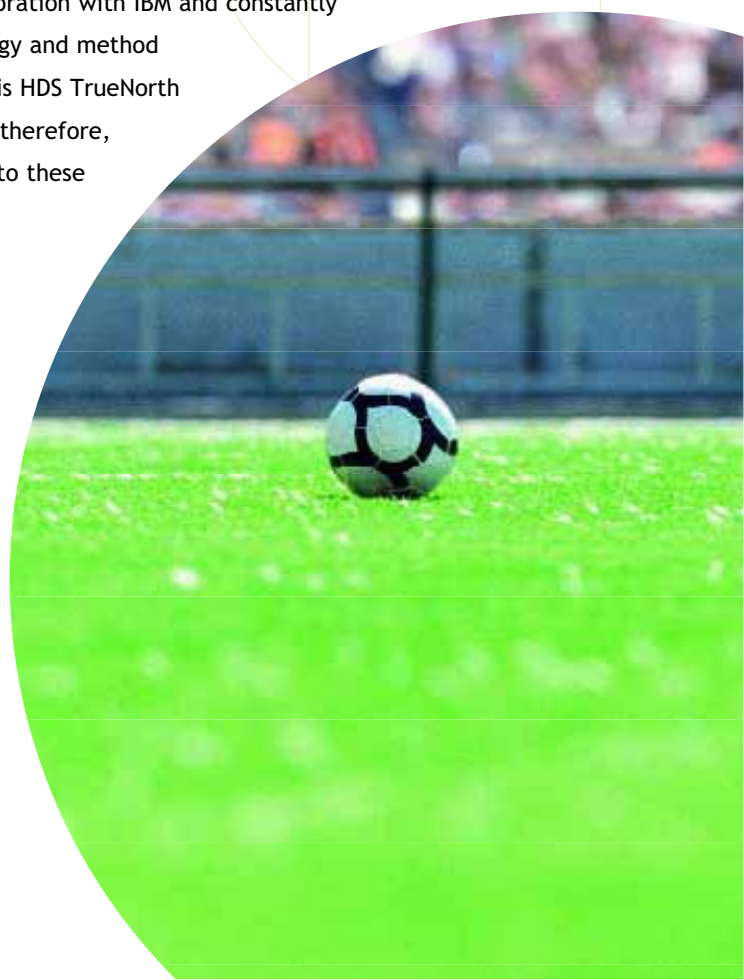


*OUR PITCH: THE AUDIENCE DECIDES TO CHEAR FOR THE TEAM WHOSE PLAYERS PERFORM BEST - I. E. THE MORE CLEVER AND SPEEDY TEAM WHICH SCORES MORE PERSISTENTLY. IN ORDER TO GAIN REAL FANS, A TEAM REQUIRES A CLEAR PROFILE - EXPERIENCE, PERSONALITY AND A HISTORY OF ITS OWN.*

## OUR PROFILE.

SVA ist one of the leading German system integrators regarding DataCenter infrastructure. The company, with its headquarters in Wiesbaden, was founded in 1997 and employs more than 140 employees at 11 branches all over Germany today. Our target is to link high quality IT products of different vendors with SVA's project know-how and flexibility in order to provide optimal solutions for our customers. The company's main focus is set on high-availability architectures as well as high-performance computing, high-scalability SAN architectures, data protection and disaster recovery as well as virtualization technologies concerning server and SAN environments.

SVA is Premier Business Partner of IBM, Germany. The Premier partnership is the closest collaboration with IBM and constantly requires proof of SVA's technology and method competence. Furthermore, SVA is HDS TrueNorth Platinum Solutions Partner and, therefore, also offers its customers access to these high developed products.



*OUR TACTICS - THINKING OUTSIDE THE BOX: EVERY PLAYER HAS TO BE ABLE TO FLASH INTO ACTION. THE TEAM HAS TO BE ABLE TO EFFICIENTLY COPE WITH UNPLANNED SITUATIONS IN NO TIME AND IT HAS TO BE OPEN FOR STRATEGY CHANGES.*

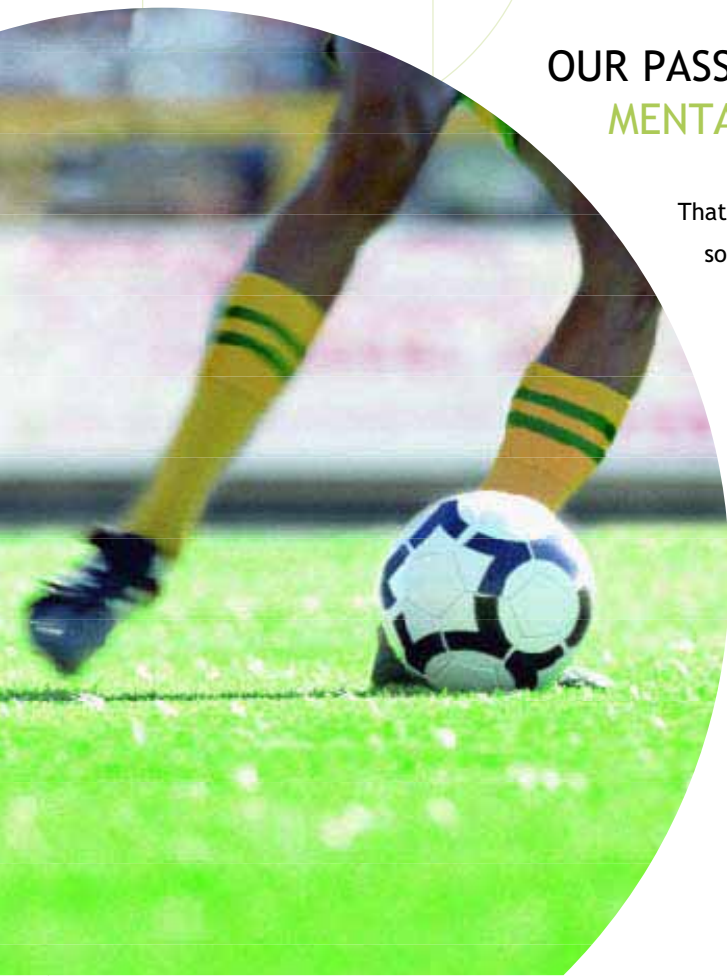
## CLEVER LINEUP: THE WHOLE IS MORE THAN THE SUM OF ITS PARTS.

Complex IT infrastructures are very similar to a soccer team. A stable high-capacity system can only develop if reams of business processes have been taken into consideration. A system which interlinks all information of one company is likely to fail in another company's daily business.

Small businesses as well as industry giants want to work with their local infrastructure on a permanent basis. They also intent to handle their valuable resources as gently as possible while achieving high performance with them. Employees should be independent of time and place by accessing data and company knowledge.

## OUR PASSION: MENTAL DRIBBLING.

That is where we come into play. We compile individual solution concepts and we adjust the IT flexibly to our customers' business strategy and processes in order to be able to tune the infrastructure fast and without interruptions in case of modified general requirements. This procedure considerably prolongs the life expectancy of a system.



*WITH THE RIGHT KICK: THAT IS WHAT'S SO NICE ABOUT SOCCER - THE ONE WHO DOMINATES THE GAME REQUIRES NO PARTICULAR TERRAIN BUT IS ABLE TO PERFORM ITS SKILLS LITERALLY EVERYWHERE.*



## PREMIER LEAGUE? WE ARE PART OF IT.

SVA offers exceptionally high market acceptance and permanent growth. We started with five employees in 1997 - today, we have grown up to over 140 employees at several locations.

What is this success based on? It is based on our policy to take as much time as needed for profound counselling in order to deliver highest quality as fast as possible. Thus, we were able to gain many loyal customer's confidence.

## BEYOND THE GOAL LINE - IN COOPERATION WITH OUR CUSTOMERS.

The positive development of our company is based on a close partnership with our customers. Intensive communication enables us to determine and to realize the optimal solution strategy. In order to do so, we intensify communication during analysis and conceptual stage. Nevertheless, we take care of all our customer's concerns beyond the completion of a project. Thus, SVA achieves peak results in customer satisfaction surveys carried out by an independent market research institute.

Some of our customers are Atos Origin, Bundesamt für Finanzen, DWS, Eberspächer, Nestlé Schöller, Saarstahl, Stinnes, T-Systems, Uniklinik Köln.



## OUR SERVICE EXPERTS: SKILLFUL TECHNIQUE.

Our company's importance and efficiency is based on the expertise of our specialists. Whether it is the strict certification requirements of the producer every expert has to fulfill or the expansion of the intensive longtime cooperation with IBM laboratories around the world - we are part of it and we constantly invest in the improvement of our corporate knowledge.

The SVA test data center is also a fundamental part of our expertise. Using up-to-date technology, we provide our customers and partners on-site inspection of technical requirements - unbureaucratic, prompt and flexible.

## AND PERSISTENTLY HANGING IN.

Due to the fact that our overall service starts long before delivering a system, we guarantee stable concepts with long-lasting serviceable architectures.

Our experts professionally supervise each developing phase of a system, starting with intensive consultation concerning strategy development up to the integration of a system. We also provide our customers service after the completion of an installation.

Furthermore, we provide services such as training or permanent system maintenance if desired. This overall service not only guarantees state-of-the-art adjustment but also renders the search for various different IT contact persons unnecessary.

*WITHOUT A BREAK - OUR SERVICE: RULE 10 - HOW TO SCORE. A GOAL COUNTS IF THE BALL COMPLETELY PASSED THE GOAL LINE BETWEEN THE TWO GOAL POSTS AND UNDER THE CROSSBAR WITHOUT ANY MEMBER OF THE SCORING TEAM DISOBEYING A RULE BEFORE HAND. CITED FROM: RULES OF THE GAME 2004, PUBLISHED BY THE FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION, SOURCE: WWW.FIFA.COM*

## SERVICE SKILL DURING THE WHOLE PROJECT LIFECYCLE.

### Detailed analysis and intensive consultation.

- Collaboration in defining business objectives
- As-is-analysis / potential analysis
- Service Level Agreements creation

### Individual solution strategy and development of architecture.

- Concept development
- Comparison with alternatives
- Definition of product requirements and specifications

### Extensive organisation und coordination.

- Preparations of invitations to tender
- Purchase of required products and services
- Coordination of delivery and installation
- Disposal / Trade-in of used equipment

### Long-term and efficient system integration.

- Project management
- Migration process
- Performance optimization
- Proof of Concept / Functionality tests
- Generation of Documentation

### Sustainable maintenance of system and know-how.

- Briefing of staff, training from producers
- Establishment of remote support monitoring
- Permanent update of drivers and MicroCode
- On-site administration of the installed environment

*DYNAMIC KICK-OFF - OUR SOLUTIONS: RULE 9 - BALL IN PLAY. THE BALL IS IN PLAY EVEN IF IT BOUNCES OFF THE GOAL POST, THE CROSSBAR OR ONE OF THE CORNER FLAGS BUT STAYS IN THE FIELD OR IF IT BOUNCES OFF A REFEREE OR ASSISTANT REFEREE IF THEY ARE IN THE FIELD. CITED FROM: RULES OF THE GAME 2004, PUBLISHED BY THE FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION, SOURCE: WWW.FIFA.COM*

## OUR SOLUTIONS: COMPREHENSIVE INFRASTRUCTURES.

Every customer is unique. Every infrastructure is complex because its structure and operation has to be able to endure a company's special requirements. This leads to different requirements regarding performance, availability, scalability and flexibility of a system. We guarantee an exact evaluation by identifying what is necessary.

Server and storage systems, networks and the compatible software for operating have to form an absolutely reliable infrastructure. This is the only way a company is able to speed up processes and to guarantee high availability and reduced costs.

## TAILOR-MADE IT ARCHITECTURES.

Individual solutions are our strength. Our sales and service experts plan and realize specific applications of system components in cooperation with every customer. They develop a solution architecture which complies with the defined requirements of our customers.

We have expanded our range of IBM and HDS products and services with several additional systems of other producers in order to completely fulfill our customers requirements. Thus, integrated solutions can be realized - mainly in the Open Systems environment. SVA is certified for the following products: Brocade, Cisco Systems, Citrix, McDATA, Novel, Open Text, SUSE, Symantec, Trend Micro, VERITAS und VMware.



## OPERATING SYSTEMS AND SERVER ARCHITECTURES.

Server systems form the core of many modern data centers. However, the appropriate software is continuously enhancing: applications increase in volume and more and more capacity is needed. This requires an optimal server architecture as well as smooth operation of various systems. Only this makes the long-term application of software in good quality possible.

We strive for meeting these requirements regarding system quality. Due to this fact, we exclusively include high-capacity IBM eServer models in our solution portfolio which we client-specifically apply:

### IBM System z (mainframe).

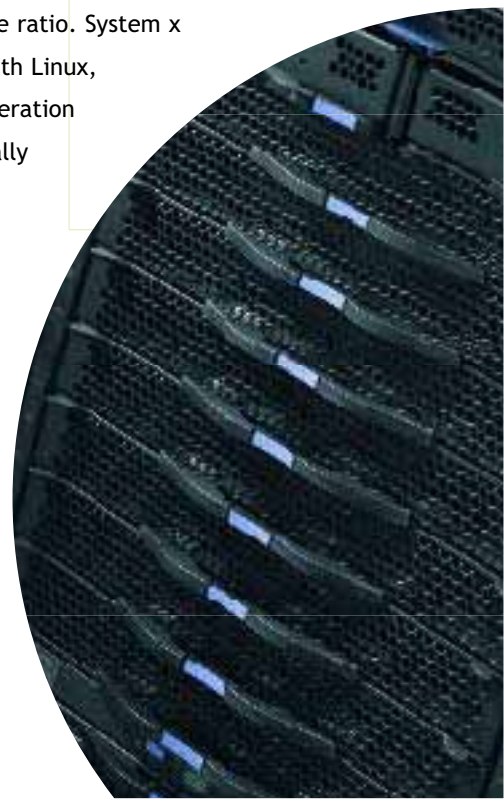
The typical mainframe is nowadays called System z by IBM - derived from „zero downtime“. System z servers are robust. They particularly meet the requirements of large institutions and businesses which rely on highest availability, scalability and security in means of access control. By now, authorities and financial institutions can not do without these bolds.

### IBM System p (Linux and IBM UNIX: AIX).

System p - derived from „performance“ - are UNIX high-performant servers for computationally intensive applications. They are often applied analog in an CAD/CAM environment or used as financial transaction or ERP systems such as SAP. Furthermore, they continuously dominate as platforms for Linux operating systems.

### IBM System x und Blade Center (Intel-based Systems for Linux, Windows, Novell).

System x are Intel-based IBM servers. The strong increase in this segment is obviously based on the broad range of software products and the appealing cost-performance ratio. System x servers can be operated with Linux, Windows or Novell. The operation of a BladeCenter is especially reasonable.



*QUALITY AND QUANTATY - OUR SOLUTIONS: RULE 2- THE BALL. THE BALL IS ACCORDING TO THE RULES IF IT IS ORBICULAR, MADE OF LEATHER OR A DIFFERENT SUITABLE MATERIAL, IF IT HAS A DIAMETER OF 68 CM AND 70 CM, A WEIGHT OF 410 GRAMS TO 450 GRAMS AND ITS PRESSUREMEASURES 0,6-1,1 ATMOSPHERE WHICH CORRESPONDS TO 600-1100 G/CM2 ABOVE SEA LEVEL. CITED FROM: RULES OF THE GAME 2004, PUBLISHED BY THE FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION, SOURCE: WWW.FIFA.COM*

## EMULATIONS & LOGICAL PARTITIONING.

New developments such as „On demand“ or „Grid Computing“ require more than just raw performance data like gigahertz and teraflops. Applying latest methods to increase efficiency is particularly important in this context. We integrate technologies of the following important producers: VMware, System z-LPAR, System p-LPAR, Citrix, GRID architectures, t3 technologies.

## HIGH AVAILABILITY SOLUTIONS.

The consolidation and increase in performance of data centers result in increasing requirements concerning data security whereby risks also increase. We use efficient and fully developed high availability processes and tools in order to protect our customers business critical data.

- Mainframe: Parallel Sysplex, GDPS
- UNIX: HACMP, HAGEO, Veritas Cluster, Oracle Real Application
- Linux Cluster: Heartbeat, Steeleye Lifekeeper, Oracle RAC
- Windows Cluster: MSCS, Veritas, Oracle RAC

## SYSTEMS MANAGEMENT.

The complexity of modern infrastructures can be managed by applying Systems Management Tools. We offer the most common products: IBM RACF, IBM Access Manager, Tivoli Systems Management, etc.





## STORAGE CONSOLIDATION AND SAN INTEGRATION.

The storage system market rapidly grows. Several factors promote this progress: Business related data is increasingly being digitalized particularly in the health care and media sectors. Furthermore, the advantages of central data management (security, flexibility, performance) can be seen in various sectors. This, however, requires the application of increasingly powerful data backup tools.

We offer the following solutions based on IBM and HDS storage systems as well as additional products from other producers::

- Corporate disk and tape storage consolidation
- Establishment of complex SAN networks
- Storage virtualization via IBM SVC, IBM File Systems and Hitachi Universal Storage Platform
- iSCSI integration
- FileServer virtualization by using IBM and Network Appliances
- Corporate automated data backup (via TivoliStorage Manager)

## ADDITIONAL SOLUTIONS PROVIDED BY IBM.

In cooperation with IBM Information Technology Services (ITS), we are able to offer our customers complex services:

- User Help Desk (UHD)
- Total System Contract Management (TSCM)
- Software Management Factory (SWM)
- Windows Services (WINSER)
- Projectmanagement (PM)
- Network security inclusive of Remote network monitoring (RNX-Services)
- Managed Storage Services (MSS), Storage on Demand, On Demand Services
- Asset Services, Roll Out Services and Site Services (RSS)
- Business Continuity & Recovery Services (BCRS)

*TEAM SOCIALIZING: A TEAM DEPENDS ON ITS COACH. HE IS THE ONE WHO PAINSTACKINGLY CATERS FOR THE PLAYERS' FORMATION, STRATEGY AND MOTIVATION PRIOR TO EVERY MATCH. HE REMAINS COMPLETELY INVOLVED EVEN AFTER THE BEGINNING OF THE GAME - AS IMPORTANT ORIENTATION FOR THE TEAM. THUS, THE COACH ONLY SEEMS TO BE ON THE MARGINS OF THE 90 MINUTE MATCH. HE IS THE ONE WHO IS RESPONSABLE FOR A LOST OR WON MATCH.*

## MANAGEMENT.



Felix Alexander  
Diplom Ingenieur (Graduate Engineer)  
and former IBM sales manager  
Spokesman



Philipp Alexander  
Diplom Ingenieur (Graduate Engineer)  
Sales and Finances



Sven Eichelbaum  
Diplom Betriebswirt (Master of Business Administration)  
Products and Services

*FAIRPLAY AND BACKING: THE ACHIEVEMENT OF A TEAM IS DEPENDENT ON THE SKILLS OF EVERY TEAM PLAYER. IT DEPENDS ON HOW WELL THE KEEPER AND THE FIELD PLAYER KNOW AND PERFORM THEIR TASKS. A TEAM IS ONLY SUCCESSFUL IF EACH PLAYER PLAYS SKILLFULLY. IF THEY SHOW RESPECT TO, THINK AND LEARN FROM EACH OTHER. WINNING REQUIRES HARMONIOUS TEAMWORK- ANYTIME. A SINGLE PLAYER CAN NEVER WIN ALONE.*

## IN EVERY POSITION: SKILLS AND TEAM SPIRIT.

We believe in target-oriented teamwork. Thus, our employees are part of an excellent network of experts: sales representatives, project and product managers as well as system engineers take care of our customers queries and needs. This is carried out in close cooperation with IBM and other producers.

The administrative inhouse team of SVA is also contributing to every project - usually unrecognizable to our customers. This team consists of project controllers, finance and information architecture staff, secretaries and more. They all contribute to successful work by organizing, coordinating and preparing important operational procedures.

Today, we employ more than 140 people - an important indicator of our companies constant growth. We regularly recruit people from various fields of studies whose education is being improved by in-house IT trainings. We also give entrants a chance and train them as office clerks and IT system assistants.

*MILESTONES: 1580 GIOVANNI BARDI PUBLISHES THE RULES TO A NEW GAME NAMED „CALCIO“. | 1848 THE „CAMBRIDGE RULES“ WHERE PUBLISHED IN ORDER TO ACHIEVE BETTER DISCIPLINE AND TEAM SPIRIT. | 1868 MODERN SOCCER WAS BORN: THE FIRST 13 RULES WERE PASSED BY THE FOOTBALL ASSOCIATION | 1888 „GERMANIA TEMPELHOF“ WAS THE FIRST GERMAN SOCCER ASSOCIATION | 1891 ESTABLISHMENT OF THE PENALTY KICK. | 1997 REVISION OF THE FIFA RULES. SOURCE: WWW.FIFA.COM, WWW.HUMBOLDTGESELLSCHAFT.DE; THEO STEMMLER: KLEINE GESCHICHTE DES FUSSBALLSPIELS, FRANKFURT / M. 1998*

## SVA MILESTONES.

- 1997** • SVA GmbH was founded by Dipl. Ing. Felix Alexander and Dipl. Ing. Philipp Alexander
  - Certified „IBM Business Partner“
  - Employees: 5
- 1998** • Cooperation with Microtempus Inc. in Canada
  - Employees: 14
- 1999** • Cooperation with BTB mbH in Leinfelden
  - Employees: 23
- 2000** • Certified „IBM Advanced Business Partner“
  - Subsidiary SVA StorAdvantage and branch in Stuttgart are established
  - First apprenticeships established
  - Employees: 32
- 2001** • Certified „IBM Premier Business Partner“
  - Branches in Düsseldorf and Hamburg are established
  - IBM Total Storage Solution Centre (TSSC) opens in Wiesbaden
  - Employees: 42
- 2002** • Cooperation with UBL Informationsysteme GmbH in Neu-Isenburg
  - Subsidiary sysva GmbH und SVA UNIX Solutions GmbH are established
  - IBM WebSphere Information Center (WIC) opens in cooperation with BTB
  - Employees: 75
- 2003** • Certified „IBM Leader for Linux“, „IBM Advanced Business Partner Personal Systems“ and „IBM ITS Strategic Alliance Partner“
  - „IBM Business Partner Innovation Center (BPIC) opens in Wiesbaden
  - Branches in Dortmund, Berlin and Karlsruhe are established
  - Dipl. Betriebswirt Sven Eichelbaum becomes member of management board
  - Employees: 84
- 2004** • Merger of subsidiaries Storadvantage GmbH, sysva GmbH und SVA UNIX Solutions GmbH to SVA GmbH
  - Merger with atsys GmbH
  - Employees: 86
- 2005** • Certified HDS TrueNorth Platinum Solutions Partner
  - Branch in Saarbrücken is established
  - Employees: 95
- 2006** • Branch in Dresden is established after taking over the integration business of Mount10 GmbH
  - Employees: 110
- 2007** • Branches in Munich and Hannover are established
  - Employees: 120
- 2008** • Subsidiary „SVA SanaSphere GmbH“ with its headquarters in Dorsten and branches in Wiesbaden and Düsseldorf is established
  - Employees: 140



