



# Outsourcing to hSenid

[www.hSenid.com](http://www.hSenid.com)

## Development Technologies

### **JAVA Technologies:**

J2SE  
J2EE  
J2ME  
Servlets  
JSP  
Struts Framework  
EJB

### **Microsoft Technologies:**

ActiveX  
COM/DCOM  
MTS  
.NET

## Development Platforms

BEA Weblogic  
SunOne  
Borland VisiBroker  
jBoss  
JRun  
Tomcat  
IIS

## Platforms Supported

### **Operating Systems:**

Solaris  
Linux  
Windows  
Unix

### **Databases:**

MySQL  
Oracle  
MSSQL  
DB2

## Why Outsourcing ?

Businesses today need highly functional, high-performance applications in order to remain competitive. Billions are spent each year by firms to upgrade existing systems or develop new systems. However, the high cost of in-house software development makes such efforts prohibitive to many businesses. As a result outsourcing IT services has become a trend during the last decade and is now becoming more and more common. The main reason for this is that the labour forces in many less developed countries, especially Asian ones, have become more advanced and better educated.

This has allowed ICT companies in developed countries to employ well educated and qualified labour at a reasonable cost. This lowered cost will provide the company with a valuable cost advantage that relying on their home labour markets can't provide. Outsourcing will allow companies to experiment, venturing into more risky projects with the capital saved from development expenses. Even if the project proves a commercial failure, losses sustained will never be so high as to endanger the financial situation of the company. These sort of operations can stimulate growth in a stagnant company, both domestically and abroad.

## hSenid Outsourcing Engagement Models

### **Onsite contract worker/projects**

In this model hSenid is acting as a staff augmentation firm and ensures that highly skilled professionals are deployed to the client's premises. This delivery model is appropriate if high flexibility is required in a project, if there is a need for a specific resource type or if post-deployment support is essential.

### **Offshore project**

In this model all of the project work is done on hSenid's premises. The offshore project model is suitable in scenarios where the project goals are well defined and deviation from the same is unlikely. The offshore model is the most cost effective.

### **Onsite-offshore project**

This model offers a combination of the two approaches mentioned above. The vast majority of work is still carried on hSenid's premises, thereby maintaining a significant cost advantage. Most members of our team can be located on the premises of our client, enabling them to easily deal with project management and their clients' needs within a shorter reaction time. This approach is focused on managing communication as well as risk and is well suited to delivering complex services in comparison to the pure offshore project model.

## Outsource Destination: Sri Lanka

Sri Lanka is emerging as a global IT-BPO destination of choice in a number of key focus domain areas. Sri Lanka is ranked among the Top 50 Global Outsourcing destinations by AT Kearney and ranked among the Top 20 Emerging Cities by Global Services Magazine. The growing IT-BPO industry in Sri Lanka offers a unique advantage for Small and Medium Enterprises (SME) to enjoy premium access to a high quality talent pool, which is increasingly challenging in large established destinations such as India and China. The environment is highly conducive for establishing high-in-demand niche competency centres out of competition for large global service establishments.

### Workforce Advantage

- ▶ Rapidly growing niche workforce low cost, highly adaptable & loyal
- ▶ The IT and BPO work force is growing at over 20% y-o-y
- ▶ Very low attrition rates ranging from 10-15%
- ▶ The primary business language is English with a high level of fluency.

### Business Climate & Investment Incentives

- ▶ An open market economy with a projected growth rate of 7% in 2009 and is the 1st in South Asia to liberalize its economy.
- ▶ Tax holidays range from 5-12 years.
- ▶ Income tax of 15% up to a maximum period of 20 years is also extended after the tax holiday period.
- ▶ Special assistance is provided on real estate acquisition based on investment and employment generation potential.
- ▶ Substantial cash grants are also provided for companies in the IT-BPO sector for Training, Consulting expertise, Marketing, Quality enhancements (CMMi, COPC, ISO etc.) and for a host of other development activities.

### Infrastructure

- ▶ Eight telecom operators and is connected to the world with three international submarine cables providing ample connectivity. Broadband, 3G network, Leased-line and Satellite connectivity are widely available.
- ▶ The commercial capital, Colombo has a well established road network with a quality supply of power, modern office facilities and a well developed set of support infrastructure services.
- ▶ The modern international airport welcomes more than 20 international airlines with direct flights to many worldwide destinations weekly.

## Country Facts

**Area:** 65,610 sq km

**Commercial Capital:** Colombo

**Population:** 20 million (similar to the population of Australia)

**Time Zone:** GMT+5:30

**Literacy rate:** 90.7%

**Location:** A tropical island off the south-eastern coast shores of India, 880 km north of the equator, in the Indian Ocean

**Language:** Sinhala, Tamil and English are widely spoken throughout Sri Lanka, with the exception of remote villages.

**Per Capita GNI:** US\$ 1540

**Unemployment:** 7.2%

**Currency:** Sri Lankan Rupees

## Why use hSenid for Outsourcing?

By outsourcing to hSenid, companies will gain higher competitiveness and strategic advantages through;

- ▶ Years of experience and domain expertise
- ▶ Teams follow processes on all tracks
- ▶ Increased flexibility on the operational level
- ▶ Professional quality due to high skills
- ▶ Ability to scale
- ▶ Long term resources
- ▶ Low attrition
- ▶ A proven track record in outsourcing

### What are the Benefits of Outsourcing to hSenid?

- ▶ Reduce development costs
- ▶ Ability to absorb costs associated with recruiting, training, outfitting, paying, motivating and most importantly retaining software developers
- ▶ Meet tight deadlines and/or reduce application backlog
- ▶ Immediate access to developers
- ▶ Free internal programming staff for core business projects
- ▶ Focus on resource-intensive development phases of coding, Q/A and maintenance
- ▶ React quickly to market and competitive pressures
- ▶ Research new product requirements and develop product concepts
- ▶ 24/7/365 days uninterrupted support service

### Company Overview

*hSenid Software International is a reputed software company based in Sri Lanka, with clients in Asia, Europe and America. Our core competencies lie within wireless applications and backend integrations (middleware) for Telecommunication Companies and Enterprise markets, as well as HRIS applications and Open Source software. In relation to this hSenid provides a vast amount of product and services, including 'offshore outsourcing'.*

### CEO

*Dinesh Saparamadu*

### Web sites

*[www.hsenid.com/outsourcing](http://www.hsenid.com/outsourcing)*

*[www.hsenidmobile.com](http://www.hsenidmobile.com)*

*[www.hsenidbiz.com](http://www.hsenidbiz.com)*

### Work Force

*280+*

### Contact

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## hSenid Global Presence

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