



ValueShore

Outsource it the right way with Openxcell



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Introduction

Valueshore is OpenXcell's model for bringing enhanced value to customers who want a better return on their investment through outsourcing. As a preeminent software developer in India, our knowledgeable team has the expertise and experience to quickly take large scale projects from concept to finish giving the value for money.

Our relentless efficiency and attention to detail ensure that you will get a faster time to market with your software.

Organizations that have experienced dramatic growth may now have emerging software needs but lack sufficient resources to develop these applications in-house. As part of your business strategy, it now makes sense to outsource software development.

Going with an offshore developer provides a number of benefits, including access to a highly educated talent pool, which is particularly important when there is a shortage of local qualified workers. Outsourcing also lets you lower your programming costs and focus your own human capital on mission-critical tasks to get a better ROI.

To ensure a good value for cost, organizations will typically follow a structured process when they find the right partner to outsource their software, such as floating an RFP, conference calls, series of presentations by multiple stakeholders, development of Proof-of-Concept (POCs), and so on.

Whether you have outsourced software development before or if this is your first experience working with an offshore developer, it's crucial to find a strategic partner that will be there for you over the long haul. You want a team of developers that can turn your project around quickly while maintaining the highest level of quality and controlling costs to stay within your budget. This lets you boost your bottom line without having to sacrifice on software reliability.

Why choose ValueShore by Openxcell?

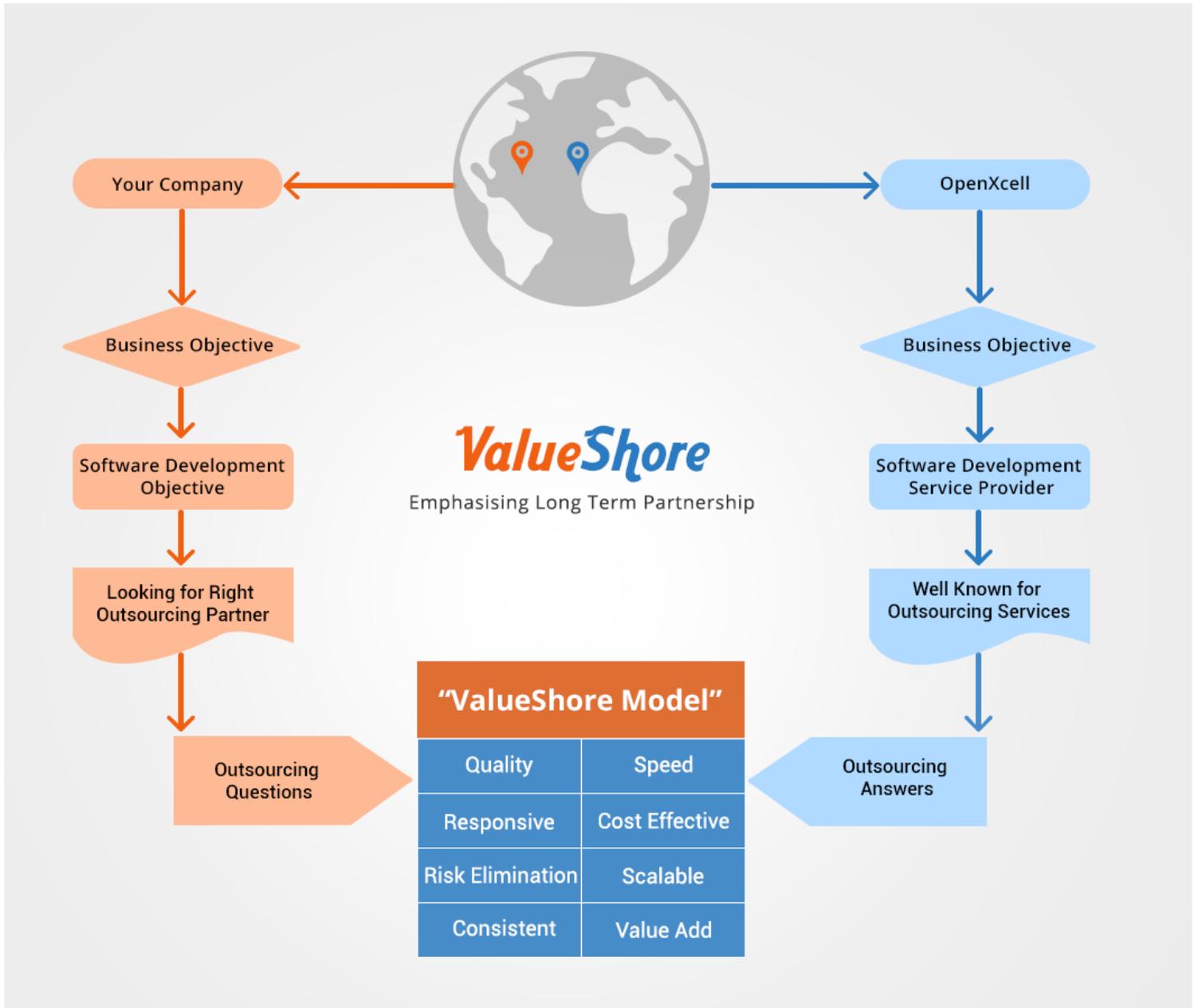
Unfortunately, not all offshore software developers are created equal. For example, some organizations have problems with outsourcing software when the developers fail to respond in a timely manner to requests for information. An inexperienced developer may over-promise, stating that it can meet your deadline even though it is woefully underprepared. You'll wind up paying more money and your project will take much longer to complete (if it ever does get finished) when you go with an offshore developer that doesn't have a proven track record of getting projects right the first time, on time and within budget.

Some offsite software teams have limited English language skills, which can dramatically increase the time it takes to begin a project and can often lead to disastrous errors because of a failure to communicate once programming begins in earnest.

This is why so many organizations have come to rely on OpenXcell as their best partner for outsourcing software development. They find that Valueshore is the perfect model for planning software development quickly and efficiently. Valueshore emphasizes responsiveness and makes it a priority to develop software quickly and consistently with agile processes, adding value and ultimately lowering the risk for companies outsourcing their software requirements.

Your organization needs a robust, focused and responsive software development outsourcing company with fluent English speakers that can deliver what you need at a fraction of what you'd pay domestically. Our many satisfied customers can attest that Valueshore is just what you are looking for.

The Value Shore Model



Attributes of ValueShore

Quality

When you outsource your software development, one of your first motivations is to save time and money compared to the results you would get by working with designers, programmers and developers in your organization's home country.

However, you do not want to sacrifice quality just to get your project done quickly and inexpensively. The key to success with your app is to partner with a responsible development firm that has a proven track record of achieving excellence in all of its outsourcing endeavours.

At OpenXcell, we've found that two key elements are needed to ensure the high level of quality that our many satisfied customers have come to expect:

1. We are driven to attract, recruit and hire only the finest programming and development talent available in India.
2. Once we find the best talent, we make every effort to retain these excellent developers.

We achieve this by fostering an environment that supports rigorous and creative thinking, problem-solving skills and open communication.

We provide highly competitive wages to our talented and knowledgeable professionals to not only motivate them to do their very best, but to stay with us for the long haul.

For the benefit of our industry partners, we are ISO 9001 certified to bring you the highest level of quality. To save time, resources and brainpower, we don't manage our development process with CMMI staging, as the Valueshore model is much more efficient and causes less disruption. We are proud to have won the GESIA award for best software company twice so far.

We appreciate these accolades, but we also recognize the importance of rewarding our employees based on regular, intensive evaluations and appraisals of their efforts. In fact, we only hire those who meet our standards of the best value proposition for programming, design and development.

For high quality software outsourcing that gives the best return on investment, savvy companies rely on the Valueshore model.

Speed

One of the most important criteria companies use to help them determine which offshore software development firm to go with is speed in execution and delivery. In today's highly competitive business landscape, it's not enough to just provide high quality and scalable solutions.

Customers deserve the fastest possible turnaround cycle when they contract with development team to produce new software.

At OpenXcell, we developed the Valueshore model to bring our customers fast results for all their software needs, whether they need a new branded app for mobile devices, a highly engaging game, scalable ecommerce or a cloud based web application.

Our experts know about the problems and delays that can arise when there is a flat hierarchy and no one reacts quickly enough, preventing appropriate intervention when an issue crops up.

We've identified two key areas where we provide superior service over the competition. By focusing on hiring only the best designers, analysts and developers, all of whom have at least five years of experience, we eliminate two major bottlenecks: slow work and unnecessary rework.

Members of our team make it a priority to work together efficiently and diligently. We map our efforts on specific project tasks and the most qualified members of the team.

We have also eliminated the errors that can occur because the wrong member of the team intervened to solve a particular software or design problem. To this end, we use agile processes, working with an intelligent hierarchy system. This enables us to always have the correct person assigned to the right task at the right time.

What this means for our customers is that they have the peace of mind that comes from knowing that their software project will be developed in a timely manner, free of errors and completely tested to ensure it will meet the needs of the end users.

Cost Effective

Are you maximizing the effectiveness of your organization's software development budget? Whether you are embarking on your first ever software project or have a history of creating applications for existing and potential customers, outsourcing this type of work makes for a very effective business strategy.

Organizations turn to an offshore software development firm to get the most cost effective solution for their software programming needs. This is particularly true when

you lack in-house staff to take on the project and you haven't been able to hire a good domestic team.

In many cases, you may be dealing with a local talent shortage and are having a difficult time getting your project off the ground because of financial considerations. After all, when there is a scarcity of qualified local programmers, the talent pool reacts accordingly by raising its rates. You don't have to put up with such price gouging, however, because of a burgeoning software outsourcing industry.

Resource costs are much lower in India, which has a high concentration of well qualified software professionals.

OpenXcell's Valueshore model is tailor-made for organizations seeking an affordable solution to their software design, programming and development requirements. Instead of spending an enormous amount of time, effort and staff resources researching, recruiting and hiring a development team, you can rely on us for one-stop solutions. There is no need for you to add employees to your payroll when you have a short-term or one-off project. Let us take care of the work for you, so you can focus on your core business objectives.

Not only do you get the benefits of a well-oiled machine in the form of our professionally trained developers, we are happy to provide a wide range of marketing and promotional services to give you a much better return on investment for your application.

Responsive

What are you looking for when it comes to an offshore partner for your software development requirements? Cost, speed and quality control are always going to be high on your list of priorities. However, these attributes won't do so much for your organization's bottom line if the outsourcing company you've selected is not sufficiently responsive to your needs.

Of course, any software company that is trying to stay in business will emphasize how responsive it is. However, this cannot actually be the case for every single software developer that does work in outsourcing.

No matter how sincere such companies are, they sometimes make the mistake of confusing responsiveness with their excitement, passion and ability to be flexible with their service partners. Enthusiasm is important, to be sure, but it is no substitute for having a system in place to swiftly respond to inquiries from customers. This is one of the reasons why OpenXcell has pioneered the Valueshore model.

Staying in touch with our clients is of paramount importance. When you outsource your project, you deserve fast answers to your questions to ensure that the development process isn't held up. Our developers communicate with you in a timely manner via video conferencing, text and email so you are always in the loop.

Intention is one thing. Formulating a plan and putting it into place to ensure maximum responsiveness is another thing altogether. The Valueshore model relies in part on sophisticated data analysis to make sure we allocate the most suitable programmers for any particular project. Each of our talented employees is well versed in the company's philosophy of staying on top the development process so we can respond at a moment's notice to change gears, fix a problem or address any issues raised by our customers.

Consistent

In order to remain strong, healthy and viable, organizations need to be assured that they can maintain consistency in their products and services. This is true whether you are relying on your in-house team or an offshore partner to handle your latest software development work.

A successful business strategy obviously is grounded on speed and quality for software development, but once those criteria have been taken care of, it's crucial to address your primary need for consistency.

When it comes to getting the best return on your investment, lack of consistency is clearly one of the more important problems that cause companies to look long and hard for the perfect offshore software development partner.

Our methodology and strict quality assurance protocols help ensure that each line of code we write is bug-free and that your software will run reliably and consistently. We formalized these principles in our Valueshore model. OpenXcell developed Valueshore to address the needs of our partners so they can do a better job of planning, boosting their revenue and getting the best value for their money while always adhering to the core business strategy.

The team at OpenXcell is highly disciplined. Not only do we hire the cream of the crop, selecting the most intelligent and creative individuals to work on software development projects, we make a point of finding workers who are just as dedicated as the company's founders to the principles of high quality, speed, accuracy and consistency.

We also have devised a protocol for monitoring the health of each software project, examining it for bug density, scheduling mishaps and other irregularities to make sure that we can quickly get back on track. Thanks to the Valueshore model, we catch any emerging problems sooner than later instead of reacting to them as a full-blown disaster.

Scalable

Before you enter into a partnership with an offshore firm to handle your software development project needs, the issue of scalability will typically be an important deciding factor. Notwithstanding quality control, speed, risk mitigation and responsiveness, the ability of your partner to scale up to address your shifting needs should be one of the first things you ask about.

Because it is not always a simple matter to predict your scalability needs, it's important to go with an offsite software development business that can adapt to your changing requirements as quickly as possible.

This is why we follow just in time principles for managing and allocating resources. It's good for your business strategy and will definitely help improve your bottom line. OpenXcell's Valueshore model is designed in part to foster quick and easy scalability for the benefit of our partners.

Despite your best preparations, it's not always easy to predict how quickly your organization's work requirements will need to scale up to meet the growing needs of your employees and user base.

For example, when you contact us to explain that you need to create various standalone foreign language versions of your new software or need to localize one for a new market you have just started to enter, we can double or triple the programmers and designers to meet your production schedule, while still adhering to the same level of quality. Quickly scaling up should not require you to make a choice between quality and speed. With the Valueshore model, you get both.

When the scope of your project increases or you determine that you need more software developed than originally anticipated, you can rest assured that our team can meet the challenge. We collaborate with parallel teams to improve efficiency and follow the agile methodology of development. We can turn on a dime and deliver you the software as you envisioned it, on time and on budget, giving your organization the best value for cost.

Risk Elimination

While it is nearly impossible to eliminate all risk when it comes to any business proposition, it's clear that you can get close to 100 percent risk elimination when you partner with the correct offshore software development firm.

We constantly monitor the progress of each member of our development team to minimize the various risks that can arise with software projects. You can also rest assured that your intellectual property is completely safeguarded, as we follow

rigorous security protocols and will be happy to sign nondisclosure agreements before entering into a partnership with you.

Attrition rates can be a deciding factor in determining what kind of partner to work with. Your goal is naturally to work with offshore development partner that have a lower attrition rate and thus a more efficient and cohesive team than you could assemble for the long haul domestically.

At OpenXcell, we take pride in offering an excellent workplace environment and competitive compensation rates to lower our attrition rate and maintain stability in the software development process.

One important consideration is the risk you face in not being first to market with your software or application. A key benefit to outsourcing software development over doing this work in-house is that our team is already up and running.

This means our talented software development professionals are in place to start work immediately, while you would either need to devote scarce resources to hire new people or take current workers off of existing projects to get your application finished in a timely manner. By relying on OpenXcell as your offshore partner, you reduce the financial risk of taking too long to finish your software and letting a rival get to market before you.

Value Addition

Once you've addressed your most pressing concerns for software development with an offshore partner, including accuracy, cost, speed and reliability, it's time to focus on what kind of additional value the company brings to the table. Simply put, the Valueshore model that we have developed at OpenXcell is designed to deliver the most value for our customers at highly affordable prices.

Savvy organizations won't want to settle for an offshore company that simply designs and builds an application that meets the basic requirements of the software. When we see that we can make an improvement in your project, we won't hesitate to let you know of our findings and how we can bring you this added value.

To this end, our team is constantly evaluating the work we do and the processes we employ to maintain quality control and deliver error-free code. Each year, our professionals grow more knowledgeable and have more experience from which to draw.

The corporate culture we've established at OpenXcell is a key factor of our high employee retention rates. That's what comes from only hiring the best and ensuring that they receive highly competitive compensation. As pioneers in software

development, our professionals use the latest tools to improve their efficiency. We nurture our talented team with productive mentors to bring their talent to the next level. We also reward our workers for going above and beyond to give our customers the best possible software.

You can't ignore the rich human capital we provide. Our designers and developers have more than 5 years of experience and stay on top of the latest software trends to give you added value. We'll consult with you, offering suggestions to improve your project and get it to exactly the way you need it for your target audience.

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