Indian outsourcing underperforming. Accelerance delivers better LatAm Partner for improved quality and collaboration.

Point of Contact: CTO, CEO and VP of Engineering
Industry: Sales and Marketing Automation
Technologies: C# .NET 4.5+, Web Services/Razor MVC/entity framework/Windows services, JQuery/AngularJS/Handlebars, SQL Server 2012+ with extensive stored procedures, ElasticSearch

CLIENT OVERVIEW

The Client* is a SaaS company that provides an all-in-one CRM and marketing automation for SMB's around the world

CHALLENGE:

As a rapidly growing SaaS startup, software development can never be an inhibitor to growth. When the Client came to Accelerance, they were outsourcing to two Indian firms. While the hourly rates were attractive, the quality of deliverables wasn't worth the savings. In addition, they required a smaller and more cohesive team that would bring forth collaborative productivity, all while being more accessible during their work hours.

With a rapidly approaching start date for quarterly goals, the CEO and VP of Engineering needed to find a new outsourcing solution quickly.

*Client name withheld to retain anonymity

RESULTS:

The Accelerance Partner in Colombia started quickly with an initial team of 10 .NET developers, mostly senior with a technical lead, and a mixture of junior roles. The Accelerance Partner has been very flexible, quickly growing and shrinking as necessary while simultaneously splitting projects between teams.

Accelerance delivered rapid connection to a high-quality Partner with the perfect nearshore development criteria for workday overlap, improved quality and the ability move quickly. The entire process took two months from the initial consultation through partner selection, terms negotiation to the engagement launch. With Accelerance, the Client is outsourcing successfully and with confidence that access to technology will never be an inhibitor to growth.

> *"Accelerance helped us make a selection from a myriad of possibilities. Our global partner is perfectly suited to the way we do business. We are very pleased. Everything is perfect."*
>
> - Client CTO

PARTNER INFORMATION:

Partner Size: 500-1000
Blended Price per hour/resource: $50-$55
Country: Colombia
Company Founded: 1992
Accelerance Partner Since: 2009
Core Competencies: Bespoke database development, Software Development, System/Business Analysis, and Consulting
Programming Methodology: CMMI5 and Scrum
Time Zone Overlap: 24 hr overlap with NYC
English Proficiency: Strong
Culture: Strong English usage and an extremely stable country politically

ACCELERANCE

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