



BASIS Successfully Prospects in Bulgaria

Bulgaria, located on the Black Sea with 7.5 million inhabitants, has a long standing tradition of excellence in mathematics and computer science (and chess!), dating as far back as the pre-Communist era. In 2002, the country earned an 8th place ranking in the world by total number of ICT specialists, out performing countries with far larger populations. Today, Bulgaria has an industrialized, open free-market economy with a large, moderately advanced private sector. The World Bank classifies it as an "upper-middle-income economy."

A member of the European Union since 2007, Bulgaria has experienced rapid economic growth in recent years. Though the country is momentarily struggling with the effects of the recent banking crisis, it has great growth potential for the years to come, especially since many software companies use Sofia as a hub to access neighboring countries on the Balkan peninsula and in the ex-Soviet Union. BASIS Europe enjoys many loyal customers throughout most of the Western European countries, however the former Warsaw treaty nations are still uncharted lands for BASIS. As part of our strategy to explore market possibilities in these countries that were once behind the iron curtain, Stephan Wald and I traveled this past September to Sofia, the capital of Bulgaria.

Stephan Wald, BASIS Europe Manager, presented the AddonSoftware concept



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An expert audience follows the AddonSoftware presentation in Sofia. All IT professionals in Bulgaria understand and speak English, the global lingua franca of the industry.

to the representatives of 20 Bulgarian ISVs, most of whom are interested in becoming AddonSoftware resellers. They seek an alternative feature-rich and customizable ERP solution as the products that currently dominate the market such as SAP and MS Dynamics are too complex and expensive for most mid-market companies. The ISVs were very enthusiastic and liked the idea of ERP building blocks they can modify and customize themselves, giving them the opportunity to adopt easily to the needs of different industries in their country. Computerworld, Bulgaria's leading computer magazine, extended this ground breaking exposure by publishing an interview with Stephan about BASIS' plans in the region.

Encouraged by the tremendous interest we encountered in Bulgaria, we will put out our feelers to Poland and Romania next. Stay tuned! ■



Chief Technology Officers and programmers from Bulgarian IT companies follow Stephan Wald's presentation in Sofia.



During the event, Stephan was interviewed by Alexander Glavchev and Tihomir Ivanov, editors of Bulgaria's leading IT magazine "Computerworld," about BASIS' plans in the region.