

hybrid integration platform



focus on digital transformation



*97% of companies are leading or heavily involved in digital transformation**

Key challenges of digital transformation:

- to increase competitive advantages
- to find new sources of revenue
- to cut expenses

Digital transformation implies integration of technologies into all business activities. It requires changing technologies, operations and principles of product design.

barriers to digital transformation



84% of respondents say integration problems pose barriers to digital transformation of their business

Main barriers:

- technological complexity of integration with systems and partners
- high cost of new technologies
- immature business processes
- lack of required competencies or resources

The companies with advanced integration tools will be able to overcome barriers and stay ahead of competitors.

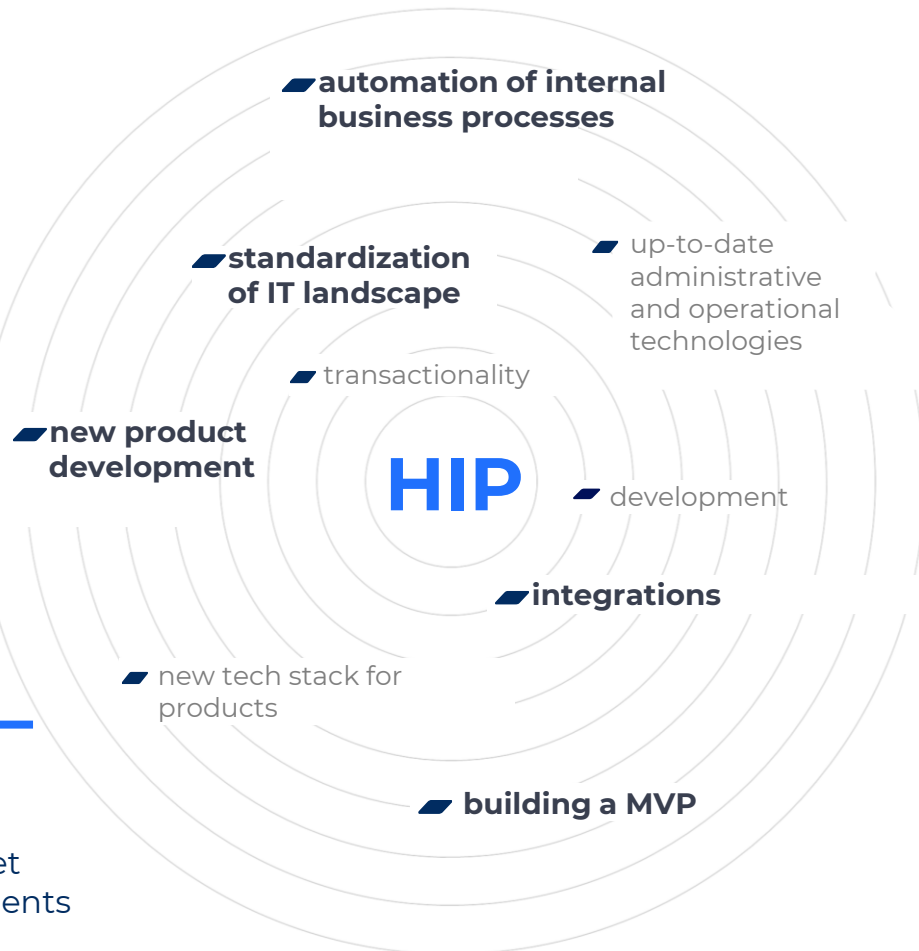
hybrid integration platform

Hybrid Integration Platform (HIP) Bercut

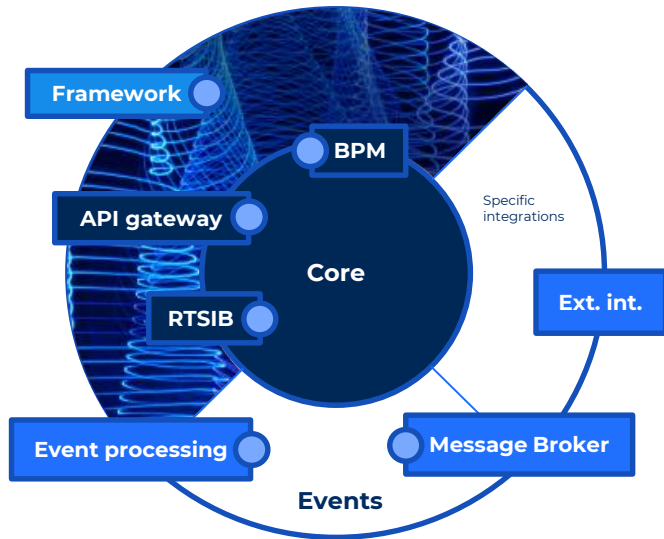
It is a core solution for integration. The platform represents the ecosystem of software products that enable one to address key challenges of digital transformation:

- ▀ Carrying out integrations
- ▀ Creating new products and MVP
- ▀ Standardizing IT landscape
- ▀ Automating business processes

With its component structure, HIP allows one to meet specific business needs by combining platform elements and functionalities.



HIP software products

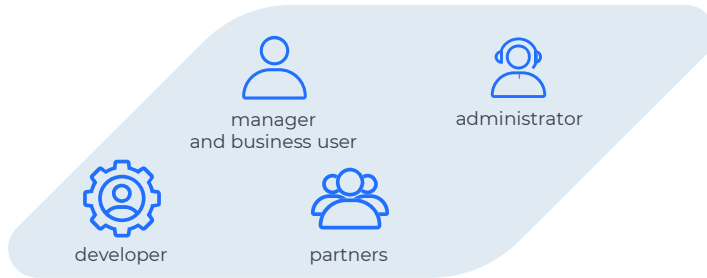


- BPM (Business Process Management) enables one to **create products and automate business processes** via the user-friendly GUI of Service Creation Studio. It makes the best of the low-code approach.
- Event processing allows one to **easily create new business logic for real-time event processing** via the web interface. It makes the best of the no-code approach.
- RTSIB (integration bus) ensures **interaction of applications, data and systems with business logic**.
- API GW (integration gateway) supports multiple protocols to enable **secure interaction with 3rd party systems and partners**.
- Framework provides a rich set of tools, capabilities and subsystems for **building additional modules (microservices) and for integrating with open source products**.
- Message Broker enables **real-time communication between systems** using a subscription model.

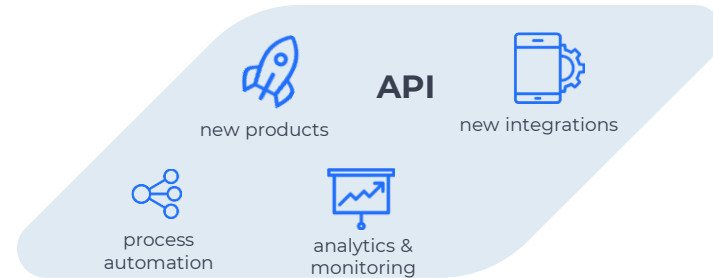
HIP operating model

Use various approaches, techniques, skills and tools to face everyday and global challenges in the course of digital transformation of your business.

users with different competencies can operate the platform



development of digital products and integrations



integration with partners and various systems

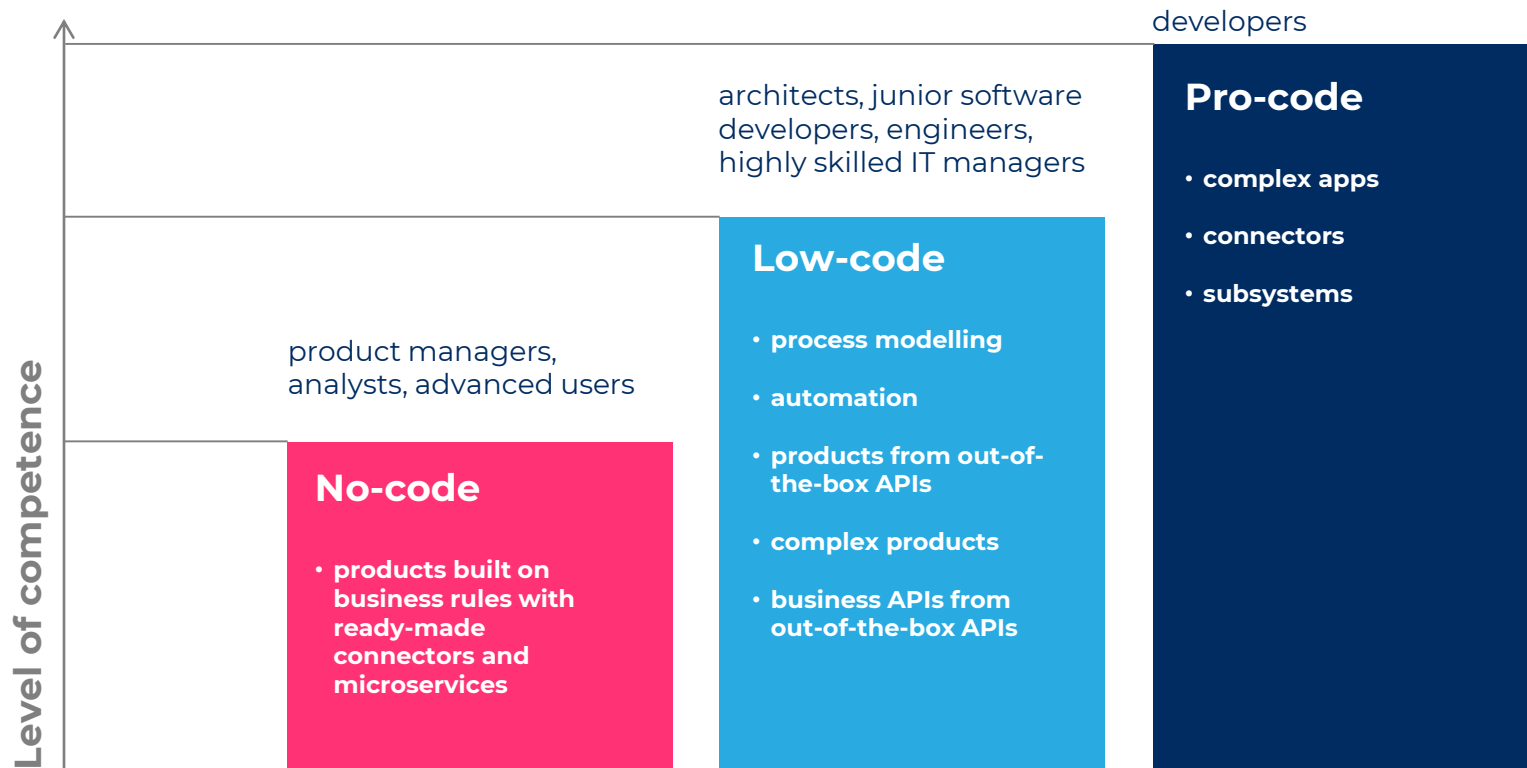


deployment schemes



different levels of competence

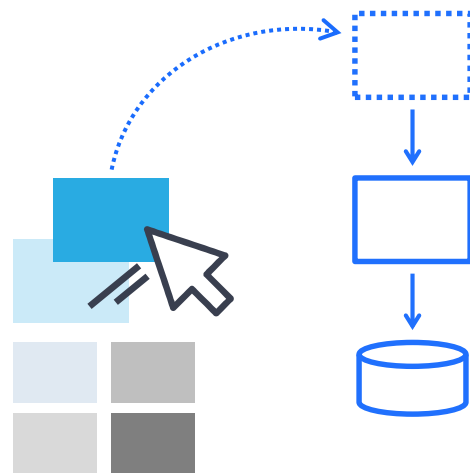
Depending on their skills and expertise, HIP users can work with the platform at different levels.



creating products with HIP (low-code)

Create your own products using low-code

- provide your business and technical teams with an easy-to-use tool — Service Creation Studio
- use APIs to create products
- reuse ready-made subsystems and pre-built integrations



Accelerate product designing by using low-code and make it more flexible – just drag-and-drop elements via the easy-to-use interface of Service Creation Studio

creating products with HIP (no-code)

Manage customer interaction scenarios at each step of the CJM

- create products out of ready-made modules, pre-built integrations and microservices for real-time event processing without coding
- provide business users with the convenient web-based toolkit to work on business rules
- perform A/B scenario testing and check assumptions

events



BRE
(Business Rules Engine)



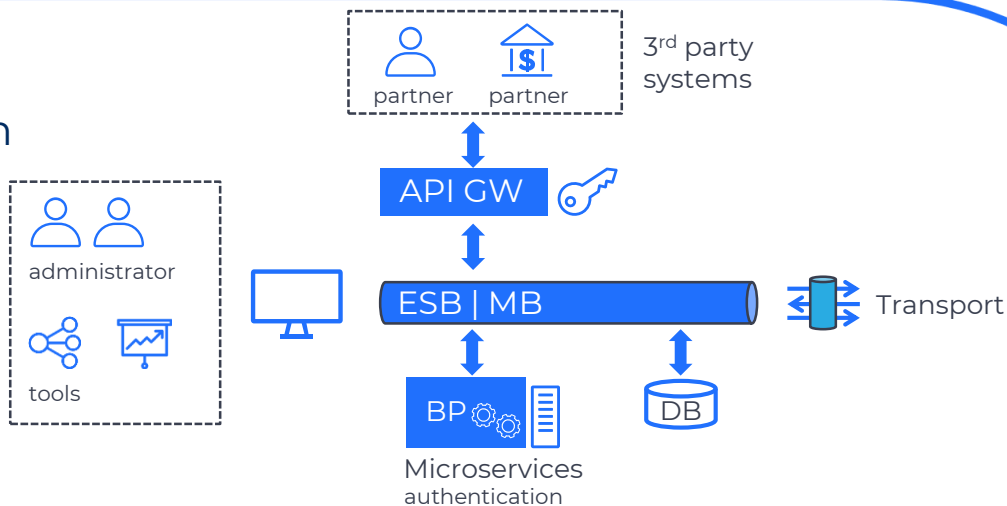
reaction

preparing convergent offers

Enhance your partner ecosystem

- integrate with any 3rd party system and partner (CRM, billing, partner systems, etc.)
- manage and monitor settlements with partners
- differentiate partners' access to protect sensitive information and ensure secure communications
- automate processes:
 - collecting customer and partner data
 - exchanging system data
- gather statistics for reporting

Implementation of Bank Notification



cutting expenses

Reduce business costs

- spend less on new products and business processes
- reuse pre-built integrations
- automate routines
- minimize vendor dependency
- avoid information leakage thanks to secure communication through the API GW

Bercut results:

by **15-30%**

depending on solution complexity

cut product development costs

by **30%**

reduced Time-To-Market

HIP advantages



**innovate and discover
new revenue streams**



**increase efficiency and save
resources**



**reduce risks and ensure
compliance**



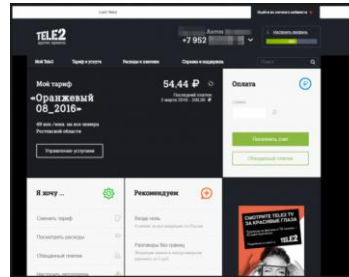
**improve total experience
(customer experience,
employee experience,
partner experience)**

platform-based products

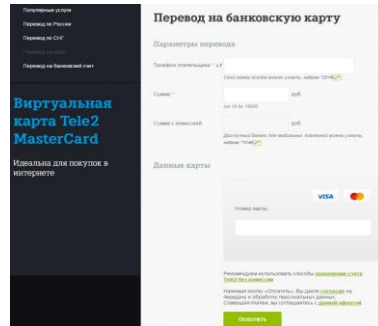
Market Tele2



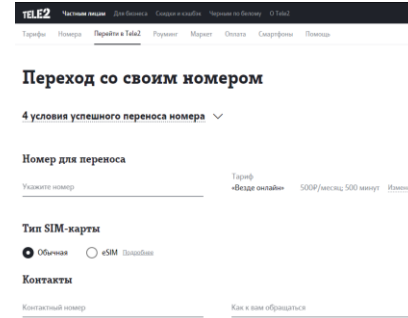
Tele2 subscriber's personal web profile



Unified Payment System



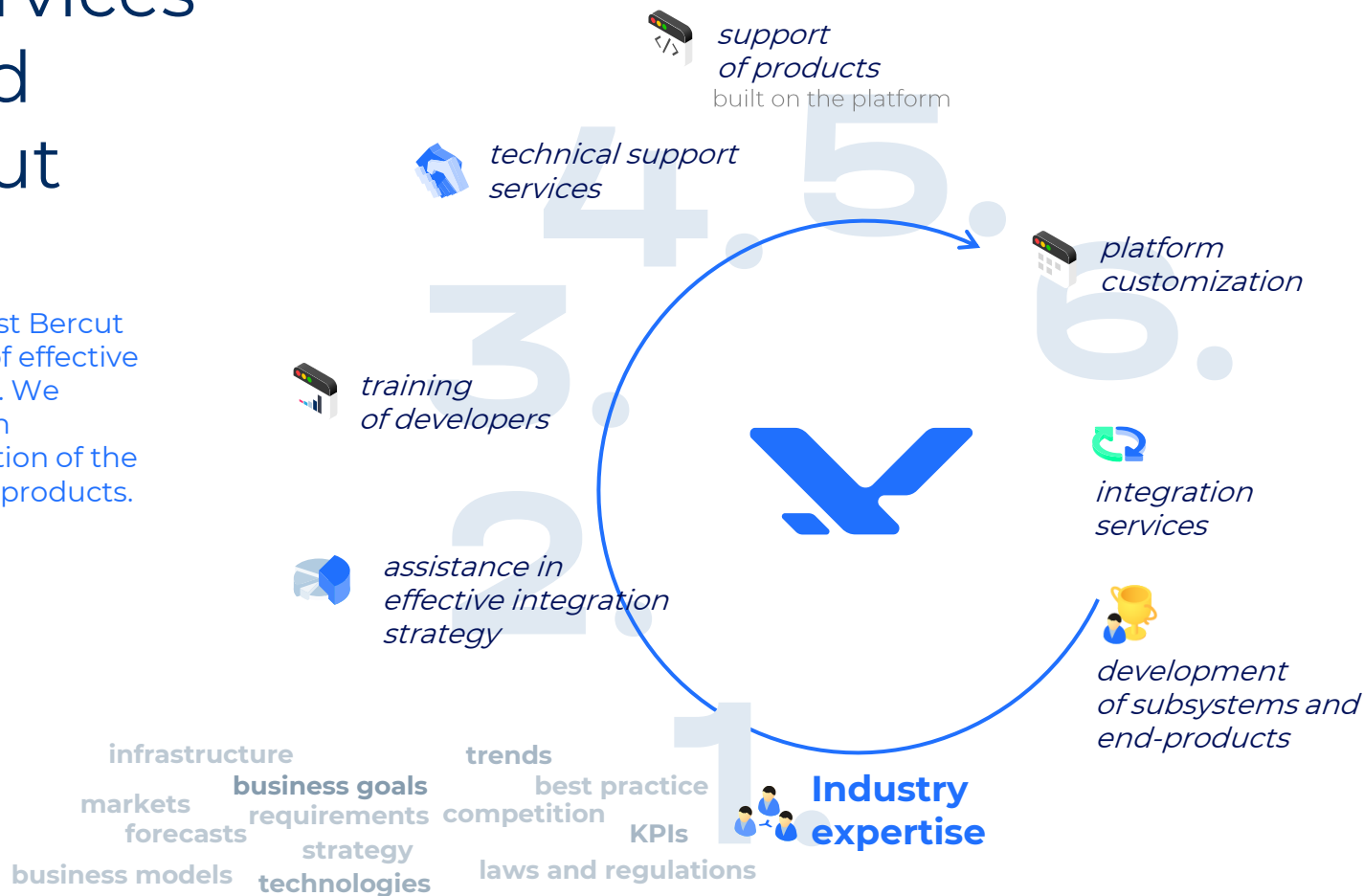
MNP



- WSMS
- RBT
- Handling WINK connection failures
- Promo codes (generation, activation and connection)
- and other company products

extra services provided by Bercut

HIP users can entrust Bercut with development of effective integration strategy. We provide assistance in technological evolution of the platform or relating products.



thank you!

