

# AURA Is Exporting with Success More Than Just its Codification Software MC CATALOGUE

*Readers of the past editions of the Czech Defence Industry & Security Review and the Defence and Security Industry Review could so far notice mainly the Information System for Logistics (ISL) in conjunction with the Brno-based company AURA and presentation of its products. The ISL, awarded by the top prestigious prize of the international press jury at the Prague fair Future Forces 2014, has been used by thousands of AFCR (Armed Forces of the Czech Republic) personnel and MoD employees for seventeen years. One of the modules of this system which has stand-alone features owing to a special technology, is the information system for materiel codification MC CATALOGUE. And it is this very item which brought AURA significant success at international markets.*



## Export Geostrategy

Materiel codification has been AURA's dominant field of expertise since the beginning of the NCS (NATO Codification System) implementation into the defence sector of the Czech Republic. Introduction of its own highly sophisticated MC CATALOGUE information system into other NATO and non-NATO nations' armed forces has formed the backbone of company's foreign strategy for over ten years now. The Czech Republic was, logically, followed by Slovakia that started to make a full use of AURA's codification software. Then came Finland, a neutral nation, followed by one of the NATO founding nations, Norway. In compliance with the then NATO policy emphasizing dialogue with Russia, an important business partner, in terms of IS implementation, became the Russian Federation. This had an enormous impact on codification of military equipment and weaponry of Middle and Eastern Europe nations and, consequently, saved their logistical expenses. The first African nation that chose

MC CATALOGUE for its logistics, was Morocco. "The conquest" of Northern Europe followed by recruiting of all Baltic nations Estonia, Lithuania and Latvia, in order of accession. The Balkan and Middle Europe "codification region" of the company is represented by Croatia and Hungary. Last year, the company gained, with the US help, its first Asia customer - Afghanistan. AURA signed its most recent MC CATALOGUE contract with the representatives of the Brazilian armed forces, in presence of the Czech Minister of Defence Mr. Stropnický, at the LAAD exhibition in Rio de Janeiro on 14 April 2015.

In relation to codification of material and related services, mainly in terms of training sessions, AURA has launched cooperation with the British company Allan Webb Ltd. this March. This company is a top European codification services provider focussing on data cleansing, delivering technical literature and translations plus other logistical support to clients from both public and private sectors.

In view of the fact that the NCS is gaining more and more users and followers all over the world (currently 63 user nations), company's foreign strategy, based on export of its own codification information system, proves to be very efficient and perspective. Its competitiveness at foreign markets is demonstrated by the fact that AURA won last eight tenders.

## Export of Codification

One of the basic prerequisites for AURA's successful export policy in codification is the fact that it does not focus on a mere sale of MC CATALOGUE, be it in all available modifications as defined by the customers, but it approaches the export of codification as a complex mission with all its consequences. Of course, such attitude increases considerably company's expense and personnel requirements which, however, augments the prospects of success in international tenders and, eventually, incomes for the national Treasury. Naturally, the company offers adequate service and upgrade for exported codification systems. It organises individual and group trainings of users in the Czech Republic and abroad. Its representatives are active in working bodies of AC/135 - NATO Group of National Directors on Codification and they co-operate with the Czech National Codification Bureau. Recently, the company has also launched a massive support to the NCS College which took over the role of NCB College in 2012 organised in the past in Battle Creek, USA, to support codification training. The NCS College takes place in Brno, Czech Republic, under the auspices of AC/135 and the Czech Defence University. The NCS College with AURA's information and organisational support has trained more than sixty codifiers from almost 20 nations. The 3<sup>rd</sup> NCS College is scheduled for 29 August to 23 September 2016. An important part of national implementation is the participation of National Codification Bureaus. Up till now, the AURA company focussed especially on methodical support when establishing and running these NCBs based on the interest of some of its potential clients. Therefore, the company perceives its perspective also in establishing of National Codification Bureaus in its complexness.

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*AURA's export strategy is based mainly on the export of its own products, its own implementation, its own services, business negotiations, trainings and company's promotion within all available NCS activities and exhibitions and fairs of defence technologies. Company's foreign competitiveness is, understandably enough, significantly influenced also by the approach or systematic support of public bodies be it embassies and institutions abroad or at home; or within so called entrepreneurial missions organised as a part of foreign visits and meetings of state and departmental representatives. It can be affirmed that the Czech state has recently intensified its abroad efforts to support private-owned companies and that this fact certainly is or will be beneficial for both parties.*

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