



# Member's Guide

SMART ALLIANCE CLUSTER  
Member's Guide

*The mission of Smart Alliance is to create value directly for all the stakeholders – member companies, educational institutions, central and local authorities, through collaboration and for the purpose of increasing their competitive edges in regional (EU) and global competition.*

Production, distribution, utilities, financial services, public administration, telecommunications, education, human resources are just a part of areas of economic, administrative and educational activities which SMART ALLIANCE CLUSTER covers with IT products and services.

Smart Alliance is a cluster of IT companies with experience in:

- innovative solutions;
- IT infrastructure;
- complete and integrated services;
- IT consultancy and training.

### What we do

Smart Alliance Cluster is a creator and implementer of innovative end-to-end business solutions for key sectors of Romanian economy and for top fields of world economy.



### OPTIMIZATION AND MANAGEMENT OF BUSINESS PROCESSES

Smart Alliance Cluster provides customized solutions in specialized business fields:

- Customer Relationship Management, Customer Experience Management, Contact Center
- Enterprise Resource Planning
- Enterprise Content Management
- Document Management System
- Data Management Solutions
- Business Process Management
- Business Intelligence Analytics
- Custom Solutions

Smart Alliance Cluster is a multidimensional platform of:

- Consultancy
- Design
- Implementation
- Maintenance
- Support for users and operation for a wide range of IT infrastructures.

## SERVICES FOR IT INFRASTRUCTURES

The members of Smart Alliance cluster have complete experiences in:

- IT helpdesk operation
- Networks operation and maintenance
- Operation and maintenance of applications
- Data centers
- Outsourcing of IT department services
- Security or archiving

## IT CONSULTANCY AND TRAINING

### COMPLETE IT SERVICES

The consultancy provided by Smart Alliance cluster covers:

- Selection of software solution
- Optimization of existing software environment
- Adoption of new technologies
- Integration and consolidation of existing applications in IT environment
- Business audit for identification of existing processes and proposal of modern technologies
- The solutions proposed benefit from customized training.

## FREQUENTLY ASKED QUESTIONS

### FAQ: MEMBERSHIP TYPES

*Are there different kind of membership?*

Smart Alliance Association is composed by the following types of members:

- **Founding members** – have the right to vote in the decision making process;
- **Associate members** – have the right to vote in the decision making process;
- **Hub Technologic members** – similar to the Associate members, but without the right to vote in the decision making process;
- **Honorary members** – do not have the right to vote.

### FAQ: BENEFITS

*What benefits do I have from becoming a Smart Alliance member?*

Benefit	Founding Members	Associate Members	Technological Hub Members	Members of Honor
Voting right	√	√		
Right to be elected in the Board of Directors	√	√		
Use SA marketing materials (logo etc)	√	√	√	√
Include logo and details on <a href="http://www.smartalliance.ro">www.smartalliance.ro</a>	√	√	√	√
Display details an all marketing materials	√	√	√	√

Press release take-over	√	√	√	√
Access to voting platform	√	√		
Access to Smart HUB	√	√	√	√
Access to SA member's offers (media, care packages, phone subscriptions, fitness etc). = Discount Benefits	√	√	√	√
Participating in Smart Alliance projects	√	√	√	√
Possibility of participating in national and international funding programs	√	√	√	√
Participate in Smart Alliance Academy	√	√	√	√
Possibility to organise events under Smart Business Technology Series	√	√	√	√
Possibility to talk/present at Smart Alliance Summit	√	√	√	√
Business opportunities with members of the cluster	√	√	√	√

#### FAQ: MARKETING AND COMMUNICATION:

*What are my benefits when it comes to Marketing and Communications?*

1. We have multiple types of events during a year, where you can promote your newly developed technology, tech solutions, or/and your business.
2. We use our database that is made of 900 C-Level decision-making persons, from public and private sector, for the events made under Smart Alliance umbrella (targeted specific on your type of business, solution and technology)
3. You can organize B2B events under the umbrella of Smart Alliance – Innovation Technology Cluster – Smart Business Technology Series is a concept made by Smart Alliance and it is made entirely at the request of the member. The member comes with the brief and the team inside Smart Alliance handles everything else. In the same time, the member can choose to participate with another

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#### Asociația SMART ALLIANCE

Înregistrată la Registrul Asociațiilor și Fundațiilor, Judecătoria Sector 1, București, cu nr. 75133/299/2015  
 Cod de înregistrare fiscală: 34797514, cod IBAN RO95INGB0000999905198886 - ING Bank  
 București, Bd. Dinicu Golescu nr. 23-25, bl. B, sc. 2, et. 1, ap. 5, sector 1, cod poștal 010864  
 Website: www.smartalliance.ro; E-mail: contact@smartalliance.ro

member, entirely by himself, or with his technological partner. This series of events received very positive feedback from the participants, as its purpose is to connect innovation leaders – the member of our cluster – with final clients (private or/and public entities). The solutions presented so far by our members are innovative and can sustain a constant flux of quality validation, thus making our event series one of most desirable events for the B2B community in Romania. Find out more on our [website](#).

4. We have multiple media partnerships with top economic newspapers in Romania, like [www.wall-street.ro](http://www.wall-street.ro), [www.economica.net](http://www.economica.net), [www.bursa.ro](http://www.bursa.ro) and [www.doingbusiness.ro](http://www.doingbusiness.ro). Our focus is on the economic and financial newspapers, as there are no media publications that discuss the software or the hardware, only the gadgets.
5. Support for your campaigns/events.
6. In-house interview that will be published on all of our communication mediums (website, Facebook, LinkedIn, internal newsletter and external newsletter)
7. Promoting your business inside our cluster, our clients/partners, and our fans on Facebook and LinkedIn.
8. Monthly informal meetings with all the CEO's from the member companies - the purpose is first of all to know each other, and the internal event is seen as a place where you bond and build friendships. In the same time, you can discuss business (problems, updates on the solution a member developed), exchanging contacts, debate on the problems a member's business faced and how the cluster is developing.

#### FAQ: Billing:

*I want to become a Smart Alliance member. How much does it cost?*

1. **Processing fee** of RON 500. You will be charged for this on your first invoice. Please provide billing details in your application form. Your application will not be processed until the invoice is paid.
2. All new members pay a one-time **sign-up fee** of RON 3000. You will be charged for this after you receive your positive response from the Cluster Account Manager or another representative of the Cluster.
3. **Monthly fee:**
  - a) Associate Members will be monthly charged of RON 750.
  - b) Technological Hub Members will be monthly charged of RON 500.
4. Smart Alliance Summit charged 1000 euro.

**NOTE** New members will be charged upon enrolment the monthly fee for *3 months in advance*. First month to be charged will be calculated as the next month after enrolment. (e.g. Member accepted on 15<sup>th</sup> of February, the invoice for the monthly fee for 3 months in advance will correspond for March, April and May. No fee for February.). Next monthly fee invoice will be issued in the 4<sup>th</sup> month of membership. (e.g. For the previous example: The next monthly fee invoice will be issued in June).

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## FAQ: RESPONSIBILITIES

Member's obligations:

*As a member, what do I have to commit to?*

- Initiate and participate in the activities organized by the Association;
- Notify changes to personal data;
- Pay a monthly fee to the association (according to its membership type), established by the General Assembly;
- Not to take measure which, by their nature, can damage the interests of the Smart Alliance Association;
- To comply with the Statute of the Association and with the decisions of the management department;
- Take actions to increase the Association's image;
- Apply requirements from the Marketing and PR guide.

## FAQ: OTHER Q's

*If I have other questions, who do I contact?*

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