



Manager's Profile

Sergei Levteev

Chairman of the Board of Directors
IBA Group
Offices in 12 countries. In CEE: Czech Republic, Belarus, Slovakia, Bulgaria, Russia, and Ukraine.
Parent company: IBA Group, Prague, Czech Republic



Your company's operations in CEE?
IBA Group is one of the largest IT service providers in Eastern Europe. ITO is our major specialization on the global market. We focus on mainframe systems, enterprise applications, SAP solutions, CAMSS (cloud, analytics, enterprise mobility, social media, and security) technologies, and Robotic Process Automation (RPA). IBA Group serves customers in more than 40 countries. The clients are global giants like IBM, Goodyear, Fujitsu Technology Solutions, and Rockwell Automation, as well as many other large-scale and medium-sized businesses. The largest IBA Group's development centers are based in Belarus, namely Minsk and Gomel. In the Czech Republic, IBA Group has development centers in Brno, Prague, and Ostrava. We have also minor development centers in Bratislava, Slovakia, and Burgas, Bulgaria.

Give us some background on your company.
As our management and most of our employees originate from and live in Eastern Europe, the major part of our business is located in the CEE region. IBA Group was founded in 1993 in Minsk, Belarus. The country's reputation for scientific and IT excellence, and its competitive labor market attracted numerous IT vendors. IBM was one of those vendors that came to Minsk more than 25 years ago and became a co-founder of the International Business Alliance (IBA). In 1998, IBM

withdrew its share and IBA began growing independently. In 2005, the company relocated its headquarters to Prague, Czech Republic. The reason for the move was to become a real near-shore IT service provider for European customers.

How will your operations develop in the next 2-3 years?
The IT industry is evolving at a very rapid pace. The last years brought a completely new buyer to the limelight. The buyers are mobile, software-savvy, and innovation-oriented. New trends are coming to life, including artificial intelligence (AI), robotics, atomically precise manufacturing, and the Internet of Everything (IoE). IBA Group proceeded with diversification of its service portfolio and adoption of new technologies, including CAMSS, Internet of Things (IoT), and RPA. In the last three years, we opened offices in Bratislava and Ostrava, and expanded the office in Prague. In 2016, IBA Group opened its own campus in Belarus' High Tech Park with modern office facilities, a data center, and a fitness center. This year, we set up an office in Bulgaria.

In the next 2-3 years, we foresee further growth of our global network of offices and the expansion of the share of projects that deal with new technologies.
RPA and Process Automation - please tell us what your company is doing in this space. IBA Group provides Smart RPA services based on Artificial Intelligence and Machine Learning for customers worldwide. In 2018-2019, we are planning to expand the RPA services and to launch our own RPA solutions. We expect that our services and solutions release up to 30-40 percent of back office employees from repetitive operations, enabling them to focus on complicated and creative tasks. In terms of revenue, we intend to expand this line of business at least twofold.

3 specific bits of advice to other firms considering setting up in CEE.
Eastern Europe has good infrastructure and excellent connections with major European cities. Its labor market is competitive and countries in Eastern Europe have an inflow of young talent. However, human resources are limited and in terms of IT, it would be easier to make a partnership with a local IT company than to set up a new legal entity.

Biggest surprises (positive and negative) about operating in CEE.
Educated workforce, attractive cities, and government regulations that support the development of the IT industry are among the positive surprises. Improvement is needed to achieve deeper penetration of Western European languages in CEE.

Sergei Levteev has been IBA CEO since the company's inception in 1993. In 2005, he was elected Chairman of the Board of IBA Group. Mr. Levteev spearheads all aspects of the company's business efforts, including overall vision and strategy. During his tenure, a small firm evolved into an international group of 2,500+ employees.

- Komerční banka
SSC Lukoil Accounting & Finance Europe
BPO Medtronic
SSC MSD IT Global Innovation Center

- Global HQ: USA | Business type: SSC | Full time employees: 200+ | Services provided: IT specialists.
NNIT
Novartis s.r.o.
SSC Novell
SSC Oracle

- Global HQ: USA | Date started: 2006 | Business type: SSC | Full time employees: 700 | Services provided: F&A | Top local manager: Zuzana Stihlova, Head of Marketing
Ortho Clinical Diagnostics Czech
SSC Panalpina Business Services (Prague)
SSC Pfizer Global Financial Solutions Centre