



Partnership Program 2010

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Partners program

Overview

Who we are?

We are not a software shop, but the factory behind yours.

- We are not a software shop. We do not aim to be a software shop.
- We are a resource, logistic and technology provider.
- We focus on providing you with the right people and technical know-how in order to help you produce successful projects for your clients and your software products.
- We are a factory with well defined processes.
- We do not search for clients that require software solutions. But we work for companies that provide those services to their clients.
- We focus on managing highly productive remote teams, so you can focus on managing your clients and doing your business.

What is this business about?

It's about reducing your staffing costs, and increasing your production capacity and quality.

- We reduce costs by working with remote teams in Latin America.
- It's a strategy of mixing local and remote resources the right way. Your clients will hardly notice the difference of this process compared to working with a local software shop.
- We have invested a lot of our effort on creating processes that work, which are the backbone of our software development lifecycle.

We provide *specialized and talented people*

We get the best people and make them experts.

- We hire only the most talented people available.
- Each resource has its area of expertise.
- Success of remote teams is highly related to Project Management and Quality Assurance, so we have invested a lot of time and resources to get the best PMs and QA experts available.
- We have PHP, .NET and JAVA experts. Some of our resources are experts in CMS and web communities, other are experts in iPhone and Android development.
- We have a talented and creative Graphic Design team as well.

Models we do NOT propose nor recommend

Direct offshore

Don't tell anyone, but... usually this model does not work.

Contracting cheap developer/QA hours in other parts of the world sometimes sounds like a good option. You will get all the benefits of having the “same” human resources for a minimal cost. The typical outsource model is contracting people on a project basis or even just buy a quantity of resource hours.

This seems to be a good option for reducing costs. By using this model the company will contract only the people they need when they need them.

Unfortunately, in reality, this model has also a lot of drawbacks. Most of the offshore shops out there do not have the same standards of quality or experience as local teams do. It might work for simple and low risk projects, but when the stakes are higher, we have seen it at firsthand... this model does not work.







Why not?

When you do not offer labor stability to people, the turnover will increase. As turnover increases, the efficiency and the quality decreases.

Every time a project starts you have to invest in the recruiting and training process again. Also, it's not always easy to find the best people. *Good developers are usually working on other projects!*

A team works more efficient only after some time of working together, in the same field and getting specialized. If you consider just buying developer hours, you face last minute individuals being hired who have not worked within a team setting. This type of teams lacks structure, processes and methodologies, which ends up having a negative impact on the overall quality of the project.

In summary:

	The cheapest option
	High staff turnover
	Low quality
	Lack of commitment
	Non efficient team
	High risk

As you can see, the risk is high and is very difficult to reach good quality products using this model. In the long term you will realize that these facts are true, no matter what country you choose to outsource your operation to.

Hire an offshore software company

Hiring a remote software company may also seem like a viable option. However, there are issues with this model as well, since you will not get a team that is fully compromised with your product and your company.

Most of the time, companies that do these types of arrangements work on multiple projects at the same time. Working on different projects can cause a lack of commitment and a lot of distractions, therefore, increasing the risk and quality of your project.







Why Not?

Even though it looks like a reasonable option, the biggest issue with hiring a remote company on a project basis is that you are not guaranteed to have the same pool of resources. You will not necessarily have access to the same team, due to the fact they might already be committed on working on another project. This will have a direct impact on the team dynamics and quality since every project you start will most likely have new team members.

On some cases there could be a bigger problem with this model. This happens when the whole company has engaged in another project which requires their full attention and they are not able to fulfill their obligation to you.

Most of the traditional outsourcing shops do not have high quality standards. They often lack of a leadership team and Quality Assurance processes. Most of the times these companies will only provide the resources needed for the development phase, disregarding completely the rest of the phases on the software development lifecycle process.

In summary

	Reasonable price
	Average quality
	Average staff turnover
	Less efficient team
	Medium Risk
	Team not always available immediately

Even though this option can provide a reasonable price, it fails to guarantee a team that is continuously working together backed up with leadership and structure. This will have a direct impact on the efficiency of the team, and your final outputs.

What we offer

Cost effective solutions without sacrificing quality

We offer two different types of partnerships. Each type of partnership has been developed keeping in mind what models do work for local companies using remote resources. Through these two models we are able to provide you with local quality through remote teams.

MODEL 1: Latin America Development Department

Get a reliable team that works only for you.

The first model we propose is establishing a Latin America Development / Quality Assurance / Project Management department through DEVSU. We will assemble a team that will only focus on work for your company. It does not matter what size of team you need, 1 resource or 10 resources; it is the same for us. You will get the same results on a scale that fits your needs.







You will have access to a committed team that will work on a long term basis for your company. You will have management overseeing the activities of the team on the remote offices, and working seamlessly with your local management.

DEVSU offers to its human resources a stable working place and competitive salaries, above the market average. This is why we are able to attract the most talented and experienced people. Our team is a bilingual team, with the same experience and same knowledge as local teams. The professionals we offer have experience working with American companies and clients.

As a business partner we work to provide solutions to the client and to execute these solutions together. This scenario the development team will be a mixture of both the DEVSU and the partner team.

We are flexible, if you need it, the development can be in charge of the partner and DEVSU can act only as the quality assurance team or we can take care of all of the development process so you just have to worry about your client, maintaining your relationships and increasing your leads.

In summary:

	Reasonable price
	High quality
	Immediate Availability
	Minimal staff turnover
	Low Risk
	Represents a constant outcome for the company (but a fraction of the cost of a local team); Not suitable if you do not plan to have projects to work on a regular basis.

MODEL 2: On Demand Dedicated Teams

Get access to an on demand team that will suit your needs on a project basis.










What makes us different from other companies is that you are guaranteed to get the same talented base team every time you have a request for resources due to the fact we become a partner team. By hiring a regular outsource software shop you will not always get the same experienced, talented team or leadership team behind the developers.

Another great advantage using DEVSU is that we guarantee the team to be available **immediately** throughout the year. We can offer you this option because we are proposing a model that we do not only work on the projects you assign to us, but also on projects owned by ourselves (mainly iPhone/Android applications, and web portals). This way your resources are working on internal projects and expanding their skills until you need them.

As part of your team DEVSU will not be working for other external clients, which allows us to set aside our own projects and start working immediately on yours. You will have access to the same efficient team, available anytime, contracted and paid on a project basis.

Under this model, the unique condition we ask from you is a commitment of minimum amount of work per developer. The reason is that we want to keep our company healthy. We do not want to hire people for a full year when you need them only one month. That doesn't mean that our resources won't be available for small projects. You will have a sufficient amount of their time throughout the year.

In summary

	Reasonable price
	Minimal staff turnover
	High quality
	Committed team
	Immediate Availability
	Efficient team
	Low Risk
	Same resources on demand
	Commitment to contract a minimum amount of hours per developer during the year

Management Team

Who are the key people in charge of making all this business work?

Cesar Salazar

Development Director

Software Architect

Sun Certified JAVA Programmer & Drupal Expert

8 years of experience

During his 8 years in enterprise technology, Cesar Salazar has performed work for clients in the automotive, banking and entertainment industries.

One of the areas of his major expertise is related to cutting edge web technologies, content management systems and secure web banking systems.

Cesar has also managed development teams for the design and implementation of medium and big software and web projects, including automotive expert systems, hardware control, tracking systems and management of secure contact-less credit cards.

Cesar has worked for 6 years as Software Architect and Development Manager for local companies and for 2 years remotely from Ecuador as Consultant, Senior Developer and Team Leader, developing solutions for major US companies.

Felipe Cornejo

Projects Director

Project Manager

Quality Assurance Manager

7 years of experience

With over 6 years of experience on the IT industry, Felipe Cornejo has worked on projects for a variety of start-up and fortune 100 companies. He has worked with new product and lifecycle development and successfully established quality assurance frameworks and methodologies.

He has experience managing projects that have been executed on time and within budget. He has worked directly with the client in order to manage their expectations and translate their ideas into reality.

His areas of expertise are related to content management systems, social networks, and mobile technology.

Felipe has performed as Project Manager and Quality Assurance Manager, living and working in the US for 5 years and remotely from Ecuador for about 2 years.

Carlos Figueroa

Technical Architect

Software Architect

Microsoft Most Valuable Professional

8 years of experience

Carlos Figueroa has been developing and designing Web solutions for the last 8 years, participating in international projects for the pharmaceutical industry, banking, commercial air transportation, government, among others. During these years he has been deeply involved as an early adopter of Web development technologies, especially ASP.NET and Silverlight.

As recognition for his contributions to worldwide technical communities, Microsoft had awarded him as Microsoft Most Valuable Professional for the last 6 years consecutively. His goal is to deliver innovative business solutions for the Web, mobile devices and emerging technology platforms and to help some of the most recognizable brands in the world to achieve technology success.

In addition to Software Development he has also worked as Technical Editor for Wrox (Wiley Publishing). His last project was Professional ASP.NET 4.0 by Bill Evjen, Scott Hanselman and Davin Rader. This book is now available and last version was an Amazon technical best seller.

How we work

A mix of local and remote resources

Successful projects are always achieved with a good mix of “local” and “remote” resources.

We have found that part of the technical team must be located in the US (it will be provided by you) and part of the management team (at least one Project Manager) must be located in Latin America (it will be provided by DEVSU).

For a medium size project, you can have the project manager and the technical architect in the US, whereas in Latin America, you have a Project manager, a Technical Leader and the developers.

We make the process transparent to the final client

We aim to make all the process almost imperceptible by the final client (your client). This is an achievable goal; since we are in the same time zone, bilingual people and we are just one call or one fly away.

Each developer has a US phone number that is redirected to their cell phone; the client won't even notice that he is calling someone in Latin America.

We have found that sometimes it's very important that the technical team has a face to face contact with the client. Since the distances are not so long and costs are not so high, depending on your budget, we recommend traveling to conduct a face to face contact of your team and your client. This is especially important on the first stages (gathering of requirements) of the project and during the final stage (deployment).

If you require one or more people from your Latin American team to travel to the US we will help you with all the logistics.

Pricing

The pricing varies depending on:

1. What model you choose
2. The size of the team required
3. The quantity of work that you can offer us through a year

We have worked hard in order to be very efficient and make our prices are very attractive. Please contact us to partnerships@devsu.com describing your needs so we can send you our pricing information.

Benefits that goes beyond the price

In both types of partnerships, we handle all the costs related to recruitment, infrastructure, health insurance and more.

People

Unfortunately, the best people are always the most expensive, anywhere. For that reason, in order to attract them we offer to our employees a salary that is above the average in the Latin American market. We give them good benefits and a comfortable workplace.

Since the costs are lower than in the States, we are able to offer the best professionals available and yet offer you a very competitive price.

Infrastructure

The infrastructure costs include the following:

- Computer equipment for each resource
- Development servers and lab
- US phone lines for each developer
- Office facilities
- High speed internet connection with backup
- Power energy backup
- Office maintenance

Team Management

We know that one of the concerns when working with a remote team is the management of the team.

We aim to provide you with teams that are highly productive and responsible, and teams that produce high quality work. Because of that, we assign people to supervise the work done by all of your team members. This includes both the administrative and technical aspects.

Legal Liability

No legal liability will be incurred on part of your company when it comes to hiring people. We will take care of all the legal aspects when hiring and dealing with resources in Ecuador.

Health Insurance and Benefits

Our price includes a package of benefits to our employees. We include all the benefits required by the Ecuadorian Law and additional benefits. Full cost of health Insurance is included.



Payments

We offer three payment options. Payments can be done on a US bank account, Ecuadorian Bank account, or through PayPal.

We give you the option to make payments in the US so you can expense them as a professional service for tax purposes, or if more convenient for your company payments can be made through wired transfer on an Ecuadorian Bank account or through PayPal.

Where are we located, and why

We are located in Quito, Ecuador, South America.

Strategic Location

The first advantage is the time zone. Quito is located on the UTC/GMT -5 time zone. By being in the middle of East coast and West coast schedules, it is easier to arrange meetings with clients anywhere in the US.

Quito is located closer to the US than other cities like Santiago (Chile), Buenos Aires (Argentina), Asuncion (Paraguay) or Montevideo (Uruguay). This is very important when you want to make your off shoring process transparent to your clients, since the flight times will be shorter.

Quito is only one flight away from Miami, Atlanta, Houston and NCY. Flights are short and cheap.

The city provides all infrastructures necessary to establish office facilities with high standards.

As an interesting fact, two years ago Tata Consultancy Services (TCS) choose Ecuador to establish their headquarters for the redesign of their BANCS System for the occidental countries. BANCS is the major banking core in the world, created initially only for the Asian market. Even though TCS has a huge development department in Uruguay and Chile, they choose Ecuador to start this project, by making a strategic alliance with a major Ecuadorian bank (Pichincha Bank).

Bilingual Workforce

English is the second language in Ecuador. English is taught in all schools, high schools and universities (it's the law). You will be able to find very good developers with almost native English skills.

Also, if you are developing software for Spain or the Latin American market or doing localization QA, you will find very useful native Spanish talking developers to communicate with your clients and to perform good quality assurance on your products.

Same currency

Ecuador is the only country in Latin America that has the US Dollar as the official currency. When you make payments you don't have to deal with the conversion rates and taxes.

US Culture

Unlike Asian countries, Latin America receives a direct influence from the United States. Also, we have not only worked for American companies, but some of our resources have lived in the country. We know that the quality standards are far away different and higher. We know what the American client expects.



Contact us:

Contact us so we can further explore your options and what works best for you.

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