

## RURAL ONSHORE CASE STUDY

### AT-A-GLANCE

COMPANY	Large Financial Services Firm
CHALLENGE	Cut staffing costs without sacrificing quality of work
SOLUTION	Switched to Rural Onshore from Offshore Outsourcing
BENEFITS	Outsourcing to Rural Onshore enabled the company to realize the same net savings as Offshore Outsourcing without the communication, managerial, or security issues experienced with offshore

“We’re able to have a bigger team in total than we ever would have full-time. Part of that savings is real estate; we’d have no room to house that many people in our New York offices.”

— Managing Director,  
Large Financial  
Services Firm

#### AREAS OF EXPERTISE

Application Development

Quality Assurance  
and Testing

Maintenance, Regulatory,  
and Enhancements

Systems Analysis

Business Process Analysis

Production Support

Help Desk

Data Entry

Business Process  
Outsourcing

## RURAL ONSHORE OUTSOURCING: THE SAVINGS OF OFFSHORE WITHOUT LEAVING THE U.S.

### THE CHALLENGE

A large financial services firm based in New York City needed to expand its IT staff flexibly and affordably to meet changing project needs. The client had previously worked with one of the largest global outsourcing firms based in India with poor results.

“Each member of our internal staff was having to do the work of three people [correcting errors, clarifying communications, maintaining extra layers of management]. Even though the firm had promised us a three-hour overlap with our New York office in the morning, it was impossible to reach people after 9 am. It failed every measure of cost benefit analysis; we basically got no value for our money.” — Managing Director, Large Financial Services Firm

### THE SOLUTION

The client decided to outsource a variety of IT functions to Rural Onshore, including software development, quality assurance, information security analysis, and end-user support. Beginning with a team of four, the success of the relationship has led the client to outsource more than 40 roles to Rural Onshore. The client comments, “Most of our teams are blended — Rural Onshore and full-time staff. Using RSC’s Rural Onshore model helped us rescue a failing project.”

### THE BENEFITS

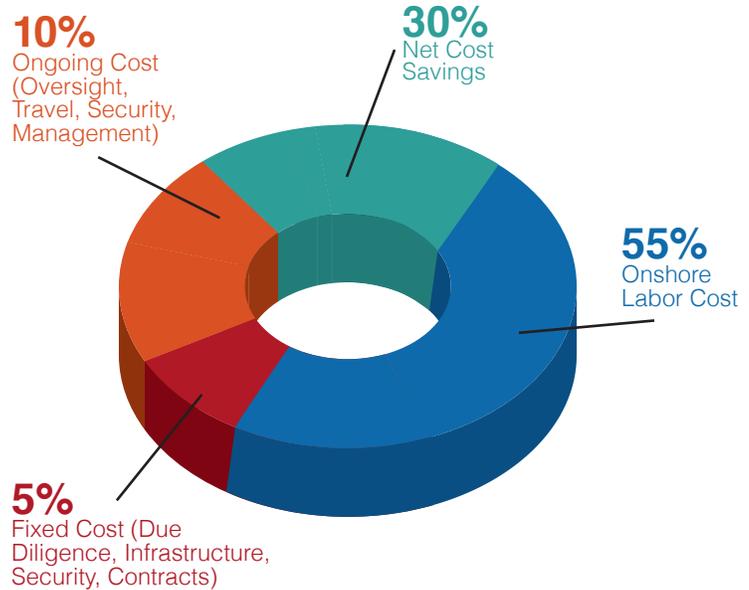
- **Affordability:** Outsourcing to Rural Onshore is significantly less expensive than hiring full-time staff for these roles, and Rural Onshore hourly rates are up to 40% less than those of independent contractors in the client’s metro area.
- **Flexibility:** Using Rural Onshore allows the client to add staff members flexibly and to shift them to various projects as needed. “It’s easier to bring on staff to meet our strategic goals,” says the client.
- **Proximity:** Having Rural Onshore staff in the same time zone allows for seamless collaboration, without communication challenges or travel hurdles. “The facility is only a two-hour drive from New York City. We send people there for days at a time. On some big projects, we’ve had Rural Onshore staff come to our office. These are things we couldn’t do with offshore staff.” — Managing Director, Large Financial Services Firm
- **Retention:** High retention rate means less training time and greater productivity. “We have much better turnover rates than we ever did offshore,” says the client.
- **Transparency and Security:** Rural Onshore offers complete transparency, including frequent site visits, and uses advanced security protocols.

### RURAL ONSHORE VS. OFFSHORE OUTSOURCING

Most of our clients have had experience with offshore outsourcing. Now there is a real push for U.S.-based staff and the pricing is not that disparate as it once was. Offshore rates used to be drastically less however when you add in the costs of extra layers of management, travel, dealing with buggy software, the actual cost is quite comparable.

— Managing Director,  
Large Financial  
Services Firm

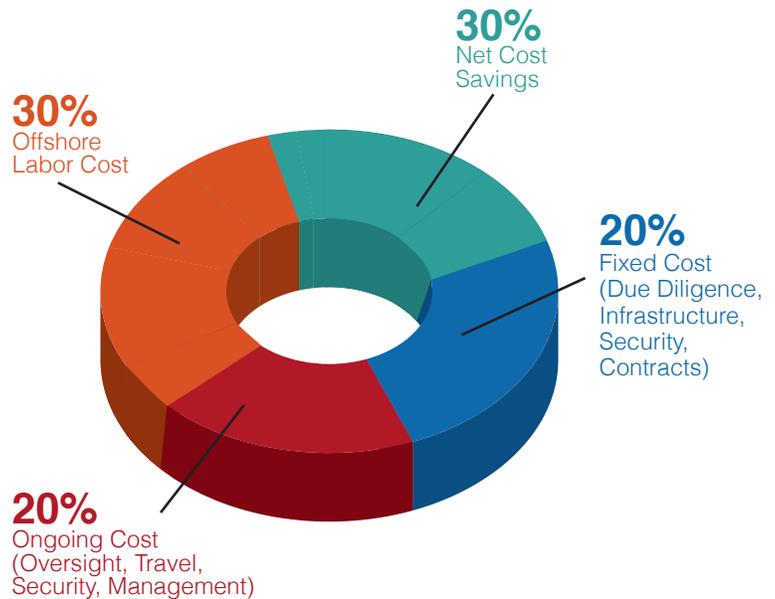
### RURAL ONSHORE COST SAVINGS\*



### BENEFITS OF OUTSOURCING WITH RURAL ONSHORE

- Offers comparable net savings to offshore outsourcing without the communication, managerial, and security issues associated with outsourcing to overseas firms
- Less expensive and more flexible than bringing on full-time staff
- Lower hourly rates than independent contractors in major metro areas
- None of the language and cultural barriers of using offshore outsourcing
- Significantly lower burden on in-house managerial staff
- No time zone gaps; collaboration is seamless
- High retention rate means Rural Onshore staff get to know the client's culture and become an extension of the team
- Easy, affordable local travel for meetings and work sessions

### TYPICAL OFFSHORE COST SAVINGS\*



\*100% Traditional US Labor Cost

“Rural Onshore has definitely met our goals. We’re able to get better quality personnel closer to us, and they’re actively able to contribute to our work. We’re very satisfied.”

— Managing Director,  
Large Financial  
Services Firm

## SECURITY

Maintaining the security of client and customer data is crucial for every industry. Rural Onshore maintains secure private networks, state-of-the-art encryption, backups, and full Internet and voice redundancy for each client, as well as physical security on-site, including:

- 24-hours/7 days security guards
- Badge access into building
- Building video monitoring
- Suite and project room key badge entry
- Access-controlled network room
- SOC2 certification (defined controls for security)

## RURAL ONSHORE - LOWER TOTAL COST OF OWNERSHIP

- All-in-rate – resource, communications, facility, account management
- Same time zones as New York
- Reduced travel time to New York
- Easier communications
- Understanding of business culture
- Same rate when traveling/on-site for short periods
- Extremely low attrition rate (3.5%)

## ROLES AND SKILLS

Rural Onshore offers highly skilled project managers, QA analysts and testers, application developers, database developers and designers, systems analysts, technical writers, UI/UX analysts, and help desk personnel.

## CORE TECHNOLOGIES

Distributed: Java/J2EE, JSP, .NET, XML, C++, Informatica, VB, MQ Series

Quality Assurance: HP/Mercury, Borland, IBM/Rational, Autosys

Legacy: COBOL/CICS, Natural, PL1, SAS

ERP: PeopleSoft, Oracle, SAP

Database: Oracle, SQL, Teradata, DB2, Sybase

BI/Reporting: Business Objects, Cognos, MRS, Crystal

Server: Windows, Unix, Linux, Websphere, Weblogic