

Introduction

I WAS RECENTLY CHATTING WITH A CO-WORKER WHO LEFT A SUCCESSFUL UNIVERSITY CAREER AND JOINED CROZ, HE SAID TO ME: "I CAME TO CROZ BECAUSE I HAD HEARD OF YOU BY PURE ACCIDENT. YOU PEOPLE ARE COMPLETELY CRAZY! - YOU ARE DOING THE RIGHT STUFF, AND NOBODY OUTSIDE YOUR USER COMMUNITY HAS EVER HEARD OF YOU!"

AND THAT IS HOW THE IDEA OF THIS MAGAZINE CAME ABOUT.



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CROZ has experienced a real little boom in the past year; the number of employees has risen from five to the present 70 and even more, we have spread our business from monitoring and service management to host technology, development tools and methodology, Lotus, Java and Websphere. Our users are the leading banks and important government agencies. IBM has granted us the status of educational partner for Rational (together with a Polish company we are the only IBM partner in central and eastern Europe), and a few days ago we were granted the elite status of partners for a (host) platform 'System z'. Our market, besides Croatia, includes the Czech Republic, Romania, Serbia, Bosnia and Herzegovina, Slovenia...

And now it is time to test our strategy! Where to begin?

- › We are young (and we want to stay young), we are growing quickly and we take IT business very seriously.
- › O.K., O.K., let's move on.
- › We perform our job with excellence and not dabble or do something we are not sufficiently familiar with.
- › Then it's simple; these are host technology, development tools and methodologies (Rational), Java and IBM technology.
- › We want to be a reliable partner
- › We haven't "messed up" a single project till now and we mustn't do it in the future either.
- › Our customers and partners are most often computer experts, but also business people.
- › Of course! That is precisely why we are speaking business language.

However, besides the strategy and great thoughts, in the everyday struggle on the market you have to have something that makes you stick out, something you do best. Without any doubt, the experts at CROZ are the best! I am sure you have heard a lot of jokes about consultants, but if you know somebody from CROZ you will get a good idea about what kind of experts we are trying to create. That kind of an expert answers questions you do not know the answer to, and not the ones you know the answer to, an expert who does not produce enormous quantities of useless papers and does not wear snazzy suits.

Besides individual quality, team work and professionalism are crucial. We_as_a_team will surely do the job that has been entrusted to us - it is precisely what Gartner calls ability to execute. The organization and the work methodology and team spirit guarantee you that we will succeed at it.

The purpose of this magazine is to present our selection from the field of technology and trends and offer practical advice and share experiences on how to use these beautiful novelties in real life and in real projects. It is our desire to present CROZ as a relevant partner in the IT field.

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