



OUR CODE YOUR SUCCESS

# Software development & outsourcing



*Let's win the race together!*



2013

[www.codespring.ro](http://www.codespring.ro)



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# Captain's Journal



## CEO's Thoughts

### **Dear Partners and Friends,**

We step together in 2013 surrounded by a smart and connected ITC. Along with an increasingly networked expert community, Codespring proposes innovative project collaboration and flexibility over the software development processes.

Fine-tuning all available resources, from both provider and customer side, has become the foundation of mutual trust and long term partnerships. Creative input, technical expertise and passion for our work brings forward our high efficiency for full software development life cycle.

Unique by its intrinsic traits, Codespring invites you to a journey of discovering the power of collaboration and of a prepared mind set. Circumstances are such that Cluj-Napoca, a picturesque city from Transylvania in Romania, shapes up as a destination of choice for software development and information technology outsourcing.

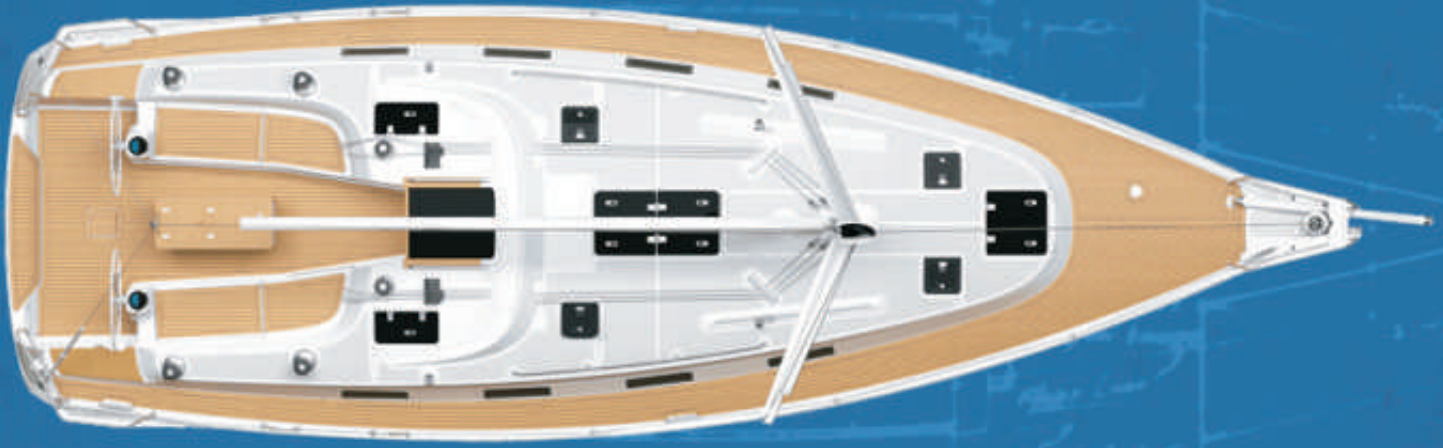
With special thanks for those who trusted us for years, we encourage you to use our expertise for building powerful software so that you can focus on growing your business!

Yours sincerely,

**Levente Szélyes**  
CEO



# Ship Technical Details



## 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>Working experience:</b>	15 years
<b>Working Facilities:</b>	2 (located in Transylvania, Romania)

<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>	Virtualization, redundant internet VPN and VOIP connections
<b>Technology Expertise:</b>	Desktop, mobile and cloud technologies
<b>Methodology:</b>	Agile, V model, Extreme Programming
<b>Team Education:</b>	Professional academic degree: BScIT, MScIT, MCP, MCTS and SUN certified Java developers 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
<b>Memberships:</b>	Cluj IT Innovation Cluster (founding member) Romanian Association for Electronics and Software (ARIES) Employer's Association of the Software and Services Industry (ANIS)

## Codespring Statistics:

<b>Share of strategic partners in total portfolio:</b>	85 %
<b>Customer retention rate:</b>	90%
<b>Industries of expertise:</b>	9 main industries
<b>Employee retention rate:</b>	95%



# Flag State



## ROMANIA.FACTS.

<b>Accession to EU:</b>	2007
<b>Location:</b>	CEE
<b>Population:</b>	19,042,936.00 <sup>1</sup>
<b>GDP growth rate in 2011:</b>	2.5% <sup>2</sup>
<b>IT&amp;C contribution to GDP:</b>	2.88% <sup>3</sup>
<b>IT&amp;C labour / total national labour:</b>	1.95% <sup>4</sup>
<b>IT&amp;C turnover structure 2011:</b>	Telecom: 45%; Hardware&electr. : 28% Software&services : 27%
<b>IT&amp;C export /turnover 2011:</b>	EUR 4.7 bill./EUR 9.4 bill. <sup>5</sup>
<b>IT&amp;C FDI rate / total FDI:</b>	7.3% <sup>6</sup>
<b>Government tax facilities for IT&amp;C:</b>	no income tax

## COUNTRY RANKINGS

<b>Deloitte's CEE Technology Top 50 2012:</b>	1 <sup>st</sup> place
<b>Jones Lang LaSelle Top 10 Outsourcing Destinations Globally:</b>	9 <sup>th</sup> place
<b>A.T.Kearney Global Services Location Index 2011:</b>	25 <sup>th</sup> place
<b>Fitch Sovereign Rating 2012:</b>	BBB-, stable
<b>Moody's Credit Rating 2012:</b>	Baa3, Stable
<b>Standard &amp; Poor's Foreign Rating:</b>	BB+, stable
<b>International Olympiad in Info 2012:</b>	1 <sup>st</sup> place in the EU
<b>International Math Olympiad 2012:</b>	1 <sup>st</sup> in Europe, 10 <sup>th</sup> worldwide

<sup>1,3,5</sup> National Institute of Statistics.

<sup>2,4,6</sup> National Institute for Computers.

## CLUJ-NAPOCA.FACTS.

<b>Ranking:</b>	2 <sup>nd</sup> city in Romania
<b>Location:</b>	NW Romania, Heart of Transylvania
<b>Population:</b>	309,156.00 + ca. 100,000.00 students
<b>Accessibility:</b>	International Airport
<b>Academic center:</b>	11 universities (UBB, UTCN)
<b>IT&amp;C Center:</b>	1 <sup>st</sup> IT&C export hub
<b>IT&amp;C companies:</b>	> 245
<b>Active software engineers:</b>	>5000
<b>IT&amp;C graduate students:</b>	>1000
<b>Technology parks:</b>	Tetarom I, II, III, IV
<b>Financial Center:</b>	All major banks are present in Cluj
<b>Multicultural center:</b>	Romanian, Hungarian, German
<b>Sports Arena:</b>	UEFA Elite Stadium
<b>International events:</b>	4 film festivals (TIFF), 3 music festivals
<b>Economy engines:</b>	Energy, IT&C, Business Services, Medical Services, High-Education
<b>Major investors in IT&amp;C:</b>	DE, UK, USA, NL, A, F, FI, SE

## CITY NOMINATION

<b>KPMG Advisory:</b>	"location to watch for outsourcing"
<b>European Youth Forum:</b>	The European Youth Capital in 2015

# On Board Services



## The Business



Founded in Cluj-Napoca, Transylvania region, Romania, Codespring is about providing expertise in software development.

As a Romanian software company, we develop custom solutions and add-ons covering the entire life cycle of a complex software development project.

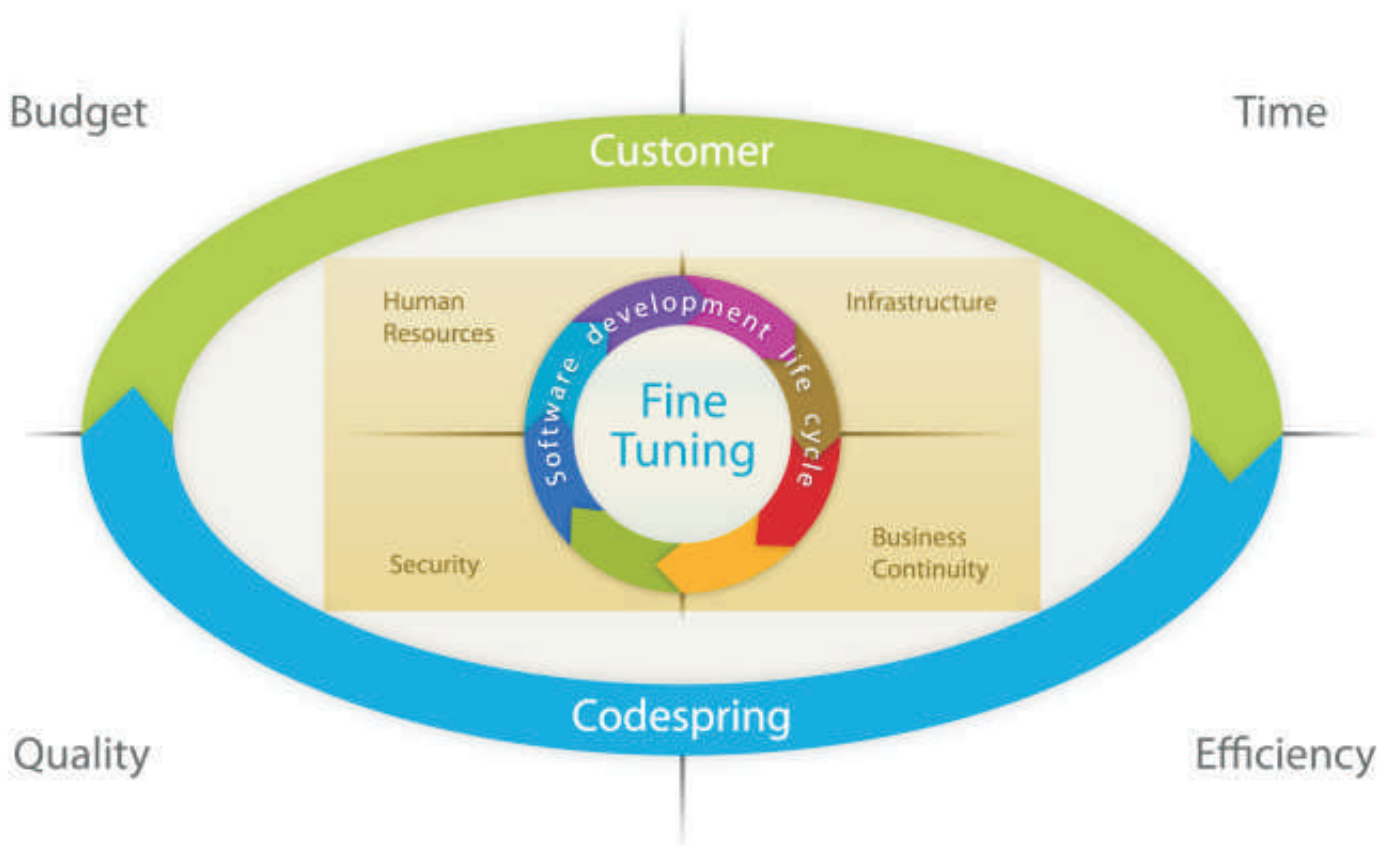
In the process of building strategic partnerships with our customers we strive to be flexible and creative. Should you be a software company, a software department or another industry specific business, Codespring will always look after your expectations and needs in relation with a software based solution.

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.

Choose your ticket and the journey for developing quality software may begin!



# Sailing Together



## The Big Picture

Codespring's proposition to all its stakeholders is a common journey with a common agenda.

By this logic, any software development project starts with mapping together the conditions of running the processes. Requirements of time, budget, quality and efficiency will be coupled with given infrastructure, human resources, security and business continuity features.

Fine tuning all these variables of a complex equation is the key success factor of state-of-the-art software and service. Codespring understands the diversity of situations that each customer and each industry may have, which is why we are open to combine resources and processes in the optimal way.

Correct business analysis and appropriate requirement specifications will set the tone of any new software development endeavour. Mutual trust opens communication and enhances creativity. Often, software innovations occur when all parties focus on the final outcome: to serve well the end-users (individual or corporate).

Sailing together is the art of cooperation.

# Experienced Crew Operating the Ship



## Software Development

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

### ■ Business Requirements

In order to guide the design of a future system, documenting business requirements is critical. This step will help the team to understand what needs to be done in order to deliver value.

### ■ Use Case Analysis

Understanding how interactions with a system will or should occur has a deep impact on the design of the system. Defining usability prepares the terrain for the entire development.

### ■ Estimation

The overall efforts of developing software must be estimated as accurate as possible. Several estimations techniques serve this process and all parties are aware of potential variations.

### ■ Architecture Design

Planning the actual software development process starts with setting the structures of the system. Next, low-level components and algorithms will take over.

### ■ Development

The core activity of any software development process is coding. Quality of code may be guaranteed by coding standards and code analysis system.

### ■ Integration

Integrating software components, units, subsystems has as objective the setup of a functional system. The better the integration, the faster the system may be used.

### ■ Testing

Potential errors or deviations may be solved by: unit testing, integration testing, system testing, user acceptance testing, etc. The objective is to make sure that the system runs as expected.

### ■ Maintenance

Software Maintenance may focus either on adapting and perfecting the systems in use, either on correcting and preventing errors. Once this activity is planned, the team is ready for action.









## Industry Expertise

Codespring has built sound working experience in a set of 9 major 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.

<b>INDUSTRY</b>	<b>SYSTEM ARCHITECTURE</b>	<b>Special notes</b>
<b>Banking &amp; Finance</b>	Cloud application	home banking system
<b>Building &amp; Construction</b>	Desktop	5D model, CAD
<b>B2B Logistics</b>	Web application	world #1 B2B communication system
<b>Color Management</b>	Desktop	global leader in colour management solutions
<b>Media &amp; Entertainment</b>	Client/Server + Mobile	professional video streaming
<b>Education</b>	Web application	research management system
<b>Food Industry</b>	Client/Server + Mobile	production control, traceability, warehousing
<b>Travel</b>	Mobile	latest mobile technology
<b>Services (SFA, ERP, CRM)</b>	Client/Server + Mobile	customized software services



# Crew Expertise



## Technology Expertise

Over the last 15 years of work in full software development life cycle, Codespring has shown outstanding performance ability to deliver top notch solutions developed on various platforms:

Desktop Applications			
<b>Operating Systems</b>	Windows, Linux, MacOS		
<b>Programming Languages</b>	C/C++	C#, Visual Basic.Net	Java
<b>Technologies</b>	DirectX, DCOM, ATL, MFC, Winsock, CPPUnit, GDL, SNMP, LDAP, STL	.NET 4.0, ADO.NET, Remoting, WPF, WWF, NUnit, Reporting, LINQ, Sync Framework	J2SE, Spring, Hibernate, Swing

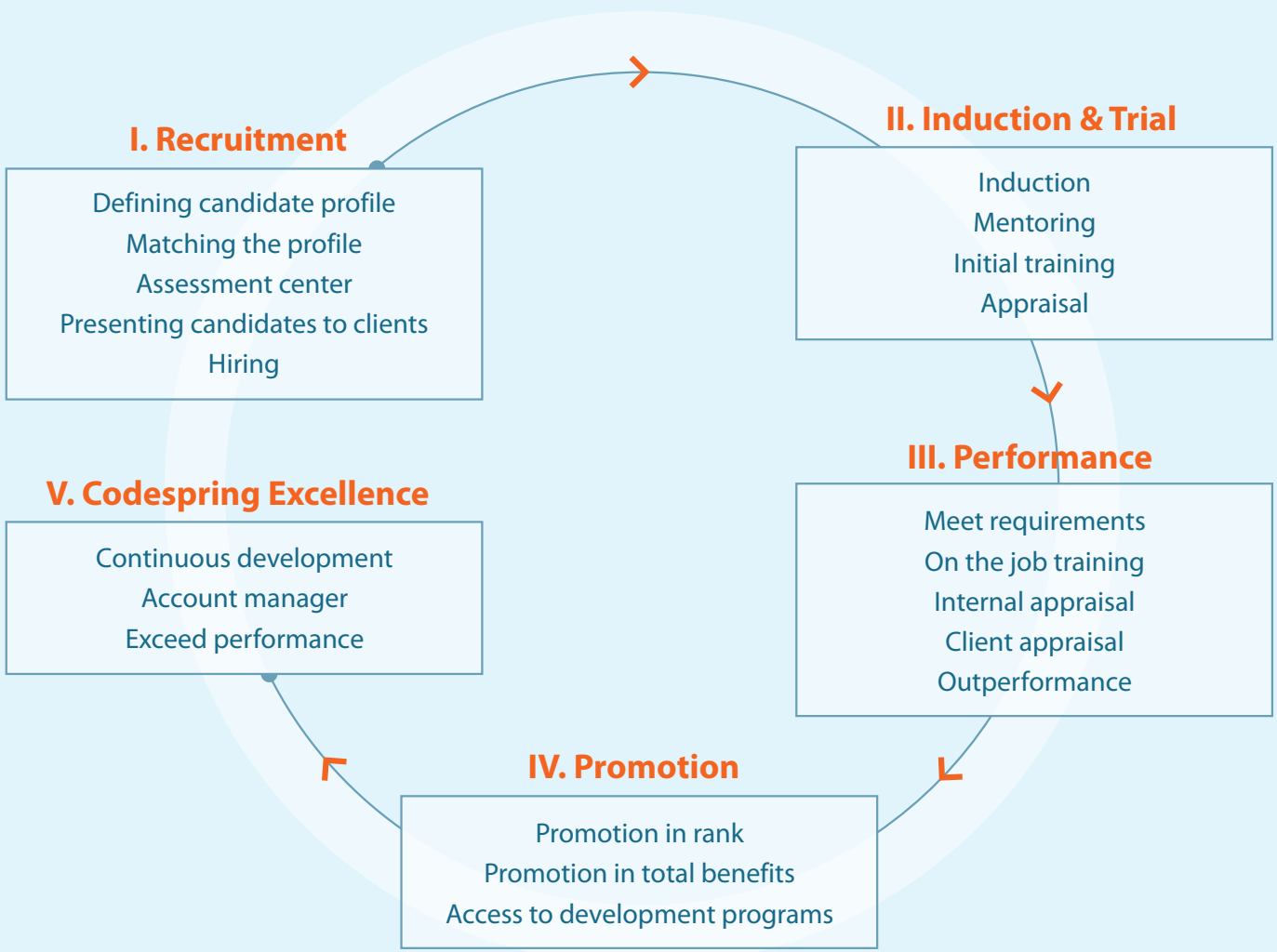
Mobile Applications			
<b>Platforms</b>	iOS, Android, Windows Phone		
<b>Programming Languages</b>	Objective C	Java	C#
<b>Technologies</b>	iPhone SDK, CoCoo	Android SDK, J2ME, BlackBerry SDK	Windows Phone SDK, OpenNetCF, Symbol Mobility SDK, Platform Builder, .Net Micro Framework 4.0

Web Applications/Services		
<b>Application Servers</b>	Apache Tomcat, Jboss, IIS 7.0, GlassFish	
<b>Programming Languages</b>	C#, Visual Basic	Java
<b>Technologies</b>	NET 4.0, ADO.NET, ASP.NET MVC, WPF, WWF, WebService, WCF, SilverLight, SharePoint, Entity Framework	J2EE, JSP, Velocity, Struts, Tiles, Vaadin/GWT, Hibernate, EclipseLink (JPA) Spring, Java Web Services (Axis), Ajax, ExtJS, JBPM, Liferay, Jasper Reports

Databases		
<b>Relational</b>	Microsoft SQL 2010 Oracle Solid DB	MySQL PostgreSQL Sybase
<b>Object Oriented</b>	Versant VOD	
<b>Compact</b>	Microsoft SQL Compact SQLite	
<b>noSQL</b>	MongoDB	

Development Tools		
<b>Project management</b>	<b>Architecture</b>	<b>Development</b>
MS Team Foundation System, Jira, MS Project, eProject	Enterprise Architect, Rational Rose, Visual Paradigm	MS Visual Studio 2010, Xcode, Code Warrior, GCC, IntelliJ IDEA, Eclipse, NetBeans, Doxygen
<b>Version Control</b>	<b>Testing</b>	<b>Bug Tracking</b>
SVN, MS Visual Source Safe, Perforce, Mercurial	HP Mercury Quality Center, TestComplete, Quicktest	Mantis, TestTrack, Jira, MS TFS, Redmine
<b>Configuration Management</b>	<b>Profiling</b>	<b>Support</b>
Hudson, Maven, InstallShield, Wix, Jenkins	ants Profiler, IBM Rational Purify +, Altova XML Spy, FxCop, Jmeter, SONAR	GLPI, Mantis

# Growing the Crew



## Codespring Excellence Plan

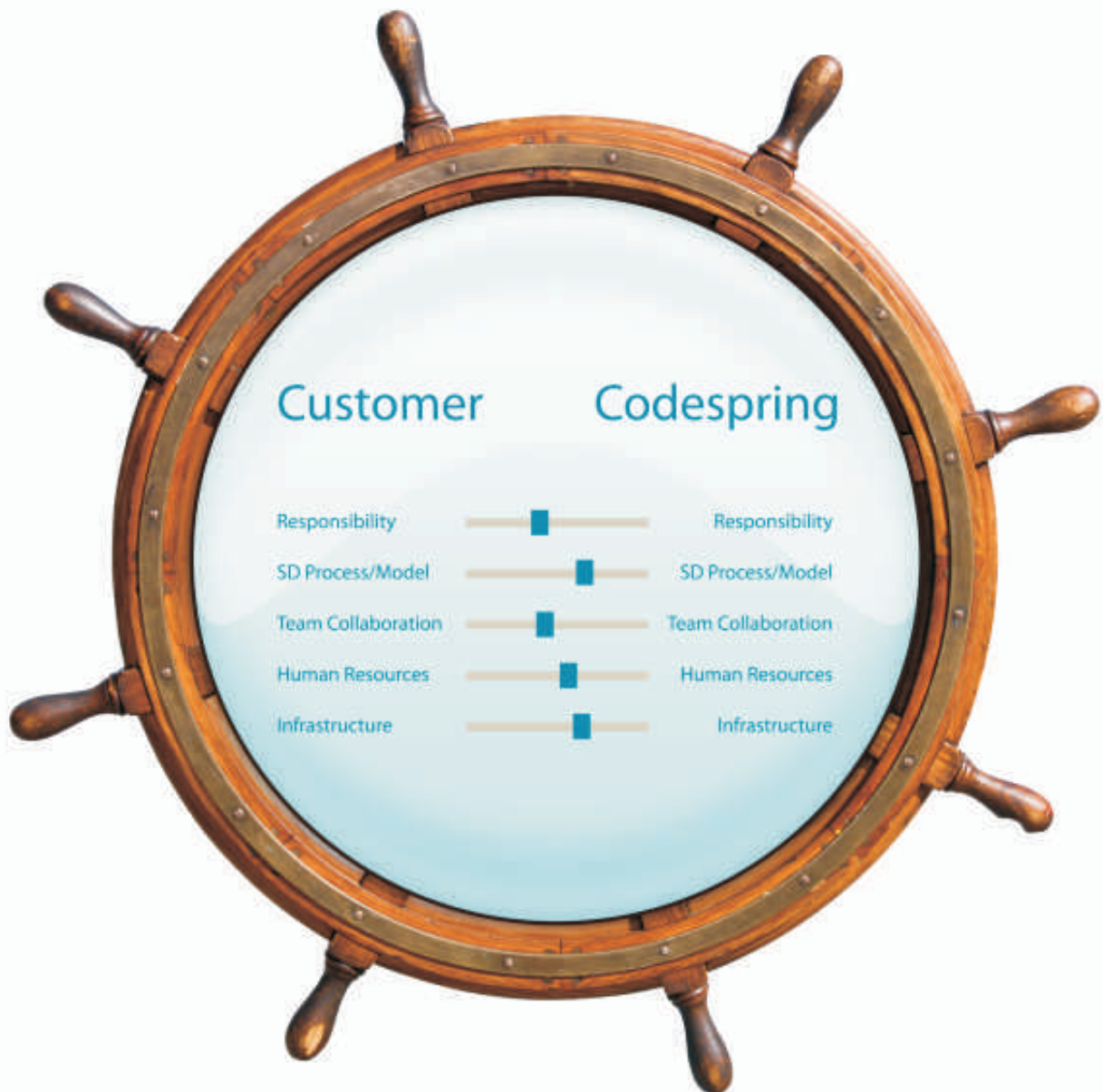
As a performance oriented company, we consider our colleagues' career as important as they do. In order to achieve excellence in work, the HR team has developed the Codespring Career Management Plan.

Codespringers are generally dynamic, well skilled, experienced software developers. People who do really well at Codespring have specific strengths in specific areas. Leaders, architects, experts and junior software engineers find here a place to upgrade themselves.

As we have rather long journeys to handle, a skilled and motivated crew is essential for major software development success stories.



# Expanding Your Fleet



## Outsourcing

Codespring has cumulated 15 years of experience in undertaking outsourcing agreements. The reason why some of our contracts are as old as our company is fine-tuning.

Fine-tuning outsourcing is a key concept that governs our delivery model. There are five major elements that must be fine-tuned when setting the foundation of any project:

- **Responsibility** – what will each party be accountable for?
- **Software Development Process / Model** – which will be the best method?
- **Team Collaboration** – how will provider and customer team work together?
- **Human Resources** – how will provider and customer set up the team? What roles?
- **Infrastructure** – what can each party bring to the project's infrastructure?

When all these elements are well coordinated, the project will reach its' maximum effectiveness, disregarding if the engagement is near shore, offshore or on site.

# In The Shipyard



## 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
<b>Web:</b>	<a href="http://www.ispeedcam.info">www.ispeedcam.info</a>

iSpeedCam aims to protect drivers from costly speeding tickets and to improve careless and inattentive driving habits.

The application alerts for most traffic cameras (fixed speed cameras, mobile cameras, police spots and red light cameras) and has an editable world-wide camera database.

The iPhone product features online and offline graphical GPS tracking and Google map integration, calculates statistics related to track distance, total time, maximum speed and works both with metric and imperial unit system.

### Productis

Built to yield!

<b>Target audience:</b>	Food industry (manufacturing & processing units)
<b>Focus on:</b>	Dairy & meat industry
<b>Main Purpose:</b>	Production control and traceability
<b>Launched:</b>	2008
<b>Web:</b>	<a href="http://www.codespring.ro/products/productis">www.codespring.ro/products/productis</a>

Productis is a solution for production control and traceability.

The application covers the complete value chain of production and handles purchase orders, reception of goods, raw material inventory, processing, packaging, storage, inventory, deliveries and invoices.

The software is customizable to meet specific requirements and features real time entries via Smart Phones.

Productis puts a clear and secure document and data management system to your disposition and allows work with remote teams.



# Get Your Sailing Licence



## Best Practices and How Tos

### 1. Define your project:

- Outline your idea and try to make a list of priorities;
- Analyse the way you want to undertake remote work: nearshore or offshore;
- If the project is unclear and will be subject to consistent changes, try the agile method and ask for prototyping;
- Use the same document when asking for software development outsourcing offers.

### 2. Select the right outsourcing partner:

- Make a list with all essential selection criteria (industry / technology / consultancy capability / communication language / required HR / interview availability / team continuity, etc.);
- Request for quotes, ask for references, plan a visit and make a trial project;
- Set a post-trial project analysis and highlight lessons learnt;
- Take a decision.

### 3. Fine tune the cooperation:

- Set clear responsibilities;
- Choose the software development method that suits you best;
- Draw the way for team collaboration;
- Specify how the teams will be formed;
- Set each party's contribution to the project's infrastructure.

### 4. Control the process:

- Set and follow the development plan;
- Set stand-up meetings, weekly status reports and set a permanent contact person;
- Point out potential issues and communicate them in order to get them solved.





# Testimonials



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.

Brian Levey

Vice President, Datacolor



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.

Attila Bárdos

Director R&D, Vico Software



We are glad to have discovered this team. Agile and fast learners, they implement all technical requirements. They promised to deliver high quality and efficiency, and they Do It day by day!

Boros László

Department Manager, P92 It Solutions



Over our 10 years of collaboration for developing professional video applications, mutual trust and respect were the fundamentals of our partnership. Technically skilled, receptive and prompt, they continuously uplift their knowledge and expertise.

Lorenz Zoltán

Product Manager, inPhase



The Codespring team is a self-motivated partner, with good time and task management skills, who takes initiatives in their projects, and with whom we can communicate efficiently without language or geographical boundaries. Their professionalism makes them our reliable partner.

Hajnal Schwerdtfeger

Product Manager, Seeburger





# Sea Journeys



## Success Stories

### Datacolor, USA

- **Customer Type:** Global leader in colour management solutions and colour communication technology. The company has provided innovative solutions for over 40 years for the world's leading brands enabling them to calibrate cameras, monitors, printers, HD TVs, iPads and iPhones.

- **Collaboration:** full life-cycle software development and full life-cycle testing of Datacolor's flagship software products of for over 4 years. The Codespring Team is responsible for complete computerized systems for color measuring, matching, quality control, and communication to industries who must manage color accurately from design throughout production to marketing. Design, documentation, implementation, testing, bug fixing, quality assessment activities.

### Seeburger, Germany

- **Customer Type:** Market leader in business-to business integration, long standing SAP partner, having 19 subsidiaries in Europe, Asia and North America, winner of Information Technology Industry's 2012 World's Best Awards for SEE FX.

- **Collaboration:** full life-cycle software development in order management and logistics for over 4 years. The Codespring Team is working on an automated ordering and delivery system and an online order management system for the automobile supply sector.

### Teracue, Germany

- **Customer Type:** Pioneer of video broadcasting IP networks in the 90s, today well-known manufacturer of hardware and software products for IPTV solutions and video networking, distributor of video measuring equipment, signal monitoring and analysis devices and fibre optics transmission technology.

- **Collaboration:** full life-cycle software development in IPTV solutions for over 10 years. Codespring has been developing an iCue Streaming System for intranet IPTV, performing real time encoding and digital distribution, management and recording of TV channels and camera signals(encoding, live streaming, on-demand streaming).

### Vico Software, USA

- **Customer Type:** Software Service Provider for the building and construction industry. Vico's 5D Virtual Construction™ solutions pioneered the category of BIM for Construction, and they remain the industry's most integrated approach to coordination, quantity takeoff, cost estimation, project scheduling, and production control.

- **Collaboration:** full life-cycle software development of Vico Software's flagship virtual construction products for over 7 years. Add-ons, building design modules, product functionalities and support tools of the Vico Office Package have been developed by our team.

# Sea Journeys



## Success Stories

### Campana & Schott, Germany

- **Customer Type:** Project and process management service provider, with focus on management and technology consulting. The company has long-term, successful business relationships with well-known customers from all branches.
- **Collaboration:** full life-cycle software development of specific employee time accounting information software module. The short-term (6 months) project aimed to host holiday and sickness management for corporate customers.

### Graphisoft, Hungary

- **Customer Type:** Innovator and industry leader in architecture and building & construction industry. Provider of the industry's first BIM Software for architects, provider of the world's 1<sup>st</sup> real-time BIM collaboration environment and the world's 1<sup>st</sup> fully integrated building energy modeling application.
- **Collaboration:** architecture design, implementation, unit test, maintenance of various versions of ArchiCAD, Graphisoft's flagship product. Our team has been working on the ArchiCAD engine, on developer support tools and on various add-ons (MEP Modeller for modeling of ductworks and plumbing).

### P92 It Solutions, Hungary

- **Customer Type:** Application development and knowledge management service provider, with special impetus on e-commerce and web portal development.
- **Collaboration:** outsourcing partnership in small to medium size projects for over 6 years. Main projects: gas distribution management software for consumers; customer lifecycle management platform for handling web content management, e-mail marketing, digital marketing, customer acquisition, retention and loyalty programs for BMW.

### Wind River, USA

- **Customer Type:** World leader in embedded and mobile software. Wind River has been pioneering computing inside embedded devices since 1981 and its technology is found in more than 1 billion products.
- **Collaboration:** full life-cycle software development of an advanced FM Radio application for a car radio system on Android. It's capabilities include background running, RDS data processing, TA/PTY/EMERGENCY interruptions and others. It uses an Android NDK library to interact with the Radio Tuner on the hardware platform.

# Set Sail!



## Heading for the Future

As a final note, the Codespring team of experts 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 South-eastern 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 huge potential within our possible collaboration,

**Codespring Team.**





OUR CODE YOUR SUCCESS

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

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Company Catalogue

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