

**Deloitte.**



Technology  
Fast 50  
2015 CENTRAL EUROPE

# Technology Fast 50 Powerful Connections





# Welcome to the Deloitte Technology Fast 50 Central Europe 2015

The Deloitte Technology Fast 50 in Central Europe is a programme that recognizes and profiles fast growing technology companies in the region. The programme, which is now in its 16th year, ranks the 50 fastest growing public or private technology companies.

Technology Fast 50 award winners for 2015 are determined based on the revenue growth over four years (2011 to 2014). Revenue growth is calculated in local currency. Companies must meet a minimum annual revenue threshold of € 50.000 in order to qualify. Exchange rates are based on annual average given by the central bank of the company's respective national currency.

Companies active in the following industry sectors are eligible for:

- Software
- Hardware
- Communications
- Media
- Clean Technology
- Life Sciences

Technology companies are invited to self-nominate for the programme via our website. Financial data about the companies are provided by the entrants themselves and is gathered via our online survey tool.

This information is then cross-checked using each company's financial statements which have been verified by their accountants or a registered auditor.

The Deloitte Technology Fast 50 in Central Europe is part of Deloitte's global Fast 500 programme.

For further information regarding the Deloitte Technology Fast 50 in Central Europe, please visit our website: [www.deloitte.com/cefast50](http://www.deloitte.com/cefast50).

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# Introduction

It gives me great pleasure to present the results of the 16th edition of the **Deloitte Technology Fast 50 in Central Europe**.

Deloitte embarked on this journey 16 years ago with the intention of gaining recognition for the burgeoning technology sector that already existed throughout the countries of Central Europe. The number of applications for the Fast 50 increases every year, which indicates that companies themselves acknowledge the Fast 50 as a way of gaining regional, European and worldwide recognition. The participation rate and geographical diversity of companies in this year's rankings are higher than ever.

The Fast 50 puts companies in the spotlight. It connects them with the market, with prospective clients and with potential investors. Participation in the ranking provides them with additional credibility, an enhanced reputation and brand eminence. Being listed in the Fast 50 draws attention to their innovative approach to business and potential for growth.

According to the CEOs we surveyed in this year's edition, fast-growing technology companies face many challenges, one of which is continuing to drive innovation. Although these companies face a wide variety of challenges, CEOs also expressed how high-quality employees have contributed to their growth and will continue to do so in the year to come.

We trust you will find many interesting stories in this year's Technology Fast 50 in Central Europe, and that you will appreciate the value of this overview of our region's technology sector.



**Adam Chróścielewski**  
Fast 50 Programme Leader  
Deloitte Central Europe



# CEO welcome

The companies featured in this year's CE Technology Fast 50 show that meeting constant customer demand for new and improved products and services is fundamental to their sustainable success. For all of them, finding and managing the right people to help execute their strategies is the most important challenge.

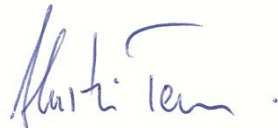
It is not surprising then that respondents from the CEO survey that makes up part of this year's CE Fast 50 report are of the same opinion. Finding the right people is a challenge requiring significant amounts of time and effort to recruit and retain individuals that enable, or even lead growth in the company.

The CE Technology Fast 50 report is all about celebrating companies large and small, public and private, local and global that are delivering technological innovations which drive industry and business in our region forward. We believe it is important to acknowledge industry leaders who are able to turn great ideas into stunning realities, and we are proud to unveil this year's cutting-edge innovators.

There is a lot we can learn from the way these pioneers seek out growth opportunities and build on their most valuable assets to attain significant growth. I hope you enjoy this year's report.

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The CE Technology Fast 50 report is all about celebrating companies large and small, public and private, local and global that are delivering technological innovations which drive industry and business in our region forward.



**Alastair Teare**  
Chief Executive Officer  
Deloitte Central Europe



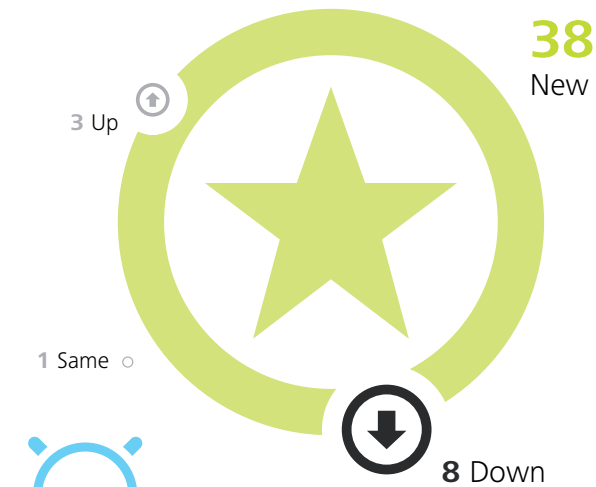


# 2015 Technology Fast 50

# Fast 50 Overview

# 560%

Average growth



Most companies founded  
**in 2009**

# Companies broken down by countries

CLEAN TECHNOLOGY	
COMMUNICATIONS	
HARDWARE	
LIFE SCIENCES	
MEDIA	
SOFTWARE	









# 01 **Simplify s.r.o.** SOFTWARE 1971%

-  Czech Republic
-  Petr Mahdalicek
-  www.simplify.eu
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -



Simplify is an international company focused on consulting and technical services in the fields of Data Warehousing and Business Intelligence.

# 02 **SkyCash Poland S.A.** MEDIA 1665%

-  Poland
-  Tomasz Krajewski
-  www.skycash.com
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -



Mobile payment system that delivers, among others, public transport and parking tickets for purchase. Application was downloaded by over 2 mln users who make 500.000 transactions per month.







# 03 **Szallas.hu Kft.** MEDIA 1209%

-  Hungary
-  József Szigetvári, József Dorcsinecz, Zoltán Varga
-  www.szallas.hu
-  Founded: 2008
-  Years in Fast 50: 2
-  Last Year's Rank: 1



Online sale of accommodations in Hungary and Central Europe.

# 04 **BSP Applications, spol. s r. o.** SOFTWARE 1004%

-  Slovakia
-  Marián Skalický
-  www.bsp.sk
-  Founded: 1996
-  Years in Fast 50: 1
-  Last Year's Rank: -



Development of custom applications, document management systems and document digitizing. IT infrastructure deployment, provider of IT courses and certifications.

05

Netguru sp z o.o.

SOFTWARE 1004% 

-  Poland
-  Wiktor Szmidt
-  netguru.co
-  Founded: 2008
-  Years in Fast 50: 2
-  Last Year's Rank: 5









Delivers high-quality software, websites, mobile applications, and user interfaces for clients around the world. Company's development style values transparency in work and hands-on communication.

06

ZebraPay SRL

MEDIA 998% 

-  Romania
-  Adrian Badea
-  www.zebrapay.ro
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -









Zebrapay is an independent payment processing company, directly and securely connected with all major telecom operators, public utilities suppliers, insurance brokers, travel tickets providers, on-line shops and other vendors from different industries.

07

High Tech Engineering Center d.o.o. Beograd

SOFTWARE 962% 

-  Serbia
-  Aleksandar Čabrilo
-  htec.rs
-  Founded: 2008
-  Years in Fast 50: 2
-  Last Year's Rank: 3



HTEC is an engineering services company that provides complete technology solutions based on advanced software and custom electronics development. Company has two development centers in Serbia and employs carefully chosen teams of the best engineers in the region.

08

ITNT

SOFTWARE 933% 

-  Romania
-  Lucian Todea
-  www.itnt.ro
-  Founded: 2003
-  Years in Fast 50: 2
-  Last Year's Rank: 4







ITNT is one of the most successful entrepreneurial tech initiatives in Romania, covering businesses in the online space: desktop, mobile and travel.

09

Serengeti d.o.o.

SOFTWARE 843% 

-  Croatia
-  Goran Kalanj
-  [www.serengeti.hr](http://www.serengeti.hr)
-  Founded: 2007
-  Years in Fast 50: 1
-  Last Year's Rank: -








Serengeti is a firm that specializes in delivering overall services for business applications. They are recognized by customers for their unique approach in establishing nearshore outsourced R&D centers.

10

Traffic Trends Sp. z o.o.

MEDIA 825% 

-  Poland
-  Paweł Józwiak
-  [traffictrends.pl](http://traffictrends.pl)
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -



Specializes in building valuable traffic to online stores. It is the only agency that is 100% focused on e-commerce. Traffic Trends offers effective ways to win customers on the web i.e. seo, Adwords, Facebook Ads, remarketing campaigns and runs social media communication on Facebook, Instagram and other platforms.

11

NANOBIT d.o.o.

SOFTWARE 754% 

-  Croatia
-  Zoran Vučinić
-  [www.nanobit.co](http://www.nanobit.co)
-  Founded: 2008
-  Years in Fast 50: 2
-  Last Year's Rank: 13



Nanobit is a company specialized in developing and delivering mobile games and apps. We live by our motto "Crafting bits of fun" and are proud to say that we are one of the leading Croatian tech companies, with continuous strong growth and a clear focus on excellent work(ing conditions).

12

Bulpros Consulting JSC

SOFTWARE 746% 

-  Bulgaria
-  Ivaylo Slavov
-  [www.bulpros.com](http://www.bulpros.com)
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -









Bulpros Consulting JSC is a European IT Services company established in Sofia, Bulgaria and is currently operating throughout the global and European market. Bulpros is providing the whole spectrum of IT lifecycle services – software development in all core technologies, design and development of web and mobile solutions and applications and IT Infrastructure services with a focus on infrastructure consulting for MS technologies and cloud services.

13

ASTINVEST COM SRL

SOFTWARE 705% 

-  **Romania**
-  Alexandru Stupar
-  [www.astinvest.com](http://www.astinvest.com)
-  **Founded:** 1997
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -







**ASTINVEST**  
Inspiring Tomorrow

ASTINVEST provides web applications, mobile applications, software development services and complete SMS communications solutions through SMSLink.ro, one of the most advanced SMS platforms available on the local market. SMSLink.ro provides integrated SMS services for businesses using Software-as-a-Service (SaaS), a cloud-based approach.

14

Imperia Online Ltd.

MEDIA 592% 

-  **Bulgaria**
-  Mony Dochev
-  [www.imperiaonline.bg](http://www.imperiaonline.bg)
-  **Founded:** 2009
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -

  
**Imperia Online**  
Game Production Company

Imperia Online Ltd. is a Bulgarian game production and publishing company. The studio originally concentrated primarily on browser-based games with the main title being Imperia Online, but later started developing mobile games as well.

15

INSOFT Development &amp; Consulting

SOFTWARE 577% 

-  **Romania**
-  Cristian Aciubotăritei
-  [www.insoft-dc.ro](http://www.insoft-dc.ro)
-  **Founded:** 2008
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -

  
**INSOFT**  
development & consulting

INSOFT is one of the largest complete IT systems integrators in Romania. The company offers advanced solutions, nationally and internationally, in the fields as: government, education, health, emergency situations, labor market, research-development-innovation and business environment.

16

Mainstream d.o.o. Beograd

COMMUNICATIONS 555% 

-  **Serbia**
-  Boško Radivojević and Ljubiša Radivojević
-  [www.mainstream.rs](http://www.mainstream.rs)
-  **Founded:** 2005
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -

  
**mainstream**  
PREMIUM HOSTING

Mainstream provides premium hosting services to large clients with high standards by taking around-the-clock operational responsibility for hosted applications, websites and cloud colocation. Serving 10+ million people every day.

“The most significant past challenge was to build trust and market position. A major obstacle is the long-term scarcity of a high-quality work force.”

Petr Mahdalicek, CEO, Simplity s.r.o.

“Since 2008 when ITMAGINATION was established, we have been achieving a steady growth in revenues and maintaining high profitability”, says Daniel Arak, Co-Founder and Board Member at ITMAGINATION. “In business relations we stress three key values – transparency, partnership and professionalism. Customers value us because we connect business and technology, so they entrust us with new projects and engage in long-term cooperation. We employ a team of over 250 qualified IT consultants, cooperate with global organisations in offshoring and nearshoring models, and invest profits in the development of skills as well as in global expansion. It’s our key to success.”

Daniel Arak, Łukasz Kieloch, Dawid Łaziński, CEOs, ITMAGINATION Sp. z o.o.

“We have a long-term mindset. Our strategy of growth that is perhaps slower, but that is also sustainable for the future, gives us an advantage over companies with products that have a very aggressive ROI.”

Simon Šicko, CEO, Pixel Federation s.r.o.



“The main challenge we’ve faced in the last couple of years was around how to build the winning spirit and culture which will allow us to become a leading company in our space.”

Ivaylo Slavov, CEO, Bulpros Consulting JSC

“Basically it comes down to two things. People and Trust. We try very hard not to make compromises when hiring, so in the end the leading cause of employee satisfaction is other employees. This then becomes HTEC’s main growth engine. Trust comes down to being transparent and not being afraid to go the extra mile for each client while exploring the new areas of today’s technology.”

Aleksandar Čabrilo, CEO, High Tech Engineering Center d.o.o. Beograd







“As a context challenge, when we started in 2001, the Romanian market wasn’t very developed. We saw this situation, though, as an opportunity, aiming higher year by year and targeting the regional market from our early plans.”

Bogdan Padiu, CEO, Teamnet International

17

VISIBILITY s.r.o.

MEDIA 543% 

-  Slovakia
-  Juraj Sasko
-  [www.visibility.sk](http://www.visibility.sk)
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -



Full service internet marketing agency which conducts online campaigns and provides communication and performance management services, traffic acquisition and online coaching.

18

Integracija od-do d.o.o.

SOFTWARE 539% 

-  Croatia
-  Ozren Milat
-  [www.integracija.com](http://www.integracija.com)
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -









Integracija od-do provides services and solutions based primarily on TIBCO Software products, including system integration, SOA, product/service catalogs, order management and fulfilment, BPM, CEP, as well as custom solutions bringing fast returns and competitive advantages to customers.

19

ITMAGINATION Sp. z o.o.

SOFTWARE 530% 

-  Poland
-  Daniel Arak, Łukasz Kieloch, Dawid Łaziński
-  [www.itmagination.pl](http://www.itmagination.pl)
-  Founded: 2008
-  Years in Fast 50: 2
-  Last Year's Rank: 6




The company employs more than 240 IT consultants and delivers custom software and Business Intelligence solutions for global organizations.

20

ZENTITY a.s.

SOFTWARE 493% 

-  Czech Republic
-  Abhishek Balaria
-  [www.zentity.com](http://www.zentity.com)
-  Founded: 2011
-  Years in Fast 50: 1
-  Last Year's Rank: -



Zentity is a development and consulting company that delivers high-quality mobile applications and related services, including marketing and technical support. The company provides end-to-end solutions, such as Smartphone clients, Mobile Web, Integration services, Security and Device Management. Zentity has implemented many award-winning solutions for many Fortune 500 customers.

21

Piconet SRL

SOFTWARE 486% 

-  **Romania**
-  Claudiu Suma and Dan Holotescu
-  [www.piconet.ro](http://www.piconet.ro)
-  **Founded:** 2003
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -



A Romanian company that specializes in cloud based parking administration solutions, branded TPark®. They provide smartphone Apps for both parking payments and parking law enforcement. As of today PICONET processed over 7 million parking transactions. The TPark® system was launched in Timisoara in 2006, and it has been used by over 450.000 persons, in 18 Romanian cities.

22

Flowmon Networks, a.s.

SOFTWARE 480% 

-  **Czech Republic**
-  Rostislav Vocilka
-  [www.invea.com](http://www.invea.com)
-  **Founded:** 2007
-  **Years in Fast 50:** 3
-  **Last Year's Rank:** 46









FlowMon Networks assists companies from around the world to increase the performance of computer networks and protect them from modern types of cyber threats. With its products, the company is the leader in network operation monitoring and Network Behaviour Analysis (NBA). Its solution, Flowmon, is the only European NBA product recognised by the analytic agency Gartner. The Company was established in 2007 in Brno as Invea-Tech. Since the splitting of Invea-Tech into two separate businesses, the company has begun operating as Flowmon Networks in 2015.

23

11 bit studios S.A.

MEDIA 479% 

-  **Poland**
-  Grzegorz Miechowski
-  [www.11bitstudios.com](http://www.11bitstudios.com)
-  **Founded:** 2009
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -




Multipatform game development studio selling games worldwide. Company publishes games of other external studios and maintains a web platform dedicated to the sale of games from other manufacturers - gamesrepublic.com. It's biggest hit was a game "this war of mine".

24

Sedmi odjel d.o.o.

SOFTWARE 476% 

-  **Croatia**
-  Marin Vidaković
-  [www.sedmiodjel.com](http://www.sedmiodjel.com)
-  **Founded:** 2010
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -









Basic function of Sedmi odjel is providing IT services for business customers in the service model on all levels - IaaS, PaaS, SaaS. Strategically, they are focused on the construction and operational management of IT infrastructure, as well as independent service development in cooperation with their partners.

25

Gravity Research &amp; Development Zrt.

COMMUNICATIONS 466% 

-  Hungary
-  Domonkos Tikk
-  [www.gravityrd.com](http://www.gravityrd.com)
-  Founded: 2007
-  Years in Fast 50: 1
-  Last Year's Rank: -




Gravity RGD is a fast-growing company that provides recommended solutions that help clients increase their revenues while boosting user experience at the same time.

26

GPS Tuner Kft.

SOFTWARE 452% 

-  Hungary
-  Tamás Nagy
-  [www.gpstuner.com](http://www.gpstuner.com)
-  Founded: 2008
-  Years in Fast 50: 1
-  Last Year's Rank: -



From its foundation in 2008, GPS Tuner has been a software company focused on navigation technology, offering the best-in-class solutions to Original Equipment Manufacturers of personal navigation devices.

27

GESKIMO SRL

SOFTWARE 419% 

-  Romania
-  Razvan Gavrilas
-  [www.geskimo.com](http://www.geskimo.com)
-  Founded: 2005
-  Years in Fast 50: N/A
-  Last Year's Rank: N/A

**GESKIMO**

One of the company's major products is cognitiveSEO, a Digital Marketing Toolset that helps people increase their website traffic and monitor their site's evolution. The software provides customers with the best in digital marketing strategy analysis and insight for their business.

28

manGoweb, s.r.o.

MEDIA 414% 

-  Czech Republic
-  Pavel Fuchs
-  [www.mangoweb.cz](http://www.mangoweb.cz)
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -








Mangoweb creates responsive websites that make sense. The company is interested in understanding the entire context of a client's web functioning, product, business plan and marketing and refers to it as a basis for developing the whole website.

29

PIXEL FEDERATION, s.r.o.

MEDIA 407% 

-  Slovakia
-  Šimon Šicko
-  www.pixelfederation.com
-  Founded: 2007
-  Years in Fast 50: 1
-  Last Year's Rank: -



Pixel Federation develops browser-based, mobile and tablet games, with over 1.5 million monthly active users.

30

Infinum d.o.o.

SOFTWARE 397% 

-  Croatia
-  Tomislav Car
-  infinum.co
-  Founded: 2005
-  Years in Fast 50: 3
-  Last Year's Rank: 9







A software design and development company specializing in the provision of mobile and web development services. Company's clients include large brands, banks, insurance companies, media publishers, mobile carriers and other companies with a need for professionally designed and developed custom software solutions.

31

CEIT Technical Innovation, s.r.o.

HARDWARE 387% 

-  Slovakia
-  Juraj Hromada
-  www.ceitechinnovation.eu
-  Founded: 1997
-  Years in Fast 50: 1
-  Last Year's Rank: -









CEIT specializes in the research, development and implementation of technological solutions in industrial companies, particularly in the automotive industry as well as Automatic Guided Vehicle systems, by increasing of production line effectiveness, handling and special purpose machinery.

32

Promiseo s.r.o.

MEDIA 382% 

-  Slovakia
-  Peter Šoltés
-  www.promiseo.com
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -





Slovak performance marketing agency which operates in the CEE region specializing in the SEO, PPC and web analytics services. Promiseo combines marketing specialization with analytical and IT skills to deliver online marketing solutions.

33

Nordlogic Software SRL

SOFTWARE 381% 

-  Romania
-  Andrei Olariu
-  [www.nordlogic.com](http://www.nordlogic.com)
-  Founded: 2006
-  Years in Fast 50: 1
-  Last Year's Rank: -

### Nordlogic

Nordlogic provides high-value software development services to clients from Finance & Banking, Healthcare, Education, Information Technology and other fields, based in North America and Europe. From Management Information Systems to collaboration tools, e-commerce, web and mobile applications, Nordlogic implements custom solutions and helps clients improve their activity through better software.

34

Life is Hard

SOFTWARE 374% 

-  Romania
-  Erik Barna
-  [www.lifeishard.ro](http://www.lifeishard.ro)
-  Founded: 2004
-  Years in Fast 50: 2
-  Last Year's Rank: 28

### LIFE IS HARD WORK SOFT

A leading Romanian insurance intermediary software provider. Company supplies a range of BPM, CRM, CMS, billing systems, financial management and innovative mobile software solutions that empower clients to compete more effectively and operate more efficiently in an increasingly dynamic market.

35

Geosense s.r.o.

SOFTWARE 345% 

-  Czech Republic
-  Ladislav Čapek
-  [www.geosense.cz](http://www.geosense.cz)
-  Founded: 2009
-  Years in Fast 50: N/A
-  Last Year's Rank: N/A




### GEOSENSE

Geosense has created the first web application that brings together the effectiveness of information systems and the clarity of maps. By visualizing all data in a single view, the solution makes it easier for users to manage, keep accurate records, find timely solutions and make the best decisions with regards to taking care of their properties.

36

Ruptela, UAB

HARDWARE 342% 

-  Lithuania
-  Andrius Rupšys
-  [www.ruptela.lt](http://www.ruptela.lt)
-  Founded: 2007
-  Years in Fast 50: 3
-  Last Year's Rank: 7

### Ruptela

Transport Telematics

Ruptela is a telecommunications company that develops software and manufactures hardware products for real time monitoring of vehicle parameters and activity optimization.

“The most important decision for a business is to clearly define which markets and segments it is going to operate in. There must be demand for the products or services that you choose to provide. It is surprising how often businesses forget this basic principle – especially in the technology sector, we often see solutions looking for problems. Once you have nailed the product-market fit, it is all about execution and your ability to deliver consistently. This leads to free word-of-mouth marketing and eventually to healthy sales. This competitive advantage is hard to replicate for competitors.”

Abhishek Balaria, CEO, Zentity a.s.







“Even the brightest idea will soon be forgotten if it doesn’t match the constantly changing market requirements. That’s why looking ahead with a fresh perspective and fully utilizing innovation’s potential is difficult. The real challenge, however, is to employ and retain our best workers while remembering the extraordinary pace in which client’s needs are evolving.”

Tomasz Krajewski, CEO, SkyCash Poland S.A.

37

Professional Services Sp. z o.o.

SOFTWARE 332% 

-  Poland
-  Mateusz Skonieczny
-  professionalsservices.pl
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -







**PROFESSIONAL**  
SERVICES

Provides BPO services in the areas of accounting, payroll, taxes and law as well as realizing projects in the area of controlling. Since 2011 the company has developed innovative BPM and BI systems for internal and external use.

38

Comperia.pl S.A.

MEDIA 303% 

-  Poland
-  Bartosz Michałek
-  www.comperia.pl
-  Founded: 2007
-  Years in Fast 50: 3
-  Last Year's Rank: 2

  
PORÓWNYWARKA FINANSOWA NR 1

Poland's first financial products comparison site. It recently started helping users choose between insurance offers, and is planning to launch a section for non-financial products such as GSM, broadband and electricity.

39

i-Systems Sp. z o.o.

SOFTWARE 300% 

-  Poland
-  Paweł Jaczewski
-  www.i-systems.pl
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -

**i-systems**

Creates dedicated eCommerce software for trade and distribution. It offers comprehensive project performance, including such solutions as omnichannel retailing, cloud hosting or B2B systems.

40

nSoft, UAB

SOFTWARE 297% 

-  Lithuania
-  Lukas Radvilavičius
-  www.nsoft.lt
-  Founded: 2005
-  Years in Fast 50: 2
-  Last Year's Rank: 45

  
IT sistemos kūrimas







nSoft develops and implements a range of information technology solutions for business management, access control, ticket sales, storage and other areas. The projects are applicable to fitness clubs, dining establishments, entertainment venues, museums, tanning studios and other facilities.



41

Bittnet Systems SA

MEDIA 296% 

-  Romania
-  Mihai Logofatu
-  www.bittnetsystems.ro
-  Founded: 2007
-  Years in Fast 50: 1
-  Last Year's Rank: -









Bittnet is the leader in the IT training market in Romania, a “one-stop shop” provider that offers a wide variety of trainings and implements complex projects for clients. In April 2015, Bittnet became the first IT company from Romania listed in the Bucharest Stock Exchange.

42

InfoCumulus d.o.o.

SOFTWARE 277% 

-  Croatia
-  Sven Marušić
-  infocumulus.com
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -








InfoCumulus is an IT company with the objective of converging technological and business skills in order to achieve the best business results for clients. Company's area of expertise includes customer relationships management solutions, processes and systems. Strategic planning related to ICT, enterprise social networks and development of IT solutions for Windows 8 platforms are also significant part of their service portfolio.

43

Vercom S.A.

SOFTWARE 277% 

-  Poland
-  Krzysztof Szyszka, Adam Lewkowicz
-  www.vercom.pl
-  Founded: 2005
-  Years in Fast 50: 1
-  Last Year's Rank: -



Develops and commercializes software under the modern SaaS model. It develops innovative marketing automation, big data and live segmentation projects.

44

QUALITANCE QBS SRL







SOFTWARE 273% 

-  Romania
-  Ioan Iacob
-  www.qualitance.com
-  Founded: 2007
-  Years in Fast 50: 1
-  Last Year's Rank: -



QUALITANCE works with Fortune 500 companies (IBM, Deutsche Telekom, Merck Sharp & Dohme, ING Bank, Capgemini), as well as cutting-edge, innovative startups revolutionizing their space (Fact0ry, LeaderAmp, AdvisorDeck) to rapidly design, build, test and run everything software - from large enterprise solutions to highly-scalable web and mobile consumer facing apps and platforms.



## 45 GetResponse COMMUNICATIONS 268%

-  Poland
-  Szymon Grabowski
-  [www.getresponse.pl](http://www.getresponse.pl)
-  Founded: 2004
-  Years in Fast 50: 1
-  Last Year's Rank: -



Email marketing solutions combining advanced tools with user-friendly interface. It is used by more than 350,000 businesses, worldwide. The features include: marketing automation, email creator, web forms, landing pages, list booster, email analytics, social media integration and top deliverability.







## 46 Acceleratio d.o.o. SOFTWARE 256%

-  Croatia
-  Toni Frankola, Frane Borozan
-  [acceleratio.net](http://acceleratio.net)
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -



A software development company based in Zagreb. Acceleratio specializes in developing high-quality enterprise applications and providing related consulting services. Company creates innovative software solutions for SharePoint, Office 365, Microsoft Windows Remote Desktop Services, and Citrix admins and consultants across the globe.







## 47 Degordian d.o.o. MEDIA 251%

-  Croatia
-  Daniel Ackermann, Tomislav Grubišić
-  [www.degordian.com](http://www.degordian.com)
-  Founded: 2009
-  Years in Fast 50: 1
-  Last Year's Rank: -



Degordian is a full service digital agency with headquarters in Zagreb, Croatia and offices in UK, Austria, Serbia, Slovenia and Bosnia and Herzegovina, and it is one of the largest digital agencies in Central East Europe. Degordian was the first Facebook Preferred Developer in the region, it's on the MailChimp Expert list and among a few agencies that are a Google Certified Partner.

## 48 InPhoTech Ltd. HARDWARE 250%

-  Poland
-  Tomasz Nasiłowski
-  [inphotech.pl](http://inphotech.pl)
-  Founded: 2010
-  Years in Fast 50: 1
-  Last Year's Rank: -









InPhoTech has extensive experience in R&D and significant technological capability, operating on the optical fibre technologies market, producing sensors, lasers and telecommunications equipment.

49

CDRiA Pipeline Services Ltd.

HARDWARE 244% 

-  **Poland**
-  Zbigniew Czepełkowski
-  [cdria.pl](http://cdria.pl)
-  **Founded:** 1998
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -









CDRiA specializes in the development, manufacturing and operating of ultrasonic diagnostic tools used for inspecting crude oil and oil product pipelines, as well as gas and water pipelines. The company delivered more than 16,000 km of In-Line Inspections both in Poland and internationally.

50

Unas Online Kft.

MEDIA 240% 

-  **Hungary**
-  Tamás Kóczán
-  [unas.hu](http://unas.hu)
-  **Founded:** 2007
-  **Years in Fast 50:** 1
-  **Last Year's Rank:** -

The logo for UNAS Online Kft. consists of the word "UNAS" in a white, bold, sans-serif font, centered within a dark blue rectangular box.

Unas Online Ltd is the provider of the UnasShop Webshop System. UnasShop is the most popular, rentable e-commerce solution in Hungary, and is quickly growing in Romania and Bulgaria.

“The most important aspect of building competitive advantage is knowing who your customers are and what they need. Continuous improvement requires honesty about a company’s strengths and weaknesses – survival demands knowing your competitors and being able to predict changes in the business environment.”

Manca Uršič Rosas, Director of Brand Marketing, Plastika Skaza d.o.o.

“One of the greatest challenges faced by a fast growing business is definitely the necessary implementation and alignment of processes that practically did not exist when we started off with a small team. Another big challenge still felt is a specific feature of the digital marketing industry – finding quality experts in this area.”

Daniel Ackermann and Tomislav Grubišić, CEOs, Degordian d.o.o.

“Listen to the feedback coming from the customers and use their ideas to continuously improve your services and don’t be afraid to adjust the business model when the market conditions seem to require it.”

Ladislav Čapek, CEO, Geosense s.r.o.

# Big 5 awards

# Big 5 awards

The Big 5 awards recognize those technology companies which are too big to compete in growth rates with smaller companies participating in the main Fast 50 ranking but are still growing at a rapid pace for their size. In order to be eligible for Big 5 recognition, companies must have:

1. Operating revenues of at least € 50,000 in each of the past 4 years. Exchange rates are based on annual average given by the central bank of the company's respective national currency.
2. Been in business for a minimum of four years.
3. 2014 revenues in excess of € 25 million.
4. Be headquartered within Central Europe. Subsidiaries or divisions are not eligible unless they have some public ownership and are separately traded.

Achieving € 25 million in revenue is a significant achievement for our Technology Fast 50 winners.

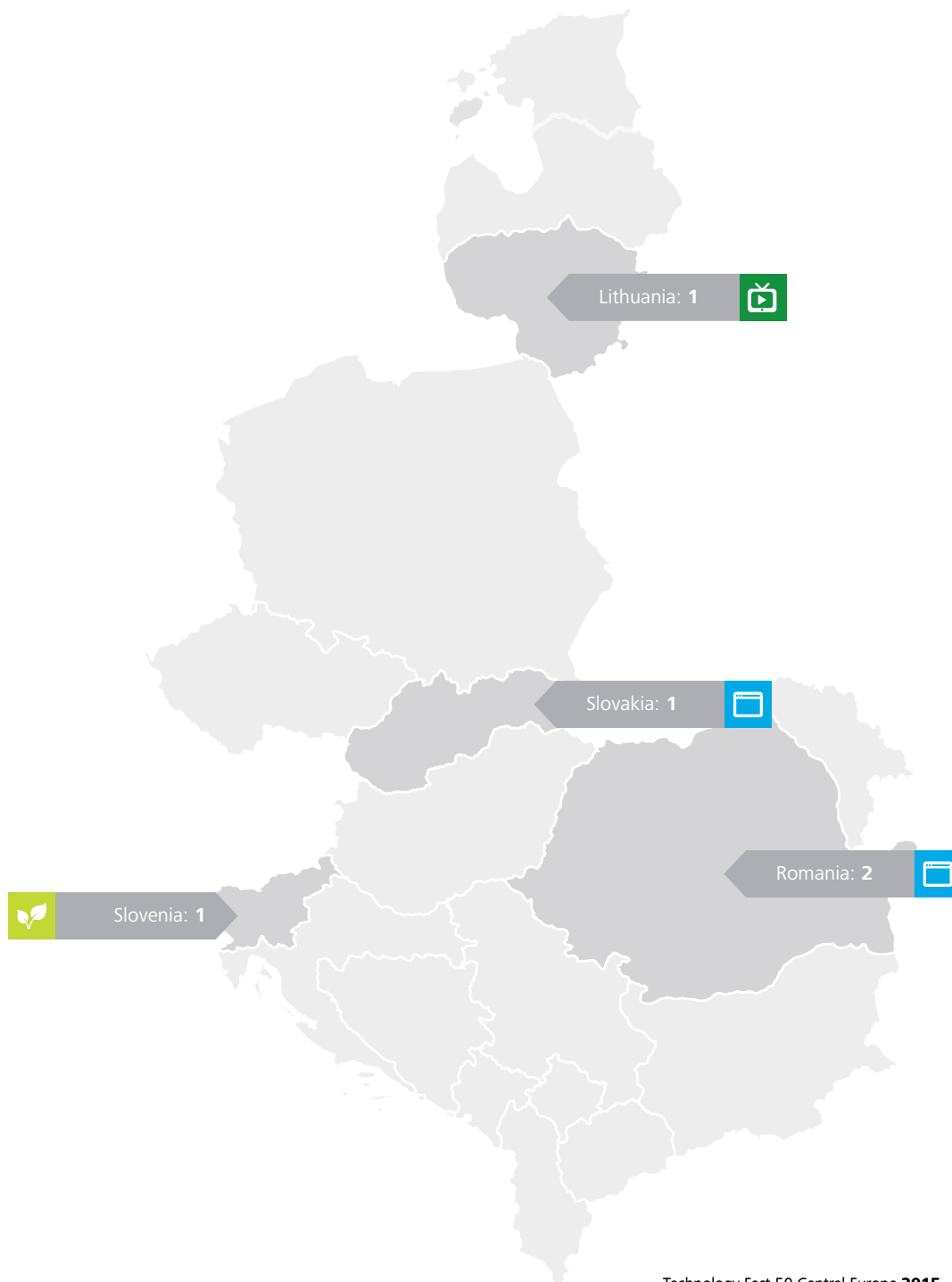
# 247%

Average growth



## Companies broken down by countries

CLEAN TECHNOLOGY	
COMMUNICATIONS	
HARDWARE	
LIFE SCIENCES	
MEDIA	
SOFTWARE	



1

## INSOFT Development &amp; Consulting

SOFTWARE ★  
577%

-  Romania
-  Cristian Aciubotăritei
-  [www.insoft-dc.ro](http://www.insoft-dc.ro)
-  Founded: 2008
-  Years in BIG 5: 1
-  Last Year's Rank: -



INSOFT is one of the largest IT systems integrators in Romania. The company offers advanced solutions, nationally and internationally, in areas such as: government, education, health, emergency situations, labor market, research-development-innovation and business environment.

2

## Pigu, UAB

MEDIA ★  
235%

-  Lithuania
-  Dainius Liulys
-  [pigu.lt](http://pigu.lt)
-  Founded: 2007
-  Years in BIG 5: 1
-  Last Year's Rank: -



Pigu, UAB is the biggest online retailer in Lithuania and through the subsidiaries in the Baltics maintaining a wide range of product categories: household appliances and electronics, beauty and fashion, computers and hardware, sport, leisure & tourism, camera / video, GPS, GSM, MP3, furniture, interior and home repair, etc. Pigu.

3

## ESET, spol. s r.o.

SOFTWARE ↑  
223%

-  Slovakia
-  Richard Marko
-  [www.eset.sk](http://www.eset.sk)
-  Founded: 1992
-  Years in BIG 5: 13
-  Last Year's Rank: 4



World-renown provider of IT security solutions, known for the their antivirus systems and protection against cyber threats.



4

Teamnet International S.A.

SOFTWARE 127% 

-  **Romania**
-  Bogdan Padiu
-  [www.teamnet.ro](http://www.teamnet.ro)
-  **Founded:** 2001
-  **Years in BIG 5:** 8
-  **Last Year's Rank:** 3


**Teamnet** transforming technology

Teamnet is a leading IT&C integrator in Romania and a growing player in Central and Eastern Europe, Middle East and North Africa. The group constantly invests in technologies such as cloud, geographic information systems, robotics and supervisory control and data acquisition solutions, aiming to drive social evolution through innovation.

5

PLASTIKA SKAZA, proizvodnja, trgovina, storitve, d.o.o.

CLEAN TECHNOLOGY 73% 

-  **Slovenia**
-  Ana Laura Rednak
-  [www.skaza.si](http://www.skaza.si)
-  **Founded:** 2006
-  **Years in BIG 5:** 1
-  **Last Year's Rank:** -


**plastika skaza**

Plastika Skaza has been combining experience, knowledge, state-of-the-art technology, concern for employees and a responsible environmental policy in the fields of development and injection moulding and plastics processing for over 35 years. It is a successful growing family company, which assumes new challenges of the future using a clear vision and strategy: top-notch products, advanced technological procedures and a high degree of use of ecological and biodegradable materials. Company specializes in the furniture, electrical, home appliance and automotive industries.

“We’re starting to see more and more consolidation in the heavily fragmented internet marketing industry as well as a shift towards performance based models. We plan to be a key player and innovator within this rapidly changing environment; one where larger players are often too cumbersome to adapt. Codewise has the technology and know-how required to compete and we’ve already shown that we’re able to disrupt existing markets.”

Robert Gryn, CEO, Codewise

“Our experience has proven that rankings and award schemes are critical moments after which firms improve their work and self-esteem. Most importantly, they gain critical insight into their achievements. We are all inclined to praise ourselves about our accomplishments without transparently comparing our success with our peer group. We believe that the Fast 50 Ranking will give us an insight into the accomplishments of others, which will additionally motivate us to raise the bar even higher in years to come.”

Boško Radivojević and Ljubiša Radivojević, CEOs, Mainsteram d.o.o. Beograd

Rising Star awards

# Rising Star awards

The Rising Star awards recognize high-growth companies who are too young to be listed in the Technology Fast 50 but are already growing rapidly. In order to qualify for the Rising Star award category companies must meet the following key criteria:

1. Operating revenues at least € 30,000 in each year. Exchange rates are based on annual average given by the central bank of the company's respective national currency.
2. Must be in business for a minimum of three years.
3. Must be headquartered within Central Europe. Subsidiaries or divisions are not eligible unless they have some public ownership and are separately traded.

# 787%

Average growth

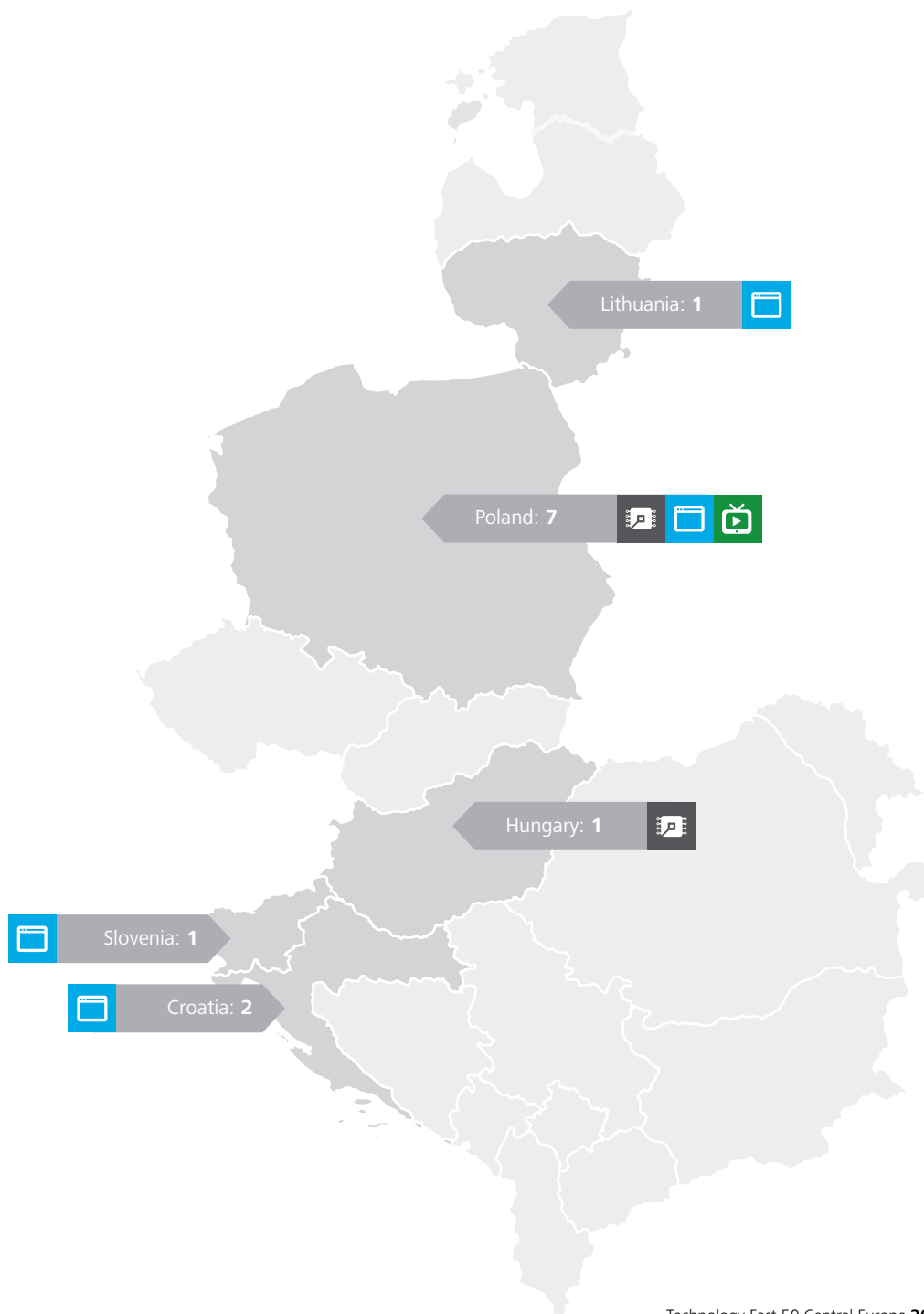


11 out of 12 companies founded  
in 2011



# Companies broken down by countries





CLEAN TECHNOLOGY	
COMMUNICATIONS	
HARDWARE	
LIFE SCIENCES	
MEDIA	
SOFTWARE	



01

CodeWise Sp. z o.o. Sp. K.

MEDIA 4555% 

-  Poland
-  Robert Gryn, Bartłomiej Dawidów
-  codewise.com
-  Founded: 2011







A tech marketing hub that builds tools for the Performance Marketing sector - Zeropark and Voluum - focusing on traffic delivery, tracking and analytics.

02

CodiLime Sp. z o.o.

SOFTWARE 2506% 

-  Poland
-  Tomasz Kulakowski
-  www.codilime.com
-  Founded: 2011







Designs and delivers worldwide advanced IT solutions in domains such as Software Defined Networking (SDN), Security as well as Machine Learning (including Deep Learning). Its flagship product is deepsense.io, a platform for BIG DATA analytics based on Apache Spark.

03

Axilis d.o.o.

SOFTWARE 464% 

-  Croatia
-  Bruno Kovačić
-  www.axilis.com
-  Founded: 2011







Axilis is a premium software development agency focused on building great cloud, web and mobile products. Its rigorous engineering standards make it possible to turn complex problems into a functional, stable and scalable products.

04

Droids On Roids Sp. z o.o.

SOFTWARE 401% 

-  Poland
-  Wojciech Sz wajkiewicz
-  www.thedroidsroids.com
-  Founded: 2011







Full-service mobile development company from Poland, partnering with the best start-ups and great brands to build high-performing iOS and Android mobile apps.

05

Creotech Instruments S.A.

HARDWARE 389% 

-  Poland
-  Grzegorz Brona
-  creotech.pl
-  Founded: 2012







Specializes in the design and manufacturing of electronics, software and mechatronics for space technologies, scientific measuring equipment, industrial, aerospace and defense markets and contract manufacturing of electronics.

06

Cloud Technologies S.A.

MEDIA 367% 

-  Poland
-  Piotr Prajsnar
-  www.cloudtechnologies.pl
-  Founded: 2011

 CloudTechnologies

A leader in the Polish online advertising market within the Big Data Marketing sector. Cloud Technologies is the largest data provider in this part of Europe.

07

INVENTI, UAB

SOFTWARE 271% 

-  Lithuania
-  Asta Meškerevičiūtė
-  inventi.lt
-  Founded: 2011







Cloud solutions development and consulting company, with a deep knowledge of the financial sector and banking products.

08

Currency One S.A.

MEDIA 231% 

-  Poland
-  Michał Czekalski, Łukasz Olek
-  currency-one.com
-  Founded: 2011


 currency one

Operator of Walutomat.pl and Internetowyknator.pl websites.  
Operator of Valuto.com international platform.

09

Concepto Sp. z o.o.

SOFTWARE 122% 

-  Poland
-  Dariusz Kowalski
-  [concepto.pl](http://concepto.pl)
-  Founded: 2011





**concepto**

Concepto stands behind Ideas such as youcreo.com and instrukcja.pl.

10

EXTRICO Systems Hungary Zrt.

HARDWARE 96% 

-  Hungary
-  Tamás Pásztor
-  [www.extrico.hu](http://www.extrico.hu)
-  Founded: 2011







Specializes in the design, installation and maintenance of complex, low-voltage security and information technological systems, while providing support services and technical assistance related to these areas.

11

Osmi bit d.o.o.

SOFTWARE 21% 

-  Croatia
-  Milan Škrobot
-  [www.osmibit.hr](http://www.osmibit.hr)
-  Founded: 2011





**8.BIT**

Osmi BIT was created with the aim of quality development, implementation and maintenance of applicable business solutions in the following areas: integrated solutions for firm's business conduct (ERP), mobile applications, business intelligence (BI), content management (CM) and financial consulting services.

12

BRIHTEJA, inovativne IT rešitve, d.o.o.

SOFTWARE 17% 

-  Slovenia
-  Tine Prislán
-  [www.brihteja.si](http://www.brihteja.si)
-  Founded: 2011



Brihteja is an innovative, young, fast growing company with a main focus on complex projects in ITK. Company has also completed some international projects in the areas of server and desktop virtualisation; analyses of existing IT environments and finding ways to improve business impact analyses and identity management.



“We believe the key factor that has led to the success of Droids On Roids is our team, made up of talented people passionate about mobile technologies. By building an outstanding, people-centred culture through self directed development, we are able to drive and inspire each other to build great mobile products. Our companies growth and success is a result of the efforts of each and every team member.”

Wojciech Sz wajkiewicz, CEO, Droids on Roids

“One of the biggest challenges of growth is to convince people, not only internal staff but partners and customers as well, that things can be done differently. In general, people resist and are afraid of change. It therefore sometimes takes a lot of time and energy to demonstrate that things they have done in one way for many years can be done differently, in ways they could not even imagine.”

Marián Skalický, CEO, BSP Applications

“The key is keeping a company’s culture and values intact while growing. Our strategy is to maintain focus on business problems, deliver by using short iterations and use cutting-edge technologies that enable us to always be one step ahead.”

Asta Meškerevičiūtė, Director, INVENTI, UAB

# CEO Survey

In this year's edition of the ranking of Central European technology firms, we conducted a survey among CEOs of Technology Fast 50 applicants. They shared their hopes and concerns as well as growth plans and insights concerning the factors that affect the condition of their businesses.

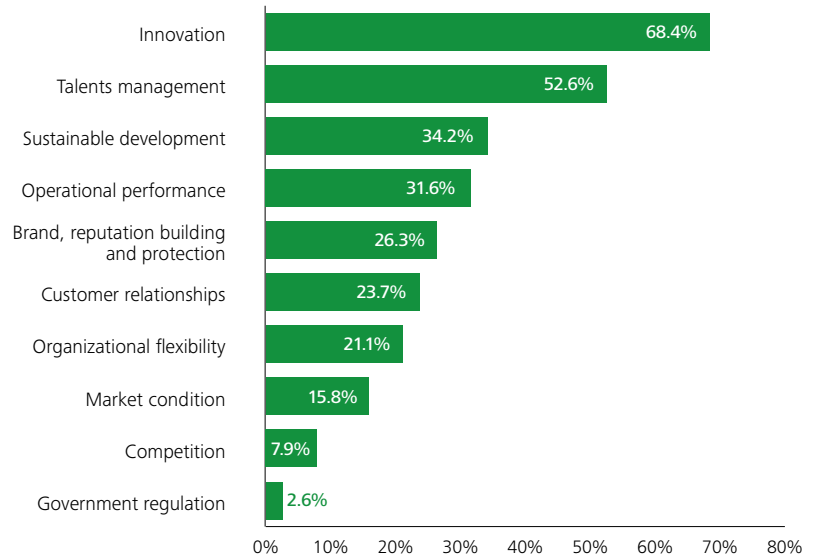
## Challenges

The phrase ‘innovate or die’ is nowhere truer than in the technology sector. The CEOs of Fast 50 companies, almost invariably in fiercely competitive industries, live with the need to innovate as a day-to-day reality as customer expectations drive the relentless search for continuous product and process improvement. This is why innovation is the biggest challenge facing respondents, 68.4% place it among the top three challenges they face (a massive rise from last year’s 20.4%).

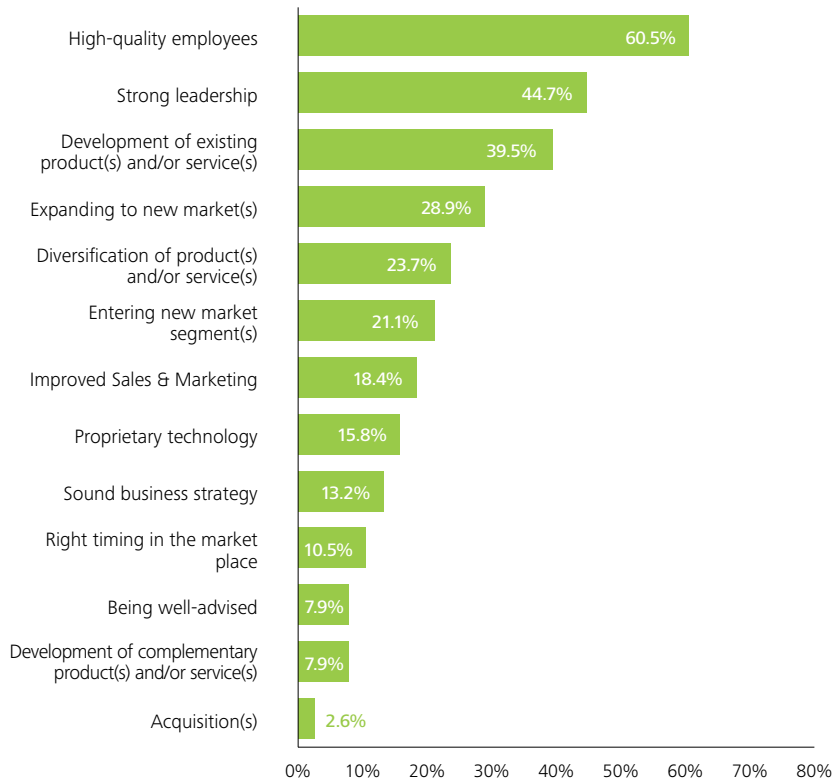
However, innovation is a creative process that cannot be switched on at will. It is a challenge that can only be resolved by the skills, knowledge and imagination of the workforce. This is why talent management (selected by 52.6%) is a closely related (and still highly challenging) success factor – getting this right provides the competitive edge that tech companies need to win in a fast-moving market environment.

Interestingly, the challenges posed in maintaining successful customer relationships have slipped in importance from second to sixth place since last year. This may be due to the recognition that companies increasingly rely on factors like innovation and product quality to underpin strong customer relationships. This could also explain the low ranking of competition among the CEOs’ challenges – they recognise that their ability to succeed and outperform their rivals lies in their own hands.

Which of the following challenges are the most important for you currently?



### Which factors have contributed the most to the growth of your company?



### Growth factors

A high 60.5% of our CEO respondents selected high-quality employees as the key driver of growth, significantly ahead of strong leadership (44.7%) which is in second place. Interestingly, these are the only two 'human' qualities on the list of options – most other factors relate to disciplines that are carried out by people. Factors like effective product development or improved sales & marketing activities, for example, depend on the activities of high-quality employees under the direction of strong leaders.

This highlights where perhaps the most intense area of competition is among the CE region's technology companies – in the ongoing battle to employ and retain the best talent. The extreme growth rates achieved by the companies towards the top of the ranking highlight the immense importance of the need to constantly grow the workforce while maintaining the highest possible quality standards.

It is also interesting to note the relatively low position in the list of having a sound business strategy (in ninth place with 13.2%). Many of the other choices that score more highly, such as developing existing products, diversification, targeting new segments and owning proprietary technology, would commonly be subsidiary elements of a wider business strategy. Perhaps this suggests that, for young, fast-growing companies, a narrower emphasis often provides them with the immediate, achievable focus that they need to succeed in the short term.

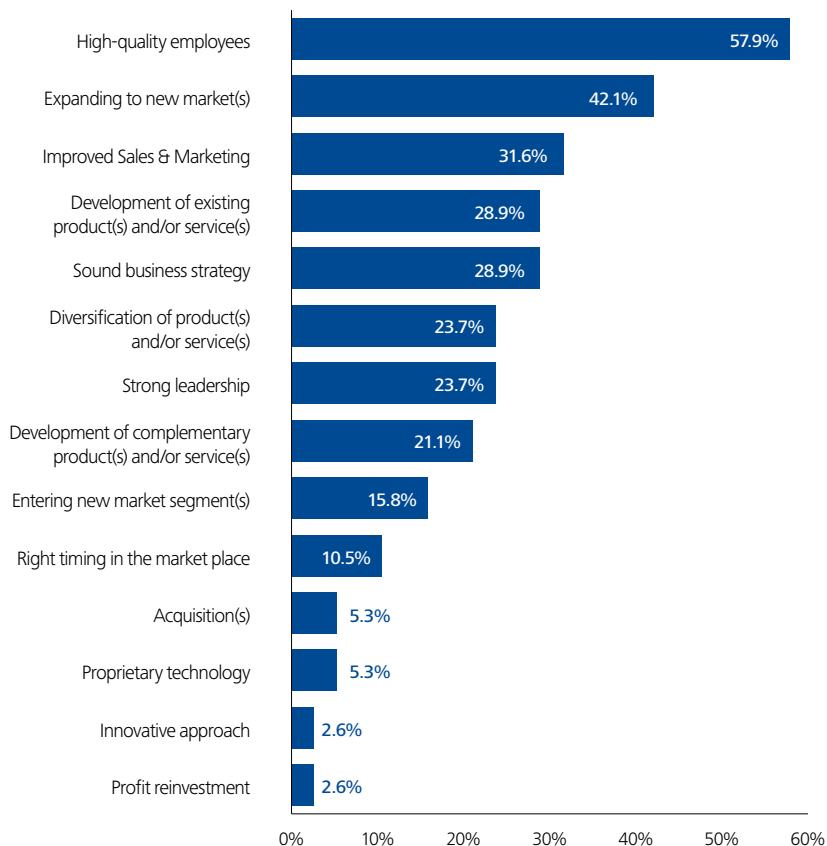
It would appear that our CEOs are targeting 2016 as the right moment to expand into new markets. Twice the proportion of respondents (42.1%) selected this option than when answering the previous question about historical growth factors. This is likely to be because many Fast 50 companies are entering the stage of development when their home market is maturing and they need a new pool of customers to continue their growth trajectory.

Interestingly, the proportion (23.7%) citing diversification of products or services is the same as for the previous question, suggesting that most CEOs are satisfied with their current offer. This is backed up by the fact that the development of existing products is rated as the fourth most important future growth factor, although this has slipped one place from the previous question.

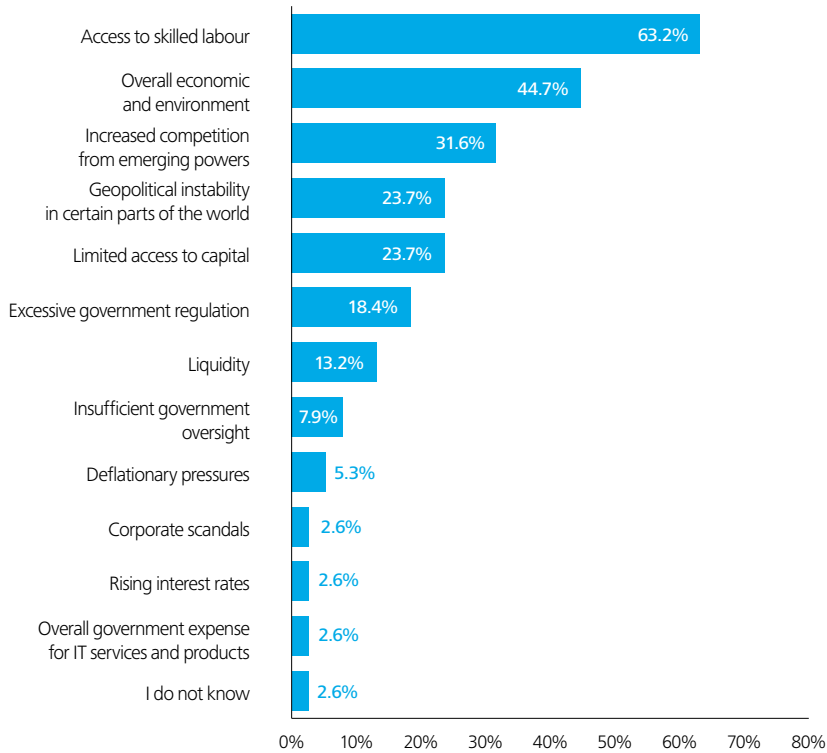
When looking ahead, CEOs ascribe more importance to sound business strategy than when considering the immediate past (28.9% versus 13.2%). This suggests that growing numbers believe the value of an overarching strategic framework increases as a company moves out of its initial start-up phase.

It is also interesting to note that, while they still see high-quality employees (57.9%) as the most important growth factor, CEOs rate strong leadership as likely to be less important in the year to come. Perhaps they feel that they have made the greatest impact during the start-up and high-growth phases, meaning their direct personal influence will lessen as the company develops.

#### Which factors do you see contributing to growth in your company over the next 12 months?



**What are the biggest threats to growth in the technology sector over the next 12 months?**



**Threats**

As might be expected following the top places awarded to high-quality staff in the previous two answers, our CEOs rate access to skilled labour as the greatest threat to growth (63.2%). This is a factor that has substantially increased in perceived importance over the last five editions of the CE Technology Fast 50, suggesting that the battle for rare talent is intensifying across the region.

The stresses of globalisation also rank highly, and CEOs are clearly highly attuned to the threats involved in a worldwide macro-economic, geo-political and competitive environment that can impact on business and economic prospects closer to home.

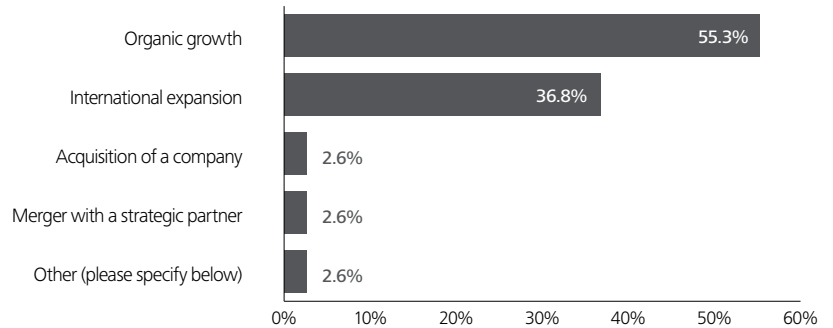
Perhaps of greater interest is the suggestion that a minority of respondents perceive government itself as a threat to growth. Excessive regulation is seen by a substantial proportion (18.4%) as a major issue, although conversely some respondents (7.9%) also identify insufficient government oversight as a threat.

## Scenarios for the future

Continuing growth – if not necessarily at the same extreme rate as during the last year – is the key expectation of the region’s tech CEOs over the next 12 months, chosen by 55.3% of respondents. Many of these leaders have moved their companies over recent years from start-up to gain a strong foothold in the market, so for them dynamic organic growth is the norm. Growth through merger or acquisition is a less familiar prospect, although it is to be assumed that due consideration would be given to the right opportunity for rapid expansion were it to emerge.

Indeed, international expansion is the second most popular option (36.8%), complementing the popular selection in Question 3 of expansion into new markets as a driver of growth. Thanks to the answers to this question (Q5), we can now deduce that the preferred route to expansion is via organic growth, which might expose many of these companies to a range of additional recruitment, talent-management and marketing challenges in new and unfamiliar markets.

### What do you consider the most likely scenario for your company within the next 12 months?



“There are three keys to gaining competitive advantage. Firstly, intense, deep commitment and a focus on understanding clients’ problems and how our solutions can create value for them. Next, innovative tools and methodology come together to make delivery highly efficient. And third, we find the most talented people and give them an environment where they can learn and grow.”

Ioan Iacob, CEO, QUALITANCE QBS SRL

“This is an excellent opportunity for us to compare ourselves with our peers because there are no benchmarks to measure up against. A great thing to hear from someone as independent and reliable as Deloitte is something like: ‘Yes, you are good, but there are another 10 or 20 others doing much better than you.’”

Sven Marušić, CEO, InfoCumulus d.o.o.

“As we’ve grown, one of the biggest challenges has been to keep the same levels of quality, service and management while rapidly expanding in all areas. Nevertheless, finding the right people for the company is always a challenge.”

Andrius Rupšys, Director, Ruptela, UAB



“One of the principal challenges at the start of our business activities was the transfer of technologies from the academic environment itself. . . . Another challenge was the transformation of a state-of-the-art prototype into a commercial product; in other words, learning how to sell the solution for specific customer groups rather than the technology.”

Rostislav Vocilka, CEO, FlowmonNetworks, a.s.

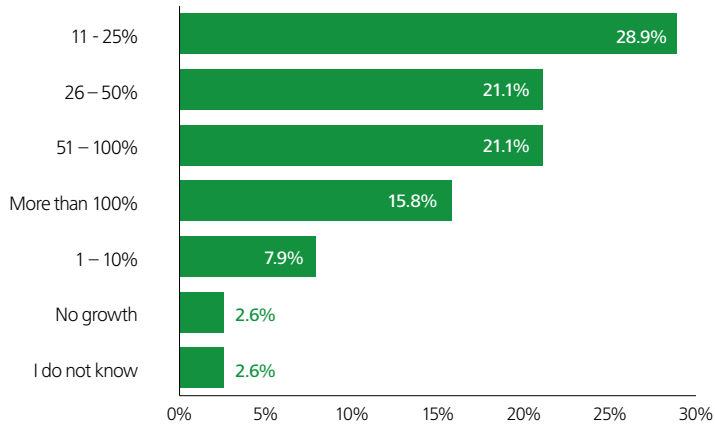
“We are acting locally but we are competing globally on resources.”

Erik Barna, CEO, Life is Hard

“When we were a smaller firm, it was difficult to convince our customers that we would indeed develop a quality solution. Now that the firm has grown, people and job organisation challenges have emerged and with it the need to implement Human Resources. Maintaining quality, motivating people to be creative and nurture a healthy climate within the firm are on-going challenges.”

Tomislav Car, CEO, Infinum d.o.o.

**What percentage of growth in revenues do you expect in 2014?**



**Revenues**

Only comparatively few quite exceptional companies stay in the Fast 50 for more than a single year at a time – very few can maintain the enormously rapid rates of growth required to enter the ranking, either during 2015 or in preceding years.

Recognising this, precisely half of the CEOs we questioned anticipate that their companies will grow their revenues by between 11 and 50 per cent in the next 12 months, while 10.5% anticipate growth of 10% or less (including 2.6% of the total who anticipate no growth at all).

These more modest expectations still leave over a third of respondents (36.9%) predicting growth of 51% or more, with close to 16% of the total expecting to more than double their revenues.

Such predictions serve to underline the significant achievements of Szallas.hu and Netguru, which have not only appeared in the Fast 50 for two consecutive years but have also featured in the top five on both occasions.

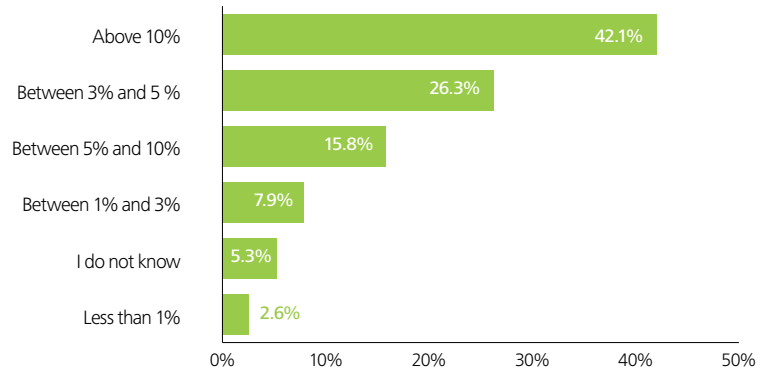
## Research & Development

Given the identification of innovation as the toughest growth challenge they face, it is unsurprising that no CEOs questioned for this year's survey anticipated a reduction in R&D spend over the next 12 months. This emphasises the extent to which respondent CEOs recognise constant innovation as a key growth priority.

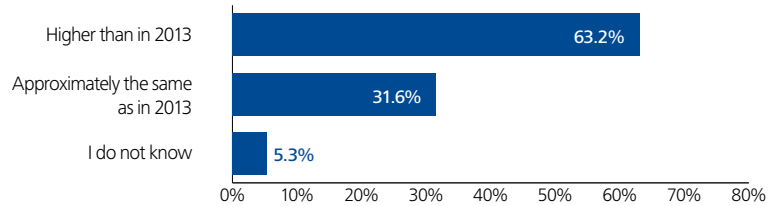
It is a particularly encouraging finding for the future of the CE tech sector as a high proportion (42.1%) of CEOs claim that over 10% of their companies' turnover was spent on R&D during 2014. This is a far higher spend than global industry averages, but reflects the comparatively small size of many of the companies in the ranking – a substantially larger turnover would not necessarily drive a proportional increase in R&D spending.

Nearly two-thirds of CEOs (63.2%) are planning an increase in R&D budgets over the next 12 months, while 31.6% expect little change in their spend. That leaves just over 5% who are not committing to such investments in the future of their companies, possibly because they operate in markets where R&D is not of particular relevance to their growth prospects.

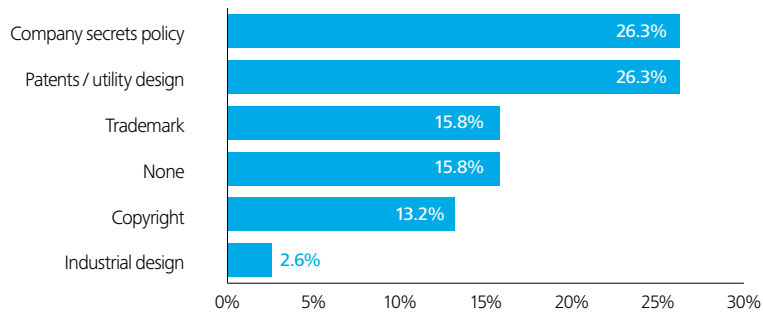
### What percentage of your turnover was spent on R&D in 2013?



### How would you foresee the R&D spending of your company in the coming 1-2 years?



### How do you protect Intellectual Property / know-how in your company?



### Protecting Intellectual Property

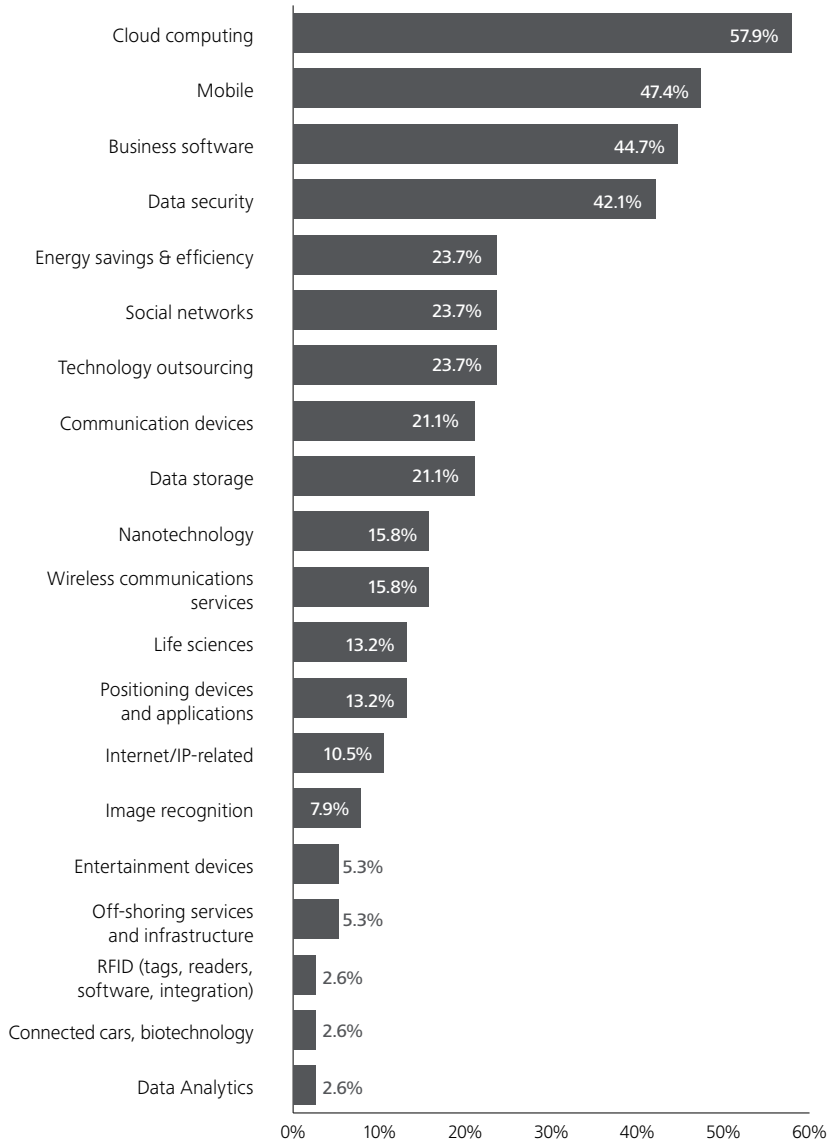
In any market-place where innovation is central to competitive success, IP protection is a fundamental necessity.

At first sight, it is therefore surprising that close to 16 per cent of respondent CEOs use no form of IP protection at all. This is possibly the result of the broad range of technology markets covered by the Fast 50 – it would, for example, be surprising if any software CEOs were in the no-protection group.

We can presume that the chosen means of protection depends on the specific needs of the business sectors occupied by each company. For example, a patent (used by 26.3%) prevents competitors from copying and selling a company's invention; a trademark (15.8%) identifies the source of a product, without preventing others from making or selling the same product under a different mark; and copyright (13.2%) prevents the means of expression (not the meaning) used in a written work from being copied.

The biggest surprise here is that few companies apparently are using more than one form of protection to cover the various different aspects of their intellectual property.

**Which technology industry sub-segments have the greatest potential for growth over the next 12 months?**



“Optimization in online business is key. I think that’s where great companies are born. You set your mind on an already good product and you kind of dwell on what you have to do to make it even better. Constant and never-ending improvement, the kaizen principle, that’s really something that I adore.”

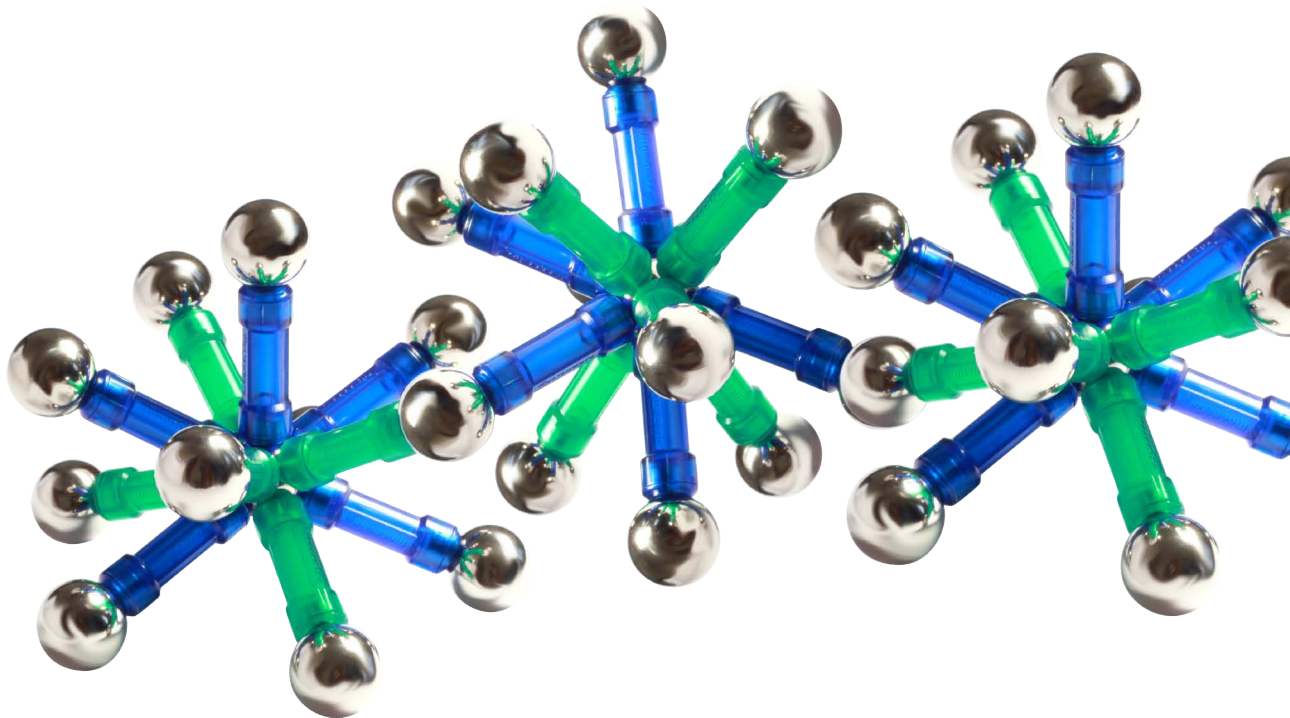
Simon Grabowski, CEO, GetResponse

“Selection of quality people whose innovation, creativity and use of the state-of-the art technologies, along with an optimised organisation of the entire firm, will translate good ideas into competitive products, ensure the placement of the products, successful project realisation as well as good relationships with partners in the long-run.”

Milan Škrobot, CEO, Osmi BiT d.o.o.

# Methodology

The survey was conducted from **13 May to 31 July 2015** among a group of 38 CEOs and managing directors from 38 companies which self-nominated for the Deloitte Technology Fast 50 in Central Europe. Respondents were based in the following Central European countries: **Bulgaria, Croatia, Czech Republic, Hungary, Lithuania, Poland, Romania, Serbia, Slovakia, and Slovenia**. The survey was conducted through an Internet questionnaire.



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