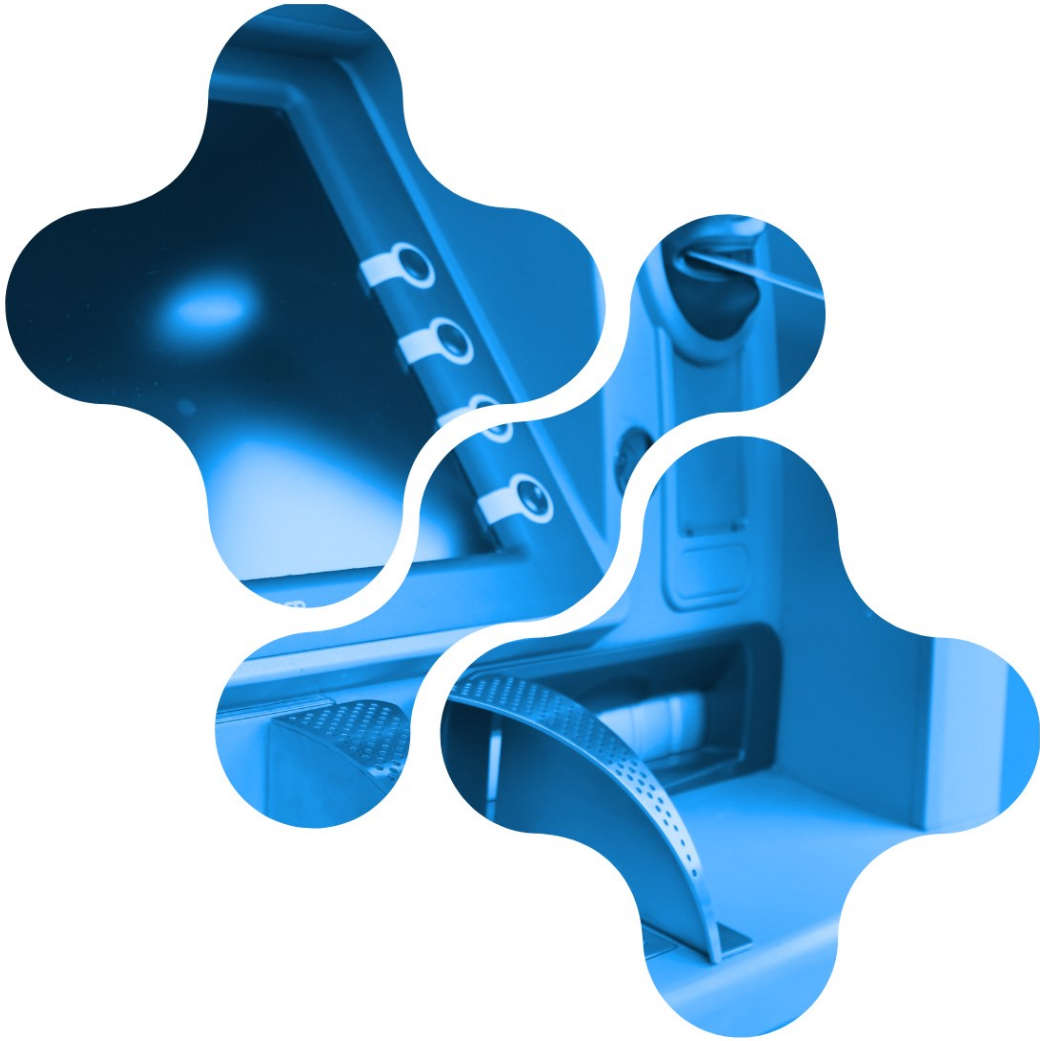




DMS ELECTRONICS (PVT) LTD



Evolving. Transforming. Empowering.



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A Legacy worth emulating

It has been a continuing legacy that has changed the face of Sri Lankan businesses over the years; a legacy that has transformed Sri Lankan businesses into productive, competitive and futuristic outfits. Helping organizations deliver greater value through technology integration has been the overriding philosophy which has enabled the DMS Group of Companies to build a technological legacy that is worthy of emulation.

Throughout our history, we have built ourselves a reputation as a reliable technology consultant and systems integrator as we have kept abreast of the evolving technology and management trends with a view to offering our customers best-fit technology solutions that can enhance their performance. As Sri Lanka's largest technology company, we are at the forefront of innovation and have facilitated the rapid transformation of the Sri Lankan business and industry sectors through timely technology transfers and capacity building, thus making a significant contribution towards economic growth.

We will continue to dedicate ourselves to support the Sri Lankan people and businesses by being their most sought-after technology partner and be guided by our rich legacy that defines us; the legacy that ties us to our past and drives us, as we venture into the future.

DMS Group of Companies

Data Management Systems (Pvt) Ltd (DMS) traces its beginnings to 1977, an era when Sri Lankan businesses were embracing and integrating emerging technological advancements into their business operations. In their quest to meet ever evolving organizational challenges, the Sri Lankan business entities soon found an able ally in DMS that was persistently advancing its core technology offerings and business solutions, resulting in breakthrough performances for its stakeholders. Guided by an overarching passion to offer value to its customers, the DMS Group has since grown and expanded its business scope to encompass a wide and varied clientele, covering business and industry such as apparel, telecommunication, transportation, logistics, banking, airline, education, and more, offering them innovative products, breakthrough solutions and cutting-edge technologies that can make a lasting impact in today's business environment.

The DMS Group consists of the following subsidiary companies :

- Data Management Systems (Pvt) Ltd
- DMS Electronics (Pvt) Ltd
- DMS Software Technologies (Pvt) Ltd
- DMS Software Engineering (Pvt) Ltd
- DMS Garment Technologies (Pvt) Ltd
- DMS Software Technologies (Pte) Ltd
(With operations in the Maldives, Bangladesh a UAE)

DMS Electronics...

**Opening doors to a
fascinating world of technology...**

It has indeed been a rewarding journey spanning over three decades; a legacy that stretches back to the year 1981, when DMS Electronics (Pvt) Ltd (DMSE) trod the path to transform the technological landscape of Sri Lankan businesses by recognizing the emerging dominance of the microcomputer. The resultant business linkages we forged, initially with Commodore International Inc. for the distribution of microcomputers and peripherals in Sri Lanka and subsequently with other business partners proved to be decisive, leading to a total transformation in the ICT landscape of the country.

Ever since, we have been at the forefront of technological stewardship and innovation, bringing many cutting-edge technological concepts and business solutions to the fore, growing and evolving as the country's most inclusive technology company with deep roots in stakeholder segments across diverse business and industry sectors offering them unparalleled quality and value, and thereby making a significant contribution towards shaping and enriching the lives of fellow Sri Lankans.



Our technology trail...

Our passionate and consistent efforts towards enabling Sri Lankan businesses to navigate the sea of emerging technology has today left an impressive trail which has made DMS Electronics a trendsetter in the Sri Lankan ICI landscape. As new technologies began emerging on the horizon to become mainstays of the business domain, more and more organizations needed a reliable and knowledgeable technology partner who possessed an explicit understanding of the available technology - a need fulfilled by the company with the utmost care and professionalism.

Our practical ability to recognize the intricacies of the modern business world and adapt into increasingly advancing technology has not only supported our customers to cope with the onslaught of new technology, but more importantly to benefit from it. This has eventually led to a total transformation of the country's business landscape, affording all Sri Lankans more value and a competitive edge to succeed in life.

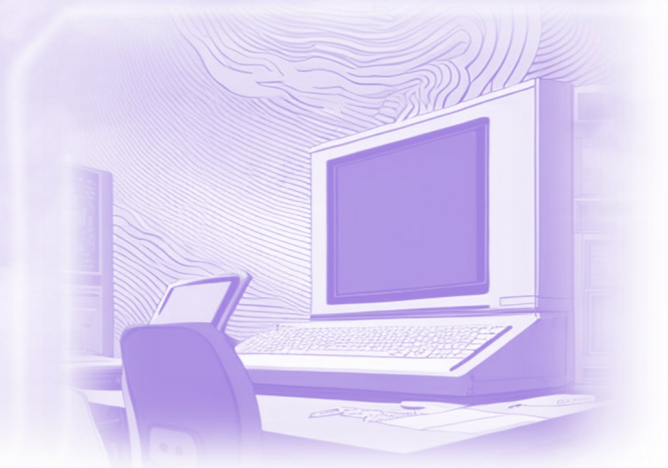


Our beginnings...

During the early days of our business, we dedicated ourselves to meeting the ever growing demand for microcomputers, particularly from the Sri Lankan business community who were rapidly embracing the emerging technologies for the enhancement of their business processes. Apart from providing our clients with a range of microcomputers and peripherals sourced through our principals, the company also ventured into the assembly and marketing of personal computers, thus making technology more accessible to a large majority of Sri Lankans. As there was a dearth of quality ICT educators at the time, the company also played a key role in educating and building the capacity of users and stakeholders through its education arm.

Embracing 'change'...

The standardization of the personal computer market around the IBM architecture during this era resulted in DMSE signing up with Wang Laboratories Inc. in the year 1983 for the distribution of its emerging range of personal computers and Local Area Networking (LAN) equipment in Sri Lanka. In addition to this, the company also forged a successful alliance with Memorex Telex, one of the most recognized IBM plug compatible manufacturers (PCM) in the early 90's.





Our technology trail...

Aligning with emerging IT trends

Constantly evolving and adapting to the changing ICT landscape of the country, DMSE successfully aligned itself with the changing trends that were witnessed during the 90's. The company signed up with Compaq Inc. in the year 1995 in order to cater to the changing needs of its customers and began enjoying instant success with the new product line, enabling it to build strong ties with the corporate world. With HP, one of the world's largest technology companies acquiring Compaq in later years, our business portfolio grew from strength to strength enabling DMSE to capture a commanding market share among the Sri Lankan corporate businesses.

Being an evolving force, the company continued to pursue emerging technological trends which resulted in the formation of two new alliances during the mid nineties. 3Com with which DMSE formed a partnership allowed the company to venture into the data communication and networking business, whilst the successful partnership we forged with Hypercom provided DMSE the opportunity to further extend its business scope, covering the transaction processing business in the country. DMSE today enjoys a formidable market share in this sector; both in Sri Lanka and the Maldives, propelling the company to emerge as a fully-fledged systems integrator with a broad range of skills and expertise.





Now and the future

In more recent years, the company has been successful in building its expertise around Server, Desktop and Application Virtualization, Data Centre, Cloud Computing, Big Data, Mobile Computing and other advanced technologies.

Since pioneering the introduction of 'Payment Systems Technology' that resulted in a total transformation in banking, financial and e-business sectors in the country, the company has successfully added value to many Sri Lankan businesses through cutting-edge technology services ranging from high profile networking solutions, call centre operations, technology outsourcing and service centre operations, thereby delivering secure, integrated, cost efficient and real-time technology solutions to its valued customers.

An exceptional service

Driven by an obsession for customer service, our associates continually strive to ensure exceptionally high standards of customer service in all their dealings with our valued customers. With over 65% of our total human resources assigned to the customer engineering department, the company has amply demonstrated its unwavering commitment towards maintaining the highest levels of service standards, and have also equipped our associates with competitive and superior skills comprising technical know-how, troubleshooting abilities and product and domain knowledge thus enabling them to respond to the needs of our customers promptly and professionally.

An evolving force...

Agile. Flexible. Futuristic.

We attribute our phenomenal success achieved over the years to our people - both present and past associates of DMSE. It is their passion and commitment that has fueled the growth of our company during the past three decades propelling DMS Electronics (Pvt) Ltd to emerge as the leading technology company in the country.

The talent, character and dedication of our employees has not only created an inclusive and enriching work environment, but more importantly helped meet the evolving and demanding needs of our discerning customers to whom we have delivered positive results, consistently.

As a company that strongly believes in the power and ability of our people to create positive change, we foster a work culture that is open, transparent and performance oriented, so our employees have every opportunity to realize their true potential, surpass boundaries and deliver breakthrough results, which are amply reflected in the milestones achieved by the company during its impressive journey thus far.

Vision

Be a place to realize potential.

Mission

Delight customers by integrating
“technology building blocks”
from world class partners,
in an innovative manner,
delivering sustainable competitive
advantage and peace of mind.

Values

- The importance of people
- The heart and spirit matters
- Superior value, delivery, quality and service
- Importance of constant and authentic communications
- Accept changes with grace
- Importance of economic growth and profit
- Unwavering commitment to Ethical Business
- Continue being a good corporate citizen

An evolving force...

Leading from the front

Ruvan Ratnatunga, ACMA (UK), FCS (SL)
Chairman/Managing Director
DMS Group of Companies

Mr. Ruvan Ratnatunga is the Chairman/Managing Director of the DMS Group of Companies and has been with the DMS Group since its founding in 1977. He is an Associate Member of the Chartered Institute of Management Accountants - UK and a Fellow Member of the Computer Society of Sri Lanka. Mr. Ratnatunga has over 35 years of experience in the ICT industry and provides leadership to the companies in the DMS Group.

During the past three and a half decades, he has been instrumental in forging enduring business relationships with 'best of breed' hi-tech global companies in the stature of IBM, HP, Oracle, Microsoft, Diebold & Gerber Technologies etc. thereby pioneering the introduction of leading-edge Computer Technology into emerging markets such as Sri Lanka, Maldives and Bangladesh. He continues to focus on expanding DMS's presence in developing markets such as the Middle East by constantly pursuing new business ventures and technology initiatives in the Middle Eastern region.

Mr. Ratnatunga is a Founder Member of the Computer Society of Sri Lanka and a Charter Member of the Rotary Club of Cinnamon Gardens, where he has held the office of President during the period 1994/95. Prior to joining the DMS Group, Mr. Ratnatunga served as a Commissioned Officer in the Second Battalion of the Ceylon Light Infantry and subsequently worked for many years as a Senior Systems Analyst at a large data centre.

He currently serves as a Board Member of the DMS Group's operations in Sri Lanka, Singapore & Bangladesh.



Prof. Janek Ratnatunga, MBA, PhD, FCA, CPA, CMA
Group Director
DMS Group of Companies

Professor Janek Ratnatunga is the Chief Executive Officer and Chairman of the Education Committee of the Institute of Certified Management Accountants (Australia). Previously, he was the Dean and Head of Commerce at the University of South Australia for four years and prior to that held the Chair in Business Accounting for 18 years at Monash University, Australia. He has also held academic positions at the University of Melbourne and the University of Canberra in Australia, and the Universities of Washington, Richmond and Rhode Island in the USA. He has authored/co-authored twenty five books on strategic cost management, entrepreneurship, financial accounting, accounting theory and financial modelling, and over 250 academic and professional papers.

Prof. Ratnatunga has worked in the profession as a Chartered Accountant with KPMG and is a consultant for the World Bank. He has undertaken a major consultancy for the Australian Department of Defence in the valuation of strategic capabilities and has valued the brand capabilities of major Telecommunication and IT companies worldwide. He is also a world authority on the business and accounting implications of climate change and carbon trading. In January 2009, he was awarded the prestigious joint American Accounting Association, AICPA (USA), CIMA (UK) and CMA (Canada) Impact on Management Accounting Practice Award. The award is presented annually to a paper published within the last five years in a refereed academic journal that has the greatest potential impact on Management Accounting Practice.

K. Rajendran, FCMA (UK)
Director/Financial Controller
DMS Group of Companies

A Fellow Member of the Chartered Institute of Management Accountants - UK, (FCMA); Mr. Rajendran heads the finance stream of the company where he oversees all matters pertaining to the implementation of financial policy, compliance and control of finances within the DMS Group of Companies. Mr. Rajendran who possesses over 30 years of experience in financial auditing, accounting, management and taxation also holds membership at the British Institute of Management, (MBIM).

Mr. Rajendran played a key role in the setting up of the company's overseas branch network in Singapore and other Asian countries where he spearheaded financial and other regulatory coordination pertaining to the said project, thus paving the way for the successful establishment of the company's overseas operations.

In addition to his accounting background, he has also acquired knowledge on 'Small Business Management' from a study programme conducted by the Canadian Overseas Development Bank which has served him well in the steering of finances, particularly of the subsidiary companies within the group.

Mr. Rajendran has also served as a member of the education and training committee of the Chartered Institute of Management Accountants, Sri Lanka Division and served as a Council Member of CIMA. He also served as a Rotary District Governor in 2000/2001.



**Chandana Weerasinghe, B.Sc. Eng (Hons), MCSSL
Director/General Manager
DMS Electronics (Pvt) Ltd**

Mr. Chandana Weerasinghe has nearly 30 years of rich hands-on experience in the IT industry. He commenced his career at Data Management Systems Ltd, soon after graduating from the University of Moratuwa in Electronic and Telecommunication Engineering with a first class honours degree. As a field engineer, he was involved in one of the pioneering projects that brought National Language capability in both Sinhala and Tamil on Wang Minicomputer Systems. He moved to DMS Electronics (DMSE) in 1990 as the Engineering Manager and presided over the growth of DMSE's engineering services as the company transformed from a Microcomputer and Personal Computer company to a fully fledged corporate solutions provider. Today, as Director/General Manager, he oversees a division that focuses on System Infrastructure Software, Managed Services and Networking & Unified Communications.

In his professional life, Mr. Weerasinghe has served as the President of the Computer Society of Sri Lanka (CSSL), Sri Lanka's professional body for IT, in 2003. Prior to being elected President, he served on CSSL's Executive Council for many years holding numerous responsibilities, including the posts of Student Counsellor, Secretary and Vice President. He was closely associated with the National IT Conference and served as a Member and held the Chair of the Proceedings Committee for a number of years.

Mr. Weerasinghe also counts wide teaching experience in Engineering, Information Technology and Professional Practice with a number of educational institutions and serves as a visiting lecturer at the University of Moratuwa. He is an elected external member of the Faculty Boards of the Faculty of Engineering and Faculty of Information Technology at the same University. He also serves on the Faculty/Industry Advisory Board of the Faculty of Engineering at the Sri Lanka Institute of Information Technology (SLIIT).

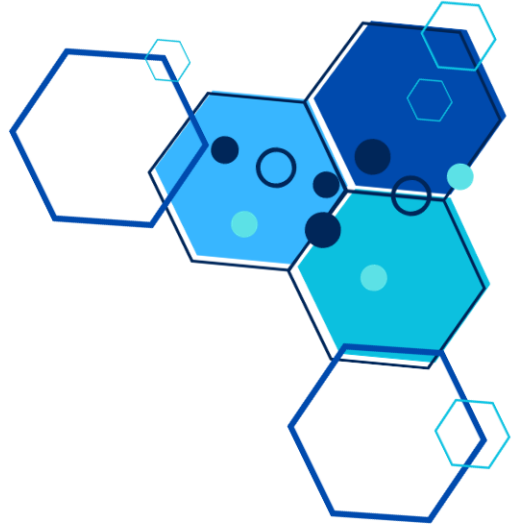
**Lalith Perera
Director/General Manager
DMS Electronics (Pvt) Ltd**

Mr. Lalith Perera is an accomplished marketer who heads a Division as its Director/General Manager and possesses over 26 years of experience in the IT industry of which over 15 years has been in management.

Having commenced his career as a planter, in which he spent a four year stint, Mr. Perera stepped into the IT industry by joining DMSE in the year 1987. Since then, he has served the company in numerous responsible positions; predominantly in sales and marketing and was appointed as General Manager, Sales and Marketing in the year 2006. As the Head of Sales and Marketing at DMSE, Mr. Perera has made an invaluable contribution towards building successful partnerships with both individual and institutional customers, as well as with other stakeholders, thus making a significant contribution towards expanding the company's market share amongst key customer and product segments.

Since his appointment as Divisional General Manager in the year 2010, he has been vested with the responsibility of overseeing the overall administration of the said division and hence plays an important part in steering DMSE towards achieving its long-term vision and business goals.





Tuan Ershard Hallaldeen, B.Sc. Comp (UK), MBA (SL)
Director/General Manager
DMS Electronics (Pvt) Ltd

Mr. Tuan Ershard Hallaldeen has nearly 25 years of rich hands-on experience in the IT industry. He commenced his career at DMS Electronics (PVT) Ltd joining as a field Engineers in the EDC POS credit card business. He played a vital role on expanding the credit card terminalization business within Sri Lanka and was the first person to introduced a EDC POS terminals operations to Maldives by installing the network infrastructures and POS terminals while giving hands on training to the banking customers to handle the operations to sustain the business.

He was also instrumental on introducing other new solutions to the payments industry such as loyalty (both mag stripe and offline chip). In 1998, he was involved in launching the first Mastercard Debit card (Maestro) issuance and acceptance solution in South East Asia. Then in 2000, a major milestone was achieved by introducing the first open architecture Sco Unix based ATM switch by replacing an IBM mainframe based ATM switch that was facing the famous Y2K issue. Today, as Director/General Manager, he oversees a division that focuses on Banking payments, Payment security, Self service kiosk solutions, SSL certificate and CA solutions, Authentication and also cater for specialized application areas in the payment landscape.





Enriching partnerships...

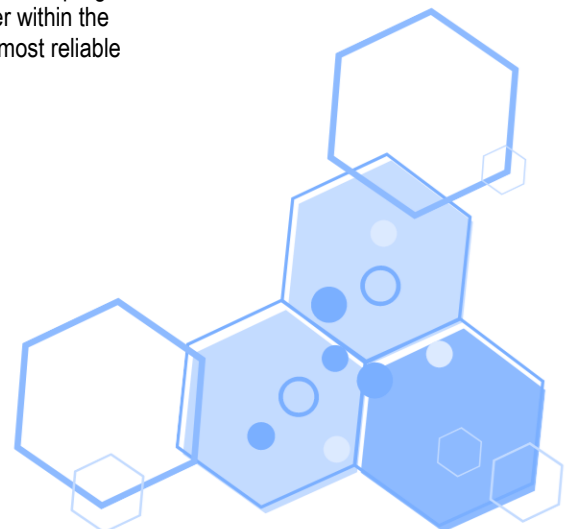
As a responsible technology company, we consider it our obligation to support progressive businesses in overcoming the challenges posed by the proliferation of technology products and services. In view of this, we have successfully shared with them the knowledge and expertise gained by us through our powerful network of world renowned suppliers and vendors of technology products and services. Ably supported by our global technology partners, DMSE today possesses the resources, knowhow and capacity to undertake technology projects of any magnitude and complexity and more importantly to guide its customers to make more informed decisions relating to their technology investments.

Professional to the core

We rely upon our strong network of alliances and the expertise of our technical and professional associates to offer our valued customers a new breed of technology services that can put them ahead of their competition. Driven by a passion to make a difference in the ICT arena, our associates continually explore new vistas in technology and project management, through which they have been able to deliver significantly high standards of technology solutions that are on par with the best in the world.

Sustainability; the recipe for success

The company's ability to sustain its business operations over the years through a series of progressive practices and an assortment of resources has made DMSE a strong and stable player within the country's technology landscape. This has not only enhanced its image as one of the most reliable providers of technology services, but has enabled it to deliver long term value to its numerous stakeholders with solutions leading to minimizing risk and downtime, enhancing security and optimizing productivity. Working closely with some of the world's leading and pioneering technology organizations and prudent selection of reliable partners has enabled DMSE to build an unparalleled reputation as a supplier of quality assured, highly productive technology products and solutions that can support its customers achieve sustainable results.



Bringing 'Innovation' to life...



DMSE is the longest serving partner of the world's largest IT Company, HP in Sri Lanka. Incorporated in 1947, HP is the world's leading manufacturer of personal computing devices, enterprise and industry standard servers, storage devices, networking products, software and a range of products including printers and imaging equipment with an estimated worldwide revenue exceeding US\$ 112 Billion (Financial records, 2014). The company's association with HP dates back to the year 1994, from the time DMSE served as a partner in Sri Lanka for Compaq Inc., which was later acquired by HP. DMSE has the distinction of serving as the only enterprise partner that is authorized to represent the entire range of HP branded products in Sri Lanka and is recognized by the global IT giant as its 'Preferred Support Partner' in Sri Lanka for its entire product line. As of April 2014, DMSE is the only company in the country that has been certified as an 'hp ServiceOne Expert Partner'.



Hewlett Packard Enterprise

For over three decades, DMSE has stood as a steadfast partner to Hewlett Packard Enterprise (HPE), jointly providing a comprehensive range of servers, storage solutions, software, and services to numerous organizations across the island. At DMSE, our team members have access to robust training and accreditation programs designed to cultivate an in-depth understanding of HPE's cutting-edge solutions. This extensive knowledge and expertise empower DMSE to effectively align technology with our customers' business objectives.

Our partnership extends its value through DMSE's seamless supply chain and service capabilities, spanning from procurement to configuration and deployment for our customers. This forms a vital part of our Digital Power portfolio, empowering our customers to source, transform, and manage their clouds and data centers. By establishing robust platforms for both existing applications and future digital services, we enable our customers to focus on their core business operations.



DMSE's association with Microsoft products dates back to the early eighties when it marketed the Industry Standard PCs equipped with the Microsoft Disk Operating System. Over the years, DMSE has played a dominant role in the Microsoft eco system in Sri Lanka. As a Microsoft partner, DMSE was the proud winner of Microsoft's Best Managed Partner Award in 2010 and 2011. As the world embraces new technologies like Virtualization, the Cloud, and Unified Communications, Microsoft's evolving product line continues to be a cornerstone of DMSE's Infrastructure, Collaboration, Desktop and Mobile product strategy.



citrix™

DMSE has been in partnership with Citrix Systems Inc., an American multinational software company, since the 90's and has within its ranks some of the most experienced Citrix resource personnel available in this region. Founded in 1989, Citrix provides server and desktop virtualization, networking, software-as-a-service (SaaS) and cloud computing technologies, including Xen open source products. With market-leading cloud, collaboration, networking and virtualization technologies available in its armoury, Citrix powers mobile work styles and cloud services, making complex enterprise IT simpler and more accessible to the over 260,000 organizations it currently services worldwide. Citrix products touch 75% of internet users each day. Citrix serves its Sri Lankan clientele through its long-standing business partner DMS Electronics (Pvt) Ltd.

vmware® by Broadcom

Since teaming up with VMware, the global leader in virtualization and cloud infrastructure in 2011, DMSE has been able to deliver cutting-edge virtualization solutions to a number of its 'enterprise customers', providing them with customer-proven solutions resulting in more flexible, agile and cost efficient IT infrastructure. VMware allows companies to use their applications to more efficiently integrate and manage server, storage and networking functions, leading to lowering the operating costs of their IT systems. VMware enables enterprises to adopt a cloud model that addresses their unique business challenges. VMware's approach accelerates the transition to cloud computing while preserving existing investments and improving security and control. In addition, through DMSE, VMware also provides an extensive range of consulting, technical support, training and certification to Sri Lankan enterprises, thus offering them an inclusive range of solutions.

ingenico



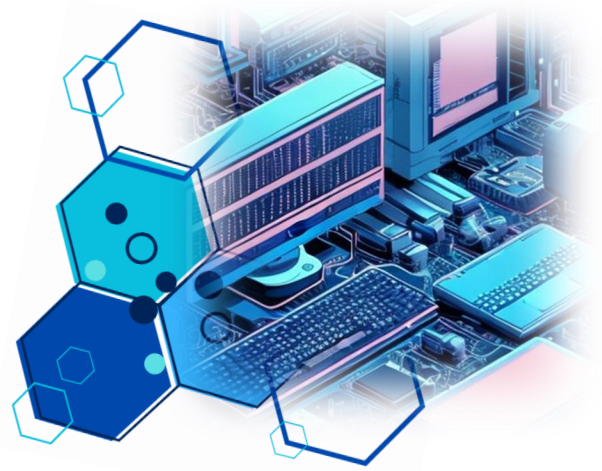
DMSE pioneered the transaction processing industry in Sri Lanka as far back as 1994 when the company was representing EDC POS terminal based solutions by Hypercom. The company was able to build further on the success it achieved in the Transaction Processing Industry when it teamed up with Ingenico the world's leading provider of payment solutions that has operations in over 125 countries with over 20 million POS devices installed worldwide. Backed by 30 years of historical leadership, know-how and a complete range of global payment solutions, including device-related services, applications, transaction management solutions and added-value services in payment devices, DMSE is fully geared to provide its customers' solutions that can help optimize their payment activities. Our devices and solutions meet up-to-date security certification requirements (EMV Chip & PIN solutions leadership, PCI certified devices and services etc.) and hence relieve our customers from undue worry over the security of their payment systems.

THALES

The company's association with Thales e-Security- a leading global provider of data protection solutions dates back to 1993; since the time DMSE exclusively represented 'Racal' which was subsequently acquired by Thales in 2001. Thales e-Security is credited for securing the world's most sensitive information for well over 40 years. Businesses, governments and technology vendors with a broad range of challenges seek Thales products and services to improve the security of applications that rely on encryption and digital signatures. As the exclusive representative of Thales e-Security in Sri Lanka, DMSE caters to over 75% of the transaction security solutions market in the country. Accordingly, the company supports leading Sri Lankan banks and financial institutions to protect the confidentiality, integrity and availability of sensitive information that flows through today's traditional, virtualized and cloud-based infrastructures, thus helping DMSE's valued customers to reduce risk, demonstrate compliance, enhance agility and pursue strategic goals with greater confidence.

KIOSKS

DMSE has tied up with several high class kiosk manufacturers in China to bring mix and match solutions to the customers in Sri Lanka. Solutions from Movie tickets kiosks, food ordering kiosks, HR kiosks and cheque deposit solutions are some of the solutions at hand. In conjunctions with those suppliers and our internal development teams, we are able to provide both front-end and back-end Kiosk solutions covering all major banks and financial institutions thus offering them that much needed 'competitive-edge' to succeed in the market place.



ENTRUST
SECURING A WORLD IN MOTION

Having had a long relationship with Entrust, we are DMSE are happy to have forged ahead with several solutions from Entrust to many banks in Sri Lanka. Some of the solutions vary from SSL certificates, Multi factor Authentications solutions, General purpose HSMS with Post Quantum enablement, certificate authorities and certificate authority based professional services to name a few. Entrust also caters for solutions in Identity management, Multi cloud security, Encryption, key management and hardening solutions to Virtualisation environments (such as VMWARE, NSX and Vsphere) with the ability to provide security beyond the root level.



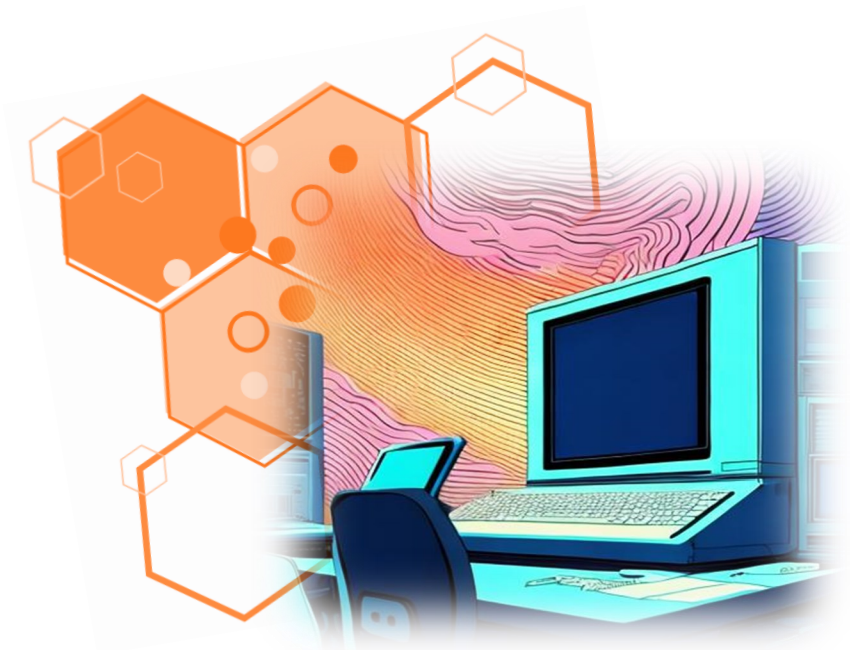
DMSE and ALVARIA are proud to bring your workplace with Customer Experience, Self Service and social media are key aspects of the Digital Transformation paradigm more than several years in business. Alvaria came from the merger of two world leaders—Aspect Software and Noble Systems. Alvaria reflects the combination of a history of pioneering contact center technology and the innovation of paving a new path in customer experience. That's why we're trusted by leaders across all industries from commercial banks to airlines and beyond.

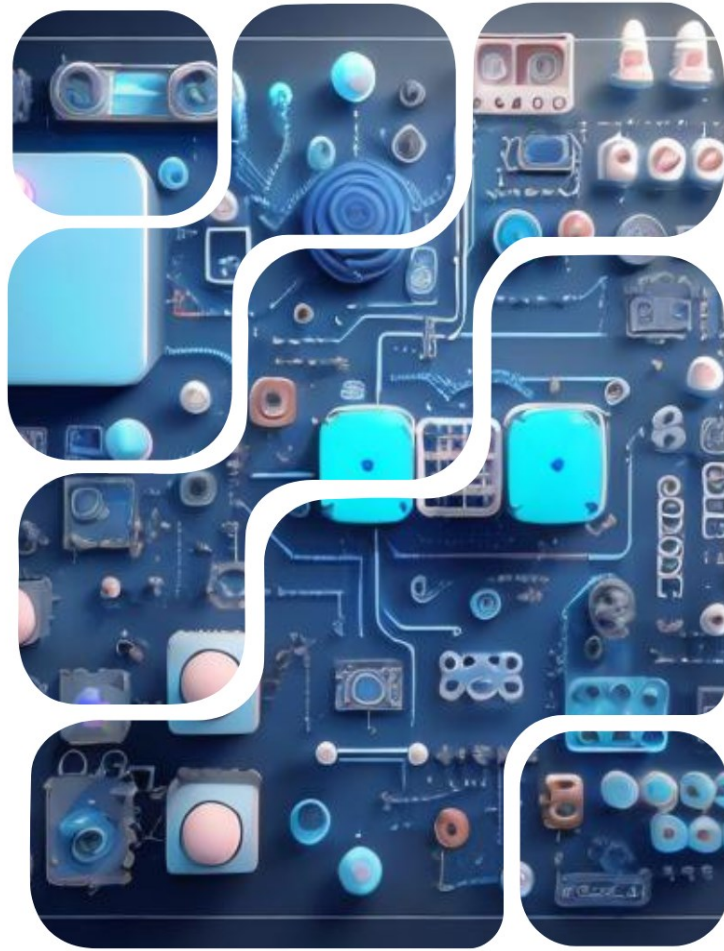


Poly, one of the world's most sought-after producers of audio communications equipment for business and general purposes has been in partnership with DMSE since 2003. Poly products support unified communications, mobile use, gaming and music; and include a range of superior quality headsets; wireless office headsets, mobile and Bluetooth mobile headsets and computer and gaming headsets. Renowned for its sound quality, style and comfort, Poly has revolutionized the global audio communications equipment industry by pioneering the lightweight headset, the mobile headset, noise-cancelling technology and the personal speakerphone. As the business partner for Poly products in Sri Lanka, DMSE has supported some of the country's leading players, including airlines, telecommunication companies and contact centre operations, enabling them to benefit from these new generation technology devices which contribute towards higher productivity, superior customer service and enhanced profits for its valued clients.



DMS Electronics is a partner of Schneider Electric - a global leader in Energy and Energy Management. Schneider Electric is world renowned for its ability to offer solutions that contribute to the more efficient use of power, more reliable power supply, lower rates of equipment burnout, damage and failure, and minimized operational downtime. This unique partnership has afforded DMSE an opportunity to present a rich line-up of world renowned APC Uninterrupted Power Supply (UPS) products and other cutting-edge technologies and know-how to its discerning customers, particularly when setting-up state-of-the-art, energy efficient Data Centres and buildings. DMSE's range of solutions include high-performance backup power UPS systems for business appliances and lighting applications for more complex network and server solutions, providing protection against downtime and data loss for mission critical applications.





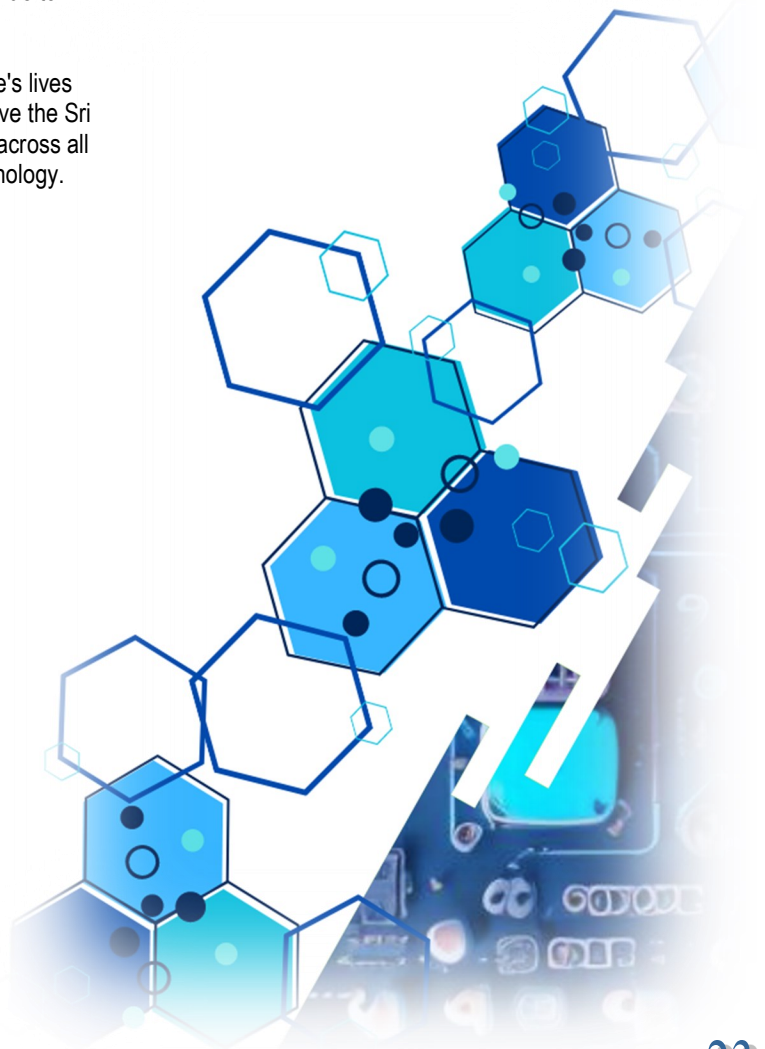
Transforming lives...

creating value

Transforming lives for the better has been part and parcel of our business philosophy. Ever since we stepped forward to bridge the technology gap that prevailed in our country over three decades, the country's technology landscape has witnessed many positive developments. The numerous technology products and services which followed under the stewardship of DMS Electronics in later years have not only made a lasting impression on the lives of fellow Sri Lankans, but has virtually transformed the way we work and live.

For us at DMS Electronics, it's all about delivering a seamless technology experience to our stakeholders - helping Sri Lanka reap the true benefit of information communication technology. By bringing cutting-edge technology to the doorstep of our people, we have made a meaningful contribution towards delivering convenience, efficiency and above all, true value to Sri Lankan businesses and people.

Passionately committed to making a positive difference in people's lives through advancements in technology, DMSE will continue to serve the Sri Lankan people with dedication and commitment, creating value across all spheres of human life as the world awaits the next wave of technology.



Our service portfolio...

proactively focused, uniquely positioned

Enterprise Infrastructure

An 'hp ServiceOne Expert Partner', DMSE currently provides an inclusive range of enterprise infrastructure services covering the entire HP Server, Storage and PC/Notebook product line including operating systems, security solutions, peripherals, virtualization products and cloud infrastructure that can build strong IT infrastructure platforms and deliver greater business value. As a custodian of a number of the world's most respected technology brands, DMSE is committed to helping Sri Lankan business enterprises derive optimum value from HP's broad range of cutting-edge solutions. DMSE offers both customized and holistic enterprise infrastructure services to its widespread clientele, ranging from SME's to large conglomerates, giving them an opportunity to better align their IT infrastructure to successfully meet the growing demands of their businesses. DMSE also supports its customers to make informed decisions with regard to their enterprise infrastructure requirements by actively engaging customers from concept to implementation and beyond, offering pre and post sales services including maintenance and service agreements; all of which are designed to offer customers an efficient, seamless and cost-effective service.



Transaction Technology Solutions

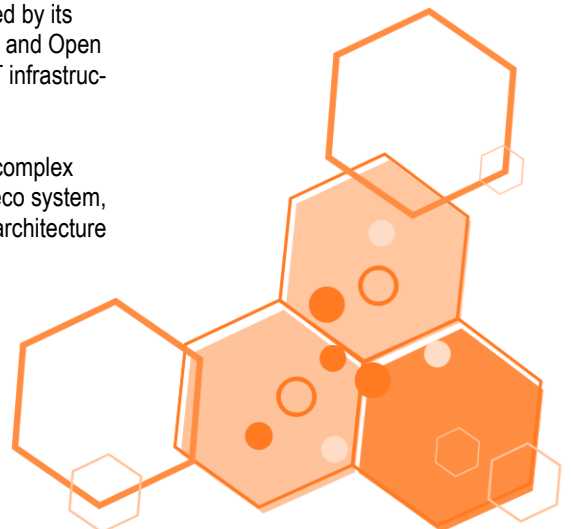
DMSE is the nation's leading provider of transaction technology services. A pioneer in the industry, DMSE over the past 20 years has built a strong reputation as a preferred industry partner for delivering secure payment processing services, particularly among the financial services sector in Sri Lanka and Maldives. The company's partnerships with world renowned technology leaders such as Ingenico, Thales, TouchMedia and other global suppliers of hardware and software products that are complimentary to the transaction technology industry have enabled DMSE to provide products, services and solutions that can help businesses of every size to grow and prosper. With its in-depth knowledge and expertise, DMSE currently offers an inclusive range of transaction technology solutions that can meet the unique and demanding needs of modern day enterprises, where security, reliability and real-time processing is the way forward.

System Infrastructure Software

DMSE recognizes the vital importance of System Infrastructure Software in delivering secure, optimized and high performance ICT infrastructures and has a dedicated team of ICT professionals focusing on this area.

The company's expertise revolves around conceptualization and implementation of System Infrastructure Software Solutions built upon diverse hardware and networking environments. DMSE's competent staff members who have received specialized training and have been certified by its technology partners such as Microsoft, Citrix, Symantec and VMware, and also in Linux and Open Systems are able to assess, design, scale, develop and implement the most dynamic IT infrastructure that aligns with its clients' specific industry and business goals.

Through infrastructure software, DMSE provides integrated solutions that can address complex business challenges with end-to-end managed solutions that encompass the entire IT eco system, enabling customers to gain full visibility into every aspect of their applications, network architecture and security.



Our service portfolio...

Converged Networks

DMSE has been in the forefront of data networking ever since the first PC Local Area Networks started emerging in the mid 1980s. DMSE was also instrumental in some of the first Wide Area Networking projects to be executed in the country. Today, DMSE delivers state-of-the-art networking solutions from physical layer cabling to the highly sophisticated active equipment that provide superior performance for various types of data and voice payloads. With its networking partner HP Networking, DMSE is ready to deliver solutions that are geared towards Software Defined Networking the next generation in Networking and also to support 'Bring Your Own Device' (BYOD) initiatives.

Through its Network Infrastructure Services, DMSE is in a position to conceptualize, design, implement and maintain complete networking, power and data centre solutions.

Being a Tier 1 partner for Aspect Software, DMSE has implemented some key Unified Contact Centres and supports them on a 24x7 basis. The company is also geared to implement and support Microsoft Lync.

Managed Services

DMSE's Managed Services offer customers the unique opportunity of outsourcing the operations and management of their resource-intensive IT infrastructure to an experienced team of IT specialists from DMSE. This specialized service allows customers to better utilize their IT talent pool as their IT staff is relieved from day-to-day non value adding operations, allowing them more time and flexibility to focus on strategic IT initiatives that can propel their businesses to the next level of success. The company currently offers a wide array of managed services including Help Desk Services, System Administration Services and System Management Services that are delivered by its competent professional staff, adhering to stringent performance standards and objectives, thereby adding more value to the customer's bottom line.



Imaging and Printing

Designated as an hp ServiceOne Expert Partner, DMSE is perhaps the only HP authorized partner in the country that focuses on providing a dedicated service for the HP range of imaging and printing products in Sri Lanka.

DMSE being HP's only Office Print Solution Partner operating in the country, it possess the necessary wherewithal and expertise to provide a comprehensive set of print solutions for its valued customers; installation, support, maintenance and control, along with secure printing, job accounting, colour usage controls and more, thus allowing its customers the convenience of carrying out their imaging and printing requirements in a secure and controlled environment, resulting in higher cost savings and lesser maintenance costs. Apart from direct product related support extended to a diverse clientele, the company's inclusive range of imaging and printing services include everything from routine onsite services to offering technical advice, monitoring and ensuring secure access, printer maintenance and everything else a demanding business would require to keep its imaging and printing equipment in-check and operating to optimum capacity.

Fostered by MAS's drive to adopt state-of-the-art IT platforms and DMSE's superior technical prowess and capability, the partnership between MAS and DMS Electronics has grown from strength to strength. DMSE's simple, yet extremely reliable support service that always extends beyond HP and Microsoft limits, coupled with their 'personal touch' has indeed been crucial to MAS when adopting state-of-the-art technology across its various business operations.

Senaka Harishchandra
Director - IT Infrastructure
MAS Holdings (Pvt) Ltd.

Service Centre

As an HP authorized service partner in Sri Lanka, DMSE is committed to maintaining the highest levels of after sales service that customers of HP are accustomed to. As a best-in-class service provider for HP, DMSE operates a fully-fledged repair and service centre to ensure that users of HP commercial and consumer products receive the best possible after sales care. As an HP certified service centre, DMSE works through a team of qualified and HP certified technicians who possess extensive experience in the repair and maintenance of all types of HP products; PCs, notebooks, printers, scanners etc., and only use HP certified spares, so its customers can enjoy a trouble-free experience with their HP product. What's more, the scope of its repair services is even extended to non-DMSE/HP customers; those who have purchased HP products from any other local or overseas vendor, irrespective of warranty restrictions, thereby offering valued HP customers a comprehensive and convenient service at a competitive rate.

DMSE has been a valued business partner of the National Carrier Sri Lankan Airlines from the 1980s. Since undertaking a groundbreaking project in the year 1999 to supply, deliver and install over 1200 Desktop PCs, Servers, Printers and accessories for Sri Lanka, the partnership between DMSE and Sri Lanka has further strengthened through the years, thanks to DMSE's unparalleled commitment to ensuring round-the-clock reliability in the National Carrier's mission critical IT infrastructure.

Chamara Perera
Head of Information Technology
Sri Lankan Airlines Ltd.

We create the future....

Bringing innovation to life and creating value in the lives of our people has been the guiding principle in our business. As a forerunner in Sri Lanka's ICT industry, we will continue to help our customers to benefit from the plethora of cutting-edge technology products and services that keep emerging on the horizon.

Supporting our customers to benefit from unseen and untapped opportunities will continue to be our top business priority. In doing so, as their trusted technology partner, we will enable them to recreate and reshape their lives to face the uncertain future more confidently; and above all, benefit from the changing technology landscape, so they can thrive in a complex and ever evolving world.



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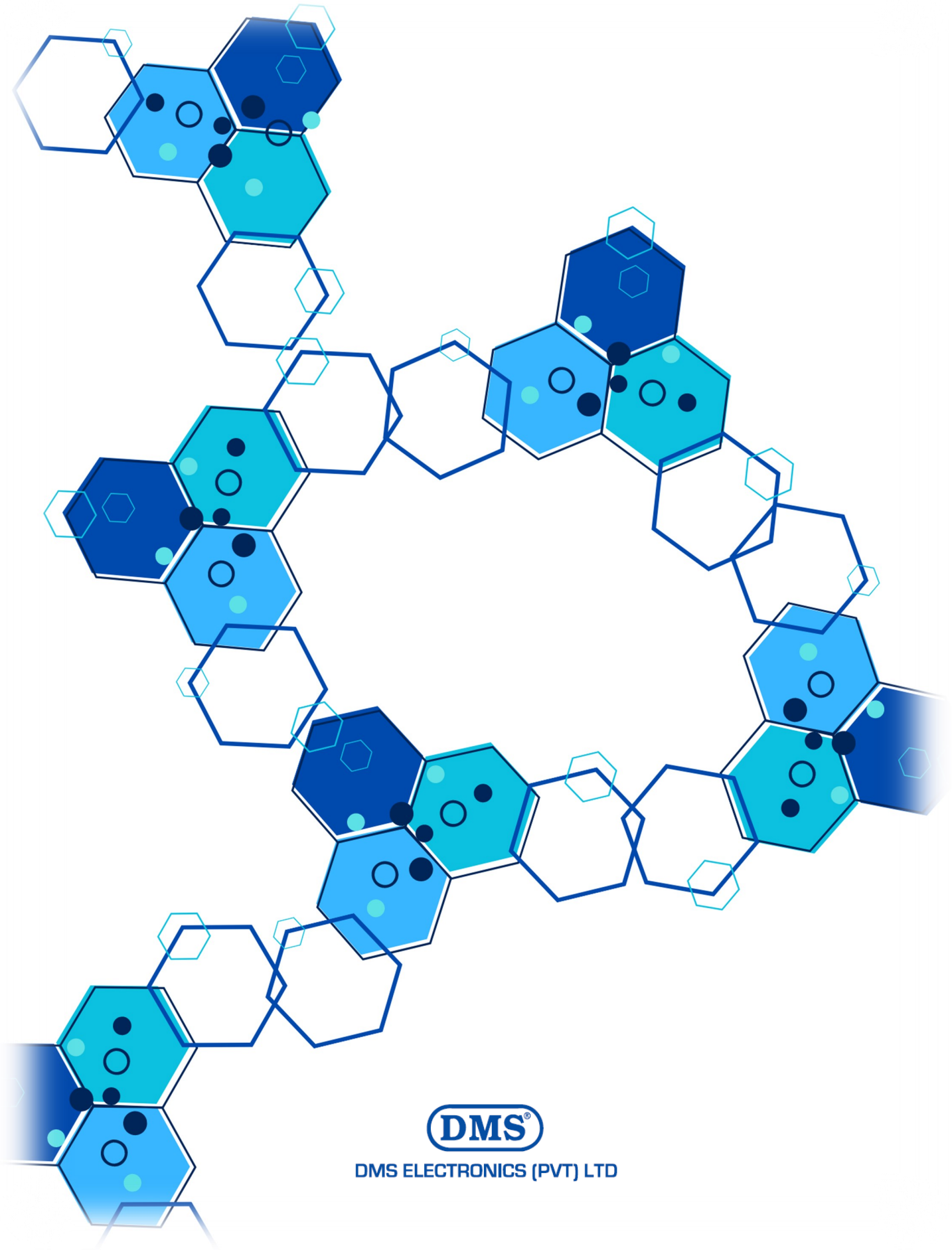
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