

# Unveiling the Industry Expertise of Mid-Sized Eastern European Software Development Companies

Market Overview 2023



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# Introduction

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The Eastern European custom software development market has long been attractive to Western corporations due to its high-quality IT services and significant cost savings. This appeal has been a key driver behind the market's rapid growth.

While several large Eastern European IT companies are widely recognized, many medium-sized firms also offer competitive prices and specialized expertise across various industries. However, there is a noticeable lack of reports that highlight the real specialization and industry experience of these companies, providing guidance for potential customers in choosing among them.

To address this gap, Intetics Inc, in collaboration with our partners, has conducted comprehensive research. We developed a special methodology focused on the following steps:

- Counting the number of online publications about the companies in the context of their expertise in specific industries.
- Evaluating the quality (ranking) of the online resources where these publications appear.
- Calculating a final score for each company within a specific industry based on the quantity and quality of the found web pages.
- Ranking the companies according to their scores for each industry.



This methodology is transparent and can be easily replicated by any interested industry professional. A detailed description of our research approach can be found in the Methodology section below.

This report is tailored for potential clients, M&A professionals, and industry observers seeking unbiased, data-driven insights.

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## I. Executive Summary



To determine the true industry experience of Eastern European mid-sized software development firms, we conducted comprehensive research with the following steps:

- **Analyzed Over 200 IT Companies:** We meticulously evaluated more than 200 firms.
- **Selected 62 Companies:** These companies met all the criteria (see Methodology below) and were included in the final report.
- **Covered 19 Major Industries:** We identified and defined 93 keywords describing these industries. (Refer to Appendix A for the full list of synonyms analyzed.)
- **Examined 5,766 Unique Combinations:** Analyzed combinations of "company name + industry keyword."
- **Processed Over 300,000 Unique Web Pages:** Extensive web scraping to gather data.

Based on the number of relevant online results and the overall scores, it was determined that most companies have expertise in highly IT-intensive industries such as Finance, Healthcare, Media, and Retail, as well as specialized horizontal fields like AI and Hi-Tech.

Conversely, lower scores, indicating less frequent experience, were found in industries such as Agriculture, Construction, Travel, and Logistics. These sectors may be less digitized, presenting opportunities for companies to gain expertise and operate in a less competitive environment.

While some companies have developed expertise across multiple industries, others specialize in just a few niches. Here are six companies that frequently ranked among the top three leaders: ScienceSoft, Oxagile, Intetics, Provectus, Altoros, and Mobidev. Additionally, these companies consistently ranked among the top ten performers across various niches: Innowise, Glorium Technologies, Yalantis, and Softeq.

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## II. Methodology



### 1. METHODOLOGY BRIEF DESCRIPTION

A specific methodology was developed to rank companies within each industry. The process concludes with calculating a score for each "<company name> + <industry keyword>" pair through the following four steps:

1. Identify the top 100 most relevant web pages for each "company + keyword" pair.
2. Scrape these web pages to ensure they contain the relevant keywords.
3. Determine the Page Authority (PA) for each selected web page.
4. Calculate the final score by summing the PAs of the selected pages.



### 2. CALCULATING THE FINAL SCORE

For example, the final score for "Amdaris + Agriculture" is the sum of the PAs for "Amdaris + Agriculture," "Amdaris + AgriTech," "Amdaris + Agrotech," and "Amdaris + AgTech" pairs. (Refer to the table of Industry synonyms later in this report.)

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Within each industry, the PA for a specific page is counted only once, ensuring an accurate measurement of a company's exposure in a particular industry.

### 3. THE COMPANIES' SELECTION CRITERIA

To select companies for this research, we applied the following criteria:

- **Location:** The main development capacity is located in Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, or Ukraine.
- **Specialization:** The primary focus is on custom software development, i.e., providing programming services for others.
- **Company Size:** Between 200 and 2000 employees.

Data about the companies' employee count and specialization was extracted from open sources, including the companies' websites, LinkedIn, IT news portals, and industry-specific sites, see [\[2\]](#), [\[3\]](#), [\[4\]](#), [\[5\]](#), [\[7\]](#), [\[8\]](#), [\[9\]](#), [\[10\]](#), [\[12\]](#), [\[13\]](#), [\[14\]](#), [\[15\]](#), [\[16\]](#), [\[18\]](#), [\[20\]](#), [\[21\]](#), [\[26\]](#).

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## 4. LIST OF COMPANIES

The list of the companies selected for this research:

#	Company Name	Homepage	Employees Count
1	Agiliway	agiliway.com	220+
2	Aimprosoft	aimprosoft.com	350+
3	Altoros	altoros.com	350+
4	AMC Bridge	amcbridge.com	501 - 1000
5	Amdaris	amdaris.com	501 - 1000
6	Artezio	artezio.com	500+
7	BELHARD	belhard.com	1000+
8	BelitSoft	belitsoft.com	400+
9	CHI Software	chisw.com	800+
10	Cleveroad	cleveroad.com	280+
11	Computools	computools.com	201-500
12	Customertimes	customertimes.com	1500+
13	Developex	developex.com	350+
14	DICEUS	diceus.com	250+
15	Eastern Peak	easternpeak.com	250+
16	Edvantis	edvantis.com	400+
17	EffectiveSoft	effectivesoft.com	300+
18	Elinext	elinext.com	700+
19	Emerline	emerline.com	600+
20	GeeksForLess	geeksforless.com	700+

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21	Geniusee	geniusee.com	200+
22	Global Cloud Team	globalcloudteam.com	200+
23	Globaldev	globaldev.tech	250+
24	Glorium Technologies	gloriumtech.com	200+
25	GodelTech	godeltech.com	1800+
26	GP Solutions	gpsolutions.com	350+
27	Innovecs	innovecs.com	700+
28	Innowise	innowise-group.com	1500+
29	*instinctools	instinctools.com	350+
30	INTERSOG	intersog.com	250+
31	Intetics	intetics.com	700+
32	IntexSoft	intexsoft.com	300+
33	ITRex Group	itrexgroup.com	300+
34	JetSoftPro	jetsoftpro.com	200+
35	LeverX	leverx.com	1600+
36	Light IT Global	light-it.net	200+
37	Lohika	lohika.com	501-1000
38	Miratech	miratechgroup.com	700+
39	Mobidev	mobidev.biz	450+
40	Newfire Global	newfireglobal.com	700+
41	Newxel	newxel.com	500+
42	Opinov8	opinov8.com	300+
43	Oxagile	oxagile.com	500+
44	Provectus	provectus.com	600+

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45	Qarea	qarea.com	350+
46	Qulix	qulix.com	500+
47	Redberry	redberry.international	200+
48	Sam Solutions	sam-solutions.com	800+
49	ScienceSoft	scnsoft.com	750+
50	SENLA	senlainc.com	600+
51	Softengi	softengi.com	300+
52	Softeq	softeq.com	201-500
53	SoftTeco	softteco.com	500+
54	Solbeg	solbeg.com	1000+
55	Svitla Systems	svitla.com	1000+
56	Syberry	syberry.com	250+
57	TechMagic	techmagic.co	300+
58	TemaBit	temabit.com	600+
59	Trinetix	trinetix.com	850+
60	WEZOM	wezom.com	250+
61	Yalantis	yalantis.com	500+
62	Zoolatech	zoolatech.com	450+

## 5. EXCEPTIONS

Large companies with an employee count of more than 2000 were excluded, such as EPAM, SoftServe, Avenga, Ciklum, DataArt, Grid Dynamics, ELEKS, Exadel, IBA Group, Infopulse, Intellias, iTechArt, Itransition, Sigma Software, Andersen, ISSoft, N-iX, and NIX Solutions. If one prefers to work with a large provider, they will likely have relevant industry experience, albeit in a big corporate setup.



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Also, companies with "generic" names or names that can be confused with other brands were excluded. Among them are Altamira, Beetroot, Dev.Pro, Digis, Polytech Software, SCAND, Sombra, S-PRO, Star, and VOLO.

## 6. LIST OF INDUSTRIES AND KEYWORDS

For research purposes, several industries were selected. These industries cover the majority of human economic activities. These industries are not on the same aggregation level due to this research being focused on software development. Some industries are presented as high-level, e.g., Manufacturing, and some are more specific, e.g., Automotive, because the authors wanted to be more specific with those the most affected by software development.

For each industry, one or more keywords were determined [\[1\]](#), [\[11\]](#), [\[17\]](#), [\[19\]](#), [\[26\]](#). In the table below, one can see industries with corresponding keywords.

Industry	Keywords Included
Agriculture	Agriculture; AgriTech; Agrotech; AgTech
AI	AI; Artificial Intelligence; ML; Machine Learning; Deep Learning; Image Recognition; Data Model; Conversational AI; Chatbot; Virtual Assistant; Neural Networks
Automotive	Automotive; Car
Communications & Networks	Communication; Telecommunication; Telecom; Networks; Conferencing; NaaS
Construction & Real Estate	Construction; Real Estate; Rental; PropTech
Education & eLearning	Education; EdTech; eLearning; Learning; Microlearning
Energy, Oil & Gas	Energy; Oil; Gas; Utilities
Finance, Payments & POS	Finance; Payments; POS; Banking; FinTech; BFSI; Techfin
Healthcare & Life Sciences	Healthcare; Life Science; Telehealth; eHealth; HealthTech; Medical; Pharma; Ecology; MedTech; Health; Telemedicine; Medicine
High-Tech	High-Tech; Hi-Tech Technology; Digital

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Public Infrastructure	Infrastructure; Transportation; Smart City; Facilities
Insurance	Insurance; InsurTech
Logistics	Logistics; Supply Chain; Fleet
Manufacturing	Manufacturing; Maintenance
Media	Media; Publishing; Broadcasting; Advertising; Streaming
Retail & eCommerce	Retail; eCommerce; E-commerce; Distribution
Travel	Travel; Hospitality; Tourism
Gaming & Entertainment	Gaming; Entertainment; Gambling; iGaming
Geospatial	Geospatial; GIS; Navigation; POI; UAV; Drone; Mapping; Cartography

## 7. IDENTIFYING THE TOP 100 PAGES

To identify the top 100 most relevant web pages, a Google custom search API was used [23]. Google was chosen, as it takes up almost 90% of the search engine market in the USA [24].

Below is a brief description of the parameters that were used for each "company + keyword" pair. The full description of possible parameters can be found in the Google API documentation [25].

List of parameters used:

- "q" is for query and was used to determine the keyword, e.g., "Supply chain." Using "q" allows Google to find exact terms and similar words.
- "exactTerms" was used to determine the company name, e.g., "Intetics." This parameter only finds exact terms, rather than similar words.
- "gl" is for the geolocation of the end user and was set as "US" (United States) for this research.
- "orTerms" is for additional search terms to check for in a web page. For all the requests, the "orTerms" parameter was set to "Software" to ensure that all selected pages are relevant for software development.

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- "filter" is for controls turning on or off the duplicate content filter. For this research, the duplicate control filter was turned on to exclude duplicated pages and prevent them from having a multiplying effect on the results.
- "start" is the parameter that was used to extract from Google's top 100 pages, as by default Google returns only the top 10.

The result of this part of the research is the top 100 or fewer pages for each combination of "company + keyword" mentioned in the tables within parts [4](#) and [6](#) of the Methodology section. In most cases, Google was able to find fewer than 100 unique relevant pages.

## **8. SELECTION OF THE MOST RELEVANT PAGES**

To ensure the web pages contain both the company name and the keyword, web scraping was used. For a page to be selected for further calculation, it must meet the following criteria:

- Can be scraped (about 15% of the found web pages have anti-scrape protection).
- Contains both the company name and the keyword.
- The distance between the company name and the keyword is no more than 1,000 characters (this is to prevent cases in which the page lists many companies and the keyword can be related to another company).

Also, all the web pages from companies' home domains were excluded. The reason is that they are more the result of marketing and SEO promotion, rather than a display of real competence in the industry.

## **9. IDENTIFICATION OF THE PAGE AUTHORITY SCORE**

The next step was to calculate the "Page Authority" (PA) rating for the selected web pages. To fulfill this task, the Semrush Page Authority Score was used. A detailed description of the calculation methodology can be found on the Semrush website [\[22\]](#).

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In brief, Semrush collects Internet data from millions of pages and many of the parameters that influence the position of the page in the search engine. The higher a page's rating, the higher it will be displayed in search results. The PA rating is assigned as a number from 0 to 100, where 100 is the highest possible rating.

Each of the selected pages was checked for PA.

## **10. ASSUMPTIONS**

1. In the analysis process, more than 300,000 unique web pages were processed. Such an amount does not allow each page's relevance to be checked manually; therefore, there is a possibility of "false positive" results influencing the rankings. However, we believe that, thanks to the large amount of data, the average end results rather accurately represent the companies' positions in the market.
2. Although the selected pages were parsed and checked to have both the company name and keyword close to each other, there is still a possibility that some of these pages' companies and industries were not directly connected.
3. Although we've excluded the main domains of each company from the results, they could still have other domains—their Facebook, Twitter pages, etc. Usually, such pages don't have a high Page Authority score and should not influence the end result much.
4. In industries where the number of relevant pages was small (like Agriculture), there is a higher possibility that such a "false positive" page will influence the end results, so there is a higher possibility of "accidental" companies in the top 10.

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## III. Top Performers across Analyzed Industries



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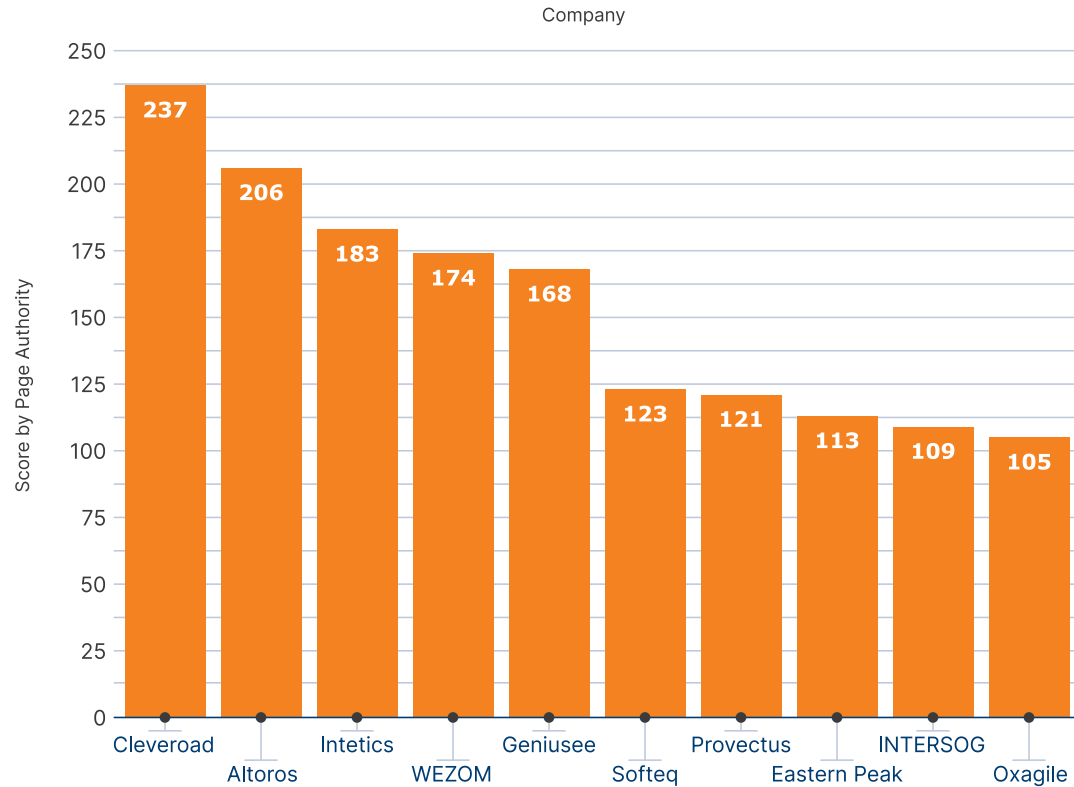
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## Top 10 Companies for Agriculture



The average score for all companies in the Agriculture sector is the lowest compared to other industries—43.5. Almost half of the selected companies have a score of 0. To compare, the average score across all industries is 178.4. Hence, this sector may be the least exposed to the IT industry, and many medium-sized Eastern European tech companies hardly have any experience in the field. The low overall score makes Agriculture the industry with the highest possibility of having "accidental" companies in the top 10, as even one "false positive" web page with a high enough PA could promote the company significantly.

According to the research, the five leading entities in Agriculture, together contributing to 35.89% of the overall Industry Visibility Score, are Cleveroad, Altoros, Intetics, WEZOM, and Geniusee. The variance between these top players is confined within a 15% range. Nevertheless, the subdued Visibility Scores, even for these front-runners, suggest a restrained online competitive landscape in this domain.

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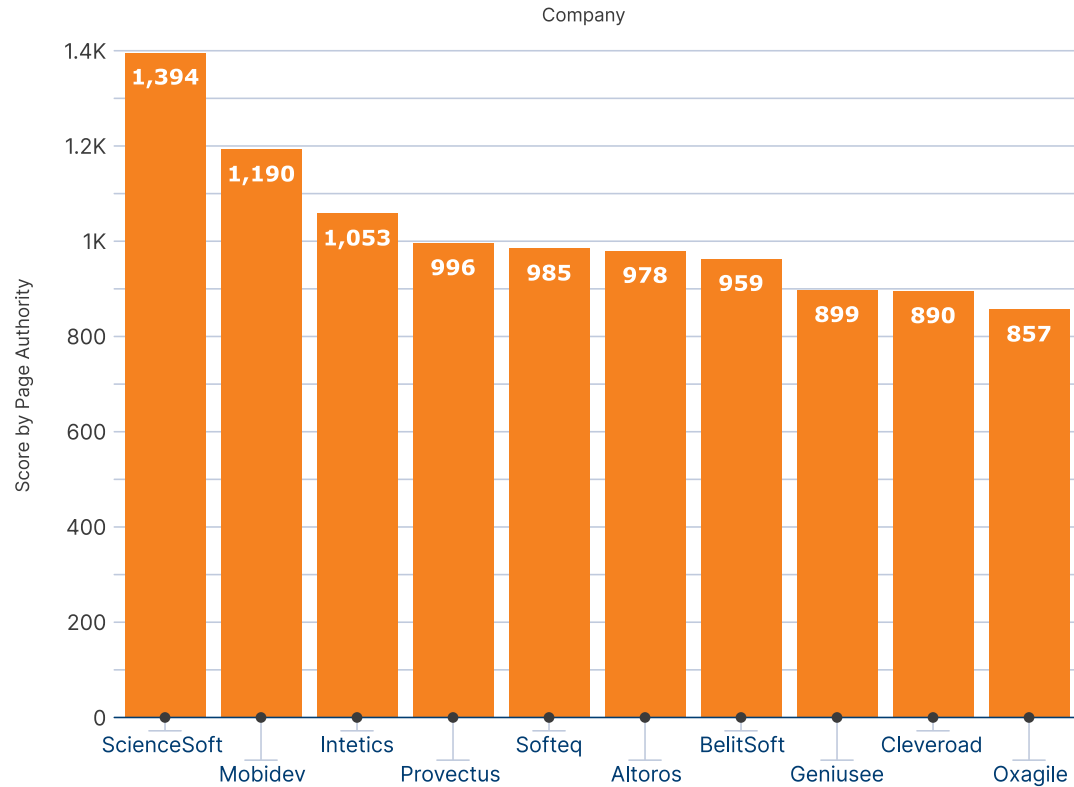
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## Top 10 Companies for AI



As opposed to Agriculture, AI has the highest overall and average score among all industries. This indicates that AI is probably the hottest topic on the market right now, and almost every IT company tries to declare its expertise in that field. In such conditions, for those choosing an IT company to partner with, it can be challenging to separate the real expertise from the desire to share a pie. Especially when demand grows faster than the supply of AI experts.

The immediate observation is the substantial Visibility scores across all companies in the chart, indicating intense competition within the industry. The AI sector surpasses its nearest competitor, Healthcare, by an overall Visibility score of 62.4%. ScienceSoft stands out as the industry leader, outpacing its closest rival, Mobidev, by 17%. Intetics claims the third position, followed by a gradual decline without any sharp drops, suggesting a high concentration of expertise among the featured companies.

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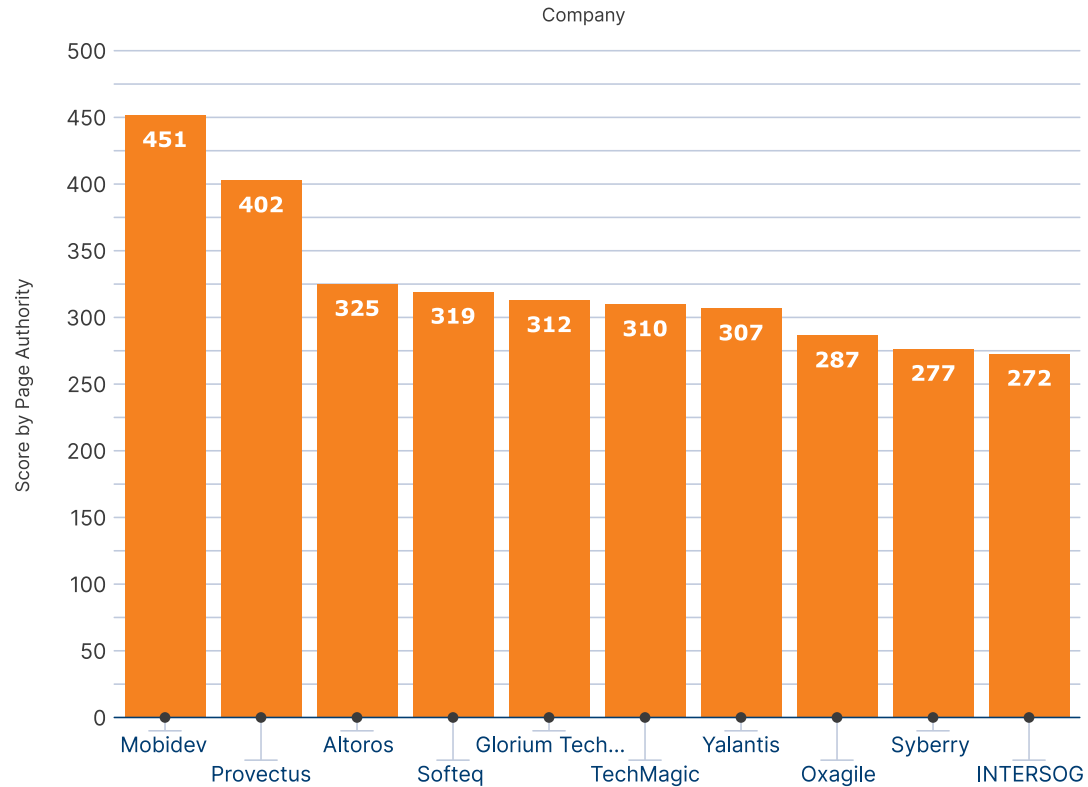
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## Top 10 Companies for Automotive



The average score for the Automotive industry is relatively low. It is often considered a conservative and closed niche due to its many safety-related requirements and regulations. Yet, the hands-on expertise in the field may be valued highly.

There are 2 obvious leaders within the Automotive sector—Mobidev and Provectus—with a notable gap of 23.69% from their closest competitors. Following this, there's a gradual decline in scores, with companies like Yalantis and Oxagile having a marginal difference of just over 7% between them.



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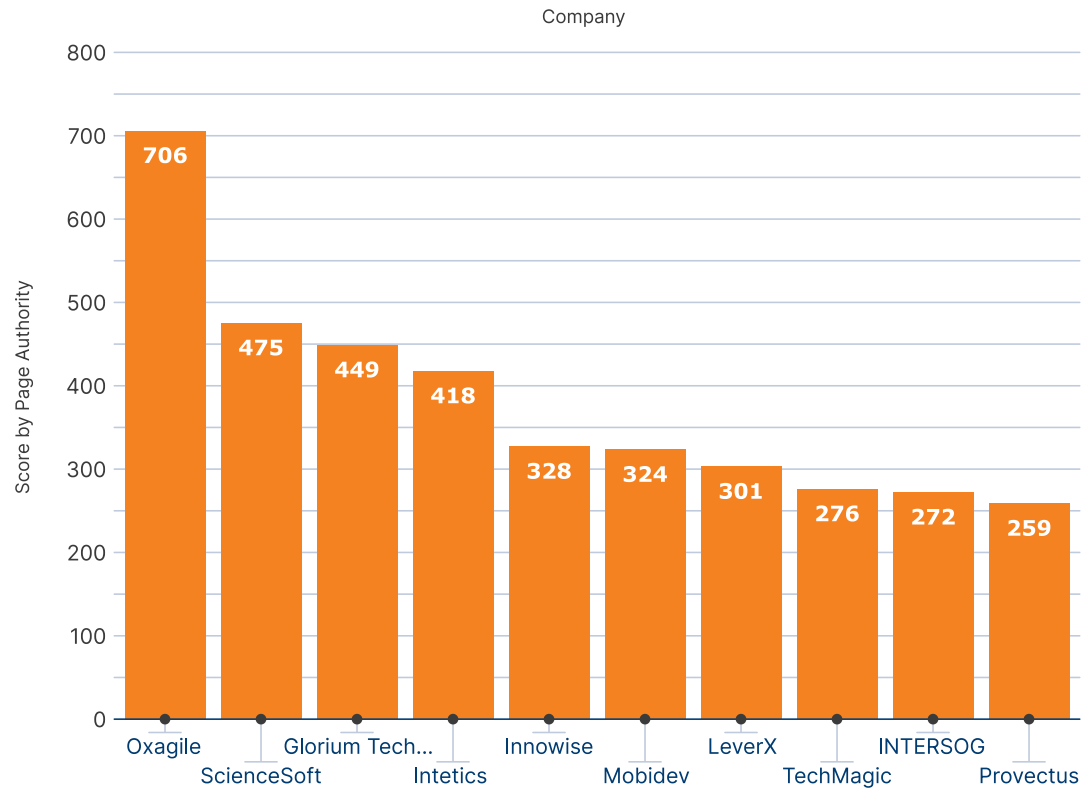
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## Top 10 Companies for Communications & Networks



The Communications & Network is one of the leading industries in terms of digitalization. Yet, it has two main specifics, which are the tremendous amount of data and high security standards. Hence, the industry leaders are supposed to be heavily data-driven and experienced in data analytics.

Oxagile stands out as a singular, outstanding Communications and Networks industry leader with the highest online visibility. The gap between Oxagile and its nearest competitor, ScienceSoft, is a significant 49%. Following them are two frontrunners: Glorium Technologies, and Intetics, with only marginal differences between their scores. Beyond this duo, a steady descending trend is observed.

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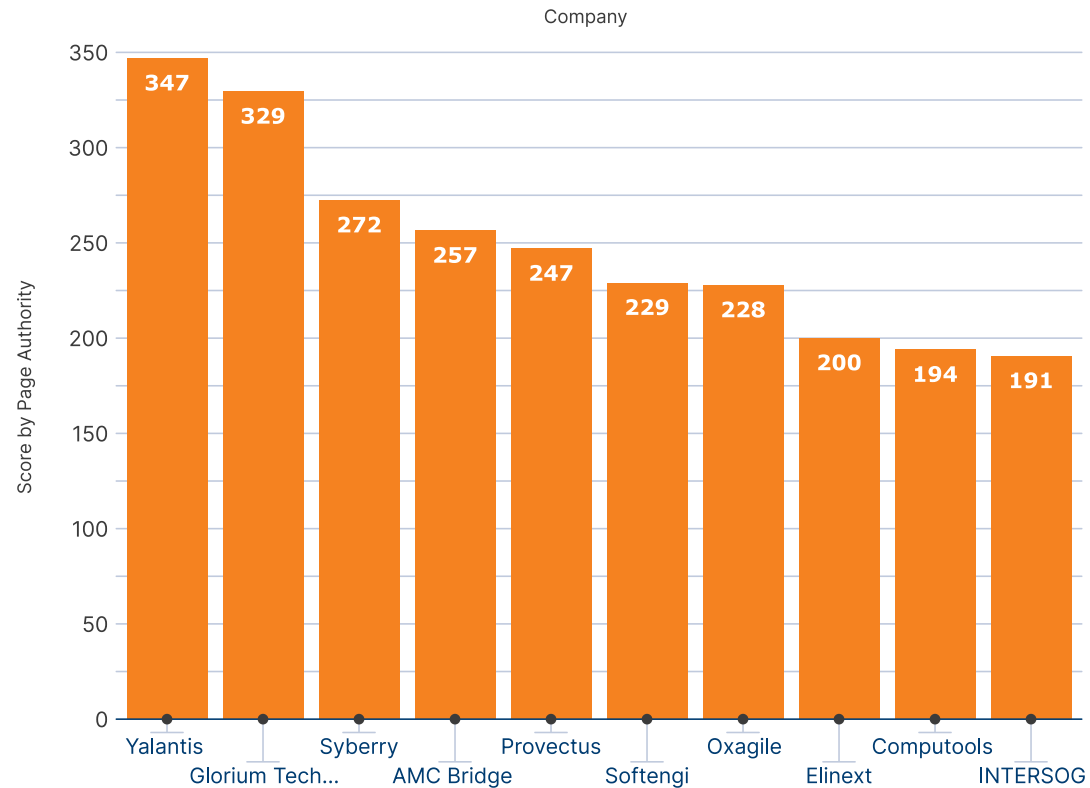
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## Top 10 Companies for Construction & Real Estate



The Construction & Real Estate sector has one of the lowest average scores across all companies, which may show its lower digitalization rate. Due to the low overall score, the chance of "accidental" companies in the top 10 is higher.

In the industry, 2 leaders—Yalantis and Glorium Technologies—prominently stand out. The difference between these two and their closest competitor, Syberry, is 21%, distinguishing them as the notable forerunners in this industry.

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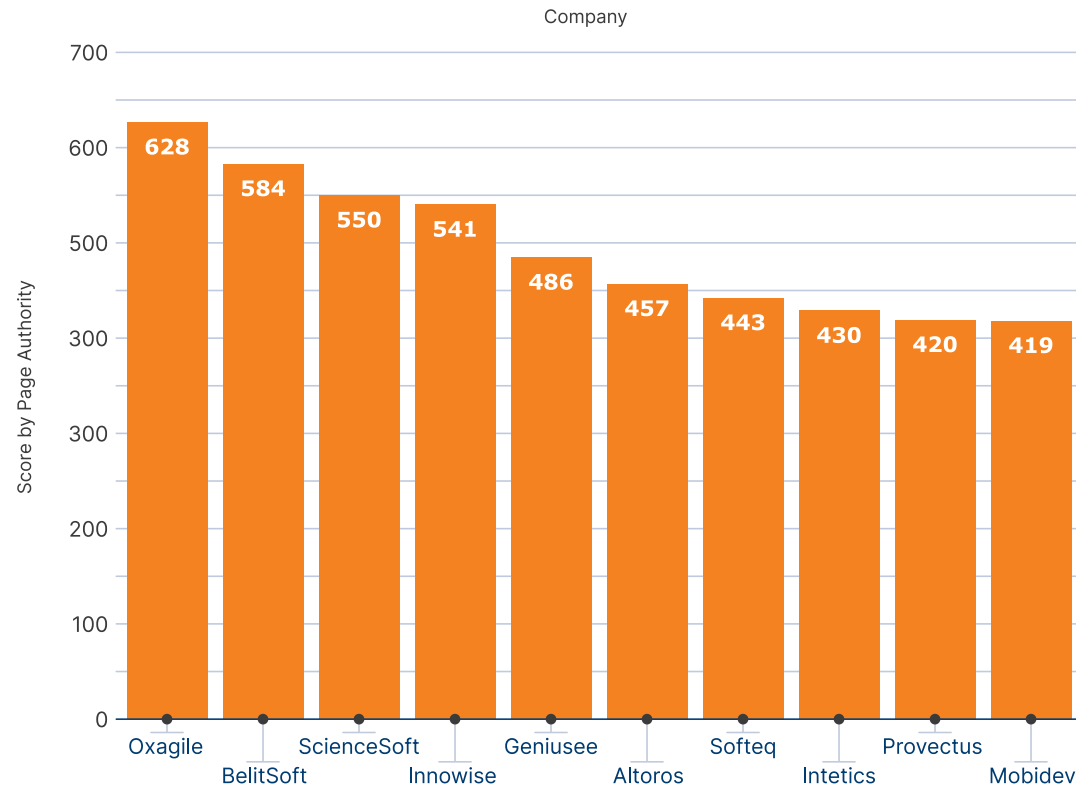
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## Top 10 Companies for Education & eLearning



The Education & eLearning sector's score is higher than average. The industry ranks 6th among all industries in terms of overall Visibility Score.

It is competitive and is served by many IT companies, but there aren't any standout leaders. The first-ranked company leads the second by a mere 7.5%, suggesting roughly equivalent expertise if gauged by the online Visibility Score. Further down the list, there isn't a stark difference between company rankings either.

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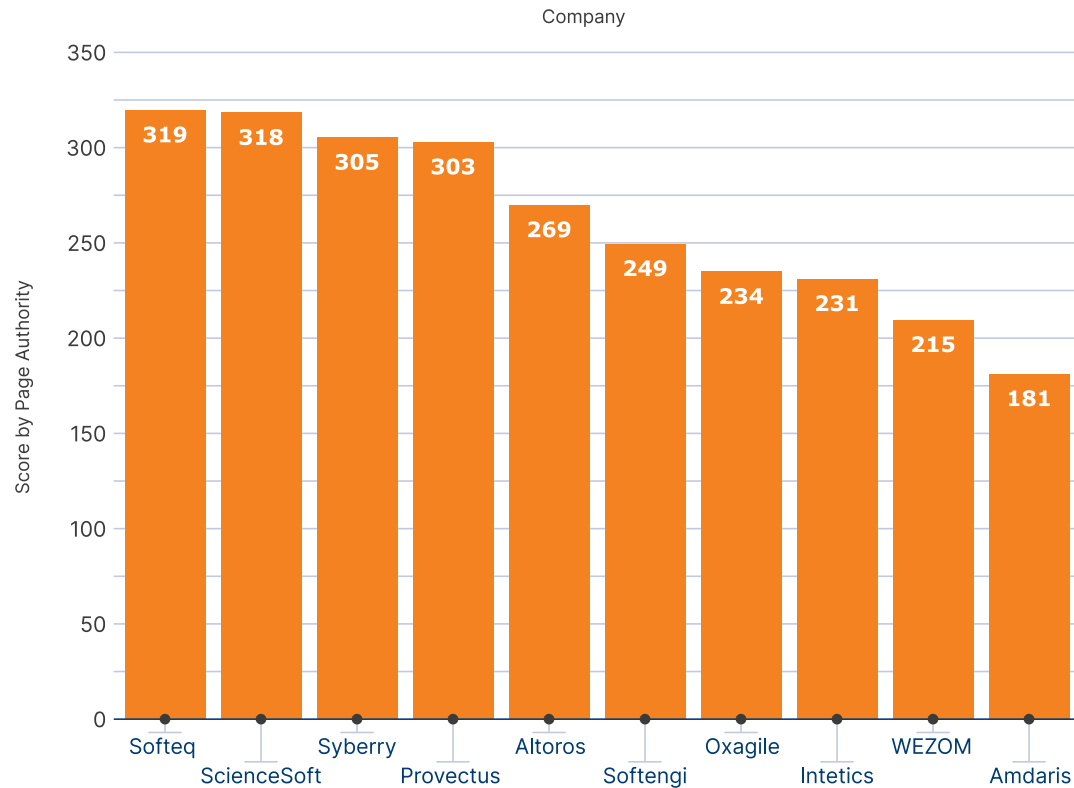
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## Top 10 Companies for Energy, Oil & Gas



The Energy, Oil & Gas industry is one of the more conservative industries with a low score. Similar to other industries from the real economy sector (i.e., producing goods), it's worth paying attention to from a software developer's point of view, as it is less affected by economic events such as crises.

The chart exhibits a somewhat atypical pattern. There are four leaders that do not differ from each other by more than 4.2%, and beyond that point, the chart declines more sharply than usual, with an average difference of 11.2% between the closest competitors.

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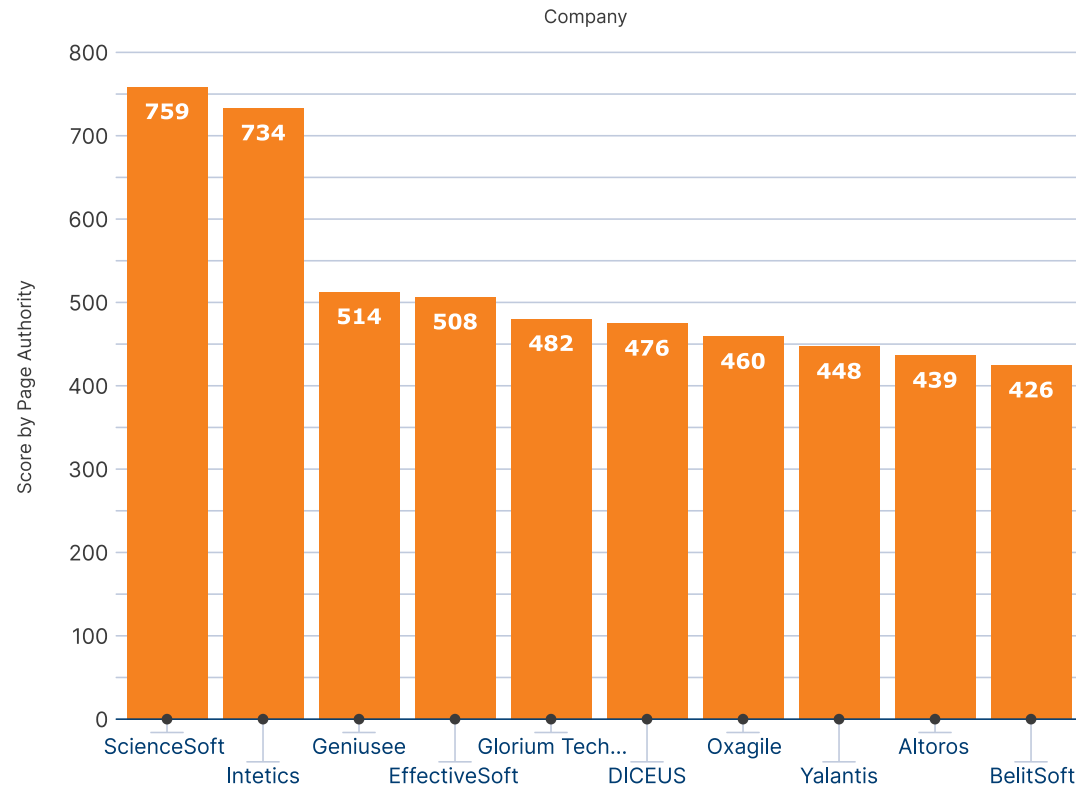
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## Top 10 Companies for Finance, Payment & POS



The Finance, Payments & POS industry is among the industries with the highest average scores and strongest competition. Based on the research data, it can be concluded that the majority of analyzed companies have at least some experience in FinTech.

There are two standout industry leaders, which are ScienceSoft and Intetics, with a significant difference between the second and third companies, amounting to 42.8%. Both possess broad cross-industry expertise. From the third to the tenth position, there is a gradual descending trend, with a maximum difference of 5.3% at the highest point.

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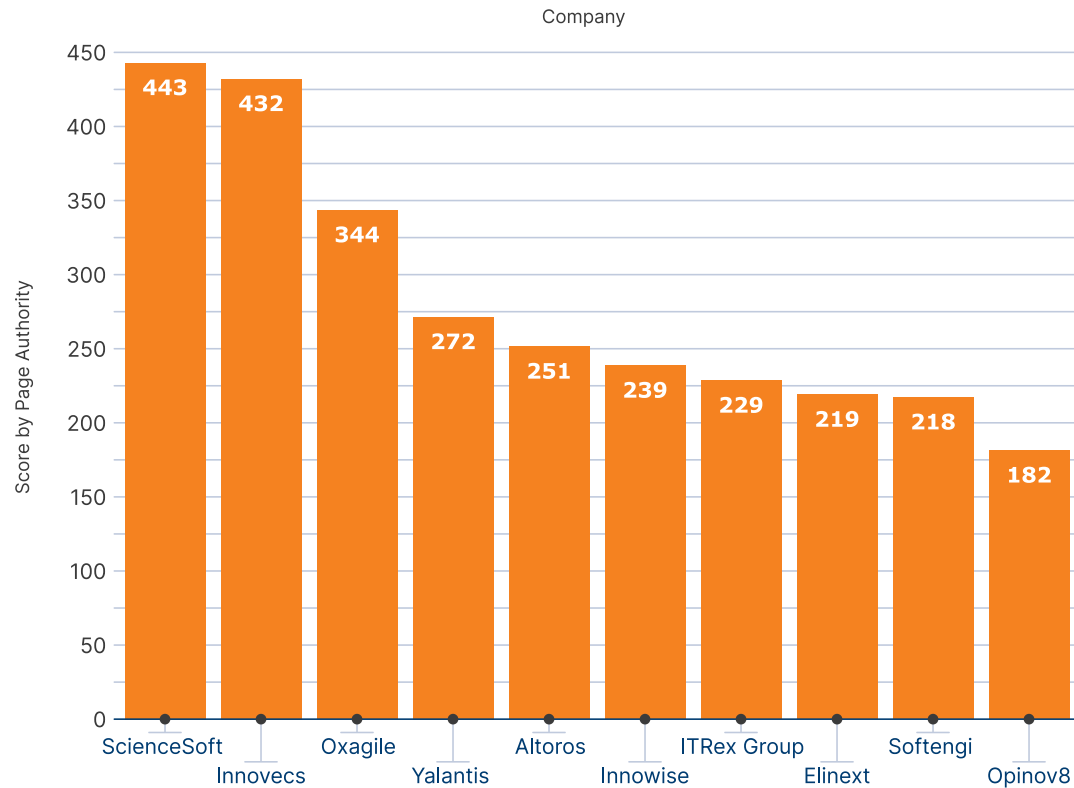
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## Top 10 Companies for Gaming & Entertainment



In the Gaming & Entertainment industry, there are three prominent leaders: ScienceSoft, Innovecs, and Oxagile, with a gradual decline in prominence further down the line. All three companies possess extensive cross-industry expertise.

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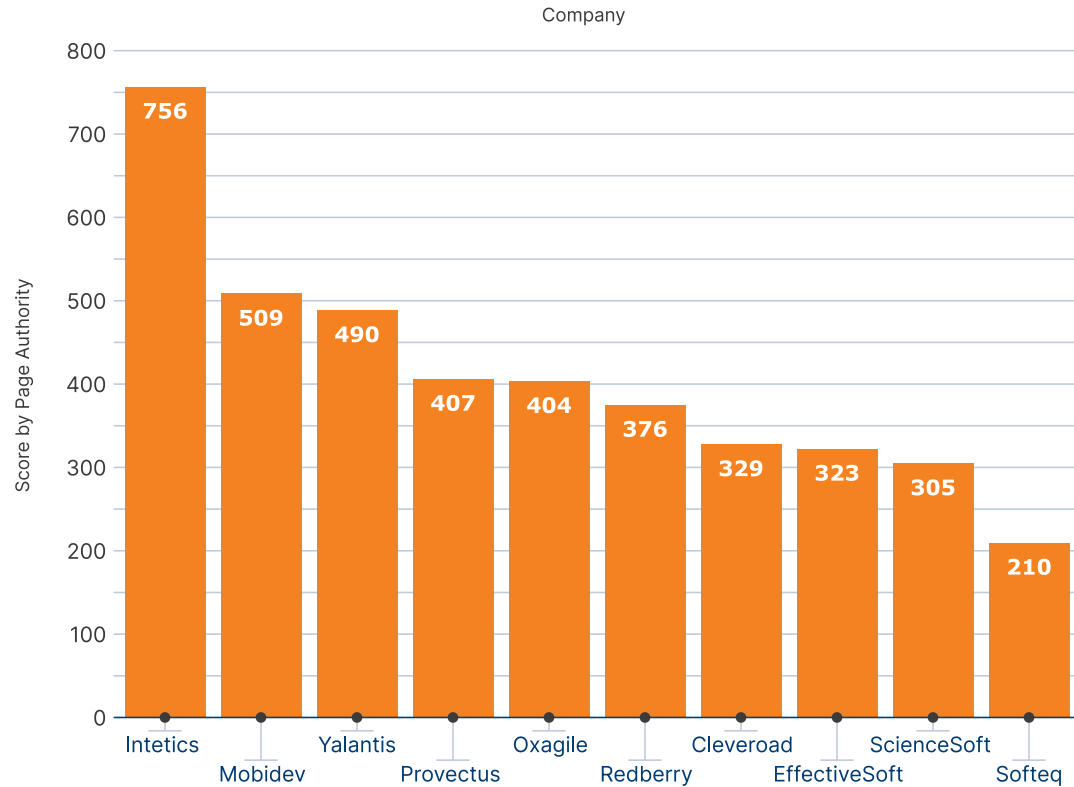
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## Top 10 Companies for Geospatial



The Geospatial industry has medium average scores across all companies. This domain requires players to accumulate deep and long-term specialization.

The industry graph takes on a somewhat unique shape. There's a single prominent leader, Intetics, standing out by a significant 49% margin from its nearest competitor. The second and third spots are occupied by Mobidev and Yalantis, with a slim difference of no more than 3.8% between them. Following that, there's a gradual downward trend.

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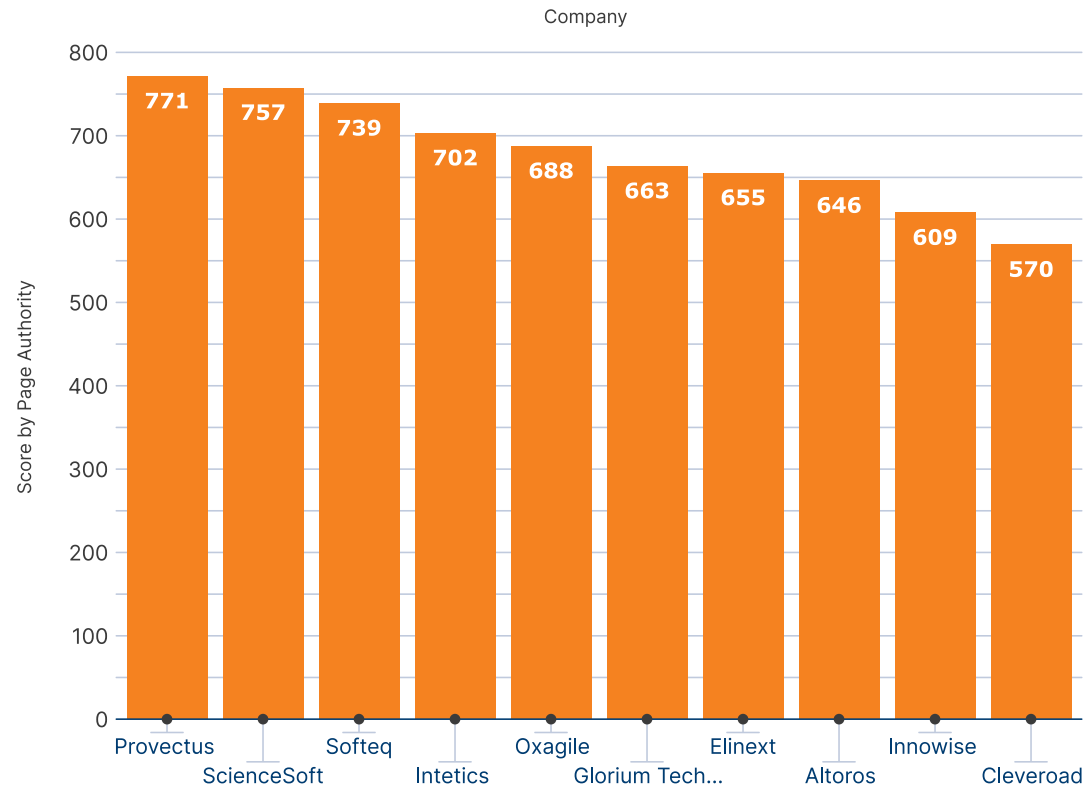
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## Top 10 Companies for Healthcare & Life Sciences



The Healthcare & Life Sciences industry is another sector with the highest overall score, which ranks second in Visibility Score concentration, following AI. There is very close competition among the top 10 companies. The graph portrays a smooth progression with no sharp differences in Visibility Scores among companies. The maximum variation, between Innowise and Cleveroad, is a mere 6.8%. Overall, the elevated figures suggest intense competition within the industry.



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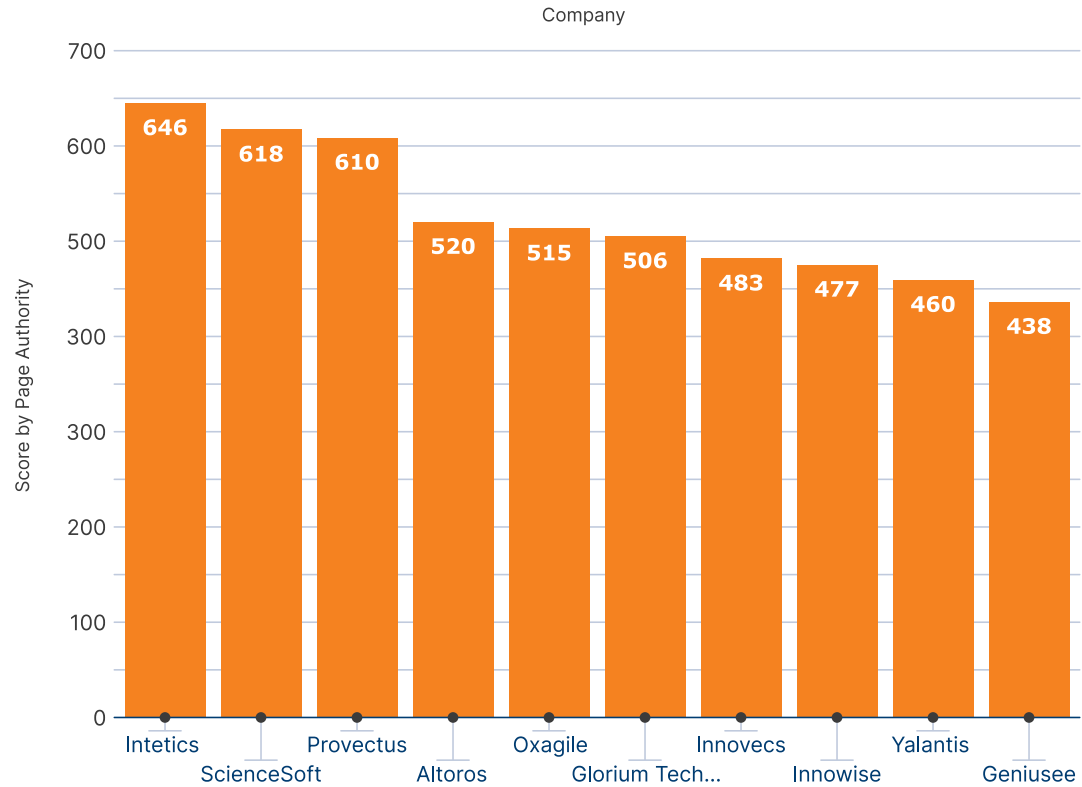
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## Top 10 Companies for High-Tech



High-Tech is another leading industry, based on the score. Three industry leaders are Intetics, ScienceSoft, and Provectus, with a marginal difference of no more than 4.5% among them. The gap between the third and fourth positions is more significant, coming in at 17%, after which there's a steady decline. Overall, there's a recurring pattern of this smooth descent, indicating a competitive landscape in the online visibility expertise of companies.

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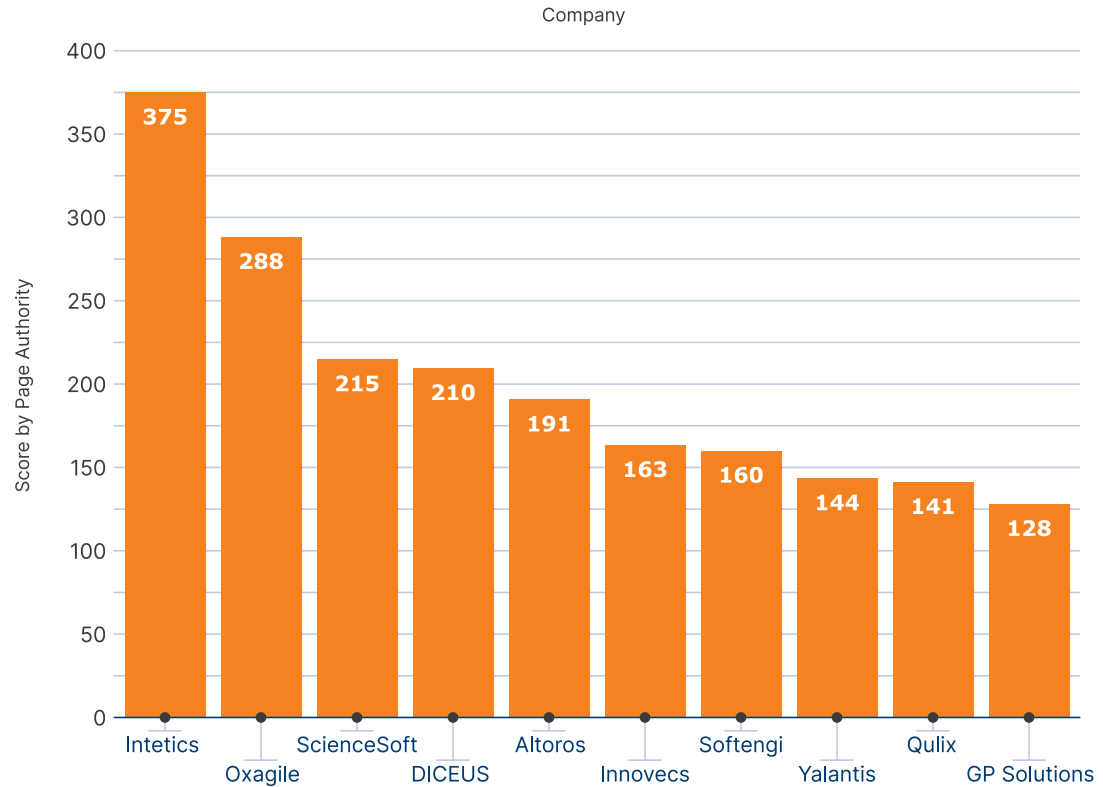
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## Top 10 Companies for Insurance



The Insurance industry's overall score is the lowest after Agriculture, which may be a rather unexpected result since the industry was closely connected to IT for a long time. One possible explanation is that insurance projects are often considered FinTech cases; hence, they are included in the Finance sector. In the US, Insurance projects may be considered as part of the Healthcare industry.

The top 10 chart in the Insurance industry deviates from the usual pattern with more pronounced transitions between the leading trio. Intetics, holding the first position, has a significant 30.2% lead over Oxagile in the second spot. In turn, Oxagile surpasses the third position by 33.9%. Subsequently, the difference never exceeds 18.6% at its peak and evolves into a relatively smooth descending trend.

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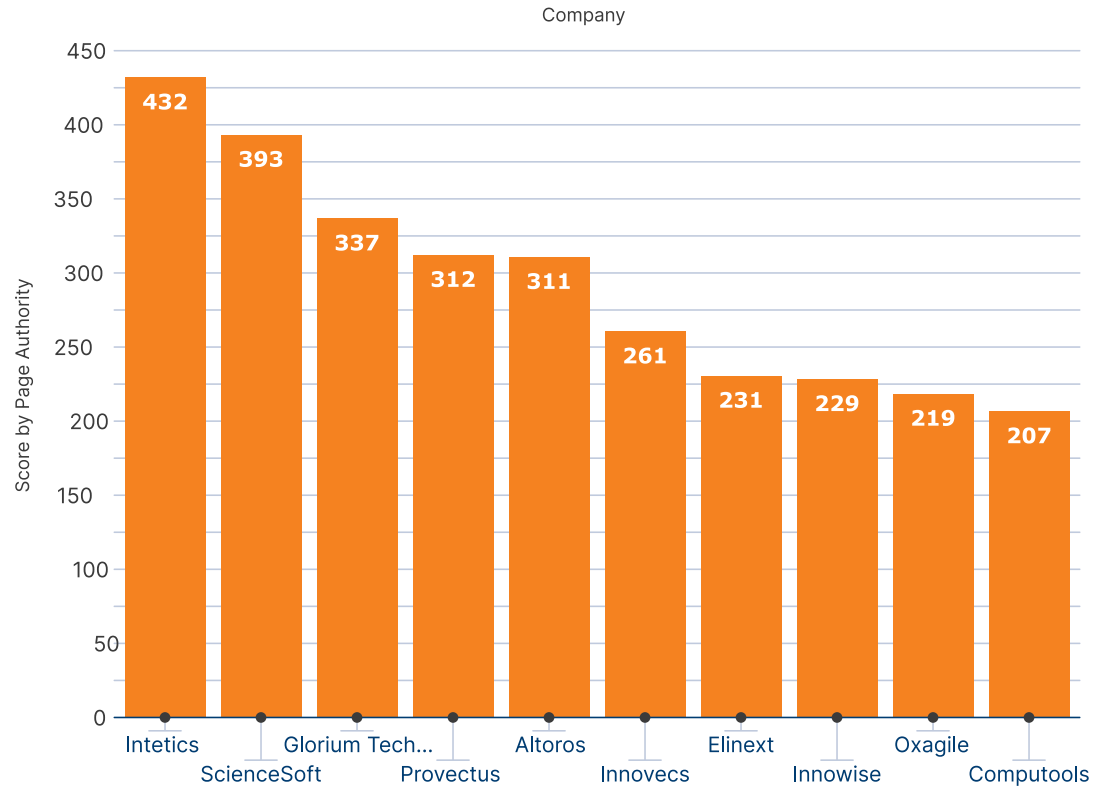
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## Top 10 Companies for Logistics



The overall score in the Logistics industry is low. The sector isn't highly digitalized, but it shows tech potential with the growth of computational power for route optimization, self-driven vehicles, etc.

The industry chart takes on a more familiar shape, showing a consistent yet notable difference among the top three leaders: Intetics, ScienceSoft, and Glorium Technologies, averaging a 13.27% difference. Overall, the modest Visibility Score indicators suggest relatively mild competition in terms of online visibility. Following the leading trio, there is a steady declining trend, with exceptions for Altoros and Innovecs. Although both demonstrate broad cross-sector expertise, their difference in the logistics domain stands at 19.1%.

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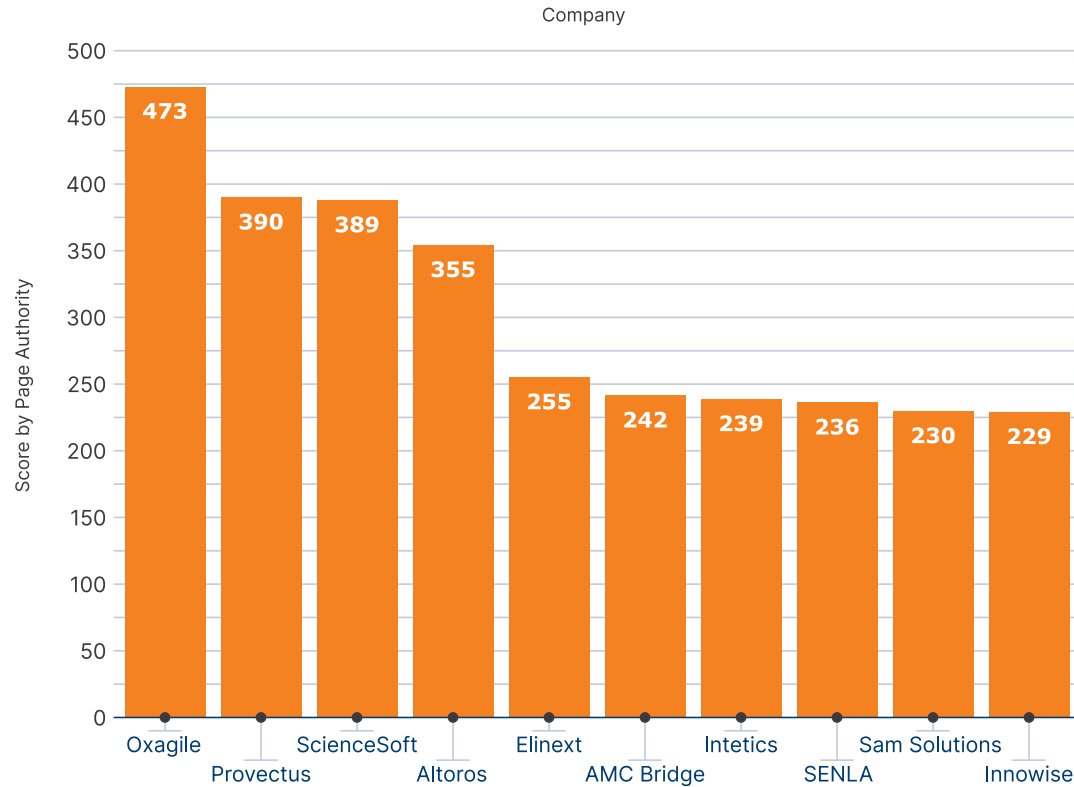
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## Top 10 Companies for Manufacturing



The Manufacturing sector has a low overall score, which may be due to its conservative nature. Yet, automation and digitalization are inevitable in the future.

There are 4 front-runners in Manufacturing. Oxagile distinguishes itself significantly from the second place by a margin of 21.28%. Provectus, ScienceSoft, and Altoros occupy the second, third, and fourth positions respectively, with no more than a 9.5% difference between them. After a sharp leap of 39.21% from Altoros to Elinext, there's a steady descending trend down to the tenth position.

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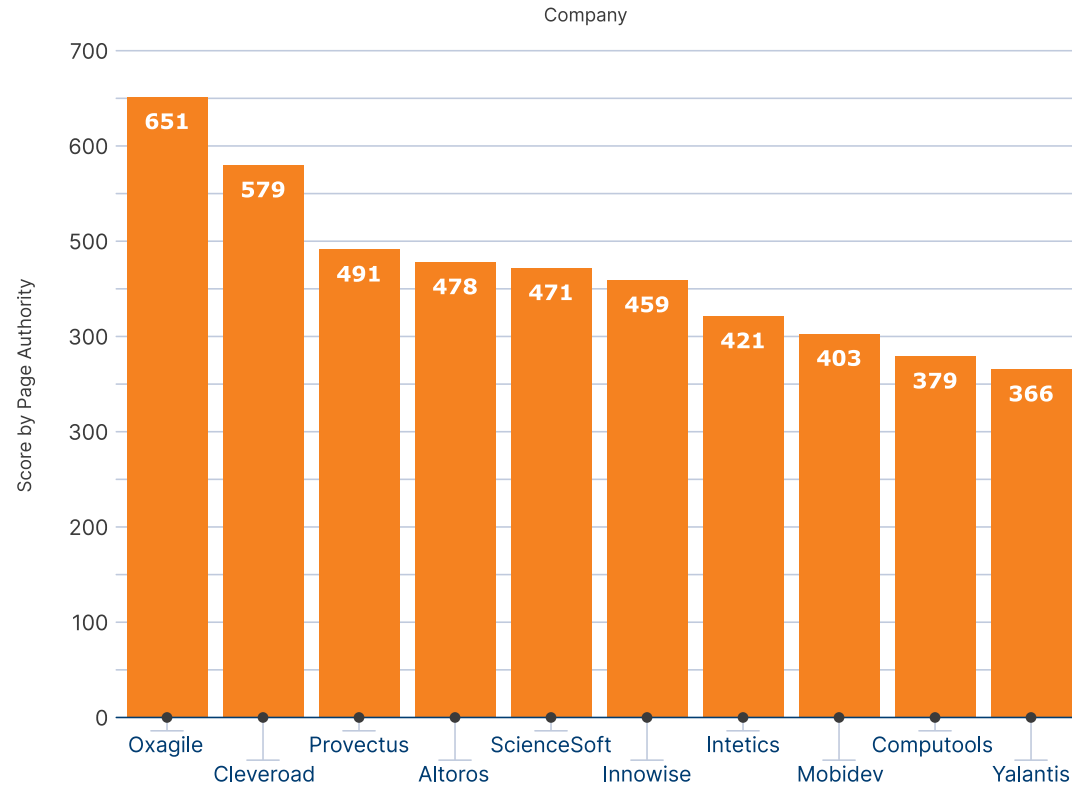
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## Top 10 Companies for Media



The overall score in the Media sector is high, as it's one of the most digitized industries so far. It can majorly benefit from the development of AI technologies.

Oxagile and Cleveroad are two leaders, distinguishing themselves by a margin of 17.9% from the third-placed Provectus. Following this, there's a steady descending trend, underscoring yet again the competitive nature and concentration of online expertise among companies. This is likely to happen as many players adopt a strategy of broad cross-industry expertise.

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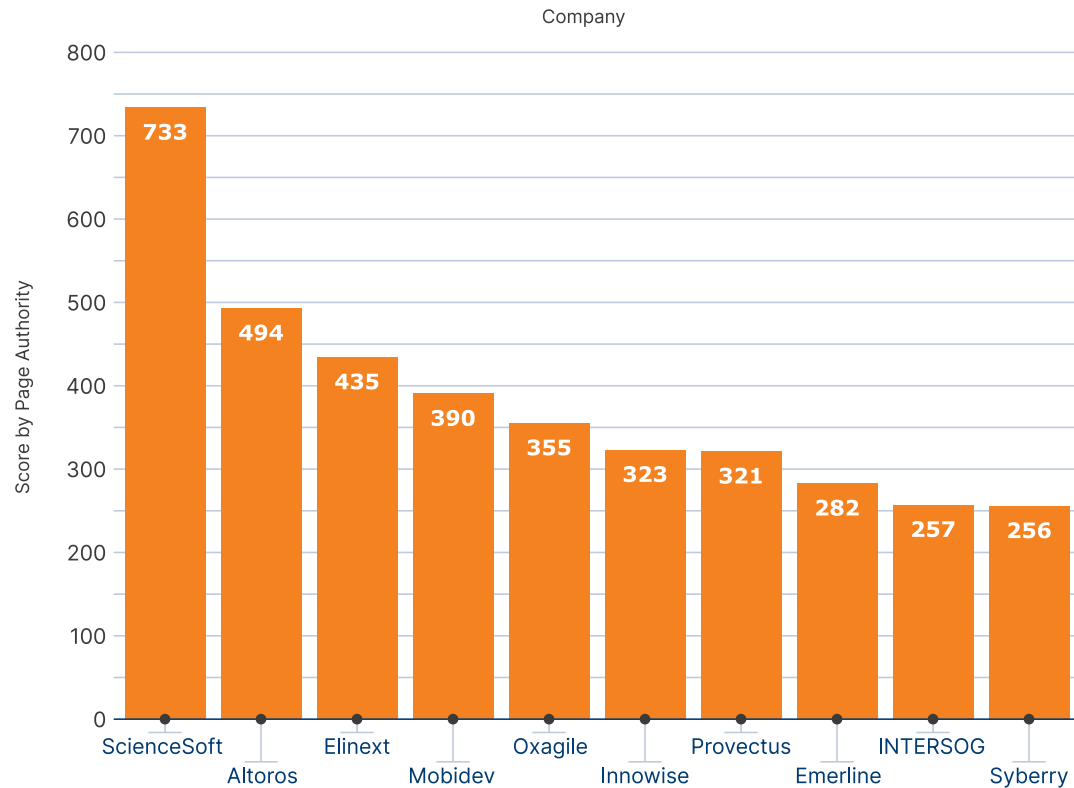
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## Top 10 Companies for Public Infrastructure



With a rather low overall score, the Public Infrastructure sector's exposure to digitalization is still not high. This may be a consequence of rather low profitability and strict government control.

The industry leader is ScienceSoft, which holds a significant 48.3% lead over the second position. According to the industry's top chart, this sector exhibits medium competitiveness. This might suggest that stark differences in Visibility Scores between companies are more typical for industries with low and medium competition, while in more competitive sectors, the charts tend to show a smoother gradient.

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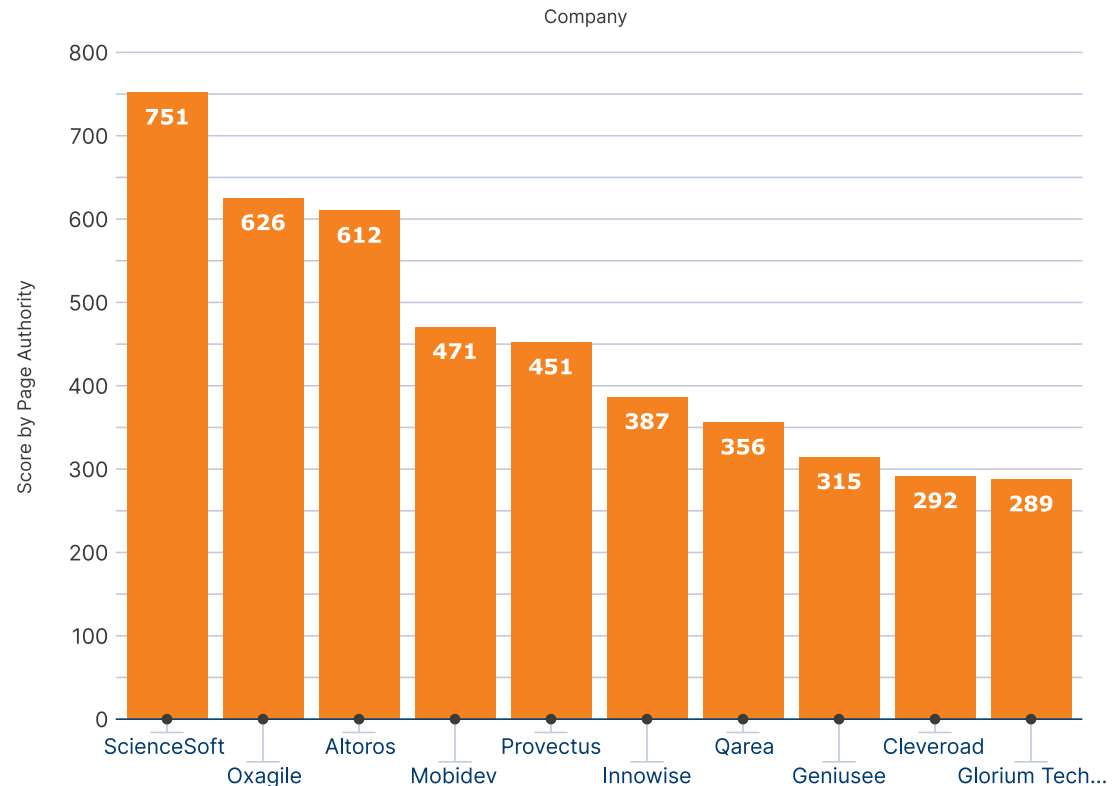
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## Top 10 Companies for Retail & eCommerce



The Retail & eCommerce sector has a high score, and, therefore, is highly competitive.

Three leaders—ScienceSoft, Oxagile, and Altoros—possess extensive cross-industry expertise. The gap between the leader and the second position is 19.9%, with a minimal difference between the 2nd and 3rd spots. There's a significant transition of 29.9% between the third and fourth positions, followed by a gradual decline down to the tenth place.

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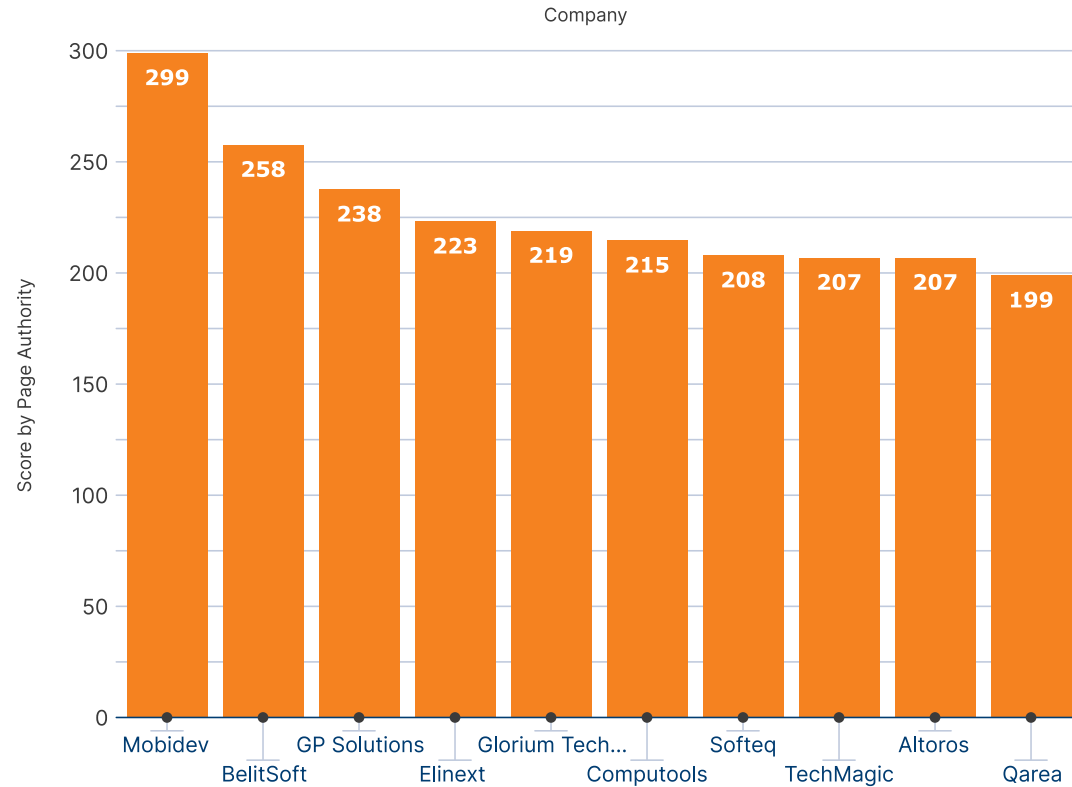
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## Top 10 Companies for Travel



The Travel sector has a low score, is significantly affected by economic crises, and may experience a negative impact from governments' efforts to lower humanity's impact on the environment in the future. The industry ranks 17th in the report chart and shows relatively low competition.

The leading positions are occupied by companies with broad cross-industry expertise. Two front-runners, Mobidev and BelitSoft, can be distinguished with a 15.8% gap between the first and second positions. Subsequently, the difference between the second and third spots does not exceed 8.4%, followed by a gradual descending trend.



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## IV. Industry-Specific Expertise: Online Presence Chart



In this section, the expertise of each analyzed Eastern European medium-sized company is visualized on radar charts, which are often referred to as "spider graphs." They represent a unique perspective for different market players to assess a company's digital footprint across all 19 sectors at a single glance. The following insights can be gained:

- **Area of Specialization:** Prominent segments on the chart indicate sectors where the company has significant online visibility and, consequently, deep expertise.
- **Breadth of Expertise:** A uniform distribution across segments suggests broad cross-industry expertise. Conversely, a focused distribution indicates a deliberate industry-specific strategy.
- **Competitive Stature:** The closer the graph aligns with a perfect circle, and the more area it covers, the stronger the company's competitive position in the market.

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Here's how different stakeholders can benefit from the gained insights:

### For Potential Clients

- **Optimal Partner Selection:** Clients seeking partners in a specific domain can utilize these graphs to choose the company that best aligns with their industry expertise.
- **Understanding Company Versatility:** Determine whether a company offers a wide array of services or specializes in certain domains, gauging the breadth of its expertise.

### For M&A Financial Experts

- **Asset & Risk Evaluation:** Determine the company's diversification level and dominant market positions by assessing its breadth of expertise.
- **Competitiveness Analysis:** Evaluate how enticing a company might be for mergers or acquisitions based on its competitive stature.

### For Industry Analysts

- **Market Position Research:** Identify leading and lagging firms across sectors based on their area of specialization.
- **Market Strategy Analysis:** Ascertain whether a company follows a diversification or specialization strategy based on its breadth of expertise.
- **Competitive Landscape Evaluation:** Study the relative strength of a company compared to other market players based on its competitive stature.

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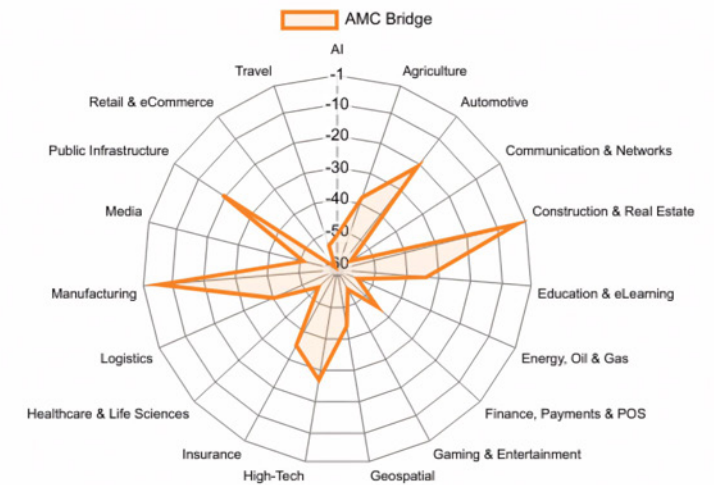
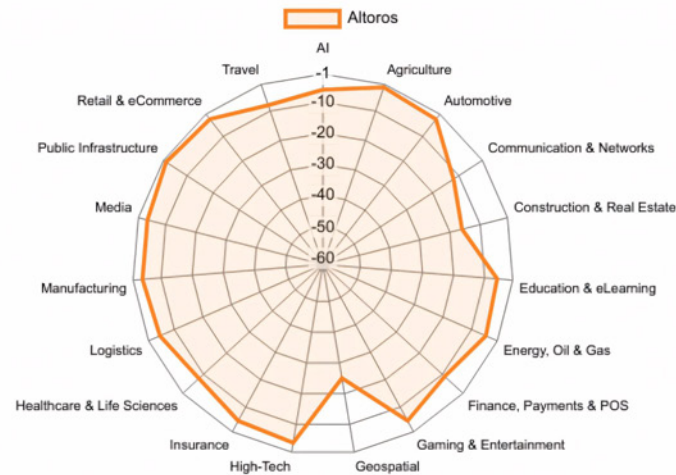
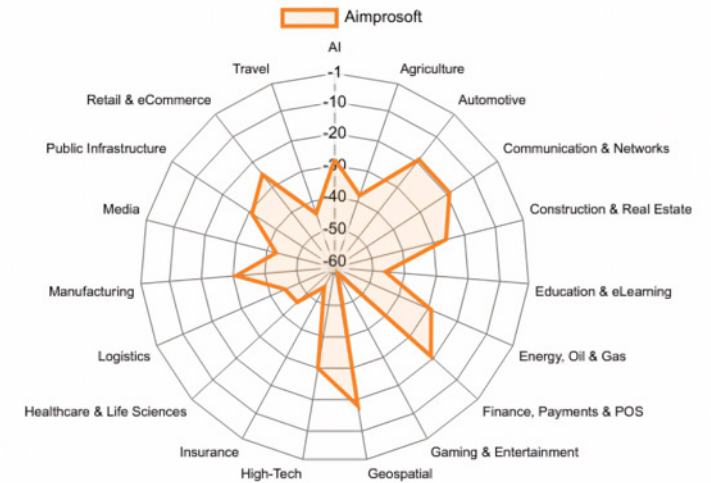
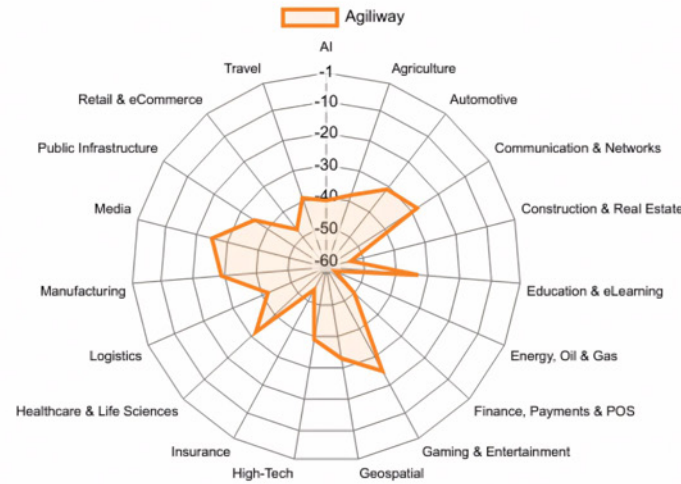
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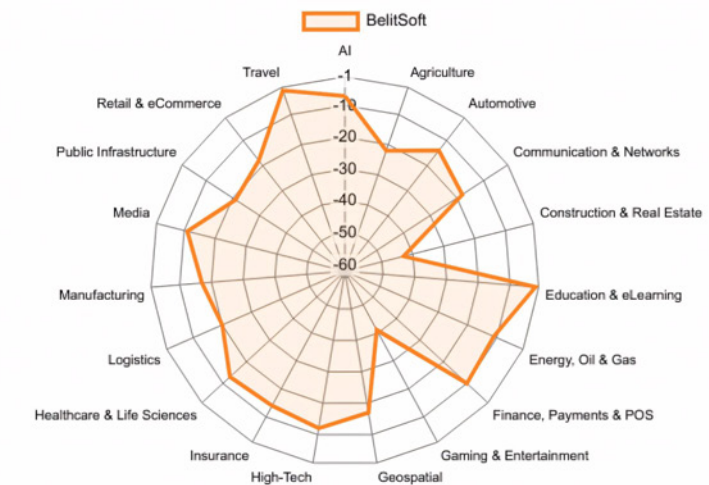
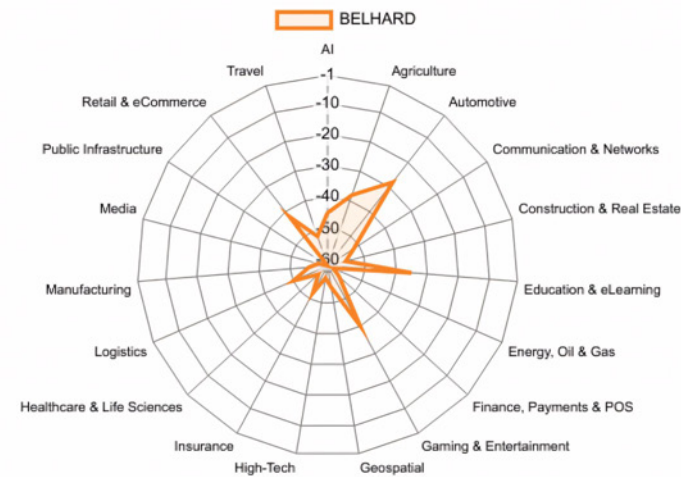
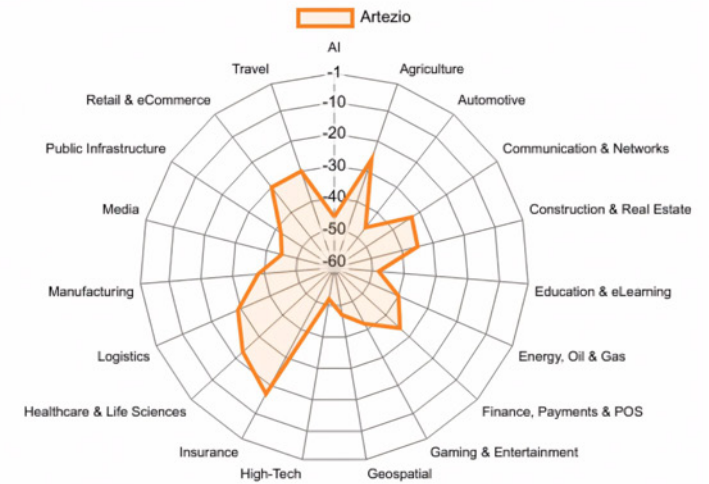
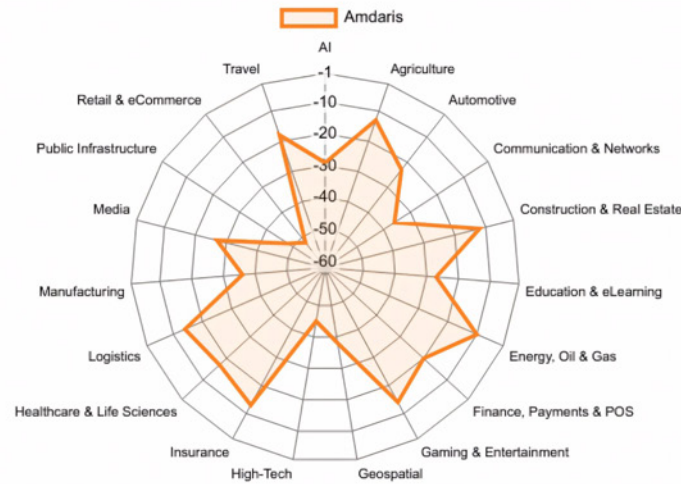
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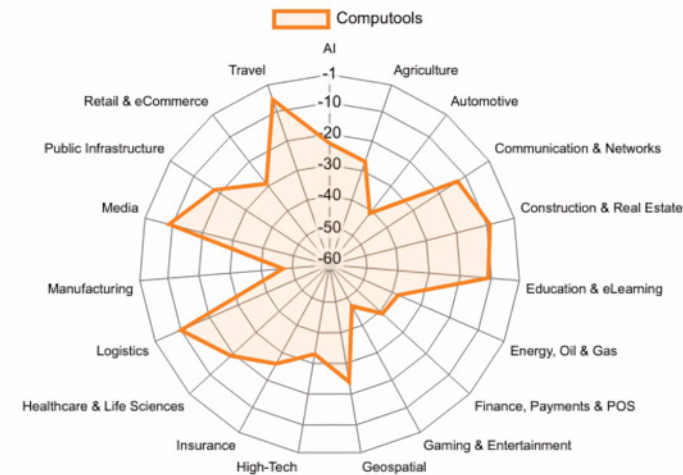
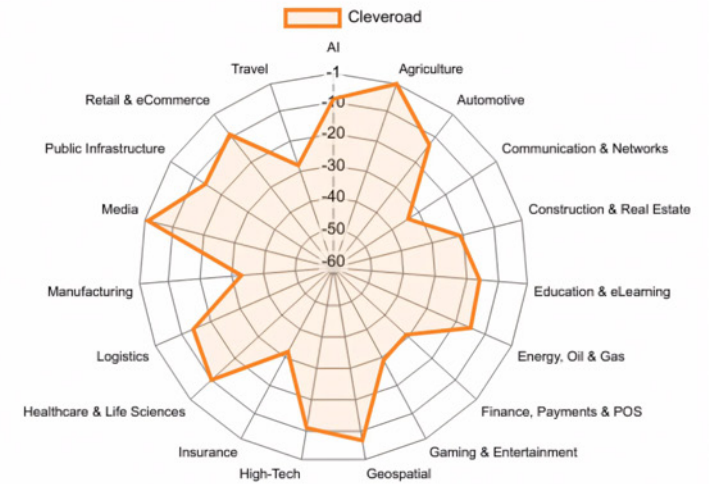
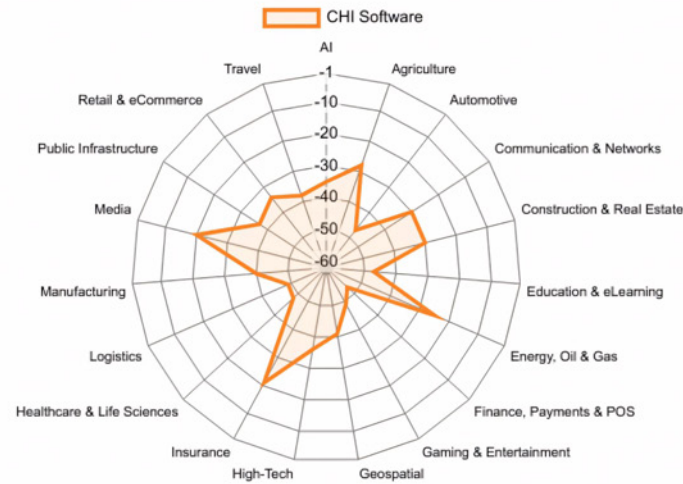
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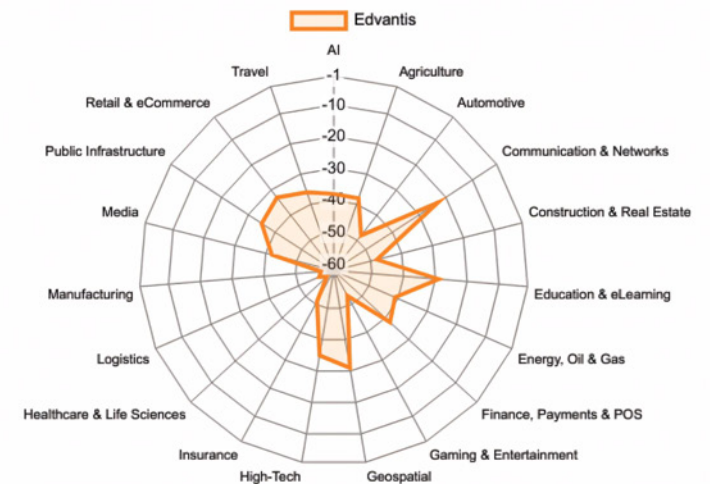
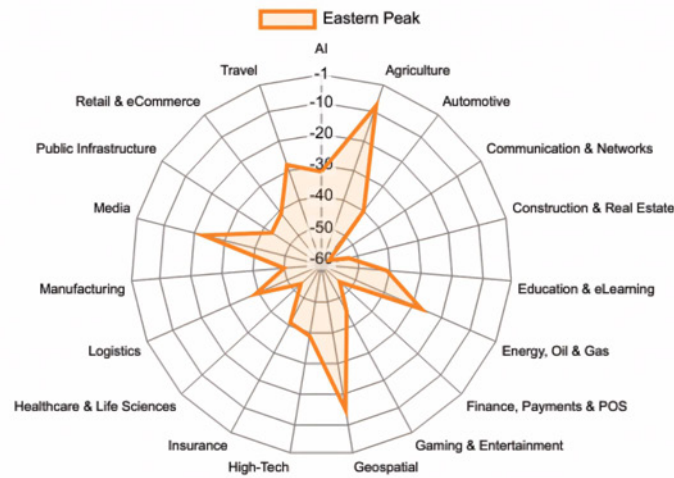
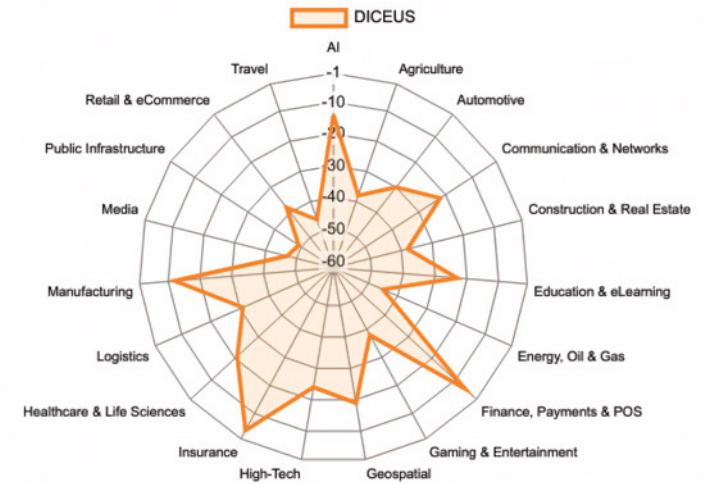
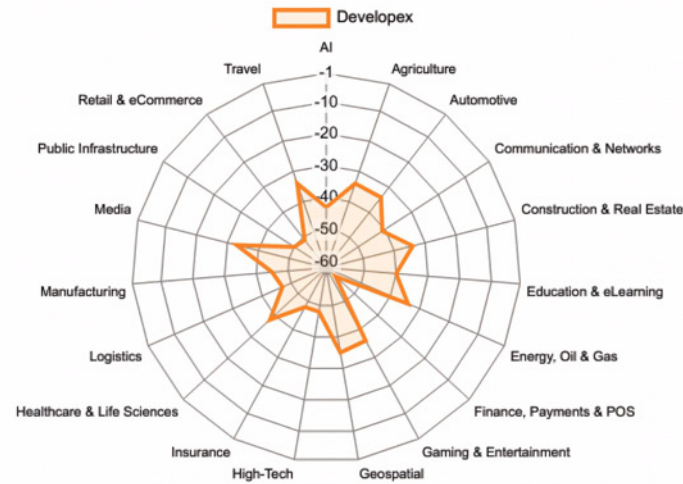
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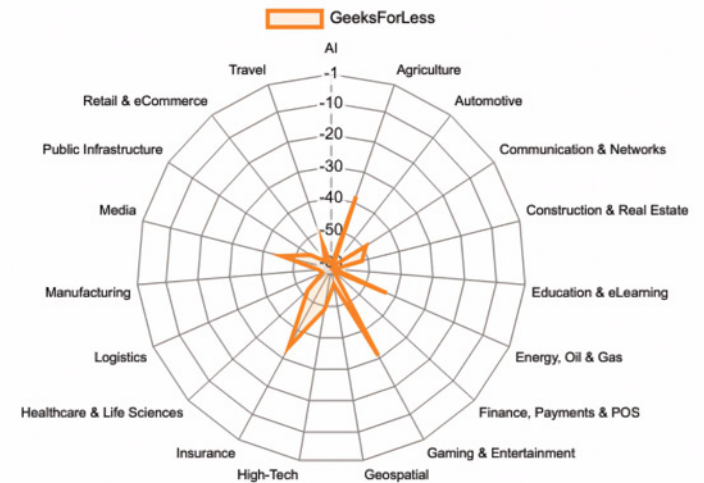
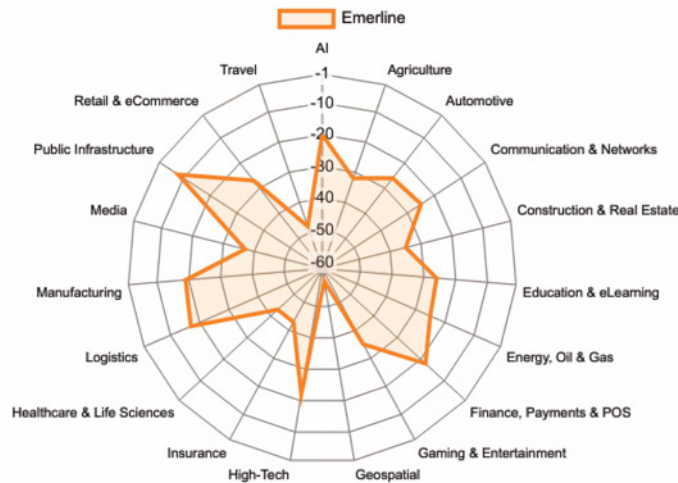
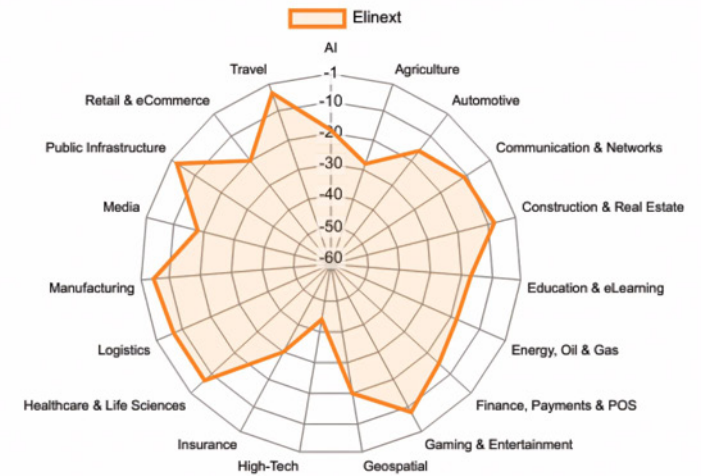
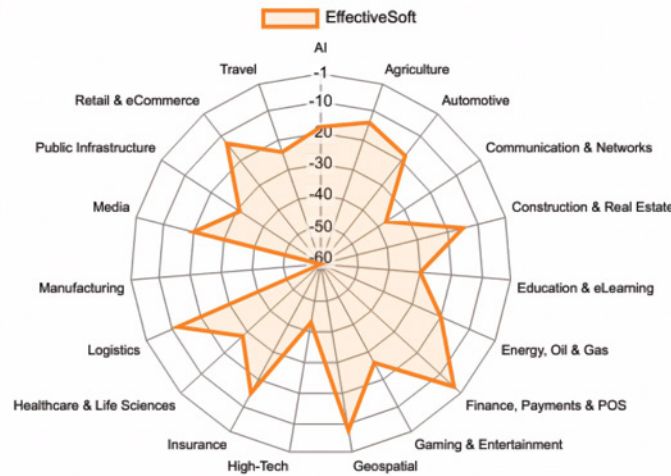
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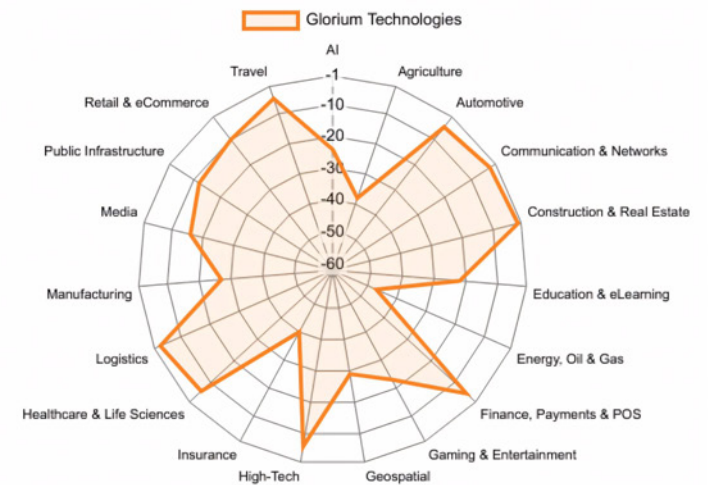
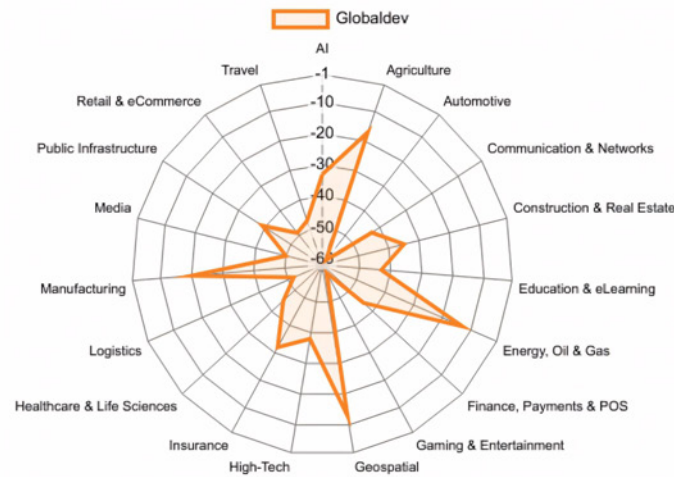
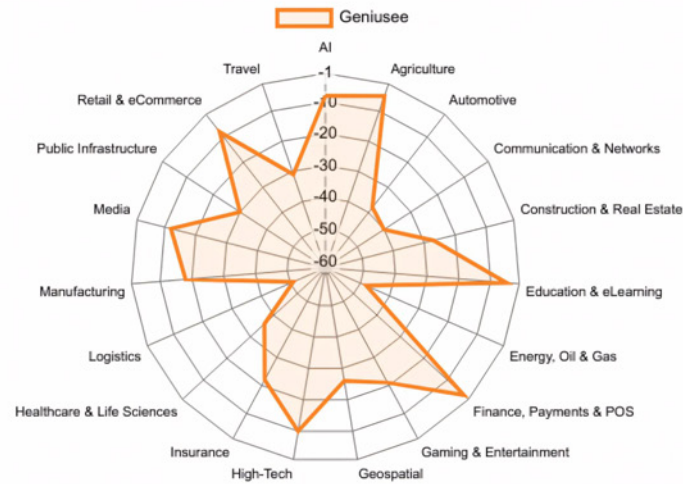
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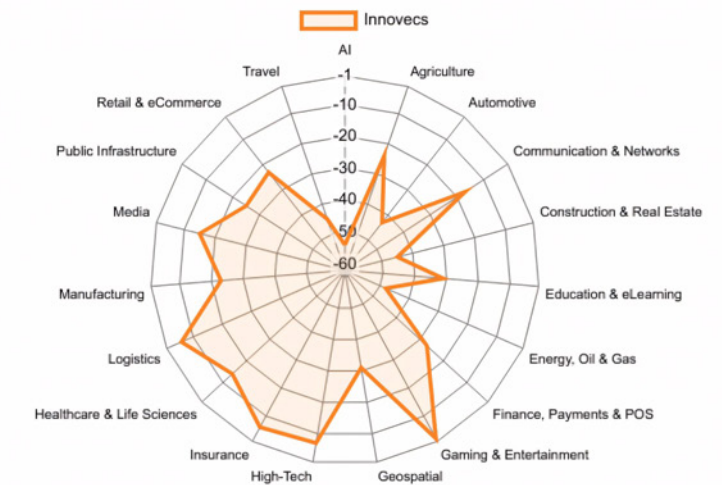
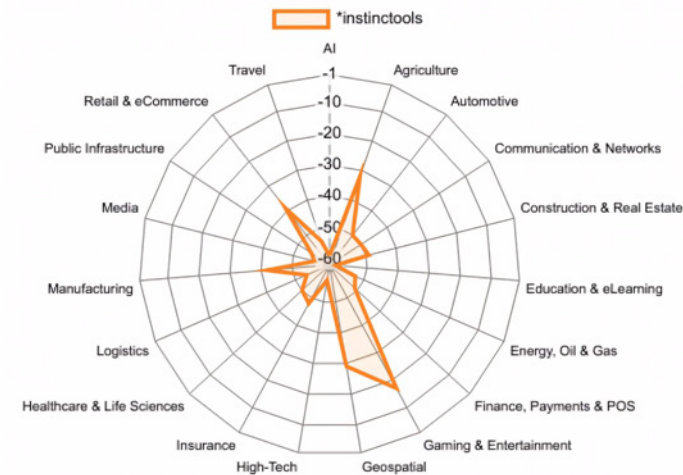
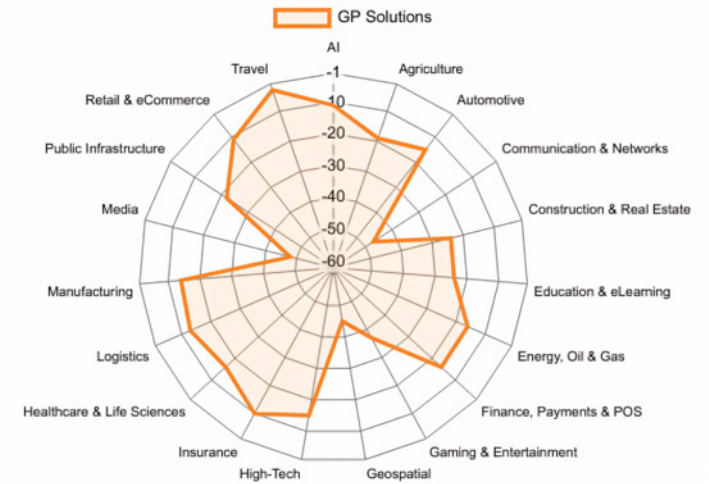
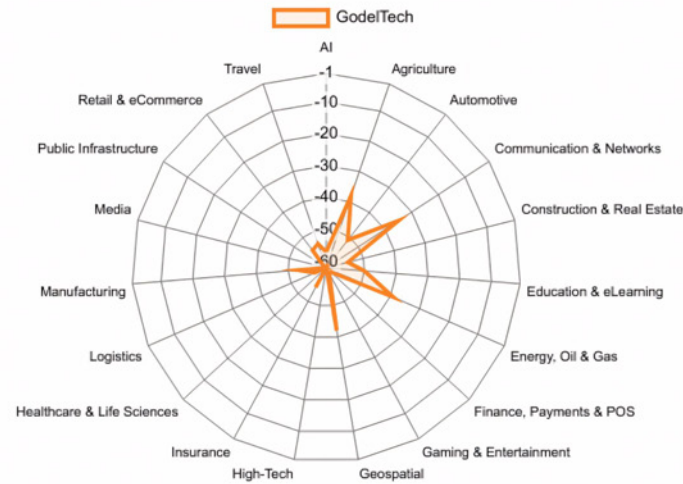
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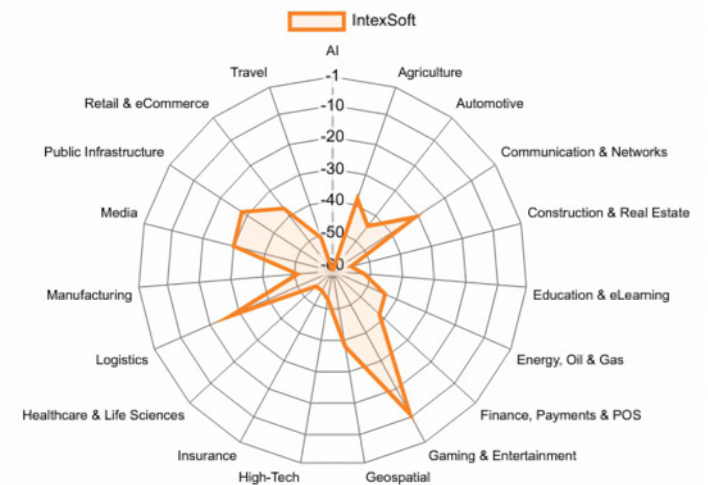
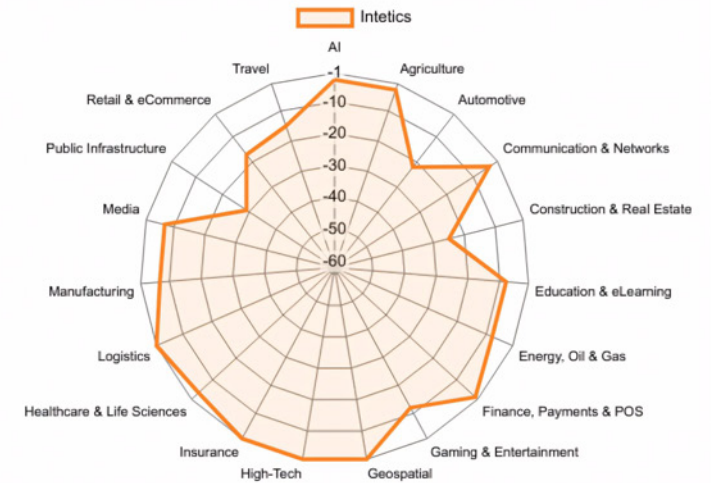
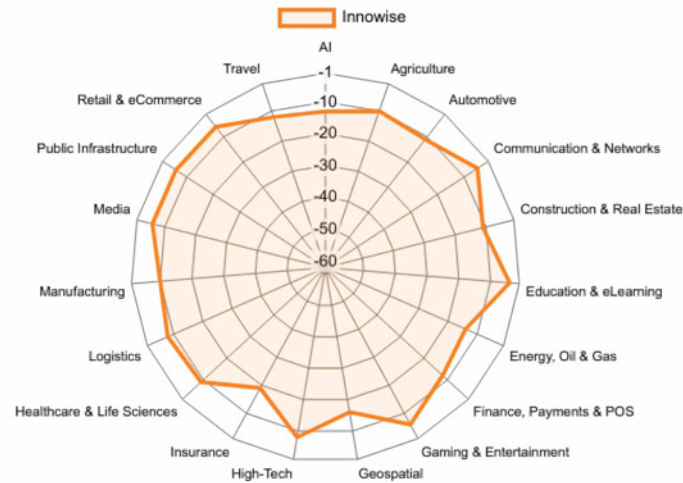
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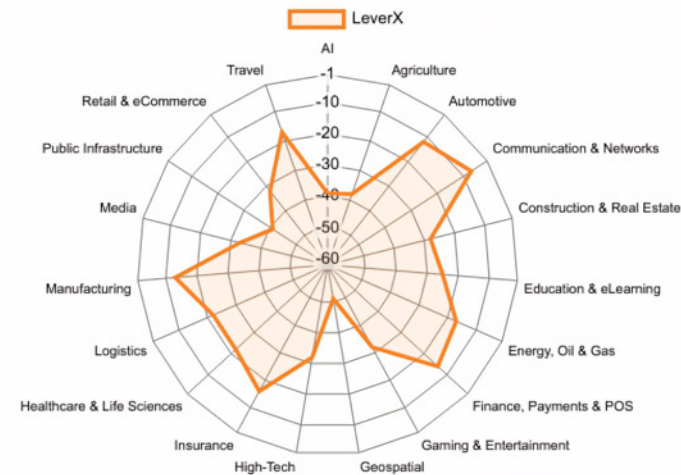
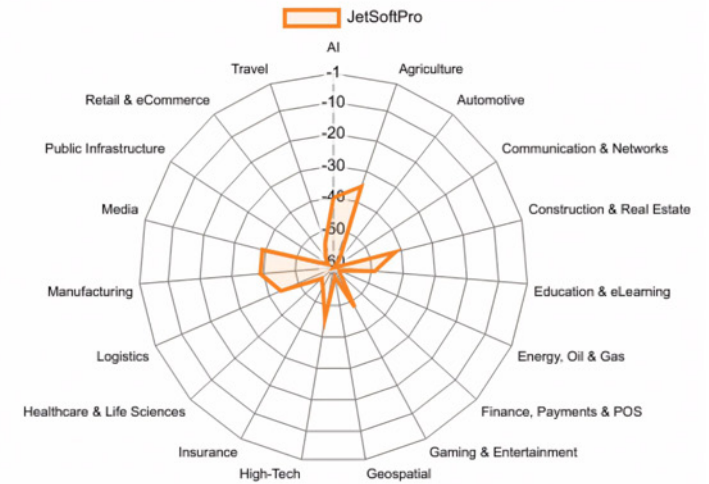
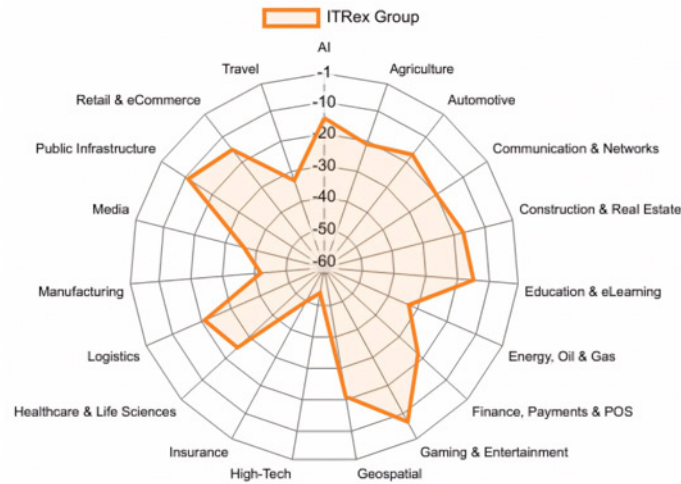
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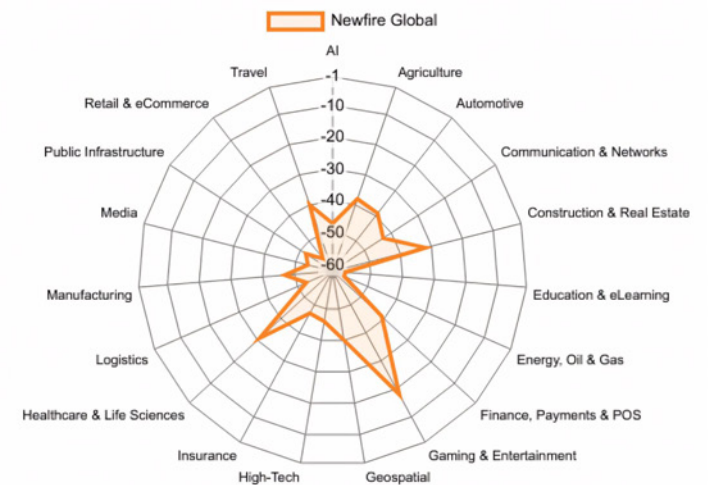
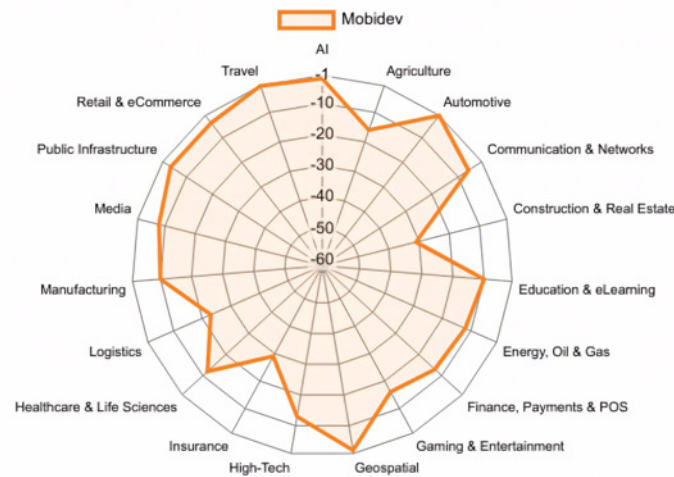
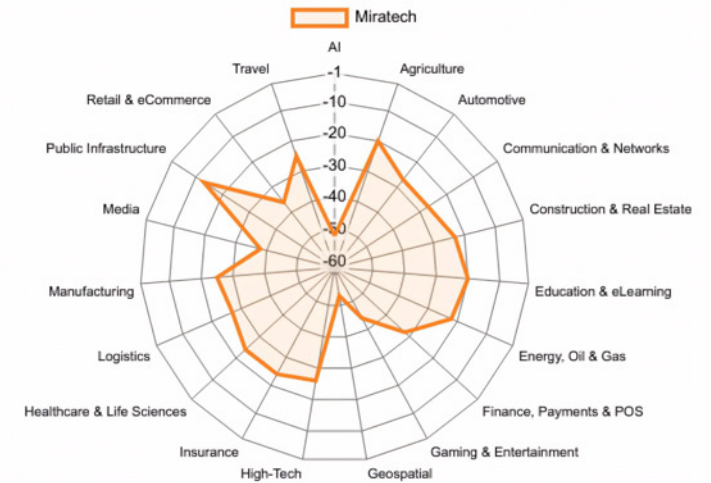
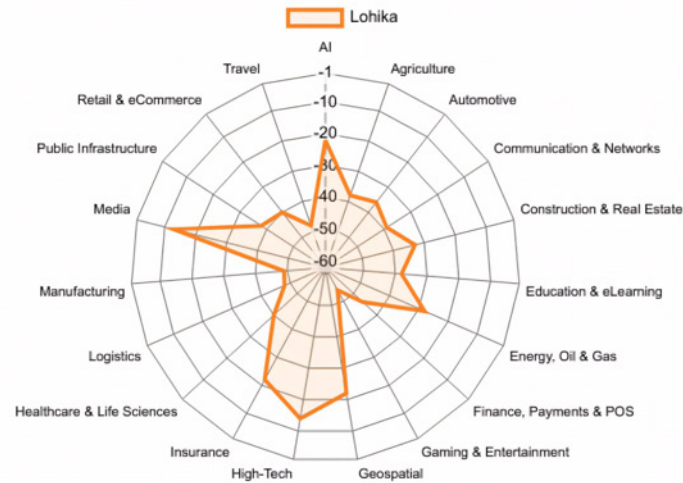
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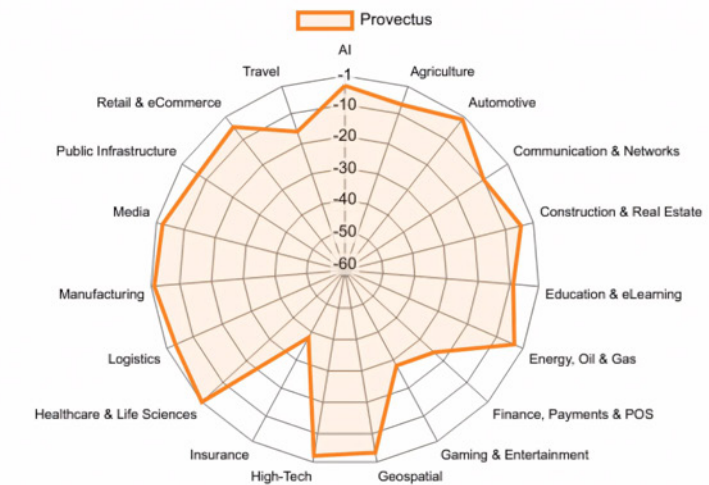
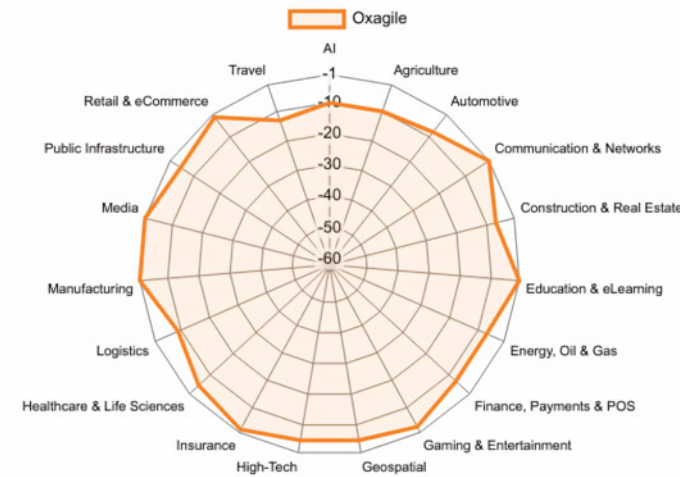
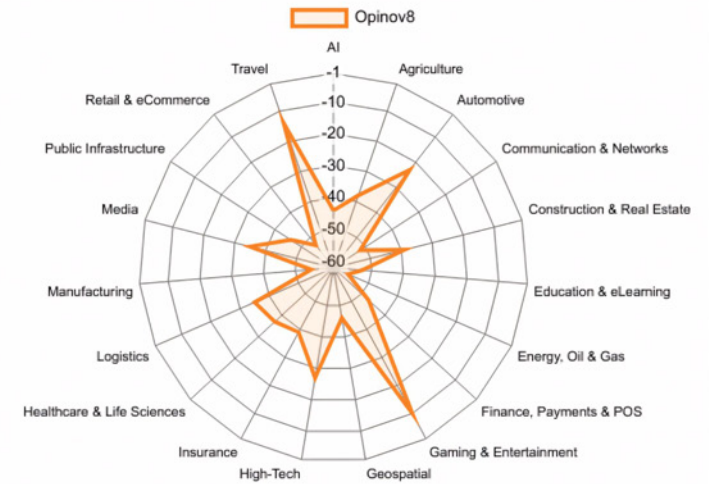
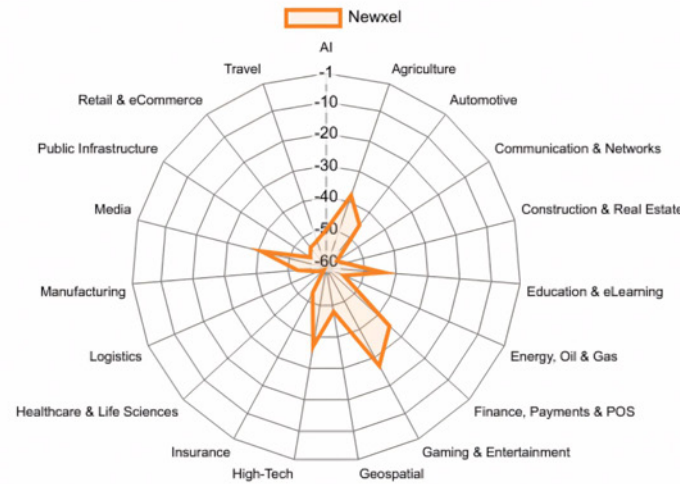
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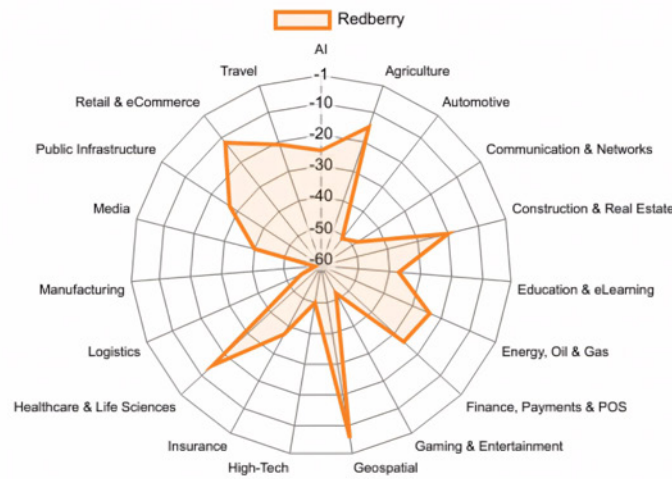
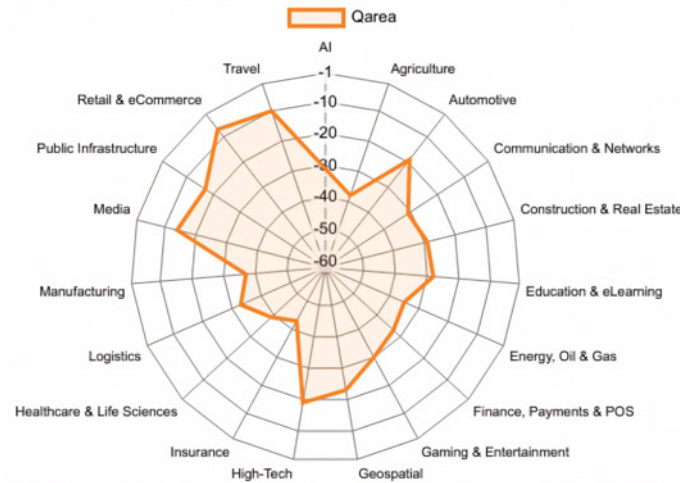
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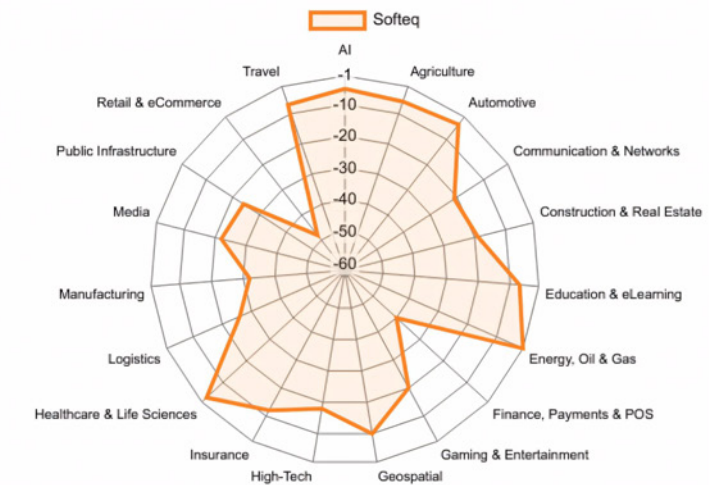
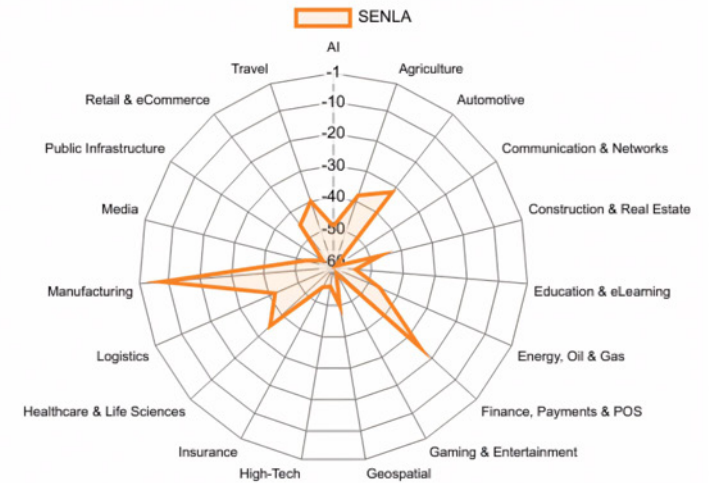
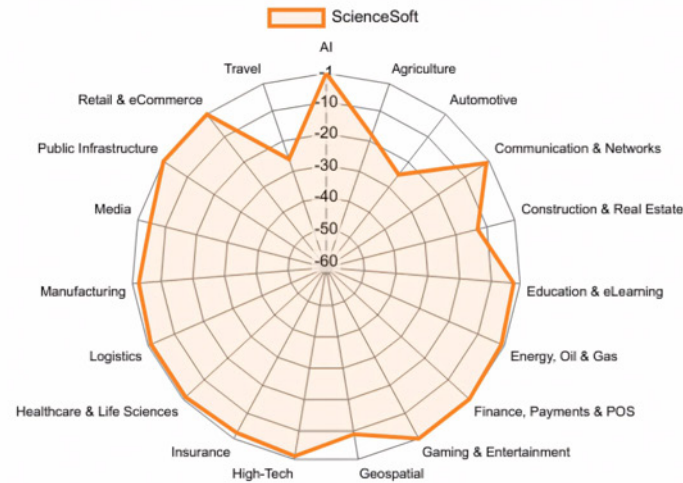
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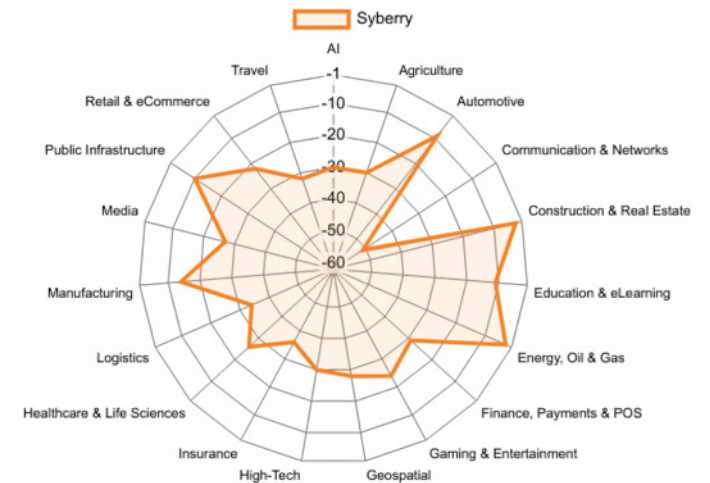
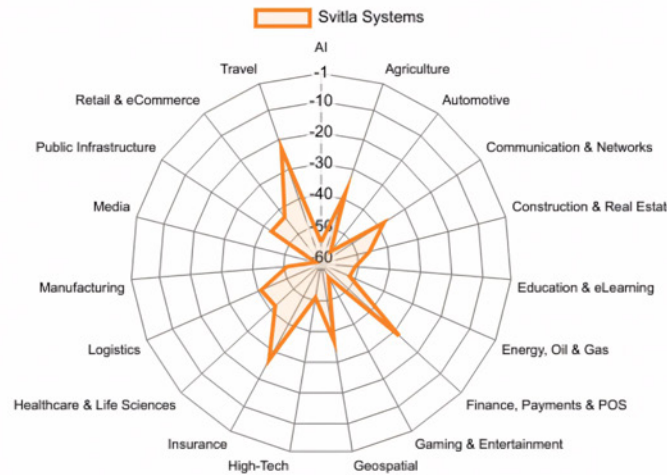
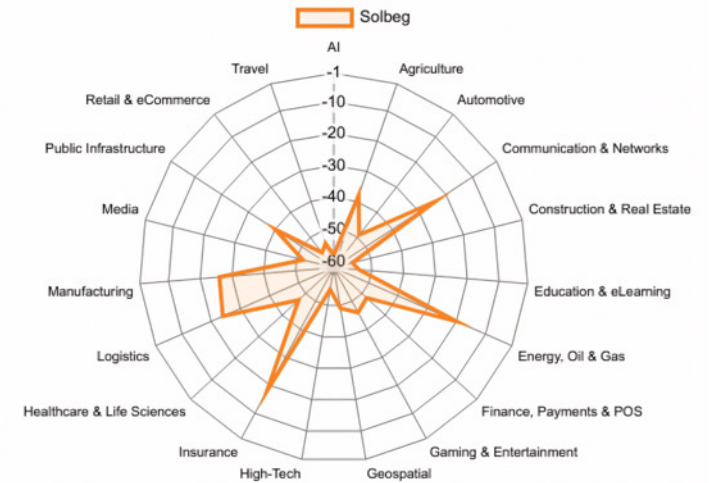
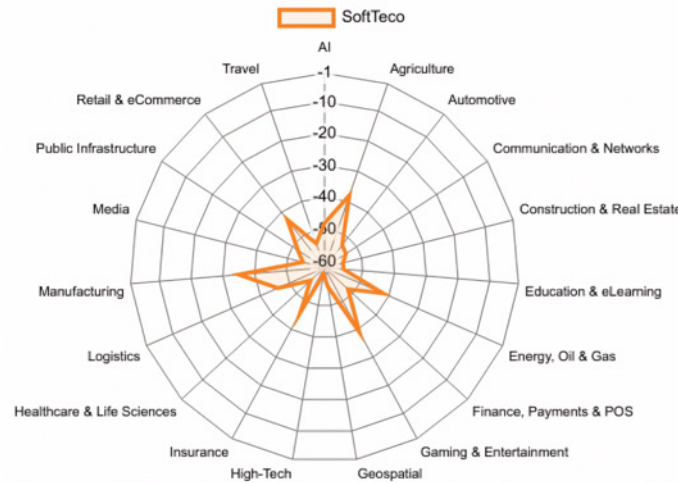
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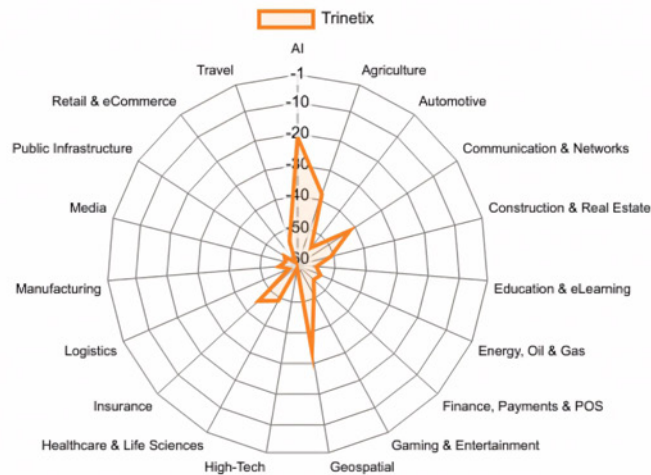
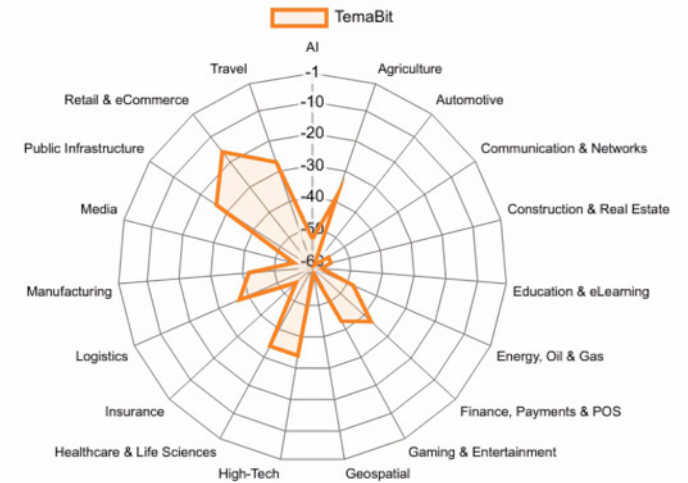
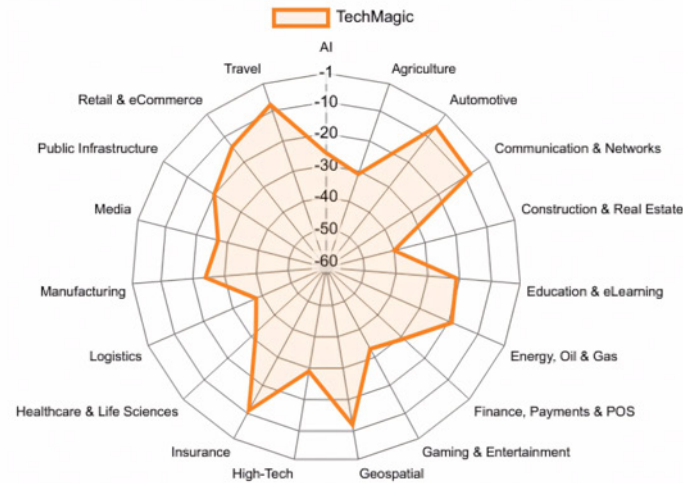
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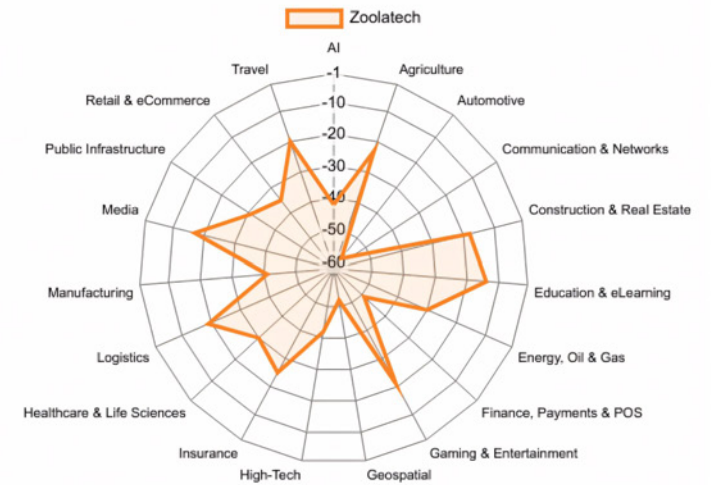
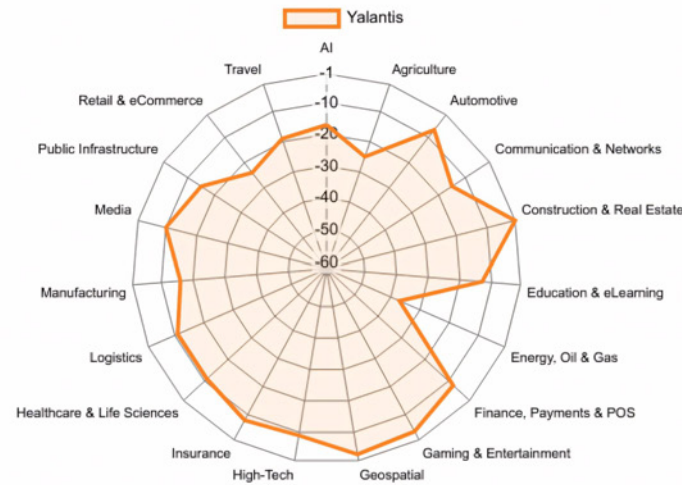
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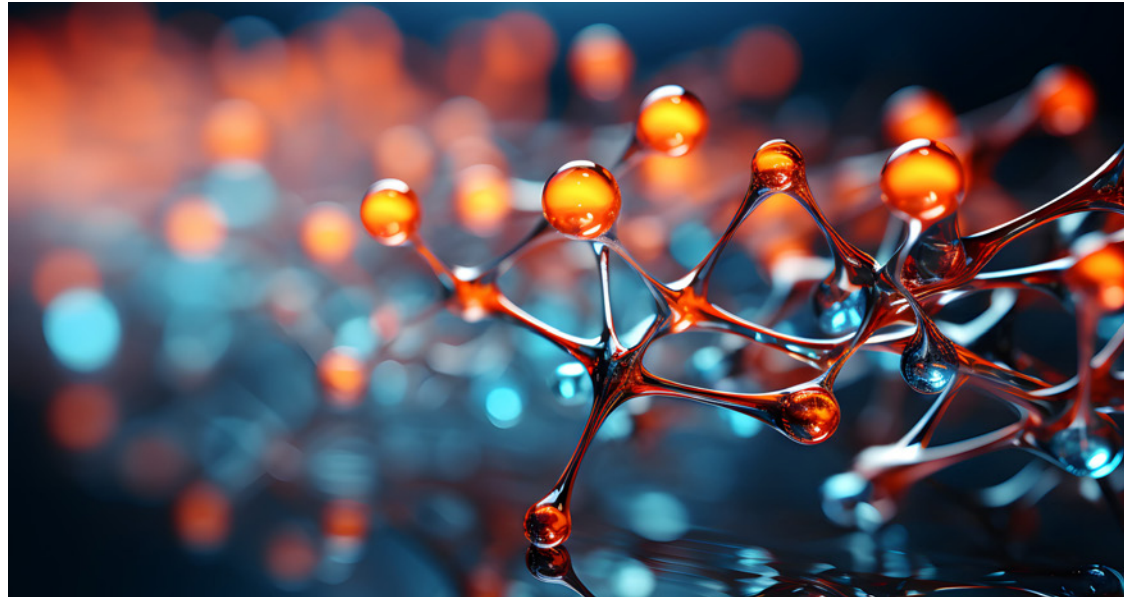
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## V. Top Industries: A Competitive Landscape in Online Visibility



The AI sector has the highest score overall; it is a whopping 62% higher than the score of the Healthcare and Life Sciences industry. While the AI industry has the fiercest competition, market players from Eastern Europe also have more significant experience in the field. Five consequent industries have had their scores gradually decrease. Overall, the top 10 most competitive industries are AI, Healthcare & Life Sciences, High-Tech, Finance, Payment and POS, Media, Education and eLearning, Retail and eCommerce, Communications and Networks, Public Infrastructure, and Automotive. The lowest score, and therefore, competition, is across the Construction and Real Estate, Travel, Insurance, and Agriculture sectors.

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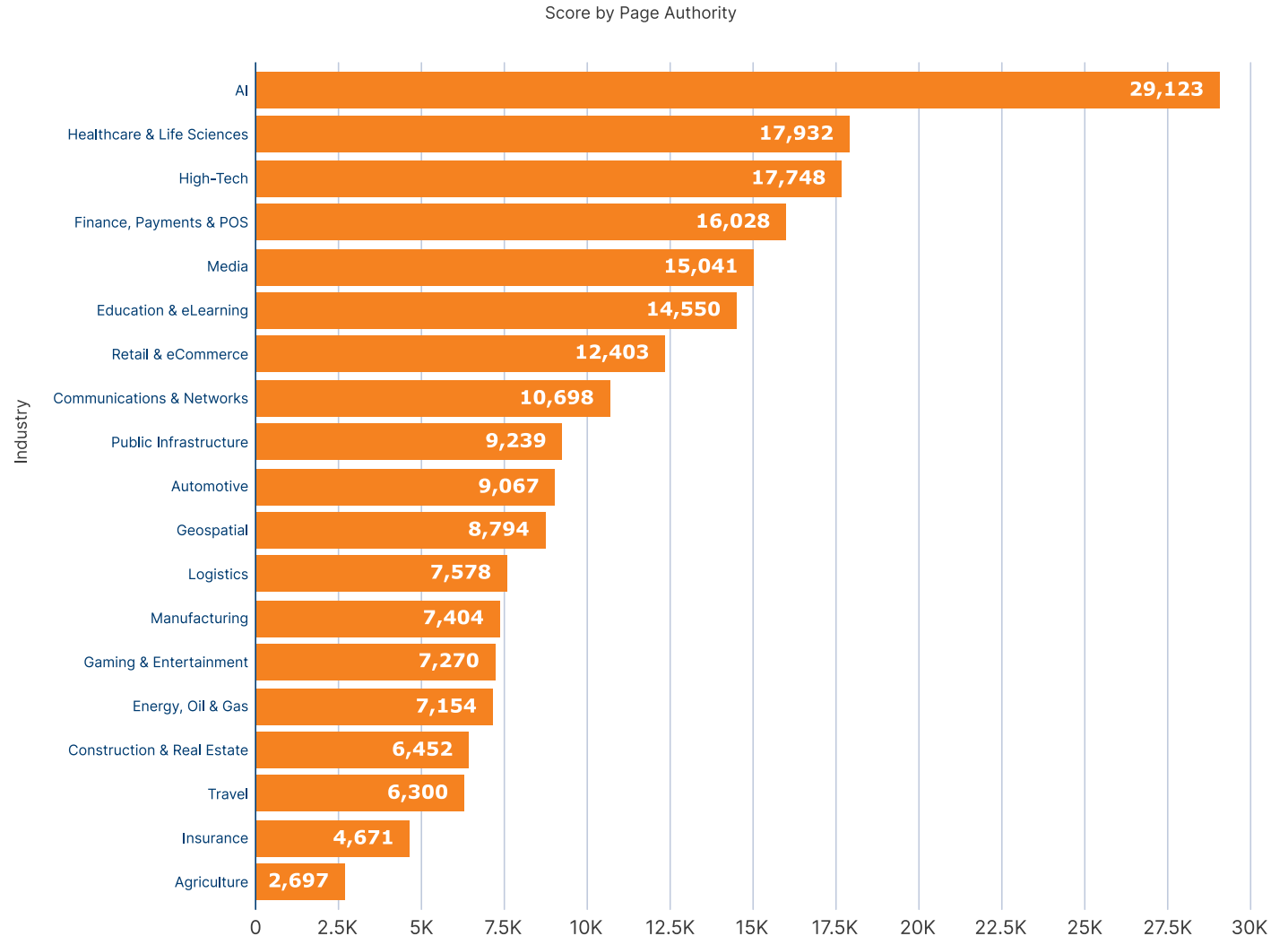
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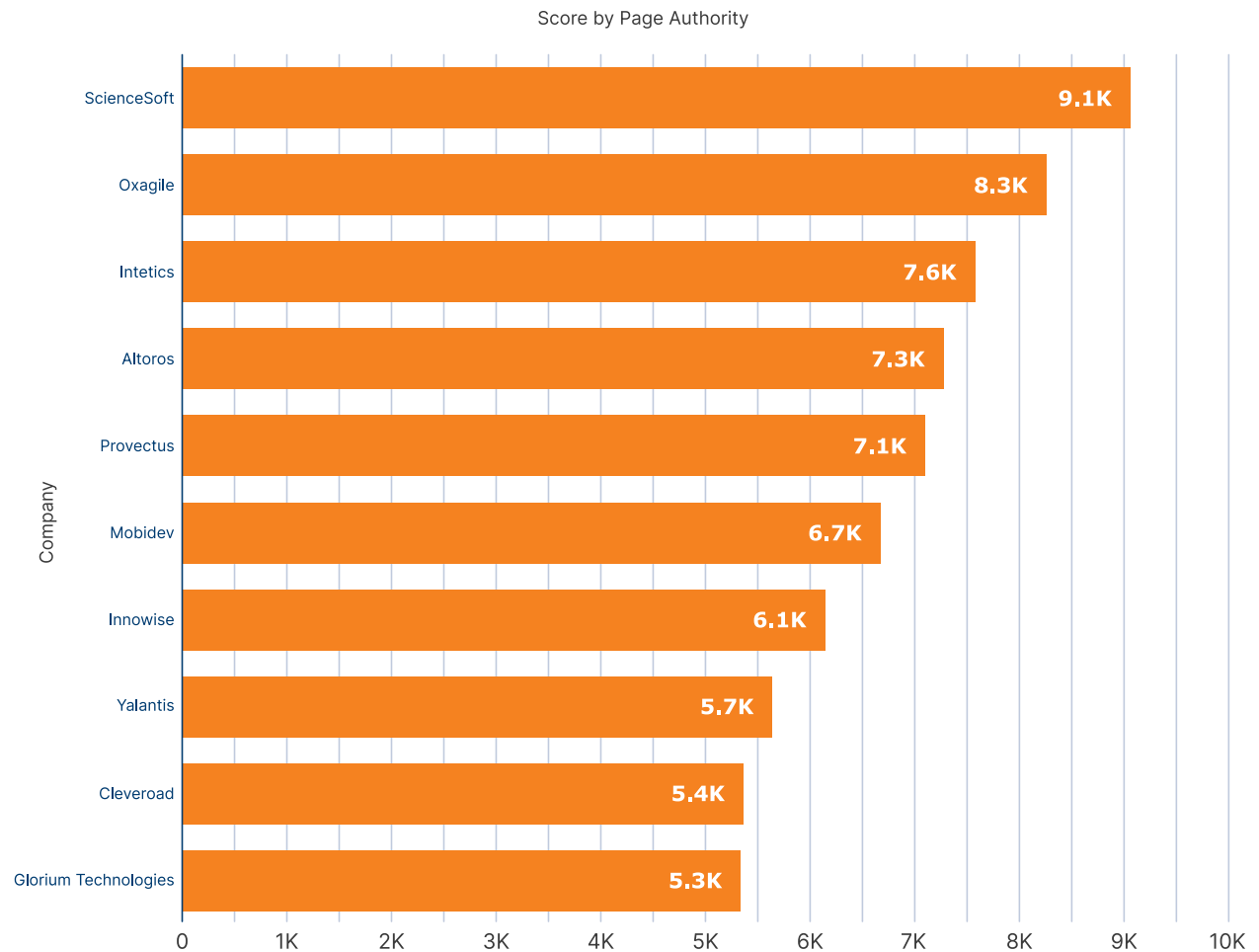
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ScienceSoft is the leader in terms of Online Visibility Score across industries, surpassing the second spot by 9%. Other companies with broad cross-industry expertise are Oxagile, Intetics, Altoros, Provectus, Mobidev, Innowise, Yalantis, Cleveroad, and Glorium Technologies.



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This report is the first to assess the competence of Eastern European mid-sized custom software development companies using a clear, simple, and reproducible methodology. It offers valuable insights into the expertise and objectives of these companies across 19 different industries. These findings provide essential benchmarks for tech companies, investors, and analysts seeking a deep understanding of market trends and opportunities in the Eastern European programming services sector.

### Key Findings:

- 1. Cross-Industry Expertise.** Companies like ScienceSoft, Oxagile, Intetics, Provectus, Altoros, Innowise, and Mobidev demonstrate leadership across multiple sectors, showcasing a diversified online presence. Their ability to shape industry trends and effectively communicate their strengths highlights their influence and potential to drive the software development landscape forward.
- 2. Broad Sector Expertise Among Leaders.** No single company excels exclusively in one industry. Instead, top-performing companies tend to have substantial scores across several industries. This suggests that overly narrow specialization may limit a company's ability to become a market leader, even within its target industry.
- 3. Untapped Market Opportunities.** Sectors with low online presence among companies indicate potential growth areas. Custom software developers can strategically focus on these less digitized industries to gain expertise, build authority, and secure a competitive advantage more easily compared to highly competitive sectors.
- 4. Competitive Landscape.** Despite the presence of leading companies, no single company dominates all industries. This indicates a competitive and diverse custom software development sector, where companies must continually innovate and adapt to maintain and improve their market positions, fostering ongoing innovation.

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**5. Strategic Online Presence.** Enhancing online presence across all sectors is crucial for efficient market positioning. Companies should adopt a dual approach, diversifying across various industries while establishing specialized dominance in certain sectors. This strategy leverages opportunities in less competitive industries and strengthens positioning in the competitive software development landscape.

The research methodology is straightforward and reproducible, allowing any industry professional to obtain comparable results. The methodology can serve as a foundation for similar future reports. To improve data quality, better evaluation of web page relevance is recommended. Given the large data volume, using automated systems featuring neural networks or natural language processing techniques is advisable. Future calculations can also be enhanced if companies openly share information about their real competencies across different industries.

Businesses seeking specific software development expertise in Eastern Europe now have additional information to help identify the most suitable providers for their projects. This report not only highlights industry leaders but also uncovers potential growth areas, offering a comprehensive overview of the competitive landscape and strategic insights for market positioning.

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