Deloitte.

Technology Fast 50
Powerful connections

Technology, Media and Telecommunications
Central Europe 2013

Welcome to the Deloitte Technology Fast 50 Central Europe 2013

The Deloitte Technology Fast 50 in Central Europe is a programme that recognises and profiles fast growing technology companies in the region. The programme, which is now in its 14th year, ranks the 50 fastest growing public or private technology companies.

Technology Fast 50 award winners for 2013 are determined based on the revenue growth over five years (2008 to 2012).

Revenue growth is calculated in local currency. Companies must meet a minimum revenue threshold (in Euros) in order to qualify. Exchange rates are based on annual average given by the central bank of the company's respective national currency.

The programme includes the following related industry sectors:

• Biotech / Pharmaceutical / Medical equipment

• Telecommunications / Networking,

• Computers / Peripherals

• Internet

• Semiconductors, components and electronics

• Media and entertainment Software

• Greentech

The Deloitte Technology Fast 50 Programme in Central Europe recognises technology companies that have achieved the fastest rates of annual revenue growth in the region during the past five years (2008 to 2012). It is part of the global Fast 500 programme.

Technology companies are invited to self-nominate for the programme via our website.

Financial data about the companies is provided by the entrants themselves and is gathered via our online survey tool. This information is then cross-checked using each company's financial statements which have been verified by their accountants or a registered auditor.

For further information regarding the Deloitte Technology Fast 50 Central Europe programme, please visit our website: **www.deloitte.com/cefast50**.

Contents

Introduction

Powerful connections

The publication of the Deloitte CE Technology Fast 50 is always a particularly exciting moment each year, in that it's an opportunity to bring our region's greatest innovators to the attention of a wider audience.

As ever, this year's Fast 50 recognises those technology companies in the CE region that have the most rapid rates of revenue growth. Many of them are not large organisations, but that doesn't matter – in today's global marketplace, they often punch far above their weight to take Central European innovation right across the world. Throughout the report you will find management views from some of the top ranked companies on the secrets behind their fast growth as well as their plans for maintaining momentum in the future.

In this way, their activities represent to a global audience the flexibility, creativity and inventiveness of our region's business community. This is a particularly important factor as our countries continue their gradual emergence from the widespread slowdown that has affected the world economy over the last five years.

A special feature of this year's report is an article outlining some current applications and potential future opportunities for wearable technologies, one of the tech industry's most exciting sectors that companies looking to be in a future edition of the Fast 50 cannot ignore.

The report also includes not only the Fast 50 itself, but also the Big 5 rankings and Rising Star awards. The latter, that recognise those companies that are currently too young for inclusion in the Fast 50, are especially fascinating as many businesses included in the past have progressed to make the Fast 50 itself.

As ever, I look forward to tracking their progress in years to come.

Marek Metrycki
Fast 50 Programme Leader
Deloitte Central Europe

2013 Technology Fast 50

Fast 50 Overview

Ø 671%
AVERAGE GROWTH

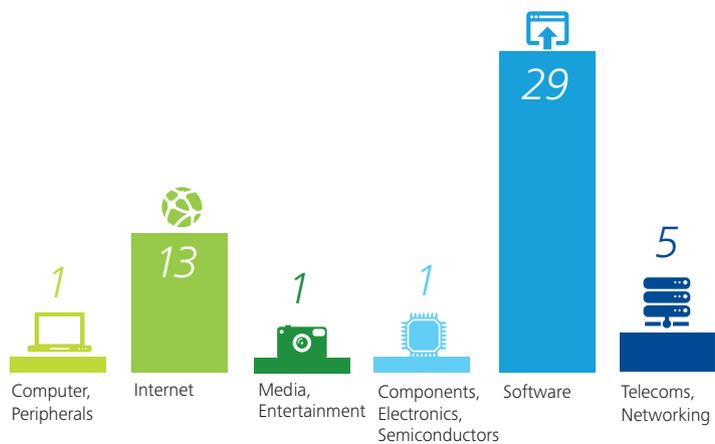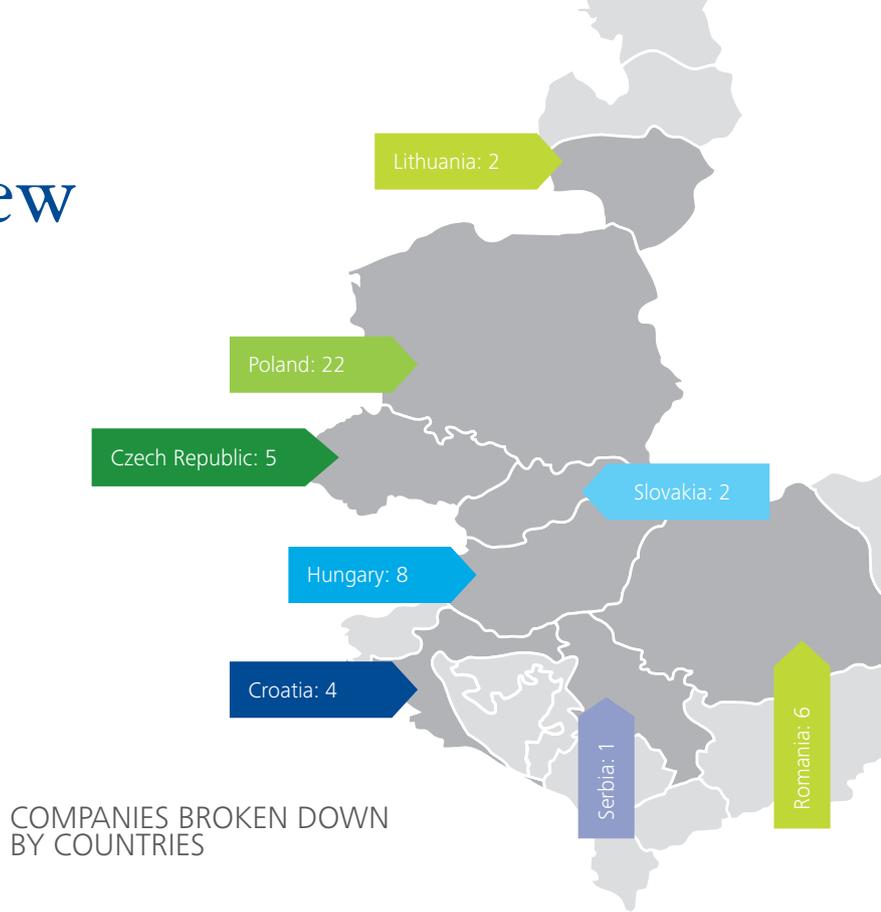## 22 NEW!
NEW COMPANIES ENTERED
THE RANKING

8 ⬆
COMPANIES THAT MOVED UP
COMPARED TO LAST YEAR

17 ⬇
COMPANIES THAT MOVED DOWN
COMPARED TO LAST YEAR

2007 🌱
MOST COMPANIES FOUNDED

**COMPANIES BROKEN DOWN
BY COUNTRIES**

Lithuania: 2
Poland: 22
Czech Republic: 5
Slovakia: 2
Hungary: 8
Croatia: 4
Serbia: 1
Romania: 6

Computer, Peripherals	Internet	Media, Entertainment	Components, Electronics, Semiconductors	Software	Telecoms, Networking
1	13	1	1	29	5

COMPANIES BROKEN DOWN BY SECTORS

"Our growth strategy is two-fold: firstly we will continue to heavily invest in the technology that powers our business, supporting all of our business lines (air, hotels, vacation packages), which allows us to easily scale our business across markets. Secondly, our intention is to continue to expand internationally. After the successful deployment of our business in Vietnam, we are continuing to study emerging and frontier markets which will grow at a fast pace in the coming years."

Daniel Truica, Managing Partner, Vola.ro SRL

#01

Vola.ro SRL

Romania

↗ 5729%

- Internet
- Daniel Truica
- www.vola.ro
- Founded: 2004
- Years in Fast 50: 3
- Last Years Rank: 1

Founded as a student travel business. Currently, the main focus is on selling air-tickets and other services for travellers over the internet.

#02

Bitgear Wireless Design Services d.o.o.

Serbia

↗ 1872%

- Semicond., Components and Electronics
- Dejan Dramicanin
- www.bitgear.com
- Founded: 2007
- Years in Fast 50: 1
- Last Years Rank: -

Provides innovative applications of different aspects of digital signal processing. Delivers custom and standard system solutions, as well as system components and intellectual property.

#03

Softhis Sp. z o.o.

Poland

↗ 1573%

- Software
- Łukasz Rzepecki
- www.softhis.com
- Founded: 2005
- Years in Fast 50: 2
- Last Years Rank: 29

Provides advanced IT solutions which support business plans and strategies; professional implementation of projects.

#04

Comperia.pl S.A.

Poland

↗ 1500%

- Internet
- Bartosz Michałek
- www.comperia.pl
- Founded: 2007
- Years in Fast 50: 1
- Last Years Rank: -

Portal that provides financial comparison of bank products offered to customers. Currently comparing morgages, credit cards, personal accounts and savings accounts and other products.

#05

Ruptela, UAB

1282%

Telco/Networking

Andrius Rupšys

www.ruptela.lt

Founded: 2007

Years in Fast 50: 1

Last Years Rank: -

Lithuania

Help people and organizations to manage their property effectively, while using the latest communication technologies technologies (GSM, 3G, GPS), electronics and software systems.

#06

WEBTEH d.o.o.

1110%

Software

Igor Grčman

www.webteh.hr

Founded: 2003

Years in Fast 50: 1

Last Years Rank: -

Croatia

Provides payment and software solutions to merchants and banks by developing PCI DSS compliant payment gateways and payment software solutions.

#07

Játéknet.hu Kft.

1008%

Internet

Akos Bognar

www.jateknet.hu

Founded: 2006

Years in Fast 50: 1

Last Years Rank: -

Hungary

Online store selling computer games and products for children.

#08

WebSupport, s.r.o.

1003%

Internet

Michal Truban

www.websupport.sk

Founded: 2004

Years in Fast 50: 1

Last Years Rank: -

Slovakia

Largest provider of hosting services and domain registrations in Slovakia, operating also in other 3 countries of Central Europe.

#09

Swiftway Sp. z o.o.

926%

Internet

Alex Bninski

www.swiftway.net

Founded: 2005

Years in Fast 50: 1

Last Years Rank: -

Poland

Offers complete monitoring of the network, provides turn key internet services that include cloud, CDN, server management and dedicated servers.

#10

Infinum Ltd.

892%

Software

Tomislav Car

www.infinum.co

Founded: 2005

Years in Fast 50: 1

Last Years Rank: -

Croatia

Software design and development company specialized in providing mobile and web development services.

#11

GOCLEVER Sp. z o.o.

832%

Computers/Peripherals

Henryk Ciechowski

www.goclever.com

Founded: 2007

Years in Fast 50: 1

Last Years Rank: -

Poland

Provides solutions in the field of consumer electronics, focusing on customers looking for technologically advanced equipment and electronic devices tailored to European requirements.

#12

Internet Shop s.r.o.

824%

Internet

Michal Zamec

www.parfums.cz

Founded: 2006

Years in Fast 50: 3

Last Years Rank: 7

Czech republic

Online parfume and cosmetics shop operating the most extensive network of parfume shops in Central Europe.

#13

803%

Kilgray Fordítástechnológiai Kft.

Hungary

Offers clean and innovative translation technology to enhance productivity and quality for translators, service providers and enterprises.

- Software
- Istán Lengyel
- www.kilgray.com
- Founded: 2005
- Years in Fast 50: 2
- Last Years Rank: 23

#14

771%

LGBS Polska Sp. z o.o.

Poland

Provides customised business-dedicated IT project solutions. Main area of expertise is software creation services based on Microsoft technologies. The company is also proficient at the Java environment and other software frameworks.

- Software
- Wojciech Wolny
- www.lgbs.pl
- Founded: 2005
- Years in Fast 50: 2
- Last Years Rank: 6

#15

749%

Dolphio Consulting Kft.

Hungary

Engaged in R&D and related topics of information technology. R&D projects including GPGPU technologies, 3D motion capture and visualization, text and data mining, artificial intelligence, multidimensional data processing and social network analysis.

- Software
- János Rovnyai
- www.dolphio.hu
- Founded: 2004
- Years in Fast 50: 3
- Last Years Rank: 46

#16

695%

SMT Software S.A.

Poland

Innovative software house providing full-scale programming and outsourcing services by combining creativity with mathematical accuracy.

- Software
- Sebastian Łękawa
- www.smtsoftware.com
- Founded: 2007
- Years in Fast 50: 2
- Last Years Rank: 8

#17

TeamNet International SA

↗ 639%

Romania

Software

Bogdan Padiu

www.teamnet.ro

Founded: 2001

Years in Fast 50: 6

Last Years Rank: 16

Focuses on development and implementation of the software applications based on the latest technologies; one of the most important companies on the IT system integrators market in Romania.

#18

LIVECHAT Software S.A.

↗ 624%

Poland

Software

Mariusz Cieply

www.livechatinc.com

Founded: 2002

Years in Fast 50: 3

Last Years Rank: 18

Provides live chat software that helps clients to talk directly to their website visitors. Their mission is to deliver fast & simple communication between e-commerce owners and best prospects on their websites.

#19

IT-Dev Sp. z o.o.

↗ 618%

Poland

Software

Tomasz Szałaj

www.it-dev.pl

Founded: 2006

Years in Fast 50: 1

Last Years Rank: -

Provides customers with innovative software systems that efficiently support business processes, offers solutions that support flow of information.

#20

Future Processing Sp. z o.o.

↗ 594%

Poland

Software

Jarosław Czaja

www.future-processing.com

Founded: 2004

Years in Fast 50: 3

Last Years Rank: 19

Software development company, with a strong background in Microsoft .NET and Java technologies, including mobile and web application development.

"In order to reach success you must innovate, adapt to always changing requirements, create real value for customers for which they are ready to pay and, of course, believe in success and decide to achieve it. A very important point also is people, because a technology company without people is worth nothing. The bigger you become, the harder it is to maintain high growth, but also you learn a lot. So there is no single recipe, but the right question to ask is 'What limits us from the growth we decided to achive?' The most important thing is to remove limiting factors, which in most cases are in employees' heads (especially in my own head)."

Andrius Rupšys, Managing Director, Ruptela UAB

"Proper investment into innovative technology that turned out to be a strong income generator is what can be called a secret behind our current success. It is going to be difficult to maintain the growth. Still our strategy is to produce a next innovation that will yield market results and to inspire innovation within our company as a strategic direction."

Dejan Dramicanin, CEO; Vukasin Pejovic, COO; Bitgear Wireless Design Services d.o.o.

#21

CompuGroup Medical Polska Sp. z o.o.

550%

Poland

Software

Waldemar Grudzień

www.cgmpolska.pl

Founded: 1995

Years in Fast 50: 2

Last Years Rank: 50

Manufacturer of modern software for the healthcare sector. Comprehensive offer including multimedia electronic patient record and innovative solutions based on web technologies.

#22

Capture Informatikai és Tanácsadó Zrt.

503%

Hungary

Software

Peter Dobozi

www.capture.hu

Founded: 2004

Years in Fast 50: 2

Last Years Rank: 10

Offers software development, system integration, testing and business consulting services for large corporates in Central Europe.

#23

Kishonti Kft.

470%

Hungary

Software

Laszlo Kishonti

www.kishonti.net

Founded: 2003

Years in Fast 50: 2

Last Years Rank: 24

Leading provider of CPU and GPU performance and benchmarking software tools, focusing also on high performance mapping and navigations.

#24

SerwisPrawa.pl Sp. z o. o.

465%

Poland

Internet

Jaroslaw Olejarz

www.serwisprawa.pl

Founded: 2007

Years in Fast 50: 1

Last Years Rank: -

Provides information and advice in the field of law by using a database of articles and messages on the legal issues.

#25

Sunrise System Poland Sp. z o.o.

Poland

Internet	Founded: 2003
Paweł Rybak	Years in Fast 50: 5
www.sunrisesystem.pl	Last Years Rank: 15

439%

One of the leading interactive agencies in Central and Eastern Europe specialized in the wider internet marketing, web analytics and comprehensive consulting for commercial use of the web.

#26

Crys Computers SRL

Romania

Software	Founded: 2000
Gheorghe Pasc	Years in Fast 50: 4
www.incrys.ro	Last Years Rank: 25

431%

One of the leading IT outsourcing companies in Eastern Europe, a provider of complete consulting and IT services that supports and increase business strategy.

#27

Billennium Sp. z o.o.

Poland

Software	Founded: 2003
Gaweł Bartosz Łopiński	Years in Fast 50: 2
www.billennium.pl	Last Years Rank: 45

416%

Designs and implements modern IT systems and offers IT nearshoring for European market companies; owns the BPM Platform that claims to be one of the most advanced systems of its type in Poland.

#28

iData Műszaki Informatikai Mérnöki Iroda Kft.

Hungary

Software	Founded: 2005
Szabó Lajos	Years in Fast 50: 2
www.itrack.hu	Last Years Rank: 17

371%

Involved in the development, production, operation and selling of satellite tracking, route recording and theft protection systems. Thanks to the versatile system called iTrack2 system, the users can easily access the data of their vehicles on internet.

#29

RBO Sp. z o.o.

369%

Poland

Software		Founded: 2007	
Robert Jerzy Śliwiński		Years in Fast 50: 1	
www.rbo.pl		Last Years Rank: -	

Provides services related to the data processing and telecommunications, develop and implements IT solutions tailored to the needs of the customers.

#30

INVEA-TECH a.s.

363%

Czech Republic

Telco/Networking		Founded: 2007	
Rostislav Vocilka		Years in Fast 50: 1	
www.invea-tech.com		Last Years Rank: -	

Focuses on the use of programmable hardware (FPGA technology) in the area of security and monitoring of high-speed network applications. The target technologies are Gigabit and 10 gigabit Ethernet. The other focus is to provide tools and devices for FPGA research and development.

#31

Five Minutes (Pet minuta d.o.o.)

326%

Croatia

Software		Founded: 2007	
Luka Abrus		Years in Fast 50: 1	
www.fiveminutes.eu		Last Years Rank: -	

Develops mobile applications for all platforms and advanced web solutions, focusing on new technologies and next-generation apps.

#32

Inwestycje.pl S.A.

320%

Poland

Internet		Founded: 2004	
Anna Sołowska-Łabaz		Years in Fast 50: 3	
spolka.inwestycje.pl		Last Years Rank: 4	

Owner and publisher of the Inwestycje.pl Media Group, one of the largest independent financial portals in Poland focusing on business professionals who seek for the knowledge about how to invest money.

#33

ESET, spol. s r.o.

303%

Slovakia

Software
Richard Marko
www.eset.sk

Founded: 1992
Years in Fast 50: 11
Last Years Rank: -

Creates proactive protection against cyber threats including security solutions as ESET NOD32 Antivirus, ESET Smart Security and ESET Cyber Security.

#34

eSKY.pl S.A.

301%

Poland

Internet
Piotr Stępniewski
www.esky.pl

Founded: 2004
Years in Fast 50: 2
Last Years Rank: 30

Online travel agency through which customers can book a number of travel products and services, get information and gain inspiration to travel, providing broader travel assistance.

#35

Technitel Polska S.A.

301%

Poland

Telco/Networking
Rafał Rodziewicz
www.technitel.pl

Founded: 2006
Years in Fast 50: 3
Last Years Rank: 11

One of the largest companies in the telecommunications and information technology in Poland. Fiber, wireless networks provider.

#36

ZOOM International s.r.o.

295%

Czech Republic

Software
Simon Vostry
www.zoomint.com

Founded: 1999
Years in Fast 50: 6
Last Years Rank: 49

Provides interaction recording and quality management solutions for Contact Centers and Unified Communications environments.

"The secret behind our current success is for sure consistency, openness to innovation, as well as cooperation with scientific institutions and industry partners. Additionally, the success of Softhis is our team, which works hard every day to make our clients' dreams and ideas come true by creating new services and tools to support business objectives."

***

"First of all we will continue our activities and additionally we plan to implement more advanced, dedicated solutions. We are looking forward to introducing our new product for SMEs - ORBIZER platform, which combines in a cloud, project management and CRM. We think it has a big potential for success."

Łukasz Rzepecki, President of the board, Softhis Sp. z o.o.

#37

SmartTel SA

Romania

- Telco/Networking
- Rodica Pavaloaia
- www.smarttel.ro
- Founded: 2000
- Years in Fast 50: 2
- Last Years Rank: 14

288%

Mobile banking service allowing clients to visualize all necessary information regarding their bank accounts directly on their mobile phone. It also offers SMS messaging services providing solutions for mobile marketing, allowing the creation and monitoring of SMS promotional campaigns or SMS collection.

#38

Fortech SRL

Romania

- Software
- Vaduva Calin
- www.fortech.ro
- Founded: 2003
- Years in Fast 50: 4
- Last Years Rank: -

286%

IT outsourcing services provider that focuses on software development services, covering all the phases of the software development process.

#39

INSIA a.s.

Czech Republic

- Software
- Ivan Špirakus
- www.insia.com
- Founded: 1992
- Years in Fast 50: 8
- Last Years Rank: 35

262%

Insurance broker offering professional services in all areas of commercial and personal insurance. Members of the INSIA network are using IT system YETI which allows to share the knowledge, processes, planning and communication within INSIA network.

#40

CD PROJEKT S.A.

Poland

- Media and Entertainment
- Adam Kiciński
- www.cdprojekt.com
- Founded: 2002
- Years in Fast 50: 2
- Last Years Rank: 32

261%

Involved in development of video games, one of the most respected developers of RPG.

#41

IAI S.A.

Poland

261%

Internet

Paweł Fornalski

www.iai-sa.com

Founded: 2006

Years in Fast 50: 3

Last Years Rank: 33

Creator and provider of the IdoSell.com platform (SaaS), providing a comprehensive solution for companies selling online in Poland.

#42

NFQ Technologies, UAB

Lithuania

249%

Software

Paulius Insoda

www.nfq.com

Founded: 2002

Years in Fast 50: 1

Last Years Rank: -

Leading e-business and software development company in the Baltics, focusing on solutions for e-commerce and travel companies.

#43

Ingenio Software SA

Romania

239%

Software

Rodica Pavaloaia

www.ingenio.ro

Founded: 2004

Years in Fast 50: 2

Last Years Rank: 43

The role of Ingenio in partnerships with financial institutions is mainly to offer consultancy and to develop and implement products that provide them with competitive advantages. The most important product created is an application that automates the retail lending workflow.

#44

TRAFFIQUA s.j.

Poland

229%

Internet

Witold Czarnecki

www.traffiqua.pl

Founded: 2007

Years in Fast 50: 1

Last Years Rank: -

SEM agency operating in the performance marketing.

"Comperia started to operate in the time of the financial crisis. In order to develop our business under such difficult circumstances, we had to adopt an innovative action plan, which at the same time was very risky. New attitude combined with a lot of determination and motivation of the team resulted in a very dynamic development of our company. We don't look back and always brainstorm all new possibilities; we never focus on the problem, we want to concentrate on achieving higher goals."

***

"We conduct several strategic, highly innovative projects which we believe will enable Comperia to sustain its business dynamics. Additionally, we have identified many opportunities to strengthen our presence on both online and mobile market. At the moment, ComperiaAgent, a completely new application dedicated to the insurance market, is going through a testing phase. Its success, which we strongly believe in, will pave the way to further challenges."

Bartosz Michałek, CEO, Comperia.pl S.A.

#45

BalaBit IT Kft.

225%

Hungary

- Software
- Zoltán Györkő
- www.balabit.com
- Founded: 2000
- Years in Fast 50: 4
- Last Years Rank: 47

An innovative information security company, a global leader in the development of privileged activity monitoring, trusted logging and proxy-based gateway technologies to help protect customers against internal and external threats.

#46

E-bola Média Kft.

220%

Hungary

- Internet
- Domonkos Bence
- ebolamedia.com
- Founded: 2006
- Years in Fast 50: 2
- Last Years Rank: 26

Online video content production and seeding company that developed a proprietary Ebola Play platform; specialized in online video campaigns.

#47

ITSG Sp. z o.o.

204%

Poland

- Software
- Andrzej Wodnicki
- www.itsg.com.pl
- Founded: 2006
- Years in Fast 50: 1
- Last Years Rank: -

Creates own CRM, sales support and effectiveness management systems and helps improve company's operation in sales management, increase of efficiency, cost control and compliance.

#48

P.H. Elmat Sp. z o.o.

202%

Poland

- Telco/Networking
- Jan Kalisz
- www.elmat.pl
- Founded: 1993
- Years in Fast 50: 1
- Last Years Rank: -

Offers and distributes modern information and communication systems as well as new IT technologies.

#49

Y Soft Corporation a.s.

174%

Software

Václav Muchna

www.ysoft.com

Founded: 2000

Years in Fast 50: 1

Last Years Rank: -

Czech Republic

Provides scalable print system management solutions that enable companies and organizations to control costs, reduce waste, increase convenience for users, and have a positive effect on the environment.

#50

Mono d.o.o.

173%

Software

Denis Sušac

www.mono-software.com

Founded: 2003

Years in Fast 50: 1

Last Years Rank: -

Croatia

Creates and distributes content management systems, social networking frameworks, medical, pharmaceutical, e-government, ecommerce, banking systems and various custom software solutions.
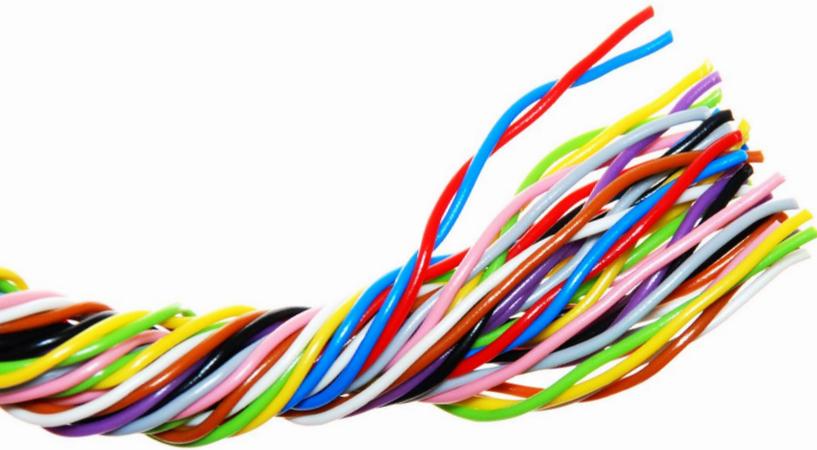
Big 5 awards

The Big 5 awards recognise those comapanies which are too big to compete in growth rates with smaller companies participating in the main Fast 50 ranking but still growing at a rapid pace for their size. In order to be eligible for Big 5 recognition, companies must have:

1. Operating revenues of at least €50,000 in each of the past 5 years. Exchange rates are based on annual average given by the central bank of the company's respective national currency.

2. Been in business for a minimum of five years.

3. 2012 revenues in excess of €25 million.

4. Be headquartered within Central Europe. Subsidiaries or divisions are not eligible unless they have some public ownership and are separately traded.

Achieving € 25 million in revenue is a significant achievement for our Technology Fast 50 winners.

Congratulation to these five companies and a special note GOCLEVER Sp.z o.o who came 1st in the Big 5 and was also ranked 11th in the Fast 50.

Big Five

Ø 580%
AVERAGE GROWTH

3 ↻
SAME COMPANIES AS LAST YEAR

Poland: 2

Czech Republic: 1

Slovakia: 1

Romania: 1

COMPANIES BROKEN DOWN
BY COUNTRIES

2
Internet

2
Software

1
Computer, Peripherals

COMPANIES BROKEN DOWN BY SECTORS

"Our success is based on our creativity in the product portfolio development, fast responsiveness to changing market conditions, short product life cycles, strong focus on the customer and our young and dynamic team, which is developing constantly. Additionally, we put a lot of attention to the open attitude to any changes, mutual trust and expansion to international markets."

***

"We plan to improve the efficiency of our processes while maintaining the existing business model. We will foster pro-innovative business culture in our company and invest more in our employees and their development."

Henryk Ciechowski , CEO, GOCLEVER Sp. z o.o.

#1

GOCLEVER Sp. z o.o.

832%

Poland

- Computers/Peripherals
- Henryk Ciechowski
- www.goclever.com
- Founded: 2007
- Years in Fast 50: 1
- Rank in Fast 50: 11

Provides solutions in the field of consumer electronics, focusing on customers looking for technologically advanced equipment and electronic devices tailored to European requirements.

#2

Internet Shop s.r.o.

824%

Czech republic

- Internet
- Michal Zamec
- www.parfums.cz
- Founded: 2006
- Years in Fast 50: 3
- Rank in Fast 50: 12

Online parfume and cosmetics shop operating the most extensive network of parfume shops in Central Europe.

#3

TeamNet International SA

639%

Romania

- Software
- Bogdan Padiu
- www.teamnet.ro
- Founded: 2001
- Years in Fast 50: 6
- Rank in Fast 50: 17

Focuses on development and implementation of the software applications based on the latest technologies; one of the most important companies on the IT system integrators market in Romania.

#4

ESET, spol. s r.o.

303%

Slovakia

- Software
- Ing. Richard Marko
- www.eset.sk
- Founded: 1992
- Years in Fast 50: 11
- Rank in Fast 50: 33

Creates proactive protection against cyber threats including security solutions as ESET NOD32 Antivirus, ESET Smart Security and ESET Cyber Security.

#5

eSKY.pl S.A.

301%

Poland

- Internet
- Piotr Stępniewski
- www.esky.pl
- Founded: 2004
- Years in Fast 50: 2
- Rank in Fast 50: 34

Online travel agency through which customers can book a number of travel products and services, get information and gain inspiration to travel, providing broader travel assistance.

"We have no secret or special recipe for success. Since the beginning, we have been fully focused on our clients and their needs. We have provided our clients with products that are of interest to them for prices that are favourable to them. As such, our clients have no reason to do their shopping anywhere else now because they can find everything in our place. We have included all of this in a package containing services that make shopping more comfortable for our customers."

***

"We will also offer new products to our clients in order to maintain our growth. We are planning to reduce our delivery times even more and to get closer to our clients through brick-and-mortar stores."

Radek Ondrášík, Marketing Director, Parfums.cz

Rising Star awards

The Rising Star awards recognise high-growth nominating companies who are too young to the Technology Fast 50, but already growing rapidly.

In order to qualify for the Rising Star award category companies must meet the following key criteria:

1. Operating revenues at least €30,000 in each year. Exchange rates are based on annual average given by the central bank of the company's respective national currency.

2. Must be in business for a minimum of three years but less than five.

3. Must be headquartered within Central Europe. Subsidiaries or divisions are not eligible unless they have some public ownership and are separately traded.

Congratulations to INSOFT Development & Consulting SRL from Romania for topping the Rising Star award category this year.

Rising Stars

Ø 819%
AVERAGE GROWTH

2008 🌱
MOST COMPANIES FOUNDED

Poland: 5

Czech Republic: 2

Slovakia: 1

Hungary: 1

Romania: 1

COMPANIES BROKEN DOWN
BY COUNTRIES

3
Internet

7
Software

COMPANIES BROKEN DOWN BY SECTORS
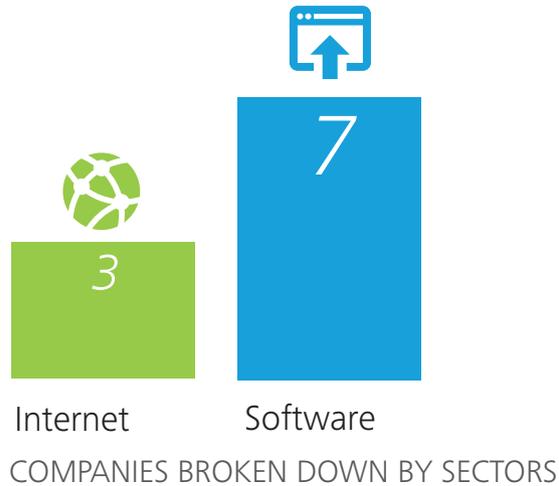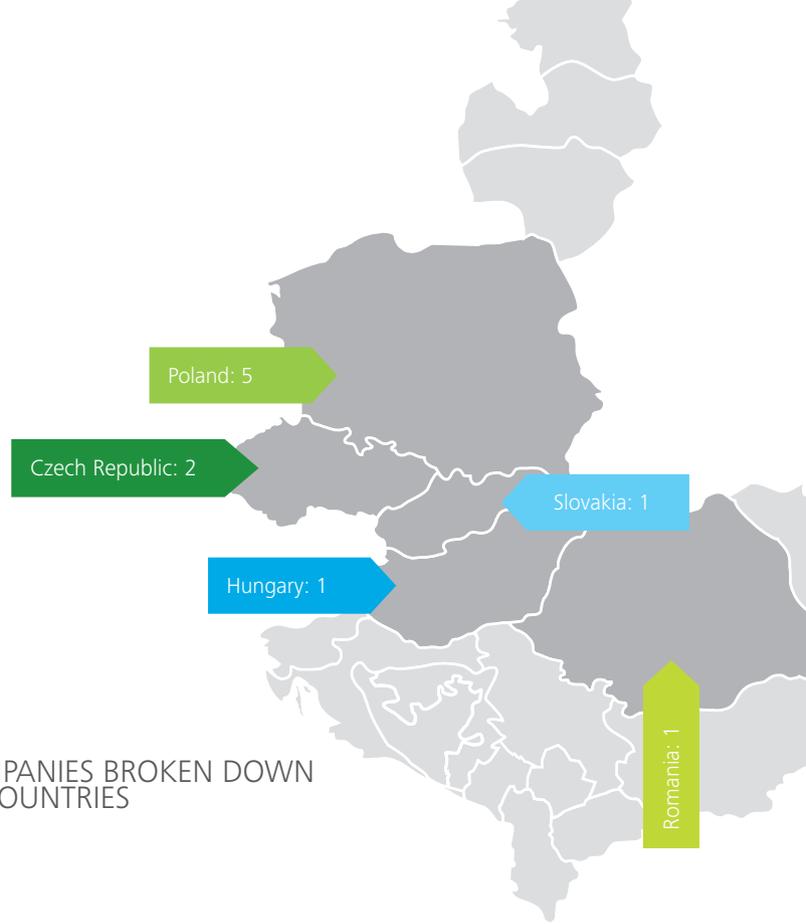
"Our remarkable evolution was based on a sound business strategy and several other key factors: we extended our team capabilities and expertise, we developed innovative IT solutions and, consequently, grew our business. Our IT&C solutions have been empowered to make the difference on the market, to bring added value and help clients reach their business objectives. Thus, we created the proper context for approaching significant projects"

***

"Innovation and strategic planning will remain the key elements for our future strategy, as well as the development of the products' portfolio by investing in large R&D projects and strengthening the current partnerships. We will continue to engage our employees in the company's vision and we plan to expand the business in new markets and create local branches abroad"

Cristian Aciubotaritei, General Manager, Insoft Development

#1

↗ 2884%

INSOFT Development & Consulting SRL

Romania

🚩 Software   🌱 Founded: 2008

👤 Cristian Aciubotaritei

🌐 www.insoft-dc.ro

One of the main integrators for complete IT&C systems in Romania, develops IT&C solutions and software applications that address the business environment as well as educational and health field.

#2

↗ 979%

Creative Web, s.r.o.

Slovakia

🚩 Internet   🌱 Founded: 2010

👤 Zdenko Hoschek

🌐 www.zlavadna.sk

Operator of the discount portal Zlavadna.sk that offers bulk purchases and discounts.

#3

↗ 968%

DMSI Sp. z o.o.

Poland

🚩 Software   🌱 Founded: 2009

👤 Krzysztof Ciesielski

🌐 www.dmsi.pl

Offers a wide range of services related to software, modern technology, security and the Internet.

#4

↗ 594%

Geosense s.r.o.

Czech Republic

🚩 Software   🌱 Founded: 2009

👤 Ladislav Capek

🌐 www.geosense.cz

Provides a comprehensive portfolio of services and products for the management of spatial data, one of the largest suppliers of on-line geographic solutions for municipal governments across the Czech Republic.

#5

ITMAGINATION Sp. z o.o.

↗ 592%

Poland

Software   Founded: 2008

Łukasz Kieloch

www.itmagination.pl

Leading provider of innovative services and IT solutions in Poland, business intelligence, consulting and business process integration.

#6

DCC Labs Sp. z o.o.

↗ 572%

Poland

Software   Founded: 2009

Marek Kiełczewski

www.dcclabs.com

Digital TV software house, specializing in middleware products and solutions, offering a complex services for all IPTV, Cable, Satellite and Broadcast systems and devices.

#7

Xi Investment Sp. z o.o.

↗ 535%

Poland

Internet   Founded: 2009

Maciej Bialek

www.pixersize.com

Pixers sells custom-sized design wall murals, stickers, canvases & posters.

#8

prezi.com Kft.

↗ 416%

Hungary

Software   Founded: 2008

Peter Arvai

www.prezi.com

A cloud based presentation software that enables interactive presentations using zoomable canvas.

#9

Inmite s.r.o.

↗ **328%**

Czech Republic

- ⌖ Software
- 👤 Pavel Petrek
- 🌐 www.inmite.eu

🌱 Founded: 2008

Developer of mobile applications delivering clever and innovative mobile solutions for companies.

#10

Morizon S.A.

↗ **318%**

Poland

- ⌖ Internet
- 👤 Bolesław Drapella
- 🌐 www.morizon.pl

🌱 Founded: 2008

One of the leading real estate search websites in Poland.

Wearable technology – creating a new paradigm for the next decade?

Innovation is at the heart of the Fast 50 – and nowhere is the spirit of innovation more evident today than in the rapidly expanding field of wearable technologies. It has the clear potential to revolutionise the way businesses and consumers across the world work and play.

And the companies that deliver genuinely innovative, differentiated technology and services stand to outperform their competition over the next decade. To quote S. T. Liew, President of Smartphones at Acer, "Wearable isn't new… it just hasn't exploded in the way that it should. But the opportunity is for billions of dollars' worth of industry."[1]

Smart technology is moving far beyond the mobile and the tablet to embrace an emerging new generation of wearable products that are pioneering an entirely novel approach to user interaction. For instead of requiring the user to turn on a device, these emergent solutions are always on – constant companions, embedded in clothing or jewellery, glasses or contact lenses, shoes or even tattoos.

Such continuous accessibility is heralding in entirely new ways for consumers to use computers as a virtual extension of their own senses. The potential for such devices to infiltrate application areas is immense, ranging right across users' personal and professional lives to embrace communication, socialising, documentation, navigation, shopping, entertainment, exercise and more.

But it's not just about potential – many devices are already on the market, including high-profile products from the likes of Google, Samsung and Sony as well as a host of smaller brands, many of which are suitable for specific types of activity. At present, however, the usage of today's generation of wearable technology is dominated by activities relating to fitness, health and well-being.

While this means that business applications have until now been relatively limited, we believe that there is considerable scope for wearable technology to become a key business tool for workers in many industries across the world. We investigate some of the most significant opportunities towards the end of this article.

Looking ahead is key to innovation, of course, but to achieve a vision of the near future it's also important to gain an understanding of where we are today. So first, here is a brief overview of some of the devices and applications that are available or on the verge of launch today.

Smart glasses
One of the most important challenges facing the developers of smart glasses remains that of integrating functionality into an appropriately lightweight and appealing design; with the weight of current products ranging between 50 and 750 grams, it's clear that certain manufacturers have considerable progress to make before their solutions become fully acceptable to the consumer.

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1 Source, Pocket-lint 14 June 2013

However, much groundwork has already been completed in many areas. Command functionality including accurate voice recognition, head-movement and optical touch systems is effective and robust. Easy connectivity with Android, iPhone and the cloud enable straightforward information storage and retrieval. And features such as an accelerometer, magnetometer, altimeter, barometer and more enable a wide range of functionality.

Today, the potential for integrating Augmented Reality (AR) features into smart glasses is a major focus for developers, enabling wearers to access additional information about objects in the real world, supporting a host of potential applications for business and pleasure.

And a new generation of necklace-based digital devices is also emerging, that connect with the user's mobile phone or tablet to add new layers of AR-based functionality. Such devices not only allow the wearer to interact using hand gestures (such as by drawing the '@' symbol to open an email application), they can also recognise physical objects and project additional information about them. For example, if the necklace recognises a still from a video in a newspaper, it can play the video in place of the single picture.
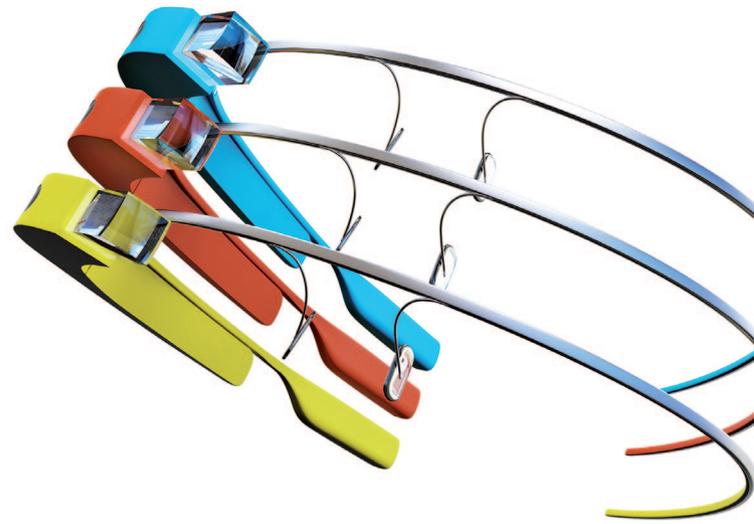
Wristbands and smart watches

Clearly, the wrist is the preferred site for a wearable gadget, and the proliferation of wrist-worn devices – particularly those monitoring a wearer's activities for fitness purposes – supports this view. From simple pedometers, to heart and sleep monitors and even authentication solutions, wristbands are becoming ubiquitous. And with Bluetooth or Wi-Fi connections to smartphones, supported by companion mobile apps for a better user experience, their functionality is broadening.

However, the rapid rise of the smartwatch looks likely to overtake the more limited capabilities of the albeit far cheaper wristband. While a watch linked to a computer is nothing new – the Seiko RC-1000 Wrist Terminal could do so as long ago as in 1984 – today's generation, from manufacturers such as Samsung, Sony and Qualcomm, can increasingly combine wristband functionality with smartphone capabilities. In addition, a number of models can act as a mobile, even without a headset, to enable users to make voice calls without carrying a phone.

Clothing, rings and tattoos

Increasingly, of course, almost anything that can be worn can contain a smart wearable device, from rings that use NFC technology to lock and unlock a mobile phone, accelerometers in shoes, shirts that read blood pressure and hats containing impact sensors.
And the limits are decreasing all the time, with some devices that are so thin they can be embedded in stickers like tattoos that monitor the state of the human body. One example of this measures hydration levels, telling its wearer to drink more fluids when hydration levels fall.

Wearables at work

This sheer range and proliferation of wearable devices are compelling evidence that they will soon have a key role to play in the workplace. We are far from alone in this view, with Gartner and others predicting a boom in wearable solutions in the next few years generating annual sales measured in billions of dollars.

We can easily envisage a number of scenarios in which wearable technology will help to revolutionise activities and productivity in the workplace. There are many situations in which workers require up-to-date information while using their arms, such as driving, operating machinery or repairing a device. In such circumstances, smart glasses would provide an ideal conduit for real-time data to be transmitted to them.

There is also great scope for businesses to use smart wearables for employee identification, authentication and monitoring. For example, the same wristband could both provide an utterly reliable identification of the wearer through analysing their unique physical profile and simultaneously authorise their entry into those areas where they are permitted. In addition, such wearables could also be used to authenticate workers for their computers and office appliances such as printers and copiers. And, of course, they could be used to track the location of employees during working hours.

There is also much potential for bespoke wearables to be used in a range of vertical markets. One such is medicine, where patients' health status may be remotely monitored by physicians receiving data on their heart rates, blood pressure, ECG feed-outs, hydration, temperature and more.

Emerging opportunities

With more and more consumers, businesses and sectors becoming aware of the potential of wearable technology to provide a range of benefits, enterprises – and technology companies in particular – are facing some very significant opportunities.

Not only do these include individual applications and devices for specific purposes – there is also considerable scope for companies to build a single solution that combines the functionality of many others to eradicate the need for users to possess many separate devices.

Another major opportunity is for the creation of the "ultimate" service infrastructure, capable of supporting a wide range of wearable devices. This would have the potential to give users a single point of contact for all their devices, enabling them to view and analyse all their activities and statistics in a single place. There is no doubt that technology companies would be well advised to respond aggressively and decisively to the opportunities afforded by such trends. As we move into an era when consumers and workers will become increasingly reliant on having always-on access to the information they require, the next wave of the information age is wearable. And those companies that help to shape this world will be at the forefront of the next generation just as Apple, Samsung and countless niche players have been over the last decade.

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Petra Fritzova, pfritzova@deloittece.com

Thought leadership
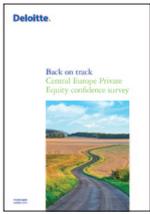
CE Private Equity Confidence Survey

www.deloitte.com/cepe

Deloitte's Central European Private Equity Confidence Survey reflects the expectations of private equity professionals focusing on Central Europe. The survey has been conducted twice a year since March 2003 and the results are based on questionnaires sent to professionals in private equity firms active in the following Central European countries: Estonia, Lithuania, Latvia, Poland, Czech Republic, Slovakia, Hungary, Romania, Moldova, Bulgaria, Macedonia, Slovenia, Croatia, Bosnia & Herzegovina, Serbia, Montenegro, and Albania.

CE CFO Survey

www.deloitte.com/cecfo

The Deloitte CE CFO Survey is a unique collection of 13 locally tailored reports reflecting the opinions of 668 CFOs of leading companies in the Central European region. The findings are based on the fourth edition of a Deloitte survey undertaken from February until April 2013 in 13 countries in the region – Albania & Kosovo, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia and Slovenia. All the unique reports provide fascinating insights into CFO opinions at a key moment in economic history.
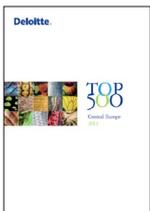
CE Top 500, 2013

www.deloitte.com/cetop500

The 2013 edition of the Deloitte CE Top 500 report ranks the largest companies from the 18 countries that comprise Central Europe. In addition, it includes the opinions of some of the region's most prominent business leaders, with a focus on the priorities that do most to deliver stability and growth.

Deloitte Review – Issue 13

www.dupress.com/collection/deloitte-review

Deloitte Review is a semi-annual Deloitte University Press publication showcasing a selection of articles including original research and viewpoints. This issue of Deloitte Review, focuses on the definition of innovation and the strategic implications of getting that definition right (or wrong), and also explore opportunities for innovation in talent acquisition, data marketplaces, and technology.

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