

## **Blue Chip Provides Dedicated Offshore Development Center (ODC) to MFGPRO Consulting Partner based in Israel**

### **Business Need.**

Our partner is a IT Solutions Company based out of Israel and a renowned consultant on Mfg/PRO. The customers were supported by vendors who did not have an Offshore strategy that was cost effective and could ramp up manpower to meet customer's dynamic requirements and expectation.

### **Solution**

We setup a joint venture strategy to address the market need. Our partner with their established presence in the Israel market space, and Blue Chip with their delivery team based at the Offshore Development Center at Bangalore. This resulted in a cost effective, high quality availability of skilled competent resources and the infrastructure in meeting the end customer's requirement.

### **Our Approach**

To begin it started with a single customer requirement. The ODC setup consisted of a Project Manager, one Programmer and tester as the base team.

The model that was followed was, Our partner would take customer requirement at a macro Level, later would have discussions with Blue Chip team and will freeze the requirement. Subsequent to which Blue Chip would develop and deliver the projects.

Blue Chip strength in delivering projects with high quality and within the prescribed time lines proved critical for the strategy to be a success. Our partner was able to demonstrate the success of this offshore strategy to other prospective customers. What started with a single customer is growing in number at very fast pace. With growing customer requirement Blue Chip had the ability to ramp up resources to the ODC team as work increases without compromising on quality of delivery.



*About Blue Chip: Started in 1997, with Offices in NJ (US). Primarily Focused on Custom Software delivery, ERP consulting, eCommerce and Product Development.*

*Our QAD-Mfg/PRO practice is part of the ERP consulting division.*

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