



Database Link

Adding Real Quality To Your Business

www.dblink.co.nz



Who is Database Link and what do you do?

Database Link is a database software development, service provider, and software marketing company, creating leading edge small-to-medium-size B2B, B2C, C2C solutions, which allow business owners to increase sales, revenues and profits while reducing out-of-stocks, over-stocking and costs. Our product architecture offers a browser, thin client, and a distributed computing model, supporting both enterprise and store implementations. We consider Oracle and Microsoft as core back-end technologies for SaaS solutions.

Who is behind your company?



We have an experienced, proven team that has worked in enterprise system software over ten years in telecom and banking markets and have repeated delivered leading edge technology solutions to create benefits to customers:

- Co-Founder, Technical Director – Dmitri K.Klein
- Co-Founder & Chief Project Manager - Sabir Asadullaev, Ph.D., CPM
- Co-Founder and Chief Financial Officer – Oleg Barabanoff
- Marketing Director – Dmitri Stern
- Director of Engineering & Architect – Mir Ali



How long have you been around? Why would I want to deal with you?

The founders have spent most of their careers in enterprise software and advance database systems development. We began specifically researching the international market over 6 years ago and began hiring engineers since March 2002. To apply leading edge technologies to help you grow sales and revenues while reducing costs. The price/quality value of our services is one of the best. Sales would be glad to understand your needs and help you develop a plan that can demonstrate to your management a two year ROI. We effectively utilize remote eXtreme programming and Agile/Scrum models via our partner network called "dbLink™-Net".

What customers do you have? What future customers are you considering?



We are engaged with several customers and partners internationally and plan to close several sales contracts in 2007-2008 to set the stage for rapid acceptance of the systems. The company is and will continue to evaluate strategic partnership that benefits our customers. We work directly with the most advanced software vendors. We have a direct sales force, coached by Dmitri Stern. We believe that enterprise software sales require a close relationship with our customers, that is best supported through direct sales.



How are you different from other software companies?

We are different in many, many ways, and our clients can speak for us. We consider our position on the market as a partnership-lead integrator, rather than a competition-driven player. Database Link is the certified partner of Global Software, also is an authorized partner of more than twenty internationally recognised software vendors and IT solution providers.

**What are your annual sales?
What does your system/solution cost?**



Database Link is a private company and does not release financial information. The costs of our solutions depend on the size of your enterprise and the applications you chose to implement. Using offshore work force we are able to maintain reasonably low prices. Sales would be glad to come out and meet with you to develop a full RFP for your company.



What issues do you advertise in?

We are advertised by Colorado IT Directory (CSIA). Also we are presented in Colorado Business Directory, Information And Communications Technology New Zealand, The HiGrowth Project, RUSSOFT Vendors Directory, CRM Directory, TechRepublic, KnowledgeStorm, and in many other reputable sources.

What platform and database are you running?



Our standard solution is a pure Java/SOA/Web design that is tested and supported on Windows. Oracle and MS SQL are the main enterprise database servers for our small ERP, CRM and back-office solutions.



Where are you located?

Our corporate office is in Denver, CO, and we have development centers in Auckland (New Zealand), and Moscow (Russia).

- Ph. US +1 (303) 269 1801, NZ +64 (9) 442 1507, info@dblink.co.nz
- Database Link, 7125 Townsend Dr., Littleton, Denver, CO 80130-4155

Acronyms often used by our clients:



- B2B – Business-to-Business
- B2C – Business-to-Consumer
- BI – Business Intelligence
- BPA – Business Process Automation
- BPM – Business Process Management
- C2C – Consumer-to-Consumer
- CRM – Customer Relationship Management
- DC – Distribution Centres
- DDSC – Demand Driven Supply Chain
- EAI – Enterprise Application Integration
- EDM – Enterprise Decision Management
- ERP - Enterprise Resource Planning
- ERS – Enterprise Retail Software
- GUI – Graphical User Interface
- OTB – Open to Buy
- POS – Point of Service/Point of Sale
- RFP – Request For Proposal
- ROI – Return On Investment
- SaaS – Software as a Service
- SCM – Supply Chain Management
- SKU – Stock Keeping Unit
- SMB – Small to Medium Business
- SOA – Service Oriented Architecture
- SOW – Statement of Work
- TCO – Total Cost of Ownership
- UI – User Interface