

AURA in the Year 2017

Expert on Military Information Systems



General Director of company AURA, s.r.o.,
Dipl. Eng. Filip Engelsmann

Mr. General Director, you have looked back upon the results of the year 2017 for sure. Could you give the readers an idea about the last year's strategy of the company and fields in which AURA, now perhaps the biggest Czech exporter of specialised military information systems, achieved the most important success?

I don't know whether we are the biggest Czech exporter of the military information systems. However, I can confirm that the last year in cooperation with NSPA – the NATO Support and Procurement Agency – we gained the 20th customer who uses our information system for support of codification MC CATALOGUE, MCC in short, that we have developed and provide it to countries involved in the NATO Codification System – NCS. The newest MCC user is the Jordanian Armed Forces.

Last year in March, AURA set MCC into operation also in the Armed Forces of the UAE. Historically, the first NSN – NATO Stock Number – of the UAE was created, that is a unique identifier of an Item of Supply and at the same time an inter-

national data exchange was launched among the countries involved in the NCS. Currently, the UAE exchange codification data with more than 30 countries, total amount of transactions exceeded 500 thousands, what is probably a historical record in this brief time in this specific field. In the United Arab Emirates in Abu Dhabi there stays an AURA team including foreign experts which supports the operation of the NCS and building the National Codification Bureau – NCB in short. Besides this excellent success, which auspiciously opens our way to the Near and Middle East, after several years of demanding cooperation with South African partners, AURA has been contracted by the South African National Defence Force to provide MCC. The implementation project is going to be carried out this year.

However, to finish the answer to your question, for the whole team of our co-workers I must show off the decision of Japan to join a high number of countries who have chosen MCC as a codification tool for its national military logistics that was officially announced during the Pacific Area Cataloguing Seminar held at the end of the last November in Tokyo. This year a basic version of our information system had already been installed and now other implementation works are carried out. Thanks to all involved for this excellent success in the Promised Land to ICT!

Mr. Engelsmann, last year at the end of November in Brno, where your company is based, the 22nd MC CATALOGUE User Group meeting took place. What this event meant to you, did it set out new lines to a modernization of this codification tool and development of cooperation of all member of MC CATALOGUE User Group?

This meeting of MC CATALOGUE User Group was held with widespread support

of our company, of course. MC CATALOGUE User Group, MCC UG in short, has been found upon the initiation of Finland, Czechia and Slovakia already in 2006 in the founding meeting in the hotel Velká Klajdovka in Brno. The 22nd MCC UG meeting took place in Brno again, this time in Hotel International and it was chaired by director of Australian NCB, Paul Kenworthy.

At the MCC UG meeting in Brno there were discussed questions of the next development of MCC according to experience of each country, but also according to the planned innovations in the NCS. Great attention was paid to new functionalities, redesign with use of up-to-date so called UX – User eXperience attitude and different forms of education of managers and codifiers entering into the codification processes in each country. In this regard, the participants of the meeting in Brno welcomed the possibility to take part in the international NCS College 2018 composed of the NCS Course for Managers & Logisticians and the NCS Course for Codifiers, which is organised by the University of Defence in Brno and the Czech NCB with a great support of AURA in August and September 2018.

Relating to the MCC UG meeting and use of MCC, I would like to remind that AURA has been preparing a new generation of the information system for support for military logistics – LIS, thus Logistical Information System for present and new customers. I am not going to mention more about this project, because we have already discussed it in the article "AURA successfully gains its goals" in the last Review for Defence and Security Industry and certainly we will talk about it during this year again.

It is hard to imagine that a company of high international reputation like AURA would not be present at important international trade fairs orientated to

defence and security and at analogous conferences and workshops. How was the last year from this point of view, did AURA use for advertising also periodicals as for example Czech Defence Industry & Security Review or Review for Defence and Security Industry?

I would like to use this occasion to thank the editorial staff of MS Line s.r.o. for the opportunity to advertise in their magazines, which are present at all important world arms trade fairs. Except the regular presentation of AURA in the mentioned quarterly edited magazines, AURA participates in important events and international trade shows abroad and home. Last year in May, AURA was a silver partner with own stand at the World Codification Forum in Melbourne held by the Alliance Committee for Codification AC/135 and Australian National Codification Bureau. We were honoured to welcome also Mr. Martin Pohl, Czech ambassador in Canberra, at this event. In September AURA also presented itself

at the international fair Defence and Security Equipment International 2017 in London through its strategic partner in the field of materiel codification – Allan Webb Ltd. from Great Britain. Last year's presentation of AURA at LAAD Defence & Security trade fair prepared in cooperation with our Brazilian partner ProDeal from Sao Paulo was a part of exposition of ABIMDE (Associação Brasileira das Indústrias de Materiais de Defesa e Segurança – author's note).

At the forefront regarding the home events there was the 14th International Defence and Security Technologies Fair – IDET in Brno in May. Our stand was fully utilised during the whole 3 days – there took place negotiations with representatives of the Czech Ministry of Defence and Armed Forces of the Czech Republic, as well as with visitors from abroad. Also, the general director of Danish company BRUHN NEWTECH visited us, a long-standing partner of AURA in the field of CBRN evaluation, who led negotiations about

further cooperation. Great attention was paid to the offer of codification services, relevant negotiations were led with tens of present and prospective customers. Our company is also proud of the fact that our codification agency was appraised in 2017 as only agency with zero failure rate! Even though the total amount of codification orders was almost the same as the amount of orders of all other certified agencies together.

At the end I would like to express an immense pleasure that the last year, the MS Line s.r.o. apprised AURA with a prestige reward "Management Team of the Year" during announcement of the appraised personalities, companies and products of the Czech defence industry for excellent results of team managerial activity. Thanks for the merits for obtaining the reward belong to the whole AURA team.

Thanks for the interview by Antonín Svěrák

