




BPO & SSC INVESTMENT PROFILES


Republic of Moldova

Key facts


Name:
Republic of Moldova


Capital:
Chisinau ca. 814,000
inhabitants


Population:
2.68 million, 2019


Area:
33,847 km²


Language:
Romanian (official)
Other spoken languages:



Currency MDL:
1 EUR = 19.4 MDL
July, 2020

Doing Business
Rank, 2020 **48**

Employment
rate, 2019 **40.1%**

Inflation rate,
june 2020 **4.23%**







GDP per capita
at PPP, 2019 **\$13,574**

GDP current
prices, 2019
billion **\$10,262**

BPO&SSC



2019/2020

12% Corporate Income Tax	7% Unique tax on turnover in IT virtual Parks	 260 EUR/month Customer Service Agent Salary (Junior)	 1,500 EUR/month Average monthly wage in IT Park
 60,000 Higher Education Students	 Yearly pipeline 18,000 University graduates	 350 summer flights/week Chişinău International Airport (KIV)	 Modern office stock 500,000+ sq. meters in over 100 buildings

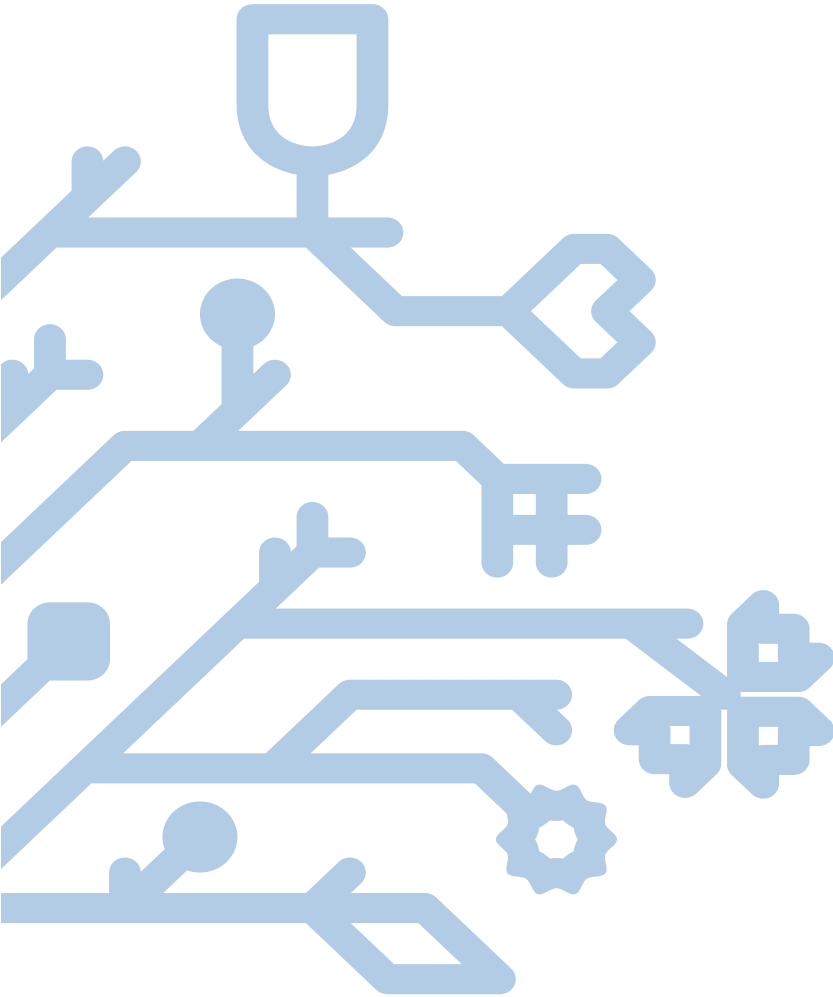
Chisinau, the capital of Moldova, is proud to have won the “**Emerging city of the year in SEE**” award, ahead of cities such as Tbilisi and Sofia, in one of the most important conferences in the field of Business Process Outsourcing & Shared Service Center - “**CEE Business Services Summit and Awards 2020**”, held in Warsaw, Poland.



Winner of 2020
CEE BUSINESS SERVICES AWARDS
Chişinău, Moldova
Emerging City of the Year – South Eastern Europe (SEE)

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BPO in the Republic of Moldova

Sector Overview

The BPO & SSC sector in Moldova has a high potential, given the advantages the country offers both in terms of talented human resources and competitive costs, amongst other things.

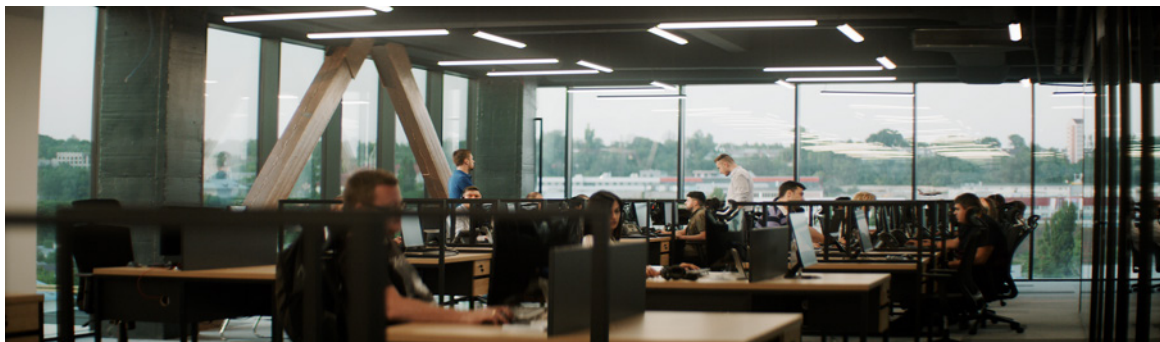
Currently the BPO segment represents approximately 12% of the outsourcing market. It is estimated by an IDC report*, that it will record significant growth, reaching a value of \$30.42M by 2024, compared to \$14.45M in 2018.

Outsourcing market (m\$)	2018	2019	2020	2021	2022	2023	2024	CAGR
IT Services	84.83	99.45	110.49	117.61	124.70	130.79	136.63	7.05%
BPO	14.45	17.66	20.47	23.15	26.30	28.24	30.42	11.21%

* "Moldovan IT Players Priming for Worldwide Presence", IDC 2019

The BPO & SSC in Moldova is developing fast due to its highly skilled and multilingual population, and excellent internet and telecommunication infrastructure. In addition to having the necessary skills for a successful outsourcing activity, the local human resources are also easily trainable and adaptable, which makes it easy for a local company to take on new challenging projects.

It is estimated that the current workforce size of Moldova's BPO & SSC industry is over 3,000 people (excluding IT outsourcing), servicing European and US markets predominantly. The service focus is across multiple industries, especially in Logistics, Travel, and Telecom sectors. There is also a wide variety of provided services starting from basic ones (e.g. Customer Service agent) to more sophisticated (e.g. Data Analyst). In recent years, there has been a continuous increase in higher value services in the BPO sector in Moldova, through the addition of sophisticated services, including legal outsourcing, HR outsourcing, financial analysis, engineering, business Intelligence, etc. Also, there has been an increased interest from investors in locating shared service centres in Moldova.



Source: Business Class

Activities of BPO&SSC companies in Moldova:



Serviced industries:

-  Travel
-  Telecom
-  Banking
-  Insurance
-  IT
-  Logistics
-  Retail

Circa 80% of companies use English as their working language. While most of the companies that outsource their operations in Moldova come from the US and Western Europe, in many cases, the projects come from their subsidiaries in Moscow, Bucharest or Kiev. In this situation, Moldova has a unique advantage with a very high proficiency in both Russian and Romanian, and entire teams can be easily moved to work on project basis either in Romania or in Russian speaking countries.

Special Government incentive: Law on IT Parks- Moldova IT Park Some BPO & SSC activities such as data processing and web-services are eligible for coverage under IT Parks legislation, offering a special fiscal regime of only **7%** flat tax rate on turnover, which is to replace: Corporate Income Tax (CIT); Personal Income Tax (PIT); social security and medical insurance taxes; local and real estate taxes; road tax. (the Law on IT Parks, 77 from 21.04.2016). This facility translates to lower costs for the company, and more competitive prices for their global customers.

More details on: www.moldovaitpark.md

Therefore, Moldova offers a great combination of beneficial factors for a continuous growth of the sector and development of existing companies, which translate into higher quality and more affordable services for their clients.

They are:

-  excellent language skills
-  proximity in both culture and distance from the European market
-  a highly educated labour force
-  an advanced and reliable ICT infrastructure
-  an openness from the Government to support the sector
-  special fiscal incentives for certain eligible activities

BlueLine SRL

Blueline was founded in 2008 and is an outsourcing and offshoring services company regarding the relocation of Back Office and Business Processing Outsourcing activities of major Italian companies. The company has an extensive experience of more than 10 years on the European market, and it's growing by 11% yearly. Blueline is a member of Moldova IT Park.

MANAGEMENT AND OWNERSHIP

CEO: Galina Pânzaru

Ownership:

S.R.L. A.R.GROUP (79,00%),
PERSICO NICOLA (21,00%)

Location:

Chisinau (Moldova), Barri (Italy)

Main serviced markets:

Italy – 90%;
UK, China, Romania – 10% (all 3 together)

Working Languages: Romanian,
Russian, English, Italian

Serviced Languages:

Romanian, English, Italian



KEY INDICATORS

USD	2015	2016	2017	2018
Turnover	751,900	885,000	1,139,400	1,028,000
Profit	258,100	367,350	443,500	340,800
No. of employees	97	97	66	63

SERVICES

Blueline's Business Process Outsourcing (BPO) services are focused towards delivering outstanding results for all clients. The company adapts their outsourcing services to cater to the client's specific needs of business and assist them in achieving their business goals. Blueline offers the advantage of cost-effective services, that span back office solutions, customer care outsourcing, Finance and Accounting (F&A), and information technology (IT).

Blueline offers:

Financial BPO – a full suite of services covering the entire finance value chain from routine accounting (data entry, third party billing, check writing and check printing, controllership tasks to high-end financial planning and analysis)

HR BPO – payroll administration, performance management, workforce reporting, and core HR administration.

IT services – web and application development.

TECHNICAL SKILLS/EXPERTISE

Financial and accounting services – SAP, CRM

Web development – Laravel, WordPress, PHP

Application Development – for Android, IOS

INFRASTRUCTURE

Office space: 550 m2, split into 8 separate rooms.
Space is owned by Blueline

IT Infrastructure: network equipment (routers), highspeed internet (digital fiber optics), data backup (own server); 100 units of advanced PC, communication tool (VOIP).

HUMAN RESOURCES

The team consists of 15% IT Senior engineers and 85% operators (BPO and data processing specialists).

WORK PROCESS

In daily working processes Blueline uses different integrated programs:

Worktime – one of the top-quality employee monitoring solution designed to improve employee productivity by delivering highly informative data.

BlueHR – a software designed by Blueline as a HR application which is recording the employer's data from the moment of hiring.

BluePoint – Sales CRM created by Blueline.

Blueline also created several e-commerce platforms, most for Horeca sector in Italy and UK, also for cosmetics industry, tourism sector and training services. Created using Wordpress, Laravel.

Agile – The company is very flexible and quickly adapting to clients' team, time frames, processes.

PRICE POSITIONING

Blueline is using a time-tracking program - Worktime, in which the client is paying only for hours spent on his project. The bill is automatically sent to the client at the end of the month. All services provided are customized, the client is only paying for the sourced resources (timesheets) and only when help is needed.

CLIENT APPROACH

One tool used by Blueline for building strong relationship with clients is their customer relationship management (CRM) system, which collects and manages the information and interactions with customers, sales leads, suppliers or other businesses. Also, each client has his own team leader who is the contact person within the company. Moreover, Blueline developed a software BlueDelego, where clients can verify their up-to-date information 24/7.

INNOVATION

Blueline is constantly innovating their internal process management systems. The company developed its own tools CRM, HR Blue, Blue Point.

CLIENT PORTFOLIO

Wind Tre (Telecom, Italy) – BPO services order entry, contact processing, accounting, IT services etc.;

Montenegro (touristic public services) – BPO

Fastweb (Partner), **Engie** (Partner), **Pallina Gelateria** – software development;

Etna Coffee – e-commerce;

Telecom Italia (Partner) – BPO services.

Client groups: Horeca; Telecom; Finance & Insurance; Electrical business (electricity provider); Retail; Tourism sector; Banking; Retail.



INVESTMENT OFFER

GOAL

The main goal is to find clients all over the world and to fill the capacity of the company at 100%.

OUR COMPETITIVE ADVANTAGES

Blueline offers their clients a value-driven approach to BPO:

Full-Time Service and Speed in execution able to get an operational infrastructure in place very quickly and without disruption, in the high peak period.

Integration and Interconnectivity with the client's systems, platforms and tools used- unlimited access to owned files, workflow, or to manage operations etc.

Data security cloud based workflow platform, own servers in the Republic of Moldova and Italy.

Competitive price Blueline is leveraging lower-cost labor market delivering more cost savings solutions to clients. The clients pay only for working hours, within the suitable period of time.

Flexible team

Blueline has a well-trained and adaptable team that can be adjusted to meet changing business needs. The company can staff a multilingual call center quickly (currently servicing Romanian, Russian, Italian and English)

Contact Person

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Cedacri International SRL

Cedacri International was founded in 2008 in Chisinau, and it is a member company of Cedacri Group. For the past 30+ years Cedacri Group has held a leading position in the outsourcing services market for banks, financial institutions, industrial and utility companies. Managing 40 million daily transactions, serving 40,000 system users. Cedacri S.p.A. is the most important Italian company specialized in outsourcing services for the banking sector.

MANAGEMENT AND OWNERSHIP

CEO: Mucci Francesco

Ownership:
CEDACRI S.A. (100,00%)

Location:
Chisinau (Moldova), HQ (Italy)

Main serviced markets:
Italy

Working Languages: Romanian, Russian, English, Italian

Serviced Languages:
Romanian, English, Italian



KEY INDICATORS

USD	2015	2016	2017	2018
Turnover	4,734,500	3,860,500	4,223,600	5,757,500
Profit	99,240	164,750	13,620	74,100
No. of employees	347	352	337	339

SERVICES

Cedacri International offers integrated Software and Business Process Outsourcing services.

Back office services – Collection and Payment, Finance, Institutional Reporting, Administrative, Loans, Online Bank.

Contact Center

Inbound services – Help Desk, Information Contact Center, Instruction Contact Center, Customer care, Assistance to the distribution network, Instruction services supporting e-commerce, Complaint Management and Sales Lead.

Document Management – Dematerialization, Digital storage, Physical storage and Transport, Electronic Storage, Printing and Posting.

TECHNICAL SKILLS/EXPERTISE

Cobol department – 50% of Software developers;

Java department – create projects stand-alone from scratch (e.g. Aquarius), 25% of companies Software developers (Oracle certified) Application Development – for Android, IOS;

Web developers – Net, Automation and Manual Testing, 5% of companies Software developers.

INFRASTRUCTURE

Office space: 5 floors each 93 m2, split into 8 separate rooms. Space is owned by Cedacri International SRL.

IT Infrastructure: advanced PC units, personal computers, 3 own data storage servers for internal use and for clients' data - shared HQ servers in Italy, network equipment, high speed internet (digital fiber optics dedicated to Italy), etc.

Currently, Cedacri is finalizing the implementation of a new perimeter security system.

INVESTMENT OFFER

Software Development – applications that Cedacri provides can cover the Banks' requirements in their main business segments.

Channels and Core Banking – platform equipped with applications that allow multichannel management of business with customers.

Finance – full platform for Front, Middle and Back Office, listed and OTC derivatives, integrated treasury.

Loans – full and integrated platform for lending cycle management.

Executive Systems – solutions that can cover all requirements of Banks referring to accounting, supervisory reporting, management control, remote controls, integrated risk management.

E-money – solutions that allow integrated governance of the aspects relating to the management of payment systems and e-money.

HUMAN RESOURCES

30% high-skilled software developers and 70% of BPO support team.

WORK PROCESS

In order to deliver on time and optimize processes, Cedacri designed and developed its own project management tool- Aquarius, which replaced the previously used IBM software within the group.

PRICE POSITIONING

Due to the vast experience, fast delivery and localization in Moldova, Cedacri's services are 3 times cheaper on the international market.

AGILE: Cedacri is delivering projects using Agile / SCRUM development methodologies, depending on the client and type of product. The project is correlated with teams that best suits its scope and the experience needed to deliver cost-efficient results.

CLIENT APPROACH

Currently the main client is Cedacri Group- the relation and communication are strongly client-oriented.

INNOVATION

The company has an in-house software development team that is focused on providing innovative solutions for clients, but also create innovative products for internal use of the whole international group.

CLIENT PORTFOLIO

Deutsche Bank; ICBPI – Central Institute of Italian Cooperative Banks;

Banco Desio; Omigrade; Studio Informatica; C-Global; SiGrade; Mobiasbanca; Eximbank

Client groups: Exclusive Banking Sector

GOAL

To find partners/clients throughout the world.

OUR COMPETITIVE ADVANTAGES


Cedacri International offers their clients a value-driven approach to BPO:

- Costs reduction
- Rigorous and stringent Service Level Agreement to monitor the quality service
- Scalable solutions to support growth
- Availability of established expertise




Contact Person

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VIATEL

Contact Center VIATEL Ltd, founded in 2012, is a professional multichannel communication center that uses a complex set of BPO services. Throughout 7 years of activity, VIATEL Ltd has gained a vast experience in Microfinancing and Telecommunication area, while collaborating with the leading companies in Moldova: Orange S.A. and Moldtelecom, also Beeline (part of VEON holding, formerly VimpelCom Ltd) and MTC in Russian Federation.

MANAGEMENT AND OWNERSHIP

CEO: Olga Bogatcaia

Ownership:
PFB Consulting (100%)

Location:
Chisinau (Republic of Moldova),
Krasnodar (Russia)

Main serviced markets:
Moldova, USA, Russia

Working Languages: Romanian,
Russian, English

Serviced Languages:
Romanian, Russian, English,
Ukrainian, Italian, German, French,
Spanish



KEY INDICATORS

USD	2015	2016	2017	2018	2019
Turnover	162,109	426,910	843,414	832,210	723,363
Profit	20,735	102,661	138,169	69,739	106,694
No. of employees	31	56	82	96	86

SERVICES

Voice – Incoming calls;

Non-voice – Back office support; Outgoing calls.

TECHNICAL SKILLS/EXPERTISE

The company works with purchased CRM and telephony systems. It also develops and configures chat bots. The capabilities of its systems - Omni-channel. VIATEL also works with partner systems, integrates, works with API partners.

INFRASTRUCTURE

Office space: 680m² (Chisinau), 70 m² (Russia);

Amenities: 300 workstations; Server room.

HUMAN RESOURCES

CEO - 8 years experience;

Executive Director - 5 years;

Quality Monitoring Specialists - 6 years;

Coach - 2 years;

Project Leaders - 3-5 years;

Team Leaders - from 1 year;

Mentors - from 6 months;

Operators.

WORK PROCESS

Internal processes are based on OPC International Standards, European Standard.



PRICE POSITIONING

The cost of the pilot project is calculated based on the necessary resources for launching the contract and includes the cost of work done by operators and team leader, the supported languages, the technical support, the resources / information technologies needed to arrange a contact center. This is reflected in the cost per man/hour.

Usually, the cost is revised according to:

The cost of a processed request (call, e-mail, etc.);

The amount of calls/operations (per shift);

The expected results of the project;

The number of operators (per shift);

Cost per man/hour from 8 \$*

The price is negotiable.

AGILE

Speed, quality, and flexibility are some of the most important advantages in BPO business. To start a project, the company takes from 2 weeks to a month. If necessary, it opens a platform where the partner needs it. Viatel is ready to attract and allocate investments for launching long-term projects. All individually.

CLIENT APPROACH

The basic objective of the company is to provide high quality services based on an individual approach, promptly responding to customer requests, comments and feedback.

INNOVATION

VIATEL is always open to everything new. The company has continuously created, implemented new processes and solutions for the clients. Viatel wants to be useful to their partners not only in servicing calls, but also in providing added value by sharing their experience.

CLIENT PORTFOLIO

Orange (Moldova), **Moldtelecom** (Moldova), **Beeline** (Russia), **MTC** (Russia)

Client groups: Telecommunications, Microfinance, taxi service (USA), service market: fitness, candy store, security, etc.



INVESTMENT OFFER

GOAL

Partnerships (co-partnerships).

OUR COMPETITIVE ADVANTAGES

- SL 90/20; lost calls < 10%;
- FCR – 90%;
- Dedicated supervisor/manager for each project;
- Call-routing system (predictive, call-back etc.);
- Possibility to create 50+ working places monthly;
- Great quality at a convenient market price.
- Multilingual support (Russian, Romanian, English, French, Italian, Spanish, German);
- Prompt statistical data and a performant reporting system with a unique database that allows to create a customer profile (customization to customer needs, flexible CRM system);
- Available to work 24/7/365;
- 2 working platforms: Chisinau and Krasnodar.

Contact Person

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Yopeso BPO

Yopeso BPO was founded in 2017 in Chisinau and is part of Yopeso GmbH, founded in 2005, with offices located throughout the world. Today, the company is the leading expert in BPO services in the Republic of Moldova with a wide international experience on the European market, being a trusted long-term development partner for both established companies and start-ups.

MANAGEMENT AND OWNERSHIP

CEO: David Rodriguez

Ownership:
YOPESO GmbH (100,00%)

Location:
Republic of Moldova (Chisinau),
Germany, USA, Malaysia

Main serviced markets:
USA – 85%;
Germany – 15%

Working Languages: Romanian,
English, German, Russian

Serviced Languages:
Romanian, English, German



KEY INDICATORS

USD	2017	2018	2019
Turnover	392,800	451,900	407,457
Profit	16,320	23,300	29,934
No. of employees	37	49	24

SERVICES

Data Entry services – Data input and enrichment; Custom data validation; Cleansing & enhancement; Web & Mobile products; Catalog Data online & offline. Yopeso BPO handles different type of sources (handwritten & printed data, images or PDF files).

Customer Support – Multilingual customer support; Focus on forming a relationship with restaurants; Acting as clients' company true ambassadors towards users; Multichannel support coverage.

Telesales – Lead generation; Lead qualification; Outbound cold calls; Meeting arrangements.

INFRASTRUCTURE

Office space: 380 m2

Each team is accommodated in a separate room, in order to secure the information about the projects and to ensure no data breach, guaranteeing confidentiality for clients.

The company owns the full equipment needed to deliver high quality services: more than 50 advanced PC units, network equipment, highspeed internet (digital fibre optics dedicated to Germany), data backup (own server), etc.

HUMAN RESOURCES

Project manager x 1 - (9 years experience);

DevOps x 1 - (8 years experience);

Digital Marketing specialist x 1 - (5 years experience);

Data Entry Operators x 21 - (1-2 years experience).

Skilled support teams – more than 50% are senior consultants, with more than 5 years of experience, provide flexibility in terms of cost, meeting deadlines and fast delivery.



WORK PROCESS

Yopeso BPO provides a smooth, streamlined process, enabling clients to forget about Database management and many more. The process is transparent due to an own project management tool, consisting of 5 steps: 1-Initial brief; 2-Time and cost estimation; 3-Process and Team Design; 4-Ramp-up; 5-Data Management.

Yopeso BPO is using an e-commerce software, developed for internal use for clients' payments.

AGILE

Yopeso work with AGILE approach. It starts with defining clients' product specifications. A dedicated account manager assists in designing the project structure and assembling the perfect team for client.

CLIENT APPROACH

Yopeso creates powerful connections within the team and with its partners. It believes that transparency in business is of utmost importance for building meaningful partnerships. The company provides flexibility in selecting the most suitable services.

INNOVATION

The company is focused on quality, accuracy and continuous improvement, constantly innovating internal process management systems to their customers need.

PRICE POSITIONING

Position	Monthly Rates	Hourly Rates
For 10 FTE's or more Data Entry/ Menu Typing/ Customer Support/ Telesales (English, German, French, Italian, Russian, Romanian)		
Agent	1,155 €	7,7 €
Team Lead	1,350 €	9,0 €
Project Manager	1,800 €	12,0 €
For less than 10 FTE's Data Entry/ Menu Typing/ Customer Support/ Telesales (English, German, French, Italian, Russian, Romanian)		
Agent	1,155 €	8.50 €
Team Lead	1,350 €	11,5 €
Project Manager	1,800 €	12,0 €

- Monthly Rates are calculated based on an average of 150 service hours per month, considering vacation, holidays, internal trainings and sick leaves
- Overtime fee 2x hourly rate

CLIENT PORTFOLIO

Deliveryhero, Deliveroo, Shopkick

Client groups: Horeca; Logistics; Customer support; Retail.



GOAL

To find partners/clients throughout the world.

OUR COMPETITIVE ADVANTAGES

- Data Entry Menu Typing - Creation 48h, changes 24h, maintenance incl. allergens;
- Customer Support - Mail & Phone Support;
- Written answers 24h, Phone 30 secs;
- Telesales - Lead generation & acquisition; Verification, qualification and closing;
- YOPESO offers cost-effective services on a global scale;
- Capacity to handle multiple projects at same time.
- Individual approach for all services, via all custom made and personalized features starting from integrating tools and management systems of client in delivering process to implementing them;
- Multilingual capabilities;
- Confidential, secure and accurate data entry;
- Fast turnaround times;
- Attention to detail & complex quality control;
- Process transparency through an own project management tool.

Contact Person

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THE MOLDOVAN INVESTMENT AGENCY



THE ONE-STOP SHOP FOR ALL YOUR INVESTMENT QUESTIONS

ASSISTANCE & INFORMATION



Provide

- Information on the investment climate
- Sector-specific information
- Consulting on suitable locations – FEZ, IP (Invest Moldova database)
- Information on relevant tax, legal and administrative issues



Assist

- Scoping missions (agenda, logistics, follow up)
- Investment incentive application
- Information on business providers - HR, Legal, Consulting, etc.



Connect

- With relevant partners:
- Embassies
- Government authorities
- Business associations
- Existing investors

INVESTMENT ATTRACTION & PROMOTION ACTIVITIES

G2B and B2B Missions abroad

International events-
promotion of the investment
climate of the Republic of
Moldova

Moldova Business Week

AFTERCARE

Platforms for Investors

Council for the promotion of projects of national importance, chaired by Prime Minister

Economic Council to the Prime Minister of the Republic of Moldova

- 41 associative structures of the business community
- 43 state institutions
- 16 representatives of the scientific and research community
- 6 Working groups:

Eliminating constraints in entrepreneurial activity: Coordinator - American Chamber of Commerce (AMCHAM)

Facilitation of trans-border trade: Coordinator - European Business Association (EBA)

Stimulation and retention of private investments : Coordinator - Foreign Investors Association (FIA)



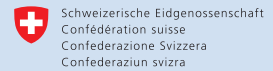
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We provide tailored services for potential investors throughout the investment decision process. We also support existing investors in extending their operations.

Our team consists of permanent investment attraction staff, sectorial consultants, as well as regional officers. Combining our experience, we are able to provide you with information relevant for your decision making, as well as links to businesses and government.



Swiss Agency for Development and Cooperation SDC
Agenția Elvețiană pentru Dezvoltare și Cooperare
Швейцарское управление по развитию и сотрудни-

In close cooperation with, and supported by:

