



# Interview with the General Manager Miloš Tkáčik

**Miloš, you have been the General Manager and owner of Principal engineering since the company was created in 2003. In my opinion the biggest growth in the history of the company started after 2010. The company contracted first jobs with banks and telco operators, partnerships with Oracle Microsoft which are currently on the Gold level. How would you describe the beginnings more precisely the period after 2010?**

Principal started providing services to large customers like O2 or RaiffeisenBank in 2010. This has facilitated company growth and expanding our services portfolio with the aim of providing comprehensive services to these customers.

we started focusing more on creating a concept of education and creation of communities specialising in individual technologies. We are also actively involved in support of agile communities or conferences like Scrum Beer or Agile Open Space. In 2018 we re-applied ourselves to further development and redesign of the portal contractors.cz that deals with development of IT professionals. This platform aids us in presenting offers for independent IT professionals as well as our longterm co-workers. Under the umbrella of contractors.cz we also organise trainings whether these consist of open courses or trainings for customers. We also provide information services for freelancers.

**In 2018 we have increased turnover by approx. 20% which only underlines the rising trend of the last couple of years. The total profit has reached the amount of CZK 413 mio. Have you set some financial goals and expectations for the years to come?**

In the first place I would like to thank all who have taken part in the development of the company in the past years. There are 350 of us who work for the company and I am glad that we are still succeeding in finding further opportunities for professional development of our people as well as opportunities with new interesting customers and even customers abroad. For example today we deliver projects for customers from Japan, various parts of Europe and we are negotiating projects in North America.

**PRINCIPAL has relocated to new modern offices in Office Park in Kavčí Hory at the end of 2018 and beginning of 2019. Why has the company moved and what are your expectations?**

The previous office did no longer suit us in terms of size or quality and we were lacking space for expansion. The new offices have sufficient shared space for work and informal meetings, we have created a spacious HUB including its own cafe, relaxation room and most importantly a training room which holds 50 people. The training room is very multifunctional by the by, we have had a theatre performance there already 😊.



**900**  
m<sup>2</sup>

**We opened a new office in Kavčí Hory**

**Last year we won 1st place in the competition Business Project of the Year which awards innovative projects that positively impact Czech economy. Using artificial intelligence our solution is able to recognise in real time what emotions a person is experiencing at a given moment and this can then be used in various sales or assessment dialogues. Would you like to point out some other unique products PRINCIPAL offers?**

The most notable is the already mentioned solution PCRF (Policy and Charging Rules Function) deployed in O2. From the Microsoft portfolio I would like to mention AZURE, number 1 in cloud services and SharePoint and Dynamics CRM we are implementing in ASAHI, Česká Spořitelna or CzechInvest.

**Last year we were partners of several interesting conferences. We can mention the excellent cooperation with the company Edutrea while organising Agile Open Space and Project Open Space or cooperation with the company Aguarra on AGILIA PRAGUE. Furthermore we can name our partnership on UX conference experience for business and organisation of the conference Cyber Insurance 2019 where we cooperated with the Czech Association of Insurance Companies. What does our participation and partnership in these conferences mean for you?**

Conferences, seminars or even informal Scrum Beer are perfect for sharing know-how, drawing inspiration and passing practical experience. For example it is intriguing to watch the debating representatives of insurance companies that are competitors outside the training room but on the cyberinsurance conference they cooperate on themes that present pressing issues for all of them.

**You yourself have been very involved in the expansion of PRINCIPAL to foreign markets recently. Not long ago you returned from a business mission in Canada that included among others also the President of the Chamber of Deputies Mr. Radek Vondráček. What benefit do you see in these activities and what potential do foreign markets have for PRINCIPAL?**

Canada and North America as a whole is a market culturally close to us, it attracts talent and is the centre of innovation. In addition to the business potential of the biggest economy in the world it is an attractive destination for our specialists. Who in IT would not like experience and reference from a project of an American customer? Especially today when a large part of a project can be delivered remotely.



**350**  
specialists

**We create a stable environment for professional growth of our workers.**

**What main market segments does PRINCIPAL service? Are there perhaps areas of special importance to us or areas we have the most expert knowledge in?**

At the beginning it was mainly banking and telecommunications, but today we work for multinational companies like PPF or Škoda Auto. Currently we are negotiating contracts in the Balkans or in North America for instance. Today it is important for us to be able to react to customer needs from a broader perspective not only in the extent of partial IT delivery. We developed our know how in the telecommunications industry in this manner and today we compete with companies like Nokia and Huawei. It would be hard to name all customers right now nonetheless can you mention some customers or partnerships you are proud of or are more memorable? One of our customers is the ASAHI group, owner of Pilsner Urquell, which is interesting in two ways - its origin and the extent of deliveries. We deliver key systems for the breweries owned by the group throughout Europe. We have established ourselves longterm in telecommunications. Most notably I can mention O2 in the Czech Republic and in Slovakia where we delivered for example the reference solution PCRF for provision of data services and operation of 4G and upcoming 5G networks.

**In the area of partnerships I am particularly proud of how we approached the Microsoft partnership.**

We have not achieved the Gold partnership level by longterm sales of licenses but by actively developing competencies and implementing solutions with the customers.

**Today Principal engineering is more than just an IT supplier.**

With regard to shortage of IT professionals, requirements on the part of the customers and our specialists



**413**  
mio CZK

**PRINCIPAL**  
increased profit by 20%  
in 2018

**Would you like to point out some new customers we offer our services to?**

I should not like to leave anyone out but let me mention the following customers:

- W.A.G. payment solutions
- Global Payments Europe
- ASAHI
- Kuoni Destination Management
- APS Management Services
- NESPRESSO