THE 2014 OUTSOURCING WORLD SUMMIT

Disney's Contemporary Resort & Conference Center
Lake Buena Vista, Florida
February 17-19, 2014

Costa Rica: Building nearshore technological success

Mario Granados, Technical Lead, EX2 Outcoding
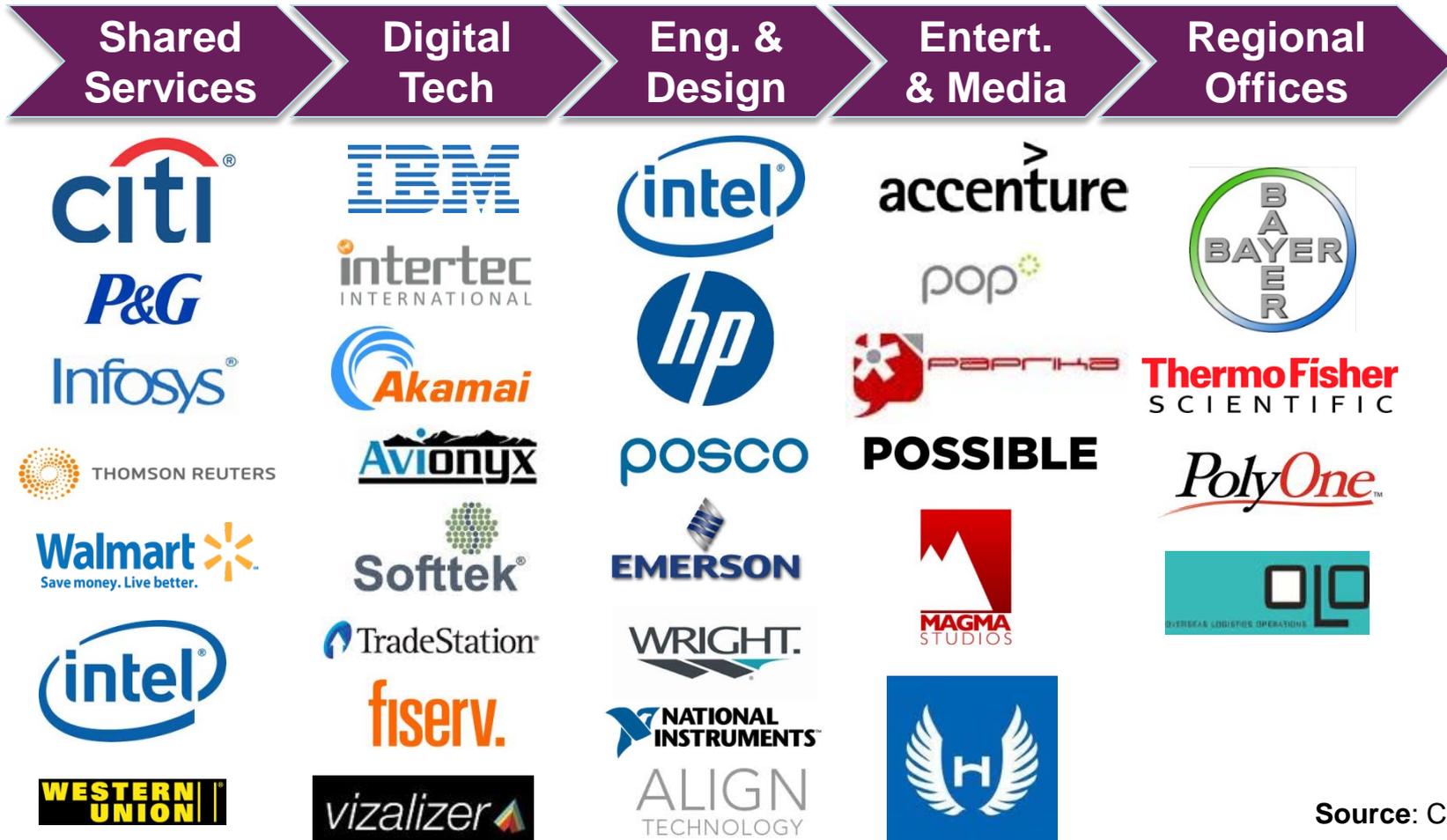**Lee Pointer, Director of Software Development, BDX**

www.IAOP.org

Costa Rica:

BUILDING NEARSHORE TECHNOLOGICAL SUCCESS

essential
COSTA
RICA

IAOP

Over 140 leading and world renowned companies,

including Fortune's number 1

Shared Services	Digital Tech	Eng. & Design	Entert. & Media	Regional Offices

citi
P&G
Infosys
THOMSON REUTERS
Walmart — Save money. Live better.
intel
WESTERN UNION

IBM
intertec INTERNATIONAL
Akamai
Avionyx
Softtek
TradeStation
fiserv.
vizalizer

intel
hp
posco
EMERSON
WRIGHT.
NATIONAL INSTRUMENTS
ALIGN TECHNOLOGY

accenture
pop
paprika
POSSIBLE
MAGMA STUDIOS
H

BAYER
ThermoFisher SCIENTIFIC
PolyOne
OLO OVERSEAS LOGISTICS OPERATIONS

Source: CINDE, 2014.

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Best educational system in Latin America

(WEF, 2013-14)

Second in Latin America and 15th worldwide in talent retention

(WEF, 2013-14)

Highest English proficiency in Latin America

First in TOIEC and second in TOEFL

(ETS, 2012)

Impressive **430% increase in university graduates** between 1991 and 2011

(Jofré, 2013)

Tertiary Enrollment has undergone a **twofold increase in 6 year** .
Between 2005-2011 the enrollment rate increased almost 20 percentage points
(WEF, 2013-2014)

The **right conditions**

Qualified human resources

Best MBA in the region

INCAE: #1 Business School in Latin America
(America Economía, 2013)

22 new majors and technical programs in Services-related careers since 2005

(CINDE, 2013)

High number of people certified in SAP, PMI, Six-Sigma, Oracle, Cisco certifications

Government investment of US$450 million in human capital initiatives in 2013

(IADB, WB)

Costa Rica Multilingual
A comprehensive program to become a bilingual country by 2017

A global robust multifunctional, multilevel

and multisector platform...

- Finance & Accounting
- Back Office
- Engineering & Design
- Human Resources
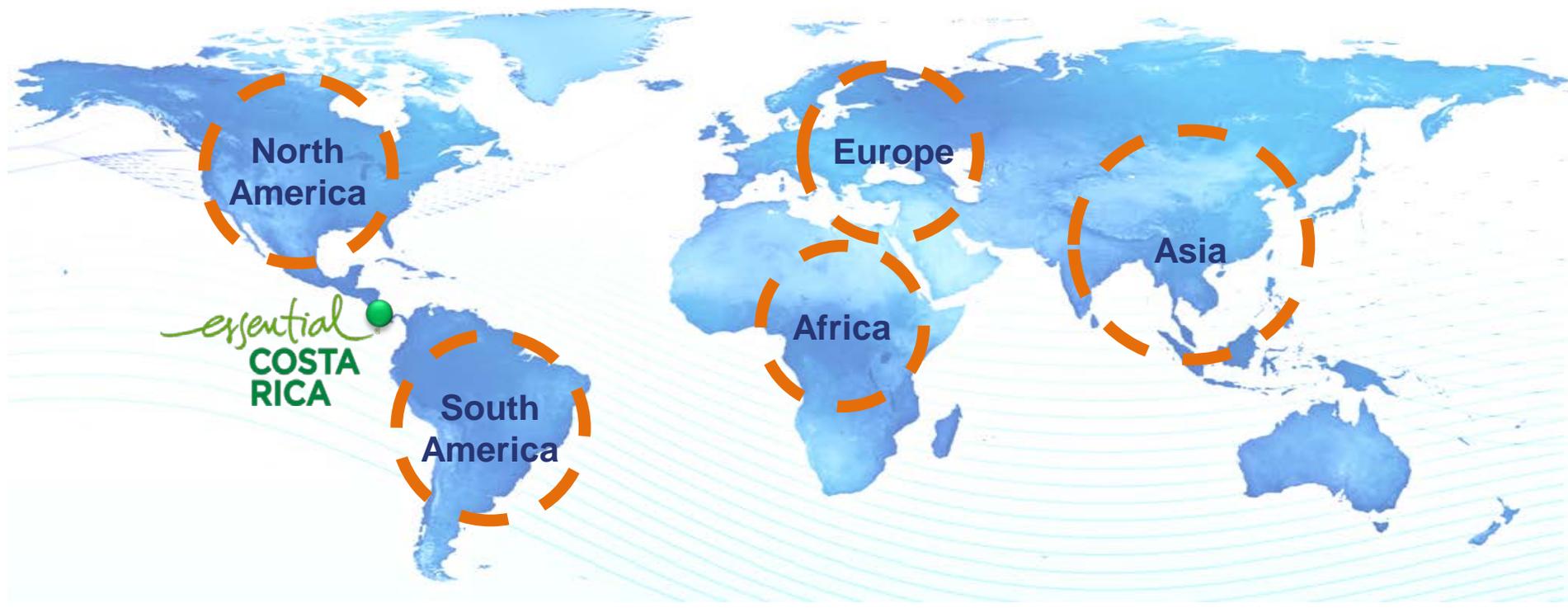- Digital Production & Animation
- Procurement
- Regional Centers
- Software Development
- Business Transformation

End-to-End Centers offering services 24/7, 365 in English, Spanish, Malay, German, French, Portuguese, Japanese, Dutch, Polish , Czech, Finnish, Italian, Russian, Farsi, Mandarin.
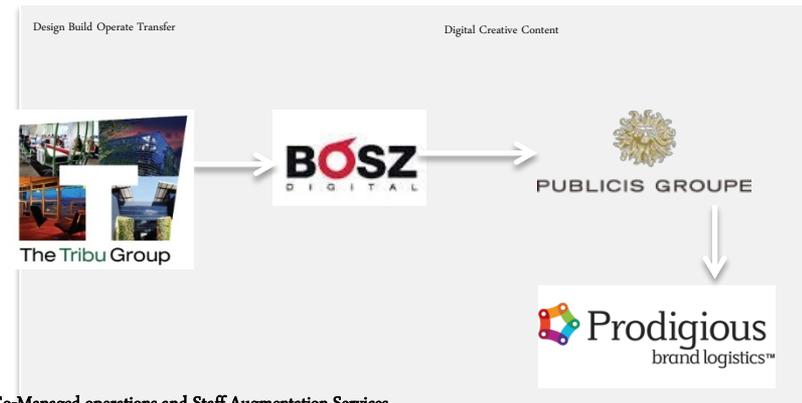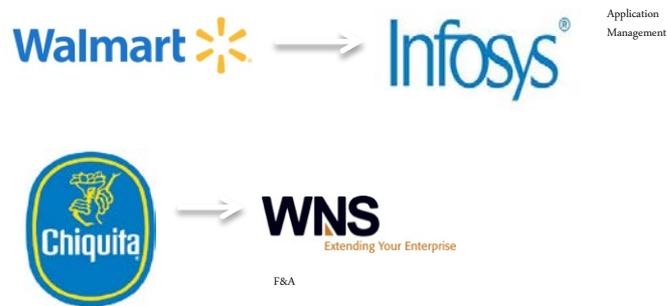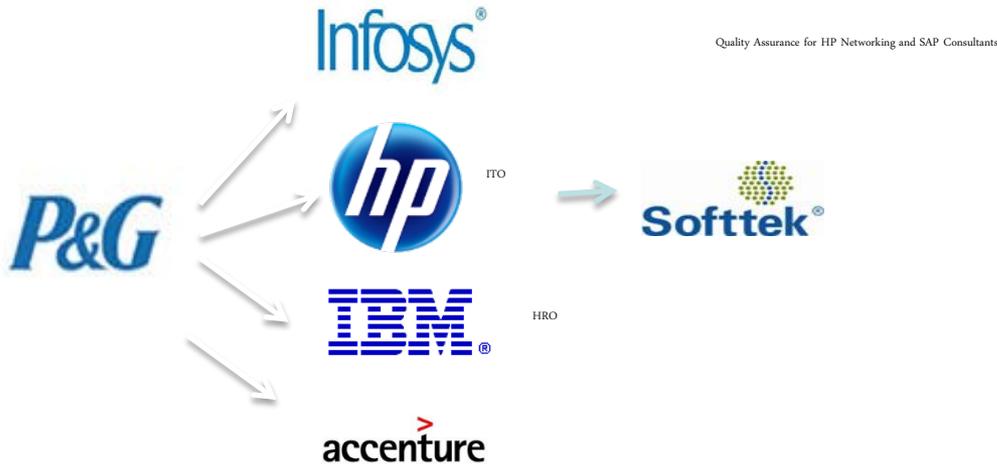
Companies have **successfully** grown and implemented different service outsourcing models.

Positioning the country as a successful one-stop location

for different Business Models and Solutions

Quality Assurance for HP Networking and SAP Consultants

ITO

HRO

Application Management

F&A

Facility Management

Design Build Operate Transfer

Digital Creative Content

Catering to a wide variety of Business Models: Design Build Operate Transfer (D.B.O.T.), Co-Managed operations and Staff Augmentation Services

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THANK YOU!

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Case Study:

Development of the Web Based Solution: New Home Source Professional (NHS Pro)

Client Company: Builders Digital Experience (BDX)
Provider company: EX2 Outcoding

<u>*Contents*</u>
What is BDX?
What is EX2 Outcoding?
The outsourcing partnership
The Challenge
Best practices approach
Results

COMPANY OVERVIEW: BDX

Lee Pointer

Director of Software Development, BDX

- 22+ years of experience in software development
- 14+ years leading domestic and international development teams
- Teams in St. Petersburg, Russia, Bangalore, India, San Jose, Costa Rica
- Team sizes have ranged from 4 to 52
- Commercial software, custom systems, web applications

lpointer@thebdx.com
www.linkedin.com/in/lpointer/

Built by Homebuilders for Homebuilders

- Owned by 32 leading production homebuilders
- Serving over 800 builders across the U.S.
- Used by 72 of the top 100 U.S. homebuilders
- The official site of the

BDX: Who we are

Newspaper and PL Partners

Sample of Other Partners

BDX: What we do

- Internet marketing with over 9K new community listings across the U.S.

- Online advertising across our web properties and others like Realtor.com

- A syndicator of builder data to other sites like Yahoo Real Estate, MSN Real Estate, Trulia and many others

- Social media service for builders

- Email campaigns

BDX: What we do

Distribution Partners

BDX syndicates our builder listings to 300 distribution partners.

List Once. Be Everywhere.™

And many more...

BDX: Web Properties

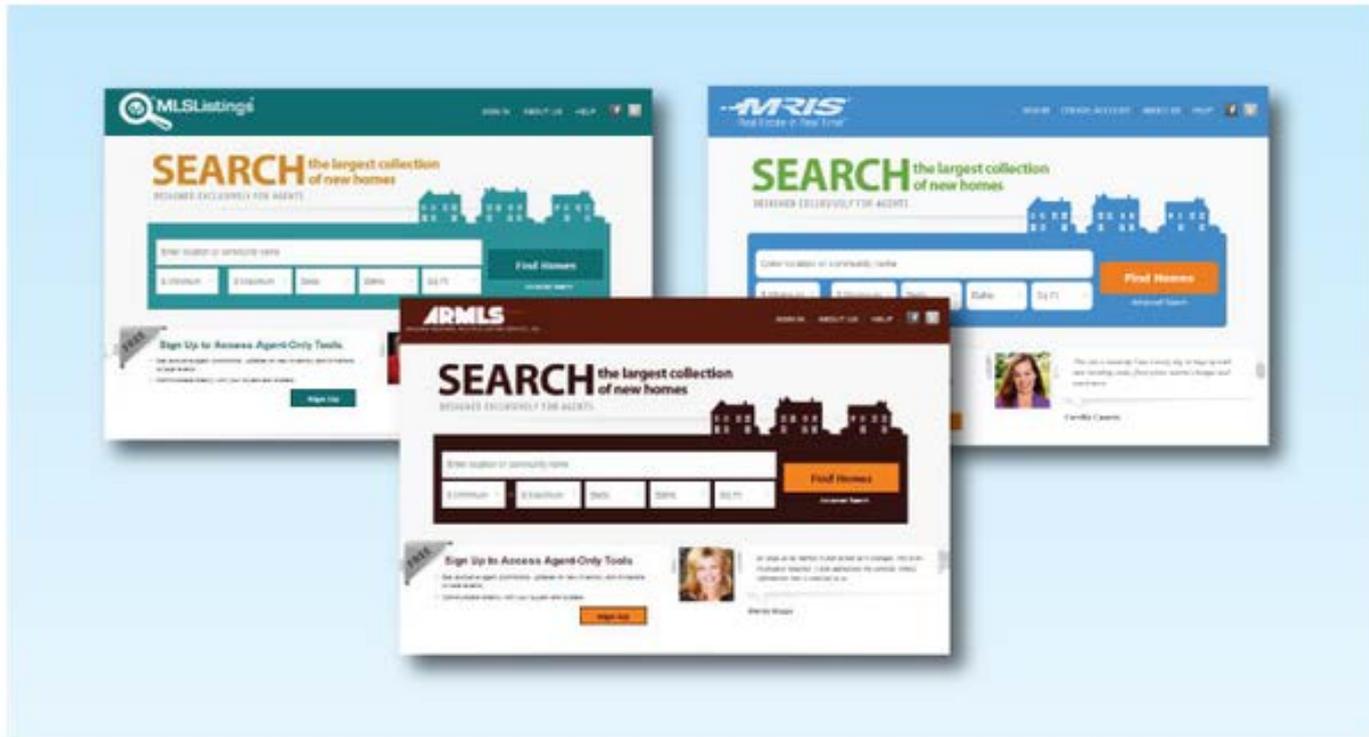# BDX: Web Properties

BDX: NewHome Source Professional

- Reach over 1 million real estate agents

- Highlight agent promotions, events and incentives

- Designed to help real estate agents sell new homes

- Generates sales leads for builders

BDX: NewHome Source Professional

BDX Partnership with EX2 Outcoding

- EX2 Outcoding is our nearshore outsourcing partner of choice
- We have been in business together for 7 years
- We build web sites and back end services to support them
- Team is currently at 25 and growing (15 in Costa Rica)
- Future growth is with EX2 Outcoding

BDX/ EX2 Outcoding Dev Best Practices

- Agile Scrum Practices – Three week sprints, Daily standup meetings, sprint post mortems

- Chief Architect, QA Manager and Analysts in Austin

- Dev Team Lead and QA Lead in Costa Rica

- Oversight and peer code reviews by Dev lead in Costa Rica

- Continuous build integration with version control system

- Change management – WebOps and DBOps

- Multiple testing environments

- Microsoft certified developers

- Training and conference attendance for developers and QA

EX² OUTCODING OVERVIEW

Who we are… **…a premier technology services and products company in Costa Rica**

Microsoft GOLD CERTIFIED Partner

U.S. and Latin America Presence

Headquartered in San Jose, Costa Rica – parent company located in Austin, TX

30% annual growth rate

150+ employees

Verticals

Serving clients in multiple industries including; Pharmaceuticals, Software development, Banking, Real Estate, etc.

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EX² OUTCODING OVERVIEW - SERVICES

Vision: Achieve a global leadership position in technology and business process outsourcing.

Mission: Provide technology and business process outsourcing solutions to help companies accelerate their growth by solving business problems in a cost effective and efficient manner. Ex2 Outcoding will provide services ranging from staffing to fix bid project execution as well as technology products for various industries

Design & User Experience → **Software Development** → **Technical Support** → **Quality Assurance** → **Business Process Outsourcing**

Dedicated Technology Teams
Customized to each client's needs

Custom Development Services
Fixed bid solution development

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SAMPLE CLIENTS

Case Study: NHS Pro

Business Challenge

- NHS and Move sites are dedicated to consumers searching for new homes on their own

- NHS Pro started as a single site dedicated for real estate agents, but it was not designed to scale or for private labels

- MLSs represent large memberships of real estate professionals that have a need to search and sell new and resale homes

- BDX strategy is to form partnerships with MLSs in order to offer branded private label instances of NHS Pro

Case Study: NHS Pro

Business Challenge

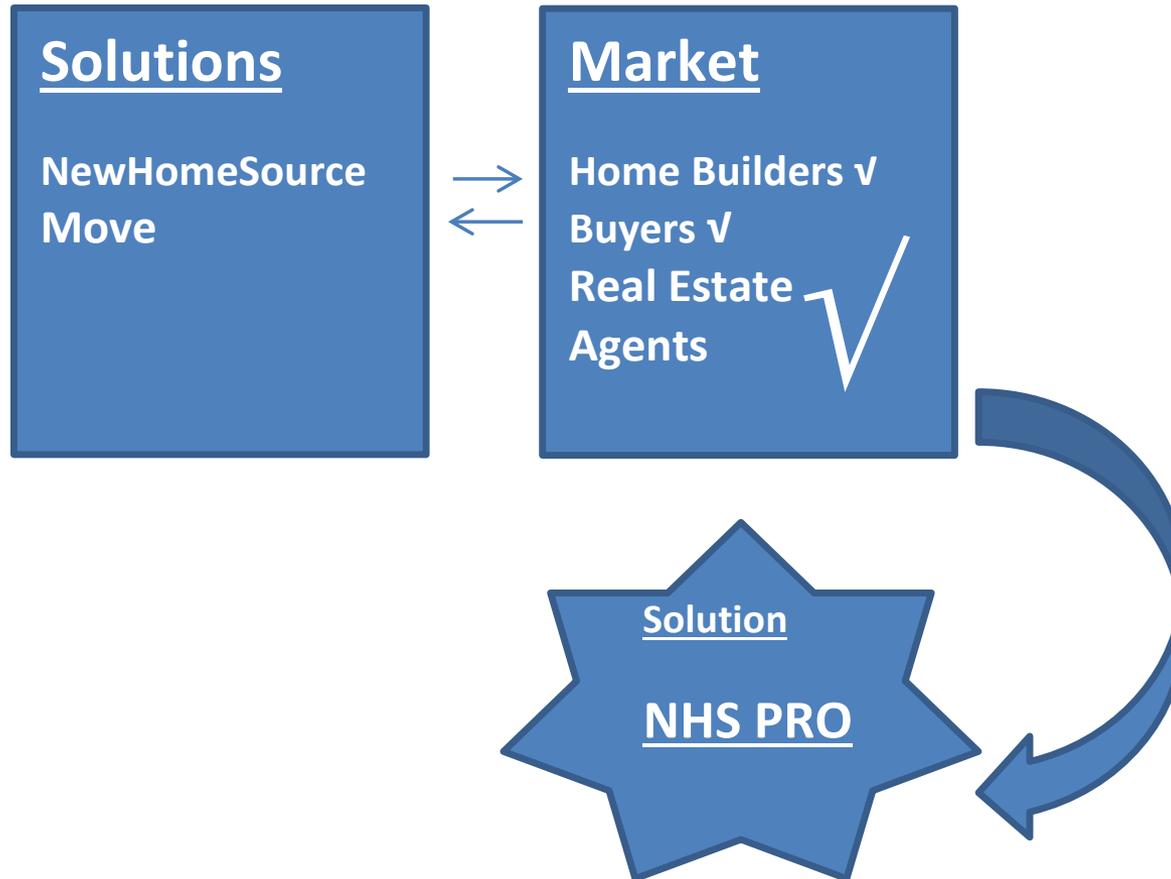The goal was to create a site like NHS, but with special features:

1. Include special information that only realtors can see: promotions and commission percentages that will earn over each new home they sell.

2. Customize the page to each real estate company.

3. Provide Single Sign On (SSO) functionality from each MLS portal site.

The biggest challenge was to create NHS Pro (the solution to connect R.E. agents, builders and buyers) in just **1.5** months, for BDX to present in the **IBS** event in 2013.

Case Study: NHS Pro

Business Challenge

In Summary:

Solutions

NewHomeSource
Move

Market

Home Builders √
Buyers √
Real Estate
Agents √

Solution

NHS PRO

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Case Study: NHS Pro

Technical Challenges

- Create a web application to support new realtor specific functionality
- Include Single Sign On (SSO) Protocols so that users can connect through their MLS portal sites, making it very user friendly
- Create a private CRM feature for each agent
- Make the site customizable with a specific look and feel for each agent
- Little timing : 6 weeks

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Case Study: NHS Pro

Best Practices

- Select protocol/tool (SAML and HTTP POST)
- Elaborate a Project Plan: created in three sprints, three deliverables
- Methodology: Agile Scrum
- Technology used: ASP.NET, MVC 3, CompentSpace SAML
- Recruiting of Certified .NET resources with team leads that developed NHS
- Knowledge Transfer within the team: low learning curve, because development leads had built the NewHome Source site
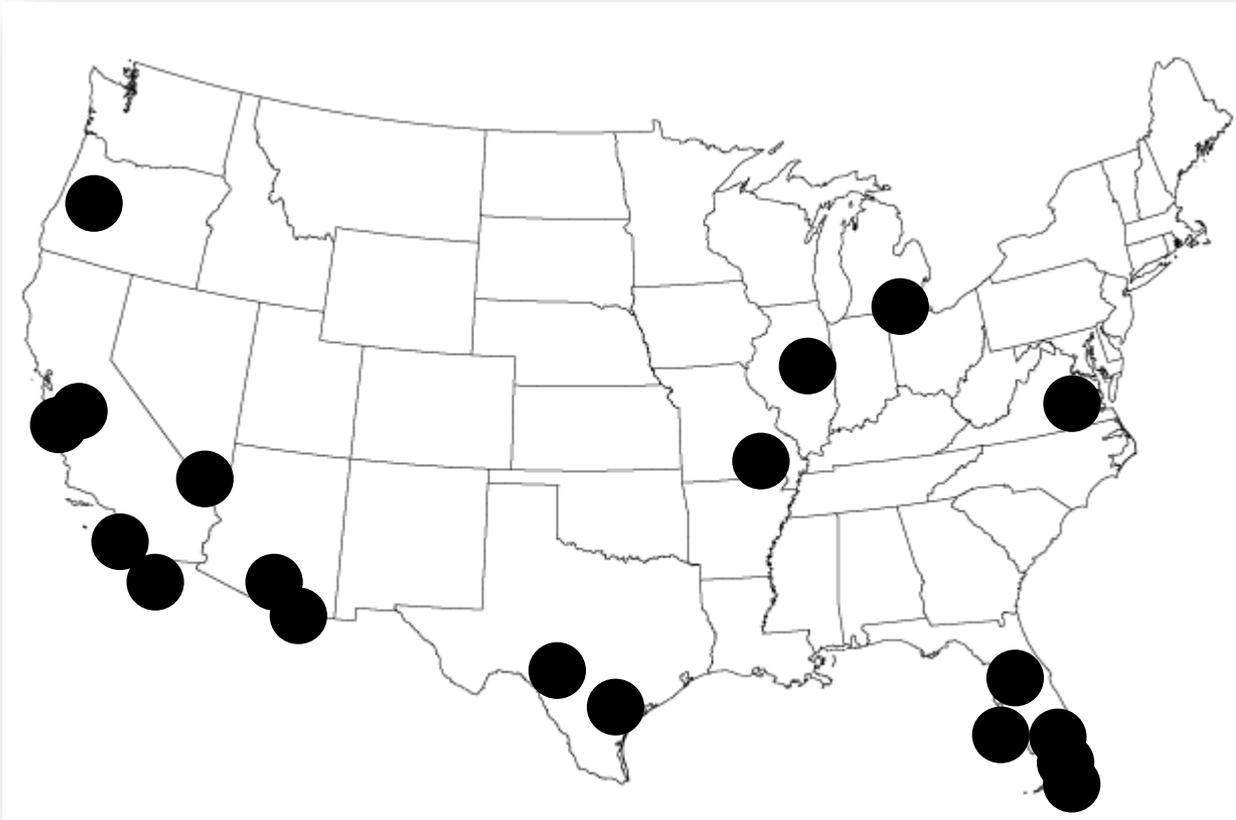
Case Study: NHS Pro

Results

- On time delivery
- Best practices applied with good outcome for rolling out PLs to MLSs and for the IBS demo
- The NHS Pro site currently has over 20 MLS and broker organizations and 70,000+ users
- Expected to grow to 100,000 users by the end of 2014

Case Study: NHS Pro Results

BDX MLS and Broker Partner Markets

Plus: 4 National Partnerships

Partner List

Name	Market
ARMLS	Phoenix
Prudential Tropical	Tampa-St. Pete
MLSListings	Bay Area, CA
RE/MAX Texas	Texas (statewide)
GLVAR	Las Vegas
Sandicor	San Diego
TAR/MLS	Tucson
RMLS	Portland
ABOR	Austin
JTHSMLS	Miami
NEFLMLS	Jacksonville
MRIS	Washington, DC
EBRD/CCAR/BayEast	Bay Area, CA
Keyes	Miami
RealEstateOne	Michigan (statewide)
MRED	Chicago
CRMLS	Los Angeles
Expert Realty	Miami
Coldwell Banker Gundaker	St. Louis
Redfin	National
Private Label Realty	National
Real Estate Webmasters	National
Gabriel's	National

Q & A

Thank you!