



China

## About Us

Founded in 1982, Softtek is a global provider of IT and business process solutions with close to 6,000 associates across 30 offices in North America, Latin America, Europe and Asia. With nine Global Delivery Centers in Mexico, China, Brazil, Argentina and Spain, 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 Global Nearshore™ service delivery models. Creator and leader of the Near Shore® Industry, Softtek is the largest private IT service provider in Latin America. With operations in Beijing, Hong Kong, Shanghai, Xiamen, and Xi'an, Softtek China serves as a strategic technology supplier to global software and high-tech companies and as a solutions provider to corporate Fortune 500 and government clients.

## Softtek Facts

- Softtek acquired China based I.T. UNITED in August 2007.
- With 10 years of operation in China I.T. UNITED is an internationally recognized Top 100 offshore player.
- Pioneer and leader of the Near Shore® Industry.
- World-Class recurrent client base: Preferred Service Provider for several Fortune-500 companies.
- Only Latin American company included in Gartner's Magic Quadrant for Offshore Application Services 2006 & 2007.
- Quality focus: SEI CMMi Level 5, Six Sigma Corporate Program, ISO 9001: 2000 Certification (for Development, Maintenance & Application Support in Brazil and Procurement Services from Aguascalientes, Mexico).
- A unique Partnership Structure and a Corporate Culture that promotes employee retention.
- One of the best companies to work for in Mexico, Brazil and Argentina.

**"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"**

Mexico Starts Its  
Offshore Services Engine,  
Forrester Research,  
Jan. 2007



Top Company to Watch  
South of the Border,  
neolT and Global Services  
Magazine, 2006 - 2008



SAP Award of Excellence  
12 times (1997, 1999 - 2009)



## Services



### Application Related Services

Services that cover the entire application lifecycle including design, build, test, implementation and support of custom and packaged applications. Clients benefit from process efficiency, lean cost structures, rigorous service level commitments and global reach.

- Application Development
- Software Testing & Quality Assurance
- SAP Services
- Application Maintenance & Support
- Application Security

### IT Infrastructure Support Managed Services

Softtek IT Infrastructure services enable clients to decrease support costs, while enhancing the effectiveness of their infrastructure, and freeing internal resources to focus on business-critical initiatives. Through its unique Near Shore® model, Softtek delivers cost-efficient SLA driven services, which are supported by a mature delivery methodology aligned with ITIL best practices, and a mature Six Sigma quality program.

- End User Support Services
- Server & Datacom Support
- IT Business Process Support

### Business Process Outsourcing

Solutions that combine a strong IT background, experience in high performance processes and the inherent interactivity of the Near Shore® Model. The results are significant transaction cost reductions and constant productivity improvements in the execution of non-core functions, that otherwise would be difficult for corporations to outsource.

- Procurement Services
- Document Management Services

### Software Products and Associated Services

For the Latin American markets, Softtek offers packaged software solutions and services, such as training and first level support. Softtek is a Value Added Reseller for some of the world's most renowned software solutions, including ERP, Data Integration and Business Intelligence.

- SAP
- Informatica
- Cognos

### Infinity360 Creative Studio

The in-house "infinity360" creative studio ([www.infinity360.com](http://www.infinity360.com)) specializes in developing effective online branding and marketing strategies, offering customers a blend of creative design skills and programming expertise that is unique in the China market.

# Softtek's Value Model

## Reduce the complexity of IT services management

- Consolidate the portfolio of new and legacy applications into a single maintenance and support team.
- Ensure that vital applications behavior is predictable and its operation remains uninterrupted.
- Reduce the multiplicity of vendors and leverage the strengths of a robust yet flexible partner with global reach.
- Monitor Service Level Agreements, not timesheets.

## Optimize costs

- Reduce the Total Cost of Engagement. Lower indirect costs. Leverage the lowest cost location to its fullest.
- Optimize processes. Consolidate functions. Reduce defects. Ever evolve the Service Level Agreements.
- Optimize the use of technology. Accelerate new technology deployment while ensuring its effectiveness.

## Globalize IT and BPO operations

- Increase the ability to compete globally with a global partner.
- Operate under world-class standards, regardless of the local, regional or global nature of your needs.
- Place the service wherever in the world it makes the most sense for your business, not your vendor's.
- Leverage Softtek's deep knowledge of the peculiarities of the domestic markets.

## Support the evolution of the business

- Support globalization initiatives.
- Expedite the implementation, customization and deployment of enterprise applications at the best possible ROI.
- Build a platform for the future. Implement solid/reliable applications and the processes to support them.
- Maximize business knowledge. Extract business logic embedded in legacy applications.



## World-class cost efficient services

Measurable and ever-evolving performance; is the value you get from our Six Sigma initiative, CMMi Level 5 assessed capabilities and the use of automated process governance tools. Added to our Global Nearshore model we can increase efficiency and reduce the Total Cost Engagement (TCE) producing high ROI.

## Differentiated market oriented capabilities

That is why we created the Global Nearshore™ Model, as a way to fill the gap left by India centric global delivery models. Corporations can reap the benefits of global sourcing, while fulfilling their needs for high interactivity, on-demand communication, rapid response to change, risk diversification, reduced attrition and multi-language support. For onshore solutions, we provide an attractive blend of global exposure and local expertise which guarantees a highly customized world-class solution.

## Outstanding customer experience

Business value is measured by price, quality and timeliness of the deliverables. Experiential value, on the other hand, is focused on addressing the needs, wants, and concerns of the people – individuals – interacting with the provider. Both elements play a key role in the success of any outsourcing engagement. Softtek delivery models promote a high-touch customer centric relationship, resulting in an outstanding customer experience.



## What makes us different?



### Our Culture

A unique asset in a talent-driven industry. A reputation of entrepreneurship and focus on the Human Element. Promotes a behavior based on self-determination, openness and respect, which improves retention, creativity and enthusiasm; resulting in highly efficient and committed teams.

### Our Vision

Focus on global competitiveness. Constantly investing in process maturity, scale and the specialization. Softtek was the first mover in global services from Latin America. First partner of SAP in Latin America, and an early adopter of software engineering techniques in the 80's. Introduced the Global Nearshore™ concept delivering services to and from the Americas, Europe and Asia.

### Ability to perform

Softtek's capabilities have been recognized by industry experts and a world-class and highly diversified recurrent client base. We bring value by combining global and local delivery capabilities and the experience of more than 25 years in business.



**"Softtek has established itself as a strong alternative for nearshore delivery (based on a competitive, total cost of ownership value proposition using nearshore as opposed to offshore)"**

Leading Industry Analyst,  
August 2007

# Global Nearshore™

## A Network of Global Delivery Centers: The Foundation of Near Shore® Delivery

The functionality of the Near Shore® approach is based on utilizing one or more of the nine Global Delivery Centers (GDCs) based in Mexico (4), Brazil (1), Argentina (1), Spain (1), and China (2) to meet the global IT needs of customers in North America, Latin America, Europe, and Asia. The GDCs adhere to a "follow-the-sun" strategy, keeping work regionally close to allow for customer interaction and on-site work when remote delivery is unfavorable. Each GDC operates following Six Sigma philosophy, CMMi guidelines and in some cases is process certified in ISO, confirming that the client gets the highest level of expertise and efficiency available. Also, through the network of GDCs, Softtek is able to ensure business continuity and disaster recovery plans for its clients, which is also supported by its strong communications infrastructure.

## Global Nearshore™: The next wave in global services

The Near Shore® service model is based on meeting client's needs for cost savings, highly interactive work and risk diversification. The model has been embraced by the global sourcing community and is becoming mainstream. To reflect this progression, Softtek has transformed the original model, working collaboratively with its clients. Its evolution - Global Nearshore™ - is a true global delivery model which can provide networked resources, true risk diversification and transformational change while delivering an outstanding customer experience for onshore, offshore or nearshore solutions.

**"Softtek represents a unique combination of being a formidable offshore service provider and being the only non-Indian vendor to pose serious competition"**

**Leading IT Industry Analyst,  
2005**



# International Presence

## Global Headquarters

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## Softtek USA

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Softtek China (formerly I.T. UNITED)  
Suite 600, Guomen Tower-A, No.1 Zuo Zia Zhuang  
Chaoyang District, 100028 Beijing, China  
Phone: +86 10 6599 2288  
Fax: +86 10 6466 6060  
e-mail: [info.china@softtek.com](mailto:info.china@softtek.com)

- Global Delivery Centers
- Presence with sales and/or operations offices
- Near Shore® Coverage

**North America** / 北美  
United States / 美国  
Mexico / 墨西哥

**Central America** / 北美  
Costa Rica / 哥斯达黎加  
Puerto Rico / 波多黎各

**Latin America** / 拉美  
Argentina / 阿根廷  
Brazil / 巴西  
Chile / 智利  
Colombia / 哥伦比亚  
Peru / 秘鲁  
Venezuela / 委内瑞拉





# 全球分支

**Europe / 欧洲**  
Spain / 西班牙  
United Kingdom / 英国

**Asia / 亚洲**  
China / 中国

全球交付中心 ●  
销售中心和/或运营办事处 ●  
近岸®覆盖区域 ○

Shanghai  
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Pudong South Road, Shanghai 200120  
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Xi'an  
Suite 618, Chuang Zhan Center No. 25  
Jiefang Road, Xi'an 710004  
Phone: +86 29 8740 7000  
Fax: +86 29 8740 7130

Wuxi

## 关于我们

**Softtek**是一家信息技术和业务流程解决方案供应商。公司成立于**1982**年，在北美洲、拉丁美洲、欧洲和亚洲拥有三十处办事处、近六千名员工。公司在墨西哥、巴西、阿根廷、西班牙和中国共设有八大全球开发中心，以现场、在岸和其注册的**Global Nearshore™**服务模式为20多个国家的顶级企业提供深入、优质和高性价比的解决方案。**Softtek**是近岸（**Near Shore®**）服务产业的创造者和领导者，是拉美地区最大的信息服务供应商。

## Softtek概况

- 2007年8月**Softtek**收购了以中国为基地的**I.T. UNITED**
- 已在中国运营**10**年之久的**I.T. UNITED**是国际公认的全  
球离岸服务**100**强企业
- 近岸®产业的开拓者和领导者
- 世界级客户基地：众多财富500企业首选的服务提供商
- 2006年和2007年度惟一入选**Gartner**离岸应用服务魔力象限的拉美公司
- 质量保证：**SEI CMMi 5**级、六西格玛企业计划、**ISO 9001:2000**认证（巴西：开发、维护与应用支持；墨西哥阿瓜斯卡连特斯：采购服务）
- 提升雇员忠诚度的独特的合伙人结构和公司文化
- 墨西哥、巴西以及阿根廷最适于就职公司之一

“**Softtek**是墨西哥近岸外包的首选，它拥有丰富的近岸外包经验，而且还拥有创新的、全球性的近岸外包策略。”

——《墨西哥开动离岸服务引擎》，  
Forrester Research, 2007年1月



2006-2008年，被 neoIT和《全球服务》杂志评选为中  
南美洲地区最佳服务商



12次荣膺SAP杰出奖  
(1997年, 1999-2009年)

## 服务

### 应用相关服务

应用相关服务涵盖包括设计、开发、测试、执行、定制支持和打包应用在内的整个应用生命周期。客户将会从流程效率、精益成本结构、严格的服务水平承诺和全球化网络中获益。

- 应用开发
- 软件测试和质量保证
- **SAP**服务
- 应用维护与支持
- 应用安全

### 信息技术基础架构支持管理服务

**Softtek**信息技术基础架构服务通过增强基础架构的有效性降低客户的支持成本，解放内部资源，更多地投入到对核心业务的主动性。**Softtek**具备独一无二的近岸®模式，以与**ITIL**最佳实践看齐的成熟交付手段和六西格玛质量程序为支持，提供以**SLA**为驱动的成本效益服务。

- 终端用户支持服务
- 服务器和数据通讯支持
- 信息技术业务流程支持

### 业务流程外包

业务流程外包解决方案包括强大的信息技术背景、丰富的高绩效流程经验和近岸®模式的高效互动。结果就是在执行非核心职能时交易成本大幅减少，生产力持续提高，而这也正是公司将它们外包出去的原因所在。

- 采购服务
- 文件管理服务

### 软件产品及相关服务

在拉丁美洲市场，**Softtek**提供诸如培训和一级支持等打包软件解决方案和服务。**Softtek**已经成为世界上部分最著名软件产品在拉丁美洲地区的增值分销商，这其中包括企业资源管理（**EPR**）、数据集成（**Data Integration**）和商务智能（**Business Intelligence**）等。

- **SAP**
- **Informatica**
- **Cognos**

### infinity360创意工作室

公司内部的“**infinity360** 创意工作室（[www.infinity360.com](http://www.infinity360.com)）专注于开发有效的在线品牌推广和营销策略，并以创造性的设计能力和专业化技能为客户提供适于中国市场的竞争方案。

# Softtek的价值模型

## 简化信息技术服务管理操作

- 强化新旧应用系统的集成。
- 确保关键应用行为可预测，而且其运营不会中止。
- 减少供应商数量，选择一个强劲而灵活的全球化合作伙伴。
- 监控服务水平协议，而非工时表。

## 优化成本

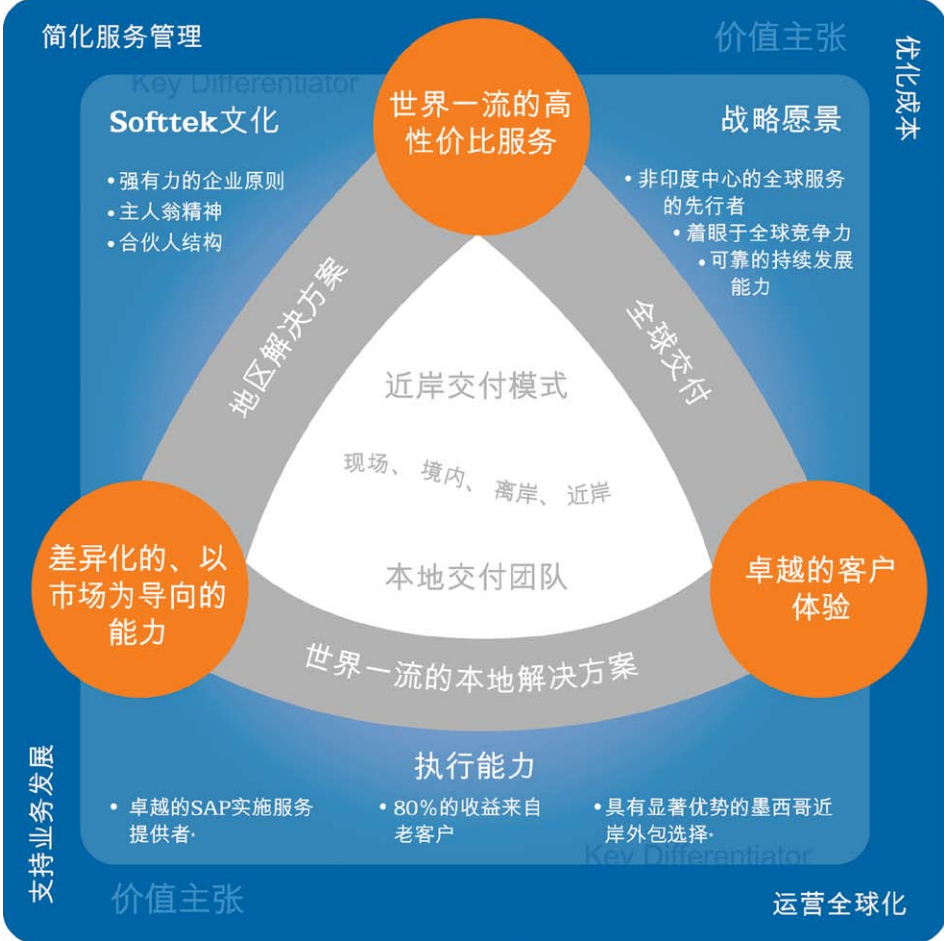
- 减少合约总成本，降低间接成本，将低成本地区的优势发挥到极致。
- 优化流程，强化职能，减少缺陷，完善服务水平协议。
- 优化技术的运用，在确保有效的同时，加快新技术的部署。

## 信息技术和业务流程外包运营全球化

- 携手全球合作伙伴，增强全球竞争力。
- 不管您的需求是当地性的、地区性的还是全球性的，都需按世界级标准执行。
- 在最利于自身而非供应商业务发展的地点购买服务。
- 充分发挥Softtek在国内市场积聚的优势。

## 支持业务的完善和发展

- 支持全球化倡议。
- 争取在取得最好回报的条件下，加快企业应用的实施、定制和部署。
- 建立一个面向未来的平台，并通过坚实的应用和流程予以支持。
- 最大限度地扩充商业知识，将资源运用于商业任务，并汲取传统应用中的商业逻辑。



## 世界一流的高性价比服务

我们遵循六西格玛框架，拥有**CMMI 5**级能力，运用自动化流程管理工具，从而让我们的服务可以衡量并不断提升。再加上我们的全球近岸模式，我们可以有效地提高效率，降低合约总成本降低，并提供更高的投入回报。

## 区分市场导向力

这正是我们创建全球近岸™模式来填补以印度为中心的全球交付模式的遗缺的原因。通过与**Softtek**的合作，客户不仅可以获得全球发包的种种好处，而且还可以实现他们所需要的高交互性、按需沟通、快速变更处理、风险分散、低损耗、以及多语言支持，而这些关键要素是印度外包模式所未能充分体现的。就在岸解决方案而言，我们独特地将全球资源和当地人员接合起来，从而确保了高度专业化的、一流的解决方案。

## 卓越的客户体验

商业价值取决于价格、质量和交付时间。而经验价值，从另一个角度来讲，它强调的是与供应商打交道的个体的需求、愿望和关心的问题。不管是商业价值还是经验价值，它们在全球外包中都扮演着极为重要的角色。**Softtek**的交付模式提升了高度人性化的、以客户为中心的关系，从而提供了卓越的客户体验。

# Softtek为何与众不同？

## 我们的文化

人才驱动型产业的独有资产、企业家的精神和以人为本的理念。提升基于自主、坦诚和尊重的行为价值，提高保持力、创造力和积极性，建立高效而敬业的专业团队。

## 我们的愿景

关注全球竞争力，持续提升流程成熟度、规模化和专业化。**Softtek**是拉丁美洲地区全球服务的先行者和最早的**SAP**合作伙伴，并于**20世纪80年代**率先采用软件工程技术。在美洲、欧洲和亚洲引入并进一步发展全球近岸™交付服务。

## 实施能力

**Softtek**卓越的执行力已得到行业专家和诸多领域内世界级客户的公认。我们提交的价值是建立在全球与地区交付能力和超过**25年**的行业经验基础之上的。





“Softtek已经成为近岸交付最强有力的选择（利用近岸而非离岸交付模式，基于极具竞争力的总体拥有成本价值主张）。”

—— Leading Industry Analyst, 2007年8月



# 全球近岸™

## 全球交付中心网络: 近岸®交付的基石

近岸®模式的功能性是建立在利用位于墨西哥（4个）、巴西（1个）、阿根廷（1个）、西班牙（1个）和中国（2个）的9个全球交付中心（GDC）的一个或多个为北美、拉丁美洲、欧洲和亚洲的客户提供全球信息技术服务。全球交付中心秉承“逐日”战略，充分发挥远程交付所不具备的地缘优势，为客户互动和现场办公提供便利。在运营过程中，所有的全球交付中心均遵循六西格玛理念、CMMI标准以及部分案例所需的ISO标准，为客户提供最高水平的专业服务和效率。此外，通过全球交付中心网络，Softtek还可以基于强大的通讯基础架构确保客户的业务连续性，并为之提供灾难恢复计划。

## 全球近岸™——全球服务的下一个浪潮

近岸®服务模式是建立在客户成本降低、高度交互工作和风险分散基础之上的。这一模式已经为全球外包界所接受，并逐步成为行业主流。为反映这一发展趋势，Softtek同全球客户一道改变了最初的模式。“全球近岸™”是近岸®模式的发展和进化，是真正意义上的全球交付模式，它不仅可以提供网络化资源、真正的风险分散和转型变革，而且还可以为在岸、离岸或近岸解决方案传递卓越的客户体验。

“Softtek不仅是强大的离岸服务提供商，而且也是惟一最具竞争力的非印度供应商。”

—— Leading Industry Analyst, 2007年8月



中国