



December 17 2007
Mobile Monday
St.Petersburg



- Founded in 1993
- ISO 9001:2000 certified
- 100% Private Ownership
- Located in St. Petersburg, Russia

Arcadia, Inc.

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Arcadia Fact Sheet



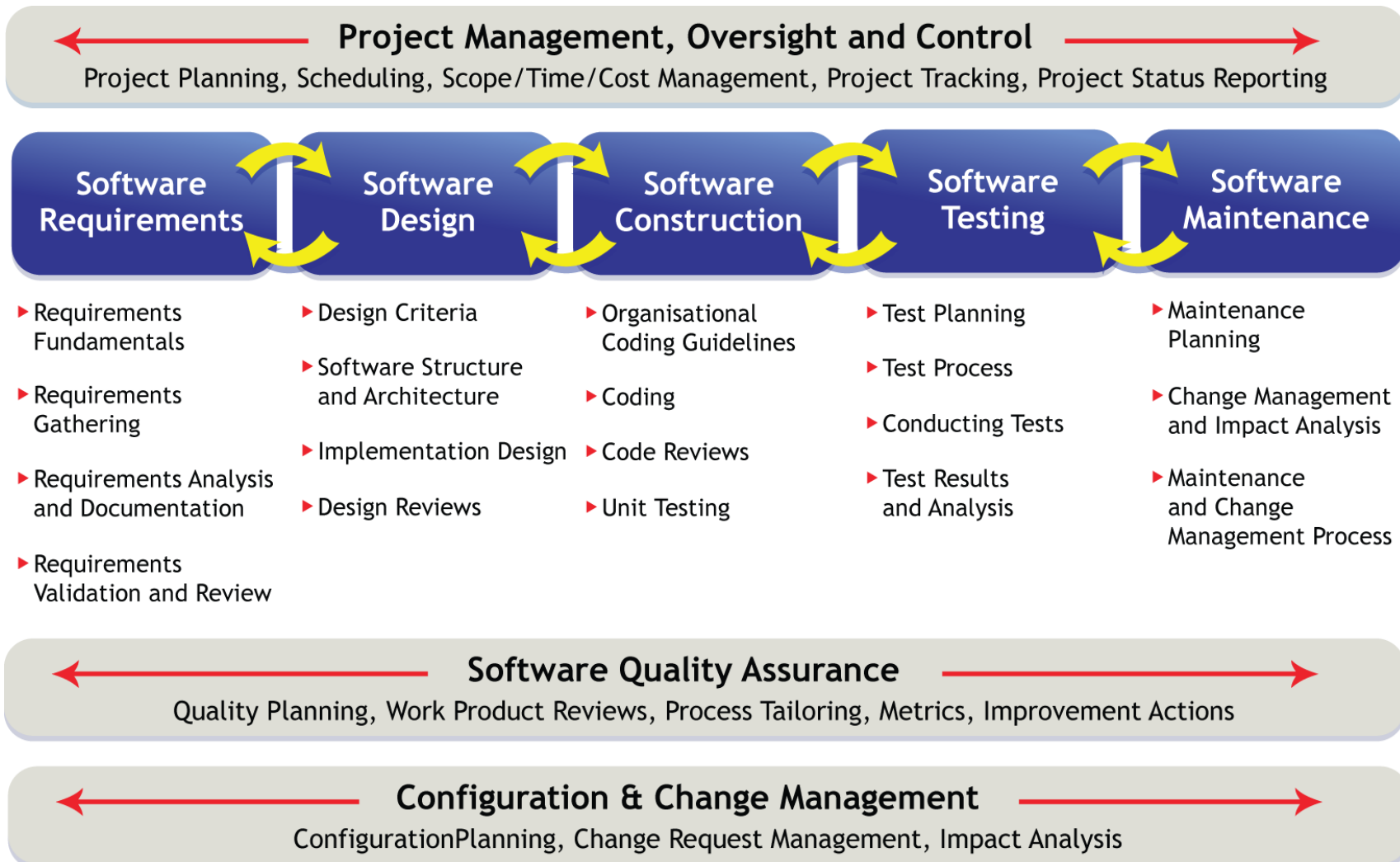
- Founded in 1993
- 130+ employees in St. Petersburg
- 450+ projects realized
- Affiliated companies:
 - ▶ Planet-Software, Inc., founded in 1996, Gainesville, Florida, USA
 - ▶ Ardin Software Oy, founded in 2002, Vantaa, Finland
 - ▶ Arcadia++, an IT recruiting agency, founded in 2000, St.Petersburg, Russia
- Certifications:
 - ▶ **ISO 9001:2000** since 2003
 - ▶ **Microsoft Certified Partner** since 2005
- Arcadia is a member of:
 - ▶ Scandinavian Group (ScG)
 - ▶ RusSoft – Ardin Software Oy represents RusSoft at Finnish market

Service Offerings

Consulting services in software development:

- ▶ Business Analysis;
- ▶ Specifications & Architecture Design;
- ▶ Development & Testing;
- ▶ Maintenance.

Software Engineering Process



Our customer base

Arcadia's customers in Finland:

- F-Secure – since 1996
- TietoEnator -> Personec -> Aditro- since 2000
- SoftAbility- since 2001
- oPLAYo – since 1999
- Other big and small Finnish companies

Ardin's customers in Finland:

- PointSec,
- NetHawk, etc

"What did we find out being in Finland"?

In Business

- ▶ We are very good partners and Finns look with hopes towards Russia, as software solutions market and labor pool.
- ▶ Finland is true world-level country when it comes to business and Government support.
- ▶ Our Software Technology processes are too slow. Lots of room for improvement. Our HRM Services too slow, we need to move faster. Our Education System is too slow. Our Financial Services – non existent. Our Government support = 0.

In Culture

- ▶ We are very close – geographically and in culture, just need to get rid of “Sovok syndrome” and mature.
- ▶ Credibility level towards Russia is low. It’s hard to earn credibility, but when earned, it helps a lot!
- ▶ Finns look more towards US then Russia, in business and culture.
- ▶ Business time management and personal time management are at very high level Finland. Finns value their and our time.
- ▶ “Vodka - connecting people” is not working any more.

Solutions, suggestions?

- Both countries need each others cooperation in SW areas. Finland has too small market, Russia is an excellent place to implement Finnish solutions and need a lot of them in many areas.
- AMI Partners: SME in Russia will spend \$5.4 bln for IT in 2007.
- Solutions from Microsoft, Oracle, SAP are not popular at SME. But SME grew out from 1C solutions. There is an opportunity to fill the niche from Finnish side.
- From near-shoring to implementing Finnish solutions in Russia.
- Companies in both countries already have a lot of experience in cooperation and are ready to share with it to all other players and implement it in Russia and Finland.
- There is a need for higher level support for this cooperation coming from both countries.
- Russian SW industry needs to mature to meet the challenges coming from Finland. We need to do a lot to be equal partners.
- Finnish-Russian Connector was a good start which helped many Finnish-Russian projects, we need it to be continued!

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