

Zvonimir Gembec on Sysbee performance Q1 2019: “We started to get recognized as a brand.”

Milan, 28 May 2019. Managing a start-up is not an easy job, especially these days, when the competition is extremely high and the market is saturated. Managing a start-up in a web hosting market is on another level of hard – you have to follow the latest trends and closely listen to the market’s demands to stay afloat.

Sysbee, one of the Croatian start-up companies, manages to not only keep up with the competition but to push forward some great innovative ideas. We talked to Zvonimir Gembec, the CEO of Sysbee. He told us about the performance of Sysbee in the past months as well as he shared some of the details regarding their planned projects.

How did the first quarter of 2019 go for Sysbee?

Zvonimir Gembec: “I’d say that in the first quarter of 2019 we did a good job – we started to get recognized as a brand. We still did not reach the level we strive for, but it is a good start, in my opinion.

One of the highlights of the Q1 2019 was a meet-up we organized at the beginning of April. The meeting was very welcomed by the community and we were able to gain a number of leads as well. Apart from that, we also met our new junior sysadmin on that meetup – he is joining Sysbee in June. We are actually planning to have the same kind of meeting in September.

Talking generally about Sysbee’s performance – we are gaining much more serious leads now. In fact, we’ve been meeting with a lot of agencies – we now have a lot of partner agencies.

Moreover, we were working on the internal billing system of Sysbee.”

As Sysbee is growing at a high speed, you might think of expanding your team as well. Did you onboard any new team member in the first quarter of 2019?

Zvonimir Gembec: “We did not onboard any new employee during the first quarter. However, as I mentioned, we did meet our new junior sysadmin during our meet-up and he is starting with us on the 1st June.

But yes, we are planning to expand our team even further – but considering the lack of professional sysadmins in our region, it is quite challenging. We are also a very small team still, just 5 people, and we find it hard sometimes to keep up the constant workflow. Sometimes, people go on vacation or on sick leave and at that time, the big amount of work is on the shoulders of those left.

Another thing is that we need to employ people in advance. This is because there is a warm-up period required before they actually start working.

I believe that once we have enough people on our team, we will be able to handle projects and workflow much more efficiently.”

Please tell me about the updates regarding the DevOps package development?

Zvonimir Gembec: “Yes, we decided to archive that project for the time being. We rolled out the project for the testing phase and we collected feedback. What we realized is that we were getting such diverse feedback so that it was impossible to pinpoint something in particular. Users were requesting all kinds of features and we simply were not ready to accommodate each and every one of them.

Nonetheless, I think that it is very much possible that we can take up on this project again in the future.”

Last time we spoke you told me about the new online marketing campaign you were planning to launch. Please tell me more about it. Was it successful?

Zvonimir Gembec: “The marketing campaign is still active, in fact. The campaign already brings results, however - we have an increase in the daily page visits to our website. I think the full effect of the campaign will be seen in the next couple of weeks.

Yet, there are still a lot of changes to make and we will probably end up with another website overhaul.”

Another thing you mentioned previously is the launch of the Magento enterprise hosting. How did this go?

Zvonimir Gembec: “We started to work on it two or three months ago and we have the first landing page almost ready for the launch. The key idea is to create the real product that you could use – you can order it, pay online and get the advantage of it.

We also have initiated a lot of internal research and we reached out to a lot of Magento agencies to make the improve the product. The product will be based on AWS as a platform – so we will need to have some AWS certifications in place for that.

So, we are still working hard on this project and the first glimpse could be seen in the next couple of weeks already.”

What do you have in mind for the near future for Sysbee?

Zvonimir Gembec: “We plan to continue with our current activities – there is a lot of trial and error

involved in our work process, so we don't give up. The key goal, for now, is to ensure the steady growth – we do that through several channels. We use partnerships, promotions, meet-ups, lectures, presentations and the like.

We will continue investing the time and efforts into the development of various projects and the promotion, as well.”

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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.

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