

## Aspire Technology

# Company Portugal HUB decision

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February 2020 – IPBN event

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# Portfolio Segments & Solutions



## Software Solutions

- RAN Research & Development
- SON Research & Development
- Application Development
- Aspire Applications Engine
- Continuous Deployment & DevOps



## Network Services

- Program & Project Management
- AI Assisted Network Design & Optimization
- Automated Network Rollout & Transformation
- AI Assisted Network Support
- AI Assisted Managed Operations



## Consulting

- Technology Strategy Consulting
- Network Efficiency Consulting
- New Service Introduction
- Network Audit & Benchmark
- On-the-job Knowledge Transfer



## Aspire Lab

- Integration & Verification
- Performance Benchmark
- Live trials

# Sample of Customers and Office Locations



SoftBank

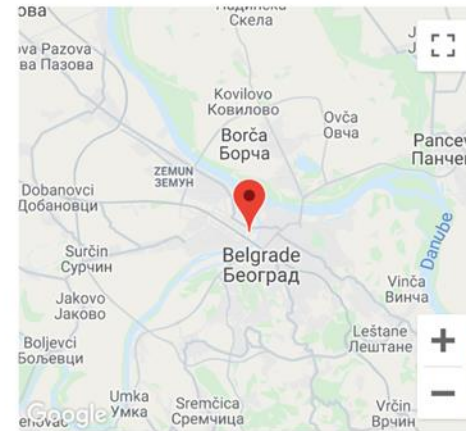


## DUBLIN HEADQUARTERS



Unit 111, Q House,  
76 Furze Road, Sandymount,  
Dublin,  
D18 PF29  
Ireland

## BELGRADE OFFICE



Unit B10, Vladimira Popovica 6  
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Belgrade,  
Serbia  
Tamara Kovacevic – Branch Contact

## LISBON OFFICE



Taguspark – Parque de ciência e  
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Sala 203  
2740-122  
Oeiras

Est. 2018

## Business needs for expansion

With an expanding business in several areas access to needed skills and capacity to attract talent was becoming a bottleneck in both locations.

Telco skills are not easy to find in Dublin and the market in Belgrade is small.

Cost increase in Dublin was also impacting on attracting resources outside from Dublin due to Real State pressure. Belgrade although being a very cost effective solution shows some problems on travel arrangements and expat attractiveness.

### Main Items Considered

#### Access to needed Skills

- Access to skilled engineers in line with business pipeline
- Proximity of Key Customers?
- Presence of global Telco vendors (Ericsson/ZTE/Cisco) and Global Opcos?
- ....

#### Cost

- Costs of Employment
- Available, competitive Office Space
- ....

#### Location

- Language Skills
- Political stability in country
- Safety for visiting/living in this location
- ....

#### Easy of Setup and delivery

- Ease of setting up business there (setup paperwork)
- Good visa/permit status
- Good infrastructure (Broadband, Phone systems)
- ....

### Main Hubs Considered

Portugal

LATAM (Mexico)

Far East (India)

Baltics (Croatia)

Domestic options (Limerick, Cork, Galway)

## Decision Process

4 Broad areas of analysis

24 total subitems analysed

Grading from 1 to 3 (Max on 72 Possible)

Portugal scored 59 of 72 – second place was 10 points below

Not all the items are absolute to the country itself e.g. Proximity to main Customers (Jamaica and Sweden as an example at the time)

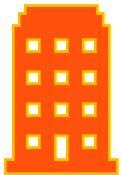
Some highlights on the scoring

- ↓ Support coverage for 24/7 (different time zone/weekends) – Low due to geographical reasons and already strong capacity
- ↓ Ease of setting up business there (setup paperwork) – “Red Tape”
- ↑ Access to skilled engineers
- ↑ Good IT infrastructure
- ↑ Good Cost Structure\* (proved less effective than expected)

## Set up Take Aways

The set up in Portugal was successful and proved very valuable and a few key items were crucial:

- **Right Team on the ground**  
This includes not only the management and the needed support from Dublin but the first technical resources to ramp up teams in the needed competence area.
- **Legal Advisor from day one**  
In Aspire it started before the decision was made.
- **Accountant support**  
Connected with the above since reporting/Tax systems can impact on the overall expectations
- **Understanding the HR/Legal/Peoples expectations in Portugal vs Other existing Hubs and adapt to it.**  
TCP (total compensation packages) are different on different locations and some items are taken for granted e.g. Lunch Tickets.
- **Networking**  
IPBN proved an excellent platform to gain knowledge on possible partners. Being an Irish based company it made all the sense to partner with companies that had experience on both markets.



The Lisbon office kick off was done in mid March 2018 and the office was up and running in May, ramping up from 1 to 15 resources that year.

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Networks

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