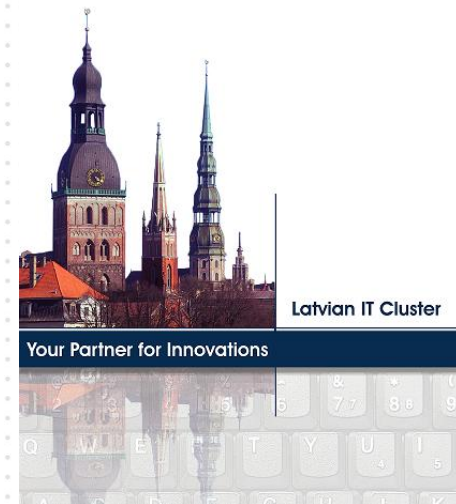


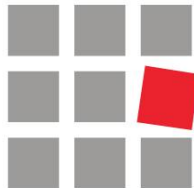
Inspiration  
Responsibility  
Development  
Expertise  
Stability

# ***Latvian IT Cluster – your partner for entering ICT business in Latvia***



Lilita Sparane  
Executive Director

April 14, 2011  
RTU, Riga

LATVIAN  
  
IT CLUSTER

*Just a few points...*



# *We are also proud of...*



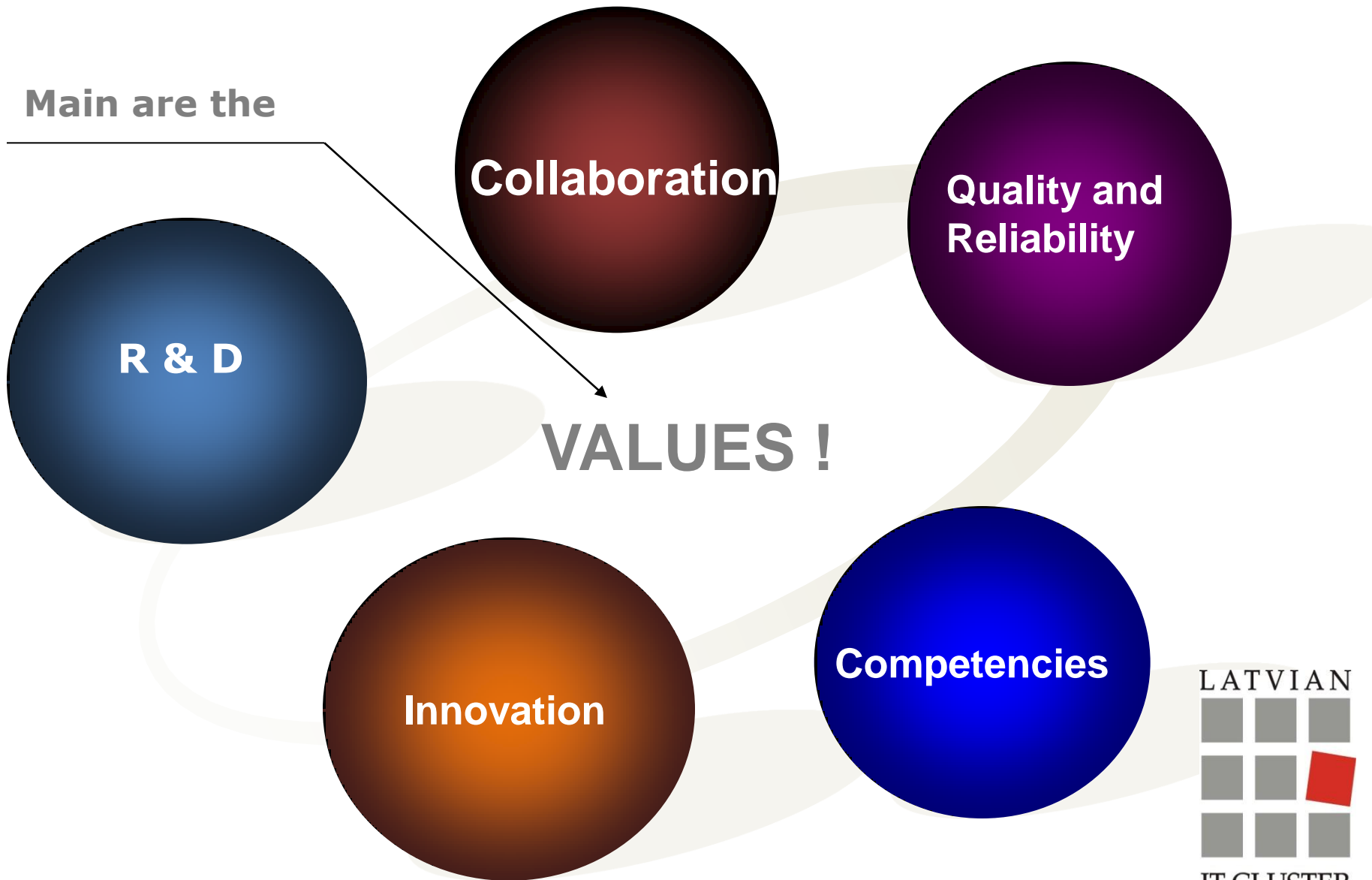
# History



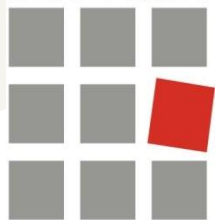
- Founded – November 4, 2005  
(1st basic stone in 2000, legal form – 23.11.2007)
- Agreement (co-operation, collaboration, co-opetition)
- Code of Ethics
- Founded by 10 IT companies (20 companies and 12 R&D institutions now)
- Monthly Fee
- Administrative staff

***WE GO FOR...***

Main are the



LATVIAN



IT CLUSTER

# IT Cluster Companies





# Co-operation Partners



**LATVIJAS  
UNIVERSITĀTE**



Latvijas Universitātes  
Matemātikas un informātikas institūts



**Belarusian High Technologies Park**



**Rīgas Tehniskā universitāte**



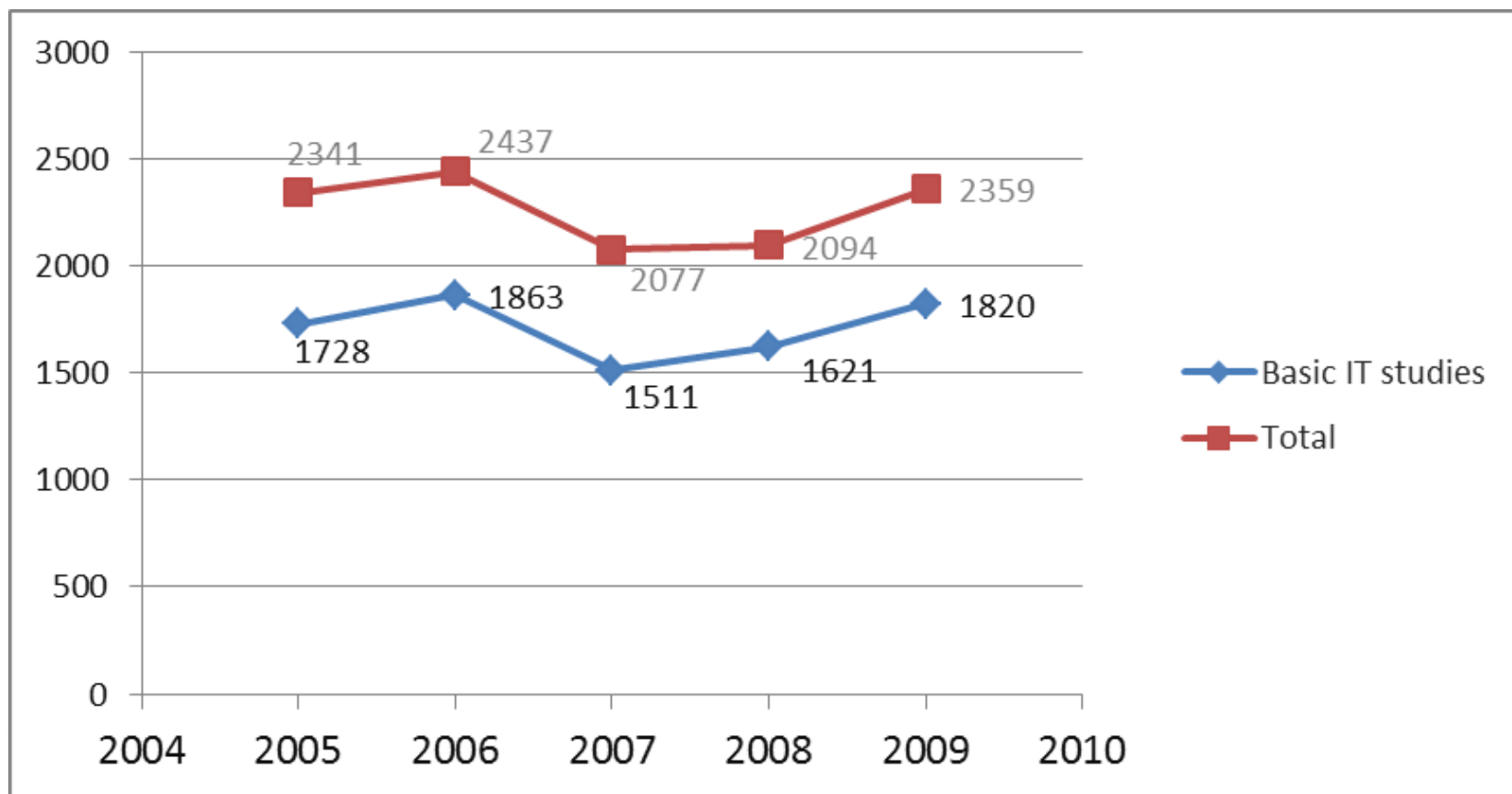
**LATVIJAS LAUKSAIMNIECĪBAS UNIVERSITĀTE**

**RBS** RIGA BUSINESS SCHOOL  
*Riga Technical University*

**VENTSPILS AUGSTSKOLA**



# *ICT Students in Latvia*





# *IT Cluster Highlights*



- Good brain-pool from various local universities
- Cost based salaries
- Demanding customers require high competence
- Good competence in CIS markets
- A number of the local IT developers operate worldwide

**We offer a “full basket”, not a “single berry”**

# *IT Cluster Highlights (cont.)*



## **Qualified IT personnel available:**

- Software developers ~1500
- Testing professionals ~ 240 certified professionals (ISTQB & others)
- IT Project management ~ 250
- System analysts ~ 120
- Computer graphics & web design ~ 100
- User support ~ 150

Other competences: quality control, security solutions, business analysis, functionality audit, etc...

# WHY TRUST LATVIA?

***“Came for cost, stayed for quality!”***

- **Quality certificates:** ISO 9001; ISO 14001; CMMI level5, ISTQB etc.
- **Industry certificates:** Microsoft, Cisco, Oracle, LINUX, HP, IBM, etc...

in areas of - Project management (PMI; Project+...), Security solutions, Voice solutions, Network equipment configuration & maintenance, Database administration & maintenance, Visual Studio programming, SQL 2005&2008 development & maintenance, ...

# *Key industry segments with IT expertise*

## **Finance**

Payments (card, micro-, online)      Anti-fraud      Automated decision making

## **Insurance**

Introduction of online policies

## **IT development**

Custom-made or adaptation of international products  
Competence in servicing public institutions (state, municipal, specialised)  
DB management systems  
Linguistic systems

## **IT consultations**

ERP (SAP), CRM, accounting      Business process outsourcing

## **IT infrastructure**

Data centres      Support to users of PCs and peripherals in different languages

## **E-governance**

## **E-health**

# *Case Studies*



*...IT helps to save and to reduce costs....*





# IT Demo Center

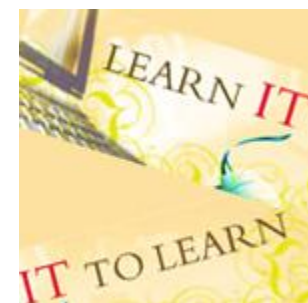
## LV-EE project «ICT DemoNet»



Linking Estonia and Latvia  
Part-financed by the European Regional Development Fund



European Union

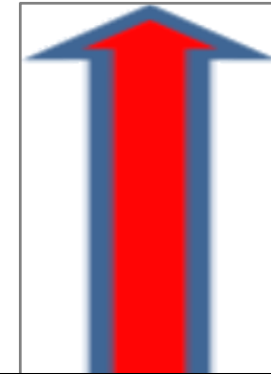


# *IT&T Messe in Austria*



# CROSS-SECTORAL APPROACH

INTEGRATION  
RECIPROCITY  
COMMON LANGUAGE  
SHARED VISION & VALUES  
SHARED FINANCIAL RESOURCES  
NEGOTIATION  
JOINT DECISION-MAKING  
TRUST & RESPECT  
BRIDGES  
CROSS-SECTORAL TOLERANCE  
CONFLICT RESOLUTION  
CO-ORDINATION  
COLLABORATION  
COMMUNICATION  
CO-OPERATION  
CONSULTATION  
INFORMING  
NETWORKING  
LIAISON  
CONTACT  
FRAGMENTATION



Level of  
engagement  
between the  
sectors  
increases in  
the direction  
of the arrow

**Sectoral approach**



# *IT applications can help to*



manage our natural resources better



monitor and prevent natural disasters



spread environmental awareness

...and much more...

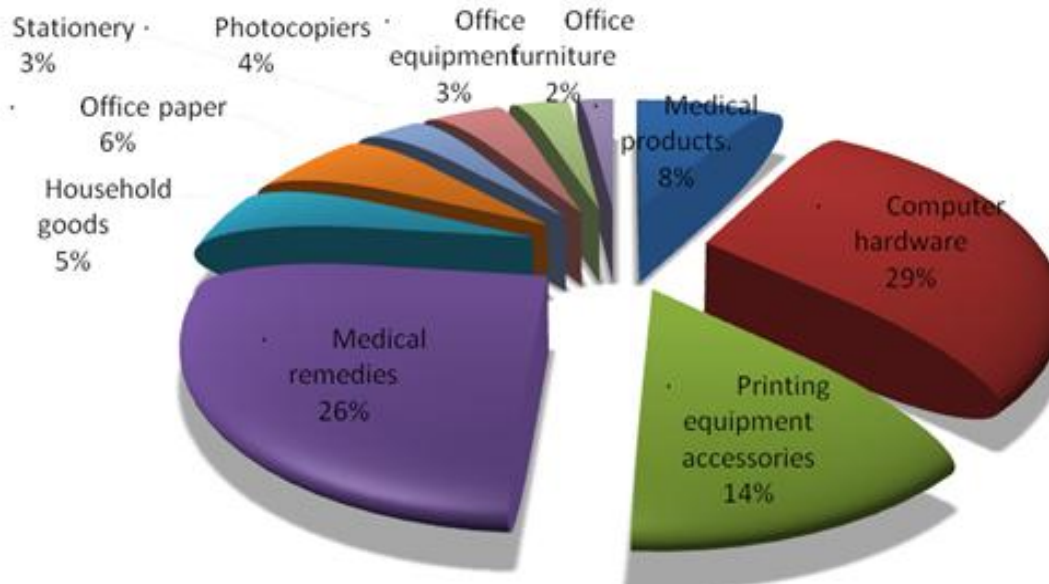
## *IT should be regarded more as a solution, rather than a problem!*

## Benefits:

- frees financial resources for each buyer
- reduce suppliers expenditures on preparation of proposals for tenders
- does not discriminate small and medium enterprises
- system users can save time and money by using standardised processes in business performance



## Overview of transaction amounts in 2010 (% by e-catalogues)



## State Electronic Procurement System

# Banking & Finance



- issuing and accepting payment cards
- processing card transactions
- experience with e-commerce and fraud prevention

References cover not only Baltic and Western-European geographies: clients are also in Scandinavia, CIS and in Africa



**Tieto and Cerdo  
Bankpartner –  
high quality card  
issuing services to  
multiple banks**



## e-Health:

**Smart  
Medical:  
automated  
payments  
system for  
health  
insurance  
clients**



# BRIDGING THE LANGUAGE DIVIDE

- ▶ Language technologies – the most cost and time efficient instruments to enable multilingual communication and information exchange (machine translation, speech technologies, cross-lingual information analysis, etc.)
- ▶ Develop new generation of smart and “language-enabled” services like:
  - mobile speech-to-speech translation
  - cross-lingual search and machine translation for multilingual web, e-Government services, digital libraries and cultural heritage collections
  - “intelligent” applications for business and governments



## LANGUAGE SHORE – Global Partnership R&D



Tilde	Latvia
National Library of Latvia	Latvia
University of Latvia	Latvia
Ventspils University	Latvia
University of Tartu	Estonia
University of Helsinki	Finland
Institute of Icelandic Language	Iceland
University of Bergen	Norway
Norges Handelshøyskole	Norway
Copenhagen University	Denmark
Uppsala University	Sweden
PicSearch	Sweden
Gothenburg University	Sweden
University of Edinburgh	UK
University of Sheffield	UK
University of Leeds	UK

## UK–NORDIC–BALTIC PARTNERS IN LANGUAGE TECHNOLOGY R&D

**TILDE**

**LANGUAGE  
SHORE –  
Global  
Partnership  
R&D**

LATVIAN  
IT CLUSTER

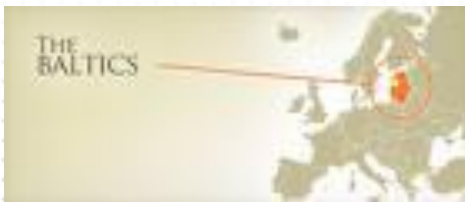
# ***Collaboration models (1)***



- **Custom-made software (separate projects)**
  - Medium-to-large Latvian IT companies ready to provide price estimates and discuss technical capacities
- **Continuous service (outsourcing, regular batch-work)**
  - Integration of Latvian partner possible and not resource-consuming
  - Detailed cooperation agreement still suggested
- **Joint applications**
  - E.g.,technologically challenging international or state-level projects - a big challenge for IT companies

## *Collaboration models (2)*

- Consumer market is open for new products
- Localization is not an issue, in case partnering with a local company
- B2B market very diverse, companies with modern management & IT systems
- ERP and CRM already offered widely



# *Come and join us!*

- Latvian IT Cluster ([www.itbaltic.com](http://www.itbaltic.com))
- LIAA ([www.liaa.gov.lv](http://www.liaa.gov.lv))
- Professional associations – LIKTA – Latvian Information and Communication Association ([www.likta.lv](http://www.likta.lv)) and others
- Latvian Chamber of Commerce and Industry



...and others.....





# *Thank you!*



**IT Cluster ready to facilitate and support,  
maximizing your gain from working with  
Latvian IT companies**

*Lilita Sparane, CEO*

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