



# Auriga's Newsletter

January 30, 2009

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### **Auriga offers desktop news aggregator APBAT**

[APBAT](#), a real-time desktop news aggregator for media professionals, has been significantly updated in 2008 and made available to wider audience. This news aggregation tool developed by Auriga handles a wide range of protocols and allows distribution and custom data printing according to user-defined templates and information distribution schemes.

APBAT is a desktop application that retrieves news from leading news wires in real time, intended for news agencies, online and print publishing organizations, and other mass media and information providers. APBAT interacts directly with leading news wires, provided by the world news agencies such as ITAR-TASS, Interfax, Reuters, AP, AFP, and RIA Novosti.

It handles all three main steps in the information cycle, that is, information retrieval/aggregation, processing and information sharing.

APBAT can retrieve news from a range of newswires, as it supports a range of sources, such as dedicated agency channels, file server, e-mail or an in-built Internet service (Kinecta). APBAT provides multilingual support, enabling retrieval of local news in all major European languages, including Russian.

APBAT supports a news database that can store up to 30 000 items (i.e. all news for 10–14 days), and processes all retrieved messages in accordance with the original source data format, including unpacking and decoding. Its easy user-friendly interface, an in-built text editor, and keyboard navigation ensure that all main functions are within reach.

APBAT enables redirecting and distributing messages to other servers, to e-mail addresses or to communication

channels according to user-defined information schemas. Custom news groups can be queued for immediate distribution to the target audience or automated data printing.

APBAT is a reliable and compact tool that can be installed on any Windows PC with standard serial communication ports or a standard network interface card, and event log database allows the administrator to trace all existing events in case of any connection problems.

The advantages of APBAT have earned it recognition from major press agencies, radio and TV channels, and prominent daily newspapers. Our client list includes: Associated Press, Voice of America, The New York Times, and other players in the global media market.

### **The prospects of Russian outsourcing IT industry in 2009**

During the current economic recession, Russia's international reserves (478.76 billion USD as of January 1, 2008–RIA Novosti) are used by the government for a package of anti-crisis measures to stabilize its economy. As Russia's Finance Minister Aleksei Kudrin stated at the Asian Financial Forum in Hong Kong, the government assumes that the budget deficit "should begin to decrease from 2011," (Itar-Tass).

As indicated by PricewaterhouseCoopers (PwC), the Russian economy will continue to grow despite recession, although at a moderate rate. For example, in 2007 the Russia's share in the global economy was 3,2%, and the forecast for 2014 is 3,5%. The forecasts and estimates vary depending on the Auditing body, but the experts agree that Russia is taking timely and appropriate measures.

It is natural that Russia cannot rely heavily on oil export, and has to develop alternative economic strategies. In this context, the prospects of Russian IT industry remain quite



optimistic. According to the interview of Auriga President Alexis Sukharev to "Rossiiskaya Gazeta" (a Russian government newspaper), building an innovative economy is the only way "to turn the present raw material Russia into new high-tech, innovative Russia", and this is understood by Russian authorities. President Dmitry Medvedev has declared that a new so called "knowledge economy" is among country's top priorities. That is why a state funding of over 600 billion USD is allocated for hi-tech initiatives. One of the exemplary projects, supported by the government, is the technology parks initiative launched by former Russian President Vladimir Putin in 2005, based on the India development model. If this program proves to be effective, Russia will reinforce its position as a reliable outsourcing destination for complicated and knowledge-intensive tasks.

Russia has an excellent opportunity of becoming a global center of attraction for R&D outsourcing. This ICT sector, along with product development, has long been regarded as a major differentiator of Russian outsourcing industry. This advantage is undoubtedly rooted in the Russia's competitive education system focused on fundamental engineering and science. The knowledge of physics and mathematics serves as a good basis for SW development.

Despite proverbial engineering talent and problem solving flexibility, at the moment Russian IT services export industry is too fragmented and small to achieve a real breakthrough in this field. Mr. Sukharev believes that there is a lot to learn from India, with its impressive technopark infrastructure and IT companies, enjoying tax and customs benefits. Indian IT owes this success to the government who launched IT industry development programs, started as early as 1984, and introduced technology parks in 1990s.

Indian companies expressed intentions to enter the Russian Market. Interestingly, Mr. Sukharev supposes that if this market penetration will happen in 2009, that would be a start of collaboration rather than confrontation:

"Cooperation in the area of IT should be beneficial for Russia and India alike, both sides have a lot to learn from each other. At the very least, Indian companies need qualified partners who can support their prod-

ucts and developments in Russia",—believes Alexis Sukharev, Auriga CEO and founder. "All of the above shows that there are undoubted synergies between the two industries: the big and mature Indian IT industry, searching for global talent, and Russia, a historic ally of India, with its rich scientific heritage and strong momentum. A wealth of opportunities starts springing to mind, doesn't it?"

#### About Auriga:

Auriga ([www.auriga.com](http://www.auriga.com)) is a software R&D and IT outsourcing services provider incorporated in the U.S. that has been operating development centers in Russia since 1990. Auriga was the first to focus on satisfying the specific needs of software and hardware high-tech companies as its driving strategy. Included in Global Services 100 list and Top 10 ITO Providers in Central & Eastern Europe sub-lists since 2006, and being one of the 44 companies worldwide that made both the Global Services 100 and the Global Outsourcing 100 lists this year, Auriga offers a wide range of services covering all aspects of the entire product engineering area and superb expertise in a rich set of knowledge areas from embedded systems and OS internals to enterprise information systems and Web applications. Auriga's client list includes such industry majors and leaders in their segments as IBM, Draeger Medical, LynuxWorks, NMS Communications, Verdasys, and many others.

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