



CASE STUDY – Dedicated Developers

HIGHLIGHTS

❖ INDUSTRY

Engineered Building solutions

❖ BUSINESS OPPORTUNITY

Cost cutting by hiring dedicated offshore developers for majority of the development work.

❖ CLIENT LOCATION

Cost cutting by hiring dedicated offshore developers for majority of the development work.

❖ SOLUTION

Anubavam's multi-talented pool of dedicated developers provided the client with the skill sets necessary to execute the project on-time and with added cost benefits

❖ RESULTS & BENEFITS

Extended team of dedicated developers enhanced the website which resulted in major benefits for the engineering company. The cost savings resulting from offshoring work was an additional plus.

"Anubavam is a tremendous help to us. I have worked with Anubavam for some time now on a variety of projects from programming to web design and even SEO. They understand software, are very knowledgeable and bring new insights to every project."

David Garcia
CIO, A Building Solutions firm

CUSTOMER

An Internet leader in the steel building solutions market they are the online distribution arm of a well-known Building Systems, a premier structural steel design and fabrication company located in Seguin, Texas. They service customers of all sizes who need cost-effective, innovative steel building solutions. The online system combines advanced technology with user-friendly functionality so that the designing the steel building to the customer's exact specifications becomes easier. The smart system ensures that the specs and features selected by the users are compatible with each other. It incorporates best practices in steel building design and engineering based on their years of experience in this field, so the users can be confident of the results. The vision of the company is to maintain a leading-edge in the engineering, fabrication and delivery of the highest quality steel buildings in the industry.

BUSINESS OPPORTUNITY

The online distribution arm of the Engineering solutions firm hired Anubavam for the following services:

- Develop an Internal CRM
- Supported / Maintain their metal building software
- Development of lots of Utility software to support their operations
- Creation of several microsites
- SEO work for metal building and steel building keywords

In order to execute this project they required a Search engine specialist, expert .NET developers and Web designers all of whom were provided by Anubavam. It was a 6 month long project and implementing via the extended team of dedicated developers at offshore resulted in significant cost benefits for the company. The advantages which the building solutions firm was seeking were cost savings in additions to faster turn-around time for development.



ABOUT US

Anubavam began operations to meet the ever increasing need for custom software and web development. Anubavam began an IT outsourcing services group with a special focus on SMEs (Small & Medium size enterprises).

Anubavam is a full-life-cycle software development company, providing services from initial specifications to implementation, support and maintenance. Our corporate offices are headquartered in San Antonio, Texas with a full complement of development and R&D teams in Chennai, India.

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SOLUTION

Anubavam provided the building solutions firm with the below experts who were required for the different projects:

- 1 SEO expert
- 1 Graphics designer
- 3 .NET developers

Anubavam’s experts were flexible to work on the project either on US time or Indian Standard time based on the demands of the project. The other advantage offered by Anubavam was an onsite counterpart who coordinated some of the activities as needed. This was an optional service which the clients opted for. This helped in reducing the efforts on the client side in spending time on offshore coordination.

BENEFITS

The project was executed over a 6 month period. The dollar benefits seen by the client by using this model are as specified in the table below by comparing with the rates of hiring onsite developers for the same:

Technology	Hrs	Rates / Hr - Onsite Dedicated Developers	Rates / Hr - Offshore Dedicated Developers	Cost Savings (in \$)
3 .NET Developers	960	50	25	72000
1 SEO Expert	320	60	30	9600
2 Graphic Designers	400	40	15	20000

*Percentage in Cost Savings:
52.40 %*

The total cost savings achieved by the firm in comparison to hiring onsite developers was close to 100,000 dollars. In addition to the dollar benefits the firm also utilized the enormous talent of the experts at Anubavam who helped them develop a great website.