Frequently Asked Questions

The same questions being asked about Russian IT Resources, and to save time I have collected them here for all.

<u>What is the status of the program?</u>

We already have a core of eight high quality Russian companies subscribed to participate. This is enough to provide a reasonable presence in the UK, however at least four more would make a more meaningful presence.

I expect many more will want to join after the promotion starts, and I will try and work them in, as and when circumstances permit. Of course those joining later will be incurring the extra cost involved.

<u>Will the program proceed?</u>

Yes, Tidal Programming has already reserved current funds enough to run the promotion, without any outside participation. If twenty companies joined in, the promotion would just about break even. With less than that, Tidal Programming is prepared to make up the short fall. We consider it a good investment.

<u>Why am I doing this?</u>

I am a private consultant working for British clients, all big blue chip companies. I am looking to expand my business by outsourcing.

Over the years I have approached several clients and broached the question of outsourcing to Russia. The immediate questions that come up are; have you ever done business with these companies? No. Have you ever completed a successful project with them? No.

In my travels to Russia I have met many impressive companies. All very pleasant, very eager to do business, but how do I know if I can do business with them? How do I know if they will support my efforts when I put them forward to a client?

Therefore I have come up with the idea of Russian IT Resources.

1. I will only be able to promote Russian Outsourcing if I take the time off my current workload long enough to see it through it through properly. I am prepared to do that.

2. To make it worth your time, and mine, this project must be adequately promoted; with advertising, direct mail, and telephone canvassing. I have prepared the campaign to do that.

3. I will require the support of Russian companies to support this effort. Participation in Russian IT Resources demonstrates that support and demonstrates to the clients that there are sufficient Russian resources to support their projects.

<u>What's in it for me?</u>

As a business and computer systems consultant, I will be a participant in the promotion as you are. I will be promoting your services with the hope that my services as an advisor will be required.

The availability of my services will enhance your marketing prospects.

If I promote your services in this instance and help you gain business without my direct involvement or service, I will still succeed, as Russian IT Resources will have been a success.

<u>Who are my contacts?</u>

I have a limited number of personal contacts that have expressed an interest, and I expect the main body will come from the promotion and excitement of the tour. I can not approach these clients until I know which companies I will be promoting, and which Russian companies will be supporting me and will be prepared to back up my claims.

I am certainly not prepared to publish the names and addresses of my contacts to the world. Many have asked, and several event organisers or agents have asked to join the promotion, obviously to gain access to my contacts. All have been declined.

<u>New Business</u>

1   Lovells. One off the worlds largest law firms specialising in offshore contracts and intellectual property law will be hosting the Russian IT Resources delegation as part of a seminar addressing just those issues. They will be widely promoting this seminar in addition to our own promotion. Meetings are going on now and we hope and expect that it will also be co-sponsored and promoted by the Russo-British Chamber of Commerce.

We expect that members of the delegation will be addressing the seminar and promoting their businesses as an example of the services available from Russia.

This seminar will not only add credence to our promotion but will allow us to assure potential clients that these important legal issues are being covered. The cost of attending the seminar alone justifies the expense of joining the program, and we will not only be attending but will be the central attraction.

Lovell's support demonstrates the excitement and enthusiasm that Russian IT Resources is generating.

2   My daughter, an IT consultant in California, will be joining the tour to help with administration. She will be joining the tour with a view to meeting with the delegates and being able to promote their services in California. She is also preparing the web site for the promotion.

<u>Concerns</u>

Many have expressed concern with the unstructured nature of the tour, and have expressed apprehension with the concept of touring local IT companies. They are not coming to England to see other IT companies, or the likes of IBM, Microsoft and Oracle. They can visit those in Russia.

Point well taken. The tour has been restructured to have meeting/ presentations one in the morning, one in the afternoon and an evening reception. Where possible, three a day. All at different venues in order to meet the maximum number of clients.

Where possible I will attempt to line up one on one meetings.

This is one of the venues I am arranging:

As you can see, I am promoting the image of Russian IT Resources to best advantage. Securing sites close to prospective clients, some close to main rail lines, others close to Motorways. This particular site is also owned and occupied by several large multi-national prospective clients.

I am not only promoting your image but my own as well, and the image of Tidal Programming. I have as much or more invested in this project as you and will see that it is a success. Please don't consider me a tour operator looking to make a profit from organising an event at your expense. The tour is only a means to achieve our goal. I have a vested interest in this project. Your interest and success will also be mine.

William Shier