



Małopolski Klaster Informatyczny

The IT market in Małopolska

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Małopolski Klaster Informatyczny

The e-Klaster - The Małopolska IT Cluster project is a initiative co-financed from European Union and National Budget funds.

Leader

The e-Klaster - The Małopolska IT Cluster project leader is Multimedia Communication.

The company boasts considerable experience in the field, gained by years of operation on the Małopolska IT market. In order to generate new economic initiatives, the company is open to all types of cooperation and organizes numerous business meetings at home and abroad. Comprehensive knowledge of the IT industry has gained the company its current position in the Małopolska IT market within the scope of SME.

Main areas of the company activity go beyond multimedia software and advanced websites, and include:

- concept elaboration, implementation of database websites,
- specifying the needs of companies and institutions within the scope of information technologies,
- preparation of computerized, statistical analytical tools,
- creation of original multimedia programs,
- sales support through information and multimedia technologies, realization of commercial multimedia presentations, production of CDs and DVDs, as well as typography.

Contact:

Multimedia Communication Sp. z o.o.

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Main goals of the project:

- building a network of connections between companies related to The IT industry and universities teaching their future employees
- promoting cooperation between companies, universities and authorities in order to enhance the region's future competitiveness.
- preparing initiatives beneficial to further development of the IT business in Małopolska (especially in terms of small and medium enterprises)
- promoting Maopolska as a competitive European region.

Partners:

Ericpol Telecom Sp. z o.o.
WSZiB Entrepreneurship incubator - Aktywni.pl
Krakow Technology Park Sp. z o.o.
Wyższa Szkoła Zarządzania - Polish Open University
The School of Banking and Management in Cracow

Activities:

1. IT companies database in Małopolska

Within the e-Klaster - Małopolska IT Cluster project framework a database has been created, gathering information on the business profile, as well as the products and services offered by over 300 IT companies from Małopolska.

The database is used for:

- supporting cooperation between companies,
- facilitating the process of locating business partners in Małopolska,
- promoting companies from Małopolska.

Furthermore, the database became the basic tool for surveying the IT sector in Małopolska.

2. Surveying the IT market in Małopolska:

As part of the project, various IT market polls and analyses have been conducted aiming at:

- defining the activity profile, the structure and the maturity of the Małopolska IT sector,
- assessing the supply and demand for IT-qualified workers,
- specifying particular expectations of companies operating within the IT sector in respect to universities educating computer scientist,
- designing joint initiatives focused on education,
- improving the educational programs offered by the universities teaching future IT specialists.

3. Conferences:

Regional conferences organized within the e-Klaster Małopolska IT Cluster project have been aimed at promoting the idea, the dialogue and cooperation between businesses, universities and other institutions operating on the Małopolska IT market.

4. Internships:

Internships are organized by the Project Leader - Multimedia Communication and its partners: Ericpol Telecom and Aktywni.pl. The goal of the internship project is to:

- work out internship procedures
- prepare new internship projects
- adjust internship projects to the employers' needs



Małopolska IT Cluster - an excellent tool supporting cooperation and new economic initiatives

The reason for cooperation is of key importance - businesses do not cooperate if they share no common interests - as competitiveness aimed at maximizing profits is a natural characteristic of any economic activity. Therefore, cooperation needs to entail an increase in competitiveness for each of the cooperating companies. The basis for cooperation between businesses, universities, self-governments and HRM companies is to ensure stable access to well-qualified labor. Easier access to foreign markets is another reason for SMEs operating in the ICT sector to cooperate. The interests of the companies within the Cluster converge also in terms of marketing. Proximity of related companies and sectors enables efficient joint marketing activities (such as recommending cooperating companies, fairs and magazines), carried out by creating an ICT website in Małopolska. Moreover, such cooperation may have a beneficial influence on enhancing the regions reputation in a given field simultaneously increasing the attractiveness of merchants or manufacturers operating in the area (Porter 2001).



The IT market in Małopolska

Research introduction

One of the fundamental purposes of the e-Klaster project is conducting detailed analyses of the higher education offer addressed to the IT sector, expectations and qualifications of their graduates - potential employees in the sector, as well as the structure and needs of the IT market itself.

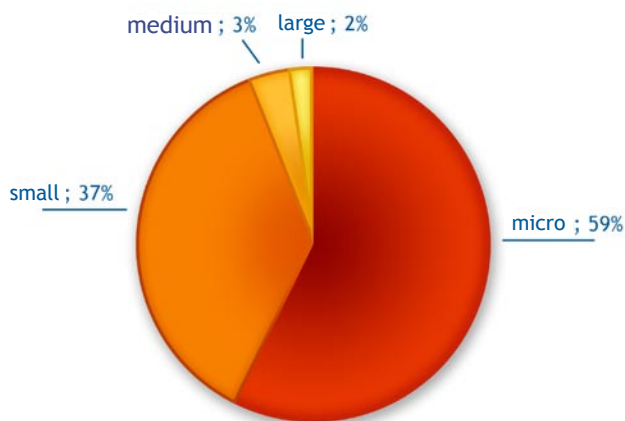
The results of studying and analyzing the IT market in Małopolska will become the cornerstone for consciously constructing a business cooperation network within the Małopolska IT Cluster.

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The group of surveyed companies has been selected preserving the survey representativeness both in terms of size (large, medium and small IT companies) and location (the surveyed area included enterprises from the whole of Małopolska). The basis for the research was a database prepared within the framework of the project and comprising 300 IT sector companies from Małopolska. The survey took the form of telephone interviews conducted on the basis of a questionnaire drawn up in advance and enabling quality and quantity analysis of the collected.

1. Size pattern of the IT companies in Małopolska

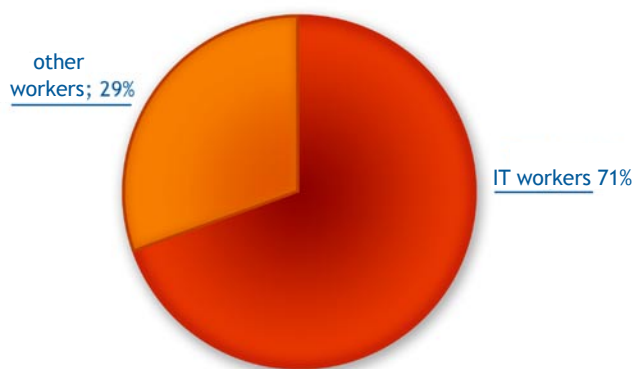


The survey results from the IT market analysis in Małopolska have shown that the sector has been dominated by micro companies (up to 10 employees) whose market share amounts to 59%. Small companies (from 10 to 49 employees) constitute 37% of the market. Only a small portion of the market is serviced by medium (up to 249 employees) and large (over 250 employees) companies.

info@eKlaster.org: The companies are scattered throughout the region. We will assist you in locating a partner or in organizing a group of partners (a consortium founded for the needs of a particular customer/product).

Mail to: e-klaster@hybrid.pl or call: +48 (12) 633 15 39

2. Number of company employees



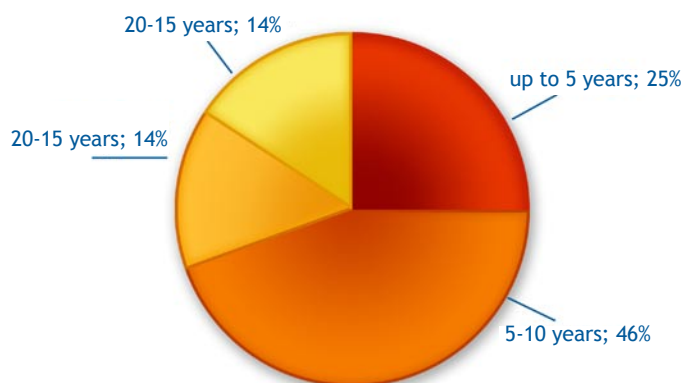
The employment structure in an average IT company in Małopolska comprises 71% computer scientists and workers strictly connected with IT work. 29% of employees are not IT specialists, mainly the management, sales, administration staff and others.

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3. Company age

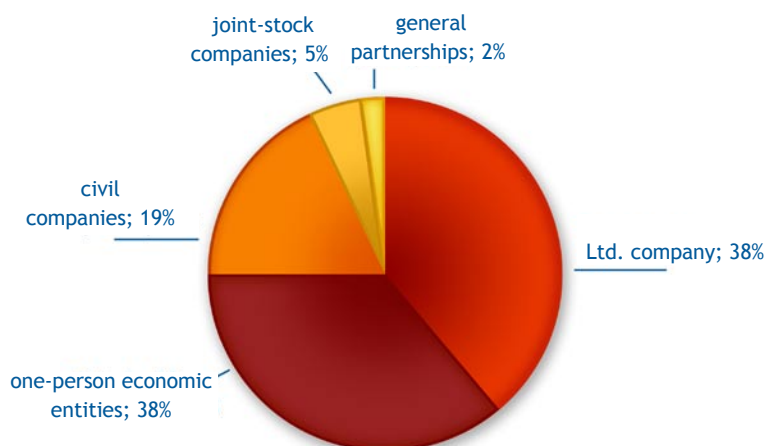


The majority of companies in Małopolska have been operating on the market for quite some time with an average company age of 9 years. 46% of all companies have been present on the market for 5 to 10 years. Companies with 10 to 15 years of experience and those that have operated for more than 15 years jointly constitute approximately 28% of the market. The remaining 25% are young companies aged up to 5 years.

info@eKlaster.org: Companies in Małopolska have quite some market experience. Most of them survived the IT market crisis. In Małopolska you can find a suitable partner for production/sale of any IT product. We will help you find a partner.

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4. Legal form

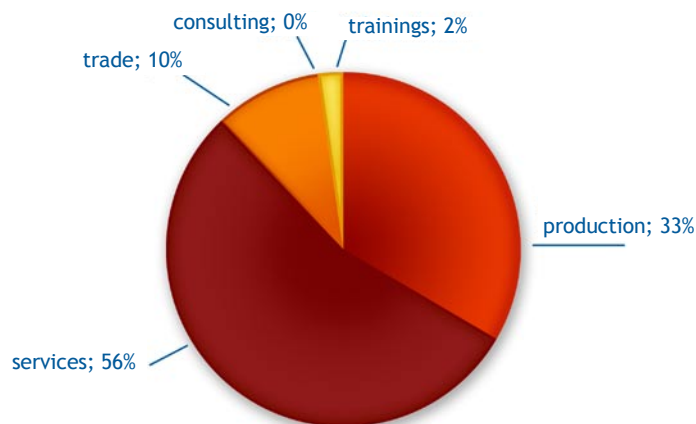


In most instances, IT businesses are limited liability companies (38% of the companies) or one-person economic entities (37% of the companies). Less frequently they are civil companies (up to 19%), joint-stock companies (5%) and general partnerships (2%). Other legal forms, such as partnership companies, limited partnership companies or limited joint-stock companies are practically non-existent on the regional IT market.

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5. Major types of business

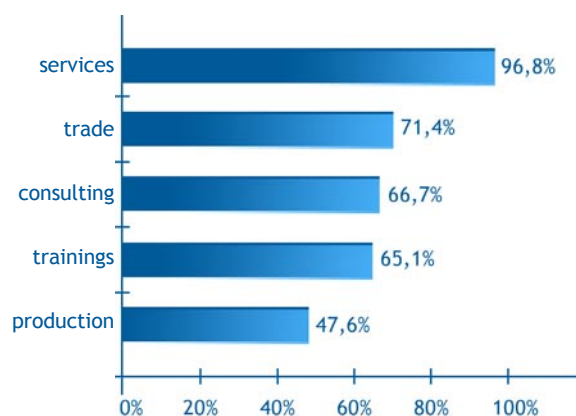


Service companies have dominated the IT market in Małopolska, constituting more than a half of the total number of companies (56%). One in three companies are hardware and software manufacturers (33% of all companies). Mere 10% of the surveyed companies named trade as their main line of business. Two companies out of a hundred focus primarily on trainings.

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6. Types of business



Notice: : Answering this question, the companies were allowed to choose more than one answer, defining the type of business.

Nearly all companies named services as being part of their activities (96,7% of all companies). Almost 70% is active in trade (66,7%), offering their own solutions and products of other companies. Nearly half respondents declared activity in production, and their solutions may be considered complete products (packing, repeatability, trade mark). Products manufactured to an order from a single recipient are interpreted as services, resulting in a high share of the latter. High number of businesses active in consulting and trainings in 80% is generated by various forms of implementation-related consulting and trainings, few companies offer consulting or training companies in a pure form.

info@eKlaster.org: Apart from offering their own solutions, companies from Małopolska have been successful in manufacturing unique and technologically complex custom orders.

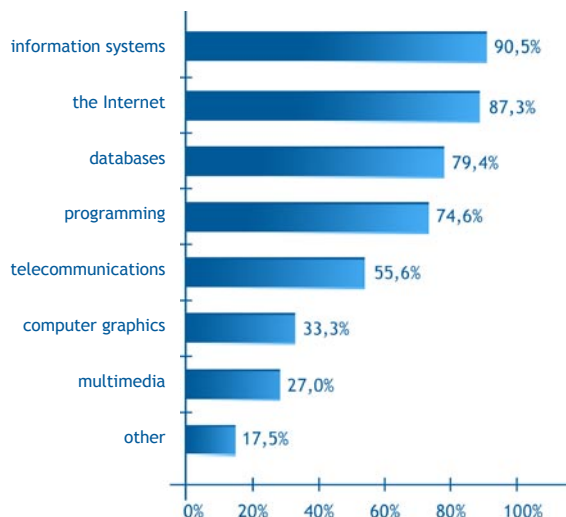
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7. Scope of activities

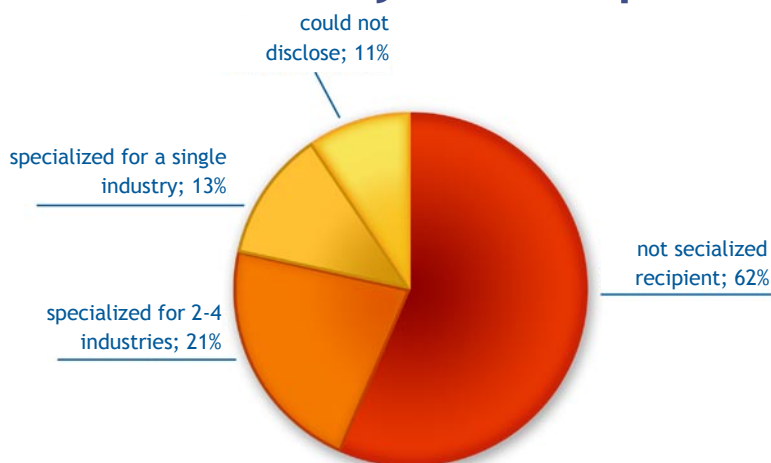
Notice: 7: Answering this question, the companies were allowed to choose more than one answer, defining the scope of their activities.

Among the surveyed companies, more than 90% included services within information systems into their scope of activities. Over 87% of the companies offer Internet services (including webdesign, hosting, Internet marketing, etc.). Eight in ten companies (79,4%) are active in database servicing, production and/or maintenance. Software was listed by nearly 75% of all businesses. More than a half (55,6% of all respondents) declared telecommunications services, including information network systems, digital exchanges and/or Internet telephony. One in every three IT companies operating in the Małopolska region are active in computer graphics. Multimedia-related services are offered by 27% of all IT companies. Some of the other answers included typography services, financial services, as well as other works indirectly related to the IT industry.



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8. Industries serviced by the companies

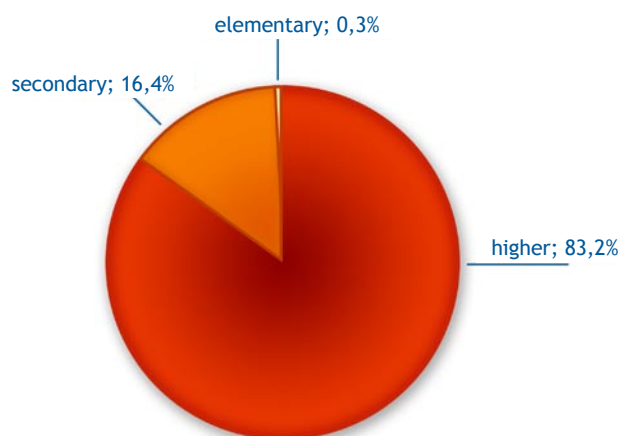


Approximately 6 in 10 IT companies in Małopolska have no specified recipients or industry they work for. The survey showed that 13% of the companies have a narrow specialization for one industry. Companies focusing on 2-4 industries form 21% of the Małopolska IT market.

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9. Education level

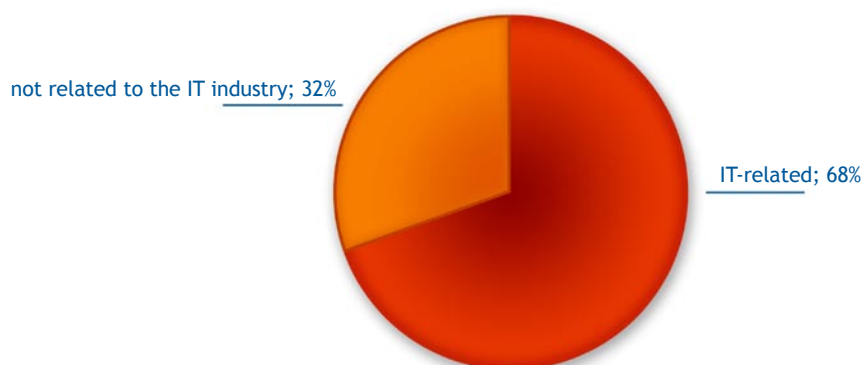


More than 83% of people employed in the IT companies in the region declare university education. 16 in a 100 employees have secondary and mere 0,3% elementary education. The majority of workers declaring secondary education have begun their studies. Some of the workers with secondary and most of those with elementary education are employed in assembling, installing and servicing of computer hardware.

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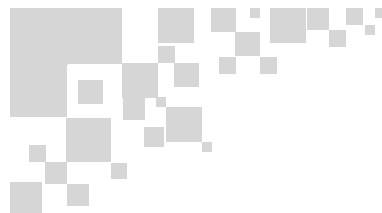
10. Education profile



More than 6 in 10 workers in the IT sector in the Małopolska region have vocational education related to the industry. The education profile of 38% of the employees is in no way related to information systems (mainly the management, sales, administration staff and others).

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