



Mr Christian Stamgren

Mr Christian Stamgren, President and CEO of Cention visited Technology Today. He shared his view and experiences with the Editor Engr. Mohammed Abul Hasan regarding the possibilities of offshore outsourcing jobs and opportunities in Bangladesh. For the readers the interview is presented here.

TT: Mr. Christian, Please tell us about your company.

CS: The name of the company is Cention group; we have our head office in Stockholm Sweden, but are also located in London United kingdom and Dhaka Bangladesh. We are one of the world leaders of email answering systems for call centers. We specialize in enterprise solutions for online channels like emails, SMS, chat.

Centions solution is *Cention Contact Centre*, which enables the modern contact centre to handle more e-mail using fewer resources. By providing proper system support, part of the process can be automated. Also included are tools to facilitate follow-up and report writing.

TT: When did you start business in Bangladesh?

CS: We have started our venture in Bangladesh two and a half years ago.

TT: How many people are employed in your Bangladesh Office?

CS: Currently there are twelve people in our Bangladesh office, we are currently moving down our core development from our Swedish office, so we expect the office in Bangladesh to grow rapidly to at least 40 developers in the next coming years.

TT: What is the service/product of your company?

CS: We are developing software for call centers. Our main target

client group is basically in Europe with a high density in the Nordic belt, but we have customers spanning over the world including Asia and America.

TT: What's your observation about the performance of the programmers of our country?

CS: Bangladesh has a lot of skilled people. The capability is there. Before coming to Bangladesh we investigated the opportunities in India, China, Vietnam etc. Finally we selected Bangladesh and the programmers are doing well. Before moving into Bangladesh we ran a development office in Hyderabad India. As that did not work as smooth as we had hoped for we moved this office to Dhaka.

TT: On which platform you are developing your product?

CS: We are using open source software and technology. Technologies we use are modern web technologies like AJAX, and other Web 2.0 technologies. We have built the core and search engine in our software using C and C++, on the interface layer (web layer) we are using a in-house created language name ferite.

TT: Do you have any expansion plan with the Bangladesh concern?

CS: I have said earlier that we are successfully doing our production here in Bangladesh. Of course we have plans for

expansion in our development process very soon.

TT: What are the obstacles you have faced doing business in Bangladesh?

CS: The main problem is the infrastructural problem. Starting and doing business for foreign companies is not easy in Bangladesh. Especially investment issues are not smooth compared to other countries. Government should pay special attention to attract foreign investments. Foreign investment helps the country's economy.

TT: Please convey your message to our young generation.

CS: "Do it"! This young generation is the future. Their participation in the ICT sector will make a successful track both for them and Bangladesh. Bangladesh has an opportunity now to take a place as one of the major player in the offshore software development area. There are a lot of upsides compared to for example India.

TT: You seem to be happy with performance of our programmers. But what is lacking? Where can they improve in comparison with the programmers from Europe?

CS: One of the things that comes to mind is that many professionals in Bangladesh seems to have development as a job whereas in Europe people often also have it as their hobby. This means that European developers can sometimes learn a lot more automatically from project they are developing on their spare time. I would like to see a spirit like "I want to be the best in this area!", developers going in to their field of expertise on more then work level.

TT: Open source is not popular as other technologies like .net/Microsoft in Bangladesh.

What can be done to promote this?

CS: We are trying to support our developers to support our developers that want to hold presentation at the major university and other places. I think that Open Source needs to be pushed into the universities harder. Companies in Europe and America are using it extensively. So when moving into Bangladesh it is a requirement to find developers with knowledge about this technology. I think this question is connected to the one concerning performance of developers. When a developer is starting to have programming and development as her hobby, she will most probably run into and maybe even commit code to open source projects, this will help spread knowledge.

TT: Programming is not only a job, its also a cultural creativity-

what is your opinion about this in regard to Bangladesh?

CS: As I have said earlier, this is one of the lackings of the programmers in Bangladesh. This is an area where the developer in this country in general can improve. Software deployment is not only a job.

TT: India has reached its height in IT but as a neighbor Bangladesh is falling behind. AS you have experience working with India then can you share some thoughts about S/W industries situation in Bangladesh compare to India.

CS: Yes sure, the major problem in India that we found out and that most of the companies that have tried operating there that I have been talking with have noticed is that in India, is that programmer change jobs very often chasing a couple of dollars more per month. This is what today is

making India drop on the market. Companies cannot work in this climate. When a developer is trained and ready she leaves for the next company. This seems to not be the case in Bangladesh, which is one of the possible success factors.

TT: Talking about entrepreneurship. What kind of initiative should the Bangladeshi investor looks for?

CS: Startup for offshore development and other IT services is an excellent opportunity now and a lot of business can be moved from India.

TT: It's been really nice to have you among us. Thank you very much.

CS: You are most welcome; it has been my pleasure. Being in Bangladesh and spend time with local people is always a nice and warm experience. ■



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<u>PROCESSOR</u>	2.4 GHz INTEL PENTIUM - 4	2.8 GHz INTEL PENTIUM	3.0 GHz INTEL PENTIUM - 4	2.53 GHz CORE 2 DUO INTEL
<u>RAM</u>	512 MB DDR 1	1 GB DDR -2	1 GB DDR -2	1 GB DDR -2
<u>AGP</u>	ON BOARD	ON BOARD	ON BOARD	ON BOARD
<u>SOUND CARD</u>	ON BOARD	ON BOARD	ON BOARD	ON BOARD
<u>OPTICAL DRIVE</u>	DVD ROM ASUS/HP	DVD ROM ASUS/HP	DVD ROM ASUS/HP	COMBO ASUS/HP
<u>H.D.D</u>	80 GB SAMSUNG	160 GB SAMSUNG	160 GB SAMSUNG	160 GB SAMSUNG
<u>CASING</u>	THERMAL	THERMAL	THERMAL	THERMAL
<u>KEY -BOARD</u>	SLIM KEY BOARD WITH BENGALI FONT	SLIM KEY BOARD WITH BENGALI FONT	SLIM KEY BOARD WITH BENGALI FONT	LOGITECH WATERPROOF
<u>MOUSE</u>	STANDARD OPTICAL	STANDARD OPTICAL	STANDARD OPTICAL	STANDARD OPTICAL
<u>MONITOR</u>	15 INCES KCM/MGA	15 INCES -CRT - SAMSUNG	15 INCES -CRT - SAMSUNG	17 INCHES -LCD - SAMSUNG /PHILIPS
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