



# Softtek®

## Testing Services for CRM Software Solutions Developer

Competitiveness through a Near Shore® Testing Centre;  
cost effective quality assurance.

### At-a-Glance

**The Company:**  
Leading CRM Software solutions provider.

**The Challenge:**  
Produce defect-free & high quality software, accelerate time-to-market and reduce costs.

**The Solution:**  
Near Shore® Testing Centre.

**The Benefits:**  
An improved software testing process that reduces cycle times and costs.

### The Client

A worldwide leader in CRM, Customer Process and Customer Performance solutions for the enterprise, from medium-sized businesses to the world's most recognized brands. The Client serves more than 1,300 customers in a variety of industries: financial services, health care, contact centre, high tech and local government markets.

### The Challenge

The Client started to look for ways to be more cost efficient in order to continue to produce high quality software for their CRM customers. Having a Company culture that was an important element of their success, it was critical to find a partner that can be easily integrated into their culture and obtain the benefits of global sourcing at the same time.

Being a Company with a very robust and mature QA methodology and practices, they wanted to work with a partner that shared their commitment to quality and had an important degree of specialization in QA.

Finally, continuous interaction and transparency to assure shorter life cycles for their software products was critical to stay competitive in the software market.

The Client wanted to achieve the following goals through a Testing Centre:

- Optimize their cost structure without compromising their current QA levels.
- Having a very mature and robust in-house QA practice that positioned them as a leader in the CRM industry, they needed a partner who embraced QA awareness the same way they did.
- The demanding software industry required from the Client a strategy that would allow them to shorten their Software Development Lifecycle without compromising their QA strategy to stay competitive and retain its leadership in their segment of the CRM market.

## The Solution by Softtek

The Testing Centre solution included a 3 months on-site period for people on key roles to understand and live The Client's culture and processes, so they could bring back that knowledge to the Near Shore® team. A team of QA engineers was built to acquire all knowledge necessary on the Client's processes and methods, as well as CRM expertise, to integrate seamlessly to the QA team.

Also, a dedicated Near Shore® QA lab was created to facilitate usage of environments and multiple release and projects capacity.

The Total Cost of Engagement with Softtek's Near Shore® model resulted to be a highly competitive cost model for The Client, with all the advantages of high interaction, low indirect costs, and high productivity.

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## The Benefits

- Overall cost reduction of the testing function across the organization
- The Near Shore® Laboratory significantly improved the capability to diagnose, document and report issues found during the testing effort. Which allow the Client to considerably reduce the costs associated with post-release bug fixing.
- Today we test all their products, in at least 5 different languages, including Alpha and beta releases.
- The Client's quality levels were exceeded by Softtek; suggested improvements were implemented to existing processes, which turned into a set of QA best practices. This contributed to a great QA capability and also to a true value added work to their marketable products.
- Quicker turn around times to deliver application evolution. This provided space for professionals to grow within the same projects.

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## Voice of the Customer

*"Thanks to everyone for all of their hard work – especially our team in Mexico who put in some late nights just because they refused to go home until they had tricky issues under control. Thank you!"*

## About Softtek

Founded in 1982, Softtek is a global provider of IT and business process solutions with over 6,000 associates across 30 offices in North America, Latin America, Europe and Asia. With eight Global Delivery Centers in Mexico, Brazil, Argentina, Spain and China, Softtek provides in-depth, high-quality and cost-effective solutions to top-tier corporations in over 20 countries through on-site, on-shore and its trademarked Near Shore® service delivery models. Creator and leader of the Near Shore® Industry, Softtek is the largest private IT service provider in Latin America.

For more information, visit the Company's Web site at [www.softtek.com](http://www.softtek.com).

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