

## One Product, Global Team

In today's competitive environment, technology companies are seeking ways to reduce costs while continuing to innovate. The most commonly suggested strategy is to outsource R&D offshore.

Advantages cited include cost cutting, increased revenues through reduction in time to market, availability of additional capabilities and freedom for top management to focus on new product ideas, marketing and customer relationships.

However, this is easier said than done. Many off-shoring efforts neither live up to the hype, nor deliver the promised results. Many others have problems with quality.

### Why offshore product development fails

#### Lack of product development experience

Most offshore vendors come from a background of delivering IT Services, not developing innovative, complex software products. Trying to apply the lessons learnt from implementing large internal applications to product development is a sure fire recipe for failure.

#### Quality of Developers

Offshore developers are all highly dedicated, but many lack the experience and analytical skills needed for product development. While capabilities of individuals differ dramatically, vendors often pass all of them in a single bucket as "software developers".

#### Lack of ownership

Coming from a services background, vendor employees are trained to work towards customer acceptance, and not making a great product.

#### Over emphasis on process

Almost every offshore vendor is ISO and CMM certified, and has strong processes for software development and quality control. However, process itself cannot guarantee success, nor can it substitute for domain expertise and quality of developers.

**"It's a combination of the one team approach, quality of developers and transparency that makes Talentica such an attractive partner to work with."**

**We have been working with them for the past four years now, and they are an integral part of our R&D team"**

Ravi Shankar, VP Engineering  
Realization Technologies

# BuildODC

## Quick Facts

- Founded: 2003
- Size: 100+ employees
- Offices: Pune (India), San Jose (USA)
- Specialization: Offshore Product Development
- Business Model: Dedicated Teams with transfer option
- Technology Partnerships: Microsoft Certified Partner  
Sun Associate Partner
- Winner: Deloitte Technology Fast 500 Asia Pacific, 2009

## How Talentica Can Help

**BuildODC, Talentica's Build Operate Transfer Service**, helps you expand your R&D team while optimizing cash burn. It's an advanced approach to offshore product development in which we bring in the best talent available and work with you as one team.

### The four beliefs that drive our success

Over the last six years, we have helped several product companies expand their product development teams offshore. At the heart of our success are our four beliefs about ingredients needed for successful dual shore product development:

- There is no substitute for quality and experience of developers.
- The success of a team depends on how well it shares goals and product vision with your team.
- To achieve significant cost savings, you should be able to work with minimal travel and communication overhead.
- You need product development specialists to succeed.

## How BuildODC works

Once you sign up with us, we understand your goals and the medium term product roadmap. We hire a team of developers as per your experience, technology and domain knowledge needs. Once the team is in place, we put in processes to integrate it closely with your own team so that it acts as one virtual team.

The offshore team follows your development processes, and shares common development infrastructure such as the source code control and bug tracking systems. Members of the team are dedicated to work full time on your product as a part of your own team.

In addition to the dedicated team members, you can access our architects, database experts, technical writers and other specialists on an as needed basis. You can also add a few developers on a temporary basis to manage spikes in demand.

Once the success of the team is proven, you have the option to transfer the team to your own subsidiary at any time.

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## Domain Expertise

- Web 2.0, Collaboration
- Mobile Application Development
- Social Networking
- Gaming
- Media and Advertisement
- Virtualization
- Customer Relationship Management
- Finance
- Recruitment and HR

## Technology Expertise

- Java: J2EE, Java faces, Struts, Hibernate, Spring, Web Services
- Microsoft: C#, VB.Net, ASP.Net, VC++, Silverlight, SOAP, XML, MFC SDK
- App Servers: Tomcat, JBoss, WebLogic, Websphere
- Databases: Oracle, SQL Server, mySQL, Postgres
- Open Source: PHP, Perl, Python, AJAX
- Mobile: J2ME, WAP, iPhone, Android
- Social Networking: Facebook API, OpenSocial API

## We help you transform your R&D economics

A San Diego based startup wanted to develop a product for managing virtual machine infrastructure. Our work began with just the product vision. Two years later we released the first version of the product, and a year later, they have two products in multiple versions in the market.

The founders could get their entire product-line built using just their own funds – without having to share equity with angel funds or venture capitalists.

## We bring in additional skills and knowhow

A Seattle based email broadcast solution company had a product built using Visual Basic and ASP. Two years ago, they decided to switch to .Net to take advantage of the benefits offered by the new technology. Our .Net experts were able to deliver a robust, scalable, reliable and secure re-architected product within a year's time.

Since we work with multiple customers, we have exposure to the latest tools & technologies, and can guide you on how they can be used to better your products.

## We free up your time to change the nature of the game

When we started working with a San Jose based company with an Execution Management product, they had an in-house development team that worked on adding new features as well as supporting existing implementations. As things go, fighting fires got the first priority and very little time was left for transforming the product. Today they have a 20 person dedicated team at Talentica.

Going offshore gave them the luxury of having a larger team to help them take up new, long term initiatives and stay miles ahead of competition.

## We provide you flexibility in your operations

A Salt Lake City based company wanted to productize their customer relationship management application. Our team built the product for them in two years. Once bulk of the work was completed, they ramped down the team a smaller size.

Scaling a team up or down is very difficult when you are using in-house employees. With our model, you get the freedom to ramp up the team for temporary requirements while maintaining the core team.

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## Why Talentica?

### Top Talent

At Talentica, we restrict hiring to experienced graduates from the top 20 engineering schools in India such as the IITs and NITs. These represent the top 1% from the pool of over 250,000 engineers graduating from over 1,000 engineering schools every year.

Many companies boast about their teams being the best, but very few can provide a metric for the same. At Talentica, we guarantee that every developer has exclusive educational and experience credentials, and is able to exceed customer expectations.

### Focus on Core Product Development

All our customers are product companies. Our teams are part of the core development effort for each of our customers. We have developed several products from ground up, and helped others expand their teams in India.

Our teams understand the importance of extensible architectures, robust code and user centric testing, and are tuned to working in an environment of aggressive release schedules, evolving requirements and minimalistic specifications.

### Ownership

Perhaps the biggest reason for our success has been our effort in inculcating a sense of ownership of our customer's products in our team members. When the offshore team members share your product vision and goals, they are able to question every requirement, make minor decisions on their own and work towards making a good product.

## To sum up

It's hard enough to setup a high quality product development team. Doing it halfway across the globe is still more difficult. You need a trusted partner who understands the way you work and is capable of setting up an offshore team that inculcates your culture and way of working.

**Call us at +1 408 332 5790 or email us at [info@talentica.com](mailto:info@talentica.com) for more information about our services.**