



Mexico Near Shore®

Baja 2006



The Near Shore® Experience

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GDC Manager

Softtek Overview



- 24 years in business with ~ 4,000 professionals
- Pioneer and leader of the Near Shore® Industry
- Largest Private IT Service Provider in Latin America
- Preferred Service Provider for 6 Fortune-50 companies
- Corporate Culture that promotes ownership, entrepreneurship and retention

Application Related Services	IT Infrastructure Support	Business Process Services
<ul style="list-style-type: none">■ Development■ QA & Testing■ Maintenance & Support■ App Help Desk■ ERP Integration	<ul style="list-style-type: none">■ Desktop Support (L1,L2)■ Network & Server Admin■ Security Admin■ Asset Management■ Telephony Support	<ul style="list-style-type: none">■ Demand Management<ul style="list-style-type: none">■ Product Support Help Desk■ Enterprise Services<ul style="list-style-type: none">■ Identity Management■ Supply Management<ul style="list-style-type: none">■ Indirect & Direct Procurement■ Paper Management

Markets and Approach



Market Recognition



*“Softtek represents a unique combination of being a formidable offshore service provider and being the only **non-Indian** vendor to pose serious competition”*

Gartner - Cool Vendors in IT Services and Outsourcing, 2005

*“The **top vendors** for Near Shore® outsourcing in Mexico today are Softtek and IBM Global Services Mexican facilities”*

Forrester - Stephanie Moore

*“**Top Company to watch** in Latin America”*

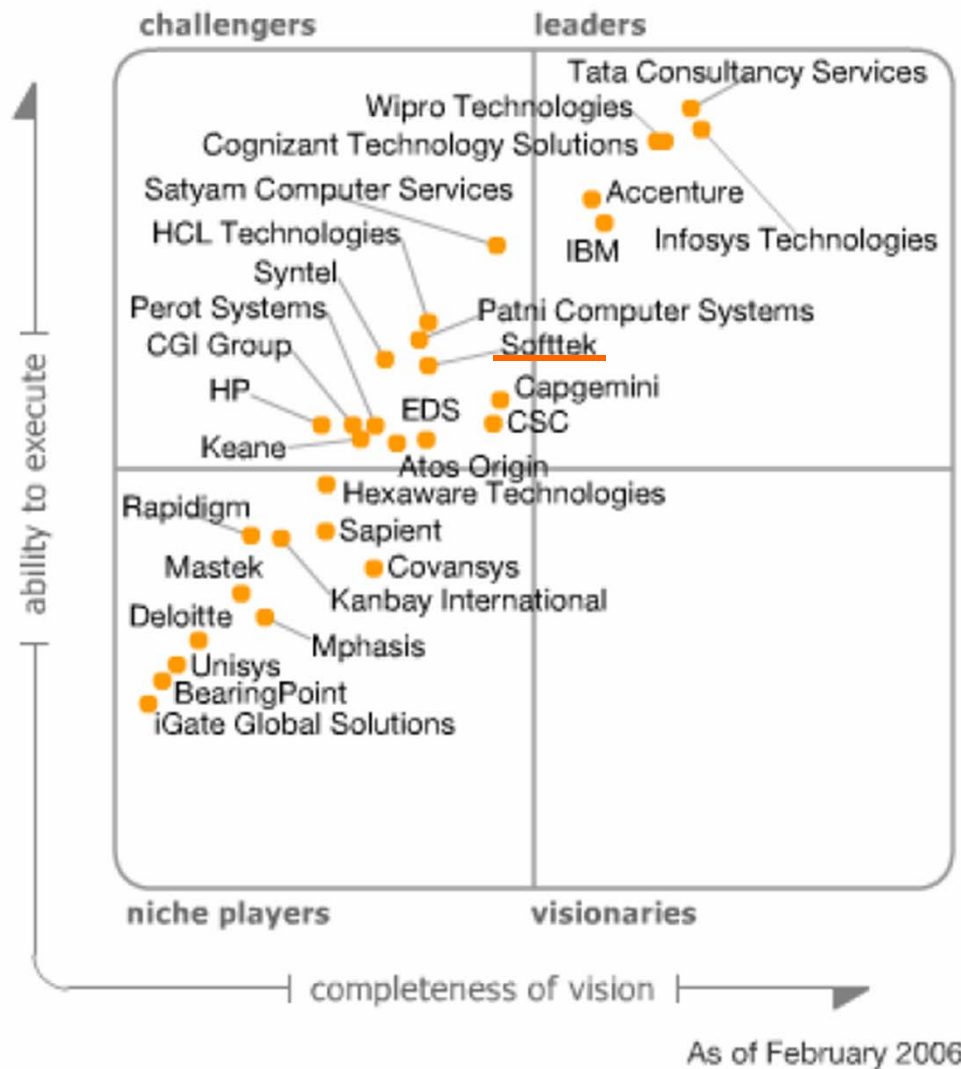
Offshore 100 - neIT & Managing Offshore Magazine

*Eight times winner of the **SAP Award of Excellence***

SAP

Magic Quadrant for Offshore Application Services, 2006

Partha Iyengar, Frances Karamouzis, Ian Marriott, Allie Young



This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Softtek's client's.

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Softtek®

Source: Gartner (February 2006)

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We must maintain an evolving Experiential Value



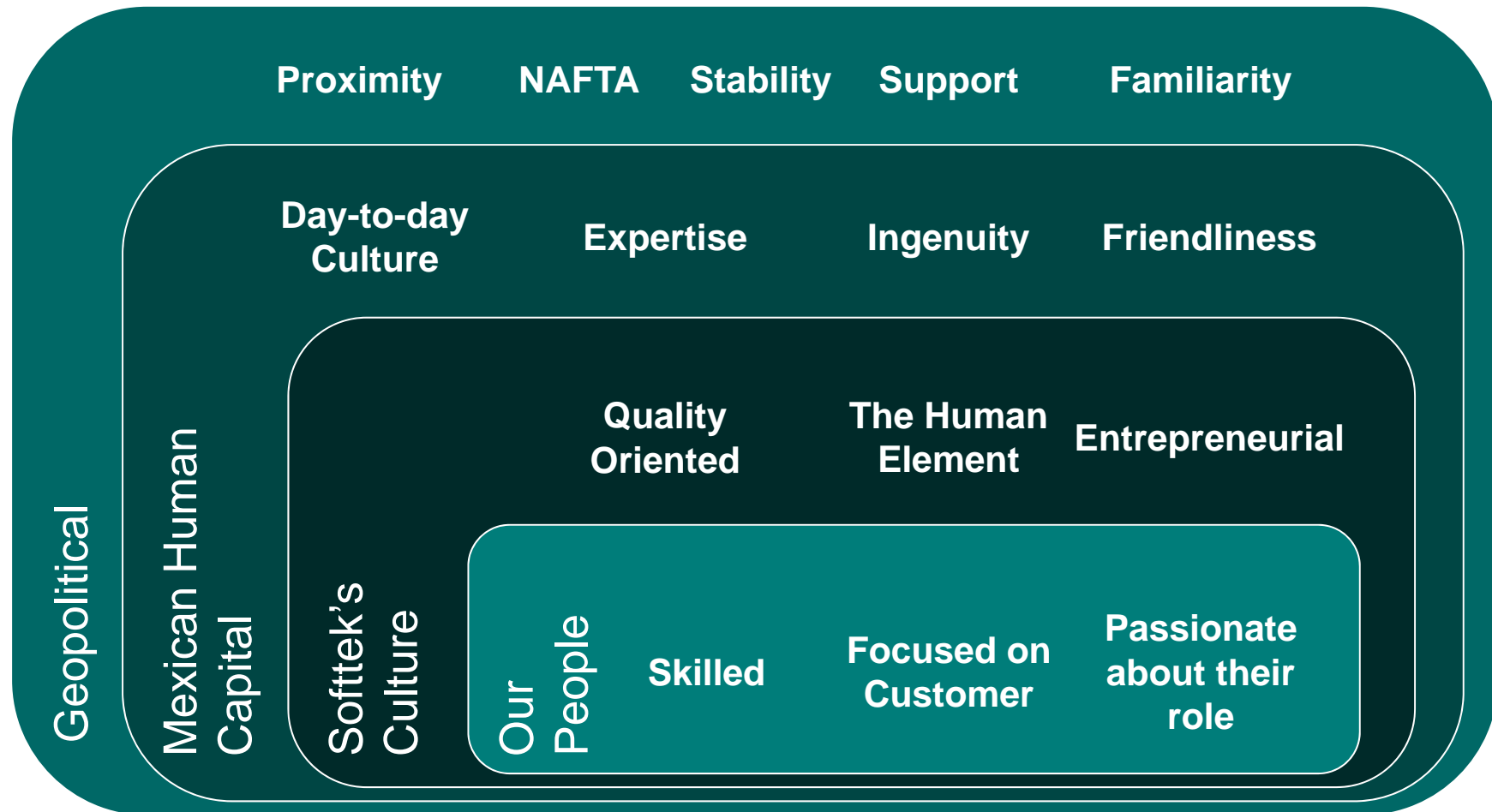
1. **Founded on the elements that have made us thrive**
2. **A platform that specifies the value our customer can expect**
3. **Continuously innovate to maintain the edge**

Experiential Innovation

Experiential Platform

Experiential Foundation

Experiential Foundation



Experiential Platform



Experiential Platform

Understand our Customer's Context

- No surprises
- Comfort
- No impact on work/life balance
- Wants affinity
- No threats (personal/professional)
- Learn
- Expand personal network

Maintain High-Touch

- Top Near Shore Leverage
- As much face-to-face as possible
- Increase real-time interaction
- Promote team building
- Zero contact-less gaps
- Use technology as an enabler not a substitute

Experiential Foundation

Geopolitical

Mexican Human Capital

Softtek's Culture

Our People

Experiential Innovation



Experiential
Innovation

Inside-out

- Digitized processes
- Process innovations
- IT process expertise applied to BPO
- Reverse engineering tools

Outside-in

- Six Sigma from GE
- Customized work environments

Inside-in

- The Human Element
- Softtek University
- Associate's experience program

Experiential
Platform

Understand our
Customer's Context

Maintain High-Touch

Experiential
Foundation

Geopolitical

Mexican Human Capital

Softtek's Culture

Our People

Experiential Value Promise



Improve our Customer's Working Lives

Experiential
Innovation

Inside-out

Outside-in

Inside-in

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