

# **Argentina's Offshore Software Industry - Opportunities and Challenges**

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# About Argentina



## Key data:

Native language: Spanish

Area: 2,766 MM (8th)

Time Zone: GMT -3

Independent since: 1816

Population: 40.1 MM

Highly centralized (1/3 in Buenos Aires)

Life Expectancy: 75

Literacy rate: 97,7%

GDP: 310 B (32rd)

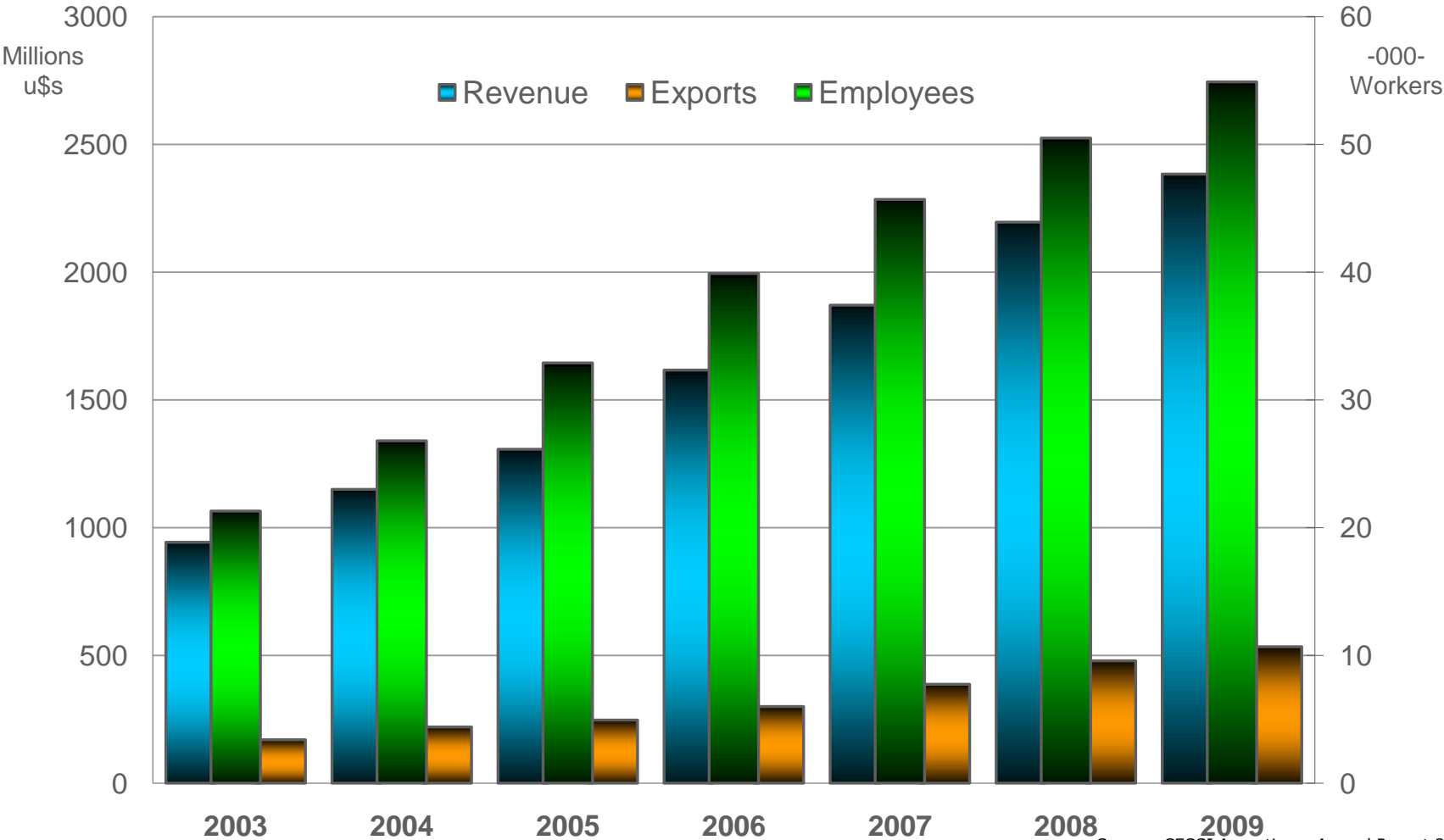
Per Capita: 7,2 K (57nd, 2008, Atlas)

External debt (% of GNI): 40%

Exports: 56 B (2009)

Unemployment: 7,3%

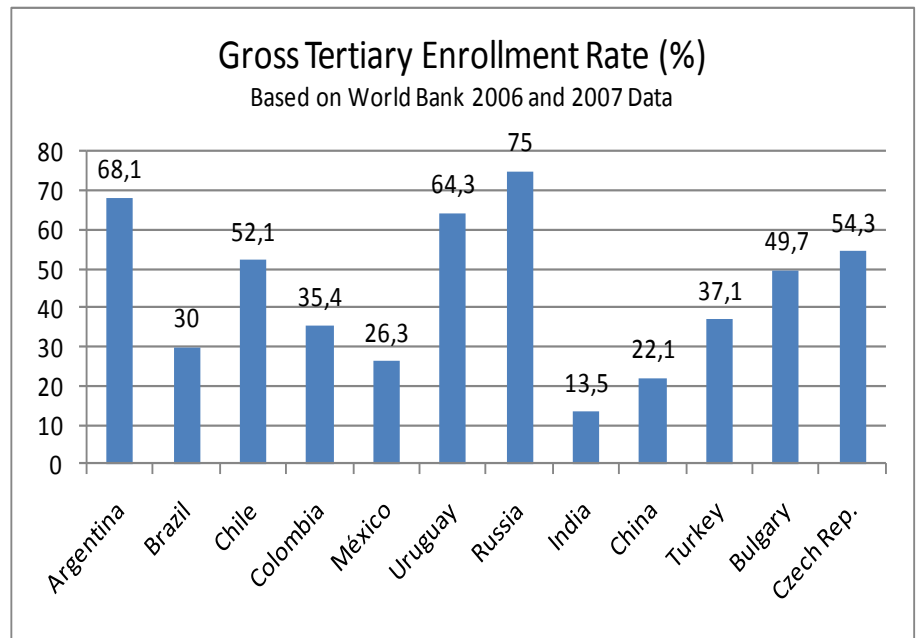
# Argentina's Software Industry



Source: CESSI Argentina - Annual Report 2009

## Some of the reasons for this growth

- ▶ Price / Quality competitiveness
  - ▶ Hourly fees in mid to upper 20's (USD)
- ▶ Active policies from last governments
  - ▶ "Software law"
  - ▶ Several sources for funding
- ▶ Quality of local resources – scientific system, public and free universities
- ▶ Multicultural environment
  - ▶ Entrepreneur culture



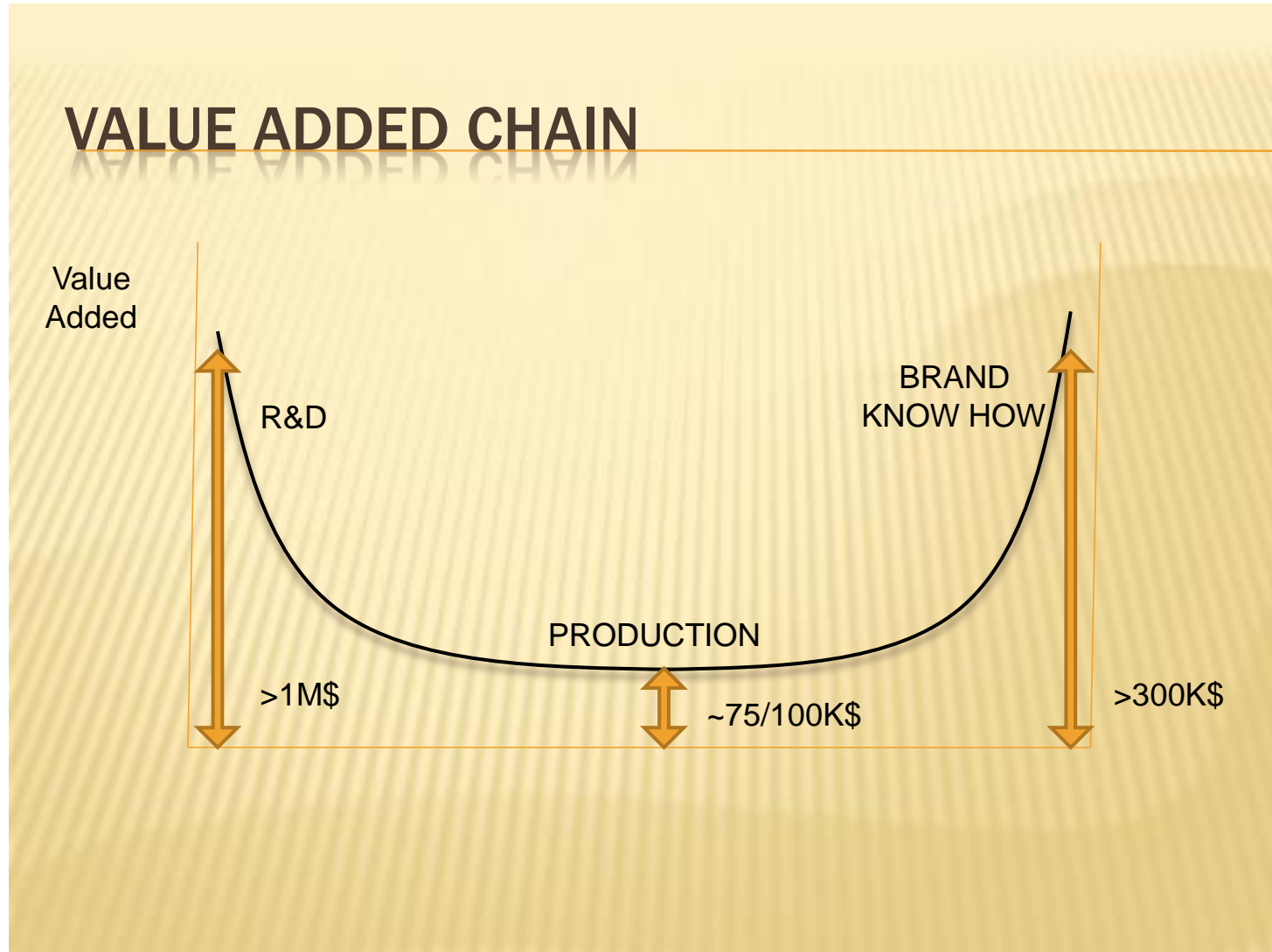
# Software Engineering Practices

- ▶ Choosing the right methods
  - ▶ And using time zone compatibility as an advantage
- ▶ Changes in the standard process
  - ▶ Choosing the right team configuration
  - ▶ Changing the priority of tools
  - ▶ Improving daily interaction
- ▶ Another key: visits

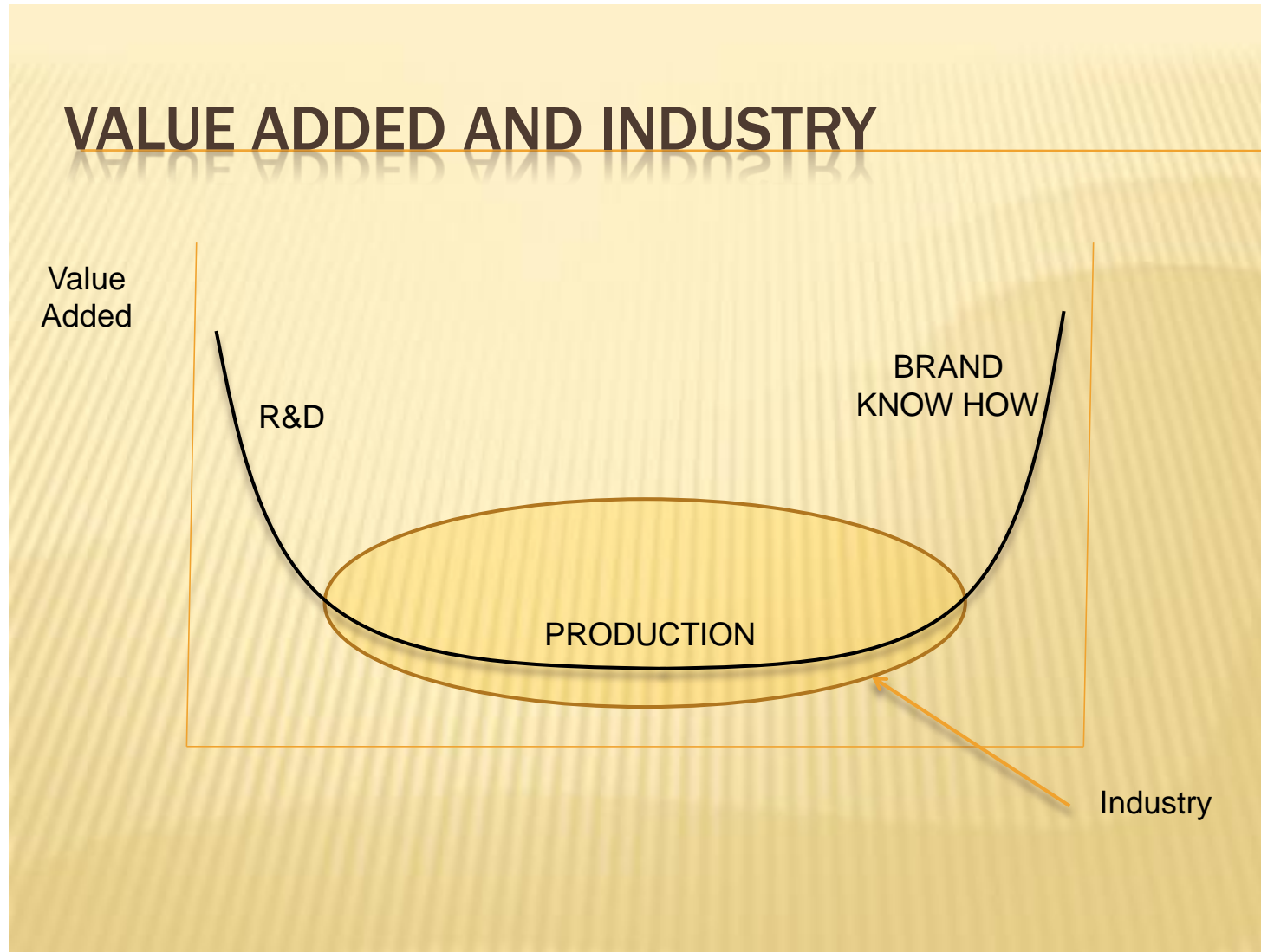
# Challenges and Opportunities

- ▶ Challenges
  - ▶ Scale
  - ▶ No “brand” as a technological country
  - ▶ Lack of relevant players
- ▶ Opportunities
  - ▶ Good scientific level
  - ▶ Strong entrepreneur culture

# The Value Shore – Value Soft Model



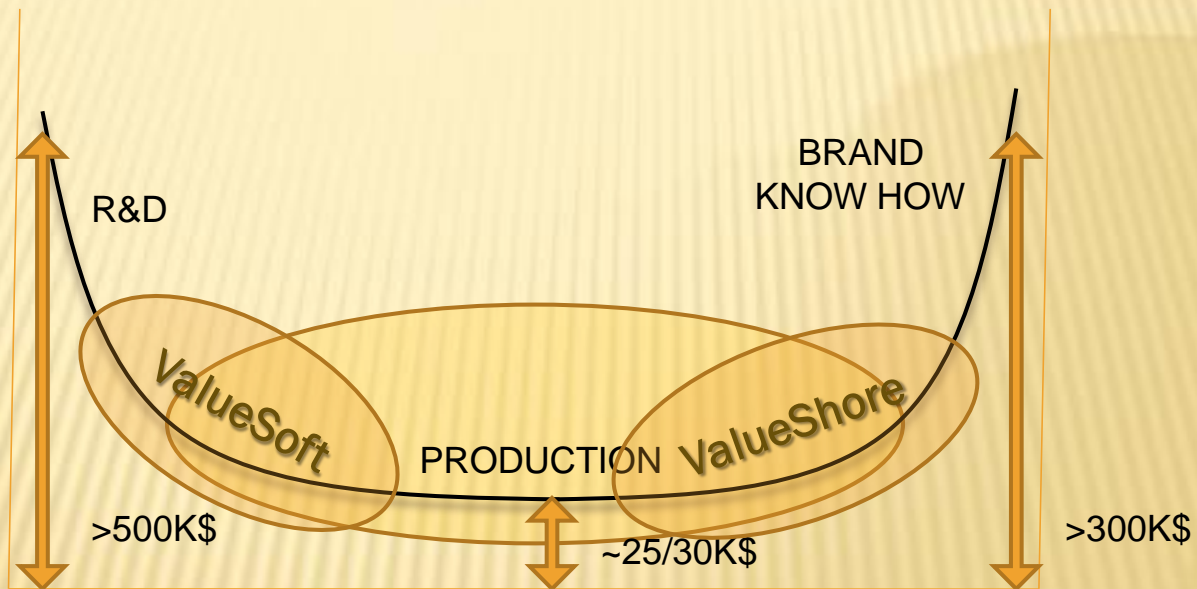
# Current state of our Industry





# Where we are going

## THE PROJECTED INDUSTRY



## Conclusions

- ▶ Our industry can continue to grow, and it represents a great opportunity for our Country (and for many developing countries)
- ▶ We have to increase the value we add to our products. The traditional offshore model will only bring very limited benefits due to scale and cost
  - ▶ This road presents many challenges, we lack skills
- ▶ We need active participation from the government
  - ▶ Education is critical
  - ▶ Active role in promotion, incentives, roadmaps

## Questions...



- ▶ Gracias! Thank you!