

Having it all with No-Shore by Dataskill

Much has been made about the growth and success of outsourced software development that utilizes offshore models during the past decade. Outsourcing has allowed sophisticated U.S. corporations that have the significant resources (financial, personnel, processes) needed to build strong vendor management groups and ability to maintain sophisticated project management skills to benefit from the access to technology and lower cost structures provided by the large and equally sophisticated offshore providers. While outsourcing has had much success, it has also had its share of challenges. Late night conference calls, lengthy and expensive business trips to distant countries, and a virtual 24 hour work day can lead to burn out of internal staff and high attrition. Poorly managed outsourced projects can be problematic and North American clients must strive to maintain a high level of management competency in this area to ensure success. Outsourced projects also require a much higher level of process discipline within the client organization.

After offshoring was well established, the concept of near-shoring was introduced to offset some of the challenges associated with offshoring. Near shoring attempted to strike a compromise between costs and convenience by maintaining a software engineering team in lower cost regions of North America. This model still

provides some cost reduction, but does so in U.S. time zones, reducing fatigue of client employees when managing vendors directly. The nearshore model also reduces business trips from a fifteen hour flight to India, for example, to only a two to four hour flight to southern Mexico. However, this model continues to suffer from the problems associated with physically distributed teams, including the high cost and overhead of on-site visits, and the difficulty of accomplishing tasks requiring a high degree of interactivity. Nearshore models also suffer from the need to maintain a high level of staff proficiency in managing the remote vendor, even with relatively small engagements (less than twenty engineering staff). Many clients find it difficult to maintain such a competency on such a small scale.

No-Shore by Dataskill solves these problems for companies throughout the Western United States. By leveraging the No-Shore model, clients achieve all the benefits of traditional offshoring, while still maintaining all the conveniences and efficiencies of a local development team.

The No-Shore Model combines the local expertise of Dataskill architects, business analysts, and project managers, with the highly skilled yet cost effective engineering talents available across the U.S. Mexico border. The NoShore model effectively “virtualizes” the

outsourcing concept such that the client experience replicates the experience of working with a dedicated local team. Additionally, because of the physical proximity of all the development centers, face to face meetings are easy to facilitate and relatively low cost. Thus, when being there really matters, No-shore team members can be. Additionally, client team members can visit a development center easily, often completing the entire trip in a day or two.

Benefits of Outsourcing Software Development Projects

Lower Cost. Dataskill’s No-Shore model provides cost savings of 30% to 50% when compared to in-house or fully U.S. based development models. Of note however, is that as the outsourcing market has matured, sophisticated clients have come to realize other, potentially more important benefits of outsourcing their development projects.

Access to Talent & High Technology Solutions. As the available technology has become increasingly diverse and complex, in-house development teams have struggled to maintain competitive parity with outside firms that

maintain highly specialized and sophisticated technical competencies. There are many stories of organizations, seeking to update their technology platforms, being practically forced to look outside of their in-house teams to ensure their technology infrastructure provides competitive advantage through the use of very current technology.

Leverage of Existing Staff for Higher Value Activities. Many clients find their existing staff completely allocated by tactical projects, with an inability to focus on the more strategic efforts, which tend to be the differentiators in a competitive marketplace. With the use of a delivery partner such as Dataskill, internal staff is freed from the day to day work, and better able to leverage its business knowledge for strategic and growth oriented projects.

Process Excellence. No-Shore by Dataskill maintains the breadth and depth of process experience necessary to manage large, complex projects. We have experienced a variety of client maturity levels, and have developed mature management processes to ensure project success in a repeatable and very cost effective manner.

Why No-Shore is the Best Method When Outsourcing your Projects. Dataskill's No-Shore model provides all the benefits of traditional offshoring while preserving a simple method of interfacing between the client and local silicon space, project and technical lead team members.

Proximity. Engineering teams in a noshore engagement are frequently less than a half days commute from each other. Thus, projects that require frequent interaction and would be impossible under traditional outsourcing models, are now possible with noshore. In a No-Shore partnership, team members can easily commute between the Dataskill and client offices, facilitating interactions between each and minimizing overall risk. For example, key engineers can stay on site for several days during requirements activities, attend weekly status meetings, or be on site when an unexpected needs arise.

Eliminate the Need for Process Changes. Many organizations have never been required to develop the management skills necessary to ensure the success of a traditional offshore development model. Additionally, many companies do not have the resources or scale to maintain large vendor management teams with the specialized skills necessary to manage the complexities of RFI's, RFP's, Six Sigma processes, etc. These organizations will have significant challenges to realizing success in a traditional offshore or nearshore vendor model. For example, it is much more important under other models for clients to develop very mature requirements documentation to ensure a functional spec can be developed and communicated to the offshore team. When partnered with Dataskill, No-Shore consultants work directly with you and/or your end users to clearly identify and understand requirements directly, in a manner identical to how your in-house teams interact. The No-Shore

team leads then manage the communication of those needs transparently to other No-Shore team members, effectively "virtualizing" the fact that additional team members are located in another location.

English Language Capability. Given its border location, Dataskill's No-Shore development center includes a high percentage of engineers with strong English competencies. Additionally, nearly 50% of Dataskill's staff are bilingual and able to communicate with the No-Shore engineers in their native language as necessary. The combination of these capabilities largely insulates the client staff from language issues, eliminating communication problems and ensuring the efficiency of project execution.

Low Attrition. Software engineers in Mexico value the U.S. experience they obtain while working for Dataskill. Additionally, the supply of IT resources in Mexico has largely kept up with demand, resulting in a less competitive market in labor, and overall less attrition.

Common Culture. The Western United States and Mexico share much common history and have similar customs, lifestyles and other cultural facets.