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Romanian Software Industry Development – Companies' Expectations and Predictions

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Agenda

1. Current Status of the Software Industry
 - Evolution During Economic Downturn
 - Major Buyers/ Target Industries
 - Main Competencies/ Products, Services
2. Provocations & Limitations of the Market
3. Core Values for Future Development
4. ANIS in Brief

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Evolution During Economic Downturn

- Global economic downturn generated non-typical evolution of markets, niches and companies
- On local market, public sector projects slowed down financing or even stopped
- Outsourcing projects maintained or even grew steadily
- Industry turnover in 2009 is estimated at the level of 2007 ~1.3 Billion Eur
- IT industry still counts for +1.1% of GDP

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Major Buyers/ Target Industries

Over the last 5 to 7 years the major buyer industries have remained the same, although corresponding ratios have changed:

- Financial and banking sector
- Utilities companies
- Public Sector
- Telecom companies
- Education system
- Manufacturing sector

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Main Competencies/ Products, Services

- Business Applications: enterprise management (administrative), customer management, production cycle management
- Security Applications and Services
- Embedded Automotive Systems
- Product Design & Development Tools
- Development Services
- Consulting and Implementation - on own or third party products
- Maintenance and Support - on own or third party products
- Specialized Training

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2. Provocations & Limitations of the Market

- Companies are conditioned by the demand from the customers
- Products and services offered are a reflection of what customers are willing to pay for
- The market is not educated enough for adoption of new technology-based management systems
- Demand for innovative products is limited
- SMEs lack vision and development strategies
- There is a significant lack of alternative financing options for development of new products/ technologies

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3. Core Values for Future Development

romaniaIT - Creative Talent. Technical Excellence



Excellence: matching the Romania ICT sector practices with its potential

Innovation: transforming known methods into original and new approaches with endless possibilities for the ICT environment

Competitiveness: turning from the low-cost provider identity to the high-value provider, synonym for client based necessities, mutual trust and professionalism

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ANIS in Brief

Founded in 1998

Niche organization - software and related services

+120 member companies, +25% of the sector turnover

Strategic Objectives:

- Support the local industry and assist its development
- Generate Governmental support to increase use of technology and implement Information Society
- Promote Romania as an IT Country

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Thank you for your attention.
Questions ?

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