

# **COMBIT IT Ltd.**

## **Company brochure**

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1146 Budapest, Hungária Krt. 166. Telephone: (36 1) 789-3692, Fax (36 1) 790-1227  
e-mail: [combit@combit.hu](mailto:combit@combit.hu), [HTTP://www.combit.hu](http://www.combit.hu)

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## Introduction

COMBIT IT Ltd. is an independent, innovative, Hungarian-owned medium-sized enterprise. Since its formation in 1985, our basic goal was to develop unique software and technological equipment using the latest technologies.

Our company's main strategic objective is to achieve full customer satisfaction with quality products and services, to expand our customer base and to keep existing costumers. In 2009, we opened our Veszprém site to serve our growing business needs, where currently a part of our mobile app development team works.

In order to provide our customers with an even fuller range of services, we included hardware sales and operation among our field of activity, and established a distributor relationship with the following partners:

In 2002  ORACLE  
Magyarország

In 2013  hp Business  
Partner

Our company has ISO 9001, ISO 14001 and ISO 27001 quality assurance certificate.

## The structure of our organization

At present, our organization has a staff of 32 people, which is expanding continually from year to year, including job scopes. In the beginning, only developers and system architects worked at our company. Today it has expanded with traders, marketers and project leaders, thanks to our constantly expanding product range and projects. Apart from that, however, still nearly 85% of our employees are developers and system architects.

## Main activities

### Software development

The members of our development team have been working in ORACLE environment for more than a decade. We pay great attention to the development of our knowledge. Almost all of our developers have Oracle Certified Professional certification. Our experts are familiar with different Unix and Windows-based systems.

We have extensive experience in the development of integrated IT systems, tailored to individual needs, and we offer a full range of services to our partners for systems developed by us. We also put great emphasis beyond the knowledge of technologies on the broader application of development methodologies. Within the development projects –as a part of a full solution- we deliver, install and deploy the database management system, application server and other components required for the operation of the applications developed for the customer.

Our professional competencies:

Operating systems:	AIX, Solaris, Unix, Linux, Windows, iOS
Database systems:	Oracle, MS-SQL, MySQL, Derby, PostgreSQL
Application servers:	Oracle IAS, WebLogic, GlassFish, JBoss, TomCat
Programming languages:	PL/SQL, Java, C, C++, PHP, C#
Software designer tools:	Oracle Designer, Enterprise Architect
Software developer tools:	Oracle Developer, JDeveloper, Eclipse
Workflow management systems:	Oracle BPEL, UniWebTeam

## System integration

We generally develop integrated application systems which communicate intensively with the partner's other systems. We prefer XML-based communication and web services, not only with other systems, but also with the elements of our own systems. This way we can enjoy the benefits of modularity and Service Oriented Architecture (SOA).

Most of our systems are web-based, which require only a browser to run. The business logic runs on an application server and data are stored on a separate database server (3-layer technology).

## Mobile application development

Our development team is familiar with iOS and Android development environments, enabling us to continuously expand our product range and to provide more sophisticated services to our existing and prospective partners.

## Main projects

Over the years we have developed a number of solutions both in the field of public administration and business.

Our main partners:

### Public administration

National Health Insurance Fund of Hungary (legal relationship query system, furthermore an application ensuring six outer connections))

National Media and Info-communication Authority (Development of measurement service system)

Hungarian Central Statistical Office (system integration)

Hungarian Energy Office (Administrative workflow support system)

Ministry of economy and transportation (OSAPSTAR – data collection system)

Ministry of Municipalities and Regional development, secretariat of Sport (National Sport Information System, Competition Permit Module)

Municipality of district XVIII, Budapest (Essentia – data warehouse development)

### Business entities

Hungarian National Lottery Company (Oracle based middleware development – lottery ticket administration)

Hungarian branch of QBE Insurance (Europe) Limited (ATLASZ-UTAS travel insurance system, development of broker portal)

AEGON Hungary General Insurance Ltd. (WRG)

Hanwha Bank Hungary Pl. (Oracle system maintenance)

Roche Hungary Ltd. (EuroStock – stock inventory system)

Budapesti Kertimag Ltd. (EuroStock – stock inventory system)

### Research and development

#### FIXPRED

Development of gene prediction control and error correction system.

#### AVITAR

Accreditable Water Quality Remote Sensing System

Environmental measurement data collection system delivered as a complex solution which is able to control in addition to the actual measurements the safety equipment of the measuring area, the registration of parameters, control of the environmental parameters to the remote checking of the measurement devices.

#### SZETIKO

Establishment of the Wastewater Treatment Specialist

Complex review of sewage plants IT support for expert activity aimed at increasing operational efficiency

#### DYNPLAZA

Framework for serving GPS-based services – design and implementation of associated data analysis center and service features

#### INTELLIGENS LAKÁS TÁVFELÜGYELETI RENDSZER

Supplementation of utility data collection system with services provided to individuals. Within this, remote checking and control of the heating system, as well as safety development and heating cost sharing are the goal.

### Our currently ongoing developments and projects

#### ESTABLISHMENT OF MOBILE LANGUAGE TEACHING CENTER

Our project aims to create a mobile language learning center that develops electronic foreign language learning multimedia materials for devices with internet connection, including smartphones that promote effective language learning and preparation for language exams.

Our project partners: Pannon Language Certification Center, LSI Informatics Training Center

## GRID

This project is aimed at developing an „on-line data provider integrated grid based water quality monitoring and expert system”.

Our project partners: University of Miskolc Applied Earth Sciences Research Institute, Apertech Ltd., Hungarian Development Institute Nonprofit Ltd.

During these projects Combit’s tasks include consulting, software development, hardware installation, system integration, education, data and system migration, system maintenance, and software support.

## Our products

### WRG (Web Report Generator)

An application server with client component written in Java. The WRG client can be run through a browser. The server allows you to run reports that were previously registered and uploaded. Works as a stand-alone service. The tool can retrieve data from any database or data source (either TXT or XML file) and produce a report using a procedural language (SRL) in multiple formats. (XML, PDF, XLS, RTF, etc.)

Server side operation system references: AIX, Linux, Windows, Solaris

From database side, though the tool is basically independent, but is actually used exclusively on Oracle databases.

### UWT (UniWebTeam)

Teamwork support system. Main supported features:

Messaging

Recording and management of tasks

Document Management

Recording of events

WEB interface written in PHP, database in Oracle, client application in Java (Tray icon)

### ADTHLoader

Data warehouse loader application. It is written in Java, and it loads data from many formats into an Oracle database. It uses meta data stored in its own repository for loading. Known input formats: XML, TXT, SQL, XLS (can be in variable format - dynamic column management!)

### OPT

Universal form fabrication application. With the help of it, one can easily create web-based publishable data collecting forms without former programming knowledge. The form’s looks can be fashioned in an rtf file with a word processor. After uploading the prepared forms into

the application's repository, users can start to fill them out. We can query the data received in a variety of formats.

## VIDRA

System for the management of IP based camcorder systems, and an automatic archiving system for recordings. Based on its specialties it is ideal primarily for educational purposes. The shots you made can be edited with simple to use solutions through the browser before publishing. Recordings can be supplemented with various texts or multimedia information. They can usually be linked to the whole video, but they can also be linked to a single point of it. This makes it possible to search for specific moments of recordings.

## Lystra

Android and iOS based language teaching application for smartphones and tablets. The application itself is a great help for those students who want to learn English, for those wanting to obtain a language certificate or who want to have a confident language knowledge.

## Marketing strategy

Our company deals with many different IT development tasks, and accordingly for different products different strategic directions need to be defined. Setting up the strategy to market a company's products in each case starts by defining sales channels, positioning of products and services, developing pricing strategies, defining distribution channels, and marketing communication strategy, and harmonizing the former two. We focus specially on the narrowest and most reliable "designation" of the target groups of consumers, and we open to new market targets in accordance with consumer experience derived from the initial target group. In all cases, these are defined based on the demographics, attitudinal characteristics and the experience of experts in the sales of the product. The company's products rely on a wide range of target groups (eg: Lystra mobile application - young people aged 16 to 28, who have not yet graduated, BEKUTA patient tracking system, middle-aged people with cardiovascular disease, people with basic ability to use mobile apps, etc.).

The price level is determined by taking into account the knowledge about competing enterprises and their products on the market and expenditure on human resources and indirect services. Our company's product prices are tailored according to the goal of stable, secure and long-term company operation. Our company relies on a variety of marketing communications areas, and has several ways to communicate with its customers and consumers. These areas are mainly advertising, sales promotion, PR, personal sales and DM, but we rely mostly on online marketing communication due to our profile and activity, thanks to our experience in the field, our expertise and the infrastructure available to us.

## Market environment, strategy

## Market environment

Our market environment can be classified into two categories as a product development company and as a service company.

### Product development

In this field, due to the diversity of our products, we analyze the market participants and competitors individually, so our general market analysis cannot show an adequate picture of some of our products.

### Services

In this area we work closely with several partners and we know about the pricing strategy of close competitors. Due to the size of the market and the number of players, general market analysis is not only hardly possible.

## Market strategy

With our existing products, our company wants to continue to operate on its current market, but for the sake of development, our goal is to increase market share and market development. In order to achieve our planned results, our products are continually enhanced and developed in features, which allows us to successfully increase the width of our existing market.

In our strategy, we are continually adjusting to the market environment and emerging needs, which is why we can achieve constant growth. Our goal is to cover the needs of our existing and prospective partners professionally. We are continually expanding our services, even with new market niches, which is why we are able to achieve a wider variety of services, and thus a more favorable position compared to competitors.