

**SOFTPROM**

— ABOUT · THE COMPANY

• VALUE-ADDED IT DISTRIBUTION · SINCE 1999

# THE MOST INNOVATIVE DISTRIBUTOR.

One hundred thirteen vendors worldwide. → Twenty-seven years of experience.

— WORLDWIDE



Value-Added IT Distributor · in Central and Eastern Europe, the  
Caucasus, and Central Asia

[info@softprom.com](mailto:info@softprom.com)

# 2026

EDITION · VIENNA · [softprom.com](http://softprom.com)

**SOFTPROM**

— WHO • WE ARE

# Value-added IT distribution.

Founded in 1999, Softprom connects 113 world-leading technology vendors with partners and enterprise customers across 33 markets in DACH, CEE, the Caucasus and Central Asia. We don't just distribute — we build pipelines, certify engineers, run lead-generation programmes, and back every deal with hands-on technical and commercial support. Headquarters in Vienna.

— ON THE MARKET SINCE

# 1999.

# 27

YEARS

# 113+

VENDORS

# 30+

COUNTRIES

# 1000+

PARTNERS

# 27 years. Six facts.

06  
FACTS

01 · SINCE



1999.

HQ in Vienna. 27 years uninterrupted.

02 · OFFICES



14

DACH · CEE · Caucasus · Central Asia.

03 · PEOPLE



150

77 sales · 25 engineers · 48 other.

04 · VENDORS



113+

World-leading technology brands.

05 · MARKETS



30+

Active commercial coverage in-region.

06 · DIRECTIONS



5

Cyber · Cloud · IT · CAD · Security.

**SOFTPROM**

— FROM • THE MANAGING DIRECTOR

The trust of partners  
is the highest  
recognition for our team.

**PAVLO ZHDANOVYCH**

Managing Director, Softprom

WITH US SINCE 1999.

**1000+**

— TRUSTED PARTNERS

# 150 people. Three functions.

Sales drives the business. Engineers prove technical fit. Operations keeps every promise.

OFFICE	 HQ  AT	 AM	 AZ	 BG	 CZ	 GE	 DE	 HU	 KZ	 MD	 PL	 RO	 UA	 UZ	TOTAL
 Sales	1	1	5	1	2	4	2	1	11	2	3	1	38	5	<b>77</b>
 Engineers	0	1	0	0	0	0	0	0	7	1	0	0	16	0	<b>25</b>
 Operations	3	1	3	0	0	2	0	0	6	1	0	0	30	2	<b>48</b>
<b>TOTAL</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>24</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>84</b>	<b>7</b>	<b>150</b>

SOFTPROM

• PORTFOLIO • AND GROWING

# Every layer. One distributor.

**113+**  
VENDORS



**77+**  
Cybersecurity



**10+**  
Cloud & AI



**18+**  
IT Infrastructure



**12+**  
CAD & Graphics



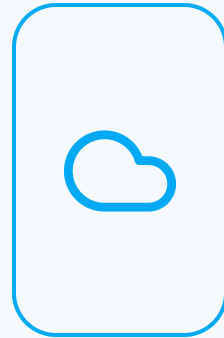
**4+**  
Security Systems



# The deepest cyber portfolio.

**77+**  
VENDORS

Acalvio	Akamai	AppGuard	Armis	Automox	Barracuda Networks	Belden
BlueCat Networks	BrandShield	Broadcom	Bugcrowd	Cisco	Citrix	Claroty
Cloudflare	Cofense	CrowdStrike	CyberArk	Cyberbit	CybeReady	Cymulate
Deceptive Bytes	DigiCert	ERMETIX	ESET	Flare	Forcepoint	Fortanix
Fortinet	Fortra	Gigamon	Google	Greycortex	HackNotice	ImmuniWeb
Infoblox	Infognito	Intezer	KELA	LECS	Logsign	Menlo Security
NETSCOUT	NetWitness	Netwrix	Nextgen Software	Niagara Networks	NXLog	OneSpan
OneTrust	OpenText	OPSWAT	Portnox	Primeur	Profitap	ProID
Radware	Rapid7	Red Sift	RedSeal	Remedio	Seclore	SecureGate
Segura	SimSpace	Spin.AI	Stellar Cyber	Syteca	Teramind	Thales Cybersecurity
ThreatMark	TR7	Trellix	Vanta	Veracode	Waterfall Security	ZeroFox



# Hyperscalers, AI, and the tools on top.

**10+**  
VENDORS

Amazon Web Services

Cloudfian

GitLab

Google

OpenAI

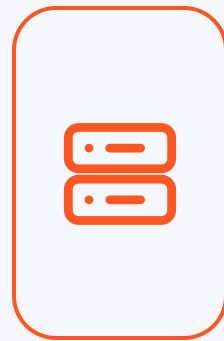
Pitch Avatar

Spin.AI

Superhuman

Tl;dv

Zoom



# Networks, storage, the backbone.

**18+**  
VENDORS

Alcatel-Lucent Enterprise

Arcserve

Belden

BlueCat Networks

Broadcom

Centerity

Cisco

Citrix

Cloudian

cPacket

Embarcadero

HYCU

Ivanti

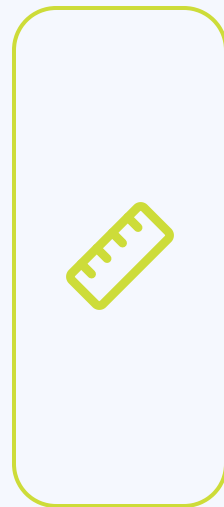
Lenovo

Parallels

STULZ

Synology

TeamViewer



# Engineering and design.

## Pixel-perfect.

**12+**  
VENDORS

Adobe

Bentley Systems

CADENCE

Chaos

Corel

Dassault Systemes

HEXAGON

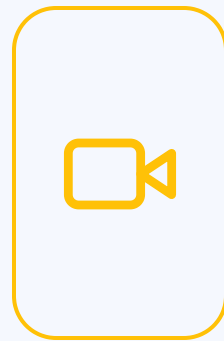
Quark

RarLab

SketchUp

Wacom

ZWSOFT



# Video, access, biometrics.

**4+**  
VENDORS

**Hanwha Vision**

**Incoresoft**

**Milestone**

**Suprema**

# All vendors. One distributor.

**113+**  
TOTAL · 5 DIRECTIONS

● Cybersecurity · 77+   ● Cloud & AI · 10+   ● IT Infrastructure · 18+   ● CAD & Graphics · 12+   ● Security Systems · 4+

● Acalvio	● Adobe	● Akamai	● Alcatel-Lucent Enterprise	● Amazon Web Services	● AppGuard	● Arcserve	● Armis
● Automox	● Barracuda Networks	● Belden	● Bentley Systems	● BlueCat Networks	● BrandShield	● Broadcom	● Bugcrowd
● CADENCE	● Centerity	● Chaos	● Cisco	● Citrix	● Claroty	● Cloudflare	● Cloudian
● Cofense	● Corel	● cPacket	● CrowdStrike	● CyberArk	● Cyberbit	● CybeReady	● Cymulate
● Dassault Systemes	● Deceptive Bytes	● DigiCert	● Embarcadero	● ERMETIX	● ESET	● Flare	● Forcepoint
● Fortanix	● Fortinet	● Fortra	● Gigamon	● GitLab	● Google	● Greycortex	● HackNotice
● Hanwha Vision	● HEXAGON	● HYCU	● ImmuniWeb	● Incoresoft	● Infoblox	● Infognito	● Intezer
● Ivanti	● KELA	● LECS	● Lenovo	● Logsign	● Menlo Security	● Milestone	● NETSCOUT
● NetWitness	● Netwrix	● Nextgen Software	● Niagara Networks	● NXLog	● OneSpan	● OneTrust	● OpenAI
● OpenText	● OPSWAT	● Parallels	● Pitch Avatar	● Portnox	● Primeur	● Profitap	● ProID
● Quark	● Radware	● Rapid7	● RarLab	● Red Sift	● RedSeal	● Remedio	● Seclore
● SecureGate	● Segura	● SimSpace	● SketchUp	● Spin.AI	● Stellar Cyber	● STULZ	● Superhuman
● Suprema	● Synology	● Syteca	● TeamViewer	● Teramind	● Thales Cybersecurity	● ThreatMark	● TI;dv
● TR7	● Trellix	● Vanta	● Veracode	● Wacom	● Waterfall Security	● ZeroFox	● Zoom
● ZWSOFT							

# Five layers of value between vendor and partner.

**01**



## LEAD GENERATION

Joint marketing programs and demand-generation campaigns.

**02**



## TRAINING & CERTIFICATION

Authorised training centre. Engineers and sales certified to vendor standards.

**03**



## PARTNER NETWORK

1000+ resellers, SIs and MSPs across 30+ markets. Tiered enablement.

**04**



## SALES & TECH SUPPORT

Pre-sales architects, PoC support, deal registration, ongoing escalations.

**05**



## ORDER & RISK MANAGEMENT

Logistics, finance, credit. We carry the operational weight.

# Six teams. One playbook.



## 01 • BDMS

Business development managers own the vendor relationship end-to-end.



## 02 • FIELD SALES

On-the-ground commercial leads in every market we serve.



## 03 • REGIONAL DIRECTORS

Regional P&L. Strategy, hiring, partner mix.



## 04 • SOLUTIONS ENGINEERING

Pre-sales, PoC, architecture reviews, technical certification.



## 05 • MANAGEMENT

Direction, finance, governance. Portfolio and technology development.



## 06 • MARKETING

Demand generation, brand, events, content.

# We run on AI

Our own AI — in operations and in the field.

## **Softprom AI Agents** — an intelligent system connecting every market player

**Vendors**  
management reporting

**Distributors**  
sales supervision

**Resellers**  
product onboarding

**End-Users**  
solution advisor

24/7 • 15+ languages • human-in-the-loop • CRM / LinkedIn / Gmail

## **Softprom Solutions Map**

Interactive map of the portfolio — helps partners match customer needs to the right solutions.

EXPANDING IN 2026

PARTNERS

## **AI Sales Assistant**

A per-vendor knowledge library that analyses materials and drafts proposals and content.

TEAM & PARTNERS

## **Softprom DistriFlow**

AI pipeline that adapts vendor news into five languages and distributes it across our channels — fast.

VENDORS

## **AI Presentation Builder** YOU'RE LOOKING AT IT

This very deck is assembled live — per country, per language, with live data.

BOTH

 Our own AI tools are built in line with the EU AI Act — model-level risk assessed, mapped to your data classification.

# Always scanning for what's next in AI

We continuously discover, test, and bring new AI tools into our ecosystem — to speed up our partners' growth across every market we serve.



## Discover

We continuously track emerging AI vendors and tools across security, cloud, and productivity.



## Validate

We test technical fit, model-level risk, and real value before anything enters the portfolio.



## Integrate

We bring proven tools into our ecosystem and roll them out across 30+ markets.

RECENTLY ADDED

OpenAI



SUPERHUMAN

tl;dv



EU AI Act readiness is part of how we evaluate every AI tool before it enters the portfolio.

# Four reasons partners stay with us.



## 01 • SKILLED TEAM

150 people. 77 sales. 25 engineers. Multi-vendor certifications across the portfolio.



## 02 • STRONG PORTFOLIO

113 vendors. Five directions. Hyperscalers, leaders, and challengers that actually ship.



## 03 • PARTNER NETWORK

1000+ partners. Tiered enablement. Co-marketing budgets. Predictable profitability.



## 04 • UNIQUE POSITION

Vienna HQ, regional offices, 33 markets. We bridge DACH, CEE, the Caucasus and Central Asia.

# Innovation, distributed.

Since 1999. From Vienna. Across 30+ countries.

**LET'S  
TALK.**



**Value-Added IT  
Distributor**

in Central and Eastern Europe, the Caucasus,  
and Central Asia

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— HEADQUARTERS

**Vienna**

Softprom Distribution GmbH

— FOUNDED

**softprom.com**

1999