

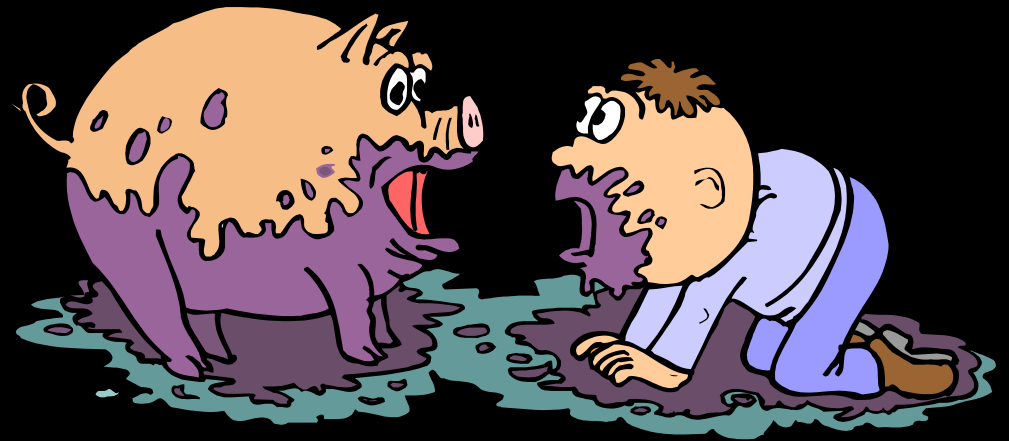
*You've Finally  
DECIDED To  
Create A Global  
Application...*

# *To Outsource Or Not to Outsource?*

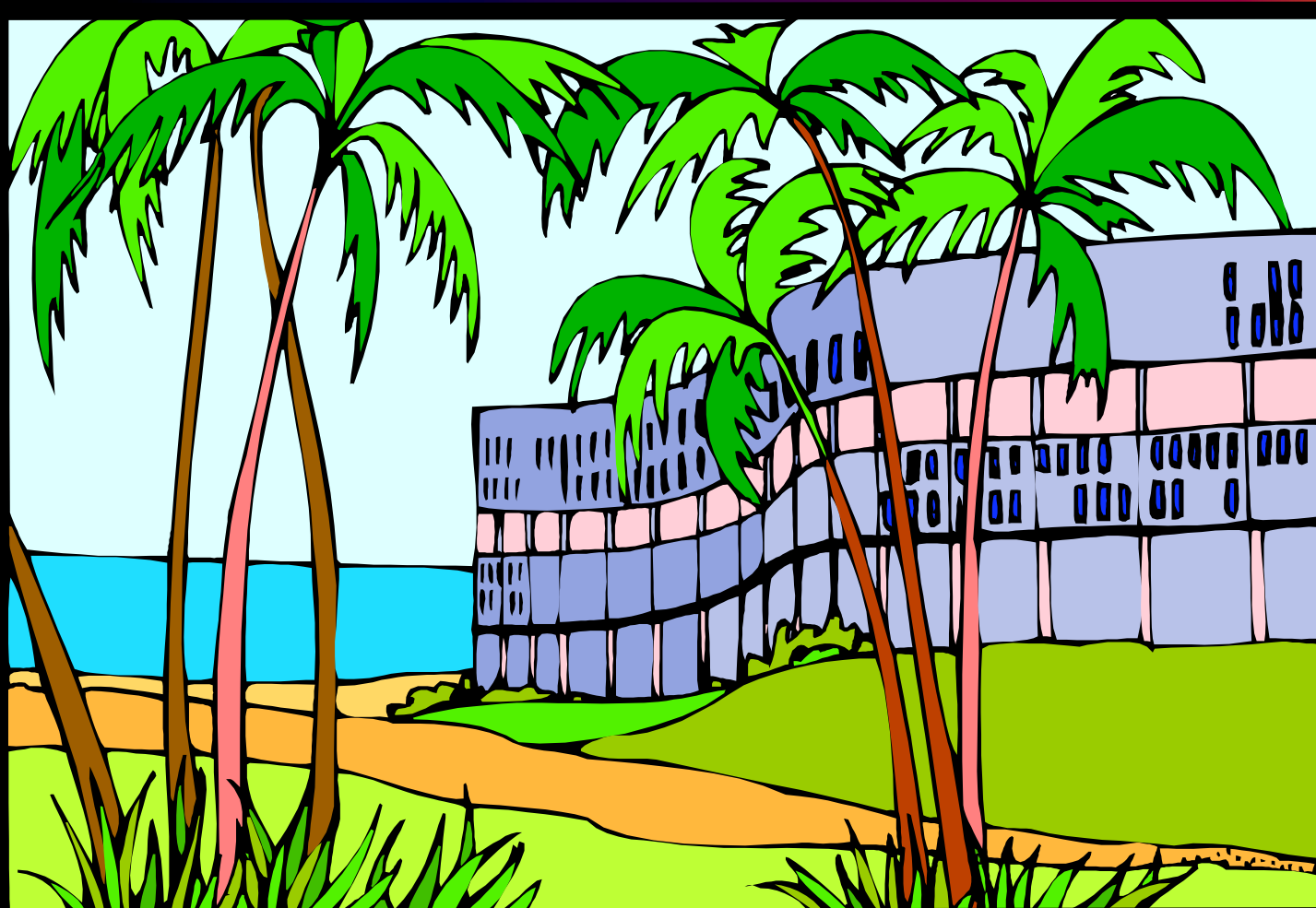


**Underlying Work**

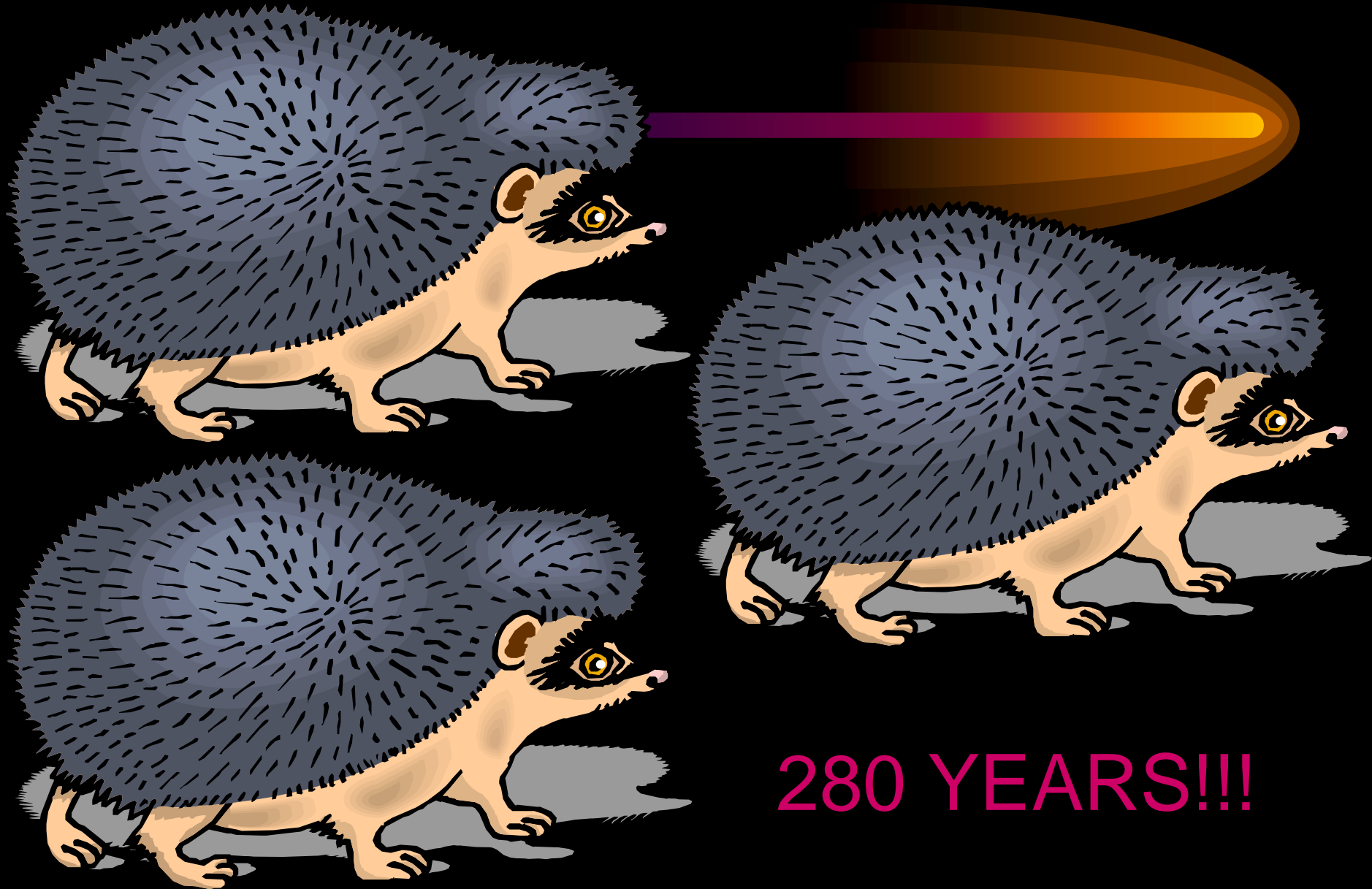
**User Interface**



# *Case Study: Globalizing A Resort*

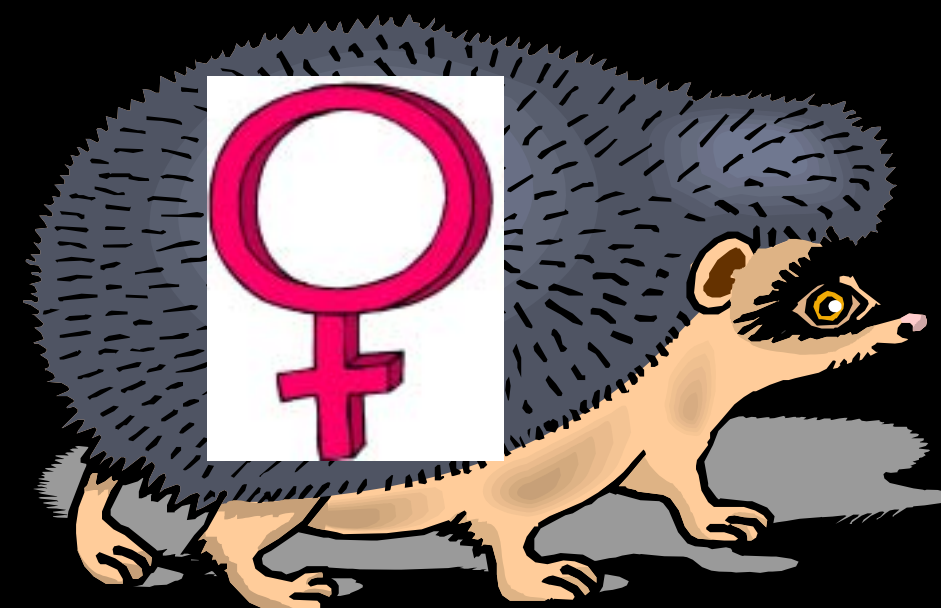
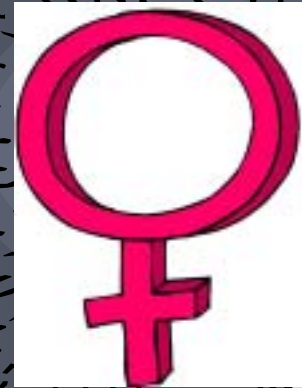
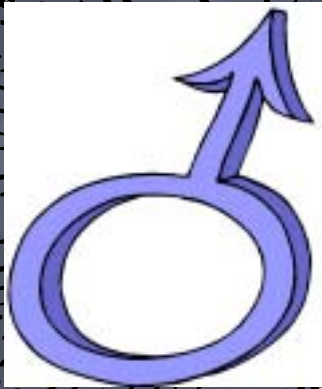


# Case Study: Continued...



280 YEARS!!!

# Case Study: Continued...

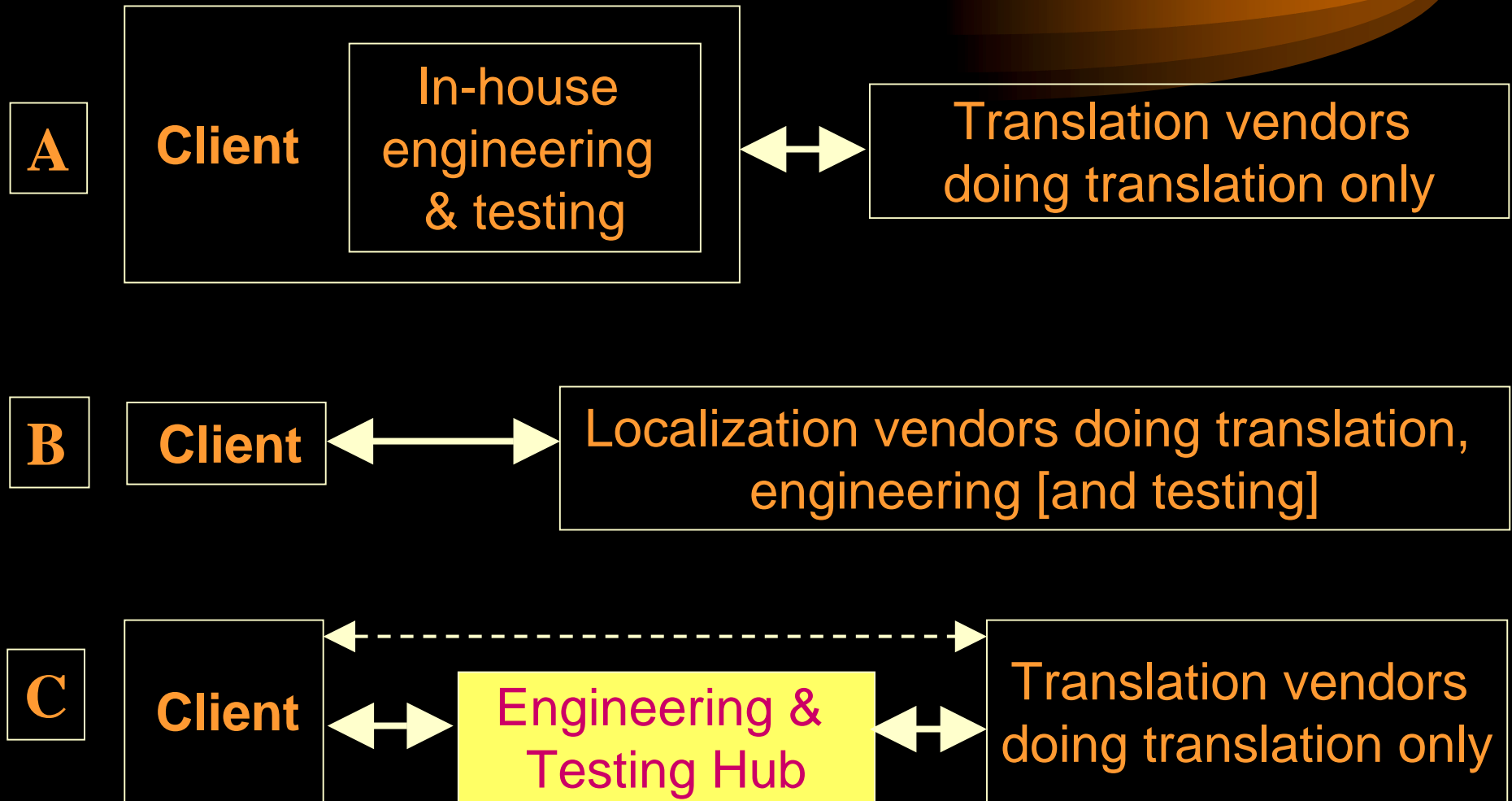


# How Much To Outsource?

*Let The [Hedgehog]  
Professionals Do The Job!*



# Outsourcing Strategies



# *Working With Third Parties - Hints*

- Start with choosing the right model for your business and type of application
- Do not underestimate the amount of localization, engineering and testing involved!
- Outsource as much engineering and testing as you can: it's cheaper and more effective
- Do NOT try to combine development and localization
- Try to persuade your staff that globalization partners are not a threat to their workplaces
- Try to establish the most transparent cooperation, BUT keep ownership of the code
- Correct terminology is the key to success