

CASE

Company: K3 Group

Location: Austin, TX - USA

Market: Software

Keywords: demand chain, production management, sales & price management

Project Name: K3 Virtual Team

Duration: August 2004 – present date

Division: Software Engineering

Technologies: Java, J2EE

Value-adding offshore outsourcing

The K3Group is a software company that helps enterprises create price quotes more effectively, with the overall goal of building software that eliminates inefficiencies in the sales process and ultimately drives a significant return on investment. K3's main product is the K3 Suite, a software that helps sales departments instantly create customizable price bids and answer customers' questions based on real-time product data.

According to Ryan Kinzy, CEO at the K3Group: "Vetta was contracted 2 years ago to manage our development activities. Through their insight and experienced developers they took an unstable first release of the software and transformed it into a stable, extendable, scalable J2EE system. We have continued to appreciate Vetta's frank discussion of the current state of the system, where it needs to go, and the best possible way of getting there."

The K3 project is a great example on how tools such as instant messengers and VoIP decrease communication costs to a minimum. Remote teams can work together synchronizing activities via a weekly Status Report and a customized Extranet brings updated results, risks, issues, and metrics. This strategy not only allows for faster time-to-market, but complements K3's team expertise to achieve better results with lower costs.

Key Benefits

After hiring Vetta's offshore outsourcing services, K3Group has:

- Found a partner company with compatible expertise and strong technical skills
- Increased available headcount and accelerated K3Suite's product roadmap
- Lowered development costs by at least 60% without sacrificing software quality

Vetta Technologies

<http://www.vettatech.com>
Av. Barão Homem de Melo, 4444 – 6. andar
Estoril – Belo Horizonte, MG
Brazil – CEP 30450-250
T/F: +55 31 3293-6516