

July 3 – 7, 2006: A group of MBA students from Cass Business School (London, UK) visited Arcadia, Inc. (St. Petersburg, Russia)

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During its history Arcadia has established many connections with various educational institutions. Besides local technical universities, the company was involved into international cooperation with business colleges across the world. In April 2006 Arcadia organized a workshop with the representatives of the University of Applied Sciences, Kouvola, Finland; this discussion on business issues was fruitful for both sides and gave the company an opportunity to test its marketing strategy on the perception of young BBA specialists from Northern Europe. This time Arcadia was subject to a British outlook on its major assets and working methodologies.

Five MBA students from Cass Business School (a branch of the City University), London, spent a week at the premises of Arcadia studying our processes, environment and long-term goals. The initial stage was gathering information about the company, this was performed in close cooperation with mid-level and top managers of Arcadia. The guests organized separate talks with the key people in the company as well as informal conversation with the majority of Arcadians. As a main point of the workshop, the British and Russian parties discussed prospects of the company development within the ever-changing domestic IT industry and its notorious problems – lack of qualified human resources and growing western-based competition.

In the consultancy project created by the British researchers they paid special attention to the importance of differentiation (top-notch quality, vertical segments orientation, etc.) and targeting niche markets. Besides, the possibilities of new business currents, such as product offerings, catering for domestic market and bringing essential amendments to the existing offshore software model were on the agenda.

Providing the external view, Cass Business School students recognized traditional “soft” and “hard” aspects of Arcadia: such as entrepreneurial creative drive and corporate family culture on the one hand and invaluable human capital on the other hand. The British colleagues are planning to deliver an elaborate form of this report on Arcadia and its objectives after further investigations and research. Both parties considered their collaboration mutually beneficial, the managers of Arcadia have established warm business and personal relationship with the MBA group and is cherishing hopes to continue the cooperation with Cass Business School in the future.

About Cass Business School

Cass Business School is one of Europe’s leading providers of business and management education, consultancy and research. Cass is located on the doorstep of the City of London, one of the world’s foremost business and financial centres. The top-rated programmes range from undergraduate to masters, MBA, PhD and executive education.

www.cass.city.ac.uk/

About Arcadia, Inc.

Arcadia, Inc. is a leading Russian outsourcing software development company providing services to the international clientele. Arcadia’s software development team is located in Saint Petersburg, Russia.

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