

IT SERVICES FOR SME'S IN HUNGARY

Tamás Gaizer
Régens Plc.



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OVERVIEW

- Provide an insight into the SME's as IT customers
- Experiences to be considered when introducing ESSENCE for Hungarian SME's
- Basis: Régens' customers, companies in the network, etc. (cca. 20 SME's in different sectors)

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INTRODUCTION

- Régens: Hungarian software developer SME, system integrator and IT provider
- Products, bespoke solutions, integration projects, services related to own solutions
- >20 years, staff of 30, yearly rev.: 1.5 m€
- Share of SME's: 20-25% of all rev. (the rest comes from large organisations)

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SME'S BY OWNERSHIP

- Hungarian (mostly management, typically one majority owner-manager)
 - IT investments are constrained by lack of finance
 - Typically one decision maker
- Foreign ownership
 - IT investment decisions are made at corporate level, often use (poorly) localised corporate solutions
- Standard decision process is not typical

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TYPICAL IT SERVICES PURCHASED BY SME'S

- Basic IT infrastructure
 - desktops, file server, network, internet, mail system, MS Office
- Front-office supporting the core business (in case of larger staff, otherwise: MS Office)
 - Sometimes integrated with accounting
- Accounting
 - Might be licensed or provided as a part of the accounting service
- Integration to other companies: only if a major customer requires
- Cloud-based solutions are not widely accepted yet

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MOTIVATION FOR IT INVESTMENT

- Forced externally
 - Major customer (sometimes the customer provides a system)
 - Sister company's decision
 - Legal obligation
- Need for controlling staff
 - Typically at „larger” SME-s (staff over 10-15)
- Available EU/HU support (though „grant epidemic” is passing)
- Not a typical factor: effectiveness / ROI
- Low wages (mainly in the country)

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TYPICAL PROVIDERS

- Basic IT infrastructure
 - Local service provider (quite often a freelancer „jack of all trade”, close acquaintance of CEO)
- Accounting and front office:
 - Mostly Hungarian SME's, specialised at niche products/services
- „Larger” SME's occasionally buy brand products, this is not typical (price, lack of flexibility)

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SELECTION CRITERIA

- Low cost both for investment and on-going maintenance
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- (repeated 10 times)
- References
- Flexibility
- Effectiveness is not among the factors (ROI calculation does not work)
- Cloud-based solutions are not really trusted

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CONCLUSIONS / LESSONS FOR COLLABORATIVE SOLUTIONS

- Obvious, clearly communicated benefits
- Low cost
- Easy implementation

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THANK YOU FOR THE
ATTENTION