



# Partner's Guide

**SMART ALLIANCE CLUSTER**

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.

### Numbers in 2017

**+775**Employees and  
collaborators**+43,1M**

Turnover in EUR

**+2.455**Delivered projects at national  
and international level

#### 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

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](http://www.smartalliance.ro); E-mail: [contact@smartalliance.ro](mailto:contact@smartalliance.ro)

## SERVICES FOR IT INFRASTRUCTURES

Smart Alliance Cluster is a multidimensional platform of:

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

## IT CONSULTANCY AND TRAINING

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

## 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 1: MEMBERSHIP TYPES - *Are there different kind of partnership?*

Smart Alliance Association is composed by the following types of partners in:

- A. Preferred Partner
- B. Standard Partner

Both types of partners could be from various domains such as Technological, Financial, Media, Legal, Distribution, Telecommunications, etc.

### FAQ 2: BENEFITS - *What benefits do I have as a Smart Alliance Preferred Partner?*

1. Logo on site [www.smartalliance.ro](http://www.smartalliance.ro)
2. Link to your page
3. Press Release to announce the partnership
4. Including the logo in Smart Alliance's newsletters
5. Discount to Smart Alliance Events
6. Logo on any printed/online presentation of Smart Alliance

The Preferred Partner will be promoted in the marketing and PR documents, in the presentation materials or in the events in which they participate, both parties recognizing the reputational benefit of this partnership. This partnership will not be exclusive.

Smart Alliance invites the Preferred Partner to participate in events organized by this or other IT industry events (eg. Smart Alliance SUMMIT), giving them the opportunity to support presentations on professional themes of interest to participants in the event.

### FAQ 3: BENEFITS - *What benefits do I have as a Smart Alliance Standard Partner?*

1. Logo on site [www.smartalliance.ro](http://www.smartalliance.ro)
2. Link to your page
3. Logo on any materials used for the promotion of an event organized by Smart Alliance with the Partners' participation

*If you have other questions, please contact:*

**Emanuela Modoran** | Executive Director  
M: +40 (748) 505008 | [www.smartalliance.ro](http://www.smartalliance.ro)  
3<sup>rd</sup> Stefan cel Mare Avenue, 5<sup>th</sup> Floor,  
1<sup>st</sup> District, Bucharest, Romania

