



Ro-NeSSI, 2010
IT companies in Western Romania

Context



- ARIES-TM and the “Mihajlo Pupin” Technical Faculty of Zrenjanin, Serbia started working on the “Software for Competitive SMEs” project as part of the Phare CBC 2004-2006 Romania-Serbia programme
- Objective: to increase SME competitiveness in the cross-border region’s towns (counties of: Timiș, Caraș-Severin, Northern, Central and Southern Banat)

Objectives



- A research project was required in order to:
 - Identify all software development companies in the region
 - Identify solutions developed by these companies, showcasing practices that lead to remarkable results

Methodology



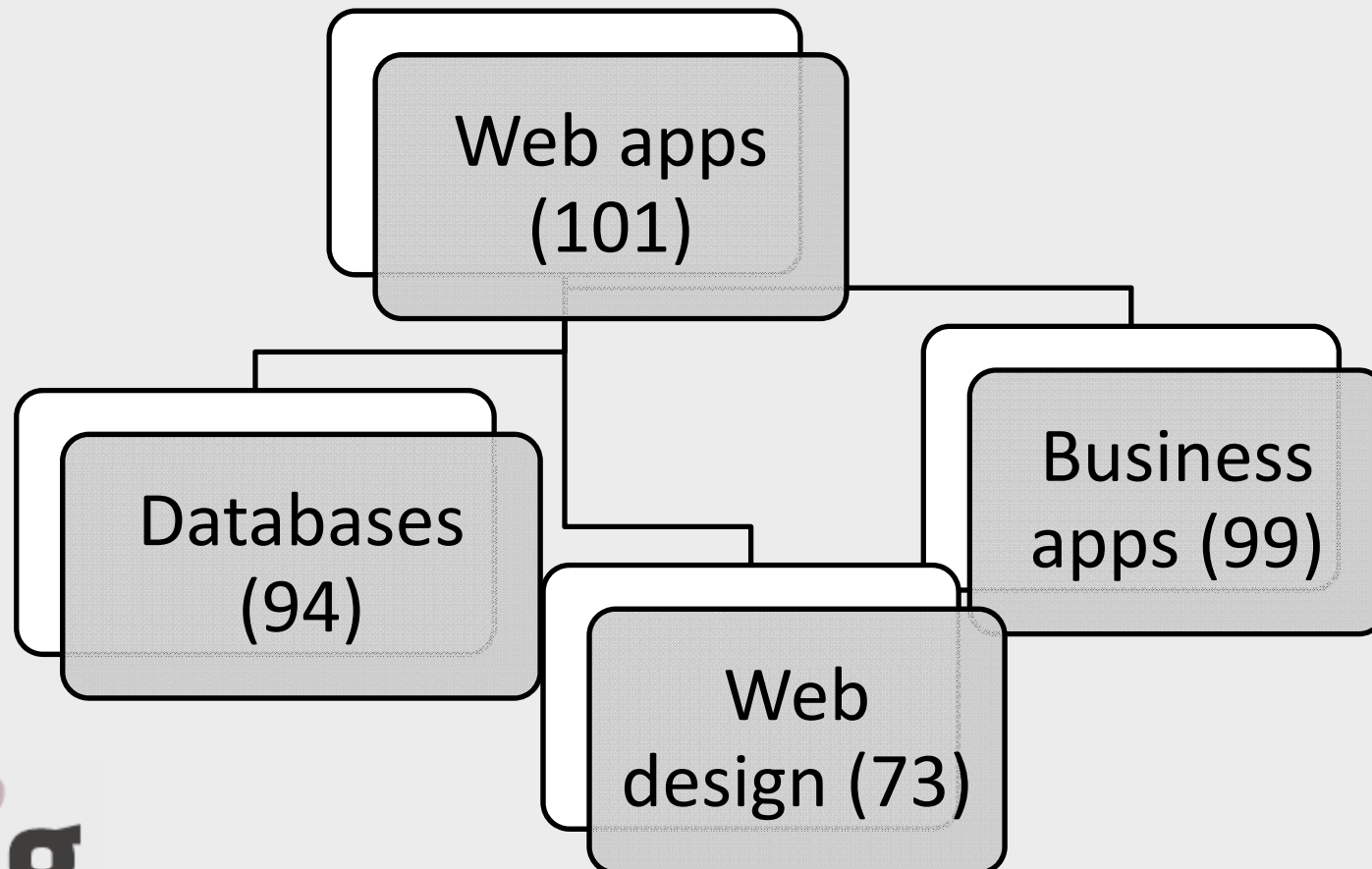
- Prospecting was carried out on an initial 525 companies in the Romanian counties of Timiș and Caraș-Severin, with several dozen companies from the Serbian cross-border region added later
- The study focused on two dimensions: **quantitative** and **qualitative** analysis

Quantitative research



- Main results:
 - Database of 164 IT companies in the region
 - Statistical information regarding the different types of software applications developed
 - Certification information on companies in the region

Most frequent types of applications developed (Romania)

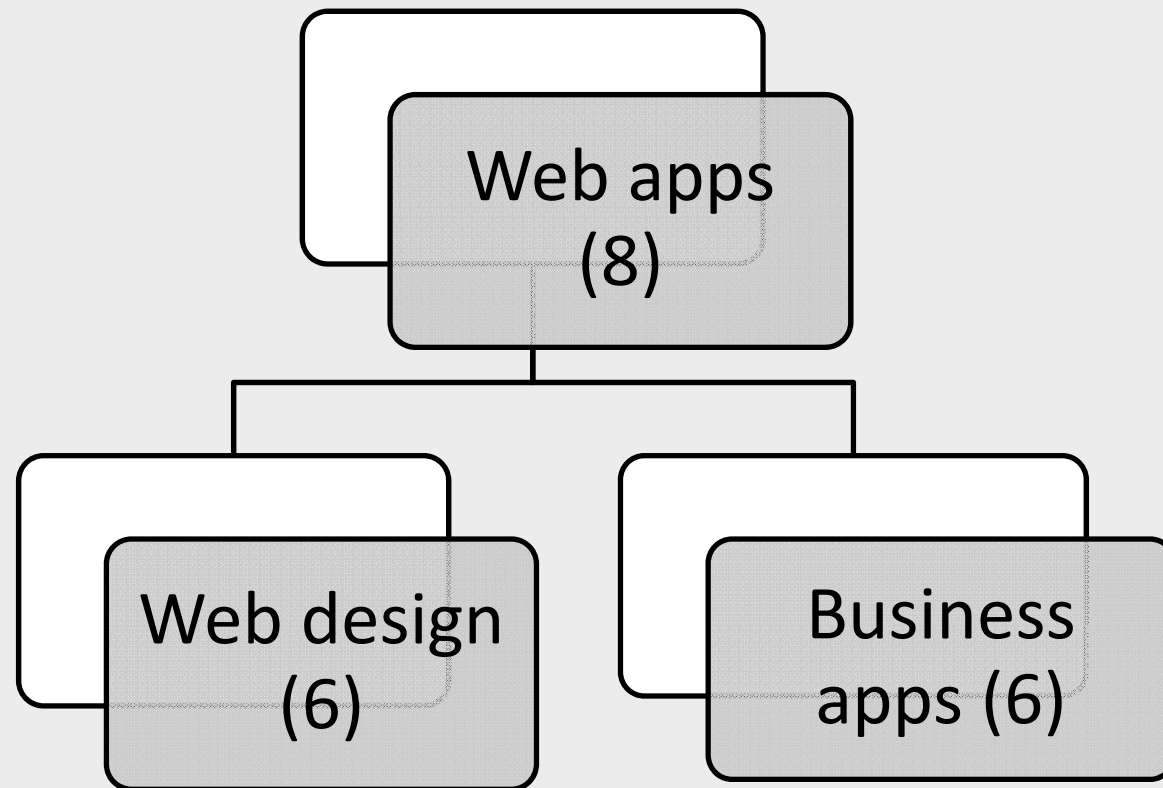


Two-county comparison of applications developed



Description	Timiș	Caraș-Severin
Number of companies who develop web apps	91	10
Number of companies who develop business apps	84	15
Number of companies who develop database apps	83	11
Number of companies who do web design	61	12

Most frequent types of applications developed (Serbian cross-border region)



Company certification



- 12,8% of respondent companies (Romania) declared that they have at least one type of certification
- 1/3 of them are Microsoft certified
- 25% of respondent companies (Serbia) are certified

Qualitative research



- Main results:
 - 28 case studies collected
 - Identified the factors which determine successful cooperation between software development companies and customers

“Software for competitive SMEs” project continuity



- The research component is integrated with the rest of the project:
 - Information dissemination through seminars, workshops and conferences
 - Informative promotional tools (the banatsoftware.eu portal, brochures etc.)

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DOES MARKETING

“Software for competitive SMEs” project continuity



- ARIES-TM continues to:
 - identify software development companies' products and competencies
 - build a regional ICT brand to promote local companies



Thank you





Codruța Nicolescu

Executive Manager

+ 40 356 420444

codruta.n@aries-tm.ro

www.aries-tm.ro

www.banatsoftware.eu

Ciprian Man

Partner, Senior Consultant

+40 722 588 721

ciprian.man@ebig.biz

www.ebig.biz

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