CASE STUDY
ODC for Print SaaS Company

Customer

Headquartered in USA, the Company offers a suite of software solutions that helps businesses to set up eCommerce storefronts for their printing products.

Background

Offshoring its engineering and service organizations was a cornerstone of the Company's strategy to fuel profitable growth amid uncertain market conditions in its primary markets of North America and Europe.Outsourcing product development to an offshore vendor came with the attendant risks of a disjointed development process and leakage of intellectual property. On the other hand, setting up a captive unit entailed administrative hassles.

Enter Rewise.

Scope

Rewise set up a **Whitebox ODC** in India that functions as an extension of the Company's US-based development and support operations. The ODC (Offshore Delivery Center)is involved in both development and support of the Company's suite ofSaaS solutions.

Apart from staffing up the ODC with the right profile of developers, testers and technical support personnel, we also handle all administrative and regulatory activities like payroll processing, accounting and statutory compliance.

Both onsite and offshore units follow the same agile development methodology. The Company uses Microsoft Team Foundation Server to power workflow between the two shores as well as manage engineering artifacts such as requirements, specs, code, and test plans.

The Global Delivery Manager specs work items and assigns them to the offshore unit where developers and senior developers work on individual work items (e.g. screen) and tasks (e.g. field) and make code releases once in two weeks.

Operating in the "follow the sun" mode, the technical support team at the ODC resolves fix-on-fail tickets and, with the help of the development organization, frontends the development of enhancements and site-specific interfaces.

Approach & Outcome

We have instituted the following measures to help the Company gain total visibility into its Whitebox ODC:

- Use of identical processes and technologies at both shores
- Full control into hiring of new resources and their ongoing performance assessment
- Overlapping of operations with the Company's time zones in USA and Europe
- Total visibility into cost elements

The onsite and offshore teams stay in synch with each other on expectations and progress via frequent communications over email, chat, voice and video conference on a daily basis.

Thanks to this approach, the Company now has a captive-like facility without the attendant regulatory, administrative and support hassles.

Technology

- Microsoft .NET integrated development environment
- Microsoft SQL Server RDBMS
- Microsoft IIS Web Server

Challenges& Accomplishments

Challenges	Accomplishment
Difference in levels of articulating and understanding requirements	We recommended cultural acclimatization training to ODC staff so as to minimize gapsbetween how requirements are articulated and understood.
Disconnect in appraisal framework	We familiarized the Company with KRAs for developers and senior developers in India so that appraisals could be carried out in a mutually beneficial manner.
Mismatch in expectations regarding annual raise	We supplied salary benchmarks of the Indian IT industry in order to bring all parties on the same page regarding employee compensation.

Future Plans

- Ramp up of the team to undertake enhancement, development and testing of existing and newproducts
- Offshoring of DevOps and UI / UX
- Drive greater automation inthe areas of release, testing and deployment.

Benefits

- Trouble-free use of captive-like offshore team,while being insulated from administrative and support hassles
- Grow revenues by widening market coverage without incurring a proportionate increase in operating costs, thanks to offshore cost advantage
- More responsive customer support, facilitated by cost-effective offshore capacity.