

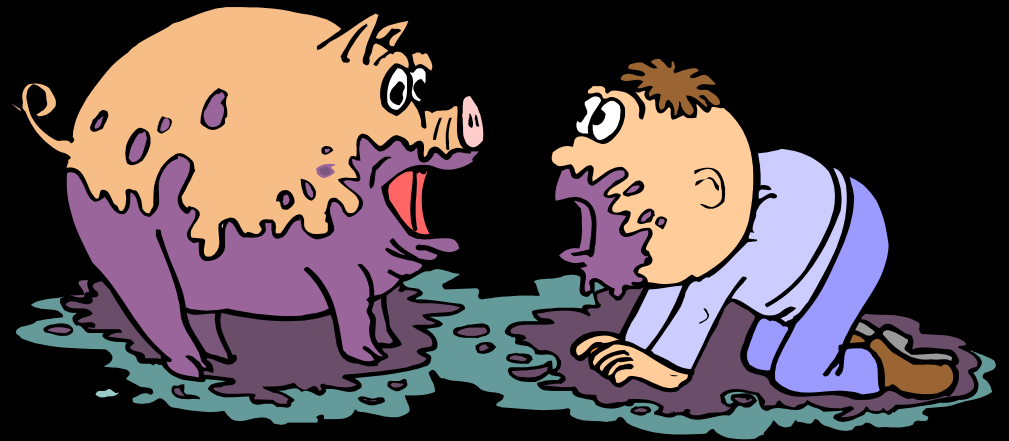
*You've Finally
DECIDED To
Create A Global
Application...*

To Outsource Or Not to Outsource?

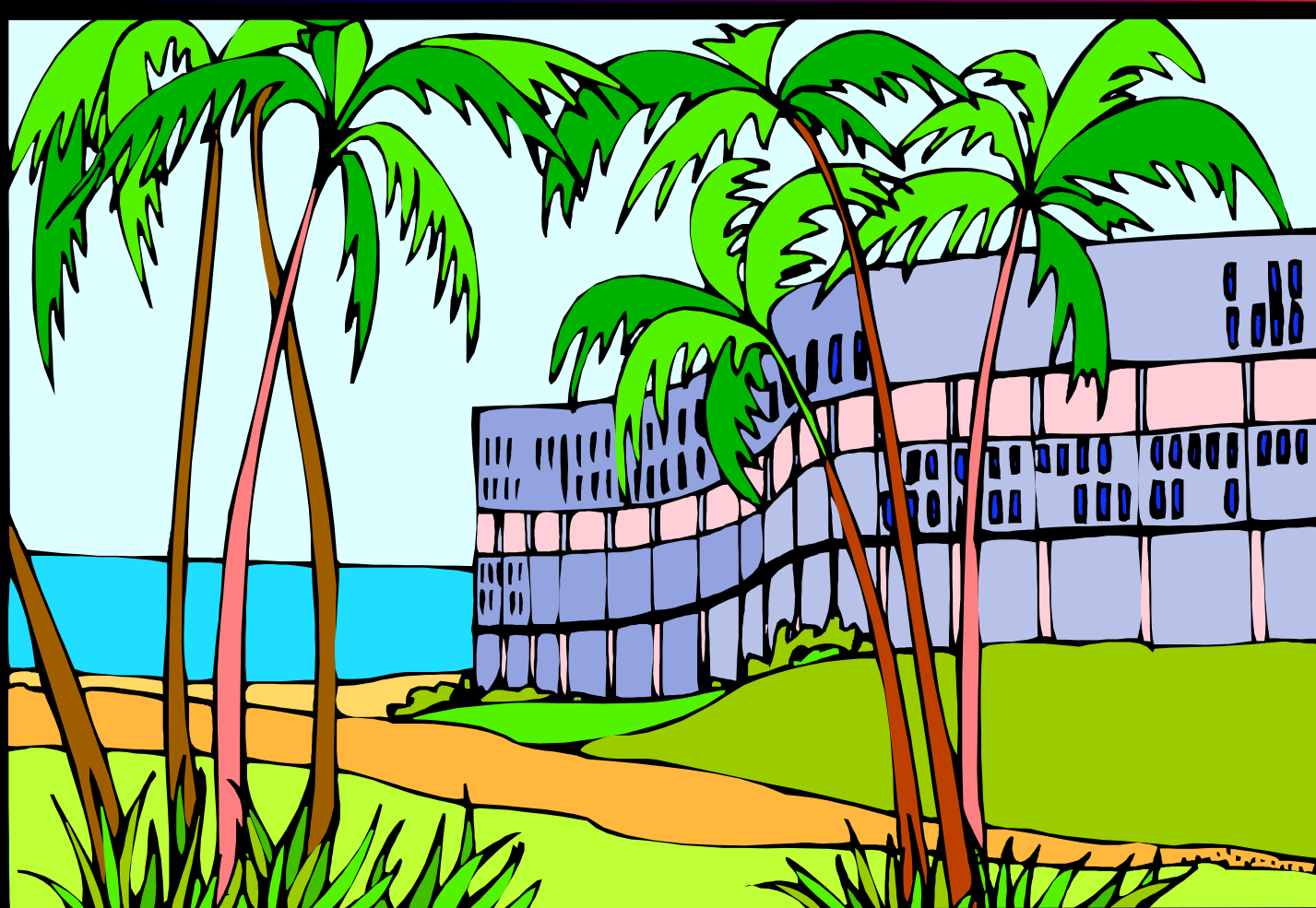


Underlying Work

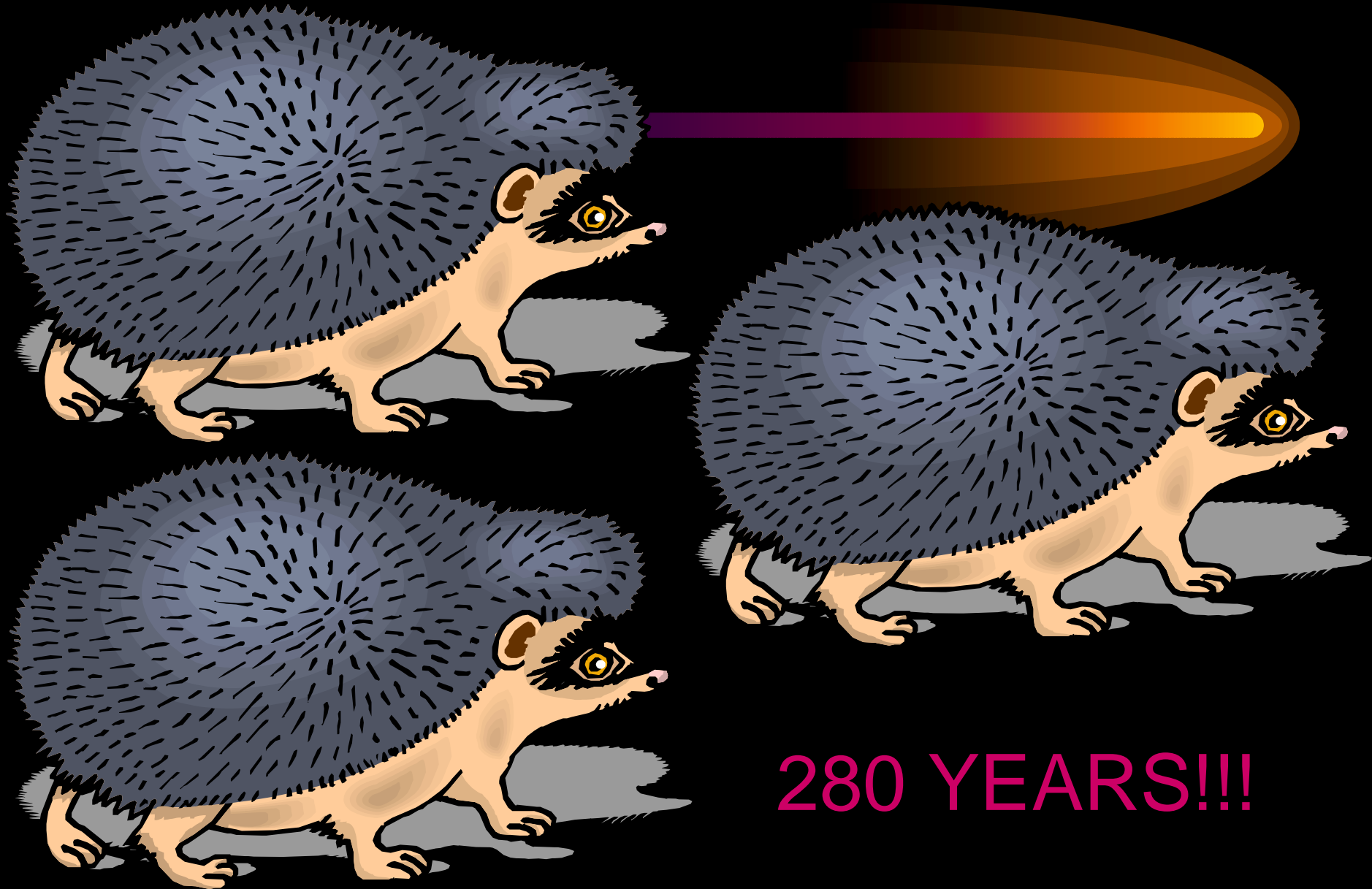
User Interface



Case Study: Globalizing A Resort

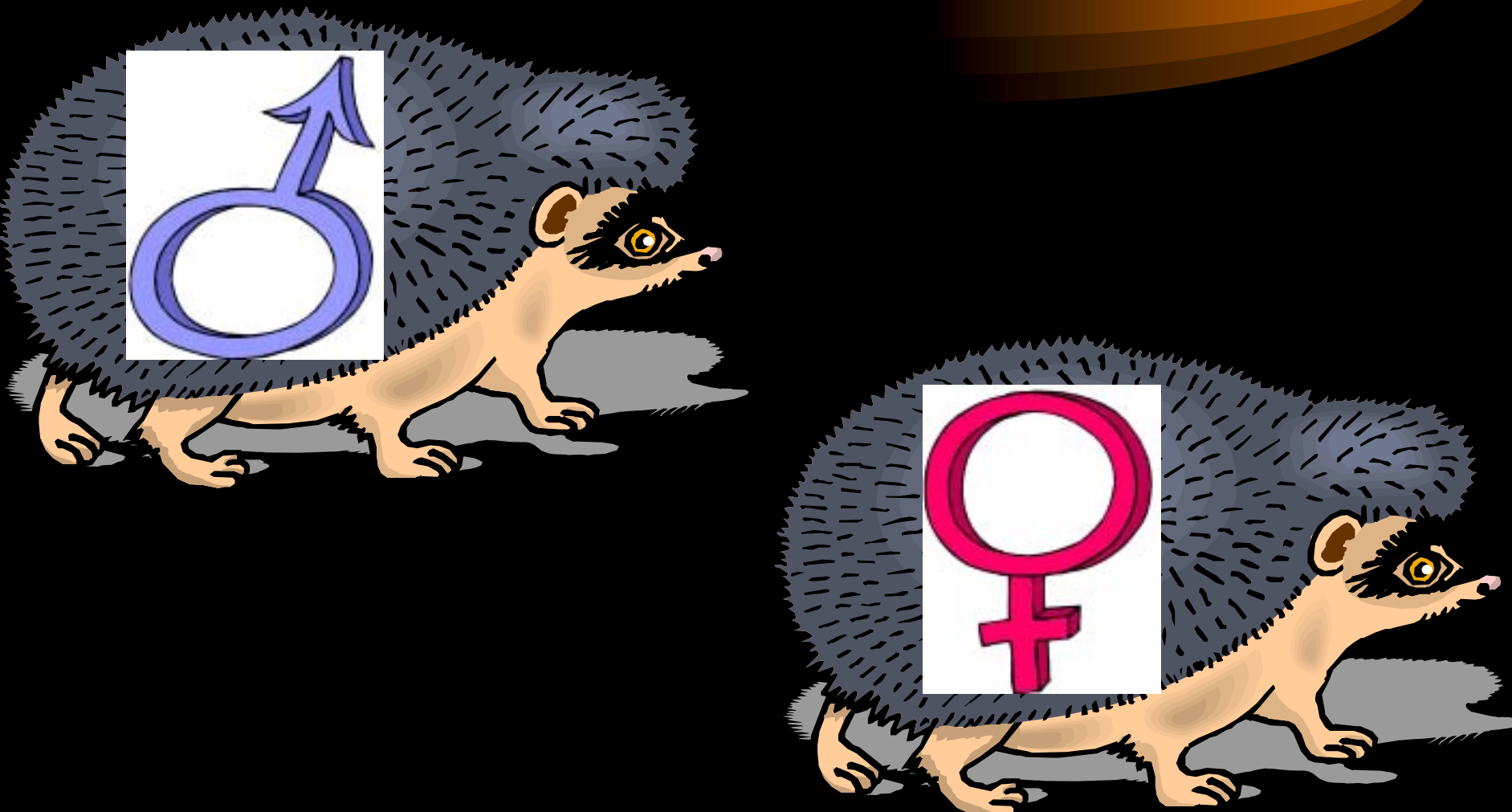
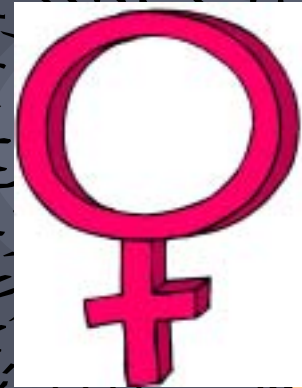
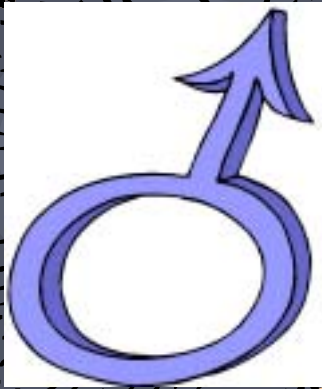


Case Study: Continued...



280 YEARS!!!

Case Study: Continued...

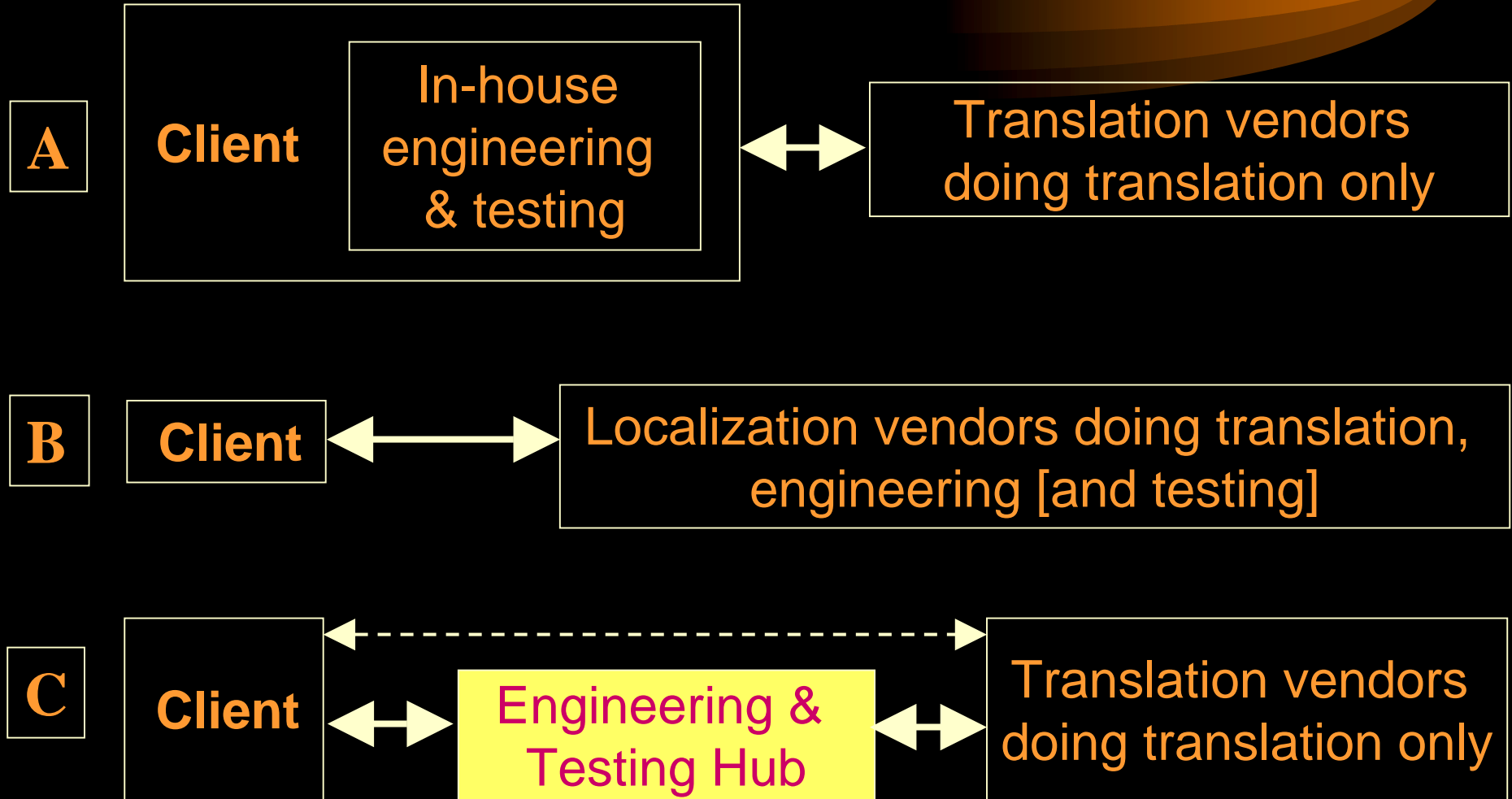


How Much To Outsource?

*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