

[IT Europa Premium only]

Why IBA chose Ukraine for growth

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IBA, the eastern European IT services giant, has added to its existing offices by opening up in Ukraine. This has been a missing part of the map for the Czech Republic-headquartered company which has roots in Belarus and Russia and more than 30 large clients worldwide. With a history of working with IBM and SAP, and going back to mainframe days, IBA is set on expansion, recently opening offices in Astana, Kazakhstan; London, UK; and Kiev, Ukraine.

Ukraine has now become the tenth country in the world where IBA Group has a permanent presence. The opening of IBA Ukraine is a part of the IBA Group's strategy aimed at the expansion of its presence to the regions where its customers are based. IBA knows the local situation well, having already worked there with partners, and knows it is a very competitive local market for IT services.

Igor Pastushenko (above), former head of IBM Ukraine, has been appointed as Director of IBA Ukraine. He tells *IT Europa*: "Ukraine is of interest because of the latest changes in its banking, energy, transport, agri- and industrial sectors, where IBA has strong competence. We see a growing demand for professional IT services that could support business initiatives aimed at higher effectiveness and efficiency. IBA together with its customers is going to create business value for both sides."



IBA confirms the growing demand for Business Intelligence, Corporate Performance Management, workflow management and ERP systems in the region. Sergei Akoulch, First Deputy CEO, IBA Minsk, says: "The setup of the new company in Ukraine is the IBA Group's natural outgrowth. We implement the strategy of the "walking distance" access to our potential customers. This strategy allows us to demonstrate our capabilities clearly and support existing partnerships more efficiently, consistently improving quality of our services and creating competitive advantages for our customers. "

Igor Pastushenko confirms: "We are able to offer to the market of Ukraine with its well-developed finance and industrial sectors vertical industry and IT expertise, a wide range of proven solutions and services based on our propri-

etary software products and on platforms of world IT leaders, including IBM and SAP. The Ukrainian market is not new to us. IBA was active there through its partners. For example, we completed a large-scale project on the optimization of business processes and implementation of a workflow system based on Chancellor, the IBA's document management product. IBA executed the project for MTS Ukraine in cooperation with InfoPlus."

Igor Bordak, IBA Gomel Deputy Director for Business Development, added that in the near future, IBA Group is planning to implement projects in Ukraine using experts from IBA Gomel, the second largest development center of IBA Group. IBA Ukraine will be eventually expanded to employ local IT and business specialists.

According to Pastushenko, IBA is aware of the strong competition in the Ukrainian IT market. It is up to Ukrainian companies to select the IT provider and IBA is willing to meet their most challenging expectations.

Two weeks ago, the Ukrainian Cabinet of Ministers adopted the 2012 plan of immediate measures concerning the country's integration with the European Union. This covers internal reform issues including institutional reform in Ukraine, as well as questions of deepening Ukraine-EU ties: visa liberalization, cooperation with EU police and justice offices, expanding trade cooperation, etc. Besides the listed domestic reforms, the document stipulates measures to enhance regional development of the country, restructuring of the national gas managing company Naftogaz, as well as preparations to the Association Agreement implementation.

Ukraine and the EU share a 1,391 kilometer long border and have established close cooperation in a number of areas. The EU is one of Ukraine's key trade partners with the trade volume in 2011 constituting \$44bn and demonstrating a 36% growth. European integration has been a long-term foreign policy goal for Ukraine. The Association Agreement will regulate political cooperation of the partners, as well as introduce the Deep and Comprehensive Free Trade Area between Ukraine and the EU. Currently the sides are working on the technical aspects of the document preparation for signing and further ratification.