Serving a changing market

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A great idea, smooth delivery, wonderful feedback, distribution channels and marketing. These progressive steps help our software company, which has been successful on the Czech market for more than 20 years, to succeed internationally. Vítězslav Ciml, director of business development at OKsystem, knows about this. A successful product solves a major problem, fills a market niche, and can even be disruptive.

Do you have any disruptive products in your portfolio?

Yes – we recognised at the right time that the market is changing drastically in the area of information security for mobile devices. That is why our product Babel, which encrypts messages, has been created. We came up with this idea a year before the Edward Snowden case. Babel is available on the two most common platforms: iOS and Android. Babel uses strong cryptography for the transmission and storage of data on mobile devices, and uses either text messages or data connection. In the world of encryption for mobile communication, there is already a number of products available, but Babel is the only solution on the market that gives you the possibility of having the entire infrastructure under your control. We work on new versions, which will provide secure communication not only for individuals, but also for enterprises. Using the Babel Business Edition, users can send encrypted attachments, use the corporate directory, and transparently distribute and synchronise public keys.

Is Babel really secure?

Yes, the encryption of messages is done on the device, rather than on the server side. That means your message is encrypted by the most sophisticated algorithms even before it leaves your device. So, in case of any interception, your message is fully secure at all times. Even our specialists, as application authors, cannot access users' sensitive data. Of course, users must follow basic security rules – using strong passwords for locking the device and Babel is encouraged. Everybody should also refrain from jailbreaking their devices.

What else does OKsystem offer?

We are an established supplier of large, custom-made information systems, and our clients include the Czech Labor Offices. One of our key products is OKbase – a comprehensive HR information system. OKbase contains modules addressing information security, including card management systems, keys and certificates management. These modules are offered on foreign markets. We are active in software research and development, such as in the area of applied cryptography for identification, authentication, electronic signature and smart cards. The results are applied in our products, such as OKsmart, which allows you to start using smart cards in every organisation instantly.

Which countries do you work in?

Aside from the Czech Republic, OKsystem has got subsidiaries in the United States and Italy. The primary objective of our branches is to sell our products. Our offer to German-speaking countries goes via the Internet. This year, we will participate in different professional events and we look for business partners in these countries.

Why are you in the US – the most demanding market?

The US market is huge and developed, but we are able to compete with the most progressive players out there. Recently, we have witnessed a number of significant changes in the area of information technologies – mobile devices became a tool for professionals; cloud-based services expanded dramatically; and social networks changed the way we communicate in business. We at OKsystem are able to follow these trends and stay on top. We have identified several great opportunities in the US where we offer our products, experience and knowledge to mid-sized and large US companies. We believe that succeeding in the US will also help us on the European market. I hear people saying that we cannot compete with Asian companies on pricing, but we can compete with our quality, efficiency and better customer care.

What are the goals of OKsystem?

We have a clear goal in the Czech Republic: to expand more in the private sector, and to be as strong and successful as we are in the public sector. We gain references in the US, focus on customers from finance and telecommunication, and our target is to grow our revenue. In the near future we would like to focus on European markets.
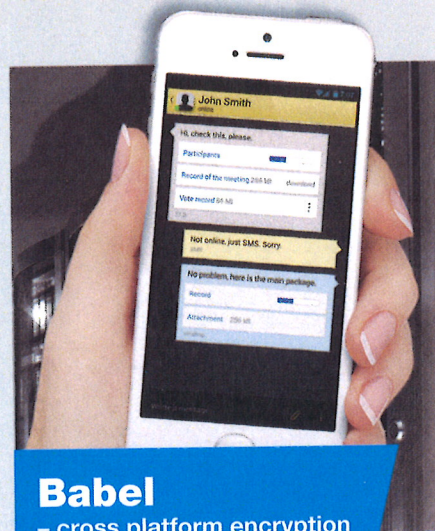
Babel
– cross platform encryption
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