

How to Outsource Software Development



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- Questions encouraged! Please send them via the GotoWebinar question box.
- There will also be a brief (time allowed) Q&A at the end of the webinar
- Presentation deck & recording will be made available

Our Presenters



Brian Estep

Senior Partner

The father of six children, three of them being triplets, Brian is no stranger to practicality, guidance, and multitasking. He has earned a reputation for providing skilled and practical guidance as a technology consultant, project manager, software architect, and developer.



Barnaby Sheridan

Senior Partner

Barnaby oversees Velocity's software development and quality assurance operations in South America. He is driven to ensure that our personnel, practices, and tools are ready to meet the ever-changing demands of Agile software development.

Outsourcing your Software Development

*Why
Outsource?*

How to
Outsource?

Who to
Outsource
With?

Some of the challenges today's software teams face

Capacity Limitations

- Delays in delivery
- High workload
- Attrition
- Halted innovation

Skillset Gaps

- Hard to find skills
- Expensive training
- Slower ramp-up

Stale Methodologies

- Time to market delays
- Poor quality
- Excessive re-work

What options do software teams have?

Internal: Training and Transformation + Hiring FTE's

Potentially successful approach with long term benefits

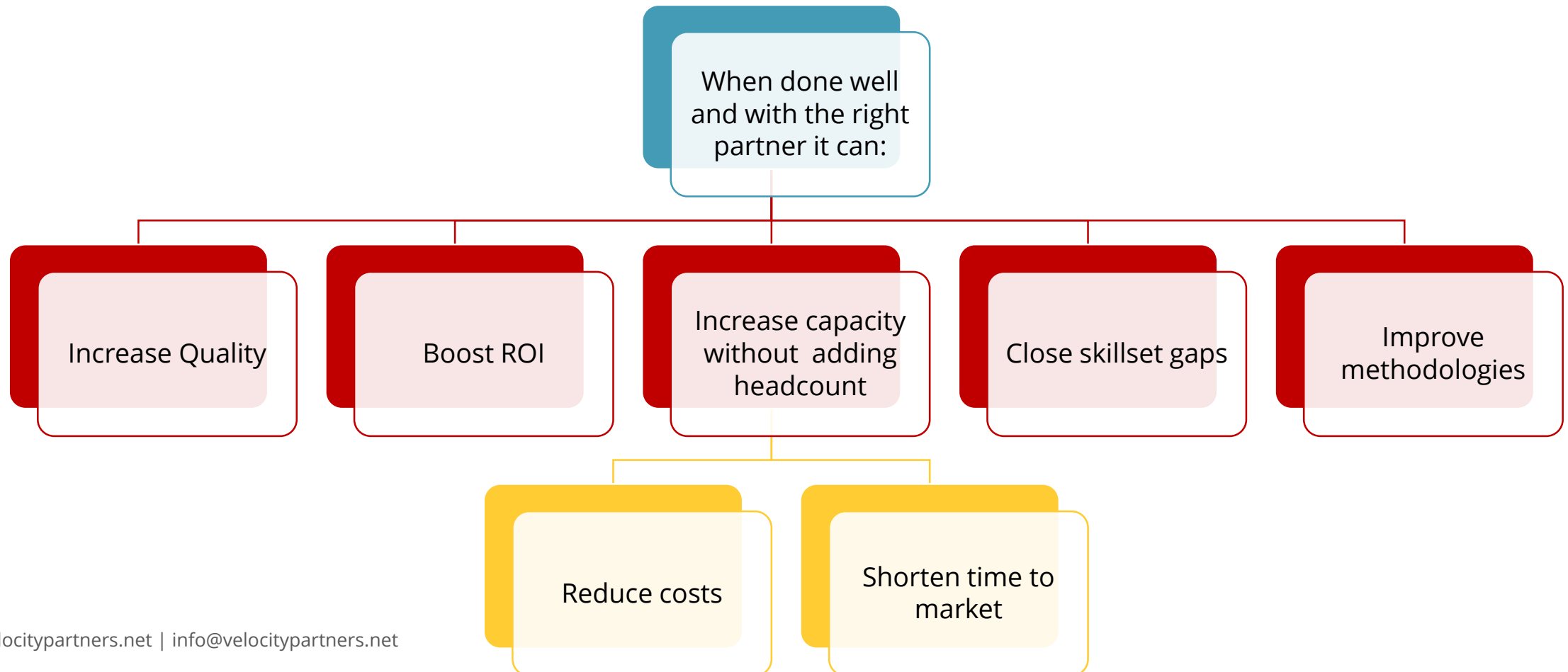
- Cons:
 - Most expensive approach
 - Often a long and difficult road (70% of transformation efforts fail according to McKinsey)

External: Outsource with a Trusted Partner

Potentially successful approach with long term benefits and a much higher success rate

- Cons:
 - Selecting the wrong partner can be very costly in both money and time

Why outsource software development



How? – A Three-step Approach



Pilot or Partnership?

A toe in the water

- Easier
- Lower long-term reward
- More overhead
- Lower quality and leverage
- Poor basis for a decision

Trusted partner

- **Extend** your team, don't replace them
- Opportunity for leverage
- Ongoing improvement
- A position of trust

Consideration: Partnering

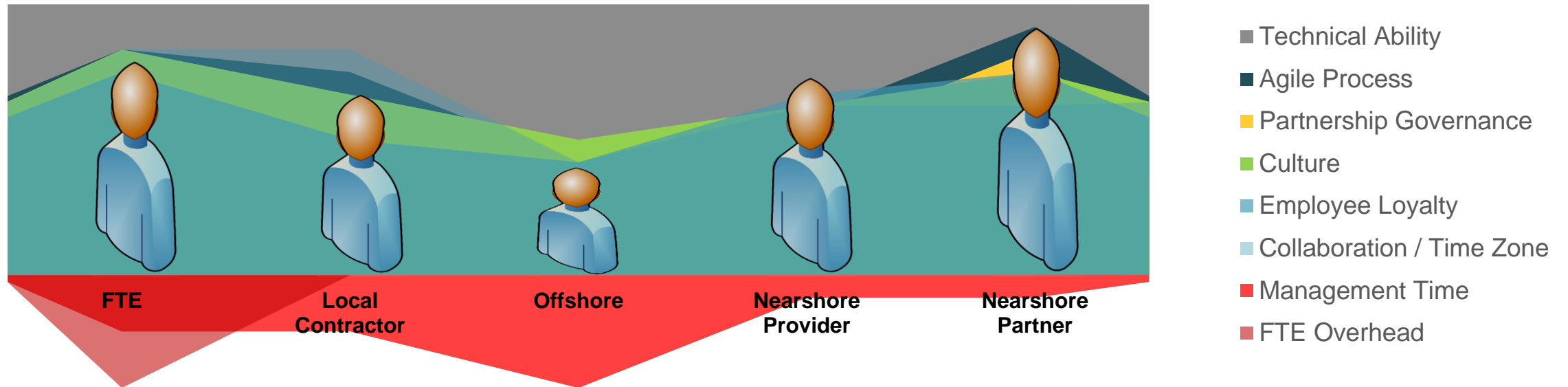
Communication capabilities

Work style

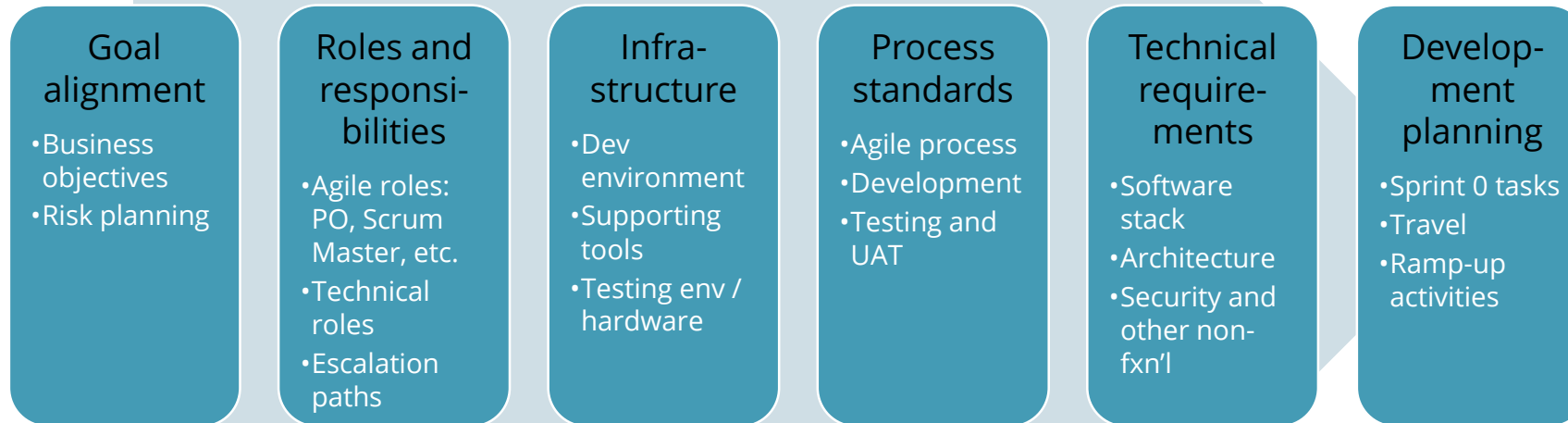
Practices and processes

Experience with first-timers

Consideration: Productivity



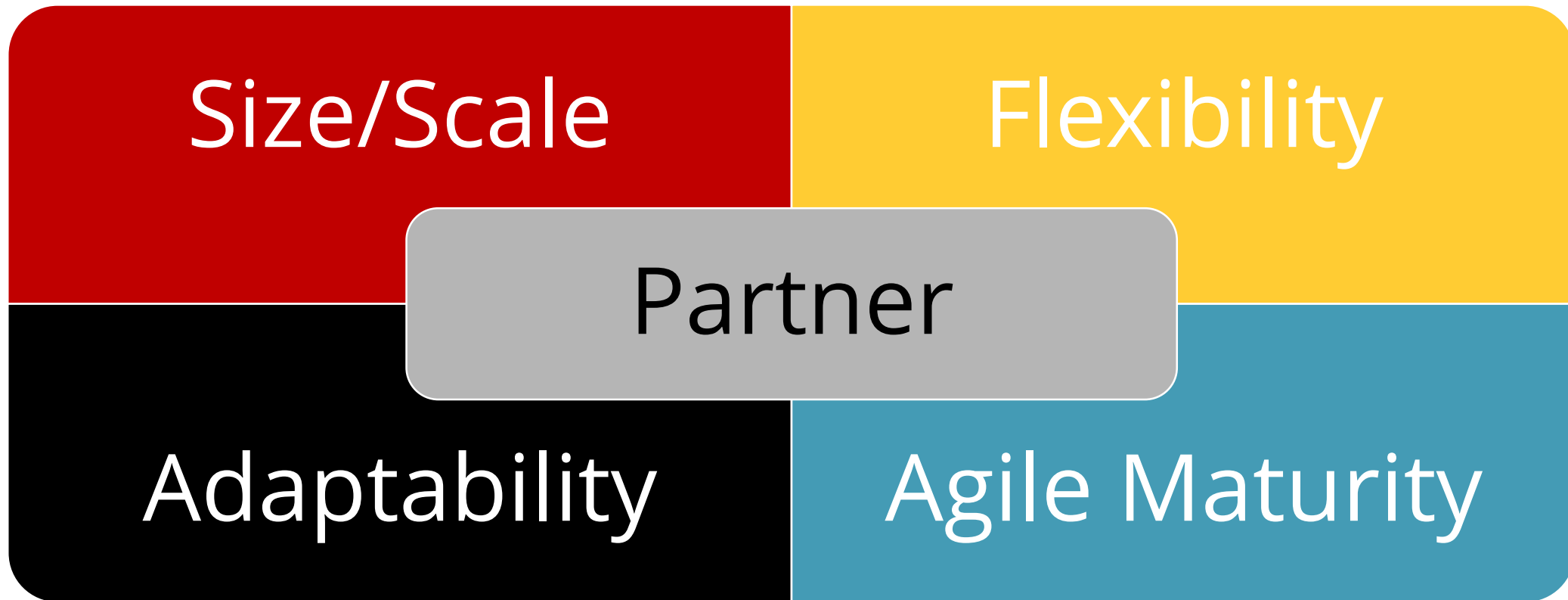
Start Right: "Sprint 0"



Three-step Approach



Who? – Finding the Right Partner



Why choose Velocity Partners?

High-Quality Nearshoring, Plain and Simple

Dedicated,
long-term teams

Agile leadership

Strong technical
skills

Same language
and cultures

Right size to
scale and still
care

Proven
distributed agile
methods

Full time agile
coaches

Strong
commitment to
continuous
improvement



Nearshore
Distributed
Agile Teams



About Velocity Partners

- Better business through better software
- HQ in Seattle
- Nearshore Distributed Agile Teams
- Offices located in Argentina, Uruguay, Venezuela and Colombia
- Alignment with North America
- Highly collaborative agile development
- Our people make the difference!



Thank you!

- Feedback / requests for future webinar topics;
- Request a video copy of the webinar;
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- We hope to see you at our next webinar...