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SOFTWARE TO FIT YOUR BUSINESS

# Nearshore opportunities Cases of success

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[WWW.SOFTLINE.KIEV.UA](http://WWW.SOFTLINE.KIEV.UA)

- Founded in 1995
- More than 600 employees
- ISO 9001:2000 certified (2000, 2002)
- CMM3 certified in 2005, CMMI4 certified in 2007, CMMI5 certification is planned for 2009
- On-site training center and project management institute
- 40 certified PMs (IPMA, UPMA, PMI)
- Hundreds successful projects
- Over 20 software products and specialized solutions
- Operations: EU (Frankfurt, Germany), USA (Texas, California), Ukraine, Belgium, Greece, Portugal, UK, Switzerland, Poland, Kazakhstan, Azerbaijan, Georgia
- Offices: Kyiv (Ukraine), Houston (USA), Kharkiv (Ukraine), Rivne (Ukraine), Chernigiv (Ukraine), Zhytomyr (Ukraine), Kishinev (Moldova)
- Softline's companies: Softline BI, Softline BP, Softline Mobile, Develine GmbH

- Intelligent Software development Outsourcing for foreign and domestic clients
- Full-cycle custom development (from idea to the implementation and support stage)
- BPO & Services (We can support your non-core processes to free up your resources for your business major competence)
- IT Consulting (Analysis, Design, Methodology and Planning)
- Transition from legacy to new technologies
- Testing and IT-Audit Services
- Softline Products Implementation

- .Net, ASP.Net, C#, etc
- Java, J2SE, J2EE, JSP/Servlets, JDBC, AWT/Swing, Hibernate, Struts/Spring, CORBA, etc
- PHP, HTML/DHTML, JS, XML/XSL
- COM/COM+/DCOM, Delphi, C++
- Oracle, MSSQL, Informix, Postgres, SQL/PL-SQL
- Unix, Linux, Windows
- Oracle App, Tomcat, WebLogic, JBoss, WebSphere
- Test Complete

# IMPAQ at glance

- IMPAQ is a specialist IT services provider
- Were founded in 1992 in Switzerland, and operate today with over 450 staff in the; USA, UK, Switzerland, Germany and Poland.
- IMPAQ provides custom software development, maintenance and testing services
- IMPAQ delivers the majority of our services cost effectively from our Nearshore services centres
- IMPAQ helps optimise the client's investments in their software assets in the financial services, telecoms, retail, and leisure industries

## The German-Ukrainian nearshore outsourcing projects significant benefits:



- Lower the price of the software development/support/maintenance projects



- Have the project team extension working in the same time offset



- “Near” – additional way to improve the collaboration (on-site) during the critical phases of the project: about 2-hours flight, in many cases – direct flight

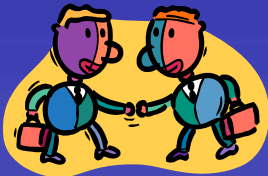


- Have the similar mentality inside the distributed project team

# Nearshore with Ukraine – Softline's vision

- Flexibility

*Different ways of the project organization – dedicated teams, single project teams. Usage of the different project management methodologies, like RUP, XP, Scrum, etc.*



- Advanced collaboration

*Focus on the efficient collaboration between the parties: Client - Service Provider*



- Scalability

*Ability to scale the projects using different solutions – hiring new people, involve more employees to the project, join additional teams*



- Stability

*Focus on the long-term relationship having the stable team with clear and predictable rotations, convenient for all parties*

# Nearshore with Ukraine - concerns?



- Legal risks

*Non-EU laws – possible risk*

***Solution:** legal entities in Germany with full legal responsibility*

- Communication risks

- *Communication can be suppressed by different mentality*

***Solution:** coaching and education on the senior and middle management levels*

- *Pure language skills can make the collaboration inefficient*

***Solutions:** 100% team members have fluent English skills, intensive German learning programs: to have the core (representative) team able to communicate with German speaking partners and customers*

- *Delays and information losses due to off-site team*

***Solutions:** recurrent face-to-face meetings (either at the client's side or the provider's side), part of the team working on-site, client's representative working partially at the provider's side*



- Team rotation risks (dynamic resources management)

*"Invisible" team and hidden rotations can prevent the project success*

***Solution:** shared resource planning, introducing and interviewing the team members, special motivation programs for nearshore project teams*



# IMPAQ/Softline collaboration experience

- 14 months of the relationship
- Up to 10 successful projects – more coming soon
- Dedicated team of 10 professionals and still growing
- Approved strategic plan of the co-operation
- Common vision on the projects management and projects organization, adopted project management methodology based on agile approach

# Case: Synthetic finances (Yield enhancement)

- **Customer**

- Switzerland financial group
- Provides Stock Exchange management solutions to leading European banks

- **Challenge**

- Develop the product module in ever-changing business environment
- Close collaboration with customer's head office development team
- Under conditions of constant synchronizing and stabilizing the newly written code with trunk one, as well as iterative end-user-testing and changing business priorities

- **Solution**

- Modern technology (**Java2EE**)
- New architecture of a module and new framework developed from scratch. New style services and immense re-factoring of every system module
- **ORACLE DB** support.
- Interoperability with existing system

- **Project**

- Duration: **8 months. To be extended for extra 5 months with additional scope**
- Development in collaboration with Zurich head development team
- Applying agile methodology
- Full-cycle project that includes requirements analysis, design, development, testing
- Heads cut-off is reached by test-driven development and eXtreme programming
- The project meets CMMI 4 requirements.

- **Result**

- All functionality was dropped down into 8 parts, each iteration providing the finished and releasable functionality
- Pilot German bank tested the work and approved all future contracts with customer
- Long term plans for system enhancements

# Case: Synthetic finances

## Nearshore best practices

- **Starting the project with face-to-face project meetings**

*The project organization started from the on-site meetings at the provider's side. The team building process was performed with the participation of the client's product manager and technical lead.*
- **Adoptive project management**

*The chosen project management methodology was provided by the client (the same which is used by the client's development team). The methodology was adopted and implemented for the provider's part of the team.*
- **Learning curve concept**

*Initial phase focused not on the deliveries, but on the processes establishment, team building, pilot development*
- **Shared resources management**

*Sharing risks with the resources management, especially during the initial phase of the project. Choose right people and have their commitment.*

# Case: Operational DB for worldwide corporation

- **Customer**

- Furniture retail corporation
- Manages worldwide net of the furniture marts

- **Challenge**

- Develop the solution to join the data from all locations to establish the common process of the customers management
- Support the customer health programs
- Support the customer loyalty programs
- Integrate with a lot of the third-party providers
- Perform the data migration projects

- **Solution**

- Modern technology (Java2EE)
- Business-oriented architecture developed from the scratch
- Cost-effective solution (open source)
- Established procedure of the integration of the new markets

- **Project**

- Duration: 5 months.
- A lots of the collaboration with different parties (local subsidiaries, service providers, hosting providers, etc.)
- Applying agile methodology
- Full-cycle project that includes requirements analysis, design, development, testing
- The project meets CMM-4 requirements.

- **Result**

- Successful delivery in time
- Five countries joined to the system during 3 months
- Long term plans for system support and maintenance

# Case: Operational DB Nearshore best practices

- **Provider's participation during the project elaboration phase**  
*Leading management and technical team members participated in the proposal development working on-site together with the client's specialists.*
- **Clear collaboration and project management approach**  
*The specific agile-based methodology was developed together by the client's and provider's specialists before the project start.*
- **Efficient communications**  
*Establishing the clear relationship between the provider and the different stakeholders: client's local entities in different countries, third-party providers.*
- **Shared resources management**  
*Transparent team members rotations to adjust team skills for different phases of the project – starting from the design and modeling and finishing with the support and maintenance phase.*

# Softline – how to do the nearshore: first steps

- **Framework contract**  
*Covers general co-operation questions and common legal cases.*
- **Pilot project**  
*Selected project to proof the possible co-operation. Allows to adjust collaboration processes, etc.*
- **Team adjustment**  
*Building the team for the projects. Each team member should fit the specifics of this relationship and have commitment for further projects.*
- **Sharing risks**  
*During the learning curve the risks are shared.*
- **Sharing investments**  
*Softline can also participate financially during the learning period of the co-operation.*

# THANK YOU!



- [http:// www.softline.kiev.ua](http://www.softline.kiev.ua)