CIKLUM
EMPOWERING COLLABORATION

in collaboration with **playtech** SOURCE OF SUCCESS

" *As a result I can say that this is my best team I have ever worked with, and I have seen many in my life! I can vouch for every person who works here - they are intelligent, honest, purposeful, and motivated, and can bring a bunch of ideas.*

- Victor Nessytov,
Country Manager,
Ukraine at Playtech

Playtech develops unified software platforms and content for the online and land-based gaming industry, together with providing a range of ancillary services such as marketing, hosting and CRM services.

Ciklum Service
Own Development Center / Team

Contact
Victor Nessytov,
Country Manager, Ukraine

Technologies:
.NET, Android, C-plus-plus, Flash, Flex, iOS, J2ME, Java

Headquaters
Isle of Man

Website
www.playtech.com

ABOUT PLAYTECH

Playtech is a leading software provider for online gaming operators and can be positively considered as one of the pioneers of the worldwide online and land-based gaming industry. Company's business portfolio consists of the most prominent names in the business, including William Hill, Netplay, Betfred, Mansion, Bet365, etc. Behind the eminent success of Playtech's products and services there are around 2,000 people located in 7 countries, the majority of whom are engaged in research and development of current and future gaming technologies.

Date of reference:
March, 2012

THE SITUATION

The key factor that pushed us into considering a new development center and a new country location was the lack of qualified resources in the countries where we already had our development centers – Estonia, Bulgaria, and Israel.

This strategic choice was not about savings but about access to a new pool of talented IT specialists.
We faced a situation where the recruitment speed was extremely low. There were cases when within a week of opening a vacancy and advertising it on various popular job portals we would get only one application a week.

Given the fast path of the business we are in, such speed is not even close to our expectations and needs.
First we began our search for a place/city where we could set-up our development based on the following criteria:

- Availability of highly qualified resources (one of the sub criteria here having a Higher Technical Degree)
- Easily accessible from our Offices in Europe and Israel
- Geographical and time zone proximity to our already existing development centers in Estonia and Bulgaria
- Good command of English language

Speaking Ciklum's language, we were looking for a nearshore Own Development Center (ODC) solution. Amongst various locations we have analyzed, Ukraine, and specifically Kiev, was the top choice for the following reasons:

- Easily accessible from all of our 3 development locations with many direct flight options
- A city of 4.5 m people
- A high volume of IT industry
- Good availability of resources we were looking for then we began our search for a partner who would be able to meet our high quality standards and expectations. It is important to stress that we were looking for a strategic partner.

THE SOLUTION

Our development center in Kiev is a natural growth to our business. Our team in Kiev is responsible for:

- Main product development,
- Launching new projects, and
- Continue development of the existing ones

For example, one of our local IMS teams is writing a new platform which will be the base for all future Playtech's products. It is fully developed here, our Kiev specialists have fully designed it, including architecture and technologies used.

Today we already have a couple of releases, including one in a Mobile team, which is not even fully assembled, and this does not prevent our guys to prepare releases.

We are fully in charge of our development process, which is the essence of the Own Development Center. I have been relocated here with my entire family to oversee the overall process.

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We have opened our development center in Kiev in August 2011, where the first 6 months of our cooperation we were on a close watch and evaluation whether Ciklum can deliver.

To tell you the truth, the results were stunning. I was just back from a business trip to Israel from Kiev when some of my Ukrainian guys that travelled in for training were asked to take part in some urgent work.

I was met by a local manager who was in a deep shock. "Come with me," he said, "I will show you something that I have never seen in my life." He brought me to a SCRUM board – and it was all green. Everything was done on time and with high quality.

There was a lot of feedback, from Estonia, Bulgaria, and Israel – and all a positive one. The quality delivered by our Ukrainian developers was just amazing. By the end of 2011 we already had about 50 people and the decision to build a development center was made.

Today we count almost 100 IT specialists, by the end of 2012 we plan to grow to a total of 200, and our overall goal is to grow our Ukrainian development center to 500 employees.

- Ciklum has a good level of professionalism and standards set within the company that make things work.
- They respond fast to our requests and needs, be that a simple administrative issue or a complicated HR one.
- They are very flexible in terms of services offered to us, being easily adaptable to our often non-standard requests.
- They are indeed transparent to the core; be that involvement in the employee search or an invoice we receive for the services requested we know exactly what is going on.

Here at Playtech we are very happy with the way our partnership has been developing with Ciklum so far. Even though we have opened up our development center at Ciklum Kyiv only a few months ago, we are already up to speed with our development plans levied on the team here. Ukrainian IT specialists are very talented and completely match the expectations set by the Western standards, thus giving us confidence in the quality of products we develop.

FIND OUT HOW CIKLUM CAN HELP YOUR BUSINESS VISIT:

www.ciklum.com

ABOUT CIKLUM

Ciklum is a Danish innovative IT outsourcing company specializing in nearshore software development in Eastern Europe, in Ukraine and Belarus.

Ciklum's unique business model merges the human element with IT to not only help companies to grow, but provide ongoing resources that sustain growth with the flexibility to scale up or down as markets shift. Established in 2002, Ciklum employs 2,500+ IT specialists with more than 200 global clients' own software development teams. Ciklum has six development offices in Ukraine, one in Belarus, and two in Pakistan, as well as representative offices in Denmark, United Kingdom, Switzerland, Germany, Sweden, Netherlands, Russia and Israel.

Ciklum is named the 2010 and 2011 Top 100 global services provider and is rated Best Larger IT Employer 2010 & 2011 in Ukraine by DOU.UA, the Ukrainian Community of Software Developers. Most recently Gartner Inc. named Ciklum as a "Cool Vendor" in its 'Cool Vendors in Application Services, 2013' report.

CIKLUM CONSULTING

Based on experience gained while working with 200+ clients both onshore and nearshore we'll advise on anything related to software development efficiency, processes maturity and an ability of IT to support your next ambitious business goals.

We can empower or contribute to
- evaluation of the current software development process efficiency from idea to getting customer feedback
- adopting Agile and adaptive software delivery practices
- setting up the right tools to support teamwork, ensure visibility of the development process to all stakeholders, speed up delivery through DevOps.

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