



# Virtual Mind

## Introduction

Virtual Mind provides talented, dedicated software professionals for project outsourcing, staff augmentation, and agile consulting.

Established in 2004 in Buenos Aires, Argentina, the most developed country in Latin America according to the UN, Virtual Mind quickly grew into a leading provider of flexible, extensible, cost-effective software solutions to businesses worldwide. It was founded by several high-level architects who have the ability to work closely with businesses and end-users.

What are our goals? A consistent focus on understanding and meeting customer objectives, the use of simple, agile methodologies to keep projects on track and customers in control, and the constant pursuit of new knowledge and experience.

OUR MISSION: Collaborating with you to turn your business objectives into profitable accomplishments - efficiently developing high-quality software that meets your current and future needs.

## Contact

Contact us with your questions, comments, or concerns:

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## Executive Summary

Founded in 2004, **Virtual Mind®** is a leading software development company based in Argentina providing Offshore Software Development Services & solutions, with services such as outsourcing software development, Web Development, E-strategy Consulting, Offshore software development, Web-Enablement Designing, Offshore Application development, .Net Development, PHP Development, Multimedia and Design Solutions, EMR Development, Intranet Developments, Workflow Developments and CRM.

We think that all solutions will be effective only if it is perfectly complemented to the strategies, practices, structures and vision of the existing business.

This is why our main objective is to contribute to the improvement of the performance of your business processes, gathering the precise information, achieving a detailed analysis and suggesting solutions and strategies in order to get the best advantages on your practice.

**Virtual Mind®** is composed by highly skilled and trained professionals, where you can find system engineers, analysts, project leaders and coders. The heterogeneous profiles in our team allow us to optimize our work every day, taking advantage of the exchange of ideas and creativity of our team.

**Virtual Mind®** dedicates all its effort to the design, creation and maintenance of the software for the needs of each company, because we understand that each company works is unique in its concept and definition.

We characterize ourselves for personal treatment and the honesty that we handle in our business, trying to overcome us day by day based in our consolidated team work.

Sincerely,



Gabriel Weinstein, Manager

Virtual Mind

## Virtual Mind

- Founded in 2004.
- 41 employees (from developers to Project leaders).
- Clients in more than 20 countries (U.S., U.K., Germany, Switzerland, Mexico, Spain, etc.).
- More than 10 years experience in the IT industry.
- Rapid but well-managed & profitable growth throughout all six years since inception.
- Solid reputation for finding ingenious solutions, a comprehensive approach to technology, and blending of efficiency & cost.
- Specialized in reducing costs for our customers and improving productivity, reliability, quality, speed and creativity.
- 69% of our customers have been with us for more than 3 years and 43% more than 4 years.
- Agile project management.
- Competitive costs from Junior Developer to Architect
- “Been there, done that” experience
- Nearshore: 100% time zone overlap & perfect cultural fit
- Excellent English skills
- Certified Scrum Master on staff
- Members of *Offshore Outsourcing Best Practices*.

## Why Virtual Mind?

### **We have highly-qualified human resources.**

Satisfy the needs and the requirements of our customers is one of the foundations of Virtual Mind.

To accomplish this goal, we have highly-qualified human resources that help us create a solid and efficient structure. Engineers, analysts, programmers and designers work hard to offer the best solution in each case.

### **We use cutting-edge technology**

The best solution must always be supported by tools, that is why we use the latest technology in the market, training our staff and incorporating experts in the area.

### **Our costs are very competitive**

The modern structure that Virtual Mind has lets us reduce costs and maximize resources. This way we manage to keep our service quality and competitive costs in relation to market standards and other companies offering similar services.

### **We have innovative capacity**

Nowadays we consider that it is not enough to develop only the system that the customer wants. Our

innovative capacity leads us to add elements that improve the solution and create satisfaction in the system end-user, therefore fulfilling one of our goals: to improve the user experience.

## Engagement Overview

### **What pricing structure does VIRTUAL MIND offer and how does it compare with the competition?**

Virtual Mind pricing structure depends on four variables:

1. Amount of professionals involved
2. Professional skills needed
3. Professional seniorities needed
4. Project size/duration

### **What is the pricing model for communication costs?**

Basic communications (MSN, SKYPE, VOIP, Video conference, Mail) are included on the basic rate sheet.

If any travel is required, then these extras will be at expense of our customer: Airplane ticket, travels, hotels, payment for working hours.

### **What does a typical project startup phase look like?**

Once our customer presents the project and their needs, Virtual Mind evaluates the information, prepares an analysis and delivers a project proposal to the customer.

If this proposal is accepted, a contract and an NDA are signed with each member of the team and a start date is set.

Once the legal part is set, Virtual Mind starts working with all the necessary information about the project and starts working with the team.

### **What is the selection process of putting together a team?**

This process is pretty simple for Virtual Mind, because we offer our human resources consulting service to other companies within Argentina where we gather them the IT member teams for each Project that they need. This helps up to keep an updated database of interviews with all the candidates and to recruit the best available candidates.-

The first step to gather a team is to define which skills are needed and if we already have them available to work on the new project. If we cannot provide this resource in-house, then we give the position requirement to our human resources, where we interview the candidates and evaluate their technical and English level.

The best candidates will be presented to our customer and they will have the final decision on which candidate will work on their projects.

**Does the client have the right to interview and select their team?**

Yes, every time the customer wants to interview and select the team. In fact this is something that we promote so the customer knows with whom he is going to be working before the project starts.

**How does VIRTUAL MIND learn about the clients business and integrate with the clients existing team?**

We know sometimes it is complicated to understand the clients business, and sometimes is a matter of starting working together and to learn from them on a daily basis. In some occasions Virtual Mind members travel to the customer offices to learn how everything works and to have a face to face meeting which helps the relationship and makes things easier.

We always try to work with our customer by learning about the company culture and how work at their offices is.

**How flexible is VIRTUAL MIND on process, benchmarks, and reporting?**

We are very flexible and we customize the team, processes, benchmarks and reports to the customer needs. Our standard management reports include hours per tasks, hours per project, and tasks per person.

**Does VIRTUAL MIND allow members of the team to visit the customer?**

Yes, many times happens that our professionals need to travel for the initial stage of a Project to gather all the information and to meet the remote team or to implement a new development.

We will send the responsible person that will do the work on the correct way and very often the project leader travels with one project manager.

**What does the commitment to a long term partnership look like?**

Working on a long term relationship, allows us to find the best candidate and be able to have more time to gather the best team. This also allows us to have a more stable group working on each project and makes relationship with our customers better and better as time passes.

Working as a team having extra human relationships even if they are separated in different offices makes work easier for both parts and also helps in the project developments.

This is why we always prefer long term partnerships with our customers.

## Virtual Mind Key Personnel

**How does VIRTUAL MIND handle any concerns the client may have about the performance of a specific team member?**

We haven't had many concerns about members on our teams. But every time this happened we had a specially meeting with this member and we did a follow up to review his performances. If the performance has not changed then we will proceed with the replacement of this person within 5 to 10 working days.

### **What kind of ongoing training does VIRTUAL MIND provide to its employees?**

We always try to keep updated with the latest technologies available in the market. Many of our employees assist to different courses and training. We also grant an average of 15% of their time to investigate new technologies that they think they will be useful beside their current work.

What we also provide for each group is 1 or 2 meetings a month with other development teams to talk about what they are doing and to share experiences.

English lessons for 3 hours a week are mandatory for every employee at Virtual Mind

### **How well does Virtual Mind staff speak, read and write English?**

The English level of our staff is proportional to their seniority level and the position that they work at. To move from one seniority level to the next one, beside the experience they must have a minimum English level. Senior programmers must have fluent English to write documentation but not those who are junior programmers.

### **Please describe Virtual Mind culture.**

Our mission: To make a contribution through an innovative way of thinking and a strong commitment to the organizations, providing services in the IT area according to the needs, adapting ourselves to market requirements, using the latest technologies and focusing on the quality of the service provided.

Our vision: To become the leading provider of software solutions in the international market.

Our values: In order to accomplish its mission, Virtual Mind supports its corporate values:

- Innovation: We encourage the creativity and innovative solutions of the whole team.
- Commitment: Virtual Mind is strongly committed to each of its customers.
- Teamwork: Cooperation, collaboration and teamwork are the essence of our work.
- Responsibility: We are responsible for our actions and for the results they bring about.
- Quality/Excellence: We are constantly seeking quality and excellence through sustained improvement and customer satisfaction.
- Passion for what we do: Our passion is the driving force that keeps us growing and committing ourselves to new challenges every day.

# Technologies

## Software development technologies:

- Microsoft ASP.Net - C#, VB.Net, Mobile C#
- Java, J2se, J2ee
- PHP
- Ruby On Rails
- Silverlight
- Ajax.Net, Ajax Pro, JavaScript, jQuery
- HTML5, HTML, XHTML, XML, XSL, XSLT
- Flash, Flex, ActionScript

## Mobile development:

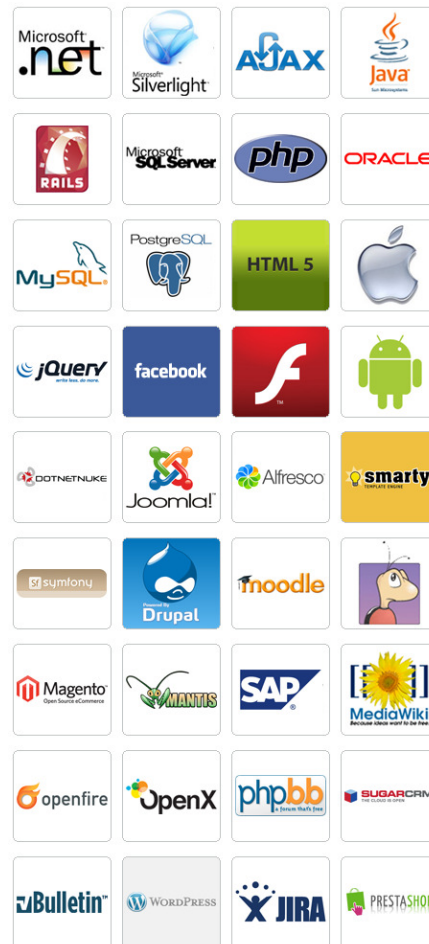
- iPhone, iPad, iPod Touch (Objective-C)
- Android
- Windows Phone 7

## Databases:

- Microsoft SQL Server
- Oracle
- MySql, PostgreSQL, DB/2, Informix

## Software Development Methodologies:

- Scrum
- Extreme Programming
- Test Driven Development
- Cascade



# Project follow up

Virtual Mind will set up a qualified team to develop a successful project. One of the members of the team is a highly-qualified project leader with excellent English skills that will manage the team and will be the contact with the customer, having daily communications by phone or via instant messengers.

We believe that having regular conversations is the first step to arrive at successful results, to find problems earlier and to keep everyone involved in the project informed.

Another tool that helps us with this issue is Virtual Mind's Extranet. It is a simple website where the developers load their tasks and our customers can check their status at any time.

## Stages



### **Client meeting and Project planning**

Before starting the information-gathering stage and project planning, it is necessary to meet the customer and to introduce our company and the way we work.

During this meeting we analyze the needs and problems that the company is having nowadays, we define the steps to follow during the implementation process of the new software and we establish the basis in order to start the development.

### **Contact references definition**

Virtual Mind requires from the customer to assign responsible contact references to have periodical communications. These people should have a complete knowledge of the organization structure and the way it works. It is recommended to have a responsible group composed of 2 or 3 people with time availability and with motivation to participate in the project development.

The possible pre-established communication channels to have a fluid and efficient communication will be the telephone and the internet messengers like Skype or MSN.

Additionally, a system developed by Virtual Mind will be used to track each pending subject, which could be accessed by the client via Internet to know the status of every issue.

## **Contract sign**

Before starting the project, the representative of the client and Virtual Mind must sign a software development contract. This contract will define the requirements (functionalities that will and will not have), a non-disclosure agreement, a software development cooperation contract, payment options, delivery dates, guarantees and training description.

Whit this formality we keep as much the client as the supplier safe with the new project.

## **Needs analysis**

This stage is mainly based on the interaction between Virtual Mind and the client, in order to understand their needs and requirements as much as the business rules they handle.

According to our previous experience and our work methodology, we consider that the analysis and capturing of requirements is a step of great relevance in the project, because this is where the bases for the development are stated. Only if we make an exhaustive analysis, we will be able to reach the best solution that adapts to the case.

## **Solution design**

Once the analysis of the company's requirement is finished, we continue with the technical solution and user interfaces design on the basis of the functional requirements obtained previously.

At this point, the structure of the system will be defined using different design tools, which will allow us to show the client a functional prototype of the product. In this way, the client will be able to make suggestions and commentaries about it, allowing a better appreciation, participation and tracking of the solution that is being developed.

## **Development / Unit testing**

Once the design is finished, all the modules will be developed and all the systems will be integrated, fulfilling the required definitions and specifications. During the course of this stage, the developed modules will be delivered. This is useful for the user to analyze them and to get used to their operation.

Meanwhile, all the required tests will be made, including unit tests, integration tests, security tests and stress tests, ensuring the success of the software delivered.

## **Training**

The training has the primary target of providing the necessary knowledge to work with the system to implement.

Here we try to make every user feel qualified, well trained and confident to use all the product functionalities in the best way.

In addition, the system will include help files where all the common questions and procedure explanations will be detailed. There will be also included user manuals and training courses for any user who wants to feel confident at the time of using the product.

## **Testing**

This stage involves the use of the system under controlled conditions and the following result evaluation. To speak of controlled conditions implies to speak of testing under normal or abnormal conditions.

The Testing oriented to the errors detection must deliberately use erroneous procedures or sequences to verify that the system contemplates all possible inputs without making faults.

## **Implementation and project start up**

The main intention of this stage is to implement the software and to solve all pending subjects that had been left aside. This phase will change from the testing/QA environment (previous to the production) to real productive system operation.

That is why we will organize the way we will give support to the users for the first critical days of operations and the way we will provide support in the long term.

Ending this phase, users will be able to start working with the software daily in a production environment.

## **Maintenance**

Once the solution is implemented and started being used, new enhancements, requirements and ideas come up to the client to extend the functionality of the system and to take advantage of the information generated on it.

In this stage we will act as consultants to advise about the integration of all new modules required by the user.

## References

### **Right Here Interactive – Marc Pitre, President (USA)**

"For a little over 2 years now, I have worked with Virtual Mind on projects from simple to complex, from flash to .NET, from mobile to video. Each and every time, they prove their willingness to please, their professionalism and their high skill level. I've worked in the past with almost a dozen different organizations from India, Lebanon, China, Belarus and Ireland. I found varying degrees of success with each team, but none, not one like Virtual Mind. I never thought to turn my head directly south of the USA, but when Virtual Mind reached out to me in 2008, my first thought was "well, they'll be closer in time zone and that's pretty important." I gave them a shot on a software project written in .NET. I quickly found the staff to be accommodating, focused and professional. On top of that, I found them to be culturally similar and we developed a great rapport, often joking and having great conversations. This was something I hadn't experienced elsewhere. Over the next few months, the team proved themselves highly capable and relentlessly focused on delivering great results. After working with them for only a few months, I decided to go exclusively with them for all of my programming and development needs. Recently, they impressed me again with their 3D design skills that we implemented into a customer project and as I write this, one that is a big hit with the customer and I'm certain will be an eventual award winner. If you haven't decided to try the team at Virtual Mind, I promise you won't regret it."

### **Nixon Corp. - Jerry Nixon, Owner (USA)**

"I must admit that I just stumbled on Virtual Mind on Google. When we first engaged them, they had a smaller staff than today. However, I was impressed with their eagerness to engage, their flexibility in contract structure, and their willingness to embrace and learn the novel technologies we asked them to use for this special start-up work. Again and again they have solved technical issues. I have been very satisfied with that."

### **Grupo Inco - R.Ruvalcaba Chalita, Owner (Mexico)**

"Our products are very sensitive to the business of our customers so we need to have a very reliable, trusted and professional provider and we have found after trying too many companies that Virtual Mind is by far the best option. I definitely recommend this company. I have worked with many other companies and they always have delays, bugs, poor quality, but not with Virtual Mind. You can trust them."

### **QuizButler - Roni Schuetz, Owner (Suiza)**

"After starting my own online free quiz and online multiplayer trivia world, Virtual Mind helped me to create my website almost from scratch. Design and development process was simple and straightforward and they kept me fully informed at every stage on all their tasks. They came up with requirement enhancements very quickly and they showed they understood my business goals. "

### **Grupo Comex Ibérica – Santiago Bernal, Owner (España)**

"Our maxim is quality in software development. Virtual Mind accomplishes that aim.

At Comex Grupo Ibérica we develop software for people and give solutions to companies. We believe that the merger of strengths, knowledge and our partners' abilities coupled with our service-oriented business culture make Comex Grupo Ibérica a key company for providing IT solutions. Consequently, when choosing to work with providers we highlight this philosophy. Virtual Mind fulfills the necessary qualifications and it stands out for its seriousness, quality and for getting the jobs done in all the projects we have done together.

Virtual Mind has become a fundamental pivot for us in certain projects, which allows us to offer our clients quality products with the latest technologies and with tight deadlines."