

simpleki
OUTSOURCING IN ARGENTINA



WHO WE ARE

Sinpleki is an IT company which offers customized solutions, develops software and provides professional services to organizations in a wide variety of industries, from large corporations to SMEs, aiming at adding value to their activities and operations, increasing efficiency, reducing costs and protecting our clients' current and future investments through continuing development & innovation in the HHRR and technology areas.

The expertise developed in the technology field allows us not only to achieve an improved design for our developments, surveys, analyses and consultancies but, in addition, to work within a conceptual framework and superior information db's on markets, products and services, which mark the difference between us and other software companies in the IT and communication market.

We have developed corporate solutions for companies in various vertical markets, meeting and often exceeding the highest requirements.

To meet the highest long-term standards of quality, Sinpleki emphasizes the on-going training of personnel.



OUTSOURCING

Technological developments and globalization have led many corporations to outsource several technological processes to foreign vendors.

Outsourcing is the process whereby a company entrusts the execution of certain tasks or processes to an outside vendor on a regular basis. Outsourced resources may include just personnel executing certain tasks, or other resources as well, including hardware, software, facilities and processes.

With **outsourcing**, delegated functions remain within the control of the company but are executed by a vendor whose knowledge, focus and fields of special expertise ensure the highest degree of **efficiency**.

Today, at a global level, the need to outsource some functions is a fact. This is an established and ever growing reality. By way of example, the following listing includes some companies currently using this model in Argentina:

Google, Youtube, LinkedIn, Friendster, lastminute.com, Sun, Nike, Adidas, City, Dell, Verisign, BT, NEC, IBM, Oracle, Motorola, Lenovo.

Most Argentine companies in the IT sector have exported information-related services since 2001, when the Peso to Dollar rate changed drastically and boosted dramatically the international insertion of the country.

TENDENCIES

Both the balance of what has been achieved in **Argentina** so far and the **future outlook** for outsourcing and exporting IT services seem **highly promising**.

Argentina has secured a solid niche as supplier of **high-added-value IT services** through the consistent use of **best practices**.

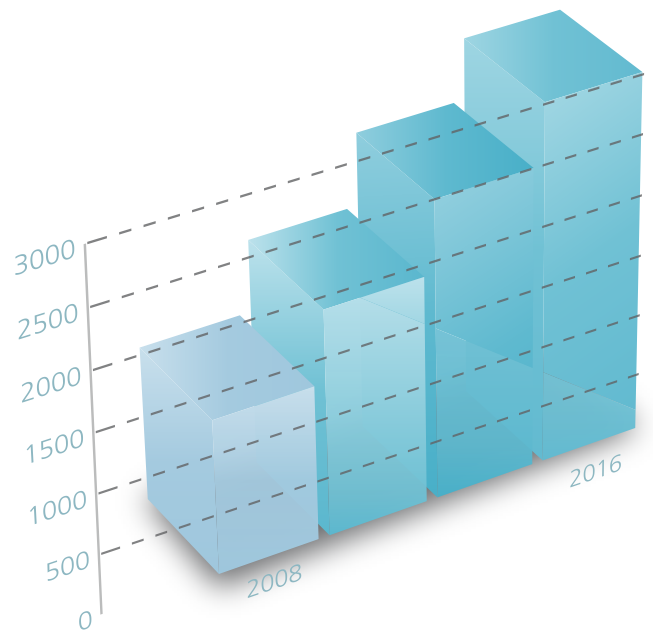
In **2008** Argentina exported software and IT services for **US\$ 1.3 billion dollars** and is expected to reach **US\$3 billion in exports by 2016**.

These exports target a wide variety of markets:

23 % to MERCOSUR Countries, 36 % to Mexico, Chile and the rest of Latin America and the Caribbean, 20 % to the **US** and Canada, 12.2 % to **Spain** and 5.8 % to other **European Union markets**.

Argentina has, in addition, the advantage of an educational system which, despite several crises, has managed to keep a **high level of excellency**. As a result, **highly-trained HHRR** are available, which are often multilingual as well.

Moreover, our **time zone** provides an additional **advantage**, and so does our **European tradition and culture**.



ARGENTINA

- Leader in Hispanic-contents products.
- Current laws foster the development of the software industry and provide tax benefits.
- Highly competitive costs for the development of products and services.
- Highly qualified human resources.
- Our **infrastructure** leads the region in developmen.
- Latin America in general and Argentina in particular provide **geographic advantages** in relation to the traditional Asian locations. Our proximity to the US and the fact that there is no significant time gap, do away with many of the difficulties and hidden costs involved in offshore outsourcing.