# domainworx

# Industry Information

# Vienna as an IT location

- Vienna, July 21 2021

**In recent years, Vienna has become one of the leading locations for the ICT industry in Europe. There are good reasons for this.**

The latest news is only a few weeks old. Austria's leading department store company SPAR is setting up its new IT centre in Vienna. This is remarkable because SPAR is based in Salzburg, a city that has traditionally been in - friendly - economic competition with the Austrian capital.

The company is thus following a trend that has been gaining momentum over the last 10 years, largely unaffected by the current COVID situation: Vienna is transforming itself into one of the top IT locations in Europe.

This is confirmed by a look at the European Digital City Index (https://digitalcityindex.eu). It describes how well different cities in Europe support digital entrepreneurs and provides information on the strengths and weaknesses of local ecosystems.

Vienna is currently ranked 10th here, ahead of Munich and Frankfurt.

The key factors for the good ranking are, on the one hand, globally comparable aspects such as local educational resources, easy capital procurement for start-ups and investments as well as the number of sector-specific companies already located here, and, on the other hand, two specific features of Vienna that make it a unique location:

domainworx

First of all, there is the high quality of life in the city, predictable but always nice to read about. But Vienna's geographical location at the junction between East and West also holds great potential, especially for companies that can imagine expanding to the Czech Republic, Slovakia or Slovenia as well as to the Balkans.

Local politicians, who years ago were still criticised for their hesitant support of the industry, have now recognised the potential.

The "Digital Agenda 2025" (https://digitaleagenda.wien) drawn up in 2019 under the leadership of the then CIO of the City of Vienna and now Linz Magistrate Director Mag.ᵃ Ulrike Huemer puts "strengthening the high-growth ICT sector" high on the agenda as one of the central topics for Vienna's transformation into a digital metropolis.

## Digital Days



The joint IT performance show of the city and the industry, the Vienna **Digital Days**, will take place this year on October 18 & 19.

Info: *www.digitalcity.wien*

This is both successful and justified: according to a statement on the city administration's website (https://www.wien.gv.at/wirtschaft/standort/ikt-standort.html), the ICT sector is currently responsible for 24 per cent of the city' s value added!

And HR managers of companies settling here do not have to worry as much as elsewhere about the next generation and. their future top performers. With 20 universities, many of them with a technical focus, Vienna is the largest location for tertiary education in the German-speaking countries. In addition, the connection between teaching and research is close, which has also given the city a top ranking in terms of the innovative power it generates. For example, the university association provides students and researchers with internationally first-class high-performance computing resources such as the Vienna Scientific Cluster (https://vsc.ac.at/home). The quality and availability of such services do not need to fear comparison with those offered by American or East Asian elite universities.

The offer is gladly accepted. Nearly 40,000 people from all over the world work in Vienna in the fields of basic research and application development. That is about 5% of the city's working population.

The times of the lonely programmer in his backyard garage are over for Vienna, too. Austria's federal capital has grown into a global player in the field of digitalisation - and the journey is far from over.

*Would you like to know how your company can benefit from Vienna's digital boom? For an evaluation, contact us at* *sales@domainworx.consulting.*

# Registry System RyCE



*Like domainworx, RyCE GmbH is also a subsidiary of the COMPASS Gruppe Vienna, in this case in cooperation with DNS Africa Ltd. With the registry system of the same name, it operates one of the most innovative software solutions for the administration of Internet addresses.*

Basically, it is a database solution in which all relevant registration information for a top-level domain (TLD) is stored and in which accredited end-customer traders - registrars and resellers - can add further domains to the portfolio under the respective TLD.

The challenges for such a system are complex, as the data must be available worldwide at all times.

# domainworx Digital Briefings

_ Vienna, July 21 2021

**domainworx Service & Management GmbH invites you to briefings on current digital developments at the COMPASS CUBE in Vienna-Meidling from September 2021.**

An important part of our tasks as a consulting company is to keep an eye on current trends in the digital world. The state-of-the-art COMPASS CUBE communication centre at our new company headquarters in Schönbrunner Straße in Vienna's 12th district now allows us to share our view of the latest technological developments and fundamental issues of digitalisation in industry with you.



In September we invite you to 90-minute briefings on the following topics:

- Sept. 16 2021, Sept. 30 2021, both at 16:00 CEST.
  **Digital Trends 2021**
- Sept. 15 2021, Sept. 29 2021, each at 16:00 CEST
  **IT project management for marketers**

Information on the contents and the possibility to register can be found at
*https://www.domainworx.eu/briefings.html.*

Please note that the presentations will be held in German. If you are interested in an English version, please contact us.

We look forward to meeting you in person!
Your domainworx team

## Registry System RyCE (cont. from page 2)

The EPP-based registration system (EPP, Extensible Provisioning Protocol, is a standardised network protocol) offers such a reliable platform for domain operations. RyCE thus stands for first-class, always up-to-date technology that makes it possible for domains to be available everywhere within minutes of registration. The hosting of the system in APA's high-performance data centre in Vienna guarantees high speed, maximum security and data protection conformity.

Thanks to its strengths and good scalability, RyCE is able to meet all the requirements of a registry solution and still offer the system at a fair price, which makes operating your own top-level domain interesting for geographic entities and brand owners.

You can find information at https://ryce.at, and we will be happy to provide consulting on the possibilities of your own TLD at *sales@domainworx.consulting*.

Imprint:
domainworx
Service & Management GmbH
Schönbrunner Str. 231
AT-1120 Wien

www.domainworx.consulting
sales@domainworx.consulting
+43 (0)1 98116 706

*If you have any questions or if you no longer wish to receive our Industry Information, please contact us by e-mail at servicedesk@domainworx.consulting.*