

Péter Kalmár**Co-Founder & CEO of Webtown****Péter, what can you tell us about yourself?**

I'm the co-founder and CEO of Webtown, which is an agile software-development company located in Budapest, Hungary.

I used to learn music when I was younger in the Conservatory of Budapest, but eventually I decided to go to the Technical University of Budapest.

I have two daughters, Eszter (10) and Nóri (8), and a beautiful wife, and how could I forget about our dog called Whiskey.. so, all in all, I live with 4 girls :)



Being an entrepreneur, my oxygen has always been business. I started my first company, Bigbyte Ltd. in 1999 when I was 19 years old. From the very beginning, I've always been enthusiastic about learning new skills and technologies. I graduated from the Faculty of Electrical Engineering and Informatics of the Budapest University of Technology as an information technologist.

I have always been keen on working with my colleagues. I believe in a flat organization; having the least hierarchy can boost the daily efficiency of the team. I strongly believe that our duty as leaders is to make sure our colleagues are surrounded by a stimulating environment, to ensure that the projects run smoothly, and our colleagues get the opportunity to do whatever they are the best at.

The fact that we've been working together with my shareholders for more than 10 years without any major conflict means that I was lucky enough to find the right partners almost at the very beginning.

We're also partners in Scrummate which is a cloud based agile tool that brings developers, business people and creatives onto the same platform. (www.scrummate.com).

I am absolutely passionate about this product and I do believe in it. It helps me do something totally different besides the daily professional-services projects.

Webtown & Abroad: Two years ago, we decided to extend our business to foreign countries, to have new clients outside of Hungary. That was the time when I joined CEO-CF to learn how to evolve the business and my capabilities.

I'm happy to say today that this is working out, we have several customers from abroad and we've just opened our office in Warsaw and set up our company in Poland.

Now, let's talk about WEBTOWN

Webtown is an agile software development company, with more than 12 years of professional experience, boasting a staff of 50 employees. We develop online solutions, mainly based on two products:



Firstly, Liferay Digital Experience Platform (DXP) to provide unified customer experience and personalized contents & offers, which put customer expectations in the heart of the clients' services.

While Liferay DXP facilitates sales & marketing decisions, it remains an easy-to-integrate platform with current business critical systems. Trusted by financial enterprises like K&H Bank (KBC group), Raiffeisen Bank and Fundamenta, we've been developing Liferay portals since 2010.

We are proud of the fact that in 2015 we became the first Platinum Partner in the CEE region and we still are the only one.

Secondly there is a PHP, Symfony based software for those who manage huge content on a daily basis and need liable content scheduling & workflow management. For them we deliver eZ Platform Enterprise CMS. Media market players and communication professionals can create pages easily with its in-page editor, automate the flow of content and deliver content across channels & displays.

Our main well-known customers are Raiffeisen, NN, Uniqa, MSCI, K&H – KBC group, and of course there are several big Hungarian companies as well.

Péter, can you please share a success story or a failure that has helped you move forward?

We've always been rather wary, moving forward step by step. **Failure is the most important part of the learning process, and of course we've had a lot of it but whatever happened, we always learned something from that.**

We had several very exciting success stories in the past, I'd like to highlight one from the beginning. It happened back in 2005, that was the year when we started to develop an online application system for students who would like to apply to universities.

At that time, most of the students used paper based solution to enroll to the university. At first glance, this project didn't seem to be too difficult (famous quote from that time: "don't be afraid, those are just simple forms..."), but later on it turned out (it was a great learning curve) I was wrong, so we had to hire more and more developers to meet the deadlines and serve the extremely difficult back office business logic and workflows.

All in all, finally it was a success story. In a few years' time the government decided to use only this software and ceased the paper-based applications to the university.

It meant 100.000 students tried to finish the application on the date of the deadline. We worked on this software and the further developments of it between 2005 and 2014 and we're really proud of our software, because (with smaller modifications, of course) it's still in use. Used by about 100.000 students year by year.

To know more about Webtown
www.webtown-group.com

