



GLOBAL NEARSHORE

DRIVERS FOR NEARSHORE 2.0™

Since 1996 Softtek has been bridging a gap not covered by India. Softtek provides Near Shore® IT and BPO services that address client's needs for highly interactive work. Nowadays Near Shore®, the concept first introduced by Softtek, has been embraced by the global sourcing community, and is becoming mainstream, which confirms the need for this component in global sourcing strategies, not only for interactivity reasons, but also as a mean for true risk diversification.

Nearshore 2.0™
Defined Nearshore 2.0, codename we use to identify our vision, is the evolution of the Near Shore® Model into a true global delivery model which can provide networked resources, true risk diversification and transformational change while delivering an outstanding customer experience.

GLOBAL SUPPORT

Over the last two decades we have seen the offshore outsourcing market evolving from offering cost savings to serving as an enabler for business competitiveness, transformation and growth. We have also witnessed how sophisticated buyers are looking for a new generation of global outsourcing services that aim for operational effectiveness, high collaboration, risk mitigation and innovation.

- Shift from Monolithic to Networked Structures
- Need for True Risk Diversification
- Global Sourcing Services are No-longer just for Big Companies
- Right-Placing
- Follow-the-Sun



Softtek is the obvious choice for Mexico-specific nearshore outsourcing, based both on its experience as well as its innovative and global approach to nearshore outsourcing.

Stephanie Moore
Forrester, February 2007

NETWORK OF NEAR SHORE® CENTERS

Softtek has invested for the last 10 years in building a network of Near Shore® Centers to serve the US, Latin America and European markets. Today we have a network of 8 centers: 4 in Mexico, 2 in Brazil, 1 in Spain, and our recent acquisition in China, plus a new center in Mexico, which will be announced soon.

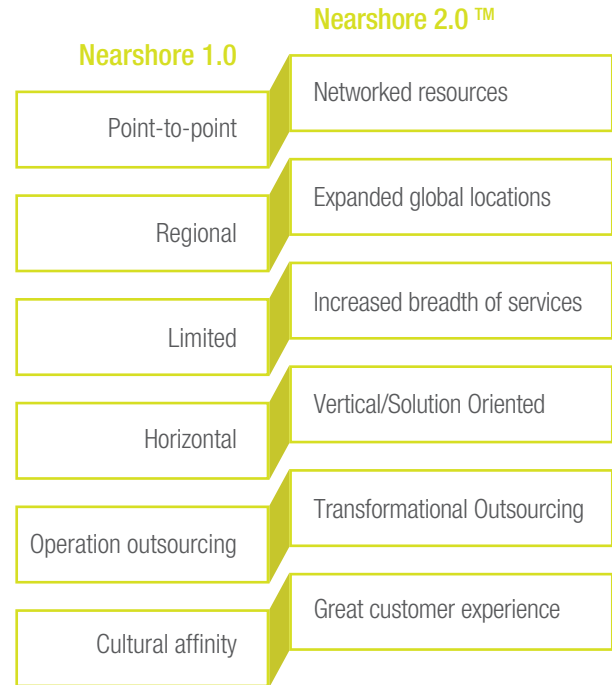
These centers operate under the same rigorous Customer Centric Quality and can be integrated seamlessly to serve global needs of our clients, to support Right-Placing or Follow-the-Sun strategies.

EXPANDED GLOBAL REACH AND CAPABILITIES

China is emerging as a true competitor to India in global knowledge based services, but in terms of credibility, the country is still building-up its capabilities.

Softtek has been one of the few competitive vendors able to grow and implement a global delivery - CMMi quality culture in countries other than India. This is a token of the company's ability to adapt to different idiosyncrasies.

The opening of the center in China also tackles a weakness of Nearshore 1.0; Scale. Aligned with our tradition, the center in China is the Near Shore® solution for the Asian needs of global clients.



INCREASED BREADTH OF SERVICES AND VERTICALIZATION

With close to 6,000 professionals, Softtek counts with more than 1,000 SAP consultants located mainly in South America. With this capability, and more than 500 SAP projects, Softtek is well positioned to take the SAP offering beyond Latin America and into the US and European markets.

With the IT background and an increasing experience in BPO and ERP solutions, Softtek is adding value to verticals like Financial Services, Energy, High-tech and Public Sector.

TRANSFORMATIONAL OUTSOURCING VS OPERATIONAL OUTSOURCING

Nearshore 1.0 outsourcing involved transferring an existing function or process to an adjacent or nearby location as-is.

The result was that the buyer received similar performance from the service provider than they themselves had achieved but at a lower cost. Softtek's Nearshore 2.0™ has the ability to make transformational changes to processes and take ownership of it operation end-to-end, regardless if it is an IT or a business process, while defining, re-engineering, automating and establishing metrics and its tracking mechanisms to improve performance.

With these capabilities, the client can focus on its business, boost performance and create new process and services faster.

GREAT CUSTOMER EXPERIENCE

People still remain the most important factor for success in the long-run of any engagement.

No matter how sophisticated the IT governance processes may be on the side of the client, or how mature a vendor's model can be; in the end, projects are executed by people, not by processes. Certainly geographical closeness and culture compatibility play an important role in facilitating remote work, but these elements alone do not guarantee success. At Softtek we aim to leverage the creativity and skills of our people around the world, we are passionate about our culture focused on the human element. And that permeates to our clients, because we focus on their needs, those of the individual and the ones from the corporation.

ABOUT SOFTEK

Founded in 1982, Softtek is a global provider of process-driven IT solutions with 30 offices in North America, Latin America, Europe and Asia. With 12 Global Delivery Centers in the U.S., Mexico, China, Brazil, Argentina, Spain and India, Softtek helps improve time-to-business-solution, lower costs of existing applications, deliver better engineered and tested applications, and produce predictable outcomes for top-tier corporations in over 20 countries. Through on-site, on-shore and its trademarked Global Nearshore™ service delivery models, Softtek teams with CIOs to constantly increase the business value of IT. Softtek is the creator and a leader of the nearshore industry.

information@softtek.com
1.888.763.8831
softtek.com