



Optima Group

Company Basic Info

Address: 140 Ferdinand Blvd. , 2nd District,
Bucharest - 021397, Romania
Phone: 0040-21-2526064
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Email: office@optima.ro
Web: www.optima.ro

Key Figures

Established in:
2002
Legal Structure:
Limited Liability Company
Employees (Software / Others):
21 (12/9)

Management

Managing Director:
Gabriel CHIVA
gabriel.chiva@optima.ro
Marketing Director:
Daniel AIZIC
daniel.aizic@optima.ro

Company Profile

Optima Group is a dynamic system integrator for complete mobility, bar code, and business automation solutions, with proven results over the last several years. The company was founded by a group of professionals with expertise in IT solutions and software development both on the Romanian market and in numerous international developments, as well as expertise in project management and business development. The head office is based in Bucharest, and the software development is located in Cluj Napoca.

Goals, Fields and Forms of Cooperation

Optima Group is looking all over the world for partners that are interested to promote Optima solutions in their countries. In the same time, we are looking to find partners with competencies and products in mobility and bar code technologies to promote and implement their solutions on the Romanian market and in other countries from Central and Eastern Europe.

Areas of Specialization

Optima Group products are based on mobile devices and bar code technologies. Our products are customized to each customer and usually are interfaced with the customer ERP. Durin the last 5 years we have improved our products so that in this moment we offer comprehensive functionality for our customers.

Areas of Application

Our products target medium and large customers from different industries: FMCG and Pharma, Banking and Financial services, Telecom, Public Administration, Transportation, Utilities.

Own Products

Optimal Sales and Merchandising is our solution for field automation of sales force.

Optimal Fixed Assets is our solution for automation, identification and accounting for patrimony based on bar code technology.

Optimal Warehouse (WMS) is our solution for automation of warehouse activity based on bar code technology.

Software Projects and Services Offered

A big number of customers have implemented Optima solutions and we want to become a leader in our field. As a result of hard work and respect for our customers, we have managed to add on our portfolio prestigious customers like Ursus Breweries (member of SABMiller), Ministry of Culture, Ministry of Finance, Ministry of Justice, Carrefour, Intersport, Campofrio, Romanian Bank, Procredit Bank, Libra Bank, Intesa San Paolo Bank, Marfin Bank, Italo-romena Bank, Daimler Chrysler, Dufa Deutek, Interbrands (all from Romania), BAT Bulgaria and many others.

Technical Expertise

OS: Windows Mobile / CE / 2000 / XP / Vista

DBMS: SQL Server, interfaces with Oracle, DB2, SAP

Programming languages: VB, VB for Windows CE, Visual C++, Visual C++ for Windows CE, Visual C#, Visual Fox, Adl/Adk, Ndk, PenPal, WaveLink

Web applications: HTML, VBScript, Jscript, IIS, ASP, ActiveX, Dynamic HTML, FrontPage, Microsoft Visual InterDev

Analysis and design: OO Design and programming, N-tier architecture applications

Certification

Optima Group has implemented the Quality Management System in accordance with the ISO9001 / 2000 standard.

Optima Group is a Microsoft Gold Certified Partner, with competencies in Data Management Solutions and ISV.

Markets

The products we develop are mature products, tested over the years with multiple clients from the Romanian and foreign markets.

Character of activities

- Development
- Consulting
- Trade, Distribution
- Others