POLISH ROAD TO SILICON VALLEY

POLAND / LUBUSKIE ECONOMIC MISSION 2014
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Poland
Poland is an excellent place for investment and business development. International reports underline the economic and political stability of Poland, educated and competent personnel, as well as a large internal market. Poland has a population of almost 40 million. In the midst of the global economic crisis Poland strengthened its position in central-eastern Europe and not only. Foreign investors gladly locate their capital, treating Poland as a safe haven in a time of economic turbulences. Tourists are delighted by Polish hospitality and kindness, it's cultural monuments and natural wonders.

Lubuskie Region
Lubuskie is a young and prosperous Polish region, located in the center of Europe, right next to the German boarder. The involvement and entrepreneurship of its residents cause dynamic economical changes. The abundance of natural resources, interesting investment opportunities, especially industrial production which is finding a larger number of recipients, make Lubuskie a competitive region on the global market. Progressive education as well as three newly built parks (scientific, technological and industrial) are a meeting place for the science and business world. At the same time Lubuskie is also an extremely pictur-esque region full of forests and lakes which are perfect places for spending free time.
Lubuskie Employers Organization

Lubuskie Employers Organization is the organizer of the Lubuskie IT industries trip to Silicon Valley in the U.S.A. It is the largest business association in the region. For the past 25 years it has been implementing initiatives for the economy, helping obtain EU funds and creating an innovative attitude. It is an active participant in the emerging technological parks and industrial clusters. It publishes a magazine “Business in Lubuskie”. The organization holds the status of a credible partner among local authorities and nationwide governmental institutions. It owns four offices. The headquarters is located in Zielona Gora, once called Silicon Hill. Many IT companies are located in Zielona Gora, also ones that implement global projects. The University of Zielona Gora educates some of the best IT specialists in Poland.
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Vision
Everyday AKSON strives to use modern and innovative technologies to bring safety, comfort, and economical benefits to its clients. The company wants AKSON to be the synonym for modern and innovative technology serving people.

Mission
A passion for technology leads to creating new solutions, which change our environment for the better. Well thought-out, modern, rational is AKSONS input in protecting the environment and improving everyone’s quality of life. Every day gives the strength to take on new challenges this is reflected in AKSONS’ motto: AKSON electro - energy innovation.

Goal
Implementing solutions that make the environment safe and friendly for you, nature and the economy.
AKSON electro is a company that has been active for many years in the field of modern technology. AKSON combines knowledge and experience in the fields of power engineering, telecommunications engineering, computer science and telecommunications. AKSON’s solutions that combine IT and technical schools, help improve comfort, reduce energy consumption and optimize production processes. AKSON designs and implements support systems for business management, leads research and development projects as well as implementation projects in the fields of power engineering and automation whose aim is to optimize energy usage.

By optimizing energy consumption in industry facilities and buildings, AKSON’s solutions are already reducing greenhouse emissions. Along with scientific representatives AKSON is working on the effective exploitation of renewable sources of energy in infrastructure and the industry sector.

AKSON is developing many technologies among which is one that will allow the facilitator to change the working parameters of power electronic networks another is SMART GRID technology as well as SMART METERING which enable retrieving information about the state of power electronic networks to ensure effective production and storage of power. AKSON designs ICT systems as well as power electronic systems which integrate all the systems in a building, this optimizes energy consumption.
Automation
The team at AKSON specializes in fields related to industry automation and robotics. They deliver services in the range of management and process control. The modernize, expand and optimize the technical infrastructure in industry facilities and devices. Their solutions allow for longterm effective exploitation and reduction of investment costs.

Software
Based on its teams experience in the industry, AKSON designs and implement ts custom made programming, specializing in creating process control support systems and SCADA systems. Dedicated applications guarantee the best adjustment to your sector.

Technical Consulting
A team of highly trained multidisciplinary team engineers assists investors, managers and owners of technical infrastructure in finding solutions to the problems. The company carries out audits, examinations, and issues opinions on technical and electronic installations. These components must be managed and maintained for maximum return on investment. Once the investigation is completed, the AKSON elektro team can provide the necessary steps to implement the fix.
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AMB SOFTWARE was founded in 2000 and it launched its first remote outsourcing project in Germany already in 2001. We are an ambitious and professional Software House, specialized in high-quality agile software design and the development of advanced IT solutions using the latest enterprise technologies and agile project management frameworks, such as Scrum and Kanban. We have extensive experience in remote cooperation, carried out in flexible forms, adjusted to the needs and expectations of our partners and customers. AMB is a well-known company in the European IT market and our aim is to expand our customer’s network across North America and the Middle East.

Our teams consist of well-educated Developers and experienced Software Architects, supported by QAs and managed by certified, professional Scrum Masters with a proven track record. Our profile of technical competencies covers almost all recent technologies, including Enterprise Solutions, Web-based Solutions, Android & iOS based Mobile Applications, Front-end and Back-end Development, e-Learning Solutions, Big Data Solutions, etc.
Along with our customers, we enhance and improve their business with the support of our professional teams and IT experts by building complex IT solutions that fit their individual needs. During many years of our activity in the IT market, we gained trust of numerous polish and international companies. Our experience in outsourcing services is based upon remote off-site cooperation model with an effective, continuous communication between teams. AMB provides its customers with teams of specialists who have a wide range of skills and abilities, especially in the field of modern Internet Solutions, Streaming Media Solutions, Loyalty Programs, e-Learning and Mobile Applications.

**Our Key Customers:**

- worldwide mobile network operators,
- well-known digital media companies,
- world-leading energy drink manufacturer,
- worldwide broadcasting company.
Our Offer:

- design, development & maintenance of any Enterprise Solutions and advanced Web-based Solutions,
- design & development of Multimedia Platforms, field-related comprehensive consulting,
- design & development of complex Web-based Loyalty & Discount Programs with Mobile Applications for Android and iOS platforms,
- design & development of Mobile Applications for mobile platforms (iOS, Android, Windows Phone),
- design & development of e-Learning Platforms,
- creation, development and maintenance of advanced CMS Solutions,
- design & development of NFC Solutions (electronic proximity cards), field-related consulting,
- design & development of advanced Statistical Solutions.

Our company’s philosophy lies in building a long-term partnership with our customers through personalized and customer-oriented approach towards cooperation. This is our main goal, since only such an approach enables both sides to achieve something more than just a raw software development.
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About ASTEC

ASTEC (www.astec.net) is a pioneer in the development of innovative IT software solutions. Our mission is to accommodate even the most complex customers’ systems through the use of the latest solutions and technologies. We have been providing various IT services since 1993. The key to our success is a synergy between solid enterprise experience and technical expertise with a true knack for innovation and a quality-driven delivery model.

Years of working closely with customers has allowed us to understand their most sophisticated needs and hone a flexible and agile approach. This provided a direct stimulus to build our own products. The ongoing commitment and deep know-how of our highly-skilled engineers, together with many years of experience, has brought them to life.
IT Services

ASTEC has over 20 years of experience in developing various IT solutions for the enterprise. Over 40 highly skilled engineers work in flexible teams to create solutions of the highest standard that meet even the most demanding customers’ expectations. We specialize in the design of customized software for Java, web and mobile technologies. ASTEC’s main focus is developing and maintaining GE Smallworld systems for utility and telecommunication companies. Our Central European location allows us to undertake projects from around the globe. We have an excellent cost to quality ratio. Besides designing out-of-the box solutions on request, we also outsource single developers or whole teams to partake in large-scale projects, either on site or remotely.

Looking for:

- IT providers who are considering to outsource software development
- IT providers looking for an implementation partner
- IT system integrators that provide GE Smallworld GIS services for utility and telecommunication companies
- Utility (gas/power distribution/transmission) and telecommunication companies
- Companies that want to implement a customized software solution
Gislet

Gislet ([www.gislet.net](http://www.gislet.net)) is a mobile geographic information system (GIS) for utility and telecommunication companies. Standard GIS systems work from offices, gathering and providing geospatial information about assets (gas/water pipes, wires, fibers, gas/power stations). Gislet on the other hand allows its users to access their GIS data directly from the field using modern, lightweight, durable Android-based tablets. Gislet works in two modes: Online, where the data is taken directly from the company's GIS system, and Offline, where our solution works without any connection to the spatial server and all data is stored on the mobile device (which is especially useful in rural or underground areas). Gislet is highly extensible, customizable and easily integrates with other solutions used within the enterprise, therefore it can be used to support any business process carried out in utility companies.

Looking for:

- Utility (gas/power distribution/transmission) and telecommunication companies.
- IT system integrators which provide GIS services for utility and telecommunication companies

Rublon

Rublon ([www.rublon.com](http://www.rublon.com)) provides account protection for cloud services. This is achieved through two-factor authentication and operation confirmation. Rublon does not require the user to install additional software or configure anything — it just works. It is so intuitive that no user training is required. For enhanced security, users may install the Rublon mobile app. Without it, the user's identity is confirmed via email. Users can define trusted devices. Using them, they only need to enter their passwords in order to log in. Trusted devices are detectable by all cloud services since they are based on a browser cookie. Rublon is being used by over 600 companies from 32 countries.

Looking for:

- Cloud services for business or finance
- Implementation partners (e.g. web development agencies or software houses)
In 2006, the idea of Cinkciarz.pl was born, the following year the domain was registered, and by 2008 the demo version of the website was completed.

Initially, online currency exchange services were only available to the customers of our high street shops.

Launching Cinkciarz.pl and introducing new transaction models was a break through for the currency exchange market and the clients of the online currency exchange offices.

In 2010, our brilliant programmers developed a technology, which enabled Cinkciarz.pl to go public and global. At that time the service consisted of two parts – transactions and information. The latter (now closed) was a paid information platform, which gathered reports from the Thomson Reuters agency.

Launching Cinkciarz.pl and introducing new transaction models was a break through for the currency exchange market and the clients of online currency exchange offices. Cinkciarz.pl offers more than an online currency exchange platform. The complex system connects usabilities of both social transactions and an online currency exchange platform. The company dedicates its services to individuals, entrepreneurs and those repaying loans in foreign currencies. Customers can choose to either carry out transactions from a bank account, from the currency wallet or social transactions.

The company also features several tools supporting currency exchange; currency card, currency alert, standing order, direct debit and ATM withdrawal. Cinkciarz.pl is the only currency exchange platform to enable exchanging as many as 25 currencies at the most competitive rates.
In 2011 Cinkciarz.pl introduced currency cards. They allow foreign payments in dollars, euro, pounds and zlotys without additional costs or double currency conversion. One of the key moments in the brand’s history was launching the currency wallet in 2012. This transaction model enables currency exchange transactions to be executed 24h/7, in less than 10 seconds. The comfort, safety and speed that the currency wallet provides has resulted in it becoming a valued solution. Cinkciarz.pl still shapes the future of currency transactions. The brand launched its official app in early 2013, which allowed using Cinkciarz.pl services on a smartphone and tablet. Currently, the app is available on all relevant mobile operation systems: iOS, Android, Windows Phone, BlackBerry and Windows 8. The customers of the company can now buy and sell currency on their mobile devices.

Cinkciarz.pl is also the first in Poland to launch an app for Smart TV Samsung television sets. The strategy of constant development and striving to keep the highest possible standards has allowed Cinkciarz.pl to grow dynamically and systematically increase its turnover right from the start.
The strong position of Cinkciarz.pl is a result of:

- advanced expertise,
- developed IT infrastructure,
- customer oriented approach,
- constantly broadening services and market structure,
- investment in website development,
- an ongoing improvement in human resources,
- consistent implementation of the company’s business strategy.

As a consequence of the dynamic expansion on foreign markets, Cinkciarz.pl opened an office in the City of London in 2013. The brand is now closer to its international customers and is the first Polish company to have an office in the heart of the financial district. In order to address the customers abroad directly, the website is currently available in eight languages.

The future goals of the brand are to further invest in website development, available tools and the continual progress of employee potential. It is the brand's priority to constantly enlarge its reach by emphasizing the Cinkciarz.pl presence within international markets.
SOCIAL MEDIA

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Do you believe there is still available SPACE in the world of Social Media?

We do!
With great passion, competence and belief Konfrontuj Ltd. is creating a new powerful social media, website.

It is going to be like nothing anyone has experienced before.

It will be a great tool for everyone especially for those unsatisfied with other social media sites.

Get ready in March 2015.

- Konfrontuj Ltd is a start company whose purpose is to create a new amazing Social Media tool in the internet.
- More than 2 years of research, study and team building were done to get ready for the launch.
- A very strong and experienced team of 7 people with more than a combined 125 years of work experience.
- An initial capital of $300k, with another, $700k secured as back-up.

We have got all we need to launch it beginning of 2015.

If you believe we need YOU to make it WORLDWIDE then let’s stay in touch.
Grzegorz (Greg) Zoledziewski is, the founder and CEO of Konfrontuj Ltd. He has 21 years of work experience working for well known international businesses active, in Europe. The key nationalities he has worked for and with are English, German, Polish, French and Italian. His background and strongest professional experience comes from finance and management. He has personally contributed to two green field investment projects, which were concerned with, building new production sites and moving operations from other countries to Poland. He also supports the biggest national Organization of Entrepreneurs as a board member and treasurer.

What helps Greg in being successful is that he likes a fast pace and is adept at using functional devices and procedures. He prefers a “big-picture” orientation supported by reason and logic. Greg is seen as a natural leader who tends to take charge of any situation in which he finds himself.

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Opero is a manufacturer and provider of technologically advanced solutions for backup, synchronization and data sharing in the cloud for telecom operators, vendors, cloud service providers, hosting providers and IT administrators. The company was founded in 2009 by Łukasz Jesis. Its offer proposes solutions for local backup, online data backup and hybrid backup. We started as a startup in 2009 and since that time we are developing dynamically in Poland but most of all, our aim is to go global. In Poland we are just about the only producer of a comprehensive platform for backups of virtually limitless scalability and flexibility, which allows for encryption and decryption of files not only on a PC, but also on mobile devices.

Our priority is to deliver a reliable and versatile product to clients, which ensures maximum protection from the loss of data. We want it to become an integral part of company security systems, as well as of their plans for continuity of operations (Business Continuity Planning – BCP). Our products are based on innovative and world-class technology, which allowing easy and efficient way to manage the process of securing data.

Since the beginning of 2012, we leads active selling our services internationally. In the last of two years of activity, Opero participated in many industry event around the world: WHD. global (Germany), WHD.local (Brazil), Parralers Summit (USA), Slush (Finland), Pioners Festival (Austria). These actions resulted in signing the first contracts for the supply platform, in the B2B model, with foreign partners. Opero has established cooperation with companies from Slovakia, Great Britain, Brazil, Canada and USA.

We are a finalist for the prestigious pilot project Tech-Match Poland organized by the Ministry of Economy and U.S. Market Access Center in Silicon Valley. In December 2013 we signed a contract with ORANGE Poland, one of the biggest telecommunication operators in Poland on service delivery solution for backup and data synchronization – the Backup eXpert application for clients of this global corporation. The application has become a part of Orange Poland’s “Cloud for Business” service package and soon will be available in a similar business package in Orange Slovakia offer. Currently, we planning cooperation with Orange on a much bigger scale and with the other telecommunication companies in the well-developed English and American market of cloud services. In a few months, the Backup eXpert app will be also provided for mobile phone network operator T-mobile in Czech Republic.
This year we went to the market with a new product - the Backup eXpert for QNAP. It's a software dedicated for network drives QNAP NAS, provided by leading Taiwanese corporation that specializes in distributing networked solutions for file sharing, virtualization, storage management and surveillance applications. We put great emphasis on the development of Backup eXpert for QNAP brand.

**Products:**

**Backup eXpert Cloud**

It’s a technologically advanced system for online data backup and synchronization, dedicated for small and large companies, but also for users who conduct their business in home offices. It allows the company’s business customers to easily backup files in the cloud. Backup eXpert is a reliable and multifunctional system that provides maximum security of stored data. It offers fully automated backup, access to corporate data anytime, anywhere from any device and extended functions of the shipping process such us: deduplication, compression, multi-threaded process or backup delta. The application is the only one on the market that fully ensures the security of stored data on mobile devices - each file, prior to shipment to servers, is encrypted on the user’s device already and in this form is transmitted via a secure connection.
**Backup eXpert for QNAP**

Backup eXpert for QNAP is centrally managed and secure data backup software dedicated for QNAP network drives. It allows to easily and effectively create backups, synchronize and restore data from servers, workstations and personal computers. The users of software are given the opportunity of comprehensive management, remotely configuration and monitoring the accuracy of performed backups on all devices connected the QNAP network drive. The solutions gives full control and comfort in creating backup. It’s a perfect tool for IT administrators. The software is ready to instant cooperation with the QNAP file server thanks to simple and quick installation process.

**Opero Backup Platforms**

Opero solutions can be available in two flexible models – one that uses Opero’s infrastructure (backup as a service) and one that includes an installation of the Opero Backup service on partners’ infrastructure (complete solution). In case of the complete solution, Opero clients can decide whether they want to sell the data backup system under their own brand (White Label model) or under the existing Opero brand.

Thanks to the Opero products, the end customers receive universal data protection service with technologically advanced features, combined with file sharing and data synchronization between multiple devices. Opero offers distinctive feature - unique way of encrypting data (AES 256 algorithm) with the highest level of security – files are always encrypted on the client's side. Opero’s products allow easy integration with every billing system (through flexible API).

**The advantages and benefits of Opero solution:**

- fast deployment,
- low costs of implementation,
- flexible payment model,
- customizable licenses,
- unlimited space/scalable
- synchronization and data encryption between variety of devices: desktops, laptops, mobile devices,
- backup of specialized programs, databases, applications, virtual machines (MS SQL, MySQL, Postgres SQL, Firebird, MS Exchange, MS Outlook, Hyper-V) and also System state and network drives are supported,
- easy client and licenses management,
- data encryption and decryption on mobile devices.
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www.petrait.pl
The Petra company has designed and developed an application platform called “Destiny” which is used for quick creation of databases applications in modern way. The purpose of the platform is to give the user, who isn’t a software developer, tools by which he will be able to create an application with many great capabilities, adapted to the end user. Thanks to the “Destiny” the creating of dedicated software is faster, cheaper and much easier.

Simple databases applications can be made in a few hours and will be containing such mechanisms as:

- internationalization and localization – the same data in different languages for different users,
- possibility of online/ offline working with automatic mode switching,
- standard data operations (adding / deleting / editing) and advanced (full-text search, group operations, exports, copying the whole data to the clipboard),
- Web API.

Petra is looking for a partner interested in promoting Destiny platform on a global market.
Platform capabilities

Destiny platform is a fresh and unique software development platform with which you can create or expand business software in your company with new capabilities like:

- multilanguage
- reports
- combining data from different sources (different software even from other geo localization)
- B2B capabilities (connect your to other with on-the fly data transformation)
- controlling capabilities (e-mail reports, alarms, SMS)
- offline working (when software is used over the Internet any client can work even without connection without any restrictions - data is synchronized when connection is back)
- user friendly desktop interface - special Internet Database Destiny Viewer
- mobile access (Android, iOS)
- comfortable interface
- World Wide Web fronted
Benefits - faster means cheaper

Fast software implementation in your company because:

- platform components are ready to use and needs minimum effort to make it work
- many of capabilities can be implemented on site
- flexible platform - almost every component can be added/modified/removed

Feel free to contact us if you are looking for

- new capabilities for you existing business software
- new business software based on modern platform
- platform with B2B capabilities
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What the company offers is widely understood IT outsourcing. They are operators of the Sinersio Data Center, which is a service-research facility targeted at researching processes that involve outsourcing business services. The aim of the company is to offer solutions that allow business owners to do many things: optimize running costs, increase flexibility and competitiveness in adjusting to market changes while still being able to concentrate on the basic running of their business.
What is included in the information-research complex is an isolated from third parties Data Center as well as an informational hub, appurtenant to these are technical rooms equipped with devices monitoring access and limiting the possibility of internal threats.

Based on the Data Center, Sinersio manages their clients IT environment in terms of infrastructure, programming as well as implementation of specialized IT business processes.
Services offered by SINERSIO:

- Collocation consisting of placing client owned devices in the Sinersio Data Center that is equipped in full tele-informatic infrastructure that insures the constant running of the devices.
- Virtual Data Center (VDC) that consists of sharing technological infrastructure made up of servers, mass storage and the consolidating net infrastructure along with devices allow access to resources of the internet global network. The user independently configures the services that he/she wants to use.
- Prepared environments for e-commerce systems, ERP, CRM, back-up, hosting, and video-conferencing.

Sinersio Data Center services are used by: commercial businesses, local government units, healthcare facilities and academic units.
Wojciech Salwiński, CEO
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We are a well-known manufacturer of software for business in Poland. Our 25 years' experience led to create complete systems to manage all areas of the company such as logistics, production, sales, purchasing, finance, accounting, etc. Streamsoft headquarter is located in Zielona Góra and the branches of our company are situated in the most economically developed cities in Poland: Warsaw, Wroclaw and Krakow.

More than 75,000 manufacturing, trade and service companies daily work on our programmes.

Our offer includes the following products:
- two ERP systems for medium and large companies: the first called Streamsoft Prestige (functionally rich) and the second: Streamsoft Verto (“bespoke”)
- boxed software for small businesses and accounting offices: Streamsoft PCBiznes (Ala, Ewa, Aga, Iza)
- cloud software for micro companies: Firmino.pl
145 specialists in all of our locations in Poland. A group of professionals consists of: designers, programmers, analysts, consultants.

Our products are available throughout Poland. We also cooperate with Partners, independent IT organizations, who deal with the distribution and implementation of the software. We work with more than 30 Small and Medium-sized IT companies.

**International solutions**

The ERP system Streamsoft Verto, which thanks to modern software platform Streamsoft Next - can expand the IT needs of business customers from all around the world. With the platform, you can create a lot of individual functional solutions that reflect the specifics of ongoing business processes, the type of industry in which the company operates or know-how in the organization of work and management processes.
The ERP system Streamsoft Verto is designed for companies that:

- want to compete with other companies, obtaining high efficiency and speed, through data analysis and processes automation,
- have complex organizational structures,
- want to automate the handling of internal business processes with those in business environment in offices and business partners,
- plan dynamic development, by developing their own organizational structures and enhancing collaboration with business partners,
- seek solutions readily conformable to change,
- have IT departments, which can develop the system for the specific individual needs of the company,
- seek tailored to their needs an investment financing model by purchasing a license or SaaS service model - hire a system services.
This project is co-financed by the European Union from the funds of the European Regional Development Funds under the Lubuskie Regional Operation Program for the years 2007-2013.