

Zvonimir Gembec on Sysbee Q4 2018 performance: “One of our goals in 2018 was to become more independent, and we succeeded”

Milan, 21 February 2019. The technology world never sleeps – every day, some small startup company presents a new project that is said to improve a certain aspect of human life. In such a fast-evolving industry, tech companies need to constantly keep up with the growing competition.

Today, we talked to Zvonimir Gembec, the CEO of Sysbee, which is one of the rapidly developing web hosting providers on the Serbian market. He told us about the performance of Sysbee in the past months as well as how his company manages to stay afloat. He also shared some insights into the plans of the company for the current year.

How did the last quarter of 2018 go for Sysbee?

Zvonimir Gembec: “The last quarter of 2018 went pretty well for Sysbee – we had some growth. In addition, we had some new clients joining our company. As for the growth rate, it is not the limit for us, as I know we can do better - but we are working on it.

Additionally, in the Q4, we were finishing up the migration project that has been going on for some time now.

Also, one of our goals in 2018 was to become more independent, and I believe we succeeded.”

Can you describe Sysbee’s 2018 year’s performance in short? Can you call the 2018 year successful?

Zvonimir Gembec: “Sysbee is now present on the market for almost a year and we’ve been working hard as a team to make it happen. Back in May 2018, Sysbee emerged as a company and we commenced the process of the spin-off from DHH Croatia.

Even though this took us much more time and effort than we predicted in the first place, I am glad we were able to wrap it up. We don’t feel like a startup anymore, and I think that 2019 will be much more exciting!”

As a young company, Sysbee is growing at a high speed. Did you onboard some new employees during the fourth quarter of 2018?

Zvonimir Gembec: “During the last quarter, we did not actually hire any new person, as we decided to move this activity to the current year. We are in process of hiring a new sysadmin currently, and I think

we will have him on board by the end of February or the beginning of March. Also, if everything goes according to our 2019 plan, maybe we will hire another person by the end of this year.

As of the moment, there are four people in the office, so we are still a very small team. In order to expand further, we want to see additional growth at first.”

During our previous interview, you told me that DevOps package development was the priority for Sysbee. Are there any updates in regards to this project?

Zvonimir Gembec: “It is still in progress; we have written some new modules for it to ease deployment. It was all upon the customers’ feedback – we included some new features to the DevOps package as well. It is not ready for the launch just yet, but it will be very soon.”

You’ve also mentioned that Sysbee plans to improve on its marketing activities and work on some technical blog posts. Please tell me about this initiative and if there are any new developments in this sense.

Zvonimir Gembec: “We have started with one more redo of the website so we can start a more aggressive online campaign. It will be mostly aimed at raising awareness about the Sysbee brand. In the next week or two, we are planning to launch the online campaign. In this context, we are working in cooperation with one of the local digital marketing agencies.

They have asked us to make some changes mostly in relation to the presentation of our website for the SEO purposes. In terms of the technical blogs, we are also planning to start posting some weekly updates for our audience.

We have also started direct sales, and we already carried out a session dedicated only to that. What we do is we go and meet people in person – 2 or 3 days, and 4 to 5 meetings a day. We are planning to have this kind of sessions every 3 to 4 weeks. Our key targets are mainly web agencies, web developers, e-commerce agencies, and the like.”

What do you have in mind for the near future for Sysbee? Any interesting upcoming projects?

Zvonimir Gembec: “One of the first things that are going to happen in the upcoming weeks is the launch of the Magento enterprise hosting. This product is not something new on the market, and I believe it will be much easier for us to communicate with our clients about it. Aside from this, I think this project will boost our sales.”

About DHH S.p.A.

Established in July 2015 and located in Milan, DHH SpA (“DHH”) is a tech-group with a focus on building and growing cloud computing businesses in the emerging digital economies.

DHH strives to be the leading group of tech-entrepreneurs spanning the web hosting, SaaS and cloud computing industries in markets where the Internet penetration is still in a “beginner” phase, starting from Italy and western Balkans and determined to establish a global footprint.

DHH is listed on AIM Italia, a Multilateral Trading Facility regulated by Borsa Italiana and registered as an SME Growth Market.

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