

IC&T company with local presence: The telecom operators are willing to share revenues with their suppliers

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The economic crisis has modified the common business patterns. Today, the mobile operators are willing to share revenues with their suppliers if they can minimize the operational and acquisition costs, as emerging from Bogdan Danila's statement, Chief Financial Officer and Chief Business Development Officer at Computaris International. The company specializes in system integration, BSS technical consulting and software development for software vendors and communication services providers (CSP) in Europe, Middle East, Africa and SE Asia.



The telecom market is continuously growing on all the segments. "We encounter a certain tendency of placing the services in 'the cloud' as SaaS (Software as a Service) instead of dealing with an expensive delivery. The growth rhythm of the above mentioned segment is 25% per year and we already have in our solution portfolio a few such solutions" stated Bogdan Danila in a Wall-Street interview.

Although the telecommunication industry is constantly developing, the mobile operators are currently interested in business models that help them lower their risks. The crisis made them enough cautious to be willing to share their revenues with the suppliers if they can lower the purchasing and operational costs, as Computaris representative mentioned.

"The acquisition budgets have decreased, but not as in other industries. As a matter of fact, the mobile phone is now an integrated part in everybody's life. **Regardless of how harsh the crisis becomes, the communication need will remain constant. But the pressure put on prices from the operators' and suppliers' shoulders is growing.** The competition is bitter and the financial department is getting more and more involved in acquisitions, most of the decisions being taken on cost basis" explains Bogdan Danila.

Headquartered in UK and operating from its technology centers from Poland, Romania, Moldova and Malaysia or onsite, from its clients/partners offices, Computaris was successfully involved in projects deployed at more than 60 mobile operators worldwide in the last 18 years.

Last year the group has registered a 7 million GBP turnover, having a 30% increase in comparison with 2008.

“We were favored by the materialization throughout 2009 of some projects that were in the presales stage a year before. For example, last year Computaris has delivered a real-time billing system in Malaysia”. According to the Romanian Finance Ministry website, the company had a 2.6 million EUR turnover locally during 2008.

The increasing number of projects deployed in 2009 determined a growth in the number of employees. Only in Bucharest and Galati offices from Romania Computaris has more than 100 employees.

“We are in a continuous recruitment process in all the countries we activate in, but also in other countries where we consider opening new offices, such as USA”.

During this year Computaris will significantly invest in the international sales and marketing force and in some future proof technologies approximately 1 million GBP. “We are now covering EMEA (Europe, Middle East and Africa) and APAC (Asia Pacific) region. We would like to have a consistent growth based on system integration projects deployed at mobile operators” states Danila.

In the same time, the company has an active merging and acquisition program, through which it is planning to integrate smaller businesses under its tutelage, being interested in the same time in a possible merge with prestigious players from the market, in order to be able to accelerate its growing ambitions.

“We have a few dozens of projects started in 2009 that we need to deliver in 2010. We are investing in our own products (in the automated testing field, content management etc.) our investment budget being significantly bigger than in the previous years. Taking into consideration last years’ results and the investment in the global sales force, we are counting on the materialization of new projects and we estimate a 30% turnover increase” concluded Bogdan Danila.

Read the full article in Romanian:

<http://www.wall-street.ro/articol/IT-C-Tehnologie/82548/Companie-din-IT-C-cu-prezentarea-Operatorii-telecom-dispusi-sa-imparta-veniturile-cu-furnizorii.html>