

Recovery of the Russian IT Market New Trends and Opportunities

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Abstract

The World economic crisis has had a very negative effect on the Russian IT market. The overall decrease of the market value came down to more than 30% (IDC). The crisis has touched upon every IT-sector. Only export oriented software development industry has resisted its power, still even there the growth-rate came down from 20% in 2008 to 2%-5% in 2009.

In 2010 the Russian IT market has seen an important trend for recovery, reaching the pre-crisis level of 2008 practically in every sector.

The presentation is based on preliminary data on results of the year 2010 produced by IDC, IC and RUSSOFT Association. The overall data on the export of software and services in 2010 as well as estimations for 2011 and 2012 were exposed in the presentation.

Present trends in the development of the IT-market, particularly in the software development sector, have been explored based on very fresh surveys.

More attention was given to the software development sector.

The industry leaders consider consolidation and maturation of the market as the main new trend. Enhancement of joint interest between investors community and software development industry is a very positive step forward. The service industry is turning more and more towards higher value-added services (R&D and consulting). Crisis has also evolved the export of the service industry more to for maintenance of IT systems as a whole and to the outsourcing of IT-infrastructure.

The prospects of the further development are mostly based on historical strengths of our education system and on achieved knowledge of marketing and sales in the American and European markets.

The recovery of the Russian IT market and that of the software development industry create new opportunities for the enhancement of the Russian-Finish cooperation. Areas of such cooperation, particularly in mobile technologies are also touched upon in the presentation.