

Sii

Technology leader uses Poland's potential to the fullest

Ranking close behind China for GDP growth over the past three decades, Poland's economy grew by a remarkable 857% between 1990 and 2000, according to the International Monetary Fund. This astonishing pace outstripped even India (703%) and Indonesia (665%) and was more than three times the increase achieved by the USA (251%). Moreover Poland was one of only a tiny number of countries in Europe to achieve GDP growth in 2009, during the global economic crisis, and it has rebounded strongly from the 2020 recession. The IMF forecasts that the Polish economy will grow by 4.6% this year, above the global and European average, and reflecting the country's position as one of the continent's new economic leaders and a top nearshoring destination. Sii used Poland's potential to the fullest, growing from a one-man start-up in 2006 to the largest IT, engineering and BPO services vendor in the country.

Technology is one of the fastest-growing sectors driving the Polish economy; in 2020 ICT companies generated exports worth more than €8bn, according to official figures. A 2021 report from regional analysts at Emerging Europe and Tech Emerging Europe Advocates ranked Poland's ICT industry as the most competitive in Central and Eastern Europe by a substantial margin, and calculated that it generates value added of more than €20bn for the country.

The largest technology consulting, digital transformation, BPO, and engineering services vendor in Poland, Sii is leading the way in showcasing the country's strengths in ICT. Employing over 7 000 specialists, the company has achieved 30% organic annual growth in recent years, a performance it expects to match in 2022 while seeking new business opportunities across Europe for its growing delivery centers throughout Poland.

"We expect revenues of €385m in 2022" says Sii CEO Grégoire Nitot. "A series of factors contribute to our impressive figures, including great management team, efficient organization, good investment decisions, and choosing Poland as the destination of our investment. Our key differentiator is our people: engineers, managers, directors, HR, marketing. Polish people are in general highly qualified and very competent, while labour costs in Poland remain below those in Western European & Nordic countries. However, our government needs to closely observe the situation because with aggressive inflation growth, rapid remuneration increase as well as new taxes, the gap between us and Western Europe is starting to close."

These strengths have attracted top-tier international clients including pharmaceutical company Roche, sportswear brand Puma, leading banks BNP Paribas and ING, and consumer goods giant Reckitt Benckiser, for which Sii is a One-stop shop for numerous IT, engineering & BPO services, such as web and mobile apps, testing and quality assurance, e-commerce, UX, cybersecurity, electrical and mechanical engineering, embedded, IoT,



Grégoire Nitot
CEO

IT infrastructure including cloud solutions, Service Desk and user support, Business Intelligence & data analytics. The company also implements enterprise software including Microsoft Dynamics 365, Salesforce, SAP, Atlassian, Adobe and ServiceNow.

Sii continues to seek growth through new partnerships, and recruits on average 250 new engineers a month to deliver for its growing pool of customers. The company has 14 offices in major Polish cities to support rising demand for its services. Sii's expansion has been boosted by the covid-19 pandemic, which accelerated digitalisation and the trend towards outsourcing ICT functions, and achieved its best-ever results over the past two years, providing it with a substantial budget for expansion in the coming period. To build on its success, Sii is now considering partnerships with businesses inside and outside Poland.

"In Poland we are always investing in new technologies, new offerings, and new offices, and are still expanding," says Nitot. "We have strong organic growth, but if there are opportunities for acquisitions in Nordic

Countries, or even in Poland, we will look into it. If a company would be interested to participate in a spin-off, we would be very interested: it could be in IT or BPO area. We offer size, trust, credibility, and impressive customers we've been working with for many years."

Sii also stands out as it has managed to attract and retain talent by being one of the top places to work in Poland, and in the international ICT sector as a whole. The company ranked first in the 500-plus employee category of the Great Place To Work 2021 awards in Poland and came second in the latest pan-European edition of GPTW, an authoritative global measure of workplace culture. Employees have access to several skills development tools, including a dedicated app, which enables changing one's career path, as well as passions and CSR projects sponsorship programs. Sii also supports remote working - but the single biggest attraction of working for the company remains the range of interesting projects for world-class clients.

While his company expands internationally, both through new partnerships and a broadening group of global clients, Nitot emphasises the importance of Poland's to Sii's success. His intuition about the country led him to invest his own savings in Sii's initial capital. This remarkable nation has become a standard-bearer for economic development not just in the region but around the world.

"Polish People are a great to invest in" he says. "They speak English well, graduate from excellent universities, work hard and they are problem-solvers. Moreover Poland benefits from its central location and EU membership, but it would have been much more difficult to achieve our success in a highly developed Western European country because none of them can match Poland's GDP development."

