

## Get more from past investments:

Cost efficient workflow solutions on existing IT infrastructure.

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# Agenda

- Intro - Workflows and the Cost issues
- The technology of choice
- The source of choice
- Case Study
- About Auriga

# Workflows

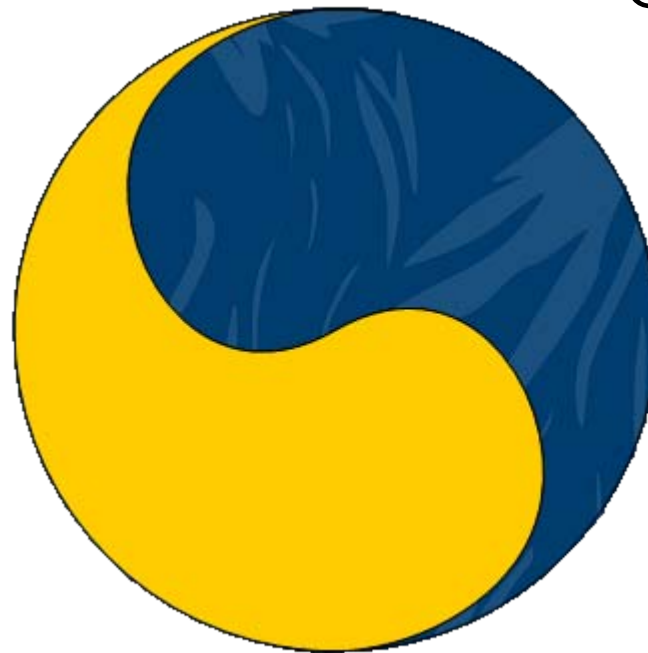
- Is everywhere
  - Contracts, bills, PO, back office...
- One of the most automating area
  - Gov, SME, Big enterprises...
  - Rise business efficiency of the organization
- COST is quite great



# Cost structure

Software  
Platform

Development /  
Customization



# Workflow platform are too expensive

*“Workflow systems have a high initial cost to put in, the software can cost \$100,000 and more”*

*Questia, Trusted Online Research*

## Typical problems:

- The **well-known** (Documentum, FileNet...) solutions are **too pricy**
- The **open source** solutions are **hard to support**
- **Third parties** solutions - **vendor lock**



# Ways to decrease the total solution cost

*“the number of developers with WF experience will increase (as it will benefit them career-wise), turning it into a basic commodity skill such as SQL or HTML, meaning it will become easier to find people who can start working with it with minimal ramp up time.”*

*Yahoo news*

## Ways to decrease cost of software:

- Use all features of already purchased software
- Get synergy by integration of existing systems
- Use cheaper, but widely spread platforms

## Ways to decrease cost of development:

- Use well-known technologies
- Use nearshore providers



Have you missed something?  
Let's look around!



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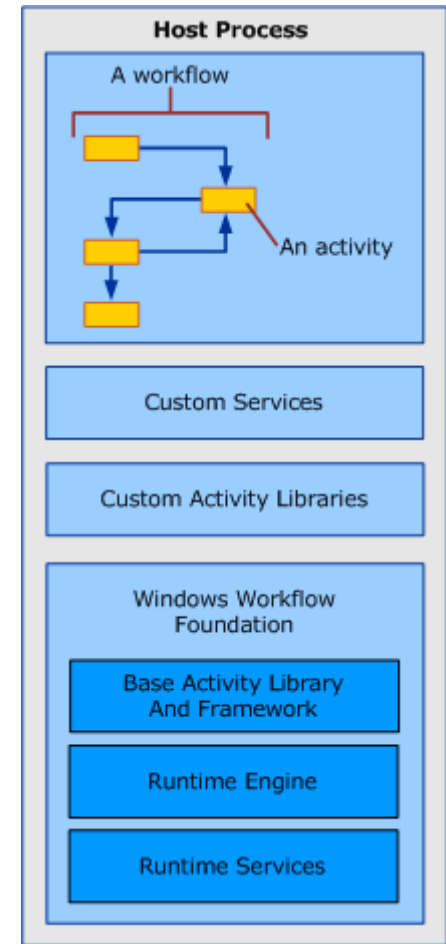
# What is Windows Workflow Foundation?

## Windows Workflow Foundation (WF)

- is a Microsoft technology for defining, executing, and managing workflows
- WF also provides a set of general-purpose activities that cover widely used control flow constructs

## WF is a MS .Net Framework 3.5 native technology

- You can use it **at no cost** in your Windows Web and Desktop applications
- .Net Framework is usually **already pre-installed** – no need any external software on your server/client



# Microsoft WF benefits

- **Speedup product development:** convenient development tools with a library of standard services and activities
- **Easy adopt changes in business needs:** easy-to-read visual models and charts with code generator instead of writing code manually
- **Implement the world best practices in the solution:**
  - **Provide support for many workflow styles**, including human, system, state machine, and rule-based, by accommodating various activities and systems
  - **Execute long-running and statefull business processes** using an engine that, when included in a software application, can enable workflow
  - **Once a workflow model is compiled, it can be executed inside any Windows process**, including console apps, forms-based apps, Windows services, ASP.NET Web sites, and Web services.
  - etc.

# Cutting costs possibility for typical company with 50-100 employees

## Typical Solution

Oracle

~ \$20 000

EMC Documentum

~ \$30 000-\$50 000

ASP.Net / Java /  
J2EE+WebSphere / MS SharePoint

~ Free / Free /

\$45 000-\$90 000 / from \$50 000

## Optimized Solution

Oracle / MS SQL Server

~ \$20 000 / \$5 000 (Free in some cases)

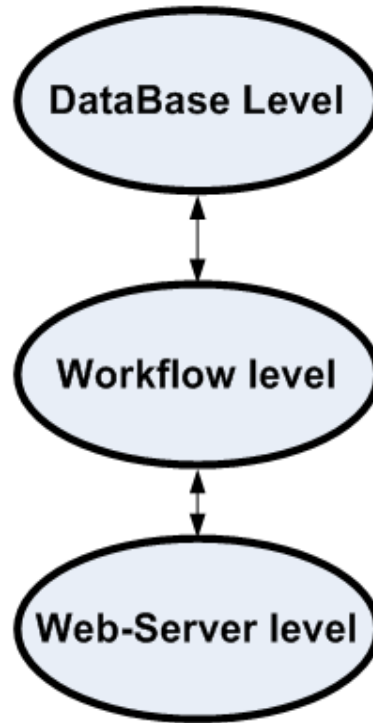
.Net Framework 3.5  
(Windows Workflow Foundation)

Free

ASP.Net / Java /  
J2EE+WebSphere / MS SharePoint

~ Free / Free /

\$45 000-\$90 000 / from \$50 000



- The exact prices may vary in different countries

# Russia – The reliable next-door partner

- **Mature**

- Export Volume -**2,65B\$** in 2008
- IT Services Export: **#2 in BRIC** after India Source: Gartner China Outsourcing Summit, Nov 2008

- **Smart**

- ACM ICPC winner for years
- Problem solving mindset
- “If you have something tough, give it to the Americans. If you have something difficult, give it to the Indians. **If you have something impossible, give it to the Russians.**”

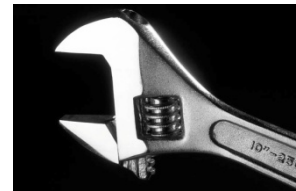
Steve Chase, Intel, President of Intel/Russia

- **Flexible**

- Client centricity & individual approach
- The right sized companies – no huge monsters
- Models & Methodologies

- **Reliable**

- Cultural Fit
- Orientation on long-term relationships. Team-sourcing. Low attrition(9% in 2008. Source: Russoft)



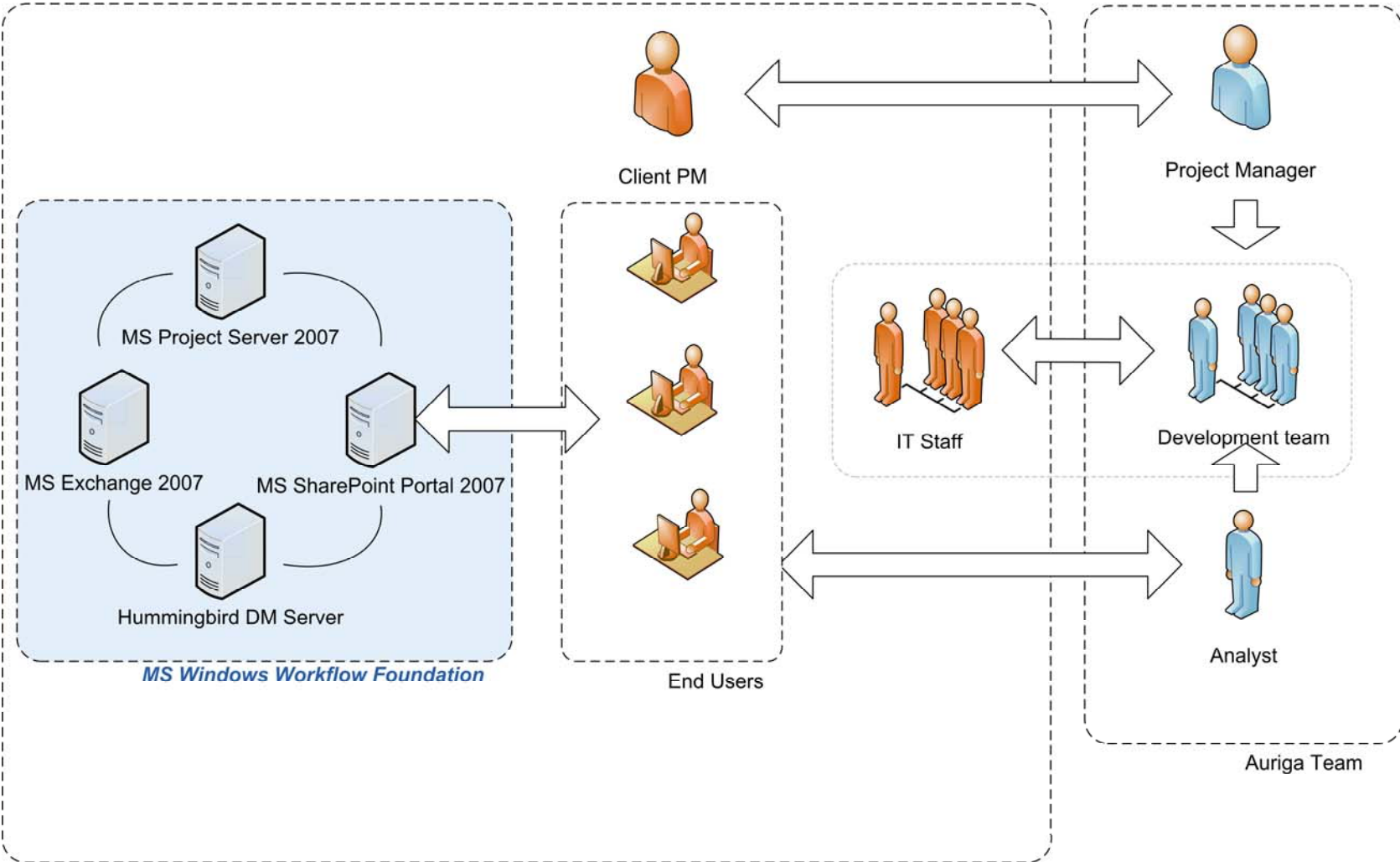
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# Meeting Management system for large European company (1/2)

- Location: Europe
  - Vertical: Telecom
  - Start: 2008
- 

- **Improve the efficiency of meetings**
  - Schedule
  - Invitations
  - Agenda
  - Pre-meeting materials
- **Rise manageability of the meeting decisions**
  - Plan, monitor & control action points
  - Escalate issues
- **Do it cheap!**

# Meeting Management system for large European company (2/2)



# Auriga – Elite Software R&D Services



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- 250 FTE
- Founded in: 1990
- Engineering centers
  - in **Russia** (5):  
Moscow,  
N.Novgorod,  
Rostov-on-Don
  - in **EU**: Vilnius
- CMMI Level 4,  
ISO 9001,  
SPICE (ISO 15504)  
assessed

## Poster child of Russian outsourcing

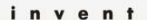
- The **first in Russia** to provide ITO services to the West
- The **essence of regional strengths**
- Clients stay for **10+ years**

## Forget It: Technology is Simple!

- From **enterprise & Web** to **embedded & mobile**
- Finance, healthcare, high-tech, telecom, ...
- Engineers with 9+ yrs of experience, 80% from top 10 national colleges
- Methodologies: from **agile** to **heavy processes** (avionics, medical)

## The New Holy Grail: Comfort and Trust

- Focus on the **actual needs**
- Excellent **communications**
- Real project info always **at your fingertips**
- Processes and tools **adjusted to clients' needs & standards**
- Realistic **risk management** and **win-win risk-sharing** models



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# Auriga - Recognition



- Auriga is included in **Global Services 100** list since 2006 and ranked among **"Top 10 Service Providers: Eastern Europe"**.

- Auriga is included in **"Global R&D Service Providers' Rating"** by **Zinnov Management Consulting**



- **Top 20** of software **R&D service providers**
- **Top 10** among the companies serving **Software industry**

FORRESTER®

Gartner AMR Research



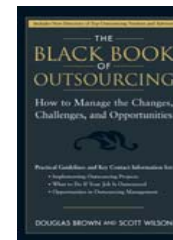
- **Gartner, IDC, Forrester Research, Aberdeen Group, AMR Research, Ernst & Young** recognize Auriga as one of the leading software outsourcing vendors



- Auriga is included in **The Global Outsourcing 100** list by the International Association of Outsourcing Professionals

- **Best 3** By Region: **Russia**
- **Best 5** Rising Stars: **Healthcare**
- **Best 10** Rising Stars: **R&D**
- **Best 20** Rising Stars: **Technology, Telecom**
- **Best 20** Rising Stars: **US, Western Europe**

- Auriga is included in **Top 10 ITO: Offshore Eastern and Central Europe** of **Black Book of Outsourcing** by Brown-Wilson Group, a subsidiary of Datamonitor



- **No. 3** in the list of **IT Outsourcing Vendors in Central/Eastern Europe**
- **No. 6** in the list of **Global Software QA & Testing Vendors**



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# Conclusion

- **Windows Workflow Foundation** – you already have it, use it for free
- **Russia** – the reliable source
- **Auriga** – the comfortable partner to work with

# Contacts



Thank You and  
We Look Forward to Working with You

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