



All-around Practical Guide

How to succeed in near and offshore software development, testing and technical support – by using outsourcing vendors or hiring your own employees.

Follow Us

<u>LinkedIn</u> <u>Facebook</u> <u>Twitter</u>



Copyright © Sofitas. All Rights Reserved

Images © sofitas.com | fotolia.com

Reproduction or translation of any part of this work without the written permission of the copyright owner is unlawful. Using short passages for press is allowed. Please don't copy, redistribute by email or post to the web. You may share the white paper by referring to www.sofitas.com where it can be downloaded in PDF.

ABOUT SOFITAS

Nearshore IT Outsourcing: Denmark | Ukraine

Dedicated Team | Recruitment of Permanent Employees | WordPress Projects

www.sofitas.com | office@sofitas.com

<u>LinkedIn</u> <u>Facebook</u> <u>Twitter</u>



Contents

Offshore Software Development: Do You Really Want to Miss the Boat? | 5-11

- 1. Software Outsourcing: What's the Best Model? | 12-17
- 2. Which Country Should You Choose? | 18-26
- **3.** How to Select the Right Employees or Partners | 27-33
- 4. How to Establish a Sound Cooperation Framework | 34-41
- 5. Clear Communication in Software Projects is Crucial | 42-49

How to Make Low-Cost Offshoring Work for You | 50-57

More tips, Contacts, About Sofitas, Author | 58-61

www.sofitas.com | office@sofitas.com

Offshore Software
Development:
Do You Really Want
to Miss the Boat?







The Internet opens up access for us to resources all around the globe. Are you taking advantage of them?

For example, are you taking advantage of the huge benefits of IT offshoring? It's the only way many companies can compete effectively in our global economy.



When it comes to software development, such companies want to use the best programmers available – no matter where they are located.

Large companies have reaped great benefits by using offshore software development for some time. Small to medium-size companies are increasingly waking up to these benefits: quick turnaround, high-quality output and substantial cost savings.

Rapid, low-cost delivery

Talent recognizes no borders. The Internet enables 24/365 instant communication between programmers and engineers worldwide. Highly skilled software developers in many countries can deliver reliable software rapidly and inexpensively. If you reduce your development costs, you reap greater profits.



In the past, only big organizations dared to go offshore in search of talent and split development between locations. But smaller companies (even start-ups) can use near and offshore developers.

The question, then, is knowing how to avoid the risks in order to use offshore opportunities for your software projects on a safe, quick, professional and cost-effective basis.

To implement an offshore project on firm foundations, you need to identify, tailor and apply proven best practices. There are no simple and absolute rules. All depends on your requirements and on context. But you can be guided by those experienced in the field and thus cut out the risky learning curve. If you do this, you will save time and money, and avoid the pitfalls.



One of the dangers relating to IT offshoring is ... not taking advantage of IT offshoring at all.

How to ensure that your offshore IT project fails

- 1. Rush into IT offshoring without thinking things through. Choose the wrong outsourcing model, so that, for example, you don't have the necessary control over the process.
- 2. Select software specialists who are in the wrong country when it comes to culture, language and time zone.
- 3. Select an offshore team that lacks the specific technical expertise you need; that is too small or too large, that lacks experience in your type of project, or that is located in a totally different time-zone.



- 4. Do the minimal amount of planning so that you fall short in software specification, forget to establish a good management structure, and don't bother about quality assurance. Neglect the legal issues. Don't draw up written agreements to protect your interests.
- Ignore the need to ensure effective communications with your distant team. Do
 not avail of software development, collaboration and project management
 tools.

Of course, by reading the above list, you can already see what are some of the key steps in ensuring success in software development outsourcing.

One of the dangers relating to IT offshoring is ... not taking advantage of IT offshoring at all. Complaining about a lack of the kind of software developers you need or about the high costs is a bit like complaining about a lack of wood when you're surrounded by a vast forest.



Companies willing to do their homework and learn how to select and manage near or offshore software development resources will reap potentially very high rewards in terms of speed, competitive advantage and profits. 1

Software Outsourcing: What's the Best Model?





You need to select the outsourcing method that will best fit your needs.

What are the options and the key questions you should ask yourself in order to choose well?

If you rush into IT offshoring without thinking things through, you risk incurring extra costs and long delays – and even the total failure of your project. You are not ready to outsource using a fixed-cost model unless your software development specifications are relatively detailed. And you need to select the outsourcing model that best fits your needs, be it pure outsourcing to a vendor or hiring your own employees, which is sometimes called insourcing. The term *outsourcing* is used nowadays in several distinct senses, but we use it below in a general sense to cover each of the models outlined.



Three main outsourcing models

There are three basic approaches to near and offshore software development and IT services, black-box, white-box and crystal-box outsourcing, where the names indicate the degree of visibility:

1) **Black-box outsourcing**: This is when you hand over your software development to a partner, who delivers the product, usually at a fixed price. You have three options: fixed price, time and materials, or a combination of the two. You cannot clearly see the pricing structure, etc, and you have direct contact with the project manager only.

... you need to select the outsourcing model that best fits your needs, be it pure outsourcing to a vendor or hiring your own employees, which is sometimes called insourcing.



You don't have the hassle of managing the project, but you have no control over your team and the process. It can work well *if you know exactly what you want to develop.*

- 2) **White-box outsourcing**: Here, you pay a fee to an outsourcing company that 'hosts' your team, so it's a kind of short-term leasing of specialists. All expenses are included in this fee: pay for the developers, hosting fee for the outsourcing company, etc, but the items are not clearly split. You often pay on hourly basis, or pay a monthly hosting fee for projects that last for some months. The team works under your management and control.
- 3) **Crystal-box outsourcing**: Here you contract your own IT specialists or employees (for a specific project or on an ongoing basis) or establish your own development or technical support center in another country. This model can be suitable for a single project lasting 2-3+ months.



It works well if you want to work with the same team again in the future after the project ends, for changes, support or installations. In most cases, it is a more cost-effective method than using the other two models.

In some countries, it makes sense to set up and run a large team; in others, you can easily establish small teams of 3-4 people. The key is to select the right people for the job, to make your management task as smooth as possible.

With crystal-box outsourcing, you have 100% transparency and control – that is why we use the term 'crystal'.

Top three questions when choosing the right model

1. **Complexity**: How many software specialists must work together on your project? How diverse do your specialists need to be?



- 2. **Speed**: How fast do you need to get the job done?
- 3. **Technicality**: How detailed and finalized is your technical task?
- ✓ The more complex your project, the faster you need it and the more defined your technical task, the more likely it is that the black-box model will suit you.
- The crystal-box model is suitable for less defined tasks and a more creative process.
- ✓ The white-box model is more suited to smaller tasks, or when for some reason you prefer to contract an outsourcing company instead of a single IT specialist or team.

If you are hiring a team of 5+, you can consider also hiring a local team leader to manage the project or the permanent team in the offshore destination.

Which Country Should You Choose?





You've got a big, wide world in which to choose the location for your software projects. What are the key criteria when selecting? And what are the strengths and weaknesses of the various locations?

The main issues when outsourcing are to select (a) the right outsourcing model for your project and (b) the right people, with the technical expertise required. The country you choose for outsourcing is generally a secondary matter, but in some cases it can be critical. The important criteria are culture, language and time zone.

The country you choose is generally a secondary matter, but in some cases it can be critical.



In general, you will need regular direct communication with your distant team. You may want to avoid late-night or early-morning conference calls and IM chats!

Main outsourcing locations

Americas: Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Panama and Peru.

Asia Pacific: Bangladesh, China, India, Indonesia, Malaysia, Philippines, Sri Lanka, Thailand and Vietnam.

EMEA (Europe, Middle East and Africa): Bulgaria, Czech Republic, Egypt, Hungary, Mauritius, Morocco, Poland, Romania, Russia, Slovakia, South Africa, Turkey and Ukraine.



Main factors to consider

General factors: Cost, labor pool, education system, language and cultural compatibility, time zone, proximity to your business, political and economic environment, global and legal maturity.

Manpower factors: Local talent-pool availability, ability to recruit new technical employees, retention track record, management experience, good corporate culture, ability to travel to your location, etc.

Top three factors to consider when choosing a location

Now, let's look at the key issues when selecting your outsourcing location:



- For standard software development and straightforward tasks that
 require small teams of specialists, you can choose almost any country. The
 selection criteria are mainly culture, language and time zone.
- 2. For technically complex tasks that need innovation and small or medium-sized teams, whether it's a specific project or you need to set up your own teams in the country, your choice is narrowed down to fewer countries, depending on the technical expertise you require. After that, the decisive criteria are language, culture and time zone, as you will interact a lot with the people in the chosen country.
- 3. For establishing a reasonably large subsidiary in the country, be it for complex or straightforward tasks, you need to select your country carefully. It must provide a broad pool of qualified specialists and meet as many selection criteria as possible.



Recommended locations

Allowing for the above considerations, we recommend:

For Western European (including UK) firms: Eastern European countries, particularly Ukraine. If your tasks must be done in the EU, then Romania and Poland are suitable.

For North American firms: Argentina is a good all-round option, but if you need closer proximity, Mexico and Cost Rica.

For Australian, New Zealand, Japanese firms: China, India, the Philippines, Eastern Russia



For **big standard, straightforward tasks**, low-cost countries such as India and China can be suitable.

For **big, complex tasks**, and if you prefer closer cultural affinity, the larger countries in Eastern Europe are worth considering, wherever in the world you are.

Location pros and cons

Eastern Europe offers advantages in terms of low-cost but high-quality software development resources. Programmers in Ukraine are experts in complex systems involving careful engineering and sophisticated algorithms, but the costs are low to middle of the range. Rather than serving as body-shop programmers coding to your detailed specifications, you can work with them to deliver an innovative solution.



India is well known for low-cost outsourced software development and expertise in the more standard technologies. However, as the sophistication of the technology and need for innovation increase, the expertise decreases. So you may find it hard to outsource to India if you're planning an innovative application with little or no spec. Also, employee retention can be an issue as some employees tend to jump ship if a marginal wage increase is offered elsewhere.

China may be suitable if you want custom code written to your detailed specification. But problems include: lack of good English; cultural differences; lack of technical and business management experience and thus ineffective project management; weak intellectual property (IP) rights and protections.

The **Philippines** has a good legal system, and IP protection is increasing. Overall, the Philippines is suitable for straightforward, well-specified software development projects. English is an official language of the Philippines.



Argentina developed IT skills during the dot-com boom in the 1990s and now has a large pool of IT specialists who generally also have good English. Labour costs are low. It's also attractive because it's culturally close to North America and Europe.

Mexico is good for standard business software development rather than advanced software innovations. If you're US-based and need to closely collaborate with the development team, Mexico is close by. Because of the North American Free Trade Agreement (NAFTA), engineers could enter the US for an extended period to work at your facilities.

Costa Rica is serious about being a leader in high technology and has good experience in standard web and desktop application technologies, especially .NET, Java, and Oracle. And almost everyone can speak English.

How to Select the Right Employees or Partners





Selecting the right software specialists is probably the most important factor to ensure success. What are the crucial considerations when making this choice? What is the most critical choice you make?

It's almost always the choice of your employees or partners. The better the people that you engage, the more likely it is you will avoid risks and ensure cost-effectiveness, and that your software product or service will be of high quality.

The top four factors are similar to those that apply when selecting a country:

- Technical competence
- Project type/business area experience
- ✓ Working-time overlap
- Cultural and language factors



The better the people that you engage, the more likely it is you will avoid risks and ensure cost-effectiveness, and that your software product will be of high quality.

Technical competence

It's essential to confirm in detail that the people engaged have the necessary experience and expertise. Key questions include:

✓ Does the team have expertise in the specific technology stack required? It should be easy enough to locate expertise in one or more of the five common technology stacks – Microsoft .NET, Java, COBOL, LAMP and C/C++. But you may also need multiplatform experience.



Can the team adapt to your particular software development methodology, such as RUP, test-driven and agile development? Technical affinity and understanding of agile methodology can be important.

Do not be satisfied with "No problem!" You don't want to find out when it is too late that the team has been learning on the job – on your job! Check that they have completed work for other clients involving the technical skills that you require.

Project type/business area experience

Key questions are: How many engineers will be needed for your project? Has the outsourcee experience in working on a project of the scale demanded?

How many engineers are employed? You need enough engineers to staff the project at the level required.



If the team has very few members (say five or under), their skills and experience are crucial. With a larger team (say more than 20 or so), good management and communication become important factors.

If the outsourcing vendor is very large, you might get less attention and people might be moved from your project to other 'more important' ones.

You also need to consider if you might need additional resources for some reason.

Whatever the size of the team, it should combine senior and junior engineers to keep costs in line and so you can focus your communications on the senior members of the team.

In general, it's wise to treat the selection of an outsourcee rather like the process of hiring employees. Consider carefully what you require, and check carefully.



Working-time overlap

Working across multiple time zones can be an issue. If a problem arises, will you have to wait hours to get an email answered, or take a conference call outside normal business hours?

With nearshoring, you can often work in the same time zone as your distant team, and enjoy better communications. If constant communication is desirable, you can use tools like Skype and IM.

For example, the time difference between the US west coast and India is 12½ to 13½ hours, whereas countries in Central America and much of South America are close to US time zones, while some share them. Countries in Eastern Europe overlap to some extent with the US morning and with the Western Europe workday.



Other issues

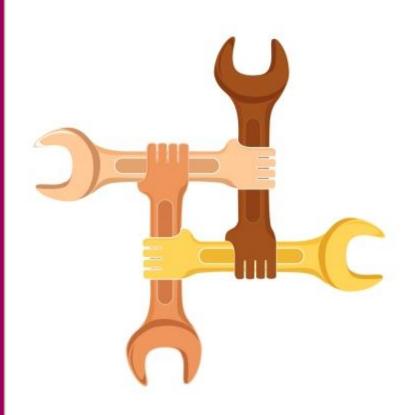
Protecting your intellectual property (IP): The risks vary. If you think it's too risky to outsource, don't. However, in some cases, you can hire different employees or develop different modules of your software through different outsourcees, and then integrate the modules yourself.

Note: You may need to consider adding an item in your contract that prohibits the use of subcontractors.

DIY – or use a partner: You can either select software specialists yourself, or use a recruitment partner to find the right employees. In some cases, you can also use consulting services for selecting outsourcing vendors. It may be useful to hire a recruitment agency familiar with the country and culture for IT offshoring – for example, to set up a subsidiary for you in Ukraine.

4

How to Establish a Sound Cooperation Framework





To ensure the success of your software project, you must plan with care so as to pre-empt a number of potential problems. Your planning should cover everything from software specification, to development methods and tools, to management and quality assurance.

"A good start is half the battle' – so it's essential to establish a sound framework for cooperation. For example, you need to prepare a contract covering the essentials, to have matching management approaches, to share understanding about software development methodologies, to prepare the technical task well, and to have a motivational and performance-measuring system.

You also need to prioritize what comes first (e.g. a pilot project) and establish the time-line for the software development, whether you are using an outsourcing vendor or hiring your own employees.



For example, you need to prepare a contract covering the essentials, to have matching management approaches, to share understanding about software development methodologies....

Software specification

Some outsourcers think they must prepare a long and detailed specification for the software they want developed. Others prefer to provide specification guidelines so the development team can begin their work, get engaged in the specification process, and ask questions and provide insights about the software design.

In brief, it's generally best to define your desired software so that the distant team have a good idea of what you need and can thus start the development process.



Software development methodologies

Nowadays we can select from numerous processes and methodologies. No single method fits every project, so it's best to choose one that has worked for you or feels right. Some people recommend agile development methods because of the regular software builds and releases. Whatever you go for, make sure that your distant team understands your process and can work with your chosen methodology.

Tools to support the development process

Consider the software development tools you need to manage the process of capturing requirements, designing the software, controlling the source code, tracking defects, and so on.



It's important to use appropriate processes in the design and development of software, and to make sure that code is checked, tested, verified and validated so as to limit the number of defects.

Managing by milestones

You need to ensure that the day-to-day activities of your offshore software development are well managed. The person in your company responsible for successful delivery of the project should have the authority to deal with both your in-house employees and the near or offshore team. Remember: *You are outsourcing your software development, but not the responsibility for its overall success.*



Things get complicated if you try to micromanage the software development at the level of individual tasks. It's best to set well-defined milestones that outline the exact features that are to be completed at each stage.

Work out how you will measure the performance of your distant team. Be specific depending on the nature of the work – for example, new development versus maintenance programming. What level of productivity is it reasonable to expect?

Protecting your IP

You can do this in three ways:

✓ *Legally* – make sure you get the necessary agreements in place to protect your interests, copyright and patent protection, as necessary.



Put in place agreements on confidentiality, who owns the code you get developed, and about the origin of all code that is used (to avoid possible issues with pirated code).

- ✓ Technically, though firewall, encryption and virtual private network (VPN)
 technology whereby both you and your outsourcee protect electronic documents
 and source code
- ✓ Physically ensure that your outsourcee physically protects computers, servers and source code. It may suffice to keep everything in a locked room, with restricted access, but in some cases security guards may also be advisable.

You can also split up the development of critical parts of the project between an in-house team and your outsourcee, or among more than one outsourcee.



Open-source license issues

If your distant team uses modules of software that have been developed elsewhere, they must inform you of their origin and what licenses apply to them. In brief, they must be savvy about open-source license issues.

Quality assurance (QA)

Simply identify a team that are expert in performing the type of QA you need. You don't have to reveal your source code; you can send a binary version of your software for installation and testing. You can look for vendors or own employees with ISO or CMMI certification, but there's no point in doing this (and paying extra for it) if you don't actually need, say, a high CMMI level.

Clear Communication in Software Projects is Crucial





Three major risks in software development are incorrect software, software bugs and project delays. Communicating effectively is one of the most crucial factors in successful near or offshore software projects.

One of the main problems that can arise is, as you might expect, a breakdown in communication because of both language and cultural barriers. It is obviously important to keep in regular touch with your offshore team, but it's easy to forget that something as simple as a verbal misunderstanding or difficulty is understanding someone's accent could seriously interfere with the smooth running of your project.

It is wise to contract or hire partners or employees who can speak good English and are culturally close. Where this is not possible, you should ensure that your onshore managers of an offshore outsource relationship get training in the relevant cultural sensitivities.



It is also best to put all instructions in writing, as verbal instructions can often lead to misunderstanding.

It is wise to hire partners or employees who can speak good English and are culturally close.

Make sure you specify how the software documentation should be done, and that it is comprehensive. You should also QA the documentation as well as the code. Remember that you might want to take over the code at some stage.

Plan your communication – how you communicate, and how often, and establish a structure for regular reporting.



For small teams, daily contact combined with regular (say weekly) conference calls and weekly reporting may suffice. You can use exchange emails and instant messages as needed, as well as systems to track bugs and control source code.

You can gather open-source systems and tools, or use low-cost, online-hosted solutions to stay in touch with your outsource team.

The main types of tools are as follows:

Software development tools

These tools help you to manage the capture of requirements, design of software, control of the source code, and tracking of defects. There are three main areas:



For small teams, daily contact combined with regular (say weekly) conference calls and weekly reporting may suffice. You can use exchange emails and instant messages as needed, as well as systems to track bugs and control source code.

1. Managing software requirements

What is the key factor in successful software development? It's specifying and managing the requirements of what the software should do. In large projects with multiple requirements and programmers, a tool can help to ensure that necessary details are not forgotten.

2. Control of the source code

There are free open-source or low-cost tools available that will suffice for organizing your software development. It's usually best to keep things simple.



3. Tracking defects

Most software programs for detecting or tracking bugs have a web interface, so you can use them securely through the Internet, and you can generally attach error messages, screen shots, etc to each bug report. You can also use tracking software to prioritize defects and assign them to programmers. You can use open-source or commercial tools depending on your needs.

Collaboration tools

These groupware tools allow you to integrate all the work on a project by linking users at different locations. There are three main types:

Communication tools such as email, voice mail, faxing, wiki and web publishing. Techniques in this category are usually not live or in real time.



Conferencing tools such as phone conference calls, instant messaging, video conferencing, chat rooms, discussion forums and electronic white boards.

Collaborative management tools – in other words, tools to help people to work together in a coordinated way, towards a common goal. They include electronic calendars (or time-management software), project management systems, workflow systems, and knowledge and document management.

Project management tools

Project management tools help you to avoid delays. These can be caused, for example, by resources being overloaded or by unforeseen dependencies between tasks. The tools help you to manage by milestones – to track progress and to ensure that critical tasks are completed on time.



Apart from the above, there are other software tools designed for specific purposes – for example to manage resources, documents, change and requirements.

Whichever tools are selected, maintain an audit trail to capture the knowledge exchanged so it is documented and can be shared.

Of course, you should also consider any opportunities to visit your near or offshore team, as there's nothing like person-to-person contact.

How to Make Low-Cost Offshoring Work for You





What kinds of software types and projects are particularly suited to IT offshoring?

- ✓ Develop version 1.0 of your software product: Yes, you can use a distant team to develop that first version. Once you've worked out all the necessary things, such as what the market wants or what your customers will buy, you can avail of low-cost offshore opportunities to get your product developed in quick time.
- ✓ **Convert your software into a service**: Since customers in general are reluctant to pay high license fees, offering software as a service (SaaS) is a smart move. If you lack the resources to do it yourself, a distant team with the required expertise can do it for you at low cost.



- ✓ Apply the latest technological craze: When new technologies arise and bring new programming capability, you can use outsourcing to take advantage of them immediately. You just need to find an expert (and low-cost) team of programmers who keep up to date with the latest programming developments.
- ✓ **Develop embedded software systems**: Some engineers specialize in developing embedded system software development. Whatever the combination of embedded system technologies required, you should be able to locate a team with the necessary experience and skills.
- ✓ Move data-entry operations offshore: If you offer data products, and digitize and process customer data, you can cut costs and even improve quality by moving the data-entry operations offshore.



- ✓ **Improve quality assurance**: Many companies do not realize that quality assurance (QA) can be outsourced, but it's actually a great solution when QA is either totally lacking or is inadequate or incomplete QA. You don't necessarily have to divulge your source code, as you can send a binary version of your software for your outsourced QA team to install and test. Just locate a team who are expert in performing the kind of QA required.
- ✓ **Establish technical support center**: You can also establish a 24/7 technical support center in a near or offshore destination, to ensure that your mission-critical systems, core applications and services are available around the clock.

So, you can use an experienced and low-cost offshore team for any of the above purposes, either in a one-time project or with your own team of permanent employees.



Smart IT offshoring: 5 key success factors

You have to do it the smart way, though – to make your offshoring as risk-free as possible and to recruit and retain the best talent available. That means you must do the following:

- ✓ Choose the outsourcing model that fits your needs whether *black-box*, *white-box* or *crystal-box*, where the names indicate the degree of visibility you have of the process and the amount of control you have over it.
- ✓ Select a team in the right country when it comes to culture, language and time zone. For example, companies based in Western Europe, the USA, Canada, Australia and New Zealand will find that outsource locations such as Ukraine, Argentina, the Philippines and eastern Russia are good matches in terms of culture and time-zones.



- Select a team that has the specific technical expertise you need; that is the right size for your project, and that has experience in your type of project.
- ✓ Do the necessary planning to ensure adequate software specification (but avoid overkill), to establish a good management structure, and to ensure quality assurance. Draw up written agreements to protect your interests.
- Prepare for effective communications with your distant team. Use the necessary software development, collaboration and project management tools.

You can either locate software specialists yourself, or use a recruitment agency to find the right own employees or outsourcing vendors. It's generally wise to hire a recruitment agency familiar with the country and culture for IT offshoring – for example, to set up a subsidiary for you in Ukraine.



All in all, moving your software development or technical support to another country may seem risky, but there are risks in just about everything – and you can take steps to minimize the risks.

IT offshoring benefits

The direct benefits for a company that goes offshore with software development, QA or support services can be substantial in terms of low cost and speed – or even finding the necessary expertise in the first place. But there are 'softer' benefits also. Remember that it is the work itself that is being offshored, not jobs. Outsourcing can create jobs at home in project management, sales, marketing, etc. It's is a win-win situation.



Another 'soft' benefit is working with people in other countries, and discovering their skills, culture, customs and values. Low-cost offshore outsourcing makes business sense but it also brings us all closer together, which is good for all of us on this planet.

All in all, moving your software development or technical support to another country may seem risky, but there are risks in just about everything – and you can take steps to minimize the risks. The benefits in terms of available expertise, speed of delivery and substantial cost savings are not only substantial but may give you a competitive edge and ensure your overall success.



If you'd like more tips and inspiration

LinkedIn Follow

Facebook Follow

Twitter <u>Follow</u>

Google Plus Follow

YouTube Follow

Scribd Follow

XING Follow

SlideShare Follow



If you'd like to discuss your IT needs

If you'd like to discuss your company's **near or offshore IT needs**you are welcome to contact us at **office@sofitas.com** or via **LinkedIn**

<u>LinkedIn</u> <u>Facebook</u> <u>Twitter</u>



About Sofitas

Nearshore IT Outsourcing: Denmark | Ukraine

Services

- Dedicated Team
- ✓ WordPress Projects
- Recruitment of Permanent Employees
- ✓ Own Branch Establishment

IT areas

- ✓ Software development
- ✓ Quality assurance
- ✓ Technical support
- ✓ ERP systems

<u>LinkedIn</u> <u>Facebook</u> <u>Twitter</u>



About the Author

Edward Kosheluk is Director at Sofitas.

You can connect with Edward on **LinkedIn**

