

San Diego Companies Go Offshore with Success and Savings

Companies mentioned in this article:

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The CEO and CTO of Island Data Corp., Guy Jones and Ellory Yu, enthusiastically say YES, after evaluating Inforaise USA in San Diego. And, so does at least six other San Diego high-tech companies.

Island Data was making good progress using their own in-house development team, but they knew that they had to double their software development effort while maintaining the same budget, if they wanted to leap ahead of their competition. So, they started to evaluate several outsourcing alternatives. Island Data is an analytic software company, whose products capture and analyze open-ended/unstructured text typically found in customer feedback statements, then delivers actionable business intelligence about their consumers.

Obviously, there was a concern about working with an offshore team located halfway around the world. How would their team effectively communicate status, test results and change requests, let alone define the initial project scope and specs? But, after evaluating and selecting Inforaise USA, the local San Diego division of Inforaise, located in Hyderabad, India, near where 10 other major USA companies have software development offices, Mr. Yu was pleasantly surprised with the results Inforaise delivered. So impressed was he, that he hired them for several additional projects over the last year and a half.

Mr. Yu said, "I am very delighted with our decision and choice of partnering with Inforaise. They are a critical extension of Island Data's software engineering team. The Inforaise team's technical prowess and professionalism provides Island Data with timely deliverables while maintaining a highly personalized relationship. Their execution ability and affordability is visible in our time-to-market success and competitive pricing."

Lars Helgeson and Leif Youngberg, co-founders of Cooler Email, a web-based HTML e-mail marketing solutions company that enables users to easily build and send professional, graphic-rich emails and track recipients' responses in real time, said the same thing, "Inforaise has delivered quality software, on-time and within budget on three



different projects... we couldn't have asked for more. They are a great team to work with and very reasonably priced."

Today there is a \$5 billion outsourced software development industry in India. It's larger than China or Russia by a factor of 5. The main benefit of having your project developed in India is better quality software produced in less time and with lower costs. Since India and the USA are on opposite time zones - developers code while customers in the USA sleep - and developers sleep while the QA group reviews and tests code. The 24-hour cycle reduces development time by about 60%.

About Inforaise

Inforaise USA, headquartered in San Diego, develops custom software solutions for companies in a variety of industries worldwide. Since its founding in October 2000, Inforaise has offered efficient, reliable and cost-effective solutions from its offshore development facility coupled with local U.S. executive-level project management and support.

Inforaise helps you develop and maintain software applications ranging from large enterprise applications to small maintenance projects on a wide range of technology platforms. The company's services include end-to-end consulting and software design, development and quality assurance using the latest technologies, such as .NET, SQL Server and Crystal reports, J2EE/Java, ASP, JSP, and more.

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