

the mag.

JEVERA



2022

THE YEAR OF BRAVERY

The year was tough, but Ukrainians have proven to the whole world that we are strong, brave, creative, and unbreakable. The tech domain of Ukraine has become a secure home front of the economy along with international support.

We keep on rocking.

the CEO's Notes

Hello!

I will introduce myself to the newcomers - my name is Anna Tyschenko, and I am the Chief executive officer at JEVERA Software. I am delighted that you downloaded a copy of the MAG. Thank you.

This 4th issue mirrors the Ukrainian bravery to stand against terror and fear. Despite the war, the Ukrainian tech domain generated more than 4% of the country's GDP, and over 90% of local companies plan to continue investing in Ukraine and its prosperity. The numbers speak for themselves and motivate us to keep working and delivering top-notch software.



Our editorial team has filled the Q4 issue with various topics from different domains to give the reader a bigger picture of what is going on in the world of tech. We start the issues with the annual achievements of JEVERA (p.04), where every direction leader shared their challenges and goals. Our team managed to stabilize the situation in the company, re-organize the business processes to keep our people safe, and ensure solid delivery. Even though 2022 was thorny, it made us stronger and more cohesive.

I want to thank the whole JEVERA family for their strength and courage. I am very proud of each of you!

Traditionally, thank you, dear reader, for supporting and #StandingWithUkraine.

Enjoy your copy of the MAG.

JEVERA MAG.

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JEVERA Achievements 2022: Through the Thorns to the Stars


Do you feel a Christmas spirit in the air? This year, it has a different mood: it makes people be thankful for their lives, families, and safety. Traditionally, it's time to sum up everything that has happened in the last 365 days and write bold plans for the future. We decided to follow this ritual again and share core achievements the JEVERA team reached in 2022, regardless of the war, blackouts, and daily struggle for existence.

Henry Ford once said, "Obstacles are those frightful things you see when you take your eyes off your goal." But we are proud to pay attention to those obstacles and overcome them since challenges helped JEVERA become flexible, ready to force majeure and contribute more to the clients' prosperity.

Nothing can stop our team from delivering value to businesses - CEO about the ability to withstand a superior force

No matter what the scale of a disaster is, there's always room for opportunities. The same goes for Ukrainian IT businesses that looked for efficient ways to organize uninterrupted work and found them. Moreover, companies achieved growth in revenue and managed to support the Ukrainian economy owing to the hard work of military forces, partners' support, and clients' trust.

"First of all, I'll use a chance to express my gratitude to Ukrainian military forces for fighting with an enemy daily and making our victory closer. I also appreciate the entire JEVERA team for resistance, understanding, optimism, and faith in the future. And, of course, our dear clients and partners - thank you for your support and for staying with us.



Anna Tyschenko,
Chief executive officer
@ JEVERA

When it comes to the power and invincibility of the Ukrainian people, the numbers talk by themselves. The IT business continues to work for economic growth and demonstrates the rise even after months of the war. The scope of fees and taxes paid during the nine months of 2022 is \$1.3 bln, which is 13% more than in 2021. During the 10 months of 2022, the domain brought a whopping \$6 bln of export income. It's 10% higher compared with last year.

It's pleasant to explore that 43.1% of responded IT companies expect business growth considering the results of 2022. Meanwhile, 93.4% of local enterprises are going to invest in Ukraine.

We're inspired by these promising results and believe that the real power is to find opportunities even in the darkest times. The JEVERA team continue its work even during bombings when sitting in shelters to support a national economy. We have action plans to withstand blackouts and other issues caused by this war. We are fighting, and we will win!"

The main priority is people's safety. How BCP (business continuity plans) work in JEVERA — COO talks about adaptability

One of the core IT business features is its ability to tailor to circumstances starting with updated client requirements and ending with driving the situation during any accident, whether war or a natural disaster. We had an opportunity to experience the entire spectrum and create efficient plans for any case. This approach allows our partners and clients to be sure that JEVERA will always stay afloat and deliver real digital value.

Julia Dayneko, Chief
operating officer
@ JEVERA



"The transformation of business processes, internal communications, and our approach to delivery started during the pandemic. We experienced the first serious push showing the importance of responding to unexpected circumstances. The beginning of the war forced us to double-check our results in this field and improve them. We didn't believe in the worst scenario, but still, we had to be ready. The team developed action plans for various cases. Unfortunately, we understood that the war would not end soon, so the C-level started working on long-term business plans and strategies when the first stress passed.

Communication in such conditions is crucial, so we launched an internal digest to inform colleagues about the most relevant things. Our HR team has prepared guides on how to act in these non-ordinary conditions.

The staff turnover is still 19,5% regardless of the war, which is also a good omen. It means people are strong enough to continue working and delivering valuable results. To help talents, we launched a project of psychological support for the team to prevent mental health issues.

During 2022, we managed to hire 11 top-notch talents to empower our team. JEVERA started the active recruiting process in August, but I'm proud to say that all hired specialists are completing or have already completed their trial periods successfully.

Another great news is the JEVERA Software C-level team now consists of 62% of women, which proves that the IT field is not the niche for gender stereotypes anymore."

JEVERA is ready to share best practices with businesses worldwide — Digital Transformation Officer about trends

We got a unique opportunity to see how digital transformation improvements of Ukrainian businesses can work despite force majeure. It's not news that companies experienced challenges with supply chain, search, cooperation with partners, and implementation of new software. Enterprises found solutions in the collapse, and we're proud to admit that JEVERA Software was one of the drivers of this process.

Evgeniy Aleksandrenko,
Digital transformation
officer
@ JEVERA



"Among our significant achievements in this field was the creation of a large platform for business cooperation backed up by the United Nations. During Q1 2022, together with the client's team, we successfully completed the rollout of the updated POS at 400+ points of sale. We started its development in 2021, but the final deployment occurred during active hostilities. Moreover, the system had to be adapted to a new reality not foreseen before.

Cooperation with national businesses this year provided JEVERA with solid software development expertise, particularly for retail and telecom enterprises. We built robust, reusable solutions and we are actively implementing them with foreign partners. Consequently, in 2022, Ukrainian companies will continue requesting our team to help implement bold ideas and develop innovative products. It means they make plans for the future, and strive to grow and scale. This fact is really inspiring.

Now, JEVERA is negotiating with partners and clients from the US, the EU, the Middle East, and Israel. We show them that the trends and actions born in the war conditions can be borrowed, scaled, and used to achieve confidence and stability in the future. Businesses can consider the lessons learned and prepare the software ecosystem for any disaster. "

All delivery deadlines were met — Delivery Head talks about projects

The contractor's ability to provide results timely was the main concern for B2B clients when cooperating with Ukrainian IT service providers. Threats to life, relocations, blackouts, and other similar issues are always risky since they might affect the pace of software development and digital product functionality. Meanwhile, the proper management and ability to be a step ahead allowed JEVERA developers to keep high customer satisfaction, meet deadlines and deliver best-of-breed digital solutions on time.

"This year was highly challenging. Meanwhile, we have started a transformation of delivery processes during the pandemic. That experience helped us organize development properly. We almost haven't had any missed deadlines

since the full-scale invasion.

The war significantly affected none of the 11 projects we were working on during this year. It is the merit of our strong teams that are ready to support each other and the team. For example, when one of the team members cannot complete a task for some reason, their colleagues pick them up. We also have teams that plan their work considering the locations of their members, blackouts, etc. The workload is distributed.

In 2022, we finalized the creation of a strong DevOps team. Now JEVERA is in the stage of development and systematization of all processes around it. The BA and QA teams experienced organizational changes that drove better results."

Lesia Kasian, Chief
Delivery Officer
@ JEVERA



JEVERA's CTO about the unification of software development approaches and the AWS certification

The above achievements might convince you that JEVERA did a lot from a business perspective. It's true. Meanwhile, we also pay attention to tech improvements and keep the latest trends on the radar. This year, our development team was a defender of Ukraine, an evangelist of digital transformation, and an innovator regarding promising tech changes. Consequently, all we perform in this field affects the value we deliver to our customers.

Taras Chornyi, Chief
Technology Officer
@ JEVERA



"This year, we paid more attention to the implementation of commercial and volunteer projects as well as began an active transformation of the technical department. We created a working group of architects whose task is to conduct regular consultations on approaches to projects, exchange experience and knowledge, joint search for solutions to complex technical problems, development of unified approaches to software design, development, delivery, and testing.

The year 2022 became a push for JEVERA to partner with Amazon. We had been thinking about it for a long time but postponed that process for various reasons. This fall, we started actively preparing for the certification in four areas — Architecture, Development, SysOps, and Cloud Practitioner. We expect the results at the beginning of 2023."

Move only forward — CMO about JEVERA's plans for the future

This year was also fruitful for JEVERA from the marketing perspective. We expanded our business horizons, tried fresh approaches to surprise our current clients, and helped new ones to find a starting point for their digital transformation journey. Despite conditions, the JEVERA team is 100% ready to master new markets, implement efficient strategies, and spread the values it believes in.

Iryna Manukovska,
Chief Marketing Officer
@ JEVERA



"JEVERA set course for changes. This spring, we completed the re-branding that started in the fall of 2021. All crucial digital channels were updated — our website, profiles on social media, online catalogs, internal materials, etc. Despite the difficult times, during the first months of the war, the marketing team updated the design and content of all website pages.

We are exploring new markets. In October, JEVERA visited GITEX Global 2022 in Dubai for the first time. Together with our partners, we presented the Ukrainian IT sector with dignity. Researching the MENA region's market, culture, and customs and attending the conference provided comprehensive knowledge and practical business insights. Consequently, we are conducting fruitful negotiations with one of the largest telecom companies in the UAE.

We are moving forward and diving into various markets in Europe and the MENA region. The team is working on more systematic approaches to cooperation with them. We thank all customers and partners who often start a conversation with the phrase "Slava Ukraini."

The Bottom Line

Any superior force is another challenge for a business to overcome. This year taught us to cope with issues and share our experiences with others to help them learn and grow smoothly. The scope of effort we put into remaining the JEVERA you know, and becoming the JEVERA you expect to work with, allowed us to reach more and build the basis for future endeavors. Thank you for staying with us. Thank you for standing with Ukraine.

Zero Trust Architecture: From a Buzzword to Clear Approach

Did you notice that each business action regarding digital modernization or transformation has another side, which is not so pleasant for companies? It's about sophisticated hacker attacks leading to data leaks, enormous penalties, and loss of brand reputation. Literally, every tech-oriented initiative now is accompanied by this threat: implementation of IoT, work with BigData, and even poor segregation of duties during the software development process.

Companies found a solution to avoid consequences and organized the overall software ecosystem operation based on the "Never Trust, Always Verify" principle. It means that any user action or tech activity capable of potentially harming the company must be constantly checked and improved in order to prevent threats.

Curious, but the same now applies to business relations. To avoid downtime or breaching contracts, enterprises are used to having a backup plan and involve several parties to perform one project. In case of one supplier's failure, they will have at least another provider that is already on it.

The Zero Trust architecture seems straightforward, but it is still a buzzword for most business leaders. We decided to make this approach clear for you, allow you to explore its benefits, and discover how to turn your current architecture into a Zero Trust one. Scroll down to dive into details.



JEVERA Software · Zero Trust Architecture: All You Should Know About...

What is Zero Trust Architecture About?

Zero Trust is a way of thinking, not a specific technology or architecture. It's really about zero implicit trust, as that's what we want to get rid of."

Neil MacDonald,
Distinguished VP
Analyst, Gartner



Zero Trust Architecture is software architecture built following the above "Never Trust, Always Verify" principle. Any person or gadget trying to interact with your architecture should meet risk management requirements. This philosophy calls everything that happens with your software basis into question.

A shining example of the Zero Trust principle is the strict segregation of duties before a software development project starts. No involved specialist should carry out one extensive process from beginning to end. In other words, participate in all stages. Otherwise, it opens room for creating loopholes and the possibility of using the knowledge to harm the business.

Segregation of duties here is similar to the first thing you should do to create Zero Trust architecture - Zero trust network access (ZTNA). The principle is the same: engineers should grant access to software to each user based on location, identity, user history, etc. No user can perform more than allowed. Moreover, no user can work with the software before the proper verification and relevant permission.

Zero Trust architecture is a must-have for public and private sector representatives to eliminate a zero-day vulnerability, the one in a system that has been disclosed but is not fixed. This vulnerability created big troubles for Ukrainian telco operator Ukrtelecom during the cyber war with Russia. Probably it also can be risky for you. So Zero Trust architecture creation is precisely what you need to perform to remain secure.

You may also like: Segregation Of Duties As A Corporate Philosophy

Business & Tech Benefits From Implementation of Zero Trust Approach

Business Pros	Tech Pros
Development of a reputable and trusted brand	Creation of highly-secured and advanced architecture
Compliance with international and local data protection acts	Easier detection and elimination of software weaknesses
Lower operation costs	Fewer risk of harmful cyberattacks that leads to workload optimization

How to Tailor Your Architecture To the "Never Trust, Always Verify" Principle

Step 1. Creation of ZTNA

Build reliable authentication procedures to check the user's identity and ensure the applied device is safe. You can use various methods starting from 2-step verification and ending with the biometric one. It will help you work with transparent traffic and respond immediately to any issue. At the very end, remember that users should have the least access to comply with the security measures.

You may also like: [Top Widespread Types of Authentication Methods](#)

Step 2. Watch the apps you work with

Eliminate implicit trust in various app components during their interaction. Monitor their operation to track their behavior. It will help you detect the danger before it becomes a huge problem for your digital ecosystem and business.

Step 3. Apply Zero Trust to infrastructure

Don't leave any chance to hackers. Check all the infrastructure components, from devices and routers to the cloud and IoT. Most cutting-edge technologies are risky since they create an opportunity for cyber attacks. To remain secure and get the most out of them simultaneously, you should always call their operation and connections into question.

You may also like: [SD-WAN as a Service: Notes for Enterprises](#)

The Bottom Line

Vendors are used to apply the term “Zero Trust” to everything, creating significant confusion. Probably, that's the reason business leaders still don't understand the role and importance of Zero Trust architecture for their companies.

Meanwhile, it can ensure the high level of security enterprises strive for, preventing costly consequences such as downtime, fixing the results of hacker attacks, or paying penalties for breaching GDPR.

To be honest, the Zero Trust approach applies to any part of business, whether in marketing, sales, or tech. However, in the age of digital technologies, compliance with it when building architecture is crucial.

If you're looking for a way of implementing Zero Trust architecture but don't know where to start - [contact our sales team](#). JEVERA specialists will advise you on the most appropriate starting point capable of making your digital environment secure.



WiFi 6E: Basis for your wireless innovations

New connectivity. New experience. New WiFi which capabilities you've never seen before. It is how various media described WiFi 6E - the latest standard of wireless networks. Even the promising perspectives of its implementation make business leaders participate in dozens of discussions regarding its value and use cases. Following the [EE Times](#), by 2025, the market share of smartphones that support WiFi 6 and WiFi 6E will reach 80%. It means the progress is much closer than we can imagine.

Therefore, it's time to explore what WiFi 6E is about and what business benefits it can bring to be the first who catch this trend and turn it into the mainstream. Scroll down to discover more details.



JEVERA Software · WiFi 6E: Wider Spectrum – Better Performance

What WiFi 6E is in plain language

WiFi 6E is the improved version of the recently buzzed WiFi 6 - a reliable connectivity channel with a high throughput that can work with an unlimited number of connected devices. It's a result of extended WiFi 6 to the 6 GHz band.

The updated technology follows the same rules and standards but uses a broader spectrum. Curious that in currently used bands, channels are in a limited spectrum, while the 6 GHz band doesn't have any limitations. Consequently, WiFi 6E provides a 1200 MHz additional spectrum and an ocean of new business opportunities.

	Wi-Fi 6	Wi-Fi 6E
Frequency	2.4 GHz and 5 GHz	6 GHz
PHY technology	1024-QAM	1024-QAM
Modulation mode	OFDMA UL/DL MU-MIMO	OFDMA UL/DL MU-MIMO
Number of spatial streams	8	8
Channel bandwidth	20 MHz, 40 MHz, 80 MHz, 160 MHz, 80+80 MHz	20 MHz, 40 MHz, 80 MHz, 160 MHz, 80+80 MHz
BSS coloring	Supported	Supported
TWT	Supported	Supported

You may also like: Telco Service Evolution: How It Was, How It Is, How It Will Be

WiFi 6E implementation: business benefits and use cases

High speed

WiFi 6E provides businesses with a lightning speed of data transfer. Recently Intel compared its WiFi 5 and WiFi 6E products and concluded that Intel WiFi 6E is five times faster than Intel WiFi 5 on managed networks and about three times faster than Intel WiFi 5 for facilities. It means that WiFi 6E speed can support high-definition video displaying and seamless work of AR/VR.

Low latency

Consequently, a wider spectrum allows companies to benefit from low latency along with higher speed. It's crucial for the supply chain, gaming, and communication industries since they all strive to provide real-time digital experiences for users. This way, companies can implement complex approaches and increase the quality of their products without worrying about playback speed.

Wider capacity

As seen, a broader spectrum means a lot for capacity. WiFi 6E can work uninterruptedly, no matter how many connected devices it serves. So, for example, when IoT provides a native-like experience for sports watchers and real-time insights for coaches & players, WiFi 6E can support the audience at stadiums with a smooth connection. In other words, it's suitable to cover large events with many attendants: conferences, sports games, concerts, etc.

You may also like: SD-WAN as a Service: Notes for Enterprises

Does WiFi 6E have a future?

"As with any new technology, we think, it [the WiFi 6E usage rise] will be gradual. However, the moment that manufacturers have WiFi 6E embedded in their equipment, the WiFi 6E devices will be available everywhere because this is the nature of the license-exempt applications."

Mohammad Al Janoobi
General Manager of Radio Spectrum Planning, CITC

According to the [WiFi Alliance report](#), a couple of years ago, the US became the first to open 6 GHz to WiFi. It was a driver of the above WiFi 6E development. Consequently, other countries like Saudi Arabia, the UK, Australia, and Japan did the same to speed up the evolution process.

At first sight, this technology has a future since even governments are open to this initiative. Moreover, [experts are convinced](#) that the implementation of WiFi 6 and WiFi 6E moves much faster than it was with the previous WiFi generations. Following **Dino Bekis**, VP & General Manager of Mobile & Compute Connectivity Business Unit at Qualcomm, quick implementation of WiFi 6E can ensure an increase in value for businesses.

On the other hand, following [Dell'Oro Group](#), the lack of devices that supports WiFi 6E because of supply chain limitations will make business leaders skip WiFi 6E and jump from WiFi 6 to WiFi 7, which will be available in 2023.

"In addition to supply constraints inhibiting the rate of adoption of WiFi 6E, we have learned that compliance with regulations to operate within the 6 GHz spectrum is slowing the deployment process. Compliance processes have yet to be standardized and easy to implement."

***Tam Dell'Oro**
Founder and CEO, Dell'Oro Group*

You may also like: What Business Leaders Should Know About Private 5G Networks

Wrap Up

Geopolitical challenges, inflation, and global business crisis make the future of WiFi 6E ambiguous and its implementation even inconsistent to some extent. However, this technology will be used. Its cost and terms of implementation are not affordable for any-size businesses, but telco companies, enterprises, and public authorities still have enough time and resources to join this trend to ensure highly-secured and smooth connectivity.

If you're looking for a way to tailor software and business processes to WiFi 6E implementation - [let us know](#). The JEVERA team will advise you where to start to achieve results faster.

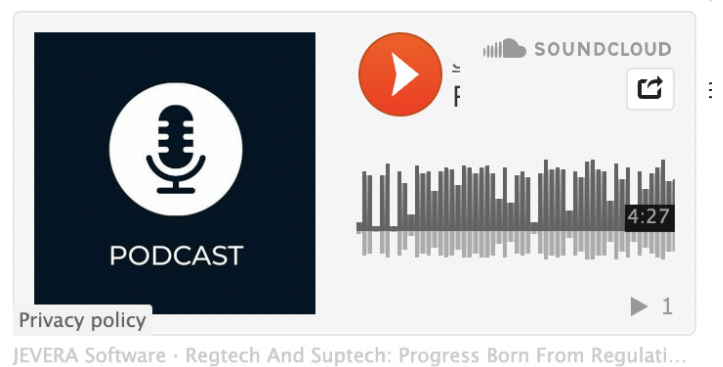
Regtech & Suptech: Digital Backup of Business Compliance and State Surveillance

State regulations on financial reporting, sustainability, and data protection become more strict year by year. Companies find it difficult to keep up with regular updates in legislation and set up all business processes in a new way. Deloitte discovered that in 2020 regulatory fines exceeding \$345 billion have been issued since 2009. Today is the end of 2022, and this number has become much bigger.

Meanwhile, dynamic legislation is also a challenge for public authorities because they must be aware of everything and work under the law regardless of how often it is changed.

But, a crisis is always the main engine of progress. Therefore public and private sectors opted for regtech and suptech solutions usage. Most likely, these buzzwords don't speak to you now, but we're here to fix it.

Scroll down to explore how regtech and suptech allow businesses and state regulators to make lemonade from a lemon, in what way it supports their development and whether this approach has a future.



Regtech: regulatory monitoring, reporting

Regulatory technology or regtech is created for businesses to boost their compliance, monitoring, reporting, and regulatory processes and properly interact with state regulators, delivering only accurate data.

The technology allows companies to gather all the updates under one roof and tailor to the new reality, avoiding:

- regulation-related risks
- costly compliance procedures
- time-consuming tracking of amendments in legislation

Regtech is really demanded in areas where actual development is ahead of state regulations. Therefore, this approach is mainly used by the finance industry representatives: traditional banks and neobanks, credit unions, and cryptocurrency exchanges. However, frequent updates of data protection acts, “green” legislation, etc. create room for broad usage in various domains, from retail and telecom to construction and mining.

Regtech



Compliance Management



Regulatory Reporting



Risk Assessment



Market Integrity

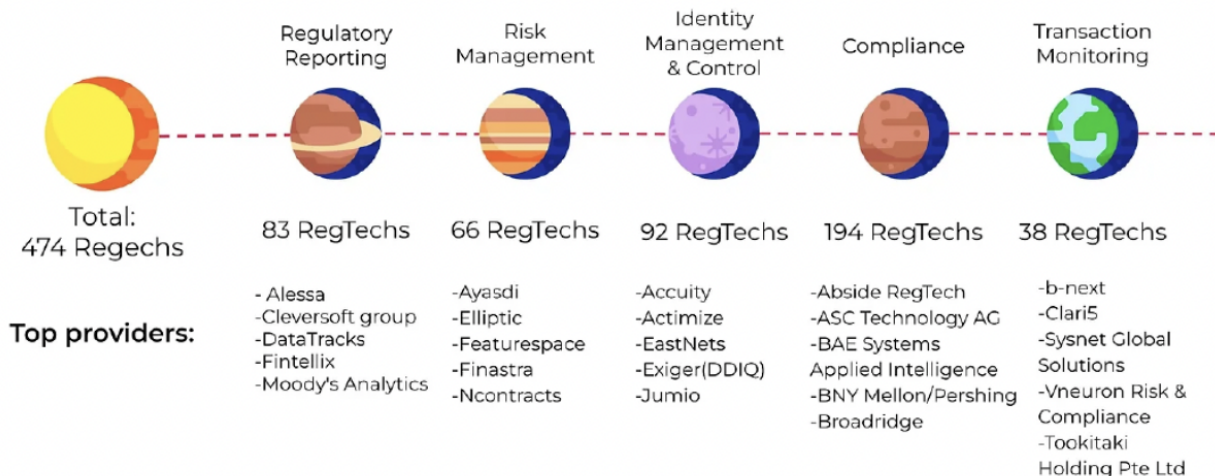
You may also like: Online Banking Software: What Helps Neo Banks To Lead

Consequently, regtech is needed to help businesses handle everything regulated by a state: from KYC procedures to real-time monitoring of compliance levels. It helps create accurate reporting, respond to risks before they arise, and build a robust anti-fraud software ecosystem. Despite its broad functionality, this approach also requires maturity from enterprises. Regtech is supported by cutting-edge technologies, such as:

- cloud computing
- blockchain
- Big Data
- machine learning
- predictive analysis
- smart contracts

It means that even ready-to-use solutions can work properly only in an appropriate business environment with flexible processes and an active digital transformation journey.

Regtech Solutions: Areas & Proven Providers



Source: Deloitte

Suptech: supervisory and oversight

Suptech or supervisory technology is a magic wand for state authorities, helping them control the fulfillment of regulatory requirements and keep the amendments in legislation on the radar.

Regulation bodies also need to cope with a significant volume of data providing the same high level of its protection as businesses. Suptech is a set of tools that helps them to:

- automate manual procedures
- eliminate risks of human mistakes and fraud
- improve overall efficiency
- predict issues before they arise

Suptech



Regulatory
Supervision



Network Analysis



Regulatory
Supervision



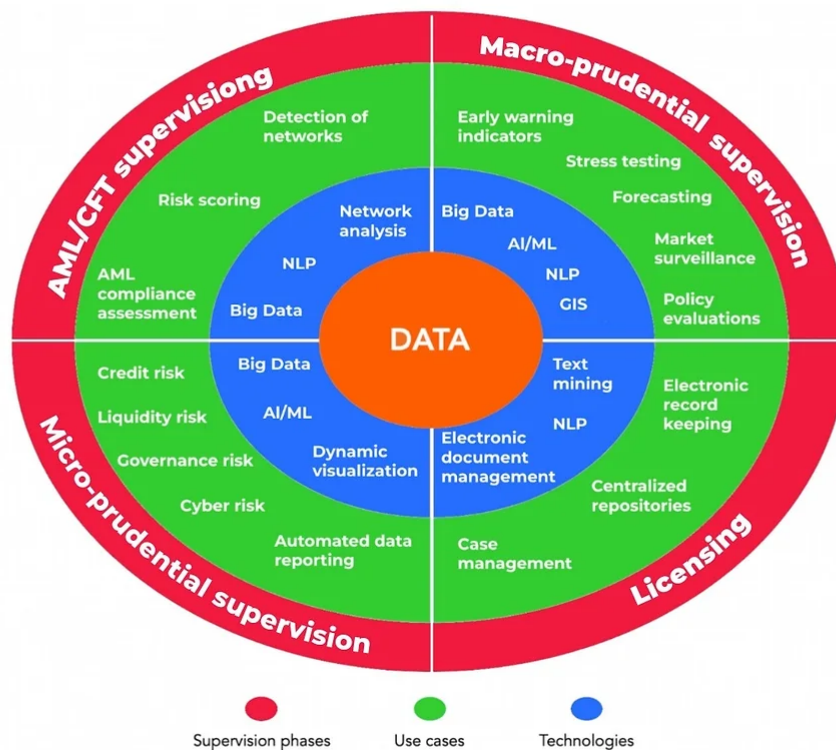
Automated Reporting

Since the public sector always needs to catch up with businesses regarding modernization or digital transformation, suptech here is the way to be on the same page. Consequently, this technology brings to the conservative state regulators innovations such as electronic document flow, intelligent data analysis, and processing system, etc.

State authorities usually use suptech solutions to ensure proper supervision and performance of the following processes:

- regulatory reporting
- market monitoring
- platform and database integration
- real-time compliance supervision
- data management

A Function-Based Suptech Taxonomy with Suptech Use Cases



Source: [World Bank](#)

Consequently, the suptech usage practice, like the regtech one, might migrate to state authorities monitoring business activities in various areas. The only thing is that regtech and suptech should always be connected to provide dual efficiency to each involved stakeholder.

If you are looking for a way to build a mature software basis for further regtech or suptech implementation - [contact our sales team](#). Discover what starting point will be suitable for your conditions.

It's Time to Save. How Businesses Can Cut IT Costs Efficiently

Global geopolitical changes after the COVID-19 pandemic created a real mess in the business world. Following Deloitte, inflation is here to stay for at least until 2024. It means that end consumers will save money, and companies should also follow this tendency to cover a new demand and tailor the cost of products and services to the current financial capabilities of their audiences.



PODCAST



SOUNDCLOUD

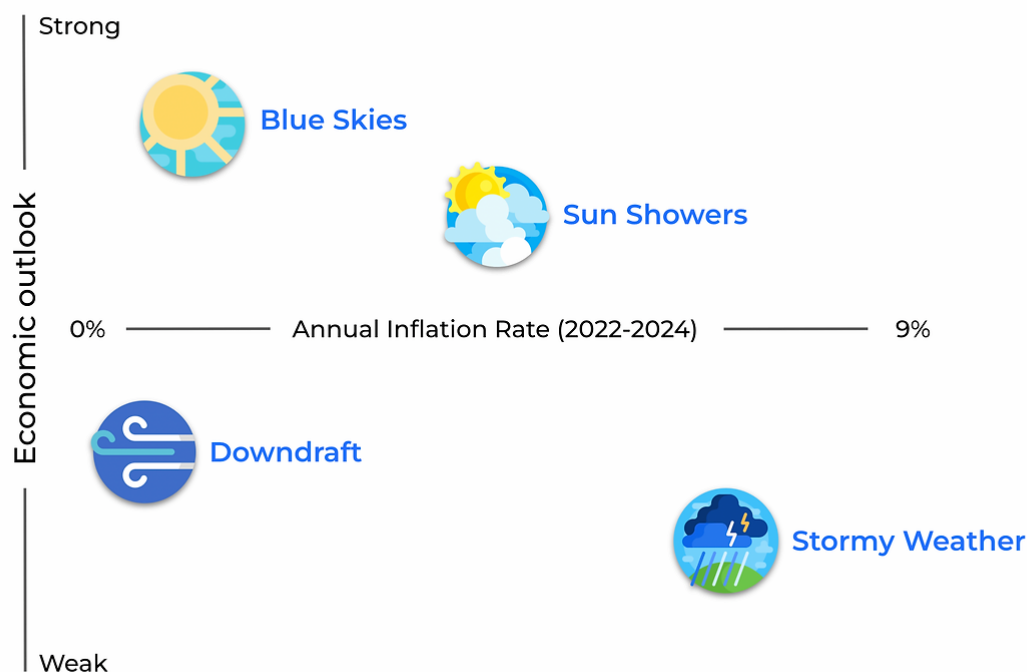


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Privacy policy

JEVERA Software · How to Cut IT Costs in a Crisis Period

Inflation rate vs. Economic outlook



Source: Deloitte

In the digital era, investment in IT is always the most significant since each company now works based on software products and makes them its main asset affecting development strategy. Statista predicted that in 2023, IT spending on enterprise software worldwide would grow to \$755 bln. Meanwhile, businesses are now thinking of reducing this number and continuing their digital transformation journey as usual.

Critics might say it's impossible, but as practice shows, best-of-breed product usage and development is doable even with a modest budget if companies know how to approach IT savings correctly. Scroll down to explore the top 4 options to help reduce IT costs without stopping your digital transformation processes.

You may also like: Over Budget in IT Projects: a Pure Evil or a Lifeline

Why Business Leaders Should Cut IT Budgets in the Next Years

The problem of reasonable investment in IT always takes place. Sometimes, managers think the more they will spend on technology, the more they get in reverse: sky-high ROI, better business performance, and higher sales. Probably this scenario works in some cases, but a high-quality IT strategy requires a reasonable investment. For example, being over budget is just as destructive for software development projects as underestimating. So, businesses should know how much they should spend and what for.

The global crisis makes companies follow this rule with dual power. Most of them have already bought a ticket in one way and started a digital transformation. The only solution here is to continue reducing IT costs. Usually, the last ones include:

- spending for current software (subscriptions, maintenance, etc.)
- software development project budgets for new initiatives

Without reasonable investment in the next couple of years, businesses risk spending too much money and don't achieve the expected results. It's not the best option in a downtime economy. Therefore business leaders are looking for solutions.

Following [Gartner](#), in May 2022, 39% of CFOs said they would cut costs in Q4 if high inflation persisted. Well, now Q4 is as well as mushrooming inflation, so we should expect real actions to reduce IT budgets. But how to cope with it without harming the entire business? It's time to reveal secrets! Scroll down to explore four options that will help you save costs and drive your digital transformation simultaneously.

You may also like: Over Budget is a Perennial Problem of Software Development Market, But We Can Fix It

Top 4 Ways How to Reduce IT Costs

Focus on modernization of current software

During digital transformation, companies always have several options to get custom software: to design it from scratch or boost the current products. Of course, it depends on particular business demands and existing software functionality. Moreover, sometimes modernization could be even more costly and not worth the effort. But if you are working with proven solutions that can be modernized reasonably - opt for this way instead of developing from scratch. The last one is always about time-consuming processes and significant investment.

Try Rapid Application Development tools and Cloud Computing

What else will help you avoid the entire development cycle when possible?

For software development, opt for rapid application development tools - various no-/low-code platforms capable of helping you design the needed solutions in a fraction of the time. In most cases, it's not compulsory to be an engineer to work with them and develop products with linear functionality.

Choose various ready-to-use cloud computing solutions ([SaaS](#), IaaS, etc.) to cover issues without development. Now cloud computing is on edge. Following McKinsey, investment in this sector as of 2021 was \$136 billion. How can they help?

- They can cover all issues usual for your industry
- Businesses don't need to take care of additional software and hardware to make such products work
- Cloud computing solutions are convenient with their subscription plans, so you can always change the vendor or choose the other plan
- Companies get managed hosting and complete maintenance on the vendor's side

Does it cut costs? Absolutely. Does it help you to continue your transformation journey - and how! Make sure your business conditions and requirements match the functionality cloud computing software provides.

Keep an eye on subscription plans

Following [Chiefmartec's 2022 SaaS Trends Report](#), companies with < 100 employees use about 102 SaaS tools, businesses with 101-1000 employees - 185 SaaS products, and enterprises with over 1000 employees - 288 SaaS instruments. Are all of these tools used daily? No. Actually, business leaders forget about most of those subscriptions providing vendors with a stable income.

Start the global budget cut with small steps, and review the number of subscriptions and intensity of application usage. Eliminate products that your employees don't or barely use. Find more functional solutions to reduce quantity but maintain quality.

You may also like: SD-WAN as a Service: Notes for Enterprises

Set an IT budget for unexpected cases

IT products operation is usually as dynamic as the current situation around. Of course, businesses strive to make their work more predictable: define a time for repair, prevent the risk of downtime, etc. However, sometimes even IoT systems shadowing this process can fail. So, you should have a reserve budget covering unforeseen IT expenses. It allows businesses to be more flexible and implement development strategies without concerns. This way, you always have a backup plan.

How to Reduce IT Costs: 4 Ways from JEVERA



Focus on modernization of current software



Keep an eye on subscription plans



Try Rapid Application Development tools and Cloud Computing



Set an IT budget for unexpected cases

The Bottom Line

Cutting IT costs to operate with or design robust software is not a piece of cake. Usually, it's not a job for one since it requires a professional approach from the business, financial and IT sides. In this case, you first need to dive into your company's conditions and define what IT products and processes require money. Invest to cover the most urgent issues. Save the core functionality of IT solutions you're used to. Follow the above four rules to kill two birds with one stone: spend less and achieve more.

If you're looking for a way to modernize software in a fraction of the cost and time - [contact our sales team](#). We will advise you on the most reasonable option suitable for your business.



Post-Holiday "Hangover": How Retailers Should Tailor Businesses to the New Consumer Behavior

The holiday season is always a rush hour for all merchants striving to grow their revenue and see an increase in goods turnover. Meanwhile, Deloitte warns that the 2022 holiday season will bring just a little 4-6% uplift in sales. The last fall-winter period wasn't fruitful either because of a global cargo crisis and the collapse of almost all supply chain operations. Most buyers left online and brick-and-mortar stores without gifts in their hands. The discounts were also unpleasant. Following Bloomberg, the average discount during Black Friday was only 24%. It's not so generous, ha?

Bloomberg: Holiday Sales Growth to Slow to 4% to 6% as Inflation Takes Toll

Meanwhile, the supply chain's difficulties are no longer a problem, so what will make customers buy less than usual? Inflation - a new stage of all geopolitical changes we're experiencing. Merchants should be ready for the scenario where buyers can't afford to purchase more expensive stuff. Probably it's not an issue, but the case is that retailers' additional costs for goods and their delivery grew. So here we see the customer desire to spend less and retailers' desire to earn more, at least to make their businesses profitable.

This is not the worst crisis in our life, so both sides will overcome it by 2024, as expected. Meanwhile, retailers are now in a state of tension and euphoria since peak season is always about the increase in audience and requests regardless of consumer financial capabilities. So, merchants should try hard to satisfy everyone and deliver excellent customer experience under any conditions.

But what will be next, when the lessons would be learned, money - earned and goods - sold? This is what we offer you to think about because this post-holiday period is always much more important than the peak time itself. Scroll down to explore how the holiday season can help you to find out more about customers and what experience can help you to sell more in 2023.

You may also like: Make All Items "Suitable" or How to Prevent Product Return

Peak Season is Over. What's Next?

So, what will happen after the real rush you experienced for several months? It would be a time to sum everything up and make a sort of retrospective to explore what worked well and wasn't efficient. These practical insights will help you dive into zones for improvement and create scenarios on how to cover your weaknesses.

Since each merchant is now instead an IT-retail company rather than a retail one, your new knowledge will be a key to the next level of your digital transformation journey. At this stage, retailers usually discover what improvements they need in the digital field to:

- increase overall scalability
- make software flexible to unexpected business conditions
- satisfy dynamic customer demand with a relevant digital approach

I recently discovered that Walmart had launched a new AR feature allowing customers to fit clothes while staying home. They just need to upload their pictures into the system, illustrating how garments would suit them. Looks pretty handy. Curious why the retail giant decided to introduce this feature now, during the holiday season. Of course, to achieve a boost in sales and make the online shopping experience smooth. I bet this idea came from the holiday season times when customers couldn't visit brick-and-mortar stores to fit everything they needed because of the pandemic restrictions. So, most likely, it was the brand's reaction to the discovery they made at that time.

You may also like: What's Next? Peculiarities of eCommerce Business in 2023

Holiday Season 2022: Lessons Learned

eCommerce is here to stay

Despite the spreading opinion that brick-and-mortar stores will fight for popularity, online sales channels are still leading. At least because it's a convenient way to make purchases that doesn't require much time. For most offline retailers, it's one more reason to think about eCommerce as the field for investment. But merchants should try hard because fierce competition here is mushrooming.

NZ Adviser: Inflation could return to targeted levels by mid-2024

For those, who already change their priorities in eCommerce favor, this season will also be full of surprises since customers don't want to experience traditional approaches to online shopping anymore.

They demand an omnichannel and mobile-first approach, timely response to their requests, availability of all goods in your product catalog, and the opportunity to explore as much as possible about the item they intend to buy.

So, probably, after the holiday season, online retailers will create bold ideas based on their discoveries and try to implement them using software modernization, new technologies, and new features.

There's a way to increase revenue in times of inflation

The leading blocker this holiday season is inflation, of course. Unfortunately, you can't do anything with it. So the task is tricky since retailers should tailor buyers' financial capabilities and stay afloat by receiving at least something. Since robbing a bank and providing people with more money is not the best scenario, merchants will think of how to make their goods affordable and earn simultaneously after this peak season. Most likely, the changes will also concern the above additional costs and operating spending. Merchants will:

- look for new suppliers
- do everything legal to decrease the tax burden
- optimize supply chain routes to regulate costs

- prefer work-from-home mode for back-office employees

This way, they will manage to save resources and provide consumers with cheaper items they can afford now.

Digital transformation must go one

Last but not least, digital transformation will still remain a driving force of retailers' prosperity and increase in their revenue. So all lessons learned will definitely find their implementation in relevant software updates. Some retailers can invest in boosting their eCommerce ecosystem to get the flexibility of actions and provide a user-friendly experience. Others will discover that they don't have enough information about clients and use advanced Point of Sale systems to explore more. This season, merchants also can find out that their marketing campaigns are not efficient and the burden for marketing and IT departments is so high. This discovery will let them consider real-time campaign management as a solution. One more obvious discovery this peak season might concern is scalability since it's a frequent issue when hundreds of customer requests simultaneously can lead to system failure. So, merchants that experienced it will do their best to get more opportunities for scaling regarding all software products: from contact center to website.

The sky's the limit, so merchants will always have to discover software gaps in their operations and think about how to cover them correctly. Correcting mistakes is not so pleasant. Meanwhile, it's fruitful enough to provide retailers with achievements they want to reach in the next holiday season.

You may also like: What Software Can Ensure Your eCommerce Prosperity

Conclusion

The post-holiday season is a time to evaluate results and open new business perspectives helping move forward. Fortunately, retailers have a chance to experience it more than any other industry representatives. Fortunately, because the new knowledge and insights can ensure merchants a competitive advantage: explore their weak points and turn them into strengths.

Each holiday season requires careful planning and preparation. Like an annual exam, it makes businesses work at full capacity and shows their effectiveness. So the primary goal here is to remain enthusiastic and happy with the results after the party ends.

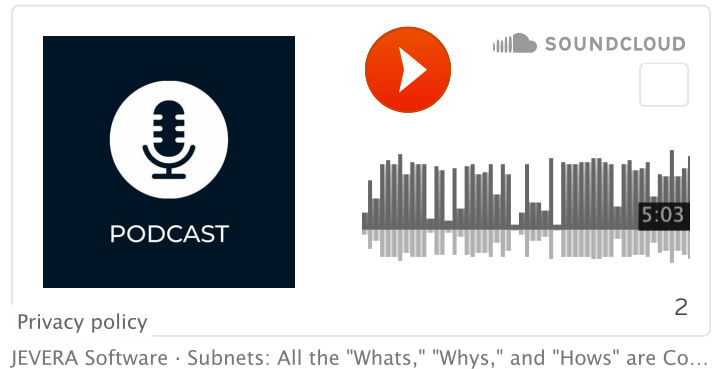
Looking for a way to prepare for the next holiday season to drive your sales? [Contact our sales team](#) to explore how JEVERA Software can support you with cutting-edge custom solutions.

About Subnetworks in Detail: 101 Guide

Optimization of data traffic - here's another headache for enterprise leaders striving to boost business performance. Just imagine dozens or even hundreds of branches and affiliates worldwide that have to perform data exchange daily to remain on the same page and deliver similar values to end users. The speed and quality of this process are highly dependent on routes. The main task here is to ensure that information X will be transferred from point A to point B using the most reasonable way.

It's pretty arduous to organize, considering that companies use "monolithic" networks where data can travel for a long time to reach the destination. So, here subnetting comes to the rescue. They say this approach can organize data traffic by dividing "monolithic" networks into smaller parts - subnets.

We're here to explore whether it's true. Scroll down to explore what a subnet is, how this approach works, and why it is as necessary as air for enterprises.



You may also like: [What Business Leaders Should Know About Private 5G Networks](#)

What is a Subnet?

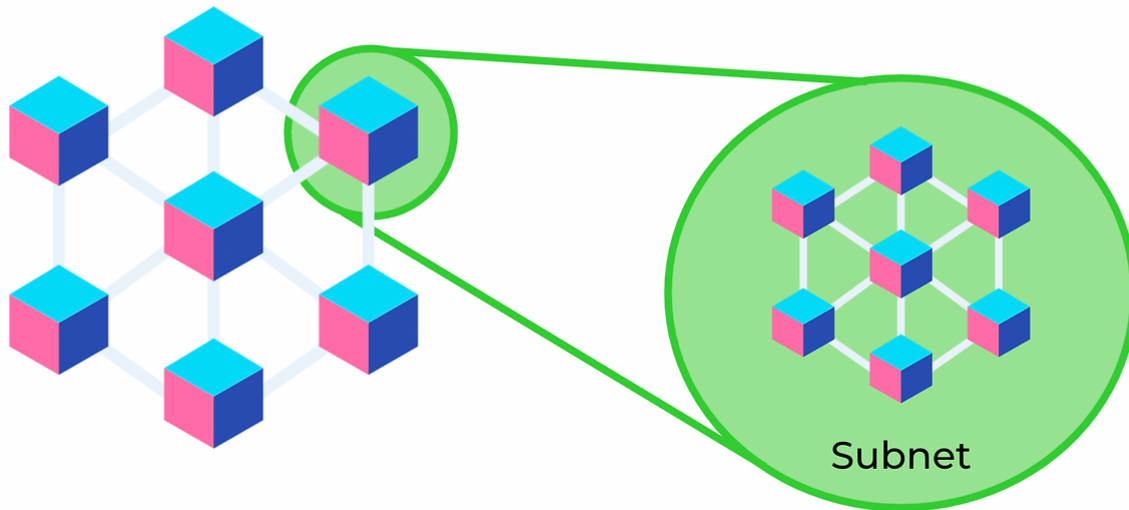
I bet you know enough about microservices to consider a subnet taking them as an example. So, regarding microservices: each monolithic can be divided into independently built, launched, and operated parts. Each of them is responsible for one process. Meanwhile, they are all integrated to ensure the seamless operation of the entire system.

The same goes for networks and subnets. Let's say a network is a sort of monolithic for data. It's complicated. It has a vast number of data routes - something like a ball of wool. The mess it created affects information security and overall business productivity since you never know what might happen with the data during its journey.

So, to optimize the data transfer, companies need to divide networks into smaller interconnected parts - subnets. They perform dozens of crucial business and tech tasks helping enterprises cut costs and speed up processes. The main tasks of subnets are to:

- reduce the distance between point A and point B
- skip unnecessary routes to achieve results faster
- make data transfer efficient and optimized
- ensure data security during its journey
- make networks more manageable

Network



Source: [Cloudflare](#)

You may also like: [What Are Microservices in Plain](#)

How Do Subnets Work

The subnet ensures communication between connected devices. Meanwhile, all subnets connect by using routers. Businesses apply any-sized subnets depending on connectivity requirements and network technology.

So here, at least two types of subnets arise. The first one - a point-to-point subnet - aims to connect two particular devices. The second one - a data center subnet - operates to connect a more extensive scope of devices around.

A fun fact: a subnet also can be divided into smaller parts to provide enterprises with the desired flexibility. This approach helps set up point-to-point links that support several devices.

You may also like: [SD-WAN as a Service: Notes for Enterprises](#)

What Knowledge Do You Need to Create Subnets?

Regardless of the reader-friendly explanation, subnetting remains a pretty complicated topic that requires at least basic knowledge from those who want to build or implement subnets. Therefore, you should ensure that all the

components you'll face are precise. For this purpose, you'll find the top 4 definitions you have to know before turning a subnetting idea into reality.

IP address

Your smartphone, laptop, and any other device that connects to the Internet have a unique Internet Protocol address (IP). For data transfer purposes, it works like your home address. In other words, it helps data sent over the Internet reach the relevant device choosing from billions of other connected devices. IP addresses are indicated as a series of alphanumeric characters. Meanwhile, computers read them as binary code.

192 . **168** . **1** . **34** IP Address

Subnet mask

A subnet mask is another IP address used to ensure internal network communication. Routers use subnet masks to deliver data to the right place choosing between devices connected with this particular network.

255 . **255** . **255** . **0** Subnet Mask

Network & Host IDs

A Network ID is a part of an IP address defining which network you are on. Meanwhile, the Host ID is also a part of an IP address that identifies a host on a given network.

192 . **168** . **1** . **34**

└──────────┘ └──┘

Network ID Host ID

Broadcast ID

A Broadcast ID is a multipoint connection that automatically reaches all nodes in the particular network without knowing the recipient addresses. It is used as the destination address when sending a broadcast is necessary.



subnetting is simple

Subnet	1	2	4	8	16	32	64	128	256
Host	256	128	64	32	16	8	4	2	1
Subnet Mask	/24	/25	/26	/27	/28	/29	/30	/31	/32

Watch later Share

Subnetting is simple

Watch on YouTube

The Bottom Line

Subnets play a significant role in stable and organized business operations since they are capable of dividing complex parts into simple ones making it possible to speed up data exchange. Subnetting turns companies into mature entities with advanced communication, taking care of information security and proper delivery in milliseconds.

If you are looking for a way to optimize your communication inside a company - [reach our sales team out](#). JEVERA specialists will advise you on the most appropriate starting point.

GITEX GLOBAL 2022: Main Tech & Business Insights

What is GITEX GLOBAL

GITEX is a tech ecosystem event for the MENA region covering trendy topics, like Smart Cities, AI, Education, Future Mobility, Telecommunications, Sustainability, Marketing, Coding, Metaverse, Web 3.0, and even more. During five days countries from across the globe, government authorities from the Middle East, startups, and businesses exhibit their last achievements to the wider audience and disclose the latest innovations and trends in the area.

What's new at GITEX 2022

The world is changing rapidly so does the conference. This year, the following topics and approaches arose among the others:

- DevSlam — a special stage for developers;
- XVERSE — dedicated stages and pavilions for Web 3.0 and Blockchain;
- Sustainability as a part of business strategy;
- Cybersecurity;
- Ukrainian government sessions and panels.

Telecommunications at GITEX Technological week insights

5G industrial use cases can change the way things happen today. Connectivity in hardly accessible areas to bring remote control and automation to the next level: warehouse management, mining, and building automation are just a couple of examples where improvements can be crucial.



JEVERA Team

Telecommunications have become crucial as a service provider for future digitalization. GITEX is more about industrial, oil & mining, and construction. Nevertheless, property management, online education, etc., are possible only due to connectivity improvement.

Telecommunications is not only a network anymore. It's a bunch of services to be provided to businesses and customers. Flying taxis, mining, and automated warehouses are based on connectivity provided by operators, like [Etisalat](#). So, competition for telcos jumps to the next level. It's not about operator vs. operator only; it's about operator vs. Amazon and similar digital service platforms. And we at [JEVERA](#) are extremely happy to be a part of this journey.

There are no boundaries for connectivity anymore. My heart melted when I heard that low-altitude aerostats are used to provide connectivity in hardly accessible areas in Africa with a coverage area of approximately 8,000 kilometers each, forming part of World Mobile's Dynamic Network made on Blockchain. This is what I call a creative approach.

EdTech at GITEX Technological week insights

Education may be provided via screens, virtual reality, and virtual tutorship. This is hardly pushed by Huawei. The Chinese giant is one of the key partners of innovations in the UAE region. Nevertheless, no one thinks about the mental health and sight loss of teachers and students.

AI-powered education can be more personalized, but more tutors will be needed. Technologies may help us understand students' way of thinking and information perception. But to provide outstanding educational results, we need to add human teaching. Just like analyses helps us to evaluate our health status, an experienced doctor is needed to make a

prescription and treatment program.

Digital nomad parents are a part of the distance learning club via one gateway. Today relocation is not a big deal, but having kids of school age makes this much more complicated. Access to remote learning with tutorship may be a solution. Kids are taught by the same person through the years and get used to managing their schedule with one platform. Social skills are still not a part of this equation but we will see.

Innovations trends to consider from GITEX Technological week 2022

Ordering software can be as easy as ordering pizza. JEVERA Delivery Head [Lesia Kasian](#) fell in love with the Builder.ai approach. Template-based orders for software solutions can be an option for small and medium-sized businesses. Throughout the years, we got RFPs from companies across the globe like "I want Uber, I want Coursera, etc.". The template-based approach allows you to have core features and choose toppings options, which is great when you have no time to think about the software architecture.

IoT + Data Analytics allow embedding green power faster by managing consumption in real-time, which is much more complicated for construction sights and manufacturing than average Saturday streaming at home.

No-code, low-code is not a big deal anymore. It's just here. Numerous startups and mature products from Asia are presented on GITEX. All of them pitch pretty same things and value propositions. The question is how to make unique features digitized; what about privacy and data security? Who owns the code?

Empathy is a new king in marketing. Thank you, [Mimi Nicklin](#) (best-selling, global, author of Softening The Edge, an experienced coach, and the Creative CEO of her ad agency, Freedom) for bringing this out to me. "I hear you and I feel your pain" is a business rule to create the best possible customer experience, not support from your therapist. It means brands care about creating a frictionless experience. Data + empathy can boost marketing and make product communication more human-to-human-like.



Each country today fights for its right to lead some innovations. Japan presents electronics, **Brazil agriculture**, etc. All countries are trying to become new AI, metaverse, and web 3.0 hubs in some areas. At the end of the day: some countries have real expertise, while others just buy it and try to attract the right talents.

Summing up

GITEX GLOBAL is obviously worth visiting if you work in a MENA region and UAE in particular. Any of this size conference is an opportunity to grab all trends in one place and to feel the pulse of the industry.

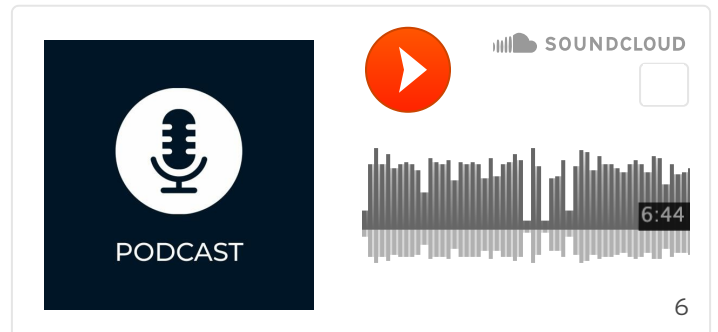
Telco Service Evolution: How It Was, How It Is, How It Will Be

1849. This is the year when Antonio Meucci invented the first basic phone. Give this device & communication method 170+ years of constant development, and you will see how it would change the world.

The first link was the phone. The next ones were the first computer and the Internet network. Then - cellular phones and smartphones. And the list will never end. Each implemented innovation in the communication field required flexibility and new commercial offering from communication service providers (CSPs). In turn, they used the opportunity and managed to build a wireless empire across the globe and even the Universe to drive it.

The fuel of this process is a wide range of services CSPs create, tailoring to market conditions step-by-step. Here you will discover how they could turn into the main link of processes starting with daily communication and ending with public & private entities' operations.

You may also like: [How to Save a Connection in Force-Majeure Conditions: Action Plan from Ukrainian Biggest Telecom](#)



JEVERA Software · Telco Service Evolution Step-by-Step

The Telecom Industry in The Past

Manual. Here's the word describing the telecom operations dozens of years ago. The limited capabilities of ordinary operators made it possible to cover basic consumer needs such as phone connection. Devices were connected manually. Do you remember old-school films where a person talks with an operator asking for a connection with a specific city? Then, the operator works magic helping two people keep in touch.

Businesses noticed that the lack of optimization slowed down industry development. They looked for a solution and found it in automatization and modernization. CSPs bet on machines trying to simplify processes and eliminate routine. At that time, the world close to globalization needed a high speed. People created new technologies and ways of communication, so telecom operators had to adapt.

The number of companies in the telco industry grew. The scope of services remained limited because nobody knew what else to offer except basic connectivity. Such a collapse helped businesses move to innovations and fresh approaches to service provision. CSPs focused on additional services, helping them save a competitive advantage. A bright example could be the era of ringtones when each cellular phone user could replace traditional beeps with popular songs or melodies.

Telecom was one among the first areas discovered that the secret of commercial success is in the value provided to customers. The wider it is, the higher income it brings. The world moved to the tech revolution, so the blue ocean of

commercial opportunities was synonymous with "information technology" for telco companies. They started to perform a digital transformation to go beyond the competition since this way, CSPs could help all other businesses to do the same - turn them into tech-based.

You may also like: [Let's talk about telco: connection restoration, MVNO, and more](#)

Telecom as Is: What We Are Used To

Tech-oriented. We know the industry as super-flexible regarding innovations. Now, telecom companies create a central link of the entire communication worldwide. They provide robust coverage and connection using millions of devices, including satellites.

We noticed their importance during the pandemic when the entire world was shocked and isolated. The only segment working as a Swiss clock was telecom. Exactly CSPs helped companies to set up remote communication that would be impossible without proper coverage. They allowed enterprises to manage operational processes over the air, preventing their downtime. Retail, healthcare, manufacturing, and other crucial industries withstood owing to telecom companies that worked hard to create a new reality.

Now, telecom companies are IT companies because of significant technological investment. This shift applies to all businesses worldwide, but the telco has a benefit: other companies can't operate without smooth communication. So, the tech approach and relevant offerings are crucial for almost everyone. It is a win-win for telecom business players.

Telco enterprises are equally focused on the B2B and B2C segments. They expand product catalogs with dozens of new subscription plans, tools, and options. CSPs actively participate in all tech-oriented initiatives such as smart factory & city creation, supply chain optimization, etc.

The biggest power of telecom companies today is the access to the 5G technology providing the fastest way of data exchange. This innovation is a basis for implementing other crucial technologies such as IoT, AR/VR, digital twins, etc. CSPs commercial offering now is moving across data movement, its collection, and processing. It helps the segment to save a leading position and be the first among equals in the business world.

You may also like: [Top Examples of Digital Twins that Can Impress Telecom Providers](#)

What Stakeholders Should Expect from Communication Service Providers

Techco. This is the next stage of telecom development. They say the industry is transforming with lightning speed, especially after the pandemic and during the Russian-Ukrainian war. Telecom will be the first domain trying new tech approaches to provide other businesses with access to them. Even now, CSPs are not only about phone or Internet connection. They are engines of the tech revolution. The techco companies will transform their services to ensure:

- excellent customer experience via multiple communication channels
- new tools allow to speed up Time-to-Market and increase ROI

- high data availability and security
- business maturity that is needed to perform a fruitful digital transformation

You may also like: [SD-WAN as a Service: Notes for Enterprises](#)

Wrap Up

Telecom services are an extraordinary phenomenon since it requires a smart approach to turn limited offerings into vast opportunities for people, businesses, and public authorities. Meanwhile, CSPs managed to do it, using innovation as a base. The fierce competition and dynamic IT market help enterprises in this field to keep fit and transform their business models to save a competitive edge. Most likely, soon, we will use many more options provided by telco (or techco) companies. And it's highly-motivating news considering that the first step towards total business leadership was made in 1849 when Antonio Meucci invented the first basic phone.

If you're looking for a way to make your business mature and flexible - [let us know](#). Our experts will advise you on where to start your digital transformation journey.

THANK YOU!

END.

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