

## Lithuanian IT Company boosts mobile applications export via B2B Marketplace

*Interview with Mr. Linas Sivas, Managing director, JSC Megalogika.*

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Industry	IT
Location	Vilnius, Lithuania
<b>Company</b>	Joint Stock Company Megalogika
URL	<a href="http://www.megalogika.com">www.megalogika.com</a>
Products	Server software, Internet solutions, mobile software (J2ME, SMS)
Description	Megalogika is an ITT innovation company focusing on the integration of the various socio-techno-cultural aspects of organizational environment to provide customers and contractors with high-level ITT products.
<b>E-marketplace</b>	Business Lithuania
URL	<a href="http://www.businesslithuania.com">www.businesslithuania.com</a>
Description	Lithuanian Development Agency developed a B2B marketplace, targeted at Lithuanian Export companies for entry into foreign markets.
<b>Lessons Learned:</b>	Through <a href="http://businesslithuania.com">businesslithuania.com</a> , JSC Megalogika acquired the first contract to develop J2ME mobile telephone games for a UK based company Wireless Wizards. It has evolved into a continuing partnership. Megalogika has programmed software for main the J2ME-capable phone series (Nokia, Motorola, Siemens, and Sony Ericsson), ported mobile software between various J2ME platforms and localised mobile software for different markets.

### Tell us about your company

Megalogika is an ITT innovation company focusing on the integration of the various socio-techno-cultural aspects of organizational environment to provide customers and contractors with high-level ITT products.

### **Why did you decided to get involved in e-marketplaces?**

We were looking for ways to establish business relations with foreign partners and Spam was not an option.

### **How did you find out about e-marketplaces in the first place?**

We found out about e-marketplaces by following industry news and trends.

### **Why did you select businesslithuania.com above other e-marketplaces?**

There is not much of a choice in the Lithuanian b2b market.

### **In what other ways do you use the Internet?**

The Internet is our primary channel for communication with current and prospective customers. It is also main science and technology news source for organisations operating in the technology sector.

### **Do other companies from your industry use e-marketplaces?**

We are not aware of any other Lithuanian companies using e-marketplaces successfully. However, we are not living in a vacuum and we are constantly conducting internal "review and change" processes within our company vis-à-vis the competition in the industry. E-marketplace usage is just one of the factors we consider.

### **Were you sceptical at any stage?**

We were not sceptical, as we already had positive experiences of using the Internet to establish business relationships.

### **Was security an Issue?**

The only security issue was exposing our email address to Internet and the spam we received as a result. However we believe that this is the reality of conducting business on the Internet.

### **What are the pros and cons of using Internet tools?**

Pros: The usage of Internet tools for establishing business relationships provides a cheap, fast and effective way to find new contacts and opportunities.

Cons: For an in-depth analysis of customer requirements, face-to-face communication is easier and provides more details and insights into a particular issue or problem area.

### **Will you continue to use these types of channels to communicate?**

Definitely. We are registered on several European e-marketplaces and we participate in the Innovation Relay Centers network.