



Are midmarket
ISVs succeeding
with offshore?

You bet.

A new talent
model is driving
market advantage
for smart ISVs.

Independent software vendors know that programming talent is critical to success. However, we're in the middle of a talent crunch: the pool of available programmers is severely constrained and expensive. As a result, ISVs like yours have seen their growth limited by the lack of quality talent in their local market.

CONVENTIONAL OFFSHORE MODELS HAVE FAILED MIDMARKET ISVs

ISVs need to expand their core team to fuel the development of new products and hit the release dates of existing applications. Many companies have tried to fill the talent gap by looking overseas, but existing offshore models don't work for most ISVs, which can't afford the time, effort, and risk of bringing an offshore vendor up to speed on discrete projects.

HIGH RISK AND LITTLE CONTROL DOESN'T WORK

Offshoring can provide significant value—under the right conditions. After all, there's a reason why the largest software companies, such as IBM and Microsoft, continue to expand their engineering talent pool by investing billions in their own development centers in India. It's just that midmarket ISVs have had no offshore solution that would allow them to exert the control that large ISVs enjoy with their captive offshore centers.

Until now.

EC Group breaks through the ISV talent logjam with a new offshore model that works

To address the specific needs of ISVs looking to augment their internal teams with hand-picked remote programmers, EC Group developed the Hosted Offshoring Software Teams (HOST) model. HOST has proved an ideal fit for ISVs, jump-starting their growth and delivering competitive advantage.

DIRECT ACCESS TO THE TALENT ADVANTAGE THAT UP UNTIL NOW ONLY THE BIG BOYS HAD

Like the solely owned, India-based captive centers built by large U.S. companies, EC Group has a right-sized dedicated development center designed to meet the unique needs of midmarket ISVs. EC Group's HOST model gives you direct access to experts in the specific technologies your company desperately needs by drawing on the largest software engineering talent pool in the world.

EASY, ACCELERATED ONBOARDING WITHOUT THE HR HEADACHE

EC Group doesn't have a bench. Instead, the company works on your behalf as a virtual HR and admin team, screening candidates and handling all of the details. With customized talent that can integrate easily with your internal team, your company can direct its energy toward growth.

CUSTOMIZED TALENT SELECTION PROCESS TO DELIVER REMARKABLE TALENT

Under the HOST model, India-based programming candidates move through an intense selection process tailored to your needs. This field-tested approach helps you interview, select, and integrate dedicated employees that are an ideal fit for your team. EC Group has built a proven track record of identifying the right talent for clients: since its inception, the HOST model has a **94 percent success rate**.



Why ISVs need to consider a partnership with EC Group

Since 2003, EC Group has been working with companies across the country to help them add capacity to support their growth strategies. The company has drawn on this experience to craft and optimize its HOST model to serve the specific needs of ISVs.

HOST was born out of a unique combination of EC Group characteristics—characteristics that put EC Group in a category of one when compared with other offshoring companies.

LONG-TERM RELATIONSHIPS WITH BOTH OFFSHORE EMPLOYEES AND CLIENTS

EC Group's programmers typically remain with the company for years. Over the past four years, nearly 90 percent of the employees hired under this program are still working with their original teams. The attrition rate of EC Group's employees is consistently under 5 percent, well below the industry average in India. As a result, its clients benefit tremendously from the institutional knowledge and familiarity that comes from sustained relationships.

A BUSINESS MODEL BUILT ON TRANSPARENCY AND ACCOUNTABILITY

EC Group's simple pricing structure is a welcome relief to clients that have had to endure complex outsourcing contracts. In addition, HOST teams are put in direct contact with the client, removing any layers of confusion and giving the client total control over its HOST team.

NEARLY A DECADE OF EXPERIENCE BUILDING HIGH-FUNCTIONING TEAMS WITH OFFSHORE MEMBERS

EC Group's years of firsthand experience have given the company unique insight into the needs of ISVs. The result is a consistent operating model that drives competitive advantage, enabling ISVs to build distinctive, productive teams.

DOES YOUR COMPANY QUALIFY FOR HOST?

Leading ISVs have achieved substantial growth and cost savings with HOST, but the model isn't right for every company.

For ISVs to maximize the value from HOST, three dynamics must be present:

An ISV must have a strong internal team.

HOST isn't a threat to your current staff; in fact, the model requires that you have a strong internal team in place.

An ISV must have plans for sustained growth.

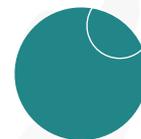
Your business has a lot of opportunities but lacks the capacity to pursue them.

An ISV must be drawing from a limited pool of programmers.

Your local market doesn't have the specialized talent you need at a competitive price.

If you think HOST could be a good fit for your company but need additional information, call **Bruce Benson** at **616.647.8622 x 217** to get more details on how it can work for your business.

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HOST refocuses ISVs on growth and away from crisis talent management

ISVs that are using EC Group's HOST model have broken through the tiresome local-market expansion and productivity constraints and are now reaping the benefits. These firms are selecting the HOST model for three primary reasons:

EXPAND CAPACITY WITH DEDICATED TEAM MEMBERS

HOST programmers aren't temporary workers that you hire on a project basis. They have extensive experience and become integrated, high-contributing members of your team. In this way, HOST is a complement—not a threat—to your internal team. Unlike other outsourcing vendors, EC Group will never reassign your programmers, so your company can benefit from the investment you've made in that individual.

IMPROVE PRODUCTIVITY AND ACCELERATE DEVELOPMENT SCHEDULES

With HOST's added development capacity, your internal team will be liberated to focus on higher-value tasks. This targeted additional capacity has a significant impact on results: one HOST user was able to move its release dates up by seven months and save \$2.4 million in development costs over the past three years.

REDUCE COSTS WHILE MAINTAINING CONTROL

HOST offers **savings of more than 60 percent** compared with local talent, enabling midmarket ISVs to tap high-quality programmers at the right price to fit their needs. Since your HOST employees work a shift in India that provides several hours of overlap with the U.S. workday, your team doesn't have to change the way it functions to accommodate new capacity.