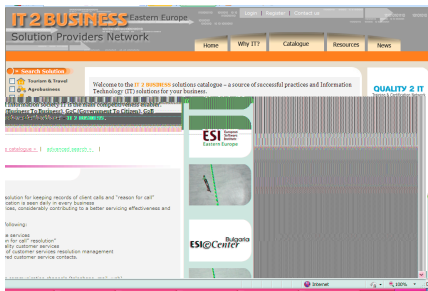


SUCCESS STORY

RCI IT2Business Website

Overview



In May 2010, RCI, in collaboration with the European Software Institute (ESI) Center for Eastern Europe, launched the website www.it2business.org, a platform for cross sector links between ICT solution developers and companies from other economic sectors. The goal of this website is the worldwide promotion in different economic sectors of successful IT products and solutions developed by regional (Eastern Europe and Caucasus) companies.

The website features:

- **48 IT companies** presenting 111 of their own products and solutions for different economic sectors, including tourism and travel, agribusiness, furniture, food, textiles, medicine / pharmaceutical, banking / finance, building, manufacturing and automotive;
- Solutions presented by companies from **15 countries** – Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Georgia, Croatia, Kosovo, Moldova, Macedonia, Romania, Serbia, Slovenia, Turkey and Ukraine;
- A paper version of the web catalogue with a circulation 1400 copies. Of those, over 1300 copies are disseminated to companies and industrial associations in Eastern Europe and the Caucasus;
- Three companies, which shared feedback and acknowledgment that, through the IT2Business catalogue, they started successful business relations with companies from other countries or sectors.

Most Viewed Pages

- 6540 visits;
- The most viewed page is the catalogue and search page (40%), followed by the home page (8%), welcome note (15%), and resources repository (10%).

Traffic Source

- 62% have come from direct traffic (e.g., clicking the link in email announcements, or typing the address directly);
- 20% redirected links from partners sites - RCI, ICT associations and companies in Moldova, Armenia, Bosnia and Herzegovina, Romania, the ESI Center Bulgaria site, www.quality2it.org, etc.;
- 17% from search engines.
- The average time spent in the site is 3.25 minutes with a peak time of 24 minutes.

The RCI project is implemented by SEGURA/IP3 Partners.