



## JANUARY NEWSLETTER

### Big Secret Offshore Outsourcers Do Not Want You To Know

A free monthly guide  
about reducing testing  
time to 24 hours

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How about that snow? I just love it! Julia, Danny and I had so much fun digging out and then helping the neighbors to get out on Sunday! My 4 year-old found out the next morning how the muscle pain felt from all that shoveling. If you would like to see a couple of pictures of us in all that snow, please follow these links: [one](#) [two](#).

**In today's newsletter we will shed some light on the best-kept secret about offshore-outsourced development (something that offshore shops really do not want you to know)!**

**The biggest sale point of offshore guys is: "we can do it for less!" But is it really so? Just judge for yourselves...**

I am often asked: "so...is all your development done in Russia?" My usual reply is: "What makes you think that?" Just because everyone else is jumping off the cliff, it might not be necessarily a good thing. Just the fact that I have a slight (not really noticeable) Russian accent does not mean that I send all the work back to my former comrades. On the contrary, all the work is done here in Boston. And the majority of it is not even done by humans: we make computers do the work!

**Let's examine one client who broke the code on low cost software development: Ardais Corporation in Lexington, Mass.**

Every six months or so the board of directors comes to the development team and asks them to consider outsourcing some work offshore. I guess this is a pretty popular thing to do now. But, the development team is so cost-efficient that no offshore developer would come close to matching their performance. Ladies and Gentlemen, believe it or not, we can be more cost-efficient right here in Lexington, Mass.!

Ardais developers not only beat up the offshore competition, but also got the CIO award of the year for the work that put them in line with companies like Dell, Air Force Flight Test Center, Delphi, FedEx, General Electric, and Intel.

Here is what Martin Ferguson has to say about it:

"The collaboration between the Ardais software development team and qaSignature brought immediate tangible results that quadrupled development team productivity, an accomplishment for which Ardais received a CIO 100 Award in 2003. Our investment made in automation and the ability to test applications overnight with virtually no manpower will translate into \$1,000,000 savings in the next 12 months."

-Martin Ferguson, Ardais Senior Vice President

**Guess what: you do not have to jump off that cliff or go offshore to be successful.**

## We can do it here in the USA!

If you would like to find out more details on how it is possible, drop me a line or:

### **Call For Our Checklist: 10 Metrics To Determine If You Are Getting The Most From Your QA Automation.**

If you are still not convinced that you have room for improvement, call or email for our free checklist, and you will be able to audit your development processes. If you are interested, we can help you Lead The Industry.



## Free Offer

[Follow This Link for Free Checklist:](#) "10 Metrics To Determine If You Are Getting The Most From Your QA Automation."

### **Announcements:**

**Congratulations to our friend and client, Anne Marie Biernacki, Founder and CTO of Digiticians. Anne Marie has been selected as one of the ten "Women to Watch in 2005" by Mass High Tech. She was nominated by The Commonwealth Institute for her continued leadership in business, technology and the community.**

There will be a gala event at the Ritz Carlton on Newbury Street in Boston on Thursday, February 17, 2005 from 6:00 - 9:30 pm celebrating all 10 of the honorees. Individual tickets are \$75 (cocktail reception, heavy hors d'oeuvres and drinks with a portion of the proceeds going to charity). I hope that you can come and support Anne Marie as she receives this great honor. More information on the event can be found at: <https://www.masshightech.com/wtwreg.asp>.

Anne Marie can be reached by calling 781-290-0910 x 301, or by email at [abiernacki@digiticians.com](mailto:abiernacki@digiticians.com).

As always, do not get mad – call Vlad!

### **Vlad Shamis**

Founder and CEO, qaSignature

### **About qaSignature**

At qaSignature we help Boston Software development organizations improve productivity and save money by building automation testing.

**Don't get mad call Vlad:** 781-273-1420

**E-mail us:** [vshamis@qasignature.com](mailto:vshamis@qasignature.com)

**Web:** [www.qasignature.com](http://www.qasignature.com)

**Drop by for a cup of Russian samovar's tea:**

111 S. Bedford St.

Suite 100

Burlington, MA 01803

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