

DEPENDABLE  
COMPUTING  
DELIVERED



**VISION:** TO REDEFINE SOGO INTO LEADING IT INFRASTRUCTURE FOR LEVERAGING SOLUTIONS WITH A STRONG DESIRE TO REAFFIRM VALUES AND TO FOCUS ON VARIOUS MARKET CHALLENGES.

**MISSION:** SOGO ENDEAVORS TO CONSISTENTLY EVOLVE IT'S IT PROCESS AND TECHNOLOGY BY CONNECTING IDEAS AND INNOVATIONS WITH CONSISTENT EXCELLENCE, IN THE PROCESS CREATING IMPACT AS WELL AS REWARDING EXPERIENCE TO IT'S CUSTOMERS.

SOGO COMPUTERS WAS ESTABLISHED IN 1993 BY MR G JAYAMUNI RAO. THE COMPANY HAS GROWN FROM A 4 MEMBER TEAM AND ANNUAL TURNOVER OF INR 17 LAKHS TO INR 300 CRORE AS OF 2013.

TODAY, SOGO HAS MADE ITS PRESENCE ACROSS THE TIER 1 CITIES OF INDIA AND HAS MAINTAINED AN INVENTORY OF INR 40 CRORE AT ANY GIVEN POINT IN TIME.

SOGO pioneers in technology re-distribution for global brands such as Lenovo, Apple, Dell, Acer, Hewlett-Packard, Asus, Microsoft, Intel, Canon, Samsung, MSI, APC, D-Link, Seagate, Cisco across Karnataka through different verticals. With 3000 partners across Karnataka we are focused on corporate, pre and post-sales support in hardware, networking, and software.

SOGO has expertise in high-end component imports, manufacturing of motherboards, toners, mouse and monitors, E-Waste management, IT rentals and IT infrastructure solutions through its sister concern companies.

TECHNOLOGY SOLUTIONS



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## IT PRODUCTS & COMPONENT DISTRIBUTION

SOGO provides variety of Products & Components such as Motherboards, Hard Disks, RAMs, Processors and Networking Products sourced internationally through its sister-concern SOGO Synergy.

## PRODUCTS ON RENT/LEASE

We provide a high range of IT products on rental/lease basis in an aim to reduce the CAP-Ex of our clients.

## SERVER SOLUTIONS

We provide services such as server installation, configuration, upgradation and maintenance. We also offer care packs at an additional cost.

## SECURITY SURVEILLANCE

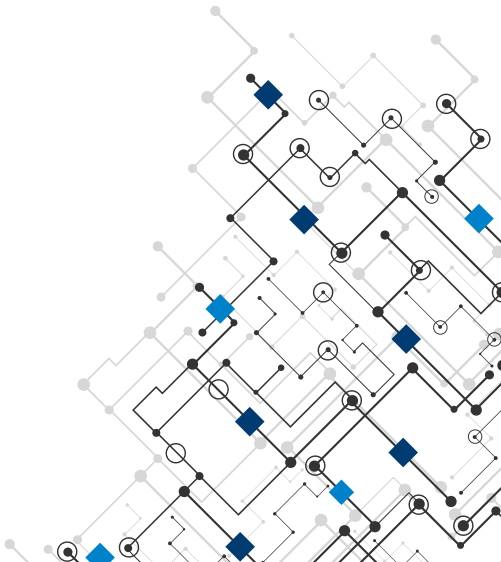
SOGO provides the widest range of CCTV, IP, NVR, DVR and other products like SecuGen Biometric solutions to suit the reliable security requirements.

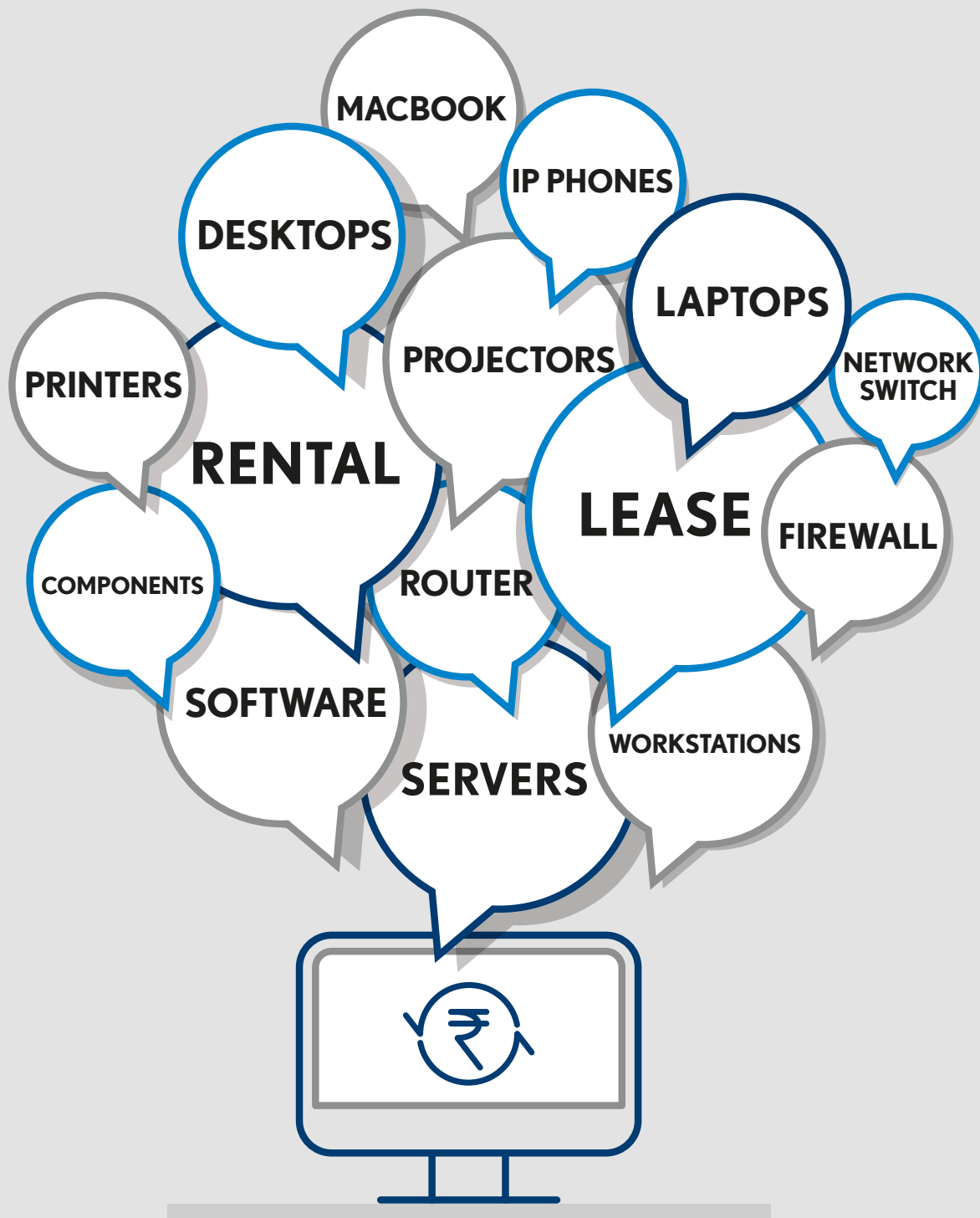
## PRODUCT SUPPORT

At SOGO computers we have a 20,000 sq. feet state-of-art warehouse with an adequate inventory to provide the best support on time.

## POST-SALES-SERVICE

Our team of 70 certified technical service engineers are available to attend post sale services as well as provide value-added services.

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SOGO UNDERSTANDS THE SPECIFIC IT REQUIREMENTS AND CHALLENGES OF CORPORATES, SMB'S, START-UPS AND PROVIDES THE APPROPRIATE SOLUTION TO THEM WITH THE LATEST CONFIGURATION/TECHNOLOGY ALONG WITH DESIGNED SERVICES WITHOUT ANY INVESTMENT TO AID IN ACHIEVING DESIRED PRODUCTIVITY, PROFITABILITY AND SUCCESS.



### CHOICE FOR SELECTION

SOGO provides assured quality and quantity of IT products on a long-term or short-term rental/lease basis as per the requirement of the clients to conclude their projects on time.



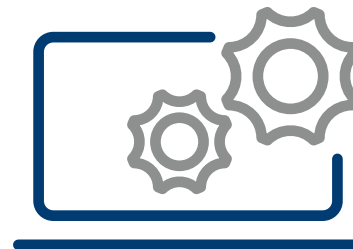
### DEPENDABILITY

Clients can rely on us for door step delivery and commissioning support on site by our qualified team of service engineers.



### SOFTWARE LOADING

Our expert team shall install and update software as per the configuration which saves time and efforts of the clients.



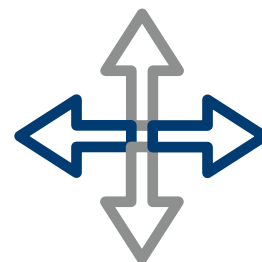
### MAINTENANCE

SOGO's expert team will be on standby for timely and reliable maintenance of any nature of breakdown at no cost to end users.



### SOLUTIONS PROVIDER

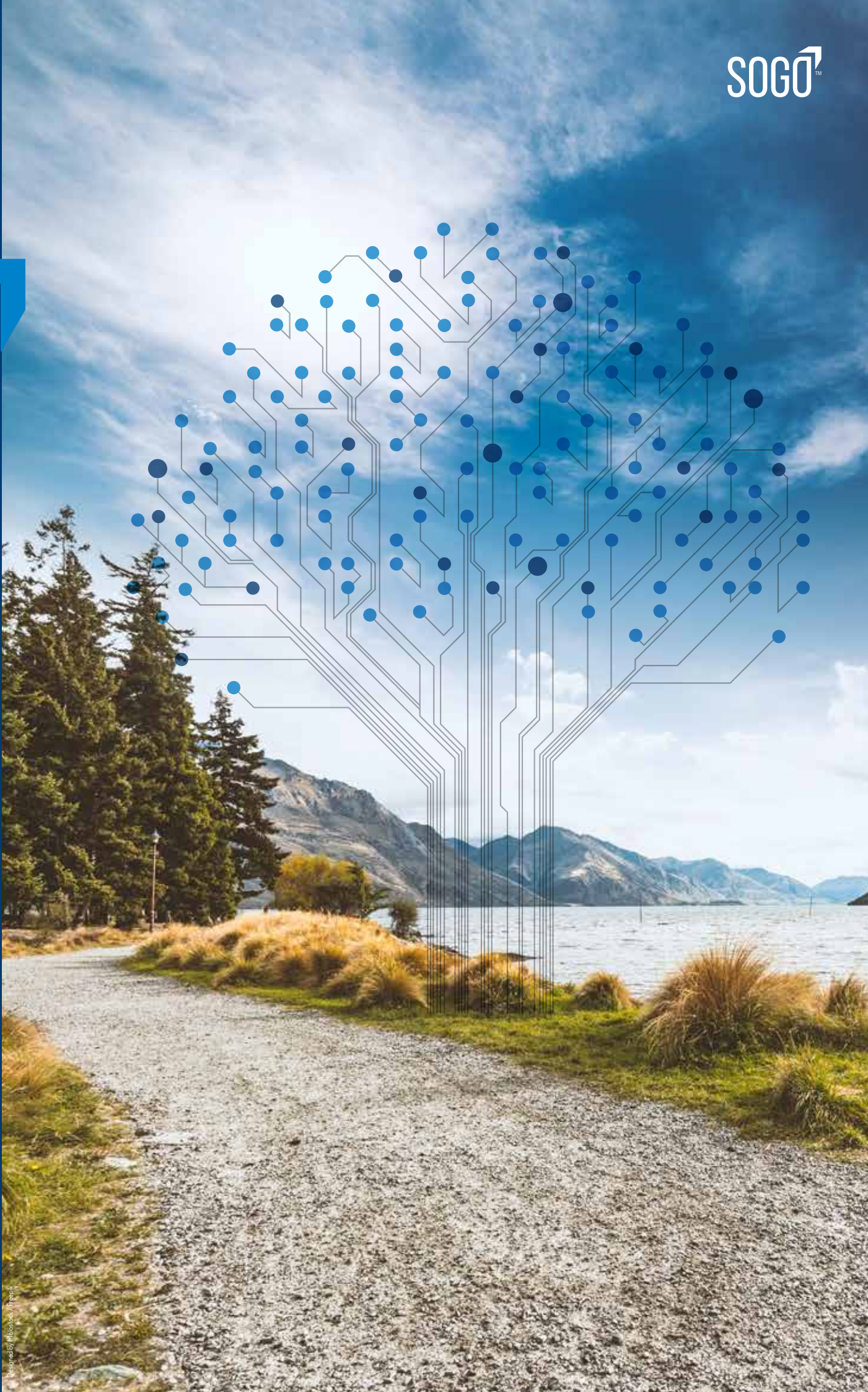
Our Dedicated engineers provide IT solutions and infrastructure management options to clients for their cost effective and successful project completion.



### FLEXIBILITY

We understand our clients need and provide flexibility on the rental/lease period of IT materials for their successful project completion.

E-WASTE SOLUTIONS





SOGO SYNERGY PVT. LTD. IS A MICRO ENTERPRISE UNIT HAVING A CAPACITY TO HANDLE 600MT OF E-WASTE, STATIONED AT BANGALORE. KARNATAKA STATE POLLUTION CONTROL BOARD HAS AUTHORIZED SOGO SYNERGY TO PROVIDE SOLUTIONS FOR THE GENERATION, COLLECTION, STORAGE, DISMANTLING AND RECYCLING OF E-WASTE.

## E-WASTE

Electronics, as we know, are complex devices which are made of various materials. Some of the constituents such as lead, nickel, cadmium, mercury etc., if mismanaged at the end of its life span, could pose risks to human life and environment. Donating or recycling consumer electronics conserves our natural resources and reduces our carbon footprint.

## REGULATORY MEASURES

Our Government is concerned about the proper management & disposal of used electronics and has undertaken regulatory measures in Authorising Facilities that are capable of following the environment-friendly standard process in the recycling of E-waste.

## STATE-OF- THE ART WAREHOUSE

SOGO Synergy has a **State-Of-The-Art Warehouse** measuring **20,000 sq. feet** meant for storage, dismantling and recycling of electronic waste with the support of latest technology.

## ENVIRONMENTALLY-RESPONSIBLE COMPUTER RECYCLING SERVICES

SOGO Synergy is one of the Industry's experienced E-waste re-cycling providers and a strong proponent for **"Green IT Re-cycling"**. We work as your partner in re-marketing IT assets, that still have residual value and recycling those that don't - In an environmentally-responsible way. Any IT assets deemed 'non-resalable' is thoroughly

dismantled in a manner that allows safe extraction of the raw materials, so that they can be reused. We adhere and abide by the Pollution Control Board's guidelines for proper disposal of hazardous e-waste.

## COMPUTER LIQUIDATION SERVICES

SOGO Synergy acquires used computers and other IT assets from the industry. As one of the leading asset management companies in Karnataka, we provide the best computer liquidation services, which enable companies with excess equipment to sell their used computer hardware for the highest possible return on their investment.

SOGO Synergy helps to bring back revenue into your Company's core business and allows companies to accomplish a number of operational goals, including:

- Maximizing the return on the initial cost of the equipment
- Decreasing the total cost of ownership
- Eliminating the cost associated with warehousing the unused equipment
- Increasing usable work space.



EVOLVE  
ENGAGE  
E-CYCLE

## DATA DESTRUCTION SERVICES

Sogo Synergy Provides fully secured Data Destruction Services. In today's business world, information is exchanged online at the speed of lightning. It is more important than ever for companies to have a trusted provider of secure data destruction services to prevent sensitive information from getting into the wrong hands.

SOGO Synergy's professional services meet the standards as identified by US Department of Defence to sanitize computer disks and data so that it can never be recovered. Companies can



rest assured that all of their data is thoroughly destroyed and that their hard drives are either rendered unreadable, formatted to re-use, or physically destroyed.

## RE-FURBISHED PRODUCTS MARKETING

- SOGO Synergy is a specialist in 'recovery-of-life' in equipments & its components by refurbishing.
- We liquidate the refurbished working products through refurbished goods markets at subsidised prices.

## DISMANTLING, STORAGE, AND RECYCLING

The equipment which cannot be refurbished for re-use is either dismantled and remanufactured into raw materials (i.e. metals, plastics, glass) to be marketed as re-cyclable.

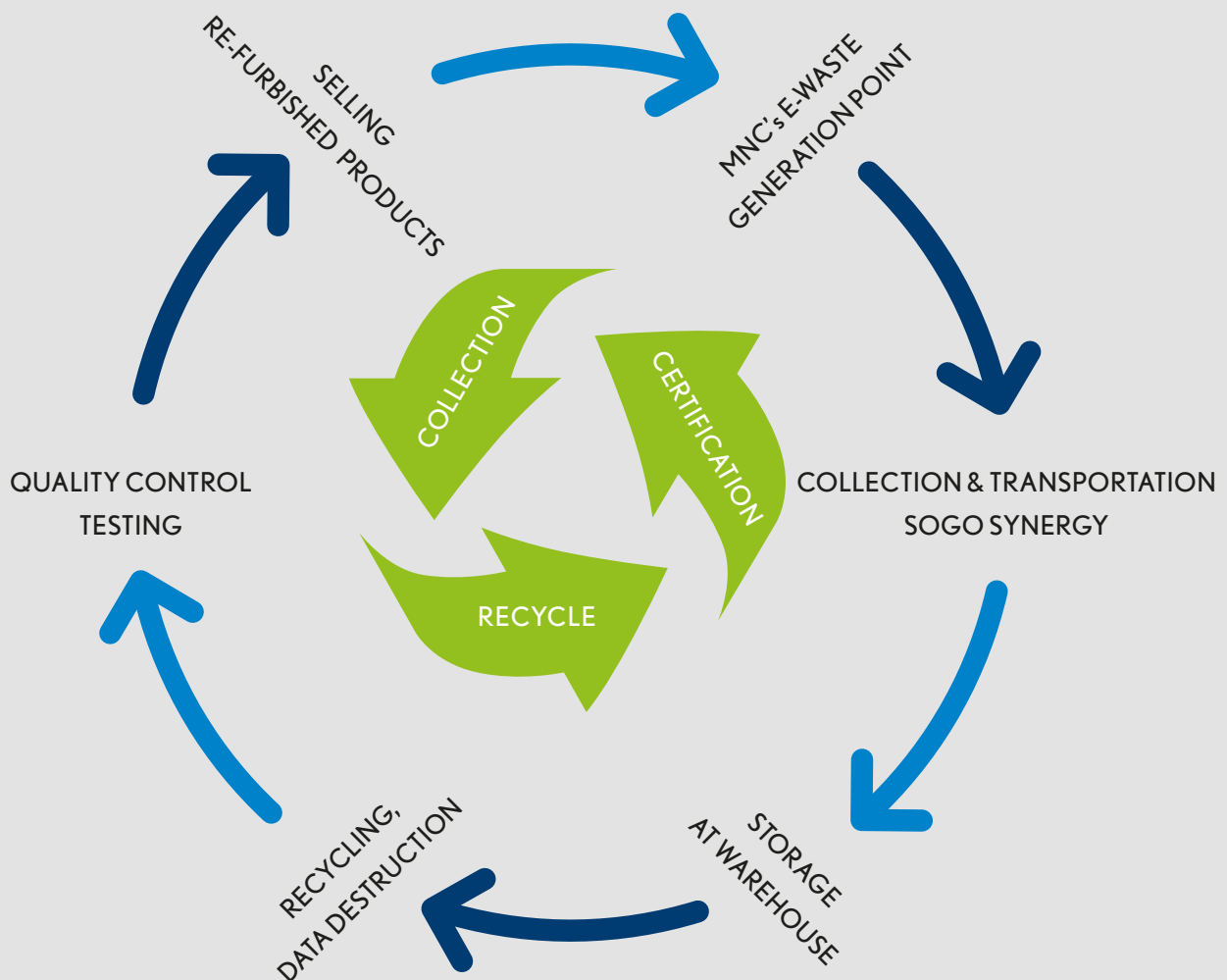


## DISPOSAL

SOGO Synergy ensures that E-waste does not end up in a landfill. It is sent to an agency authorised by KSCB for disposal, who process E-waste in a Zero dumping technology.

## SOCIAL BENEFITS

- We donate a portion of the refurbished products to charitable organizations.
- SOGO Synergy welcomes companies who are willing to donate their unused E-waste which can be collected, refurbished and sent to charitable organizations.



## ENVIRONMENTAL BENEFITS

E-waste is actually not a waste.

The equipment or its parts can be re-used to help conserve our natural resources.

SOGO Synergy follows “3R” E-waste Management Principles; i.e.

**REDUCE > REUSE > RECYCLE**

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