

SigmaTec Solutions

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“We don’t call SigmaTec our outsourced team, we call it our ‘Landslide Labore’ off-shore team. Because although the business relationship we have with them is that of an outsourced partner but the strategic perspective that they share with us, the manner in which they conducted work and the culture they imbibed was that of an off-shore team.”

Razi Imam, CEO Landslide



Delivering the first ever Sales Workstyle Management system for **Landslide**

Key Product Aspects Delivered by SigmaTec

Translating your idea into the most flexible cost effective product

Delivering a best seller incorporating future technologies

Providing a product defining the identity of the company

Enabling an easy usage, easy maintenance and highly adoptable product

“There were three factors that were equally crucial for us while considering outsourcing: **Cost, Integrity & honesty, and Technical capability.** And then there were ensuing concerns about; **Culture** of the outsourcing partner’s organization, **Quality of product and Speed of development.** We share a highly successful relationship with SigmaTec - their performance has been incredible and they have made it viable for us to continue outsourcing from them.”

Razi Imam

Landslide Sales Work-style management system (WMS), is an innovation in the sales industry, the first ever Sales work-style management system. Having clients all over the United States and now venturing into the Middle-East and South-East Asia, Landslide Inc. encompasses a combination of technology and complementary support services to enable sales professionals become more effective and more efficient.

The Start

In June 2004, Razi Imam, the CEO of Landslide Inc., and Anupam Singh, the Chief Technical Officer, went to India seeking outsourcing partners for the development of Landslide.

Outsourcing: Reasons and Challenge

To capitalize immediately on the gap in market outsourcing became an immediate option for Landslide. First, it was crucial that they put together an engineering team quickly. Second, being a start-up venture, they had a tight product development budget. Third, locating, building and managing the requisite technical capability and talent were also a major challenge.

And while Anupam had prior experience with outsourcing and recognized the need for it, he was also very aware of the challenges associated with it. Both Razi and Anupam recognized that the key to success was having a reliable outsourced team whom they could trust completely to deliver on quality.

Using his contacts, Anupam brought together a team for Landslide, hiring seven people to work on the initial prototype.

Visiting Pakistan

In July 2004, Landslide’s VP Marketing Saman Haqqi met SigmaTec’s CEO, Ahmad Salman, in Pakistan with the idea of forming only an “experimental team” there. SigmaTec hired a team of four individuals for Landslide and work began on building the first prototype.

“Initially we treated SigmaTec as an experimental team and kept it small and sub-funded. The Indian team, on the other hand, enjoyed the status of ‘favored company’ and was the focus of almost all our investment and development efforts. But what intrigued us was that right from the beginning SigmaTec grasped the product vision and concept correctly despite minimal involvement from our side. They were more aware of the technologies Landslide wanted to go ahead with.”, says Razi.

The Performance

Quality

“The quality of the Landslide team developed and managed by SigmaTec was no less than any software company in the US that I have ever worked with in the past 17 years. In fact since June 2006, SigmaTec’s quality level has been higher than even that of a US based development company.”

In December 2004, while the Indian team was still working on the initial prototype, SigmaTec delivered its first prototype on time.

As a result, in January 2005, Landslide moved all its investment to Pakistan, disbanding the other team. SigmaTec was asked to build upon its prototype and to deliver a fully functional software into the hands of Landslide’s Beta clients by June 2006.

“The team in India just imploded. SigmaTec with its team of 4 people dramatically outperformed the other 7-person strong team. In terms of product functionality, SigmaTec’s performance was 300% better.”

Razi Imam



Adhering strictly to the given dead-line, SigmaTec delivered the first fully functional version of the Landslide application in June 2006.

And in the 3 years since it started working on the Landslide project, SigmaTec has never slipped on a dead-line.

“This is phenomenal in itself – you don’t even need to compare it to the industry average of 50% delays to see how incredible it is”, says Razi.

“SigmaTec has been very good at scoping, estimating and delivering on-time. We feel confident that if they commit to a delivery date they will actually deliver on that date. Adhering to dead-lines is their strength and they are better at it than any company I have seen or worked with”, says Anupam.

He was particularly happy with SigmaTec’s “attention to detail”. “Most outsourcing organizations are little concerned with paying attention to detail. But SigmaTec has always maintained a strict focus on this”.

SigmaTec has maintained a regression rate of less than 5% for Landslide, release after release, compared to the accepted industry standard of 20-30%.

“We wanted Landslide to have 1-5% regression and with SigmaTec we have achieved it. This is an essentially zero regression compared to the industry average”, says Razi

Cost

SigmaTec delivered the required application at 1/5th of the cost (had Landslide been developed in the US) without compromising on the quality of product, time of delivery and integrity.

“SigmaTec has a very quick ramp-up time for new technologies and they have shortened the release cycle significantly giving us a faster time to market at a lower cost”, says Anupam.

As a young start-up company with clear cash constraints, Landslide received full cooperation from SigmaTec in establishing and maintaining their infrastructure including both people and equipment.

“It just made plain business sense for us to transfer all our investment to SigmaTec”, says Razi.

Culture

“Working with SigmaTec was like working with a US based corporation. SigmaTec adopted our culture so completely that it was like working with an off-shore team of our own rather than working with an outsourced partner. They even spoke the same language using terms typical to us. And when everyone speaks the same language few problems arise.”

In order to avoid conflicts arising due to cultural differences while outsourcing, SigmaTec developed an organization keeping Landslide’s cultural requirements in mind in terms of being

“We’re not compromising anything with SigmaTec. Its strictly professional, a successful integration of two young organizations”

Razi Imam

process-oriented, focused on maintaining consistent quality, and committed to deliver on time. It thus ensured that the best possible results were achieved while keeping the Landslide vision and culture intact.

For a start-up venture like Landslide which required rapid development, SigmaTec instituted a culture of aggressive speed, and a desire to get things done quickly.

“SigmaTec matched our energy level, passion and drive to get the job done quickly and get it done with the right quality”, says Razi.

Anupam was especially happy with the flexibility he witnessed in SigmaTec. He says, *“SigmaTec as an organization is very flexible. They are able to accommodate change quickly, innovate and have enabled us to move fast. And as Landslide evolves as an application, their processes also evolve keeping pace with new requirements.”*

At the same time SigmaTec promoted a culture focused on integrity and quality with a strict no-excuses and no finger-pointing policy.

“SigmaTec has always maintained a ‘fix-it’ attitude’. Their focus at all times is on resolving a problem even when it arises through no fault of theirs and never in 3 years have they ever given us any excuses.”

Resource maintenance

SigmaTec instituted processes and procedures in place to minimize the damaging effects of high attrition, a phenomenon that is typical to the software industry. As a result, the quality of Landslide application and the performance of the SigmaTec were never affected. *“In fact there has been*

continual improvement in quality” says Anupam.

Integrity and honesty

As an outsourcing services provider, SigmaTec showed its commitment to maintaining 100% transparency at all levels.

“SigmaTec has built an incredible amount of trust with us. Never in 3 years did we ever find that something was not shared with us. We are always kept in-the-loop, completely aware of what is happening at SigmaTec and that is because of constant and honest communication maintained by SigmaTec at all levels”, says Razi.

SigmaTec maintains an open, honest and above-board environment. It has a process of sending detailed monthly reports on costs, roles and responsibilities to the client.

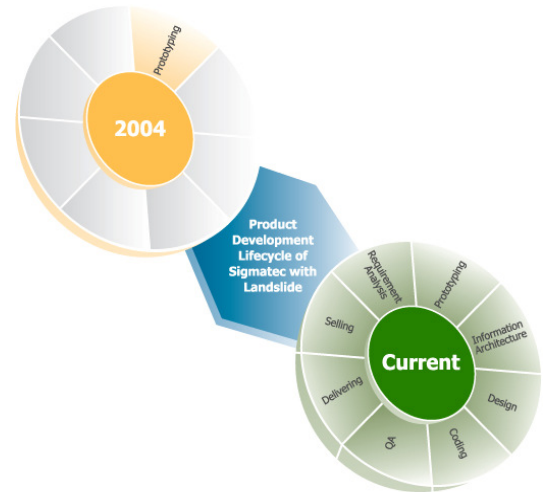
Reliability and Commitment

SigmaTec acquired the strategic vision of Landslide and converted it into a solution that met the agreed upon specifications.

“There exists a shared commitment to see Landslide succeed. The SigmaTec team feels an ownership of the product which is reflected not only in the quality of the product but also in the relationship we now share with them”, Anupam points out.

SigmaTec followed a uniform process of understanding, and implementing Landslide’s requirements to ensure reliable quality and on time delivery.

“The top management’s understanding of our vision, complete involvement and commitment to the entire project has ensured a smooth path to progress.”



“You need a leader who can handle the team at ground zero. As a young start-up venture, we could not obtain the same level of top management involvement and commitment from other outsourcing providers. We got it from SigmaTec”

Anupam Singh.

SigmaTec’s management resolved concerns about ‘long distance’ operations through 100% involvement, ensuring that Landslide obtained the product they wanted, the organizational culture they valued and the style of team management they liked.

This level of commitment helped build what Anupam terms as “an incredible level of trust and comfort”.

Today!

“SigmaTec had to literally jump through hoops to show its commitment in these past 3 years and to build the level of credibility and confidence that they have achieved with us. The Board of Directors unanimously selected SigmaTec as the sole engineering team for Landslide.”

In the three years since starting as an “experimental” team, SigmaTec has come a long way. From handling only proto-typing and experimental projects, SigmaTec is now conducting all aspects of product development life-cycle for Landslide. Today SigmaTec has a team of 45+ dedicated resources in Pakistan working on Landslide releases.

“We are currently at the “transfer” stage speaking in terms of the BOT model. But we don’t feel the need to transfer. We have decided to keep the LS application with SigmaTec because we feel like they are an extension of our own team and organization. In fact, in future we are planning to outsource more aspects to SigmaTec.” says Anupam Singh

“SigmaTec is no longer only our out-sourcing engineering partner but we consider it as our ‘Business Partner’ now.”

SigmaTec is now also involved in the development of its marketing and advertising campaign as well as the sales strategy to deploy Landslide in Pakistan.