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Fast Forward

It seems that Cluj-Napoca software development community really hit the ground running in H1 of 2011. Even if the signs of this good start may be seen only at the end of the year, we are inclined to expect positive figures and an enforcement of the city rankings on the IT&C map in the CEE region.

This time, we chose to look at the wider specific traits spectrum that propels Cluj-Napoca as an offshoring and outsourcing destination. We had a deeper look at the health care IT systems evolution and tried to outline the reasons why Romania is becoming an emerging offshoring destination in the field, competing with some of the largest countries in the world. Next, our focus section shifted to the critical analysis of the social portals phenomenon, sensing the direct impact on our personal lives. A subject of great relevance for our customers and team, the contribution of IT sector to the smart energy use, stirred our minds and reflections upon the importance of a consistent corporate energy strategy. In the end, our Company Papers 4th edition sums up the events we have attended during the last three months and part of the relevant findings released for the public.

Hoping that you will enjoy again the fresh breath of information that we have carefully prepared for you, we enter the summer with all engines turned on.

Codespring Team.

Cluj-Napoca Hot Spot for BPO/KPO/SSC Companies

The practice of outsourcing B2B operations has significantly risen in popularity in recent years. Romania has been identified as a preferred nearshore location due to its solid technical proficiency, widespread foreign language skills and a large workforce at a competitive wage rate. The outsourcing market moves from a competitiveness model based on cheap manpower to one built on cheap brainpower. Bucharest is in competition with top large cities to attract Business Process Outsourcing (BPO) and Shared Service Centers (SSC) operations. Knowledge Process Outsourcing (KPO) activities are to emerge in Romania in line with other CEE countries.

Key ITO Industry Trends

Offshoring of business services to CEE grew by 15% in 2010, surpassing expectations. More than 33,000 additional jobs were relocated to the CEE region which now offers more than 250,000 jobs according to the latest McKinsey & Company Report.

A 2009 report published by CEEOA estimated the ITO market in CEE to be worth USD 3.1 billion, up by approximately 25% year on year. According to Gartner, the CEE ITO industry faced only insignificant decline of 5.1% at the end of 2008 – early 2009, when the financial crises had severely struck the world economies. In this period, ITO activity was characterized by focus on implementation of basic functionalities rather than execution of end-to-end development. North American and Western European large-scale enterprises chose to either outsource their projects nearshore or continue their existing outsourcing contracts in order to maintain their competitive position in the long run and to avoid extra investments in moving and completing operations in-house.

The recession has changed the profiles and geographical orientation of IT outsourcers: before 2008 major procurers were large companies who turned to offshore outsourcing

to cover domestic market labour shortages. Today, these companies no longer outsource full life cycle software development projects, but engage in service-level agreements. Moreover, ITO appetite has decreased among big enterprises as a result of increased in-house IT personnel loyalty. Currently, ITO activity is performed by small to medium sized companies, start-ups, venture capital backed companies and non-profit organizations. These companies cannot afford to hire expensive domestic IT labour force, as they would not even be able to get use of their expertise and experience for their short and small-scale projects. They simply choose nearshoring to cut costs and to keep their IT services at a competitive level.

In the past years, US companies were the main market players of the CEE ITO market. They chose to expand their offshore operations to CEE to ensure a back office or an alternative for business continuity, if something goes wrong with their Indian suppliers.

According to Everest Market Vista Research, in 2009 36% of all ITO contracts were signed by EU companies. This figure suggests that Western Europe and UK are gradually gaining dominant terrain in the global ITO market, catching up with the United States.

In his European IT Outsourcing Intelligence Report from 2010 IT Sourcing Europe has assessed selected CEE countries on a 5-point scale (where 1 is unsatisfactory and 5 is excellent) in terms of macroeconomic environment, innovation and emerging technology, innovative business models, IP security, software development costs and overall availability of resources for effective nearshore development. The assessment results have shown that Romania is the third most favourable place for Western European companies seeking to outsource their entire IT function.

Country	M/E Environment	Innovation	Innovative Business Models	IP Security	SD Costs	Availability of IT Resources	Average Score
Ukraine	3	5	5	3	5	5	4,3
Belarus	3	3	3	3	3	4	3,1
Russia	4	4	3	3	3	5	3,6
Poland	5	4	4	4	4	3	4,0
Romania	4	4	4	4	3	4	3,8
Hungary	4	3	3	5	4	3	3,6

Fig. 1: Selected CEE Countries' ITO Service Offerings. Source: European IT Outsourcing Report 2010. Part 1: Central and Eastern Europe, IT Sourcing Europe Ltd.

According to CEEOA's 2008 CEE Review Report, there were 580 domestic and international IT outsourcing companies in Romania in 2008, with 12,000 IT employees working for the industry. Romania's total ITO market value was worth EUR 300.5 million.

BPO Overtaking ITO Services

A study published by the London School of Economics and Political Science states that the global BPO market grew at a faster rate than the ITO market in the previous years. In 2008, the global ITO market was estimated to be worth between \$220 and \$250 billion, while the BPO market was less. The estimate for ITO market, over next five years shows that it will grow by 6-9% per annum while BPO expenditures are likely to grow by 10-15% a year, from \$140 billion in 2005 to potentially \$230 billion by 2013.

BPO companies entered Romania's top employers list. Cluj-Napoca became leading shoring destination, competing with Timișoara. BPO centers have either been set up in large Romanian cities or entered the Romanian market through acquisition of local companies. The majority of the main BPO players from Bucharest have each opened at least one service center in large cities, around the main established university centers. To name just a few: Wipro, HP, Siemens, Bosch have expanded in Timișoara, Intesa San Paolo Bank, Route 66, IBM's second center has opened up in Brașov, Capgemini set up offices in Iași, XL World opened operations in Iași, Bacău and Oradea. Cluj-Napoca has emerged as a BPO hub not only for software development services, but for IT helpdesk, financial & accounting, procurement, audit, tax and advisory services.

'Celebrating three years in Cluj confirms our belief that the economic environment of Cluj and the Transylvania region is competitive and has a significant potential for growth. The KPMG Cluj office team is consolidated and (...) we are readily available to assist our clients in Cluj and in the entire Transylvania region.'

Adrian Vascu
KPMG Director for Advisory

KPMG has opened an audit & tax advisory service center in Cluj-Napoca, serving banking, pharmaceuticals, energy, insurance, cosmetics and chemical industries.

Sykes is a US based BPO service provider in communication, financial and medical services, technology, transportation and entertainment. The office opened in Cluj-Napoca in September 2010 works exclusively for the South-Korean

company Samsung in Europe, with focus on technical support and client service.

The **HP** BPO centre in Cluj-Napoca works with employees in California on data centre automation software sold globally and designed to help in allocating IT spend and resources based on business priorities. IT service centre was opened especially for companies from Western Europe with outsourcing agreements in the country.

Remarul 16 Februarie has signed an agreement with Bombardier through which Remarul will produce in Cluj-Napoca train sets under the license of Bombardier.

Other important BPO service providers with offices in Cluj-Napoca are: **Genpact, PwC, Emerson, EXL Service** and **Deloitte**.

KPO in Cluj-Napoca

Knowledge Process Outsourcing (KPO) is defined as the intellectual equivalent of BPO and has become popular in the last four or five years due to the fact that major international investment banks or multinationals in other

'We selected Cluj-Napoca to set up our delivery center because it will strengthen EXL's multilingual capability and provide access to a very deep talent pool. Cluj is fast emerging as a leading outsourcing destination in Europe and offers high quality skills in finance and accounting services.'

Rohit Kapoor
President and CEO EXL Services

sectors need to reduce their market analysis and research costs. The delivery centre of **Evalueserve** in Cluj-Napoca offers Business Research, Investment Research, Intellectual Property Research and Data Analytics services to European clients. Evalueserve selected Cluj-Napoca to set up the European research centre as it is located at the crossroad of Western, Central and Eastern Europe, giving it diversity in terms of foreign language speakers.

Shared Service Centers (SSC) in Cluj-Napoca

SSCs in the region evolve into advanced business units handling strategic processes based on knowledge and requiring highly skilled specialists (this type of service is closer to R&D activity than the transactional scope of typical shared services). **Office Depot** opened a SSC in Cluj with the purpose of supporting back-office financial operations at a pan-European level. The Cluj SSC is the first of this kind Office Depot has opened in the world and it is for the time the only office the company has in Romania. (T. Sz.)

Health Care IT Systems & Services Dilemma

The Internet has developed as an efficient tool to share health information, enabling users to access and sense data at their fingertips. More and more complex problems in the health field require progressively sophisticated computer software, distributed computing power, and standardized data sharing. Modern technology enables patients to investigate and arrange healthcare anywhere in the world from their home computer directly or with the advice of specialised parties. Globally and locally, practitioners and patients force CIOs to decide the systems that should be implemented in order to best serve the medical & health care environment.

The Codespring involvement

Codespring software development team has been integrated in various projects by private and public entities, both national and international. Expertise in the sector relies upon the development of various applications and

Codespring project: Dr.Info
Customer: Hungarian Ministry of Health

Project description:

The main goal of the Dr.Info portal is to provide information about medical institutes, doctors, civil organizations, pharmacies, medical aids and medicines in Hungary which comes from sources approved by the Hungarian Ministry of Health. The rest of the information published is managed by appropriate users of the system through the administration area: news, faq, medical dictionary, direct questions, related links, etc.

A notable feature of the portal is the capability of medicine interaction, substitution and allergy inspection. A special importer application was written for external database synchronization. The application is accessible from touch screen terminals spread all over the country.

Technical Details: The application is written in Java and is running on Apache Tomcat. MySQL is used as database server. Ajax is used for suggest field implementations.

implementation of client and patient management system. Due to the high importance of accurate data management, Codespring imagined for each project a highly secure and user-friendly system.

On the occasion of these experiences, we just realized the pressure affecting the medical institutions leaders when having to decide upon IT priorities. The health care information technology world is quite small (!). There are very few EMR (electronic medical records) / EHR (electronic health records) systems vendors and even fewer specialized medical software developers.

Heterogeneity versus Homogeneity?

The IT systems serving the current health care field worldwide may be described as *diverse*. Public authorities in the most developed countries are facing the issue of aggregating data and imposing a technology standard for the field. Meanwhile, in the developing countries this issue is barely being addressed. In both cases a difference between the information systems officers and clinic chief executive officers perspective appears.

In terms of system consistency, business continuity, ease of integration and further development, some CIO's primarily would opt for the „best-of-suite” strategy. In this case, the integration across multiple applications provided by a single vendor offers plenty of cost efficiency and fewer data errors.

The clinicians' first choice would be the „best-of-breed” strategy. Combining different independent applications provided by different vendors supported by point-in-time integrations allows physicians a deeper use. In this case CIO's are under the pressure of properly integrating the system, but they also may see the benefits of in-depth solutions.

The general consent is built upon the idea that both strategies ought to be a *pro-patient* solution. Having this priority marked on the board it is just a matter of correlation between the existing IT environment and the accessible funds. The next challenge of the European and US health care system is to make the linkage between various systems under the incidence of outsourcing and medical tourism.

Romania on the health care services outsourcing world map

An average of 60% of the total services outsourced in Romania are IT related. Consequently, Romania was first targeted for software development, testing and technical support of various medical and health care solutions. According to 2009 Tholons Special Report, Romania is an established offshoring destination for IT functions and a top emerging destination for health care offshoring.

The premises for these types of services are mainly related to the strong Romanian medicine school and the amount of foreign patients coming in Romania for specific surgery interventions and dental care. Over more, according to the Brainbench Global Skills Report, Romania was ranked 3rd in Anatomy and Physiology knowledge (after USA and India), and it was ranked 5th in Medical Office Skills (after USA, Canada, India and New Zealand).



Fig. 1: Romania as an offshore destination by functions / source: Codespring 2011

Geographically, the offshoring centers are following the medical universities distribution. Consequently, in Romania the most suitable and acknowledged centers are: Bucharest, Iasi, and Cluj-Napoca.

Internet impact on health care systems

As the Internet has increasingly entered our life's processes it is now used to deliver treatments and promote health both in clinical practice and medical research. It is still new and difficult to be defined.

Often interventions via Internet consist in text web pages and various interactive features. The length and duration of treatments is similar to the face-to-face treatments or bibliotherapy approach. Some new tools may be referred: video games for children and internet support groups. The majority of positive results have been recorded for symptoms of anxiety, depression and various health conditions. Clinicians also use Internet for accessing various medical applications on their PCs or other personal devices. We are now living a phenomenon of extensive research for various mobile devices and accessories that may allow physicians instant emergency interventions.

Revolutionary technologies

The immersion of 3D objects in the real world opens new roads for medical interventions. Manipulating real-like 3D images coupled with heptic perceptions redefine the way medical students learn and practice or the way

surgeries are being prepared and approached. The new medical software results in safer examinations and improved imaging accuracy. Top software and hardware insure accurate data processing and manipulation.

Again, the choice issue pops up! Should hospitals invest in the newest technologies and assume the risks

of the learning curve for such systems or just adapt the existing software packs and hardware.

Even if the discussion may continue, all parties – vendors, clinicians or patients – should agree upon those solutions that better serve the current community and its' future. Informatization is a great step for health care and a challenge for those who must take decisions in the field. (D.C)

Social Portals – Your Digitized Personal Life

Social media is a big buzzword in the world of internet marketing. It is used as an umbrella term for computer-mediated communication (including blogs, microblogs, wikis, podcasting and video / media libraries and older forms such as forums and instant messaging, as well) channels as new forms of media. Social media includes various activities that integrate technology, social interactions, and the construction of words and pictures, using internet and web-based technologies to transform broadcast monologues (one to many) into social media dialogues (many to many). Some social portals are globally used (Facebook, Twitter, LinkedIn), whereas others are country or region specific.

Social Portal	Geographical Area
Nexopia	Canada
Bebo	The Netherlands
Vkontakte	The Netherlands
Hyves	The Netherlands
Hi5	The Netherlands, South and Central America
Draugiem.lv	Latvia
StudiVZ	Germany
iWiW	Hungary
Tuenti	Spain
Nasza-Klasa	Poland
Nyx.cz	Czech Republic
Decayenne	in parts of Europe
Tagged	in parts of Europe
XING	in parts of Europe
Badoo	in parts of Europe
Skyrock	in parts of Europe
Orkut	South and Central America, Asia and the Pacific Islands, India
Friendster	Asia and the Pacific Islands
Mixi	Asia and the Pacific Islands
Multiply	Asia and the Pacific Islands
Wretch	Asia and the Pacific Islands
renren	Asia and the Pacific Islands
Cyworld	Asia and the Pacific Islands

Fig. 1: List of Social Portals by Geographical Area;
Source: wikipedia.org

Emerging Trends in Social Networking

Social portals use a centralized network communication model, built on the principle of aggregation, to reach massive addressable audiences. Social networking is an outstanding **customer relationship management (CRM) tool** for companies selling different products or services. Business owners are flocking en masse to social media to create brand awareness and promote their brands. Using social networking

sites, companies connect directly with customers in order to increase the reputation of the company, get positive reviews and show that they really care about the customer. It also gives a human face to large corporations, making customers or potential customers feel much more comfortable coming back. Moreover, enterprises not only drive traffic to their own online sites, but in the same time they encourage their consumers and clients to have discussions on how to change or further develop products or services. Brands need to engage users through contests and giveaways. Numerous studies have shown that incentives are the primary reasons that many customers opt to follow a brand on social networks. Depending on the industry in which a company serves, discounts, promotional products and free advice are all great ways to bolster a brand's social presence.

Social media marketing is a trial and error business: as content uploaded to the internet can never be deleted, one has to be cautious and do a lot of research before sharing content on the World Wide Web.

The social networking platform is also an opportunity for B2B interaction: it can be perceived as an **online reputation management tool** for learning about new technologies and competitors. It is often used as a lead generation tool to intercept potential prospects.

Real-time web messages are excellent way for companies to target candidates and find their next hire. As a recruiter you need to be present where qualified, talented and largest pool of applicants is. Human resources can leverage social media to tap in to potential recruits. This type of head hunting is called social recruiting. It's about engaging with users and using social media **tools to source and recruit talent**.

Developing Social Portals

Creating a social networking site is not an everyday investment. The creation, promotion and management of such a site can be very complicated. The good news is that you do not need to have a programming background: you can hire specialists or simply outsource social portal development to software companies undertaking outsourcing projects.

FaVivo – It’s your life. In one place.

FaVivo is social portal developed by Codespring. It is a family/group oriented social networking platform, launched in early 2011 in Danish and English languages. 90% of registered users are from Denmark. To ensure fast access to group information anytime,

Project abstract:

FaVivo is a family/group based social networking application.



Client: Profact – Denmark;

Industry: Web, Social Networks;

Type of work:

Full software development life cycle;

Team involved: 3 – 4 developers;

Duration: 1 year ongoing

General description:

Web application for keeping track of your family and connect with other families and groups. Available features include:

- picture sharing;
- shopping list generator;
- contact and documents manager;
- tracking of family events;
- individual calendar schedule for family members;
- advanced role based security system and and real time collaborative editor;
- easy Facebook Connect;

Technologies used:

Java Message Queues, SQL Database, AJAX, XML, HTTP, Java Servlets, Google Ads, Facebook Connect;

Development tools:

Maven, SONAR, Hudson, JIRA, GWT, Vaadin, Balsamiq, ActiveMQ, Tomcat.

everywhere, the web application is iPad and iPhone compatible.



Every social network addresses a different and distinct human need. Some fulfill social needs (developing friendship), some target business purposes (collaborating to make a decision and/or to achieve a business objective), others are willing to provide entertainment or learning (discovery of unique and interesting experiences that earn social attention). And while networks tend to have a primary purpose, it is also true that many networks support multiple purposes.

FaVivo proposes to gather groups sharing similar interests and activities by activating team spirit and exercising teamwork. One of its innovative features is **customizable group rights management**. This feature enables the group owner to decide what rights different group members should have. This means that the person who created the group can set the rights regarding which group user can only view group information, who can edit content, upload pictures, documents, create shopping lists and links, fill out the calendar. The owner has full control of the group and promotes this way seamless collaboration.



Moreover, **real time collaborative editing** enables instant information sharing and visualisation with group members. This means that when two group members from the same group are editing information in the same time, everybody from the group is able to see modifications instantly, without the need to refresh the page.

FaVivo features a **streamlined microblogging system**: users can introduce notes, personalize it with chosen formatting styles, add or delete pictures, leave a reply and show or hide existing replies. www.favivo.com (T.Sz.)

IT for Smarter Energy Use

The energy conservation and environmental stewardship are topics that have pursued people and businesses to rethink their way of using and obtaining power. IT companies and departments have quickly acknowledged that this sector is a high electricity consumer. Since then, large IT companies have embraced the role of both smart energy purchasers and promoters. The greater the pressure for „clean energies“ the better they work for integrating global solutions.

Environmental challenges

Implementing greater control over water and energy consumption, greenhouse gas emissions and the use and disposal of hazardous substances are the main issues to be addressed. Business executives have to decide upon those strategies that will prove beneficial both for the environment and the company.

One of the keys is to understand and measure the effects of all the processes and actions on the environment. For this relevant data must be collected and analysed in order to draw a consistent strategy. That is where many companies fail in their „green approach“. Information technology science is leading the

battle for a cleaner environment. Dedicated software can process complex data and model various impact scenarios, up to delivering decisional data. And what strategy can beat the „leading by example“ one?

IT companies as role models

Large IT companies have understood their responsibility in the challenge. Often the edge of science is wombed in these companies. Currently they are among the leading promoters of “smart energy use” systems in the world. According to the EPA (Environmental Protection Agency in the USA) Top Fortune 500 Green Partners April 2011 issue, among the first 70 ranks we found 18 information technology and telecommunications entities using from 3% to 100% Green Electricity Power source. As we can see the most used clean power source is the eolian energy. The second option is the biogas power resource, followed by solar energy. The world leader in Green Energy purchase and promotion, in annual usage and weight in total electricity use (88%) is Intel Corporation, who not only buys energy from various provider but has on-site generated power, too. According to the total weight of green power usage in total electricity usage, Advanced Micro Devices/Austin, TX Facilities

Company and EPA Forbes 500 Partner List Rank	Annual Green Power Usage (kWh)	GP % of Total Electricity Use*	Type	Green Power Resources
1. Intel Corporation	2,502,052,000	88%	IT	Solar, Wind
7. Cisco Systems, Inc.	270,209,528	29%	IT	Biomass, Wind
13. Dell Inc.	114,536,440	28%	IT	Biogas, Solar, Wind
18. Sprint	87,600,000	3%	Telecom	Wind
19. Motorola Mobility, Inc.	80,000,000	75%	Telecom	Wind
20. Advanced Micro Devices / Austin, TX Facilities	73,680,000	102%	IT	Biogas, Wind
26. Motorola Solutions, Inc.	40,000,000	19%	Telecom	Wind
28. Applied Materials, Inc.	34,616,000	16%	IT	Biogas, Solar, Wind
38. Freescale Semiconductor	12,996,000	3%	IT	Biogas, Wind
41. Apple Computers / Austin, TX Facilities	11,515,200	98%	IT	Biogas, Wind
43. Pitney Bowes	10,000,000	8%	IT	Wind
44. IBM Corporation / Austin, TX Facilities	9,697,200	10%	IT	Biogas, Wind
50. Oracle Corporation / Austin Facility	5,400,000	6%	IT	Biogas, Wind
56. Yahoo! Inc. / Santa Clara Campus	1,608,000	28%	IT	Solar, Wind
57. Agilent Technologies / Santa Clara Operations	1,600,000	6%	IT	Solar
61. Yahoo! Inc. / Hillsboro Campus	994,908	59%	IT	Wind
62. IBM Corporation / Foster City, CA Facilities	952,000	100%	IT	Wind
64. IBM Corporation / Costa Mesa, CA Facilities	770,784	100%	IT	Wind

Fig. 1: EPA List of Fortune 500 Green Partners / <http://www.epa.gov/greenpower/toplists/fortune500.htm>

leads the ranks with an overwhelming 102% score. This means it also provides energy in the smart grid. Closely following, IBM Corporation and Apple Computers are close to full green power usage. Yahoo Inc. also joined the ranks, reaching a 59% on its Santa Clara Campus. We also note that with a different business structure and deployment area, companies like Cisco Systems Inc., Dell Inc. and Oracle Corporation embraced the posture of “smart energy role models”.

More “smart” than “green”

These companies and their CEO’s have built an entire philosophy around corporate responsibility and the need for smart energy infrastructure. While analyzing the personal and corporate speeches, one can observe that it is not a blunt pro-green attitude that it is being promoted. Researchers cover a wider power source alternatives analysis and engineers design software meant to optimize the general energy and material usage in the company.

“Efficient” and “sustainable” are the keywords for a long-term energy strategy. The

“The CIO must proactively work to identify and promote both existing and emerging technologies to address green issues outside the data center.

The aggressive application of information technology and software is key to achieving more cost-effective and energy-efficient organizations.”

— Rick Ptak, 2009

Ptak, Noel & Associates

knowledge acquired by IT companies and departments is now being offered to other industries and departments either as software systems or as consulting service.

The whole range of “intelligent systems” is available for managing company buildings, telecommunications, transportations and power generators. Executives have to decide where to invest first and to have a holistic approach, because people and stakeholders are a factor to include in the equation, as well. Everyone has to vote the “do more with less” mentality.

Energy-efficient IT infrastructure at Codespring

Under the leadership of a CEO with previous experience in the energy sector, our team strives for a smart-energy business model. At a smaller scale, we aim to deliver our efforts for a low-carbon footprint and for prompting an environment-friendly attitude.

Starting with storage, data and server management solutions, Codespring offers to its domestic business & organizations customers the opportunity of connecting IT systems to business goals and objectives with minimal energy-use. Secondly, integrating communications proves to be a solution at-hand to diminish transportation costs and energy, by using online interaction platforms. In the offshoring process, this results in great time, materials and energy economies. A third energy-intensive element is the building and facilities park. There are several actions and measure that every business should take in order to diminish the energy consumption and to adopt alternative power sources.

Finally, an overall IT strategy may be put in place in order to build a smart energy business flow. Choosing performing cooling systems, electric-efficient consumers, low CO2 emission equipment and instruments that can monitor your energy usage are just the first steps in approaching the consistent smart energy IT strategy.

IT and software drive innovation

The rational use of natural resources is still governing the economists’ thinking. The industrial revolution has somehow lost this on its way. Luckily, we are now living the technology revolution and many of the production processes depending on power sources will be redefined. As Mr. Rick Ptak has declared for an IBM publication in 2009, a new role of chief information officers is to take the initiative of identifying “existing and emerging technologies to address green issues outside the data center.”

IT specialists and software engineers in collaboration with specialized energy engineers are the new generation of specialists that will redefine the global economic processes.

A new energy-grid is being shaped just while you are reading this paper. (D.C.)

New Job Openings

June 2011

As we are a fast-growing little business, Codespring software development team is looking for new colleagues! We need additional brains and muscles and we, therefore, close June recruiting session with some new openings, published in the current opportunities section. Each of the posted roles is very important for us, so please take your time and check the job descriptions and the way we understand work at Codespring. If you feel any of the openings suits you, we appreciate if you send your application right away at job@codespring.ro.

Mobile Pulse Is Racing – Smartmobil'11 Conference

June 2011

Codespring's management and iPhone team has returned full of enthusiasm from the Smartmobil'11 Conference held in Budapest, Hungary, on the 6th of April, 2011. We were excited to be among the more than 700 participants who attended keynote speeches and panel discussions about iOS, Android, Symbian, Blackberry, Windows Phone, and HTML 5. The masterminds of the smartphone industry were on hand to share their visions, innovations and strategies for tomorrow's mobile world, addressing the power of creativity and innovation for an eager audience.

User Feedback Gives Rise to Liferay 6.1 – Conference Report

June 2011

The Liferay Hungary Symposium is part of the annually held conference cycle worldwide. This year the first conference was held in Budapest, on the 26th of May. The Codespring Liferay team found the Liferay Hungary Symposium useful and thought-provoking. Compact, fast and innovative, the technical sessions of the Liferay conference offered valuable insights into the latest developments of both editions of the Liferay

Portal: the Liferay Portal Community edition (CE) and Liferay Portal Enterprise Edition (EE).

Outsourcing, Romania and the Way Forward

June 2011

Outsourcing in Romania works! Successful operations are tightly connected to the ability of the management to profitably use the available resources. Over the last decade whoever planned an outsourcing strategy to Romania registered higher share value and higher margins. Cost savings and efficiencies led CEO's to look for Romania as a valuable outsourcing resource. Romania competes with neighboring CEE countries, but also with India or Russia. Hence, the outsourcing community in Romania has to break its way forward, as to offer more added value and more effectiveness.

Romania's IT spending for 2011

June 2011

According to recent studies of BMI (Business Monitor International) domestic IT spending is likely to grow during 2011. An entire report has been made available by the agency in the first quarter of 2011. A quick look at the overall data shows the opportunities lying in the Romanian IT market. The key trend inferred by the research is that Romanian IT spending returned to growth in 2010, following the sharp contraction in 2009.

TDC Fair 2011 / Codespring Review

May 2011

As previously announced, Codespring attended once again the TDC (Targul de Cariere / "The Careers Fair ") Cluj-Napoca Edition 2011, 19-20 May. The two days spent at the fair gave us the chance to host many guests and visitors interested in our jobs and internships, on one hand and to meet our peers from the local IT community, on the other. The event proved to be a success in terms of corporate presence and candidate's attendance. We praise Rețeaua TdC Ltd and its Partners for making the fair such a large

scale event. With the support of European Social Fund POSDRU 2007-2013, the organizers strive to build an environment where employers can meet directly the available work force.

New Faces Behind the Scenes

May 2011

On the occasion of the Codespring Open Days event, we had the chance to welcome new faces behind the scenes of our Software Development and Outsourcing team. The two consecutive days of "open doors" proved to be effective and favored the appetite of fresh graduates and students to get involved in the "live" software development process. We cannot but be happy about this effect and hope that some of them will gain their status of "trainee" in our company.

Electrotech 2011 Review

May 2011

Having the slogan "Engineer your future with us!" as a governing thought, ELECTROTECH 2011 is coming close to its' end. As announced, on the the 17th of May 2011, 14.00 a.m., Codespring had the chance to meet a hand of software aficionados from elite universities in Cluj-Napoca. Apparently we have stirred again the curiosity of the audience with the "Java portlets and Liferay" subject. The whole information was appreciated by the attending students and we are pleased to see the thinking process of the younger generations.

CRM Expo, Nürnberg

May 2011

A business cannot exist without customers. If you are looking for Customer Relationship Management (CRM) software, CRM – Expo from Nürnberg, Germany is the IT event of

focus for you between the 5th -6th of October, 2011. The leading trade fair for CRM will host this year panel discussions about how to best take control of your customers and what strategies and implementations should you adopt for a successful management of your client portfolio. You can get useful advice from important suppliers, experts and consultants about how can you create added value both on customer's and supplier's side in the framework of business relations.

Big Chunk Audience at the Mobile Technologies Workshop

May 2011

Following our workshop on Top Mobile Technologies, held on the 4th of May 2011, at UBB, we are coming back with fresh feedback. More than 60 persons attended the event: students, fresh graduates and alumni. After the initial speech of our General Manager – Mr. Walter Brem, the technical team took over and introduced the audience to Liferay, Vaadin, Android and iPhone technologies.

Codespring Open Days 2011

May 2011

As part of the nice things Codespring does, we count the Open Days event. This year, it took place between the 10th and 11th of May at our Cluj-Napoca headquarters, 1-7 Deva street.

Students of the Faculty of Mathematics – Informatics from Babes-Bolyai University & Faculty of Automation and Computer Science from the Polytechnic University Cluj – Napoca were welcomed by our team. The schedule included: projects presentations, meetings with our Management team and an interesting workshop ("Portlet development under Liferay"). Of course, access to our leisure & pleasure facilities were also part of the visit.

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