



# Software development and outsourcing



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# Thoughts From Our COO

Dear Partners and Friends,

2009 proved to be a cornerstone for the global software development industry and again, a tough experience for **Codespring** team. Nevertheless, we are looking ahead to the future and the challenges that are to come.

As a member of the management team of **Codespring**, it is an honour to count all the achievements we have made over the years. Extraordinary companies are based on extraordinary men. This was one of my inner beliefs that I needed to prove to myself and that's how I feel that **Codespring** turned out to be. Thank you!

Recent events in the global economical environment have revealed the importance of shifting business models and market approaches based on a new resource matrix. Digital technologies and the major shift of media systems from the „mass-target“ to the „individual-target“ radically forced software developers to adapt and re-adapt technologies they used. Competition for cost cutting solutions has increased. Software development methodologies are changing at a constantly faster pace. Cloud computing implementations are gaining ground.

We have eagerly been following these changes and focusing on our team's disposition to adjust to new challenges. Thus, we discovered the pleasure of reinventing ourselves and redesigning our business. The outcome of this process is what you will experience from now on at any contact with our team and work.

The initial motivation emerging from passion for information technology and innovation remains our main engine. Codespring team is out for the challenge of new software development projects at all levels. The Codespring Excellence Model we developed within the last year is the basis for delivering added value to all our customers and stakeholders. Technical knowledge combined with in-depth business process know-how is the mix we are bringing on the table.

As one of the most experienced software development centres in Cluj-Napoca, Romania, we will continue to **provide high quality expertise and efficiency for full software development life cycle**. We are looking forward to **building great strategic partnerships**.

Our code, your success!

**Walter Brem, COO**



## Brian Levey

Vice President, Datacolor



We are very pleased with the performance of your people. They produce very good quality code, are very responsive, and committed. We appreciate this very much.





# The Codespring Business

Founded in Cluj-Napoca, Romania, Codespring is one of the most dynamic local companies specialized in software development and consulting.

As a Romanian software company we develop custom solutions or add-ons covering the entire life cycle of a complex software development project and offer consultancy for the IT&C industry.

We call ourselves **Codespring**, thinking of code as a source for many extraordinary programs and applications which makes things tick! and amaze end-users by how information technology can make their jobs easier. We have been as flexible, or in today's words: as „agile” as required, in order to satisfy our customers' needs. Also, we have to acknowledge that we have developed into a successful company as long race runners, building strategic partnerships with our customers.



Our technically skilled team of software engineers can undertake projects at any stage of development, from requirement analysis & specifications, architecture design, or implementation, to testing, validation and support.



# Codespring. Facts

<b>Vision:</b>	to build great strategic partnerships
<b>Mission:</b>	to provide high quality expertise and efficiency for full software development life cycle
<b>Core Business:</b>	software development and outsourcing
<b>Ownership:</b>	private
<b>Headquarters:</b>	Cluj – Napoca, Romania (member of the European Union)
<b>Accessibility:</b>	International airport, national highway
<b>Working experience:</b>	12 years
<b>Working Facilities:</b>	2 (located in Transylvania, Romania)
<b>Turnover dynamics:</b>	constant growth of +20% / year in the previous 5 years
<b>Team:</b>	+50 employees
<b>Engagement models:</b>	On-site, near shore and offshore
<b>Languages:</b>	Romanian and Hungarian, Advanced English and German
<b>Infrastructure:</b>	state of the art: multi-core servers are running to ensure virtual environment, redundant fiber optic enables a broad band Internet connection, dual firewall topology, Cisco networking and VPN connections with our clients, digital phone center with VOIP support
<b>Programming languages &amp; other:</b>	C++, .NET/C#, Java, Databases
<b>Methodology:</b>	V-Model, Agile, Extreme Programming
<b>Labour Pool:</b>	Highly qualified, hard working, deadline-reliable
<b>Team Education:</b>	Professional academic degree: BScIT, MScIT, Microsoft Certified Software Engineers: MCP (Microsoft Certified Professional) and MCTS (Microsoft Certified Technology Specialist), ISTQB Certified Testers, ISO 9001:2001 Certified Internal Auditors
<b>Certificates:</b>	Microsoft Gold Certified Partner ISO/IEC 27001 Information Security Management System in progress ISO 9001:2001 Quality Assurance Certification in progress

*check it out!*



"Exports have stabilized, and domestic liquidity has eased over the past few months, which should support economic recovery later this year"

Moody's posted in a January 2010 report.



# Romania. Facts

<b>EU member:</b>	Yes, Since 1 <sup>st</sup> of January, 2007	
<b>Location:</b>	Southeastern and Central Europe	
<b>Official Language:</b>	Romanian	
<b>Population:</b>	22,215,421.00 (2009 estimate)	
<b>Widely used currencies:</b>	€, £, \$	
<b>HDI (human development index):</b>	High	
<b>Time zone:</b>	EET (UTC +2)	
<b>Government support for IT &amp; Software industry:</b>	Good*	
<b>Income tax for corporate business:</b>	16%	
<b>Income tax for programmers:</b>	0%	
<b>GDP evolution (estimates):</b>	2010	2011
	+0.5%	+4.2% **
	+1.3%	+2.3%***
<b>IT industry contribution to national GDP:</b>	10% (in 2008)	
<b>Language:</b>	Good*	
<b>Labor pool:</b>	Good*	
<b>Infrastructure:</b>	Fair*	
<b>Educational system:</b>	Good*	
<b>Political and economic environment:</b>	Good*	
<b>Cultural compatibility:</b>	Good*	
<b>Global and legal maturity:</b>	Good*	
<b>Data and intellectual property security and privacy:</b>	Good*	
<b>Cost:</b>	Very good*	

\* source: GARTNER 2007

\*\* source: World Bank estimate, Jan 2010

\*\*\* source: EBRD estimate, Jan 2010



# Software Development

Keen on achieving highest performances in full software development life cycle, Codespring has developed a **specific approach towards software development**. We hereby present you some insights of the process at each stage of development:

## 1.1. Project Definition

At Codespring you will find professionals ready to help you define the project to be launched. Execution qualities and evolution qualities will therefore be defined and fine-tuned by our team.

## 1.2. Selecting Methods & Technologies

Codespring software engineers' specific approach towards the selection of methods and technologies lies in being both versatile and firm.

## 1.3. Project Planning

Reaching specific milestones will give all parties satisfaction and the feeling of being on the right track. Project planning at Codespring is like a ticket to the desired destination.

## 1.4. Implementing

In order to provide best conditions for implementing software development, we permanently have in action a nest of highly skilled programmers and a system to always improve our skills.

## 1.5. Application Maintenance

As a safety measure, we aim to provide maintenance for software that has been developed by our team. Your benefits: quick response, issue monitoring system, justified options and time-effective solutions.

## 1.6. Quality Management System

One of Codespring's believes is that quality work will send your name forth in the community. Therefore, our team is keen on delivering work, products and services at the highest standards.

## Cluj-Napoca: a 'location to watch' according to KPMG.

For the next outsourcing boom Cluj-Napoca is identified among cities which are rapidly emerging as leading pretenders to the BPO crown. "There is a sizable opportunity for these new and emerging locations to swallow up a large proportion of the new outsourcing work which the credit crisis is apparently creating." – formulated in its statement by KPMG Advisory.



# Outsourcing

Modern society is built upon specialization; more tasks are outsourced today than ever before. The offshore outsourcing is an increasing trend. Software companies are under pressure, because they have to release products in the shortest time possible or find solutions that are up to date, assuring they are not at the expense of quality or undue means. Therefore, most companies choose outsourcing as an alternative means for their IT development. During over 12 years experience in software outsourcing in Romania, Cluj-Napoca, Codespring redefined its approach towards outsourcing.

Two main assets are to be delivered to our clients:

1. **Business Process** know-how and expertise, in more than 15 industries
2. Software development **know-how and expertise**, thanks to our team

Main questions while outsourcing with Codespring are:

Why outsource?	Why Cluj Napoca, Romania?	Why Codespring?
<ul style="list-style-type: none"><li>♥ Save money</li><li>♥ Focus on core business</li><li>♥ Expand with less risk</li><li>♥ Save Time</li><li>♥ Access experience</li><li>♥ Optimize productivity</li></ul>	<ul style="list-style-type: none"><li>♥ Close to all European locations</li><li>♥ Time zone advantage</li><li>♥ Infrastructure advantage</li><li>♥ Cultural proximity</li><li>♥ Cost effective</li><li>♥ Internationally acknowledged IT skills</li><li>♥ Foreign languages at very high level</li><li>♥ Government support for the industry</li><li>♥ Great labour pool</li><li>♥ Strong history in research in all fields of engineering and software</li></ul>	<ul style="list-style-type: none"><li>♥ Professional, in-house elaborated working methods</li><li>♥ Sound expertise</li><li>♥ Brand &amp; corporate culture</li><li>♥ Demonstrated delivered quality</li><li>♥ Outstanding technical skills</li><li>♥ Proven agility</li><li>♥ Experience in building client relationships</li></ul>

C++

.Net / C#

Java

## Technology Expertise

Over the last 12 years of work in full software development life cycle, Codespring has shown outstanding performance ability to deliver top notch solutions developed on various platforms:

Windows

Mac OS X

Linux

Windows Mobile

iPhone

**Technologies & programming languages used:**

	C++	.Net / C#	Java
<b>Development environments</b>	MS Visual Studio 2008 Code Warrior, GCC, Xcode	MS Visual Studio 2008	IntelliJ IDEA Eclipse
<b>Main Technologies, Tools &amp; Application servers</b>	<p><b>Windows technologies:</b> DirectX, DCOM, ATL MFC, Winsock, Open GL, Managed C++</p> <p><b>Other technologies &amp; tools:</b> GDL, SNMP, LDAP, STL, Cocoa-Touch</p>	<p><b>Specific technologies:</b> .NET 3.5, ADO.NET, ASP.NET, Remoting, WPF, WWF, WCF WebService, SilverLight</p> <p><b>Mobile Technologies:</b> Windows Mobile SDK OpenNetCF, Symbol Mobility Developer kit SDK, Mobile Platform Builder</p>	<p><b>Application Servers:</b> JBoss, Apache Tomcat, Apache Web Server, BEA Weblogic</p> <p><b>Technologies &amp; tools:</b> J2EE, JSP, Velocity, Struts, Tiles, Spring, Turbine, Vaadin, Torque, Hibernate, Java Web Services (Axis), Ajax (ExtJS), JBPM</p>

**Databases:**

Microsoft SQL 2008  
Oracle  
Solid DB  
Versant VOD

MySQL  
PostgreSQL  
Access  
SQLite

### Development Methodology: V-Model / Agile / XP

Having a wide experience in various programming languages applied within different platforms, Codespring software engineer team has developed a **specific approach** towards the selection of methods and technologies.

We are proud to be as versatile as firm, if needed. We gladly carry out any full life cycle software development process according to the **V-Model**, yet we are ready to shift any time to the **Agile methodology**, or engage our pioneer software engineers into the **XP (Extreme Programming) methodology**. Quality is always closely monitored in all cases previously mentioned.

*challenge us!*



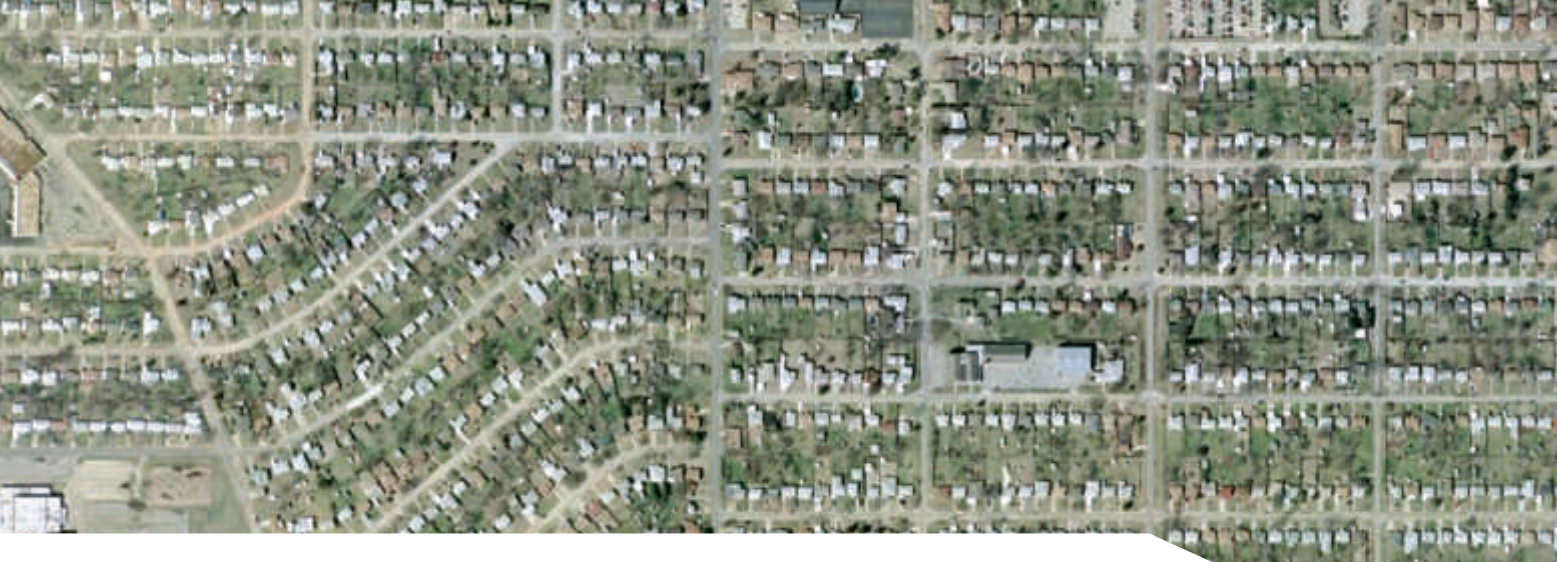
# Industry Expertise

**Codespring** has built sound working experience in a set of 15 specific industries. We have been delivering both long-term customized software development projects and short term standard projects.

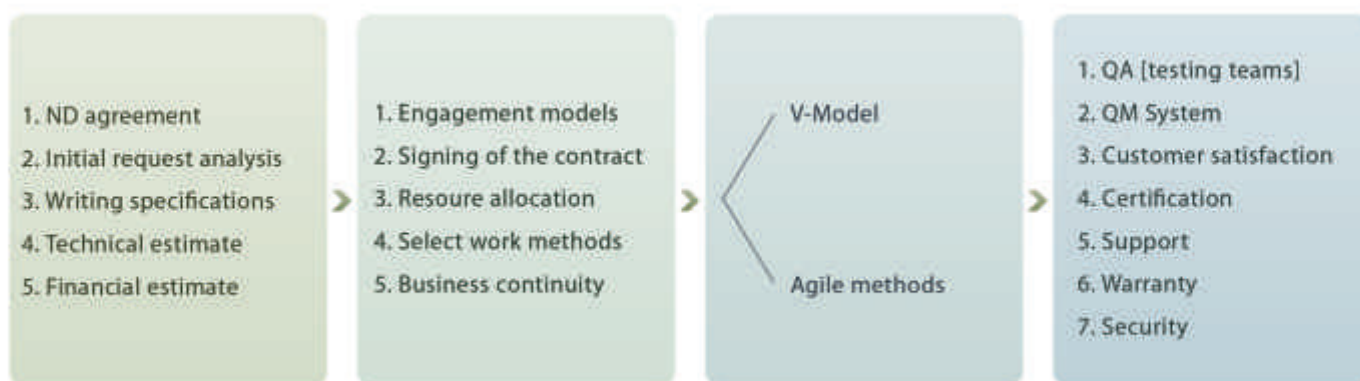
Our main asset consists in having a well prepared **Business Analysis Team**, capable of delivering state of the art **Process Break Down Charts** as starting point for any software development in any industry sector.

INDUSTRY	IMPACT LEVEL	Special notes
<b>Architecture</b>	[Worldwide use]	pioneer in model based CAD projects
<b>Building &amp; Construction</b>	[Worldwide use]	award winning project
<b>Warehousing</b>	[International use]	multilevel storage system
<b>B2B logistics</b>	[International use]	world #1 B2B communication system
<b>Electronics &amp; hight tech</b>	[Worldwide use]	global leader in colour management solutions
<b>Media &amp; Entertainment</b>	[European use]	professional video streaming
<b>Printing &amp; Publishing</b>	[Worldwide use]	colour measurement
<b>Marketing</b>	[Worldwide use]	multi channel outbound communication
<b>Industrial equipment</b>	[International use]	real time data acquisition
<b>Health &amp; Public care</b>	[International use]	Hungary's #1 health portal
<b>Education</b>	[International use]	research management system
<b>Retail</b>	[National use]	advanced barcode system
<b>Food Industry</b>	[National use]	production control, traceability
<b>Travel</b>	[International use]	new generation mobile technology
<b>Services (SFA, ERP)</b>	[National use]	customized software services

Study cases for each industry are available on our corporate website: [www.codespring.ro](http://www.codespring.ro)



# Codespring Delivery Model



## I. Project Analysis

Whether you are a specialized company or you have just an overall idea about project definition, Codespring will always have the right solution for you. At this specific time, five steps are to be followed: signing the nondisclosure agreement, initial request analysis, writing specifications, technical estimation and financial estimation.

## II. Engagement

Engagement is a major point that must be agreed upon and put down on paper. Firstly, we will present you various types of engagement and decide on the best solution. Afterwards, a contract form will be agreed upon and signed. Resource allocation may be set with the client or may be our own choice. Further on working methods will be established. Finally, a Business Continuity plan will be issued.

## III. Development

We can easily undertake software development process according to the V-Model, yet we are ready to shift any time to the Agile methodology, or engage our pioneer software engineers into the XP (Extreme Programming) methodology. Quality is closely monitored in the above mentioned cases.

## IV. Quality Insurance

Primarily oriented to follow and apply SQA (Software Quality Assurance) principles for full software development life cycle, our team turned to the implementation of TQM (Total Quality Management) systems paying attention to all departments and activities. The Codespring Quality Insurance system stands on 7 pillars: QA testing teams, QMS (quality management systems), customer satisfaction surveys, certification, support, warranty and security.



# Quality Management System

Software has become so indispensable to modern life, from economic and production processes to life-sustaining processes, that one cannot afford disregarding SQA principles and methodologies.

**The 7 pillars of our QMS are detailed below:**

**QA testing teams** check and test if the software is well designed (quality of design) and if it behaves according to the design (quality of conformance). QA teams make sure that the software development process does not sacrifice quality in the name of completed objectives. Final goal is to detect errors early in the development process and to deliver a fine quality product.

**QMS (quality management system).** The aim of QMS is to ensure that its services always conform to customer demands and to keep partners satisfied. The strategic objectives of the company are as follows:

1. Codespring wants not only to take part in single projects, but also to be involved in the product development process of the actual business partners.
2. Codespring wants to become a supplier of complete applications and solutions for new business partners interested in high professional knowledge and technology

**Customer satisfaction survey.** Our specialized team conducts specific surveys in order to analyze our customers' level of satisfaction. We encourage our customers to give us both positive and negative feedback, since this is crucial for our further development.

**Certification.** Our team has Microsoft Certified Software Engineers: MCP (Microsoft Certified Professional) and MCTS (Microsoft Certified Technology Specialist), STQB Certified Testers, ISO 9001:2001 Certified Internal Auditors. Our engineers' language proficiency is certified by University of Cambridge and Goethe Institute.

**Support.** From the very early stage of the software development process until the deployment of the customized product, our TBA's (technical business analysts) deliver support in defining the project and understanding the requirements as the initial premise of quality software development. Support in its full meaning will be assured at the deployment phase.

**Warranty.** Codespring provides a warranty period from 1 month to 1 year according to the project's size right after the first use of the accomplished project.

**Security.** Information security is a top priority for our business. Today it is more important than ever to make sure all of our data systems are safe and secure. We put emphasis on physical, organizational and personal security in order to assure confidentiality, integrity and availability of the information and the information system. Therefore we use backup systems that register data even on tape devices, UPS, professional centralized antivirus system and have set up a redundant clustered server park.



# Codespring Products

## Productis

Built to yield!

**Target audience:** Food industry (manufacturing & processing units)

**Focus on:** Dairy industry  
Meat industry

**Main Purpose:** Production control  
Traceability

**Launched:** In 2008

### Main features:

#### Productis covers the complete value chain of production

Purchase > Reception of goods > Raw materia inventory > Processing > Packaging > Final goods inventory > Selling > Delivery

#### Productis offers the management team full control of

The production cycle of final goods and their market release.

#### Productis enhances the optimization of

Purchase management, inventory management, delivery management and sales management.

#### Productis ensures traceability

It enables the user to verify the history, location, or application of an item through a documented record.

#### Productis enhances overall quality

It reduces human errors; assures automated processes; provides a clear and secure document and data management system; allows work with remote teams.



# Codespring Products

## iSpeedCam

Safe at high speed!

<b>Target audience:</b>	iPhone owners
<b>Focus on:</b>	Avoid speed tickets
<b>Main Purpose:</b>	Traffic safety camera warning system
<b>Launched:</b>	2009

### Main features:

#### Alerts for most Traffic Cameras

Alerts for fixed speed cameras and mobile cameras, police spots and red light cameras.

#### World-wide camera database

iSpeedCam has an impressive speed trap database that covers the European Countries, USA, Mexico, Australia, New Zealand, India, and some other Asian / African Countries.

#### Editable camera database

With iSpeedCam you can tailor the camera database with one touch by adding new or disabling the unwanted cameras.

#### Graphical GPS tracking

While you are on the road iSpeedCam displays the outline of your current track and calculates a few statistics, e.g. your track distance, its total time, maximum speed, etc. These tracks are recorded and saved in the iSpeedcam's database, so you are able to review them later. The GPS tracking feature works without Internet connection as well.

#### Metric, Imperial unit system

iSpeedCam works both with metric and imperial unit system and you can customize not only the speed camera database, but also the warning distances and the camera types to warn you.

#### Google Map Integration

If internet connection is provided you can establish Google Map integration.



# Codespring Excellence Plan

## CODESPRING CAREER MANAGEMENT diagram



As a performance oriented company, we consider your career as important as you do. In order to achieve excellence in our work, the HR team has developed the Codespring Career Management Plan.

Codespringers are generally **young, dynamic, well skilled software developers.**

However we have realized that people who do really well at Codespring have specific strengths in specific areas. Evidence of these strengths will be followed at each stage of the recruitment process.

Very specific skills that can make you great at your job will be most surely tested by a highly skilled person in that area. You can find the hunted skills in the job descriptions for each opening.

The main features we are looking for at future Codespringers are:

- ✔ Communicative & receptive
- ✔ Fast learner
- ✔ Strong technical skills
- ✔ Proactive & with initiative
- ✔ Reliable
- ✔ Culturally sensitive
- ✔ Adaptable & integrable
- ✔ Stress resistant
- ✔ Good observer



# Our Success Stories

We are glad to share with you some of our success stories:

## Seeburger, Germany

### Business Integration Solutions

For the leading provider of global business integration solutions, we have been providing software development services using J2EE technologies in applications offering logistic solutions for the automotive industry.

## Datacolor, USA

### Color management solutions and color communication technology

Codespring supports Datacolor in achieving substantial and lasting bottom-line results by developing and testing its flagship software products. Our team elaborates functional requirements based on received marketing requirements. We provide full life-cycle testing by elaborating high level documentation (validation plan) which includes test plan, use case and reports.

## Vico Software, USA

### Virtual Construction

Vico Software's award winning 5D technologies provide unprecedented integration of design, construction and management processes in order to improve project predictability, to foresee constructability problems and to synchronize design, cost and schedule.

Reference available on: [www.codespring.ro/references](http://www.codespring.ro/references)

## Teracue, Germany

### Video Solutions

For one of the top producers and distributors of professional systems in Broadcasting and IPTV, we have been delivering work on various video solutions – real time encoding of analogue channels into MPEG/H264 form and their streaming on the network (encoding, live streaming, on-demand streaming).

## Graphisoft, Hungary

### ArchiCAD

For the leading provider of Virtual Building™ solutions, our team has been working on the development process of the ArchiCAD engine (New Generation Teamwork), developer support tools, Q&A support tools and various add-ons (MEP Modeller for modelling ductworks and plumbing).

## P92 It Solutions, Hungary

### eMessagePlus

eMessagePlus is a customer lifecycle management platform deployed as a basis of a growing range of applications within Grass Roots. The platform is used for web content management, e-mail marketing, and digital marketing, customer acquisition, retention and loyalty programs. Main users are channel partners or multinational marketing departments. We deliver this product in customized ways to clients like Samsung and BMW.



# Heading for the Future

As a final note, the **Codespring** team of dynamic professionals is willing to share with you, our potential partner, some of its future plans and commitments.

Firstly, **Codespring** is devoted to its vision of building great strategic partnerships with specialized software development companies and teams, contributing to the evolution of IT&C industry.

Secondly, **Codespring** as a consolidated company with a performing team is dedicated to become one of the most challenging software development teams in Southeastern and Central Europe, using state of the art technologies.

Last, but not least, **Codespring** aims to engage its creativity and intellectual potential in developing software products and systems of the finest quality, always keeping an eye on the social responsibility and ethics of any endeavour.

Looking forward to meeting you and learning more about the potential of our future collaboration.

Best regards,

**Codespring team.**



Attila Bárdos

Director, R&D at Vico Software Inc.



We have always been very satisfied with the services Codespring provided in the last 5 years since we started working together. Their developers are knowledgeable pros you can rely on.



- ☛ SOFTWARE DEVELOPMENT
- ☛ SOFTWARE CONSULTANCY
- ☛ OUTSOURCING (near shore & offshore)
- ☛ CUSTOMER ASSISTANCE
- ☛ IT SECURITY CONSULTANCY
- ☛ SaaS (Software as a Service)

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