



**Tempus project UM-JEP Nr. 41023-2006: „Collaborative internationalisation of software engineering in Croatia“**

**Ring – FER**  
**A possible cooperation model**  
**between SME-s and the academic environment in the**  
**field of software development**

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## About Ring Datacom

- Founded in 1989, Zagreb, Croatia
- Started as a manufacturer of X.25 equipment
- Since 1998 specializes in mission critical software for the telecom industry (Operational CRM, FMS)
- Today: 20 employees
- Associate member of GSMA since 2002
- Flagship Product: Fraud Management System
- 80% of projects and income on foreign markets
- Strong position in Central and Eastern Europe
- Recently penetrated the Middle Eastern market (Saudi Arabia, Pakistan)

## How we work

- Very short time-to-market
- Currently most projects implemented using “Rapid Application Development”
  - fast implementation lifecycle, constant communication with the customer, generates highly skilled personnel
- Small teams – Large projects
  - flexibility, fast response time

## Problems that we face

- Ad-hoc project planning and management, poor documentation
- Lack of resources
- Project planning and management is treated as an “administrative overhead”

## We would like to see

- Transfer of know-how and experience gained from RAD projects to the academic environment (competence centres)
- Systematisation of know-how in reusable form
- External organisation that can supply testing and certification services and/or code optimisation
- Organisation that can supply consultancy services for patent applications

## Ring FER Collaboration

- Collaboration with the Zagreb University on several tracks
  - Distributed Software Development Course
  - Coaching students (Telecommunications department)
  - Annual award for best diploma work
- Willingness to include undergraduate or postgraduate students to participate in complex projects managed by Ring

# Internationalization

- 80% of Ring software projects and solutions are already implemented on international markets (CEE and Middle East)
- Some projects involve several countries at the same time (NRTRDE)
- Through DSD Course – collaboration with Mälardalens högskola, Västerås, Sweden
- Willingness to engage and incorporate foreign students in real-life Ring projects

Thank you