



Usually the presentation of new company consists of a blunt advertising text which is seldom worth reading. Here I shall try to avoid this flaw by being as honest as possible when telling you about the creation of Rustele.com, its development and opportunities it now provides for the business.

For more than 10 years I worked as an observer of telecommunications industry in the “Delo” newspaper. All these years I was waiting for competent industry analysts to emerge in St. Petersburg, homeland of Russian cellular communications industry itself and its key-persons. But it didn’t happen. Experts from Moscow to whom I addressed when writing the editorial articles in most cases couldn’t give me comprehensive explanation concerning St. Petersburg’s telecommunications market. No wonder, though. It’s just impossible to know the situation in its minutest details and undercurrents, influenced by various business-groups from official and publicly available sources of information. Especially if this kind of sources is the only one available from the office in Moscow by virtue of telecommunications.

In my view, analyst should constantly stay in the vortex of events, talk to companies’ top-management, partners and clients in person. That’s exactly what I was doing for previous ten years. I witnessed the rise and fall of many companies, change of leadership in the Ministry of telecommunications of the Russian Federation, outbreaks of industry’s numerous scandals. The experience that I happened to acquire for this period of time, good professional and personal relationship with many key-persons in the business and immense need of qualified analytical assessment on the part of those involved in the telecommunications market were the main reasons that made me and a group of like-minded individuals to create Information Analysis Agency Rustele.com in August 2006.

