

# THEIS CONSULTING

## UNTERNEHMENSBERATUNG

Independence & Experience

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### GERMAN – UKRAINIAN ICT – COOPERATION A WIN-WIN-BUSINESS

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## Basics



- Ukraine as the intellectual, scientific and cultural center of Eastern Europe can play that role in the future also in business cooperation
- Germany has a similar role in Western Europe
- Uncertain picture of both sides?
  - Less information in Germany about the states of Sovjet Union (Ukrainians know more about Germany than Germans about Ukraine!)
- Less experience in co-operation outside the EU

## Conquer Obstacles



- Installing a institution who can navigate in both cultures!  
Role:
  - Bringing both sides together
  - Presales for both sides
  - Being –if needed- contractor between the parties
  - Scouting for common opportunities (e.g. EURO 2012)
- Avoiding one way streets!
  - Not only business in one direction
  - Only winners no losers!
- Benefit for both sides:
  - Cost savings: no additional sales force head count in a early stage of business
  - Additional business
  - Potential for distributing your products on Ukrainian market
  - Enlarging the international scope of business

## Examples



### 1. Mobile Portals

- Roles:
  - ✦ T-Systems/GEMAPPS: Owner of IPR/Licences
  - ✦ THEIS CONSULTING: Contracting partner, „broker“
  - ✦ Softline: Provider in Ukraine
- Business:
  - Providing mobile portals in Ukraine for
    - ✦ Hotel reservation
    - ✦ Event ticketing
    - ✦ Etc.

### 2. Nearshoring

- Opportunity:
  - ✦ Using excellent skills of Ukrainian specialist for German companies
- Positive:
  - ✦ Only 2 hours to fly from Frankfurt to Kiev
  - ✦ European thinking
  - ✦ Less problems
  - ✦ Save resources (no special sales force)
- Required roles:
  - ✦ Broker
  - ✦ Nearshoring partner e.g. Softline
  - ✦ Clients

## Conclusion



- The Ukraine is not only with the view on UEFA EURO 2012 an interesting partner for German IT-companies
- The Ukraine can be the gate way for German ICT companies to the east and
- Germany for Ukrainian companies to the west
- Both sides have to learn from each other and
- Use the German-Ukrainian synergies

# GEMAPPS Mobile Portals



## Mobile Portals Overview

