

Duna

Market

Duna is a leading Macedonian IT company that has put up its sails in the unpredictable business waters back in 1994. When you look back over the past 22 years can see very significant achievements that the company has accomplished. It has become recognizable, expanded its activities in the international markets to offer the most famous brands and become one of the most successful companies on the Macedonian market. Activities are fully focused on safe navigation of its customers through wavy waters of the business ocean. As an expert in corporate projects that provides complete solutions for integration, sustainability guidelines for companies, mobile solutions and monitoring and archiving of documents Duna is an unrivaled companion force to all travels of its customers. Among these clients there is a significant number of Macedonian companies, governmental and non-governmental organizations that build long-term relationship based on trust and care to meet their business needs.

The rich offer of the company includes three reference activities:

- (1) Import and distribution of the most famous brands in the IT industry: Apple®- leader in the global ICT industry with its products iPhone, iPad, Mac, Apple Watch, iOS, OS X, watchOS etc.; RICOH®- leader in printing solutions and document management; GARMIN®- navigation devices; iBOARD®- interactive whiteboards; BRAHLER ICS®- conference equipment and facilities for simultaneous translation and TENTNOLOGY®- top tents and cloth structures
- (2) Manufacturing: Manufacturer of cash registers, business ERP software ULTIMA® and software for retail operations Spinaker and
- (3) Service: Authorized service center for brands which imports and provides repair services for all IT needs of companies (analysis, implementation, installation, networking, etc.).

The large market experience in the business sector of the company is achieved by offering highly sophisticated solutions designed for business use, and increased participation in retail due to the presence of their store in GTC, Duna iStore.

At the international market Duna is present through cooperation with well-known and recognizable international companies who are users of the software packages ULTIMA® which contributed to a large penetration in the region: Serbia, Kosovo, Bulgaria, Albania, Bosnia and Herzegovina and Croatia.

Achievements

The most satisfying thing about our work is to be recognized by customers for each specific business trip. There is a continued growth and development due to increased share of the domestic and international market, increasing its product portfolio and enhancement of the services they offer such as the direct implikator growth in profitability. Duna is a leader in offering digital solutions for printing and



document management, software offer for business and services for integration of company processes in one unified software platform. The company further strengthens the position between the business sector by the remarkable results in the sale of computer hardware. As a result of its long-standing strategy Duna is actively working towards bringing leading technology to users and to provide superior service. When we talk about top services then we think of those that confirm the quality and give recognition to the work of the company through customer satisfaction. To make sure that we provide the best solution the company is continuously investing in the knowledge of employees in strengthening their experience and work, as imperative of providing measurable corporate quality system. To this end, Duna issued the document "Guide to Quality" as the basis of the quality system which has been continuously upgraded and recognised with latest ISO 9001: 2015 certificate.

Good corporate operations, treatment of employees, partners and customers constantly improves in order for the company to establish and promote advanced practices to strength the corporate standards. The corporate practices of Duna are recognized by domestic and international organizations, among which are: Award of the Center for Informal Education Triangle for implementing best practices in development of employees in 2013, Company certificate for Good Corporate Practice by Transparency Zero Corruption and Certificate of good corporate action by USAID and the Ministry of Economy. Inviolable in the promotion of best practices and standards the company ensures the improvement of social responsibility and increasing environmental care. Socially responsible practices are recognized and acknowledged through:

The Award for philanthropy and social responsibility in 2013 by the Center for Institutional Development (CID) for corporate philanthropy and medium enterprises and The National Award for Best Social Responsibility Practices in 2013 for the project "Re-socialization of children from the educational and correctional home Tetovo" in the category investment in society of small and medium enterprise.



The operation of Duna is in synergy with the environment in order to ensure a clean and healthy society for future generations. Therefore the leading product criterion and service in the company portfolio is the ecological approach through its activities. The efforts of the company have been turned into a system for monitoring and managing the protection and care for the environment which is continuously upgraded and recognized with the latest recieved certificate of environmental protection ISO 14001: 2015.

In terms of its achievements, and as a confirmation of its successful operation the company has received the SME Excellent Certificate (Best SME of the Economic Chamber of Macedonia) under monitoring of COFACE, in 2016.



History

Duna was founded by Aleksandar Pajkovski and Koce Petrov as a pioneer in the macedonian ICT industry. Complementarity, coordination and mutual enthusiasm are the three development challenges that later become the leading quality of the company. These three motivators define the partnership of the company and provide the best sailing as a guarantee of satisfaction of the crew members and all guests on the trip. Partnership is the anchor of the company that provides security between employees and today has grown into a partnership culture with our customers who are our most valuable assets. Regardless of the destination or travel challenge customer's trips are Duna trips also, for which the company provides the strongest support towards achieving a successful docking.

From the very beginning the company stood out on the IT market in the country due to focusing on the development and introduction of advanced solutions unknown to the Macedonian market. The development of Duna moves towards the supply and integration of hardware and software solutions and integration intended for large companies, government agencies and institutions. All products and services provide the improvement and optimization of operations, saving costs and generating profits.

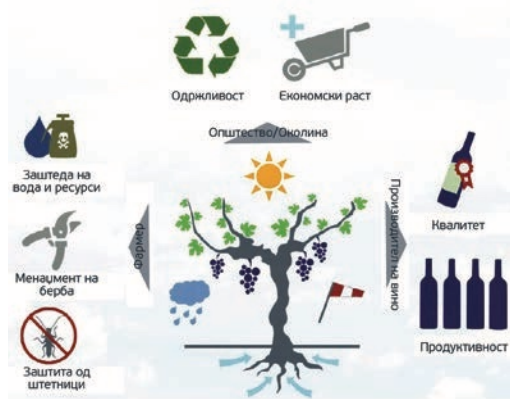
In 2006 Duna opened a store as a bridge that will bring leading-edge technological innovations to customers.

As a result of monitoring and analysis of the needs of corporate systems of companies, and in terms of improvement, simplification and advancement of their work in 2010 Duna presented the first complete Macedonian ERP software ULTIMA®. ULTIMA® is an advanced software result of longtime development of software applications that integrates all business functions in one system providing flexibility, stability and security. The software is a suite of software solutions as integrated circuit modules for different segments in the operations of a company: procurement, distribution, commercial operations, accounting, promotion of sales, HR, CRM, procurement system, an inventory of fixed assets and other. Additionally, the use of advanced tools for software engineering allows selection of modules according to specific needs and requirements of customers.



Product

The company believes that technology should be affordable and applicable everywhere: in industry, business, education and the environment. It can offer us countless opportunities for improvement, development and maintenance of competitiveness. New technologies remain the focus of operations, a field in which the company will be present, will innovate and invest. When you look back the company has remained committed to achieving its goals constantly setting new challenges. The field of action covers computer engineering, development of application and special software, development of systems for automatic identification and data collection, sales of computers, computer systems and components, design, construction and maintenance of computer networks, distribution of printers, multifunctional devices, interactive whiteboards, production, maintenance and distribution of fiscal devices, rental and distribution of conference systems and systems for simultaneous translation as well as installation, after- sales support service, project management and development of solutions on demand customised to the users needs. As a leader in system integration we provide analysis, design and connectivity of complex systems using its own solutions, different technologies and platforms and gained experience and knowledge of its highly professional team.



Recent Developments

In the past 5 years the focus of the company was directed on moving out towards the international market. By opening its daughter companies in Albania (2011) and Serbia (2015) Duna slowly but surely draws the rudder of its boat towards the internationalization of the brand and increased market presence. Increased development of advanced software applications under the brand ULTIMA® proved to be the right management decision. After the successful establishment of ULTIMA® ERP software in 2010 the company dedicated its focus on enhancing interoperability and modularity of the platform in order to integrate the new technological challenges with the requirements of the users. In 2016 Duna presented its project platform ULTIMA® WIN which is a software for smart monitoring and development of agricultural crops, primarily viticulture. The strategic goal of the company is completely dedicated to the development and marketing of advanced and innovative software systems that in itself will unite the Cloud platform (ULTIMA® ERP) and IoT platform with integrated user requirements and needs.

Promotion

Top quality, advanced features and environmental aspects of the technology offered by Duna is based on the communication strategy with the beneficiaries and the general public. To this end, Duna uses all available tools of mass media and is actively promoting interaction through social media and the company's website. User expectations and experience of the products and services of Duna always fully meet the marketing efforts of the company's presentation of its brand at a worthy level.



ULTIMA

Brand Values

Uncompromising commitment to quality of the leading technology is the helm of Duna. The company targets only the best brands to ensure quality and reliability and customer satisfaction. The longstanding motto of the company "Service and Care" is the imperative of exceptional service to customers to ensure top customer experience.

www.duna.mk

THINGS YOU DIDN'T KNOW ABOUT...

DUNA

- Duna opened the first internet café in Macedonia.
- In 1997 the digital printers of Duna printed 700,000 voting cards and lists to the State Statistical Office in just 3 days.
- Duna is the first Macedonian company certified with ISO 14001 standards for environmental protection.
- The first Apple Regional Training Center in the Balkans was opened by Duna in 2009.
- In 2015 Duna organized the largest company Family Day in Macedonia with more than 11,000 visitors.
- Duna is first Macedonian company awarded with Seal of Excellence by the EU Commission as leader of proposal in one of the Horizon 2020 instruments.
- Twice a year 4 skippers with their crews defend the colors of Duna at the regattas around the Adriatic and Ionian Sea.