

Czech Republic:

Global tech giants depend on Moravia IT

The world's localisation industry has one foot firmly planted in Ireland – and the other in the Czech Republic. As industry insiders know, Dublin's high-tech titans routinely rely on Eastern European sources for low-cost, high-quality global localisation services.



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BELOW: CEO Katerina Forstingerova

THE Czech Republic has a highly educated workforce and a relatively low cost of living, which makes localisation expertise abundant and less expensive than in other countries. The local mindset is one of hard work to cement economic stability. Brno, Moravia IT's hometown, is a surprising mix of high-tech conveniences and old world charm. Its central location is a strategic advantage to serving the Western European and Asian markets alike.

Centralisation of project activities in Brno is a key factor in Moravia IT's success. "Our customers benefit from efficient testing, engineering and project management with one single point of customer contact for any project activity and for all languages," explained business manager Libor Safar.

Moravia's international staff of 225 people reflects the company's far-reaching interests. With only 15% of its revenue from Czech localisation, Moravia IT representatives travel the globe and are frequent visitors to Ireland, the Americas and Asia. This global approach assures Moravia's continued financial stability, profitability and growth well into the future.

Moravia IT has come a long way since the early nineties by means of the hard work and focused vision of its founders, Eva and Rudolf Forstinger. During Czechoslovakia's

communist regime, the Forstingers were interpreters and freelance translators of technical documentation. Katerina Forstingerova remembers that her parents operated their home-based business for many years. "Contrary to employees working in state-owned companies, my parents were accustomed to labouring independently, making decisions and taking risks."

Meeting the challenges

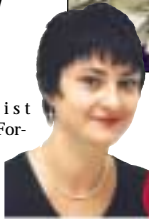
When Czechoslovakia became the Czech Republic and the Slovak Republic in 1993, Moravia IT was well on its way to meeting the challenges of a nascent market economy and the onslaught of information technology. "From the very beginning, there were some clients who wanted us to do IT or who had needs for documents in the IT sector," said Quintero. The company became the first of its

kind in Eastern Europe to invest in the newest technology, and could therefore work in electronic formats. Moravia IT became a true localisation business in 1995, listing Oracle, Hewlett Packard, Corel and Lotus as clients.

Even though Moravia has been a mainstay in localisation for more than a decade, it has largely gone unnoticed until recently, when its general manager and CEO Katerina Forstingerova became the Czech recipient of the prestigious Entrepreneur of the Year 2000 award.

Presented by Ernst & Young Company, the award honours individuals who build and successfully develop a company. Forstingerova shared the spotlight with Eddie Jordan of Ireland, as well as 20 other leaders worldwide.

"This award is an achievement for the entire company and all of my colleagues. It is a great motivation to all of us for our future work and development," said



ENTREPRENEUR OF THE YEAR

Forstingerova. The award has also honoured such notables as Michael Dell of Dell Computers, Ted Turner of Cable News Networks and Lawrence Ellison from Oracle. Forstingerova was invited by the president of the US NASDAQ Exchange to judge entries for the 2001 competition. No other localisation company has achieved this kind of worldwide recognition in business leadership.

Moravia IT has also been recognised as Symantec's Best New Vendor in 1997, by Microsoft's Excellence in Localisation Award in 1997, as Symantec's Preferred Vendor in 1998, as Corel's Certified Partner in 1998 and as Compaq's Best Localisation Partner in Europe, Middle East and Africa in 2000. ■

For more information about Moravia IT, contact Arturo Quintero, Vice President, and Chief Corporate Strategist at arturoq@moravia-it.com or visit <http://www.moravia-it.com/>.

Look for Moravia IT as a co-sponsor of the 2002 Localisation Ball

Moravia IT probably sounds familiar because it is a key sponsor of Ireland's own Localisation Ball, the industry's premier annual charity gala. For the past two years, Moravia IT has collaborated with IT industry leaders – Dell, Microsoft, Oracle and Novell – to host the event.

In 2001, the Localisation Ball raised a record-breaking (IR)€40,000 (€50,800) to benefit the medical rehabilitation of patients with physical disabilities at the Central Remedial Clinic.

"On behalf of the Central Remedial Clinic and the Ball committee," said Teddy Bengtsson of the Localisation Ball, "let me extend my personal thanks for Moravia IT's continued support, which made the 2001 Localisation Ball possible."