

BlueBee Project

Introduction

It is this triple convergence – of new players, on a new playing field, developing new processes and habits for horizontal collaboration – that I believe is the most important force shaping global economics and politics in the early twenty-first century

Thomas L. Friedman, The World is Flat

BlueBee Project: The early believers

- **Stephane Campo**
 - Self-employed consultant – **Software Architect** – (11 years exp.)
- **Tom Vleminckx**
 - Self-employed consultant – **Software Architect** – (10 years exp.)
- **Thierry Demonceau**
 - Self-employed consultant – **Project Manager** – (13 years exp.)

✓ **Collaborated**
for several years
on leading eBanking
projects in the EU

New generation of multi-bank
Cash Management portals
+100.000 corporate clients

✓ **Facilitated** the
integration of complex
networks of Customers,
Partners and Suppliers

Onshore, nearshore, offshore
software development
outsourcing

BlueBee Project: What?

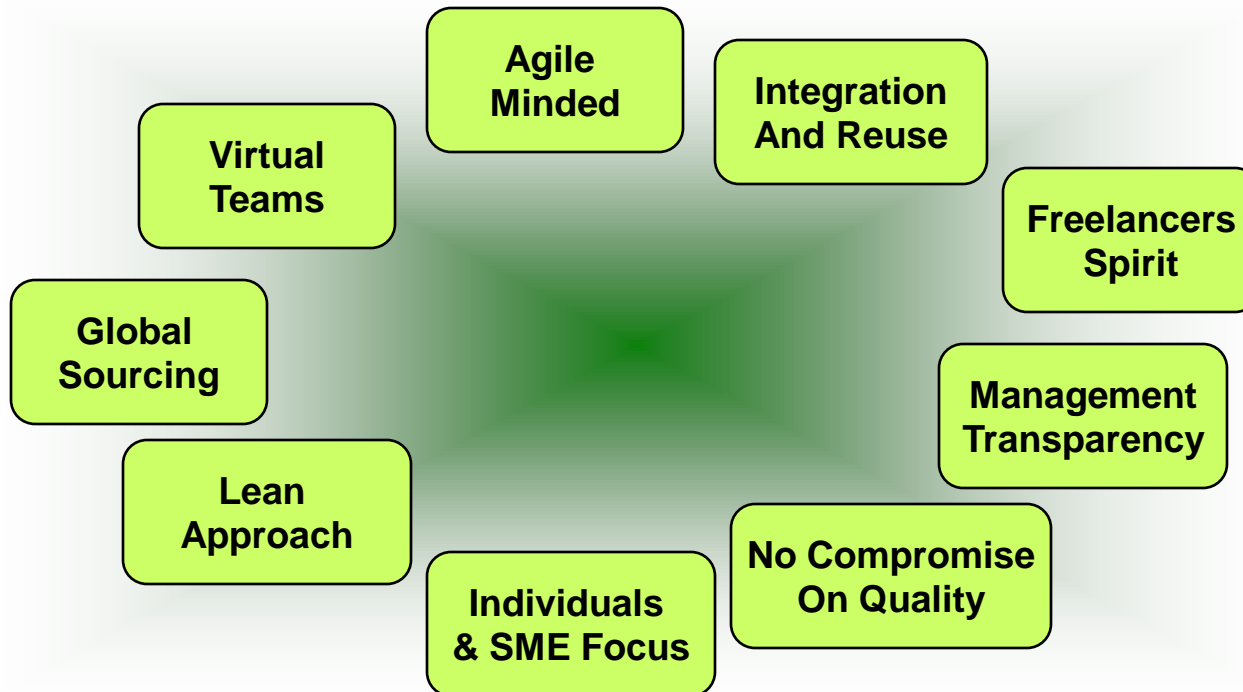
Facilitate and Optimise Horizontal Collaboration in Software Development

Maximise
Quality

Reduce
Costs

Improve
Time-to-market

Minimise
Risks



Software development outsourcing

can be improved:

- There is often a lack of « glue » between the Customer and the Outsourcer(s)
- Outsourcing by « Big Names » is extremely costly
- Classic offshore outsourcing is facing cultural problems in the EU
- Offshore outsourcing is often out of reach of SME in the EU
- There are top 'quality/cost' SME in emerging markets
- Empowered individuals or small structures can make a difference

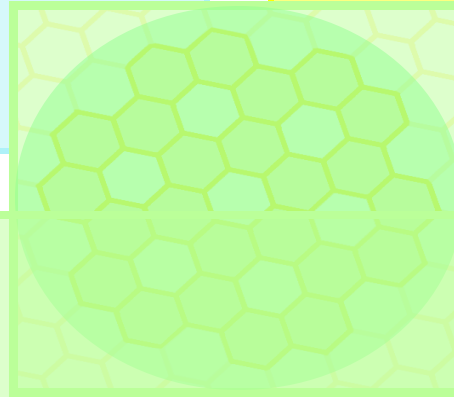
BlueBee Project: How?

a) Local Experts Network

- Close to the client
 - Business and technology focus
 - Achievers with large experience
- **Ensure Trust and Leadership**

b) Offshore SME Network

- World class technology expertise
 - Available resources pool
 - Top quality/cost ratio
- **Leverage Global Sourcing**



a) + b) = Virtual Teams Delivering Unmatched Value

- Achieve true partnership with our customer
- Agree on common development / delivery processes
- Remove geographical constraints by efficient use of technology
- Foster openness and respect of other cultures



- **Software Project Expertise**

- Project sourcing optimisation
- IT – Business alignment and facilitation
- Offshore – Onshore suppliers integration
- Interim project management

- **Software Development Expertise**

- Software analysis / design / architecture
- Application prototyping
- Java technology advisory
- Web application performance and security advisory
- Technical team leading and coaching (onshore and offshore)

- **Industry Expertise**

- Financial Services

• Companies Profile

- Top quality / cost ratio
- Young and dynamic SME
- Strong technical leadership
- Previous experience in offshore software development
- Based in Hanoi or Ho Chi Minh (Vietnam)

• Software Development Technologies

- Java (J2EE, JDK, Jboss, WebSphere, Struts, etc.)
- .NET (C#, VB.Net, Visual Studio Suite, etc.)
- Embedded software (C/C++ and embedded Java)

• Software Development Activities

- Application development, maintenance and reengineering
- Code review and unit testing
- Software quality control (manual – automated)
- Software documentation

Why Vietnam?



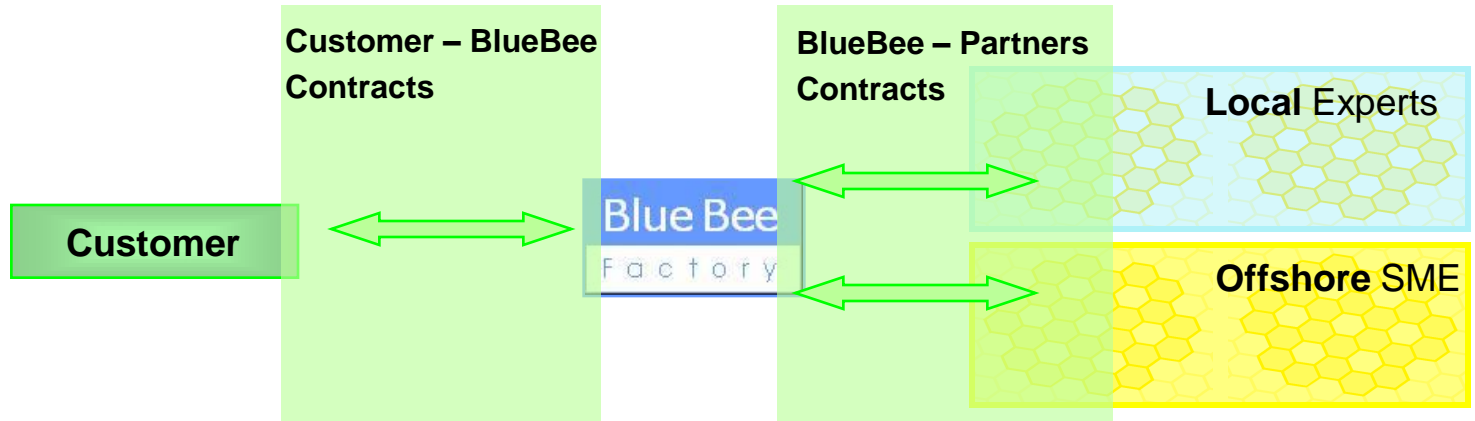
- Stable economy
 - Admission to WTO in 2006
 - 8% GDP growth (yearly)
- Young and well-educated population
 - 65% of 86M population is under 30
 - 20K IT graduates a year (30% yearly growth)
- Competitive cost and low attrition
- Time difference with the EU: 5 - 6 hours
- Strong government support for the software industry

Rank	Cities	Country
1	Chennai	India
2	Hyderabad	India
3	Pune	India
4	Cebu City	Philippines
5	Kolkata	India
6	Ho Chi Minh City	Vietnam
7	Colombo	Sri Lanka
8	Shanghai	China

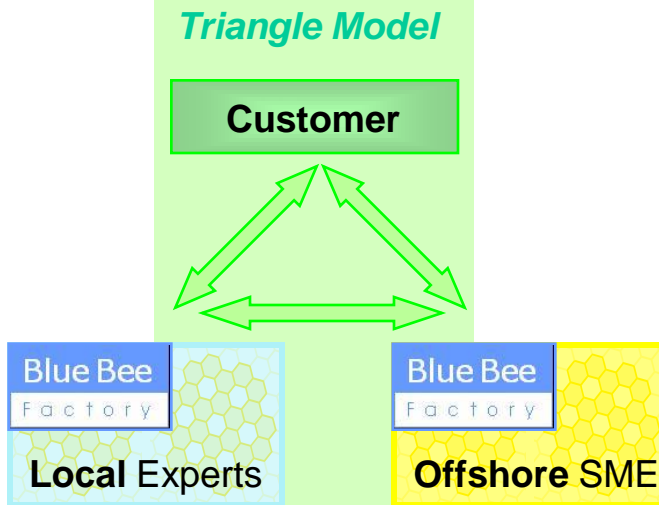
Top-50 Emerging Outsourcing Cities
Global Services-Tholons study

Contractual – Operational Frameworks

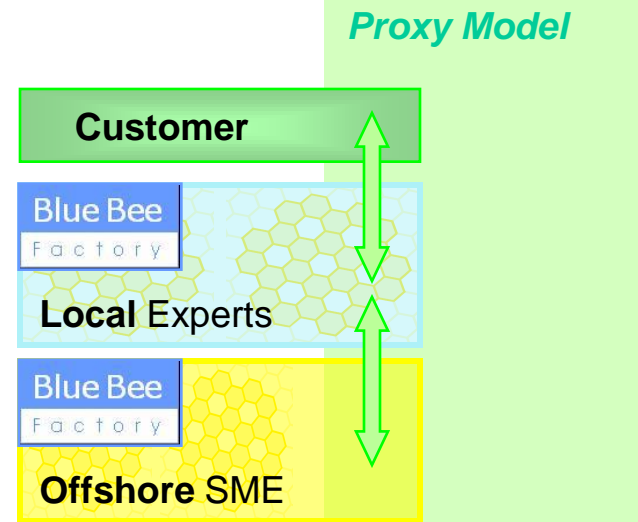
Contractual Framework



Operational Framework

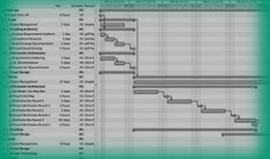


Or



Flexible Engagement Models

Project Based



- Resources (local and offshore) tailored to meet the specific project needs
- Applicable to small and large projects
- Suitable for first offshore pilot project
- 'Fixed-Price' or 'Time and Material' billing

Dedicated Development Team / Centre



- Pool of 100% dedicated (local and offshore) resources
- Tighter integration with the customer processes
- Further reduced costs
- Suitable for long-term partnerships
- 'Time and Material' billing



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