

Strategic Planning for the partner company in the EU

CHALLENGE

IT company based in the EU, whose business includes the development and implementation advanced IT solutions for telecom regulators, telecommunications operators, financial institutions and which operates in Europe, Africa and Asia wanted to expand its operations in Serbia. Established contact with Fractal Dimension and Possibilities for cooperation in the field of strategic planning in the performance Serbia.

APPROACH

Having a partner familiar with the perspectives provided by the engagement of FD, and after a period of familiarization with portfolio partners, established a strategic partnership in order to design performances in Serbia. It is recognized that good knowledge of the IT market in Serbia by FD, contact with key customers, accepted methodology and form of performance. Agreed way and model promoting solutions, contracting presentation to key customers and strategic alliance with IT companies in Serbia to joint appearances.

RESULT

FD was familiar with the preparation of a project for one of the biggest companies in Serbia in order to create web -based ECM platform. Partner The company has already developed and put into operation in one EU country from a similar service based on developed its own ECM solution. FD through several technical sessions acquainted with the possibilities offered by existing solutions , as well as the degree of adjustments that needed to be made in order to be able to perform at upcoming competition . Proposed is an IT company from Serbia as a potential partner for the show, because of better positioning and ability to provide support during and after the project. The proposed form of performance is accepted, the FD has taken an active part in the preparation of technical and commercial part of the offer , and the final decision was to partner. In the competition that followed a joint offer EU partners and IT companies Serbia is assessed as suitable and cheapest and proposed signing agreement on implementation.

CONCLUSION

Good knowledge of developments in the IT industry in Serbia has a Fractal Dimension and developed its own solution partner companies from the EU with a good selection local partner for the project resulted in a successful participation in the competition in Serbia.