

From outsourcing based business and software engineering to own solutions and products through innovation

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In the present article the main and most important characteristics of the IT sector from Cluj, Romania are described. One of the main goals of the cluster ClujIT, which comprises the most relevant IT companies and related universities and institutions from Cluj, is to foster the changes from the dominant business model of the IT related companies, i.e. the outsourcing to an own service provider, product development and product based business model. This paradigm change of the IT companies concur with the important element of the strategy plan of the European Union for 2014-2020: sustainable development growth based on innovation.

This paper presents a concrete case study of the local IT companies, evoline SA in partnership with the Kozmutza Flora special school as they could set up through innovation own products. Through the case study the main challenges are enumerated: assessing and introducing new processes, methods in software engineering and business models besides the old ones.

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