AURA 30th year

The largest Czech exporter of comprehensive information systems (IS) for military logistics, the AURA company from Brno, has been celebrating its 30th anniversary this year. The AURA Production Cooperative, established in April 1989, specialized in the development and implementation of large and comprehensive information systems for warehouse management and logistics. In addition to domestic customers, the company exported successfully to Germany, Switzerland, Austria and Russia. In 1992, the production cooperative has transformed to a standard company AURA, s.r.o. (ltd.) with the sole owner – the founder Ing. Jan Engelsmann.

AURA conquers Czechia and the world

In 1994, AURA won the tender for the development of the Information System for Logistics (ISL) for the Ministry of Defence and Armed Forces of the Czech Republic. In 1998, AURA entered into a strategic partnership with the Danish company Bruhn NewTech, developer of IS for the assessment of the situation of weapons of mass destruction use. Next year, a sister company AURA LOGIS was founded in Slovakia. In 2000, AURA launched the sale of the information system "Judicial Officer". In 2004, AURA becomes a codification agency certified under the new legislation in Czechia and Slovakia. In the same year, the Ministry of Defence of Slovakia becomes the first foreign customer to order MC CATALOGUE, a codification software developed by AURA. In 2006, the National Codification Bureaus of Czechia, Slovakia and Finland established in Brno a working group of this codification software "MC CATALOGUE User Group". In 2009, AURA was the first in Czechia to receive the ISO 8000 certification "Quality Master Data Provider" and "Master Data Quality Manager". The first delivery of MC CATALOGUE as Software as a Service (SaaS) for Estonia in 2012 started the series of successful replacements of French codification software Adagio by Czech MC CATALOGUE – after Estonia, Lithuania, Morocco, Croatia and Latvia followed. In the same year, the University of Defence in Brno organizes the first NCS College international codification course with a significant cooperation of AURA. The Information System for Logistics developed by AURA for the resort of defence of the Czech Republic was awarded the "Gold Future Forces 2014" prestigious prize and was recognised as the "Best System Solution" at the Future Forces 2014 international trade fair. The year 2015 became significant for AURA – it entered into a strategic partnership with the UK based

Allan Web and Swedish Saab and acquired Australia as the 15th country using MC CATALOGUE, thus becoming the world leader in the field of SW for materiel codification according to NATO standards. In 2017, MC CATALOGUE was implemented in the United Arab Emirates armed forces. In 2018, AURA delivered MC CATALOGUE for Japan, becoming the first Czech company registered as a supplier to the state administration of the Japanese Empire. In the same year, AURA wins the tender announced by the NATO Support and Procurement Agency (NSPA) for codification software for the Hashemite Kingdom of Jordan. This year, AURA has celebrated its 30th anniversary and become member of the newly established FE Holding, s.r.o. At the annual meeting of the Czech defence and security community in January, AURA was declared the Company of Decade.

Brno gatherings and Kroměříž celebrations

On the occasion of the AURA 30th anniversary, its management organized an international conference at the Brno headquarters at the beginning of May to present the current company portfolio with visions and plans for future development. Guests from almost twenty foreign partner companies and dozens of representatives from domestic cooperating organizations discussed in an organized format as well as in informal discussions other ways and forms of future cooperation – not only in the field of highly successful information systems for military logistics, but also in the areas of civilian sphere, such as legal agenda or publishing text and multimedia documents. The professional international conference continued with a spectacular party in the premises of the Observatory and Planetarium in Brno, which was opened by the general director of AURA, Ing. Filip Engelsmann. Further outstanding speeches were given for example by the representatives of Japan, Norway and Slovakia. Brno gatherings were followed by a two-day meeting of current and former AURA employees in the beautiful Moravian town of Kroměříž. They were greeted in the Assembly Hall of the Archbishop's Chateau where the heads of individual divisions and sections recalled the history of AURA, followed by a wonderfully commented city tour for the Flower Garden and evening full of games and talk. It turned out that AURA not only has a great working staff, but also playful cohesive teams that create the true wealth of the company.

IDET has never been without AURA

One of more than 400 exhibiting companies from 35 countries at this year's IDET was also AURA, which has participated with honour and success in all 15 years of the International Defence and Security Technologies Fair in Brno. AURA introduced innovations in the development of the comprehensive information system for the support of logistics – LIS, with the emphasis on MC CATALOGUE, the most widespread codification software in the world. It presented also the new Advokta information system for law firms. For the GOLDEN IDET 2019 competition, AURA with Code Creator, s.r.o. registered Publi – a multi-platform software system for publishing text and multimedia documents, which was presented to particular exhibitors at their stands. To date, Publi is used by ten major Czech universities, including Charles University, Czech Technical University and Masaryk University. Codifiers from AURA Codification Agency offered their cataloguing services to the suppliers of the defence department directly at their trade fair sites. AURA representatives participated in several accompanying conferences and seminars focusing on defence armaments and military logistics.

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The question "where is AURA heading" was clearly answered by its general director, Ing. Filip Engelsmann, in his opening speech at AURA 30th anniversary celebrations in Brno: "I believe that AURA will continue to play a leading role in the development of military logistics information systems as well as information systems for law agenda, and that you will see further pleasant surprises in the portfolio of our company. We will keep on looking for new trends in all our fields and build bridges between armies and defence industry."

AURA, s.r.o. is a purely Czech company with headquarters in Brno, currently active in more than 20 countries on 5 continents. It develops specialized military and civilian logistics information systems (IS). The company portfolio includes also IS for documents and content management (DMS/CMS) for defence standardisation, IS for standardised description of goods and services for public procurement, and Advokta IS for law firms. In Czechia and Slovakia, AURA supplies the most widespread IS for judicial officers. Newly, AURA offers Publi – a multi-platform server-client software system for easy publishing of text and multimedia documents.