



ASTOR IC

AUTOMATED MANAGEMENT SYSTEMS

EFFICIENCY
PRODUCTIVITY
PROFITABILITY

WAY TO SUCCESS



Area of operations

ASTOR IC company was established in 2000 year. It is engaged in management and accounting automation at trade enterprises in the following branches:

- Retail
- Entertainment and Food Industry (HoReCa)
- Warehouse complexes
- «Fashion Retail» Industry
- DIY
- Other branches

We use:

- Our own software products and technologies
- Software «1C:Enterprise» as the basis program platform for our solutions.



Our company has «1C:Franchise» status. We offer demonstration, delivery, installation, implementation and maintenance of the software products and electronic equipment for complex projects of the ASTOR IC. Our work with the Customer resulted in the development of an automated control and accounting integrated system.

Market position

Our Company enjoys the reputation of the leading system integrator and developer of the automated control and accounting systems for retail chain and stores, such as hypermarkets, supermarkets, cash&carry, convenience stores, discount stores, warehouse complexes (logistics and management), restaurants, fast-food restaurants, cafes, entertainment centers and Fashion Retail stores. Our personnel have automated over 3,000 stores, over 150 retail chains and over 1,000 restaurants in Russia and other CIS countries.

Employees

Over 170 specialists hold professional certificates issued by Microsoft, NCR, DNV (ISO 9001:2000), PMI (Project Management Institute, Inc), 1C and others.

Representative Offices and Branches

Our company opens official representative offices in the Russian cities in order to expand its activities in the regions and be able to provide fast, quality and efficient services. As of today, the Company has opened offices in St. Petersburg, Volgograd, and Samara, which provide full set of services to implement the automation systems.



Area of operations

Indirect Channel

The establishment of partner relationships with IT companies across Russia is one of activities pursued by our Company. By the beginning of 2006 over 100 official partners of the ASTOR Computer Center based in 60 Russian cities had been engaged in implementation of integrated automation systems in line with the process flow developed by our company.

Our company systematizes and updates knowledge of its official partners on a regular basis. We provide mandatory distance learning courses on continuously evolving ASTOR IC software products, thereby maintaining high overall professional level in the regions, as well as the requisite feedback.

Partners & Status

Platinum Partner

NCR (CIIA)

ASTOR IC enjoys the status of the Platinum Partner of the NCR Company (USA) for the uncontested leadership in the number of NCR cash registers installed and the number of large projects implemented using the NCR equipment in conjunction with the NCR AS@R front-end cash register system. The Platinum certificate issued by the leading supplier and the world leader in the sales solutions confirms the top-notch reliability of the Company, which holds it, as well as its personnel competence.



Official Partner

Metrologic (USA)

Symbol (USA)

Others partners

METTLER TOLEDO (Switzerland)

Teraoka/DIGI (Japan)

Zebra Technologies (USA)

DATAMAX (USA)

Psion PLC (Great Britain)

STAR MICRONICS CO., LTD. (Japan)



Area of operations

Quality of the Services

In June 2004 the ASTOR IC Company received the Certificate for Quality Management System developed in accordance with the ISO 9001:2000 standard. The certification audit was conducted by the Det Norske Veritas (DNV) International Certification Society.

Our company focuses on improvement of solutions and services provided on the market of automation of accounting and business management. The goal of establishment of the Quality Management System (QMS) is to provide services in accordance with the ISO 9001:2000 standard. Working QMS is a major factor in establishing mutual confidence between the consumers and suppliers of the Company.

QMS certification provides the Company holder of the certificate the requisite level of trust on the market and is a generally accepted guarantee of quality of the products/services provided by The Company.



Location

- Address: 127055 Moscow, Obraztsova str.14/2, ASTOR IC
- Tel/fax.: +7 (495) 780-3260
- Tel/fax.: +7 (495) 363-06-60
- URL: www.1c-astor.ru
- E-mail: astor@1c-astor.ru

Our awards

Our company has a serious reputation as supplier of automated accounting and management systems and is currently one of the leaders in the Russian Federation territory.

The confirmation of our achievements was awarding to ASTOR IC of the National Trade Association prizes. The national professional «**Golden Scales**» award was instituted by the NTA and Moscow International Business Association as a supreme professional award for outstanding achievements in fitting trading and public catering enterprises in Russia.



2000-2005: The winner of the premium **Golden Scales** laureate of the all-Russia rating "Everything for trade in 21st century" in the "Automation" and "Partnership of the year" nominations.

2002: The winner of the premium **Golden Scales** of the all-Russia rating "Everything for trade in 21st century" in the "**Complex automation**", "**Complex automation of public-catering enterprises**" nominations.



2004: The premium "**Zolotoy Kupets**", for achievements in the field of trading, warehouse and logistical technologies.

2004-2005: The diploma of the winner of the premium **Golden Scales**, in a category "Restaurant" in a nomination "Automation of restaurant".

2006: The winner of the premium "**Zolotoy Kupets**", in a nomination "Complex automation of retail trade and warehouse complexes".

Exhibitions and conferences

ASTOR IC is a permanent participant of different exhibitions, forums and conferences, related to its area of operations:

- International Exhibition Forum «World of Trade»
- Regional Conferences «Commerce in Russia»
- Российская выставка «Russian Exhibition «Trade Technologies»
- International Culinary Salon «Restaurant World»
- International HoReCa Exhibition «PIR»
- Russian Exhibition «Accounting and Audit»
- International Exhibition «Autocomplex»
- International Exhibition «Shop Design»
- International Exhibition «Equiphotel»
- International Exhibition «Warehouse. Transportation. Logistics»
- International Exhibition «Trade and Warehouse»
- Regional exhibitions

Branch orientation our products

ASTOR IC Company engages in integrated automation of accounting and management at retail enterprises within different market segments:

- Retail
- Entertainment and Food Industry (HoReCa)
- Warehouse complexes
- Fashion Retail stores
- DIY (Do It Yourself) stores
- Other branches

The most important feature of our software products and solutions is their branch orientation. The management systems take into account the specifics of business branch for automation of which this solution is intended. This allows to implement solution that maximally meets the requirements of potential users:

- ASTOR:Retail Chain – automation of large retail-network enterprises;
- ASTOR:Trading House – automation of large standalone retail and wholesale enterprises;
- ASTOR:Your Store – automation of network and standalone retail stores of medium format;
- ASTOR: Fashion Store – automation of the retail stores marketing Fashion Retail class merchandise.
- ASTOR:Entertainment Center – automation of entertainment centers;
- ASTOR:Restaurant – automation of cafes, bars and restaurants;
- ASTOR: Restaurant Chain 4.0 – automation of chain of restaurants and HoReCa holdings;
- ASTOR:WMS - automation of the warehouse management system
- Special components for managing the sales equipment;
- Custom-made information systems



As a result our consumer obtains Integrated Automated Accounting Systems (AAS), which consists of the following components:

- Software (Standard industry solutions ASTOR IC);
- Hardware (computers, networks, cash register and sales equipment).
- Trained customer personnel.
- Formalized technology of the above components interaction.
- Product maintenance during its operation period.

Support

To provide the most effective cooperation with users of our systems and to reduce technical training of our customers when working with control systems, ASTOR IC has developed and presented to its users a Complex Support System consisting of several maintenance departments.

Help Line

To get operative support when using software products of the 1C and ASTOR IC companies one can make use of services of the Help line including weekends and holidays as well:

- Rendering on-line consultation services to users on handling 1C software products;
- Answering e-mails sent to the electronic address of the consultation line and/or their readdressing to the responsible employees of the ASTOR IC;
- Sending via e-mail renovated ASTOR IC software products to registered users and partners (paid service);
- Recording of the 1C software updates for registered users and partners in the ASTOR IC office.

Technical support service

To get operative support in the work with software products of the ASTOR IC company you can turn to the Technical support service whose tasks include:

- Rendering on-line consultation services to users and partners on handling software products of ASTOR IC;
- Answering e-mails sent to the electronic address of the ASTOR IC Technical support service;
- Sending via e-mail updated ASTOR IC software products;
- Training (upgrading) of the users personnel.

Service Centre

For the convenience of users there has been a Service Centre for specialized electronic equipment opened, which provides the following services: technical and service maintenance, supply and installation of antitheft equipment.

Technical Maintenance Centre

ASTOR IC Solutions are complex systems consisting of shop (including Point-of-sale) equipment and software. Service quality and promptness are the most important factors conditioning the continuous operation of the system. Both service quality and promptness are significantly increased if one and the same services supplier maintains the whole complex. That is why we offer our customers to make use of the Technical Maintenance Centre services.

Service maintenance

Our service maintenance specialists have a wide experience of work with shop equipment and they can quickly limit and remove troubles a customer may have. Equipment substitution service allows to reduce repair period several times. The Service Centre performs both guarantee and contractual maintenance of any equipment furnished by ASTOR IC.

Supply and installation of antitheft equipment

One of the Service Centre activities includes supply, installation and maintenance of special video control, cash transactions control systems and fire-fighting equipment (systems of goods protection against thefts in shops). Complex approach of ASTOR IC to the trade facilities security allows to significantly reduce losses connected with stealing committed both by its own personnel and visitors of the outlet and warehouse premises.

ASTOR: Retail Chain



ASTOR: Trade House

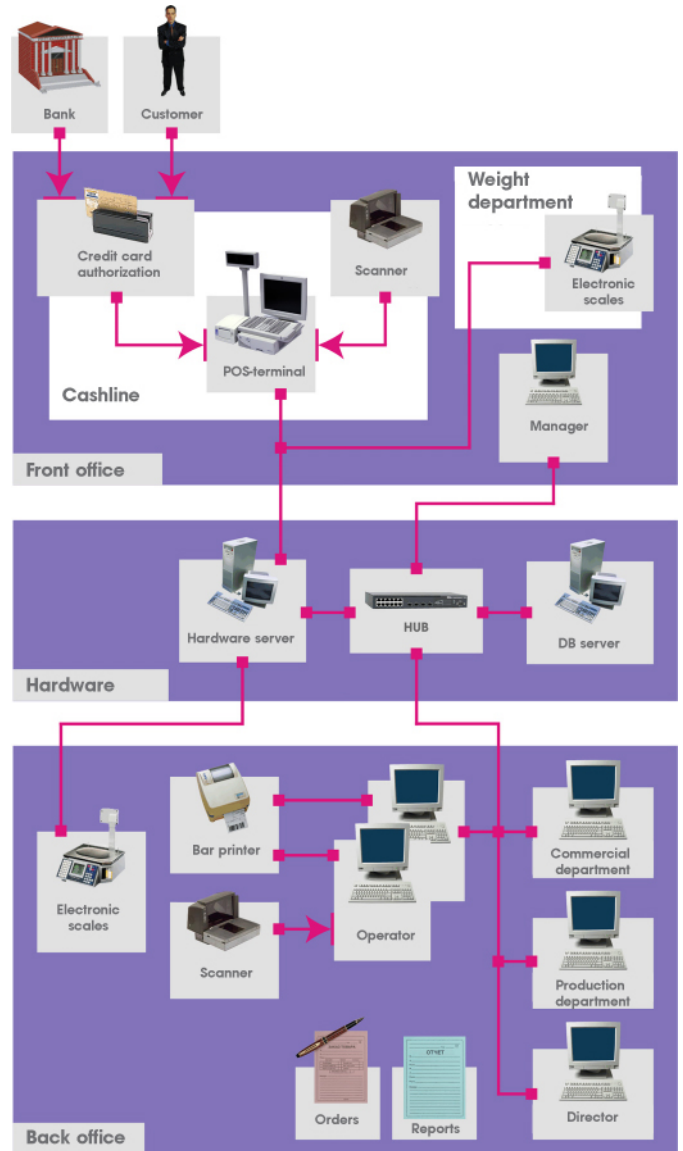
Typical industry solutions **ASTOR:Retail Chain** and **ASTOR:Trade House** which support to increase the efficiency management of the enterprises engaged in retail trade with elements of wholesale operations for chain and independent trade companies.

Based on the retail market development trends and our expertise spanning many years, we have created the systems, which can be used as flexible tools for management, as well as operative, warehouse, bookkeeping and tax accounting and financial management at retail enterprises of different formats, such as:

- HYPERMARKETS
- DISCOUNT STORE
- SUPERMARKETS
- DEPARTMENT STORE
- CASH&CARRY
- CONVENIENCE STORE
- DIY - construction materials and household supplies
- FASHION RETAIL – sales of fashionable clothes, shoes and accessories

ASTOR: Retail Chain and **ASTOR: Trade House** systems allow to solve the issues of managing a modern chain retail trade outlet with maximum efficiency:

- optimize the status of warehouse inventory
- manage supplies using an order system
- structure mutual settlements with the suppliers
- structure mutual settlements with the buyers
- use various retail pricing strategies
- increase customers' loyalty
- expertly form and monitor the assortment matrix of the enterprise using such mechanism as ABC-XYZ analysis.



ASTOR: Fashion Store

Typical industry decision **ASTOR: Fashion Store** which support to increase the efficiency management and accounting at retailers dealing in Fashion Retail class merchandise (clothes, footwear, accessories and sporting goods) as well as the DIY (Do It Yourself) class merchandise.

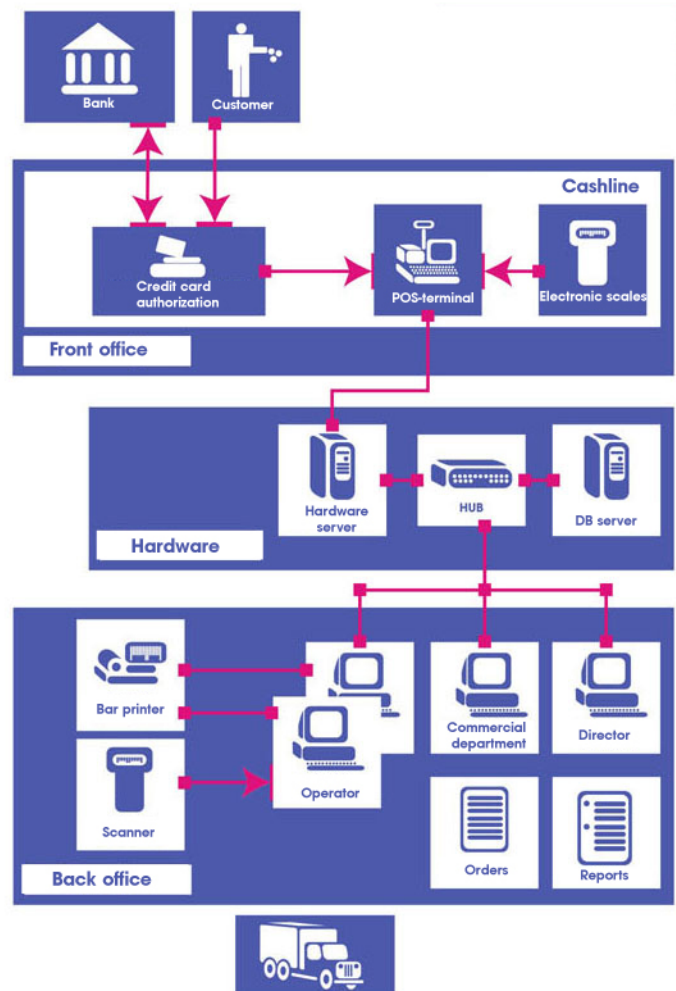
- Based on the retail market development trends and our expertise spanning many years, we have created the system, which can be used as a flexible tool for management, as well as operative, warehouse, bookkeeping and tax accounting and financial management at retailers dealing in fashionable goods, construction materials or household supplies:
- Boutiques
- Fashion outlets
- Clothes and footwear stores
- Sporting goods outlets
- Department stores and other Fashion Retail outlets
- DIY stores - construction materials and household supplies

ASTOR: Fashion Store system allows to address the issues of managing a modern retail trade enterprise with maximum efficiency:

- optimize the status of warehouse inventory
- structure mutual settlements with the suppliers
- structure mutual settlements with the buyers
- use various retail pricing strategies
- increased customers' loyalty
- expertly form and monitor the assortment matrix of the enterprise using such mechanism as ABC-XYZ analysis.

ASTOR Fashion Store's essential functional possibilities are as follows:

- Combination of operative accounting and gathering of all necessary reporting and retail sale processing information at one workstation.
- Flexible sales analysis, including sales personnel-wise (using the SMS block)
- Using three scales of attributes (for instance: color, size, height)
- Collection management.



ASTOR:Entertainment Centre
ASTOR:Restaurant

Typical industry solutions **ASTOR: Entertainment Centre** and **ASTOR: Restaurant** which support to increase the efficiency management of:

- entertainment centers
- cinemas
- bowling clubs
- billiards clubs
- restaurants
- cafes
- bars

ASTOR:Entertainment Centre and **ASTOR:Restaurant** systems include several closed circuits of management which are characterized by the following sequence of actions:

- Goal-setting ->**
- Fulfillment ->**
- Result obtaining ->**
- Result evaluation ->**
- Adjusting influence.**

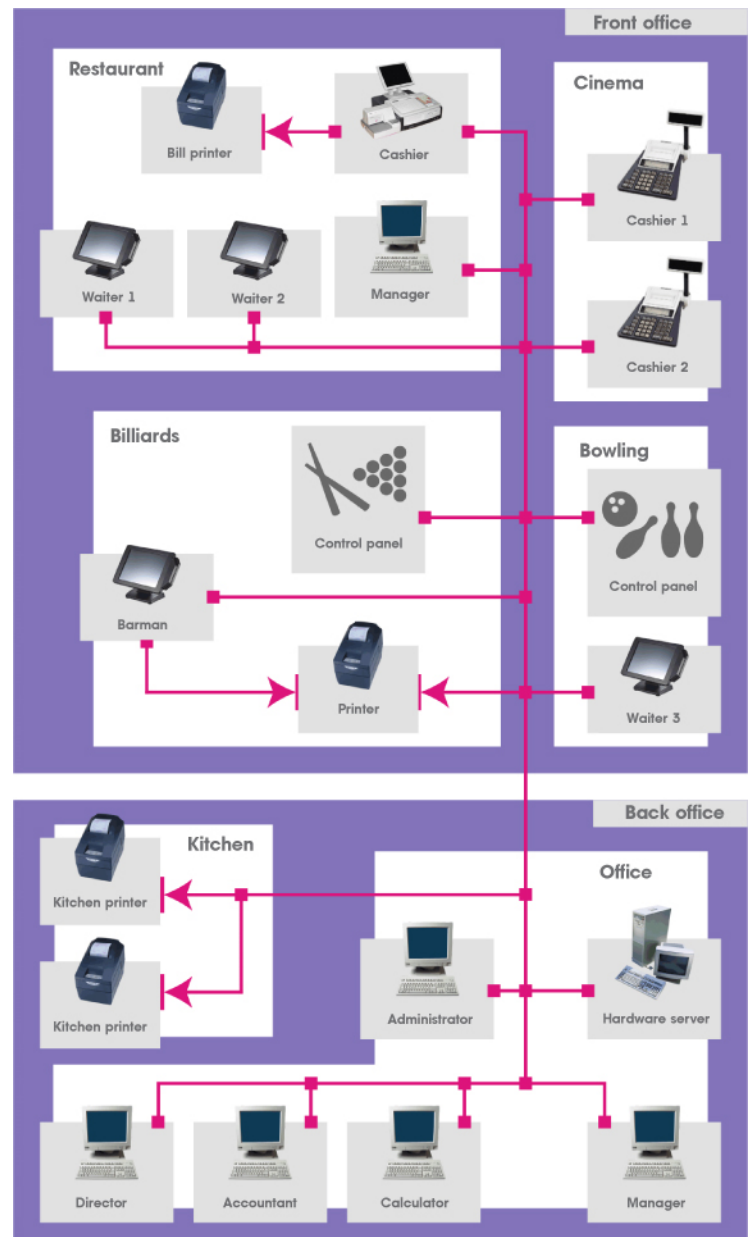
The systems meet the following requirements:

- the system possesses the functions necessary for automation of all kinds of activity of a restaurant, coffee house, fast-food or an entertainment complex;
- the system operates by means of plenty of workstations at a plenty of orders;
- there is a possibility of expansion of the complex at the expense of adding new workstations to the system;
- there is a strict access control and differentiation of user rights within the system.

The software contains all necessary mechanisms for installation of various trading equipment.

ASTOR:Entertainment Centre and **ASTOR:Restaurant** systems provide an opportunity to receive necessary information to:

- proprietors
- enterprise administration
- sales area manager
- waiters, barmen, cashiers and kitchen personnel
- accounts department

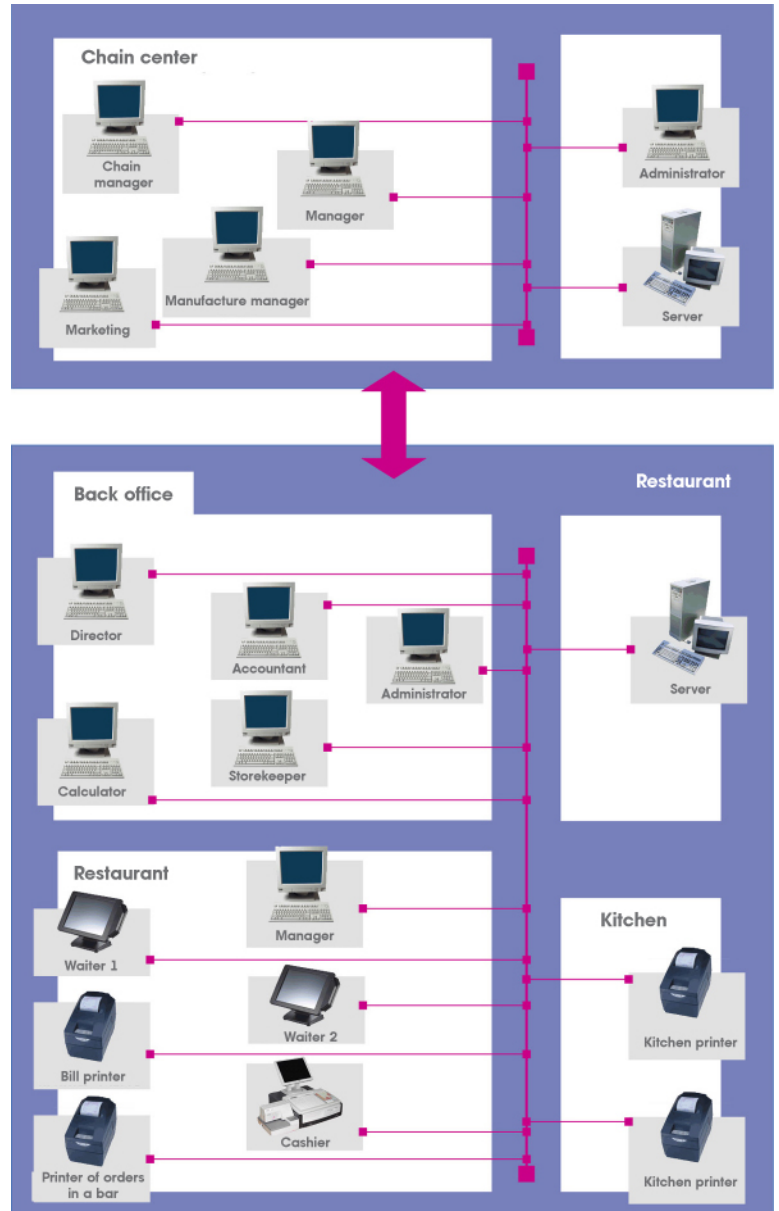


ASTOR:Restaurant Chain

The first in Russia standard industry solution ASTOR:Restaurant Chain which support to increase the efficiency management of chain restaurants and holdings, as well as the maintenance of operative accounting and bookkeeping.

Based on the restaurant market development trends and our expertise of work with chain outlets spanning many years, we have created a system, which can be used as a flexible tool for the management of the restaurant chains that include restaurants of any format, such as fast food, coffee houses, free-flow joints, restaurants and bars.

ASTOR:Restaurant Chain system allows to solve the issues of managing a modern restaurant chain with maximum efficiency, that is to streamline the status of the warehouse stocks, structure mutual settlements with suppliers, use different pricing strategies, increase customers' loyalty and monitor the menu efficiency using such mechanism as ABC - XYZ analysis.



ASTOR: Warehouse Management System (WMS)

ASTOR:WMS is a specialized software solution, which support to increase the efficiency of efficiency management of the warehouse complex, including the one with distributed locations.

Designed for warehouses:

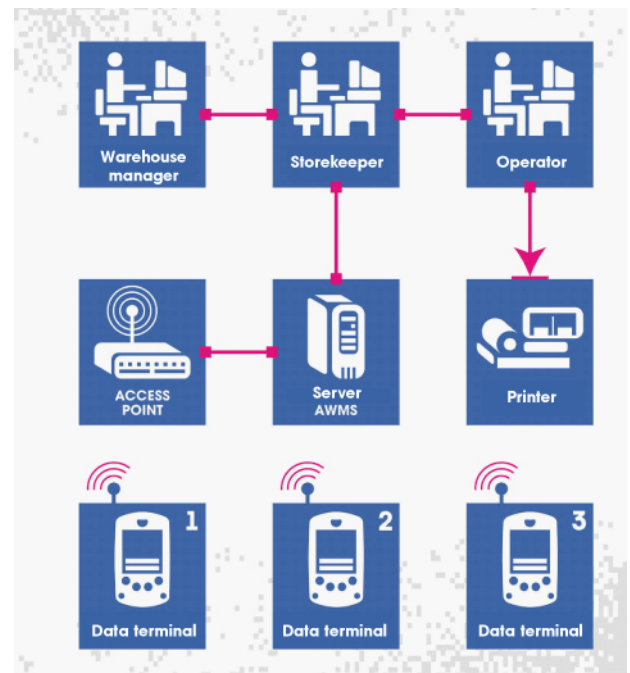
- Retail chain distribution center
- Wholesale company warehouse
- Finished products warehouse
- Car dealership warehouse
- Commercial warehouse
- Customs warehouse

ASTOR: WMS provides developed means for managing the warehouse layout, merchandise nomenclature parameters, warehouse operation planning, resource planning and use of various cargo storage and processing methods.

ASTOR: WMS secures full automation of the entire range of warehouse processes and is a major tool for enhancing the warehouse efficiency.

ASTOR: WMS system allows to address three main tasks in managing a modern warehouse:

- management of merchandise nomenclature
- management of warehouse areas
- management of process flows
- acceptance and placement process
- selection and shipping process
- warehouse operations, storage



Functional scalability is the main principle underlying the platform.

Using the ASTOR: WMS platform one can create a WMS application to manage the assigned logistical processes.

Foundation for further system development

The AWMS system is based on the following:

- platform potential anticipating future needs in the warehouse management
- use of the ASTOR: WMS platform cuts overall ownership cost of the warehouse management system.

Follow-up possibilities

- ASTOR: WMS platform is a standard product, which secures the following features:
 - high quality
 - readily available technical support
 - regular upgrade of standard software modules
- the administration is carried out using standard procedure
- open application interface for development

Streamlining retail chain operations

Streamlining of the retail chain operations seeks to improve their profitability and efficiency and includes the description and improvement of the structure, business processes and information flows.

To this end, the ASTOR IC personnel study and streamline the following:

- the retail chain organization structure
- distribution of authority, responsibility and duties between the organization units
- chain business processes
- job descriptions, authority and liability of employees
- retail chain information and inventory flows

Typical project objectives

- improvement of the customer company manageability and increased transparency of its operations
- streamlining of the key retail outlet business processes , or its overall operations
- improving efficiency of the customer's human and material resources
- enhancing basic operational parameters such as cost-effectiveness and return on investment in the inventory, profitability, main operations execution speed, number of personnel and costs involved , as well as many other parameters.

Custom-made information systems

If none of finished solutions suit you, then you need a custom-made information system from ASTOR IC. The basic reason for selecting a custom-made system is the realization of maximum effective automation of financial record keeping and management by covering all business processes of the Customer.

The complex system approach to creation and introduction of information systems allows to create systems, which become useful for Customers already at the earliest stages of their introduction.

The Department of Custom-made Systems will carry out inspection of your enterprise, design the system and prepare design documentation, train personnel of the company, introduce the information system in all necessary areas, and conduct the system's support.

Clothes and manufactured goods chain stores

Morgan De Toi (10 stores , Moscow)	Atemi Sport (Moscow)
BHS (2 stores , Moscow)	Yves Rocher (17 salons in Moscow and 117 salons in other regions)
Koton (Moscow)	Bistrosklad (3 stores, Moscow, St. Petersburg, Samara)
Russo (16 stores , Moscow)	Kerimoff (Moscow)
C&A (Moscow)	
InCity (7 stores , Moscow)	

Supermarket and Hypermarket Chains

ALPI (Trade and Agro-industrial Enterprises Association) (20 hypermarkets, Krasnoyarsk)	Vtoroy Dom (7 stores, Moscow, regions)
Paterson (66 stores, Moscow and regions)	Kora (13 self-service stores, 6 discount stores, 2 cash&carry, Kemerovo)
Samokhval (36 supermarkets, over 40 convenience stores, Moscow)	Bakhetle (4 supermarkets and 1 hypermarket, Republic of Tatarstan)
Sibirskaya Kopeyechka (9 stores, Tomsk)	Tri Tolstyaka (6 stores, Khabarovsk)
Sberegaiika (2 supermarkets, 60 discount stores, Orel)	Trade House "Narodny" (27 stores, Nizhny Novgorod)
	Assorti (14 supermarkets, Syktyvkar)
	Stokrat (chain convenience stores, Nabarezhniye Chelny)

Retail companies

Hypermarket "Beta Stores" (Bishkek)	Shopping Center "Zebra" (Orsk)
Central Department Store (Obninsk)	Shopping Center "Evropa" (Europe) (Kursk)
Central Department Store (Belgorod)	"Dom Tkani na Leninskom" (Moscow)
Central Department Store (Astrahan)	Supermarkets "Kurianochka" (Kursk)
Central Department Store "Kursky" (Kursk)	Supermarket "Vash Stary Drug" (Your Old Friend) (Kaluga)
Shopping Center "Aist" (Stork) (Moscow)	
Shopping Center "Omsky" (Omsk)	In all, over 3,000 stores and 150 retail chain stores in Russia and other CIS countries.

DIY hypermarkets

"Reiz" (Almaty)
"Bauklotz" (Moscow)
"Bauland" (Moscow)
«ALPI-DOM» (Krasnoyarsk)
"Nash Dom" (Shopping Center «Rio», Moscow)
«Torgovaya Ploschad» («Bistrosklad», Moscow, St. Petersburg, Samara)

Entertainment centers and clubs

Entertainment center "Afrika" (Africa)
(Norilsk)

Family Recreation Center "Kakadu"
(Cockatoo) (Kazan)

Entertainment Complex "MDS"
(Togliatti)

Entertainment center "Olimp"
(Olympus) (Chita)

Entertainment Center "Kurazh" (High Spirit)
(Birobidzhan)

Club "Vist" (Orel)

Club "Algambra"

Club "Shu"

Night Club "Red Club" (Ryazan)

Restaurants

"Yedok" (Eater)

"Kofe-Maks" (Coffee-Max)

Club "Vist"

Club "Jam"

"Stary Zamok" (Old Castle)

"Tri Stikhii" (Three Elements)

"Chekhov"

"Esterkhazi"

"Vodoley" (Aquarius)

"Tsaritsino Okhota" (Tsaritsino Hunting)

Restoration "Shtolz"

Café "Fasad" (Facade)

Coffee Bar "V gostyakh u teschi" (At Mother-in-Law's)

City Café 317

"Netske" (Netsuke)

Restaurant at Hotel "Berlin"

Restaurant at country club "Usadba" (Country Estate)

In all, over 1,000 restaurants, fast food outlets, cafes and entertainment centers in Russia and CIS countries

Warehouse complexes

VGA (Wolkswagen Group Russia)

Pallada-Torg, (Orel)

Retail Chain

Retail Chain hypermarkets "ALPI", Krasnoyarsk region



- central office,
- 17 hypermarkets,
- fast food outlets.
- 238 installed POS terminals.
- 700-39,000 sq. m. shopping area.
- 200,000 product items
- ALPI shopping centers include: ALPI, universal hypermarkets, specialty stores ALPI-DOM, ALPI-SPORT, ALPI-TEKHNO and ALPI-MODA, which feature construction and home repair supplies, tools and electric equipment, furniture and home improvement supplies, sportswear and sports footwear, exercise machines, audio and video equipment, household appliances and climate control devices. Shopping centers accommodate movie theaters, gaming arcades, fast food cafes and billiard rooms.

National Retail Chain "Paterson":

- central office (Moscow),
- 66 supermarkets and bakeries in Moscow and RF regions.
- 1998 1-st supermarket opened in Moscow.
- 2003 the 28-th supermarket "Paterson" opened in Saint Petersburg: by this time the network has 16 supermarkets in Moscow and 12 in RF regions.
- 2005 First supermarket opens in Ukraine.
- By 2006 plans are to expand the chain to include 85 supermarkets both in Moscow and in Russian regions.
- the product range various from 8,500 to 19,000 items depending on the store.
- 500 installed POS terminals.
- 533 electronic scales.
- 500-2,000 sq. m. shopping area.
- www.paterson.ru



Retail Chain

Retail Chain "Samokhval"

- central office,
- 36 automated supermarkets and more than 40 non-automated neighboring stores.
- **132** POS-terminals are installed in all.
- **10000** range of goods.
- according to the company's plans, the total store number will reach **100** by **2006**.
- www.samokhval.ru



Clothing stores chain: «C&A»

- The **First** franchising project for all history of a brand (145 YEARS)
- 1-st The first store in Russia
- Up to 3000 buyers in day
- The central office and warehouse
- **1500** sq. **2,000** sq. m. shopping area.
- m. shopping area.
- **2005** In plans of the company to open 2 more stores.



Beauty salons chain: Yves Rocher

- 16 salons in Moscow.
- 117 franchising salons across Russia.
- 160 beauty salons will be automated before the end of 2006.



Clothing stores chain: In City

- central warehouse office
- seven stores in Moscow and Moscow suburbs
- in-house clothing designer center

ASTOR: Retail Chain and ASTOR: Trading Company systems use the following:

- over **150** retail chains in Russia;
- over **3,000** automated stores in Russia and CIS countries;
- over **10,000** POS terminals operated in cash registers;
- Each day ASTOR Computer Center systems service over 8 million customers

Entertainment and Food Industry

Bowling-club and entertainment center "Africa", Norilsk

- Billiards
- Bowling
- Restaurant for 80 guests
- VIP-banquet room for 16 guests
- More than 1000 square meters area
- Installation of equipment, adjustment of the automated management system and training of users are implemented by ASTOR IC.



Bowling-center "Balls and Skittles", Moscow



- The biggest entertainment center in Moscow
- Billiards (18 tables)
- Bowling (20 paths)
- Restaurant
- Bar
- Children bar and playing ground
- More than 2500 square meters area
- Installation of equipment, adjustment of the automated management system and training of users are implemented by ASTOR IC.

Sports and entertainment center «MDS» Tolyatti

- dance club
- billiard room
- gaming arcade
- several bars
- striptease club



Entertainment and Food Industry

“Zolotoy Olimp” (Golden Olympus) sports and entertainment center, Chita

- Billiards
- Bowling.
- Restaurant
- Night club
- Dance club
- Several bars
- More than 1000 square meters area



Fast food chain: “Yedok” (Eater), Nizhny Novgorod

- central office four free flow restaurants
- large-scale chain store development in the regions is planned for 2006
- www.edok.ru



ASTOR: Entertainment Center and ASTOR: Restaurant systems use the following:

- over **1,000** restaurants, fast food outlets, cafes, bars, clubs and entertainment complexes in Moscow and Russian regions
- about **4,000** cash registers and waiter stations provide services to customers on a daily basis.





ASTOR IC

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