

Duna

Market

Duna is the leading Macedonian IT Company guiding its customers through the business since 1994. As an expert on corporate projects, with an offer for complete solutions and integration, sophisticated software packages and document management, Duna is an irreplaceable partner on the Macedonian market. Many Macedonian companies, Governmental and Non-governmental organizations are among the customers of Duna, building a long-term relationship with them, based on trust and care for their needs.

The wide company offer include many world famous brands such as Apple® - innovator in the development of personal computers and the music industry; RICOH® - leader in printing and document management solutions; OKI® - world renowned manufacturer of printers for business and domestic users; Psion® - most rugged and flexible handheld computers and mobile solutions; Garmin® - navigation devices; Clasus® - interactive whiteboards; Brahler ICS® - conference equipment and equipment for simultaneous interpretation; and Tentnology® - state of the art tents and fabric structures. Duna is the manufacturer of cash registers Bravo and develops its own business software ULTIMA®. With the offer of highly sophisticated solutions for business needs, Duna has great market share in the business sector. Since 2006, by representing the brand Apple® in Macedonia, Duna has significantly expanded the share in the retail.

Duna is present on the international market through the cooperation with large trans-national corporations, which are users of the software packages ULTIMA®, that contributes in greater penetration in countries outside of Macedonia, such as Serbia, Kosovo, Bulgaria, Albania, Bosnia and Herzegovina, Croatia and Azerbaijan.

Achievements

Duna has made continuous growth and development, measured through the excellent coverage on the domestic and international market, increasing of the products and services offer and growth of the profitability. In the past years the company has significantly strengthened its position in the business segment, where excellent results are being achieved from the sales of computer hardware and software.

Today, Duna is the leader in digital printing and document management solutions and services for integration of all the processes in the companies.



As a result of its long-standing strategy, Duna has worked actively to bring closer the supreme technology to the users and provide superior service. The greatest achievements of Duna are the ones confirming the quality and providing acknowledgement to the business efforts expressed through the customer satisfaction. In order to provide excellent service, Duna developed its Quality Assurance System which is acknowledged by the Certificate for quality ISO 9001:2008.

The good corporate practices, the relationship with the employees, partners, customers and the environment are being constantly improved in order to provide a complete system. The innovative approach of the company is a balance of the economic profitability and actions to improve the social aspects and the environment. The socially responsible practices of Duna have been recognized by domestic and international organizations, and among the numerous acknowledgements are: the Certificate for a company with good corporate practices received by Transparency Zero Corruption, Certificate for a company with good corporate practices received by USAID and the Ministry of Economy, an Award for corporate social responsibility and the Award for philanthropic activities from USAID and CIRA.

The work of Duna is in synergy with the environment, to provide a clean and healthy environment

for the future generations and thus the ecologic approach is being promoted through its activities. As an award for the efforts this company has made to preserve the environment, Duna received the Certificate for environmental management ISO 14001:2004. Duna received many other prestigious recognitions such as the Environmental award 2004/05 from NRG, a RICOH company, and the national award for best socially responsible practices in 2009 in the environment category awarded by the Ministry of Economy.

History

Established by the partners Aleksandar Pajkovski and Koce Petrov, Duna is among the pioneers of the Macedonian IT industry. Complementing each other and sharing the same enthusiasm for highly sophisticated technologies are the qualities of the founders, which to this day are transferred to the company team and contribute to the successful growth and development of Duna.

Since the very beginning, the company's focus has been directed towards the advanced solutions, which at that time were unfamiliar on the Macedonian market. Therefore Duna's developments move in the direction of offer and integration of hardware and software products used by large companies, state agencies and institutions, in order to provide business improvement and optimization, costs saving and generating profit. Duna constantly complemented its rich portfolio with world famous brands - Apple®, RICOH®, OKI®, Psion®, Clasus® Interactive Whiteboards, Brahler ICS®, Tentnology® and Garmin®.

In 2006, Duna opened the first retail store for Apple® in Skopje, which brought the supreme technological innovations closer to the end users.

As a result of the long-lasting development of software applications, in 2010 Duna introduced the



first complete Macedonian ERP software ULTIMA® which is a product with great success on the market. ULTIMA® is the advanced software integrating all the business functions into a single system, providing flexibility, stability and safety. The package of software solutions combines modules for various segments in the company's operations: procurement, sales, distribution, commercial operations, accounting, management of marketing materials and many other segments. In addition, Duna develops and offers other applications - ULTIMA® Business Intelligence, Records Management, Popis and POS.

Product

The scope of operation of Duna Computers includes: computer engineering, application and specialized software development, automatic identification and data collection systems development, sale of computer systems and components, design, execution and maintenance of computer networks, distribution of printers, multifunctional devices, copiers, fax machines, sales of navigation devices, interactive whiteboards, production, distribution and maintenance of cash registers, rental and distribution of conference systems and simultaneous interpretation systems, as well as installation, post-sales service support, project management and development of solutions upon customer request.

As a leader in the system integration, Duna provides analysis, design and connection of complex systems by using its own solutions, various technologies and platforms and acquired experience and knowledge of its highly professional team. The applied expertise and skills are in the direction to provide continuous functioning of all business processes, and the company's portfolio is constantly expanding in order to provide a significant offer to the end users.

Recent Developments

Duna's focus towards the development of advanced applications ULTIMA® in the past years has proven to be a genuine management decision, that resulted with numerous corporate users and public organizations. The department for research and development of software solutions is one of the key components of Duna, since it provides the necessary support and integration of complex

systems with the end users. The new trends for processes and operations automation within the companies require further development of innovative solutions by Duna which shall ensure a larger market segment in accordance with the strategic growth plan.

Since the company was established, the constantly followed mission is in the direction of larger penetration on the international markets. The numerous Duna's customers through the Balkans and Eastern Europe are the best indicator that the integrated solutions and sophisticated technologies can overcome the national borders.

The effective understanding of the companies' needs enables Duna to provide an excellent offer and service, and consequently the necessity to come closer to its customers. Since 2000, Duna has been present on the Kosovo market with its representative office, and in 2011 the company continued its regional expansion and opened its new representative office in Albania.

Promotion

The supreme quality, advanced features and eco-friendly aspects of the technology offered by Duna are the main components of the communication strategy with the customers and the wider public. In order to ensure precise and timely informing of all market segments, Duna uses all available tools of the mass media and actively promotes interaction using the social

media and the company's web page.

The values of the trademarks represented by Duna, its own trademarks and the corporate image promote transparency and continuous dialogue with the users. As a result, the expectations and the user experience from the products and services of Duna always meet the marketing efforts of the company.

Brand Values

Duna's anchor of values lies in the uncompromising commitment for quality of the outstanding technology. Duna focuses exclusively on the best world brands, which stand for safety and reliability.

The excellent service provided to the customers is a guide in order to ensure an exceptional user experience, written in the longstanding motto of the company, which states "service and care".

In 2011, Duna introduced its new slogan to the public "Wind in your sails" which symbolizes the

power of technology and knowledge in improving the business courses at the end users. The slogan also portrays the successful partnership being built between Duna and the wider community during the past few decades, which also represents a synergy of the mutual values and culture.

www.duna.mk



THINGS YOU DIDN'T KNOW ABOUT...

Duna

- Duna is the first Macedonian IT Company certified with the ISO 14001 Standards for environmental management.
- Duna opened the first Internet Café in Macedonia.
- Duna represents 8 world brands in Macedonia - Apple®, RICOH®, OKI®, Psion®, Clasus® Interactive Whiteboards, Brahler ICS®, Tentnology® and Garmin®.
- In 1997 the digital printers provided by Duna printed 700000 voting IDs and election registers in the State Statistical Office in only 3 days.
- Duna opened the first Apple Regional Training Center on the Balkans in 2009.
- In 2010 the first Macedonian ERP software ULTIMA® was promoted.
- Duna has received over 100 recognitions and certificates in its 18 years of operation.
- Since 2009 Duna lead the first great initiative and campaign for collecting and recycling of e-waste for which the company received an award for socially responsible practices.
- Due to the growth of the company, in 2011 the Head Office was transferred for the 4th time to larger business premises.
- 20% of the employees in Duna work on an Apple platform.
- Twice a year, 5 sailing teams from Duna participate in the boat races taking place in the Adriatic Sea.

