

Auriga's Newsletter

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Auriga opens new Delivery Center in Rostov-on-Don

Auriga Delivery Centers



Auriga is glad to announce that it has started a new Delivery Center in Rostov-on-Don to expand its business and to meet the growing demand for top quality outsourcing services. The new development center focuses primary on a variety of enterprise solutions - document management, ERP applications, web portals, etc. The hired development team comprises years of experience in bringing high-end enterprise software to market. Prior to opening this center, Auriga has collaborated with the team for almost two years and highly appreciated professionalism and ability to solve complex creative tasks demonstrated by its members.

“Driven by our commitment to providing great customer service and as part of our ongoing expansion, we are pleased to open our new Delivery Center in Rostov-on-Don. We will assist our customers in taking full advantage of the opportunities offered by Auriga market-leading services. The strategic location of the Rostov-on-Don DC allows us to maximize our performance and service reliability and optimize the costs. Rostov-on-Don is a good, cost efficient alternative to tier-1 outsourcing locations in Russia such as Moscow or St Petersburg. We believe that our new Delivery Center has great potential,” – says Auriga Business Development Director Gennadiy Mahov.

“To a client, outsourcing a project to a lesser-known location can imply a certain risk, and to a service provider setting up operations in a new city is always a challenging task. However, we at Auriga are confident in the success. To provide our customers with excellent services, we combine Auriga’s technical capacity, innovation and creativity with the inside knowledge of the local resource pool, its strengths and weaknesses. Rostov-on-Don team works in close cooperation with our four delivery centers in Moscow and Nizhny Novgorod to assure integrity and compliance with our high quality standards,” – says Auriga Enterprise Program Manager Sergey Kiselev.

Rostov-on-Don, the economic and cultural center of southern Russia, is the 10th biggest city in the Russian Federation. Rostov-on-Don can seriously be considered as a promising IT services outsourcing destination for a number of reasons.

First of all, the city, located about 2 hours by air away from Moscow, is a **large Russian logistics center** internationally connected by rail, water and road. It is an important transportation base of the South of Russia and provides an outlet to the coasts of the Black sea, the sea of Azov and the Caspian sea. Over the recent years, it has been attracting a large number of international investors. In fact, Rostov-on-Don with its generally good infrastructure and global accessibility holds the third place in Russia by the foreign trade turnover volume.

Secondly, Rostov-on-Don is a known **center of technical education** and has a qualified pool of entry level workforce with additional access to the resource pool of the neighboring large cities. Key services in the area include IT system solutions and increasingly enterprise resource planning (ERP) and customer relationship management (CRM) systems development.

The last but not least, is the fact, that **the cost** of living, rental costs and salaries are significantly lower than in tier-1 cities such as Moscow and St Petersburg.

Andrei Pronin - "From Russia with Software"

Earlier this year, Dr. Sukharev, Auriga Founder and President, was invited to China to attend two important events that brought together business, technology, and political leaders to collaborate on solutions for common issues and supporting economic development. We gave coverage to this visit in our [October'09 press-release](#). Following the report of Dr. Sukharev, Chinese journalists made a request for an overview article concerning the specifics of Russian IT & software industry.

This think piece, written by Andrei Pronin, Auriga General Manager, was published in the November'09 issue of the Programmer Magazine by CSDN, China's largest software development community.

In the article, Andrei provides a brief overview of Russian ICT industry, sharing his views on its history, current place in the global software development arena, unique features as compared to other countries, and the praised Russian software talents.

"We are pleased with the interest of Chinese IT community to the Russian R&D software industry, its history and perspectives. I believe that better recognition between Russian and Chinese providers of outsourcing services can give rise to prosperous partnership and collaboration. We are honored to represent the Russian software outsourcing industry in such well-known media recourse like CSDN. Let me tell you, that we will avail of the every opportunity to make Russia visible as one of the global outsourcing leaders", - says Auriga President and Founder Dr. Sukharev.

Enjoy the entire article in English on the Auriga web-site:

- ["From Russia With Software": Andrei Pronin on the specifics of Russian software industry](#)

The full text of the article is also available at CSDN.NET (in Chinese):

- ["From Russia With Software" at CSDN.NET: Andrei Pronin on the specifics of Russian software industry](#)

"From Russia With Software": article excerpts

Russia's competitive advantage is its high quality education and training, with focus on deep fundamental knowledge, which prepares our IT graduates for technological change and learning new technical skills when needed, rather than just being proficient in the "skill of the day".

Russian "engineers and software developers are most often involved in core application development projects, project planning, requirements gathering & analysis and specification design activities, which is particularly noteworthy given that these life cycle activities are not typically associated with software offshore outsourcing". In two words, if you have a high-tech product of your own and consider outsourcing some product development tasks the best thing you can do is outsourcing to Russia.

From 2002 to nowadays the turnover from exporting the software grew almost 10 times, and in 2008 constituted \$2.65 bln, or about of 50% of the total Russian IT industry. Unfortunately, due to the ongoing global crisis the growth of the software export in 2008 was only 21% compared to the compound annual growth rate of over 44% experienced between 2002 and 2007. Nevertheless, the industry continues to climb up, expecting some growth even in the tough 2009 and then restoration to the pre-crisis growth rate after 2010.

Tom Kilroy, General Manager of Intel Digital Enterprise Group, speaking in Hyderabad at a conference entitled 'Intel Innovation: China, Russia and India', emphasized Russia's 'software development innovation', as compared with China's 'marketing innovation' and India's 'silicon design excellence'.

Some believe that this orientation on software R&D is a limitation of Russia in the competition with the global IT outsourcing superpowers, such as India. But in my opinion, this naturally focused strength is rather a good seed for the growth, since it would be hard to take this niche away from Russia, and further development can be based on this firm base. The question is how to use this strength properly.

If played wisely, these "soft skills" may become the winning card for the Russian software services industry.



About Auriga:

Auriga (<http://www.auriga.com>) is a software R&D and IT outsourcing services provider incorporated in the U.S. and operating development centers in Russia. The list of provided services covers all aspects of software product engineering for a broad range of knowledge areas from embedded and mobile software to enterprise and Web applications. Auriga combines top engineering talent with flexibility, cultural proximity, and focuses on clients' interests and convenience as its main driving strategy.

Founded in 1990, Auriga was the first Russian company to provide offshore/nearshore services to EU/US customers. Auriga is in top 10 outsourcers in Eastern Europe and Russia, and a worldwide leader in such services as R&D, OPD, software testing and QA, and such verticals as high-tech, healthcare, and telecom. Auriga is constantly included in Global Services 100, Global Outsourcing 100, The Black Book of Outsourcing and other global industry ratings. The client list combines industry majors, leaders in their segments, and innovative start-ups, including IBM, Draeger Medical, LynuxWorks, Dialogic, Actel, BroadVision and many others.

About CSDN

The "Chinese Software Developer Network" or "China Software Developer Network", (CSDN), operated by Bailian Midami Digital Technology Co., Ltd., is one of the biggest networks of software developers in China. CSDN provides Web forums, blog hosting, IT news, and other services. CSDN operates the largest software developers' community in China with about 6 million registered members. CSDN publishes a large software website (<http://www.csdn.net>) and the software magazine "Programmer", conducts conferences and seminars, and offers multinational companies a channel to market their products into China.

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