CODESPRING

OUR CODE YOUR SUCCESS

Edition No.6

COMPANY
PAPERS

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The Place to Upgrade Yourself

Codespring is about People.

Since our first operating year we strived to create an environment where everyone could reach his or her potential. Over the decades, we realized that in order to become a reliable professional and an expert we must always embrace and master change. Thus, everyone will have the conditions for upgrading his/her skills and set of knowledge. At that point, Codespring became the place to upgrade yourself.

In such context, Codespring Company Papers is considered a tool for enlarging our perspective and allowing us to reflect on the industry's upcoming developments. Q1/2012 edition points out how IT&Software offshoring revolution is likely to consolidate Romania's position on the world's 2012 global IT&C map. A new approach on offshoring is on the rise and we are there to implement it. Next, we put the spotlight on the digital video and IPTV solutions, an area in which Codespring has a great deal of experience. The focus section dedicated the 6th edition of our publication to the Salesforce star product and the thinking point tapped the computer simulations ingenious world.

Embrace the change in 2012 and upgrade yourself!

Codespring Team.

IT & Software Offshoring Revolution Consolidates Romania's Position for 2012

Along with other EU members, Romania enters 2012 haunted by the traps residing in the turmoiled euro zone. Nevertheless, the Romanian IT&C stood out as a pillar of growth and development for the national economy, maintaining its contribution to the domestic GDP. The total export of IT Services and software development were accountable for av. 1% of the GDP in 2011. Grosso modo, the data collected over the year substantiates the hypothesis according to which investors were inspired to bet on Romania for offshoring. Agile practices combined with a transformational approach erected Romanian IT & Software offshoring providers among the few preferred destinations in the world.

The revolution of the offshoring model

IT and software services handled across the borders and remotely is something that is already common for the IT&C industry. Entering in the Terabite Age and facing major technology disruptions over the last couple of years, both offshoring services providers and customers have aknowledged the high complexity of the added-value chain in the industry. Cloud computing and hyperconnectivity pushed the market toward IT consumerization. According to recent A.T. Kearney researches, tradable services will continue to find new shores and a flexible "pay-as-you-go" approach is becoming the new business model.

In such context, long-term contracts are being replaced by short-term, efficiency and productivity oriented agreements. In order to be in the game, software offshoring providers need to incorporate BPO like operations and grow or maintain their perceived added value.

Why is Romania fitted for the new model?

As our customers and analysts have concluded, Romanian information technology and software engineers are open to innovation and change. The proliferation of R&D centers in the country and the evolution of the first comers in the field is living evidence for such attitude. We recall the readers that in 2010, according to the ITC (*Institutul pentru tehnica de calcul*) study, the Software and IT Services sector registered a 9,3% increase compared to 2009 data and the total exports of the same segment increased by 11.5% compared to the reference year 2009. At a more indepth look, the software development subsegment is ranked first (38%

of the total software and IT Services segment turnover in 2010), closely followed by the IT consulting (20%), by other IT services (15%) and by the software products development (13%) subsegments. In the following lines, a synopsis of the Romanian 2011-2012 offshoring context will be depicted.
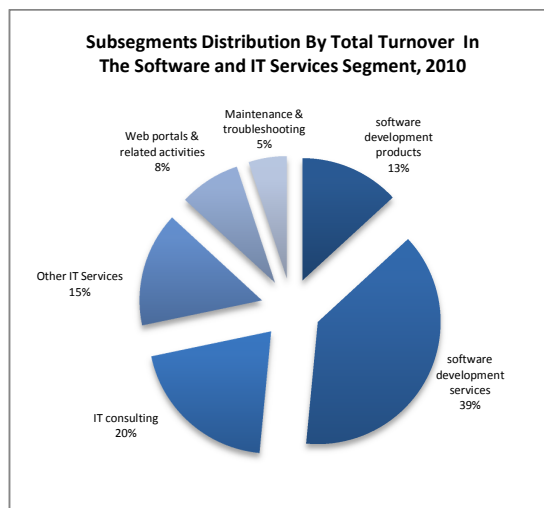

Fig. 1: Subsegments Distribution by Turnover, 2010
Source: www.institutul.ro/studii

The shift to Romania

According to A.T. Kearney Global Services Location Index 2011, Romania is ranked 25th among 50 countries included in the top. The total score is based on three components: financial attractiveness, people skills and business environment. The weight distribution for the three categories is 40:30:30. Romania's Total score is 5.21 resulting from: financial attractiveness – 2.54, people skills and availability – 1.03 and business environment – 1.65.

Just one rank upfront, Poland is situated on the 24th place, while Bulgaria is much ahead on the 17th place. Compared to other countries in the CEE this group of three states is way much in front of Hungary (ranked 31st) or Ukraine (ranked 38th).

> **"However, the nearshoring story in Europe still shows a shift to Bulgaria (17th), Romania (25th) and the Middle East."**
> Source: http://www.atkearney.com
> Offshoring opportunities amid economic turbulence / The-A.T. Kearney Global Services Location Index 2011

Positive 2011/2012 country ratings

In order to keep an eye on how leading rating agencies evaluate Romania on the global economical and financial map, we prepared a chronological list from three of the best known companies in the field.

Rating Agency	Rating	Outlook
Standard & Poor's	BB+	stable
Moody's	Baa3	stable
Fitch	BB+	stable

Fig. 2: Romania's Current Country Ratings
Source: www.moodys.com; www.standardpoors.com; www.fitchratings.com

In November 2011, *Standard and Poor's* rating services issues the BB+ rating (considered highest speculative grade by market participants) with a "stable" outlook for all foreign and local long-term credit issuers, a rating that may be raised. In December 2011, *Moody's* issues the overall Baa3 rating for Romania, substantiated by the government's low debt ratios, access to multilateral finance and promising medium term growth. On the 4th of January 2012, *Fitch Rating* published the Market Based Indicator of BB+ along with other BBB ratings for LT/ST Issuer and Country Ceiling. The ratings are encouraging and the outlook for Romania is stable due to recent policy reforms and external support.

Software and IT Services exports expand

If during 2009-2011 period the majority of exports were due to the hardware production in Romania, in 2012 the situation may change as one of the biggest players chose to move on to Asian territories. Thus, it is highly probable that statistics in 2012 will show a weight increase of software development and IT services in the total market value.

Nevertheless, in 2010 the software and IT services supplied for foreign customers recorded a 11.5 % growth compared to the previous year. Similar or slightly bigger growth is expected to be revealed for 2011 too.

For 2012, we estimate that companies will focus on continuous revenue growth and on the increase of profit margins that have been neglected in favour of attracting new customers to the country. Considering the type of customers that chose Romania as an offshoring destination, one can observe that along with the highly skilled human resource, they found a great advantage in the multilingual abilities of Romanian natives. English, French, German and the potential to learn *on the job* languages such as Spanish, Italian, Swedish, Finish and many others, proved to be critical in the decision making.

New offshore R&D and service centers

One of the clearly defined trends of the previous year was the search for the "optimal offshore location" for each type of business and industry. As we have been presenting in the past publications, there are some main IT&C centers in Romania, each of them more or less specialized on a certain sector among the main three: telecom, software & IT services or hardware production and retail.

Against the capital of Romania (Bucharest) many investors have selected cities like Cluj-Napoca, Timisoara, Iasi or Brasov for their R&D and service centers. Additionnally and less present in the nationwide studies, there are other valuable destinations like Targu Mures, Sibiu or Oradea. When looking on the map you will find out that we are talking about locations situated in Transylvania with good infrastructure, hosting historical institutions and mixed ethnic communities often delivering native bilingual people.

Fig. 3: Romania's IT&C established and emerging centers

Transformational offshoring

At the dawn of the new selfshaping business model, cutting-edge sectors in the IT&C world have recognized the shift to a different approach in IT services and software offshoring. It is the result of the underlying creativity propelled by the technological disruptions. Companies used to integrate offshoring strategies from a tactical or strategical perspective. The idea of a transformational approach is still perceived as a revolutionary model. In fact, those who intend to be around in the next 10 years should reflect upon the fact that transformation is good and sometimes necessary. Offshored centers may provide faster solutions, may redefine processes, may allow access to new markets and help your business develop flexible work and business models. The Romanian IT&C community embraced such an approach and customers witness agility in delivering solutions and exquisite service, times and times again. (D.C.)

High-Tech: Digital Video and IP Television

In the mid '90s telecommunications afficionados started spreading around the benefits and future development opportunities of the digital video and IPTV (Internet Protocol Television). Over two decades, several parts of the world have been experiencing the penetration of IPTV in our homes and workplaces. Today we are speaking about "live transmissions", "interactive shows" or "replaying our favourite TV movie"as it has always been there. Specialists raise the bar and apply live streaming and video-on-demand in ultra-specialized fields like: medicine, aerospace, military or scientific research.

What does IPTV involve? Who are the customers? What industries can make the most of it? Where is it heading to? – These are some questions we will try to answer briefly in this article.

Understanding IPTV

The first thing to know about IPTV is that it offers us the possibility to feed any video at any time and any place. Digital networks allow nearly limtless broadcasting of camera signals, television programmes or monitoring feeds. For this, specific software and hardware has been developed by professional providers. Today, we are refering as IPTV categories to live

television (interactive or not), time-shifted televison (catch-up and start-over TV) or video-on-demand (VoD) (accessing and browsing a catalog of videos).

The main elements of the IPTV systems enabling live broadcast and video-on-demand operations are the receiver/transmitter devices, the encoders /decoders and the streaming servers. A special importance was assigned to the set-top-box (STB) which differs by user categories: professional STBs (or IRDs, integrated receiver/decoders) are technically superior and have distinct features compared to the consumer standard STBs.

The Codespring involvement

Codespring has grown experience in the professional digital video transmission and IPTV systems due to its over a decade work for the largest IPTV and broadcasting solutions provider in Germany.

Codespring's work has impact on designing

> "Over our 10 years of collaboration for developing professional video applications, mutual trust and respect were the fundaments of our partnership. Technically skilled, receptive and prompt, they continuously uplift their knowledge and expertise"
>
> Lorezn Zoltán, Product Manager
> **InPhase**, Germany

communication equipments and systems, computers and peripherals, consumer electronics and security systems. Dedicated teams are assigned to develop specific software, tools or various add-on' s. Continuous reaserach and rigourous testing are they key factors to successfull developments.

The market evolution

In the last twenty years, the market and the customers changed their approach to data transmission. The digital age, put its mark on the communication systems structure, feature and speed. If in the beginning, innovative broadcasting companies were the most interested in implementing the IPTV solution, soon large TV networks across the most developed countries embraced it too.

Project: iCue ™ Streaming System
Customer: In Phase

Project description:

The **iCue™ Streaming System** is a full fladged streaming platform with a wide range of applications in video surveillance, digital business TV, telemedicine, etc. Being a digital video server (near-real time system), we are continuously dealing with hardware performance, processor usage, network bandwidth and hard disk throughput.

Technology:
In order to achieve the best performance, Codespring used C++ and the windows API for low level network IO, disk operations and video content indexing and DCOM for interprocess communication. To speed up development time, higher level modules have been developed in C#.

As broadband availability among consumers increased in Northern America and Europe, these regions were the first to have most access to the IPTV solutions.

Currently, as shown on the map of IPTV countries in 2011, along with Central and Eastern Europe, Australia and Asia are catching up with the lastest developments
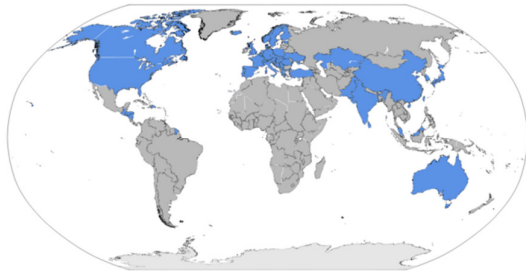

Fig. 1: Map of IPTV Countries of the World; Source: http://en.wikipedia.org/wiki/File:IPTV-Countries.svg

According to the Multimedia Research Group forecast, the number of IPTV global subscribers is expected to grow from 28 million in 2009 at 83 million in 2013 (compound annual growth rate of 31%).
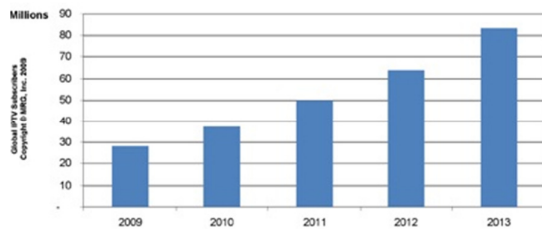

Fig. 2: MRG's IPTV subscriber forecast (2009-2013); Source: http://www.international-television.org/tv_market_data/global-iptv-forecast-2009-2013.html

Based on this forecast, IPTV global revenue is also expected to grow from USD 12 billion in 2009 up to USD 38 billion in 2013 (compound annual growth rate of 33%). On the occasion of the research, MRG has also splited the world in four main regions: Europe, Asia, North America and Rest of the World. In terms of revenue, Europe and North America are expected to generate larger shares of global revenue, due to lower ARPU/s in China, India and Asia.
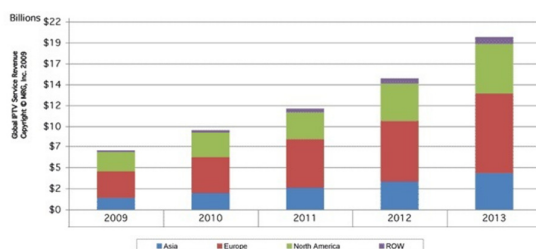

Fig. 3: MRG's Global IPTV services revenue growth, by region (2009-2013); Source: http://www.international-television.org/tv_market_data/global-iptv-forecast-2009-2013.html

Applications and future developments

One of the greatest applications of digital video broadcast and IPTV systems is tele-medecine. Specialists can now lead surgical interventions via a live streaming system. Students can learn by observing live surgeries anywhere in the world. Interactivity and assistance is now possible.

Next, general training for academic and business purposes can be delivered via the IPTV solution. Coordination of geographically remote operations in the aerospace and military fields is much more convenient due to the latest developments.

Public services like police, firestation and hospitals have been investing in the acquisition and implementation of special designed features enabled by IPTV capabilities.

Last but not least, general security for all type of businesses and facilities can be managed in an efficient and reliable manner. (D.C.)

Project: ElementManager application
Customer:

Project description:

The **ElementManager** is a versatile application framework. The challenge and the main design idea were to create an easily extendible and customizable application that can be used in different circumstances for various purposes without the necessity to alter code. The ElementManager is based on the microkernel arhitectural pattern. The application is shipped as a set of core components providing services for the set of plugable components/plugins which are designed to solve application domain specific problems. Separation of the lower level services provided by the microkernel/internal services and the higher level application domain policies improves the maintainability and extensibility of the system. The ElementManager has a variety of applications ranging from video survilance, automation, digital signage and many others.

Technology:

The application is based mainly on .Net, C# and XML but certain modules were developed in C++.

Grow Faster with Salesforce.com

Saying that salesforce.com is an award-winning cloud-computing provider is almost a pleonasm. Over the last decade, salesforce.com has constantly been in the top ranks of SFA (sales force automation) systems and recently, global enterprise platforms. Behind the highly visible and criticised "*no to software*" statement we find actually the desire to deliver software *differently*, to align IT resources to a speed that businesses were never used to before.

The inspiration
Founded in 1999 as a company specializing in SaaS (Software as a Service), the initial sales automation software took birth. The idea of services "commodification" was the one that inspired the founders to treat software as a "commodity" too. The next step was to find a solution to lower the cost of businesses, implicitely that of IT -as Marc Benioff, Chairman and CEO of Salesforce pointed it out in a special interview held by Charlie Rose in November 2011.

Currently referred as a "cloud-computing provider designed for you to manage your customer relationships, integrate with other systems, and build your own applications" (User Guide W'12), Salesforce also integrates visionary ideas inspired from the social networking killerapps like Facebook or Twitter.

Having the beginners mind
One of the leading ideas concerning the Salesforce adventure is their capability to "*have the beginners mind*" as Marc Benioff declares it.

Thus, salesforce.com is accessible to sole entrepreneurs, to medium businesses and to large businesses as well. It provides and supports a platform that inspired entrepreneurs can build on. It is a new business model aiming at supporting the development for exciting new businesses. Salesforce.com and similar platforms enable people to smoothly operate their sales, marketing and partner groups. Additionally there is a great deal of fluent data management and of customization opportunities.

Products and services
Salesforce has developed a set of innovative products and services which can be also included in a broarder category classification:

Salesforce Applications
A set of prebuilt applications for customer relationship management (CRM) ranging from sales force automation to partner relationship management, marketing, and customer service are provided to the Salesforce users.

Sales Cloud enables the users to access the application anywhere via the Interenet. It enables the management of marketing campaigns, tracks opportunity-related data including milestones, decision makers, customer communications, and other information specific to the company's sales process. The collaborative tool named **Chatter** is used to be up to date with coworkers and customers status or to initiatie common interest groups.

Service Cloud enables businesses to generate and follow cases coming in from every channel, and automatically select and push what's important. It is designed to offer more responsive customer service, to increase agent productivity, to reduce service costs, and to gain better visibility into your service organization, whether you're in the office or on the road.

Force.com Platform
The Force.com platform is the first platform as a service (PaaS), enabling external developers to create and deliver add-on applications customized for specific business needs. Additionally, the platform also includes easy-to-use, point-and-click customization tools to help end-users create their own solutions.

Database.com
Database.com is presented as multitenant cloud database service intended to store data for mobile, social, web, and desktop applications. Database.com may be used as the back-end database for applications that are written in any language, and run on any platform or mobile device. Database.com's built-in social computing infrastructure and native support for building sophisticated REST-based APIs enables users to create employee-facing, native mobile and social apps.

AppExchange
AppExchange is a marketplace featuring hundreds of cloud applications created by salesforce.com customers, developers, and partners. Many of the applications are free and all of them are pre-integrated with Salesforce, enabling users to easily and efficiently add functionality.

Salesforce.com Community
Salesforce.com provides training, support, consulting, events, best practices, and discussion boards to help users be successful. It provides the flexibility to handle a large amount of simultaneuous users and to be upgraded at a convenient cost.

Being receptive to the users' needs
One of the greatest features that Salseforce has is the openness and the will to listen to what current bsuinesses are asking for. The AppExchange's strategy is already known among software professionals. It makes room for improvement, for new ideas, for customization and for surprising ideas. In fact it is an extenison of the collaborative principle guiding the platform all around.

Professional developers
It is not by mistake that there are special sections for support, training and consulting. As there are customers from multiple and diverse industries, it is natural that each domain should have specific requirements and criteria in monitoring their operations. It is always advised to contact a skilled developer individual or team who know the platform and its underlying technologies. It will reduce the total effort of customization and it will be a shorter road to successful applications.

Overmore, it is important that further developments be done by people who really understand the cloud, the tablet, the phone and any other devices which allow businesses more mobility and office-free activities.

The readiness for alignement
Since Codespring team has been delivering SaaS (Software as a Service) and has been developing various applications for public social networking, for private business networking and various ERP enterprise resources planning software or SFA (sales force automation) software, we are ready to undertake projects involving Salesforce integration. Aligning Salesforce tools to a specific organization's needs must be considered an investment. Businesses and organizations should catch up with the latest technologies otherwise there is the risk of becoming obsolete and not being part of the game.

The social approach
Social media has a great impact on our day-by-day interaction style and – consequently - it changes the way professional interaction is taking place. Carrying personal devices connected 24/7 to the Internet, we access personal and professional information all along. This way, we get to know more about our colleagues, our customers and partners from social networking portals.

The readiness for incorporating successful social strategies starts with understanding how social networking works and building appropriate business profile. Next, business owners are ought to take into consideration the means of how they present their services and products in the social media reality. The final skill to acquire is the way of building a relevant social business network, to sell via the network and automate the process to the possible extent. (D.C.)

Computer Simulated Real World Behaviors

One of the most spectacular capabilities that human kind has developed is that of planning ahead, of projecting things, phenomena and events in the future. Yet, how to choose among multiple options? How to capture and foresee dynamics? Often, the most reliable and elegant solution is mathematics. Encoding real dimensions and characteristics as numerical markers and adding change factors in the same format, everything resumes at solving several equations. Based on such clear principle, the task becomes difficult when facing the amount of data that needs to be processed. (!) That's why specific computing technology has been developed and is currently capable of delivering consistent simulations.

Computer simulations

Computer simulations are actual computer programs that attempt to simulate an abstract model of a particular system. Computer simulations make use of computer modelling and may last a few minutes or several days; they may be run by one single computer, by a network of computers or a supercomputer. Based on various computer models (stochastic vs deterministic, steady state vs dynamic, continuous vs discrete, local vs distributed) simulations may be classified as dynamic simulations, DES (discrete event simulations), continuous dynamic simulations, agent-based simulations, and many other.

Time-stepped simulations are generally split in two main categories: a) stencil codes – simulations using regular grids for data storage and needing only next-neighbour access; b) meshfree – using non-regular grids.

In order to push forward the simulation technology several simulation langauges and simulation environments have been developed. The result consists in a set of simulation softwares designed for specific applications and industries. For postprocessing, special computer graphics software visually display the results, completing the forms that computers are designed to show.

Calibration and validation

In order to have a successful simulation model, it is very important to have correct input data, to develop a correct model and to set correct parameters. This stage is called calibration. Then, the simulation model must be validated through repeated verification. Another key role belongs to the reproductibility of the results.

Big Data processing

The most obvious characteristic of big data is that it comes only in one size: large (!). According to IBM featured article, "everyday we create 2.5 quintillion bytes of data – so much that 90% of the data in the world today has been created in the last two years alone."

Complex phisycs simulations, meteorlogy forecast, genomics, connectomics, bioresearch or business information use tremendously large data sets at the order of terrabytes, exabytes or zettabytes. Exceptional technologies are needed to process this amount of data and to make them available in nearly real-time. Massively parallel processing databases, datamining grids, scalable storage systems are just a few examples. Therefore, in order to be able to have in place effective complex simulation software, the infrastructure must be able to handle Big Data and reduce error risks.

CFD software

Computational Fluid Dynamics software is used for simulating interactions between fluids and gas with surfaces defined by boundary conditions. Thus flow, thermic and acoustic behaviour may be simulated.
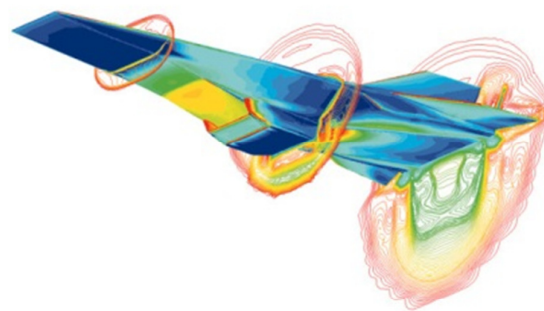
Dryden Flight Research Center ED97 43968-01
HYPER-X AT MACH 7: This computational fluid dynamic (CFD) image is of the Hyper-X vehicle at the Mach 7 test condition with the engine operating.

Fig. 1: CFD Image of Hyper X Resaerch Vehicle at Mach 7 with Engine Operating. Source: http://www.dfrc.nasa.gov/Gallery/Photo/X-43A/HTML/ED97-43968-1.html

Latest cutting edge developments of CFD software facilitate the analysis of transient problems, free-surface analysis, moving parts and moving boundaries and fluid structure interaction. In order to achieve this, a few steps must be closely followed: defining the boundaries (the geometry), generating the

mesh by splitting the fluid's volume into discrete cells, defining the physical model, defining the boundary conditions. Next, the simulation is engaged and the equations are solved at a steady-state or transient state. The postprocessor releases the analysis and visualisation tools of the found solutions.

NASA and MSC Software Legacy

One of the most successfull initiators and funding organisms for fluid dynamics simulations developments is NASA. Based on MSC Software's SADSAM (Structural Analysis by Digital Simulation of Analog Methods), a new public domain code has been developed: NASTRAN, which is currently integrated in a sum of different software packages.

Fig. 2: NASA aircraft composite illustration. Source: http://www.nasa.gov/centers/dryden/news/XPress/stories/2008/10_08_technology.html

As mentioned in the "NASA Technology" official article, among the 10 technologies developed by NASA centers and in collaboration with other entities, that have had a big impact on commercial military and general aviation aircraft, two technologies are key subject of this article: CFD (Computational Fluid Dynamics) and the already industry-standard tool for computer aided engineering of all types of structures: NASTRAN (NASA Structural Analysis).

CFD Methodology

Various CFD software use different discretization methods and integrate various turbulence models. According to the chosen method and model, linear, differential and integral equations are solved differently and their field of applications vary. Just to have a glimpse on the diversity of methods we mention: FVM (Finite Volume Method), FEM (Finite Element Method), FDM (Finite Difference Method) or boundary element method. As for the models we recall: large eddy simulation, direct numerical simulation, coherent vortex simulation, vorticity confinement method or Reynold-averaged Navier-Stokes.

The Finite Element Method (FEM)

One of the most preferd techniques to solve partial differential and integral equations when the domain is of high complexity (like automotive industry or aerospace), when the field is unstable (various state reactions) or when we focus on a specific test area accuracy is the Finite Element Method (FEM).

FEM is used in building simulation for car crashes, airplane aerodynamics, train derails, and building structures behaviour or weather predictions. FEM softwares enable many simulation options, allowing the engineers to control the model building and analysis steps. It provides cost effective solutions for pre-production testing and optimization. With FEM, all prototypes and projects step faster in the production line.

Applications

Nowadays, simulation software and hardware is supporting diverse industries. In the automotive sector, simulations help increase car safetiness, comfort and energy consumption. In aeronautics, simulations help train performant pilots, prevent malfunctions of the aircraft and improve aerodynamics. For the marine industry, computer simulations improve the ship design and resistance. In civil engineering complex building structures and megastructures can be modelled and improved straight from the project phase. The bioengineering field can simulate the spread of diseases and counteract or develop new products. The defense sector may simulate possible situations and improve its strategy. In manufacturing, the overall production process may be modelled and optimized. In electronics, new product and systems developments have occurred due to computer simulations. Finally, one of the fastest growing sectors, entertainment, takes its share from reality and fiction simulations.

Multiphysics-multidiscipline simulations

Even more complex, multyphisics simulations strive to capture the dynamic image of simultaneous natural phenomena or physical changes. Coupled physics like fluid flow with chemical reactions, electromagnetic fluids or electromagnetical interaction are the subject of latest computer simulations. Ongoing research is being directed towards the creation of advanced multiphysics-multidisciplinary simulation models. Being surrounded by data-intensive technologies, we can expect an acceleration of the complex simulations speed and the relase of new disruptive technologies. (D.C.)

VERSANT OODB Appetizer on 11.01.2012

January 2012

Curious about object oriented database management systems? All brainiacs from the Hungarian study line are invited to taste the information about VERSANT OODB that our team has prepared for them, tomorrow, on the 11th of January 2012 at the Babes-Bolyai University, in cooperation with the Faculty of Mathematics and Computer Science, Hungarian line. The workshop will be held in the main building of UBB, on Mihail Kogalniceanu Street, 1st floor, room 5/I, at 18:30 p.m.

Romania's Country Ratings in January 2012

January 2012

Since FDI in the IT Services, Software development and outsourcing services continued in Romania over 2011, we present the current general country rating in place for Q1/2012. Leading rating agencies evaluate Romania on the global economic and financial map as having a stable outlook. In November 2011, Standard and Poor's rating services issues the BB+ rating (…) In December 2011, Moody's issues the overall Baa3 rating for Romania, (…).On the 4th of January 2012, Fitch Rating published the Market Based Indicator of BB+ along with other BBB ratings for Long Term and Short Term Issuer and Country Ceiling. The ratings are encouraging and the outlook for Romania is stable due to recent policy reforms and external support.

Codespring 2011 Best Of

December 2011

Since we have only a few days left from 2011, we just realized how many nice moments we had together. As a celebration of the team, we decided to share the list of the best moments. Certainly, the ranking is disputable; therefore we ended up organizing it in chronological order. It is a mix of achievements and fun moments – things that we consider gave some spice to the overall annual activities.

Brand-new version: iSpeedCam 2.1

December 2011

This month, exciting new features have been released for iSpeed Cam users around the globe. At the moment, not only are you able to customize your own database but you can also backup and restore you POIs straight from your personal device. Additional precision and accuracy, along with supporting new POI map types enhance the overall performance and efficiency of iSpeedCam.

Codespring Christmas party 2011

December 2011

Friday evening, on the 16th of December 2011, Codespring team and their guests have gathered to celebrate Christmas spirit and to share wishes for 2012. A selected venue, a hot chimney, a fine champagne tree and classic music welcomed all the guests. "Santa" and his elves team imagined that it was time to revive the good old traditional way of celebrating Christmas.

New Release: iSpeedCam 2.0

December 2011

iSpeedCam users can now enjoy the newest features that Codespring development team has prepared for them. The greatest thing is that you can now customize your database by easily uploading your own POI list. Next, the Google map integration has been fine-tuned and a lot of user-oriented aspects have been through major improvements

W2011 Job Openings

November 2011

Codespring software development team is looking for new colleagues! We open the winter recruiting session witnew opening for experienced professionals.

Little Thoughts on 2011 TDC 2nd Edition

October 2011

Today, on Monday, the 17th of 2011, our HR team will start selecting and classifying all the résumés collected during the latest TDC (Târgul de Cariere) event, held on the 13th and the 14th of October 2011. On the occasion, we officially thank all the guests who visited our stand and were more than just curious about Codespring and the opportunities we have been preparing for you. We praise again Reţeaua TdC Ltd. and its Partners for making the fair such a large scale event. With the support of the European Social Fund POSDRU 2007-2013, the organizers strive to build an environment where employers can meet directly the available work force.

2011 Codespring Company Days

October 2011

September 2011: exploring Făgăraşi Mountains.

As we have been riding the projects of 2011, time was there for making a halt and enjoying the team… – the ideal time for celebrating 2011 Codespring Day. Thanks to our HR department, between the 23rd and the 25th of September 2011, we found ourselves in the middle of an expedition in the Făgăraşi Mountains, 10 km away from the Bâlea waterfalls and 21 km away from the magnificent Bâlea Lake.

A nice autumn weather, in the mountains, with its intriguing morning fog made the landscape simply irresistible. There were options for both active and chill hikers, as the land was generous in spectacular settings and routes.

Cluj-Napoca IT&C Market Overview

October 2011

As we step in Q4 of 2011, Cluj-Napoca IT&C community consolidates its position on the Romanian and wider, CEE market. Ranked 1st in the country for hardware production (up to H2/2011), and 3rd for software development, the city confirmed again the positive forecasts. Our exclusive research revealed a total market growth of 50% in 2010, and healthy profit margins for each segment. Find out why this city, in the heart of Transylvania, is attracting more IT&C business investors.

Romanian Trade Mission in Denamrk and Sweden

October 2011

Starting with the 30th of October until the 5th of November 2011, Codespring representatives will attend the Romanian Trade Mission in Denmark and Sweden, dedicated to the IT&C sector. The event is being organized with the support of the Romanian Ministry of Economy, Commerce and Business Environment in cooperation with the Romanian Centre for Trade and Investment and ATIC (the Association for Information Technology and Communication of Romania).

B2B Logistics: Achieving Efficiency

October 2011

Innovation in the Logistics sector has been massively driven by increasing software development performances. Passionate professionals and researchers state that logistics has been the millennium's trade true propeller, making possible that merchandise and products reach their final destination around the globe, in the shortest possible time.

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