



Auriga's Newsletter

May, 2007

IDC highlights the strengths of the Russian software development outsourcing industry. Auriga is featured as one of the leading service providers in the research

IDC, the leading global provider of market intelligence, recently conducted a study which focuses on Russia as an allocation for offshore software development. The study basises findings on interviews with U.S. and European firms that have outsourced development of software applications to Russian companies.

The research finds that stability of the relationship, technical expertise, and relatively low staff turnover are key advantages of Russian software development companies. Though price is often behind the initial supplier choice, these factors influence strongly the quality of service and strength of the relationship that customers value in their dealings with Russian outsourcing providers. Participating companies pointed to the availability of very well educated engineers, strong technical skills, and sound methodologies. Softer factors often mentioned included a closer cultural fit with the U.S. and Europe than Asian suppliers, similar work ethics, a clearer understanding of business issues, and similar time zones.

Auriga, the IT outsourcing service company with engineering centers in Russia, has been featured in IDC's research as one of the leading Russian software development outsourcing providers. Several company clients were interviewed by IDC analysts and shared their experience of working with Auriga.

Auriga's key differentiators highlighted in the IDC research are:

- 17 years of experience in offshore software development.
- Team of highly qualified specialists (9.5 years of experience on average) with low attrition and rotation; close ties with Moscow State University and other top Russian technical universities.
- Expertise in embedded systems and system-level development for a wide range of operating systems and hardware platforms.
- Specially focused offering for high-tech companies providing refined offshore development center capabilities and flexible engagement models.

Russian companies prove again that they can bring more value than just cracking the code. The Undisclosed client and Auriga bring partnership to a new level—stepping from cooperation in the software development to distribution, integration, and support of CRM Customer Care Suite.

In the recent year, many U.S. and European customers of the Russian companies started to realize that they can use the tremendous potential of the Russian service providers more efficiently if they look at the partnership at a wider angle. The level of trust gained by Russian providers during the years of successful cooperation in the area of product development allows Western customers to feel confident when outsourcing support and integration tasks to Russia. A good example of this trend of using IT consultancy services of the leading Russian providers is the recent agreement between the Undisclosed client and Auriga.



After years of successful cooperation, the Undisclosed client, the U.S. software development company that pioneered Commercial Open Source Customer Care solutions designed for the medium to large enterprises, and Auriga, the U.S.-based software development outsourcing service provider that has operated development centers in Russia since 1990, have announced the strategic partnership agreement. According to the agreement signed at the beginning of 2007, Auriga becomes the first distributor and integration service provider of CRM Customer Care Suite in the Russian Federation, Commonwealth states and Eastern Europe. Under the agreement, Auriga will provide the full spectrum of product sales and implementation services including software integration, training and systems support.

This new step in cooperation between the two companies is a result of more than 5 years of collaboration in joint development of the Undisclosed client products and services. Undisclosed client and Auriga have been cooperating since 2002 and have been involved together in projects for many leading global corporations. In-depth knowledge of CRM processes and technology obtained by Auriga over these years makes Auriga the ideal partner for distributing, supporting and integrating CRM in Russia, Commonwealth states and Eastern Europe. Users of CRM in these parts of the world will benefit from this strategic partnership by getting access to the next generation Customer Care solution accompanied by an exceptional level of services—a combination that is hard to find on the market.