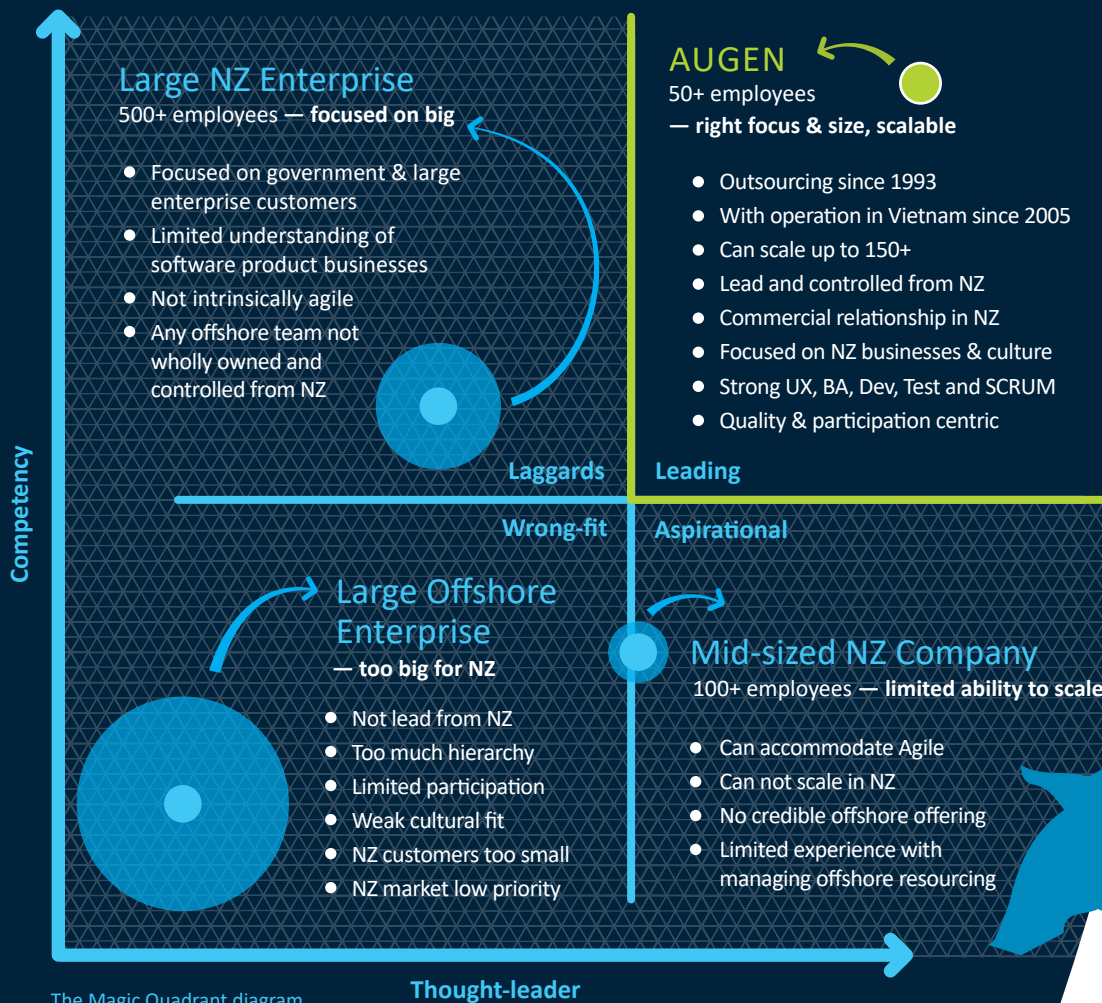


# AUGEN & Offshoring

The offshore outsourcing marketplace from a New Zealand perspective.

Most offshore software outsourcing providers see New Zealand as a very small market with comparatively small customers, i.e. relative to what they are used to in North American and European markets. As such these companies do not prioritise New Zealand or Australia as a focus for their business.

To the contrary, Augen is totally focused on New Zealand and the customers that we have in this market, a number of them having international parents. Our whole business and all of our people are finely-tuned to work with New Zealand businesses and culture. This has contributed to many successes where our customers previously could not succeed with other offshoring options.



The Magic Quadrant diagram showing Augen as a thought leader in this domain.

Thought-leader

*Augen is focused, right-sized, with offshore benefits.*

Gold Microsoft Partner



## Better Experience

Customers have come to Augen after having a bad experience with outsourced/offshoring with low-cost outsourced development “factories” and love the benefits of working in New Zealand with Augen “owning” project delivery.

### Case Study

## RoleQ – Building a Product

Augen designed and built this disruptive SAAS HR product for RoleQ.

#### The team

Augen’s NZ-based team architected and managed the project, delivering a modern, scalable “server-less” web solution, working transparently with client product owners and investors. Augen’s VN development and testing team built the software ensuring RoleMap is fast and robust and meets our clients’ needs.





#### Scalability benefits

Augen’s offshore/insourcing model allows the team to spin up and down as required providing huge savings over permanent employment or NZ-only outsourced teams. In 2017 the RoleQ post-production team at Augen delivered six sprints of enhancements with 90% Augen Vietnam utilisation, and a saving of more than 60%.

#### Coverage

Seven members of the Augen team have skills and experience on Role Map project giving RoleQ the confidence and availability of a large support team.

### Project Metrics

-  5500 hour project
-  Coverage by seven team members
-  Savings of **33%** using Augen’s blended NZ/VN team, compared to typical NZ rates
-  Concept to Revenue: seven months

### Post-production support metrics

-  900 hrs
-  Coverage by four team members
-  Savings of more than **60%** compared with two NZ FTE Roles



Augen's Kiwi-themed Vietnam office located in Quang Trung Software City, Ho Chi Minh City