



TeQual

Technology, Quality, Service

*Outsourcing Seminar
Andres Kukawka – CEO
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Amsterdam*



Who We Are

- ▶ Joint Israeli-Palestinian technology services firm
- ▶ Provider of high-quality, cost-effective services
 - Software development
 - Application support & maintenance
 - Quality assurance





Offshore/Nearshore Technology Solution

Core Business

Technology outsourcing services

Clients

European & US enterprises

Model

Ongoing offshore & nearshore services

Delivery Centers

Herzliya (Israel)
Ramallah (Palestinian Authority)

Main Services

Software development
Support & maintenance
Quality assurance (QA)



Offshore Pain Points

Offshore outsourcing often fails to deliver on its promise – so what's the problem?

- ▶ Weak domain expertise
 - Cutting-edge technology expertise
 - Relevant vertical experience
 - Best-practice methodologies
- ▶ Poor innovation capabilities
- ▶ Low staff loyalty → high attrition/turnover





Offshore Pain Points (continued)

High attrition/turnover is the 'dark secret' of offshore outsourcing

- ▶ Weak domain expertise
 - ▶ Delayed deliveries
 - ▶ Increased management attention
 - ▶ Reduced quality and efficiency
- ↓
- ▶ Slower time to market (TTM)
 - ▶ Lost knowledge and client intellectual property (IP)
 - ▶ Higher development and operating costs
 - ▶ Decreased revenues and market share



What Makes Us Different

- ▶ World-class innovation and technical excellence
- ▶ Optimized delivery structure based on decades of successfully serving the world's toughest customers
- ▶ Skilled workforce with minimal attrition
- ▶ Well-funded technology training program
- ▶ Broad and deep domain expertise
- ▶ Convenient time zone (GMT+2) = "Near Shore"





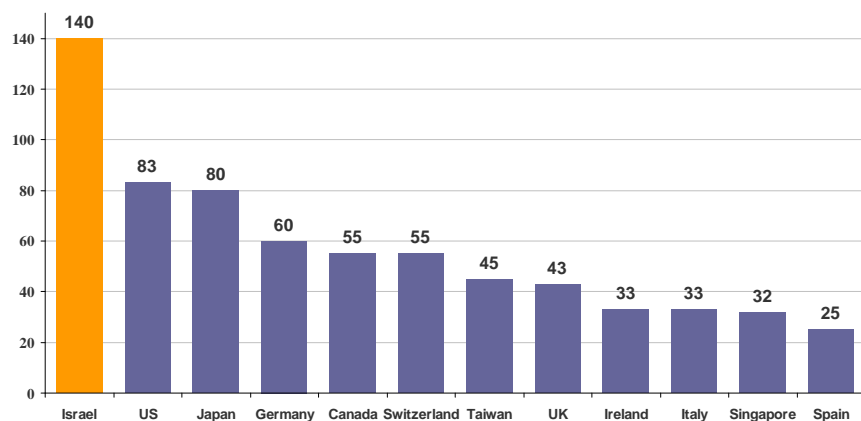
Skilled & Experienced Workforce

- ▶ We tap two main markets for our candidates
 - Israel – 40+ years of technology innovation experience
 - Known as an innovation center
 - Source of new technologies
 - Start-up Nation
 - Palestinian Authority – 1500 new graduates a year
 - Very good technology training
 - Highly motivated and dedicated candidates
 - Culture of employee loyalty
 - Low Attrition



Israel's Market

Scientists & Technicians per 10,000 Workers





Israel's High Tech - facts

- **Intel's** main mobile processors in the past 10 years, **Centrino** and **Pentium mmx**, were developed in Intel Israel
- Voice over IP (**VoIP**) technology was pioneered in Israel
- **Firewall** technology was invented by Israeli security leader CheckPoint
- **Google** Israel developed Google's new Instant search results
- Israel's M-Systems was the first to introduce key chain storage ("Disk-On-Key")
- The first PC **anti-virus** software was developed in Israel in 1979
- ICQ, the first **IM**
- **SAP, Microsoft, HP** development centers



Companies with R&D activities and investments in Israel:



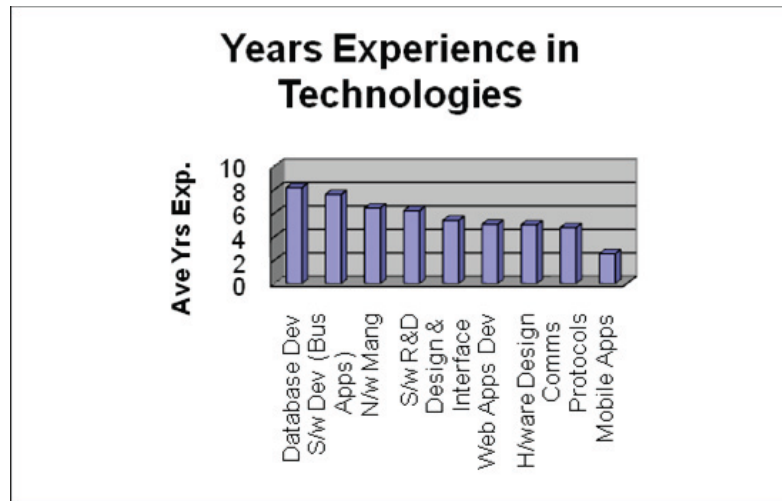
Ministry of Industry, Trade and Labor
Office of the Chief Scientist

Source: OCS and Investment Promotion Center





PA High Tech - facts



Source: Nick White's - ICT Dv. Proj. MercyCorp



PA High Tech - facts

- ▶ 11 accredited Universities graduating ~1500 new ICT graduates a year
- ▶ >10,000 Students enrolled to ICT majors
- ▶ English taught from primary school





Companies with R&D activities and investments in PA:

winbond

gtz

nuvoTon

CISCO SYSTEMS

Alcatel-Lucent

equiom

intel

VOLVO

ESS

MILLION
BRAINS

LIVEPERSON

BLACKBLT

hp

comply

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TeQual's Application & Vertical Expertise

Application Domains

- ▶ ERP & CRM
- ▶ Knowledge management
- ▶ High-performance computing
- ▶ Business intelligence
- ▶ Embedded systems
- ▶ Mobile applications
- ▶ Banking applications
- ▶ Healthcare applications

Verticals

- ▶ Financial services
- ▶ Healthcare
- ▶ Telecommunications
- ▶ Retail
- ▶ Manufacturing
- ▶ Software products (ISVs)

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TeQual's Technology Expertise

Development Environments

- ▶ MS Visual Studio
- ▶ Eclipse
- ▶ NetBeans
- ▶ Oracle Jdeveloper
- ▶ Salesforce's: *Force.com*

Application Servers

- ▶ Jboss
- ▶ Apache Tomcat
- ▶ GlassFish
- ▶ WorkLight

Communication links

- ▶ InfiniBand
- ▶ Fibre Channel (FC)

Electronic Design

- ▶ Specman e language
- ▶ Verilog

Programming Languages

- ▶ .NET (ASP.NET, C#, VB.NET)
- ▶ C, C++
- ▶ Objective-C
- ▶ Python
- ▶ COBOL
- ▶ Java (Java EE/J2EE, Java ME/J2ME, JSP)
- ▶ Ajax



TeQual's Technology Expertise (Continued)

Operating Systems

- ▶ Windows
- ▶ Linux / UNIX
- ▶ Solaris
- ▶ Mac OS X & iOS (iPhone)
- ▶ Android

Web Technologies

- ▶ JavaScript
- ▶ PHP
- ▶ Ajax
- ▶ Flash

Development Frameworks

- ▶ DotNetNuke
- ▶ Google Web Toolkit
- ▶ Hibernate
- ▶ MS SharePoint Server / MOSS
- ▶ RUP
- ▶ Agile methodologies

Databases

- ▶ Oracle
- ▶ MS SQL Server
- ▶ MySQL
- ▶ SQLite
- ▶ PostgreSQL
- ▶ MS LINQ





TeQual's Competencies

- ▶ Offering large-scale global technology outsourcing services in complex environments
- ▶ Building successful technology delivery organizations
- ▶ Managing all major business functions including sales, marketing, institutional relations



Guiding Values

- ▶ Quality
- ▶ Service
- ▶ Integrity
- ▶ Social Responsibility





Key Differentiators

- ▶ Rich domain expertise: technologies, verticals, methods
- ▶ Proven global management/delivery experience
- ▶ Innovative leadership
- ▶ High staff loyalty / low attrition
- ▶ Value-added partnerships
- ▶ Well-funded technology training program
- ▶ Convenient European nearshore time zone



Value Proposition

- ▶ High-quality yet cost-effective technology services
- ▶ Innovative, technology excellence
- ▶ Minimal attrition based on culturally rooted staff loyalty
- ▶ IP protection
- ▶ Socially responsible corporate positioning





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