




  
**sweet home**

  
 THE IT OFFSHORE COMPANY INSIDE EUROPE



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**QUALITY OBJECTS**  
INTERNATIONAL





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# Who is QUALITY OBJECTS INTERNATIONAL ?

Quality Objects Group is a holding of highly specialized consulting firms, that was founded in 1996 in Madrid. The company's goal then was to become a high quality referential in technology services.

Ever since, it has extended its range of services (onsite/offshore), activity sectors (banking, health, aerospace, tourism, Civil Services, etc.), strong reinvestment in R+D and development of proprietary products that increase the quality of the services and the customers' business.

Its quality service has enabled Quality Objects to work for the largest multinationals. With three offices in Madrid and one in the Canary Islands, Quality Objects can offer the best value for money right here in Europe, "the best Offshoring company Onshore", and it is just a few hours from Central Europe and not that far from USA.

Quality Objects has based its progressive growth on offering IT services at a very competitive cost without sacrificing the quality of the service, as over 80% of the engineers are postgraduates and the other 20% are graduates.

By the end of 2008, the number of engineers was 370. The turnover of Quality Objects Group has reached €18M in the last year and around 7% of this amount has been reinvested in R&D, undertaking the commitment to offer the best quality and technological level of the services provided.



# Services

The services provided by Quality Objects meet any technology requirements a company may have. To achieve this goal, there are different divisions with specialized services in numerous areas:

## 1. Technology Consulting Area

Quality Objects helps your company find solutions that ensure greater efficiency in IT applied to each business, aligning company strategies with the most advanced information systems. These services are mainly provided in onshore mode which will allow the company to undertake nearly any development project, tests or integration with the best guarantee of success.

- Master plans for information and communication systems
- Consulting services HW/SW and SW/SW integration.
- Software Re-engineering and Code Re-factoring
- System design and architecture
- Consulting for designing and developing software components
- Revision of Existing Practices, Methodologies and Strategies.  
Deployment of best practices
- RAMS (Reliability, Availability, Maintainability and Safety)  
Consulting Services, Process Improvement CMMI, ITIL...
- Consulting on Web 2.0 solutions
- Consulting on marketing and customer support solutions, CRM, Contact Centers, logistics, GIS, HHRR, balanced scorecards, document management, etc.
- Designs and architectures for systems based on mobile communications
- Integration of existing systems with mobile communication platforms and wireless systems

## 2. Software Product Development

Quality Objects has amassed over 12 years of experience in developing products for the largest multinationals and in developing proprietary products with a high degree of innovation.

Quality Objects develops the products that each customer's business needs with its own methodology. It also participates in the innovation of products for each business or company, through several collaboration methods with Quality Objects's R&D department.

The products developed involve solutions based on the exploitation of mobile and wireless technologies, embedded systems for Aerospace, Building, Tourism and other high specialized sectors, such as mobile device manufacturers and banking.

### 3. Custom Software Development

Quality Objects offers experience and professionalism in the development of Information System projects. This process is based on several key points:

- High specialization of resources: Qualification and Specialization in Business areas. Project Managers and expert engineers in different industries, such as the Railway, Healthcare or Telecom sectors.
- Profile Availability, based on project requirements, Project Managers, Architects, Analysts & Analysts Programmers, Developers, Testers...
- Low Risk thanks to the efficient management model called Software Life Cycle (SLC), which provides a transparent development and periodic inspections in order to conform to the customer needs and requirements with the product at anytime. Adaptation to Agile Methodologies or RUP according to the project type.
- Comprehensive methodology that covers Business Process Model, prototyping, development requirements, QA & Testing, Integration, Performance & Integration Testing and Documentation.
- QA & Testing is performed by Quality Objects SQA and Testing Department, which guarantees the independence between the Development and the Quality assurance teams.
- Offshoring/Onsite effective and mixed management model with the integration in situ of experienced consultants at the customer's facilities.
- Periodic reporting, workforce, performance, milestones...
- All products and applications either owned or developed by third parties have warranty, support and maintenance periods in all fields (development, correction and improvement).

### 4. Software Quality Assurance

Quality Objects has an independent area of support dedicated to Development of Products and Software, which guarantees through the Lifecycle (SLC), the alignment of the product in development with the requirements and the quality demanded.

In SQA and Testing area, Quality Objects has consultants and engineers that provide highly specialized offshoring or mixed offshoring-onsite services:

- Setup and Improvement of Test Process
- Closed Testing Projects (Integration, Systems and Acceptance)
- Testing Automation (conventional GUI and TTCN-3 tests)
- Testing Services
- Testing of Embedded Systems and Critical Systems
- Training and Certification in Testing ISTQB (Foundation and TTCN-3)
- Integration of testing process with other SW Engineering projects: SCM, QA, RM, etc.

### 5. Business Intelligence

Quality Objects also offers consulting services, specialized in business intelligence, in order to transform information into useful knowledge, which helps business users in the decision-making process.

In this area, Quality Objects's range is divided into the following business lines:

- Data Quality & Data Migration Services: Data Management Control, Replication and Migration, Synchronization, Integration, Cleaning, Correction and Consolidation.
- Analytical & Data Mining Services: Predictive models, descriptive models, association rules and temporal series.
- DataWarehousing Services: Description of information storage systems (DataWarehouse and DataMarts), multidimensional design and dynamic structures.
- Query & Reporting Services: Reporting, multidimensional analysis, scoredcards, etc.
- Data as a Service: Enables you to optimize the functionalities of a Query & Reporting and Analysis System making the most of on-demand data analysis.

# Delivery Model

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IT services are offered in different ways based on customer needs. Choosing the suitable model, helps find the balance between service accessibility and its cost, but it also helps find the best way to reach target results whilst ensuring guaranteed quality:

- **Full time equivalent** – This model means the customer has an extension of its IT organization or department in Quality Objects . The staff selected for the project is customer-centered and assigned for each project, to grant full dedication to the project.
- **Time & material** – This working model is designed for projects, where requirements cannot be predefined and, therefore, the project activities and scope change as the project develops. This model states the capabilities that Quality Objects makes available for customers and their costs with a comprehensive reporting policy of worked hours and achieved goals.
- **Fixed duration & cost** – Involves a contract model that allows you to give IT services based on a fixed term and budget for the project. This model is associated to software development projects, application outsourcing, trial projects and any type of service that can be duly specified at the beginning of the service.



# Work location and methodology

## Projects with mixed model Onshore/Offshore

In order to offer the best quality of service and product, along with a competitive price, Quality Objects defines a working model enabling some activities Onshore (at the customer's office), giving the best service, and other activities Offshore, at its low cost center.

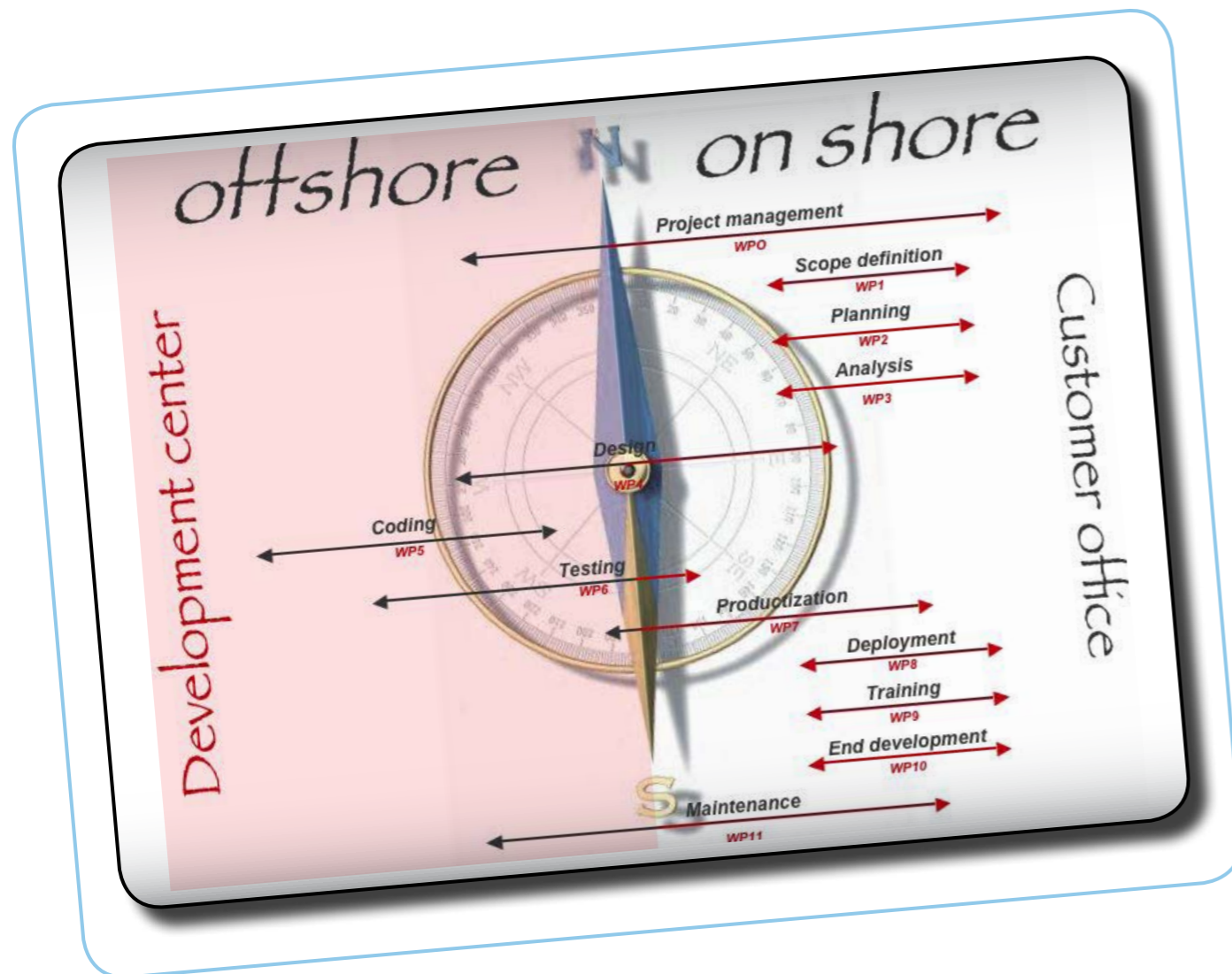
$$\text{VALUE} = \frac{\text{Service Quality} \times \text{Product Quality}}{\text{Cost}}$$

- Quality of Service – Onshore and visibility. Risks derived from working with an entirely Offshore vendor are due to the lack of business knowledge, cultural and language differences, and vendor remoteness. Quality Objects offers Onshore consultants that work in collaboration with the customer and give a close service avoiding the risks and problems found in Offshore vendors. Moreover, Quality Objects has a set of Web tools enabling the tracking of statistics of all control parameters of the project in real time as a preview, output code lines, executed tests, troubleshooting status, etc.
- Product quality – Quality Objects Methodology. Currently, new Agile Methodologies represent the biggest change within the conventional software development methods. Quality Objects Methodology combines the conventionality of traditional methodologies with the best practices of Agile Methodologies in order to adjust to the OnShore-Offshore model.
- Cost – Offshore/Nearshore. In all projects there is a large number of activities that do not improve the quality of service and, therefore, can be made in low cost centers without sacrificing quality. Quality Objects has low cost development and test centers with the best professionals and a great deal of experience in complex projects using the latest technologies.

## 4 Work location and methodology

### Project structure with Quality Objects Methodology

A software project according to Quality Objects Methodology, consists of a set of Working Packages (WP) where all necessary activities of the project team and the customer are structured, in order to achieve common goals.



## 5

# Technological Specialization

All services are based on advanced software technologies, including:

### Programming Languages

- C, C++, C#
- Java, J2EE, JEE5
- ActinoScript, Flex
- Javascript, PHP
- ASP, ASP.net
- HTML, XML, XSL, XHTML, CSS
- Python, Perl
- Ruby on Rails

### Application/Web Servers

- IBM WebSphere
- Bea Weblogic
- Oracle OAS
- Borland BAS
- Tomcat, jun, JBoss
- Caucho, Resin
- Microsoft IIS

### Databases

- Oracle
- DB2
- Sybase
- MS SQL Server
- MySQL
- PostgreSQL
- ObjectStore
- Tamino
- PostgreSQL

### Platforms

- Windows
- UNIX
- Solaris
- HPUX
- AIX
- Linux
- Windows Mobile
- Symbian OS

### Open Source Projects

- Jakarta (Struts, Coccon...)
- JDOM
- iBatis
- Hibernate
- JUnit
- JSF

### Middleware

- CORBA
- Tibco
- Tuxedo
- DCOM



## Products and proprietary solutions

Quality Objects Group has developed a number of specific software products for different industries:

### Aerospace Systems and Aeronautics

- Exhaustif SWIFI: Fault injection tool to improve the reliability of software intensive systems.

### Telecommunication Systems

- Exhaustif TTCN: Testing tool used to define, deploy, execute, and automate testing cases based on the TTCN-3 Standard.
- Movipolis: Interactive guide and tourist information services for urban areas via mobile phone.
- Blueland: Solution to develop customized personal marketing campaigns via Bluetooth in different sites, including shopping centres, urban areas, stations, etc.
- Daisy: GPS guidance system for pedestrians with intellectual limitations.

### Technology, Software, and Internet Solutions

- RSServer: Management Solution for RSS news in corporate environments.
- Social: Solution designed to create corporate social networks associated to a product or Web service.
- IntelliWeb: Solution designed to create product recommendation models based on Collective Intelligence.
- PriceModeling: Value analysis solution for complex items (product pricing, immovable assets and salaries) based on Collective Intelligence.
- Invenio: A search system based on natural language using GSA technology powered by Google.

### Methodologies and Environments

- RUP
- Métrica
- OOP
- XP, Scrum
- Eclipse, Netbeans, JBuilder, Visual Studio .NET

### Software Engineering

- Rational Suite
- Together
- CVS, SVN, WinCVS
- Sourcesafe
- ClearCase

### Mobility

- J2ME
- Symbian S60, Symbian UIQ
- .NET Compact Framework
- SIP, IMS, SMS, WAP Push MMS, VoIP
- UMTS, HSDPA GPRS, WI-FI, WIMAX, Bluetooth, ZigBee

### Web 2.0

- RSS
- AJAX
- RIA, GWT
- SOA
- SOAP
- GSA, GMaps

### BI

- Business Objects
- Cognos
- Microstrategy
- Oracle BI
- SAS, SPSS

### Testing Tools

- Test Director
- Silk Tools
- Rational Test Suite

### Banking/Financial Solutions

- Robobroker: A platform for Algorithmic Trading with a set of powerful predefined commands.
- Market Reference Data Provider (MRDP): A system designed to acquire and distribute market reference data with consumption tracing and monitoring functionalities.
- dVelox: A general purpose predictive engine used to develop and deploy support systems for real time decision-making.

### Services and Others

- Gaia: A system made up of sensors and actuators in order to optimize farming control and water management in general.
- Coral 2k: Environment monitoring solutions (light, temperature, humidity or movement), based on WSN-Wireless Sensor Network technology.
- dLife: A biomedical IT platform that enhances decision-making processes in clinical environments.

# Activity Sectors

At present, Quality Objects provides its services to different industries:

- **Aerospace and Defence:** Quality Objects experience in this sector stems from system development, meeting the strict requirements that must be fulfilled by the high technology employed in applications and in software/hardware components. Some of its most remarkable jobs in this field are avionics systems, security systems, information management systems for satellites, as well as presence control and access control systems.
- **Telecommunications:** Quality Objects has a considerable team of experts that master business and processes in the telecommunications field and that many customers from this area endorse. Some of its most significant jobs in this field are IMS network management applications, billing, royalty systems, customer management, partners and CRM, infrastructure management, complex mobile solutions based on GPRS, SMS, MMS, Bluetooth and so forth, applications for mobile devices (Midlets, Symbian, etc.).



- Technology, Software and Internet:** Quality Objects stands out for its high capability in technology, which helps the company gain the trust of large multinational software manufacturers (see IT Customer list) for the development of their business products. Since the early days, this company has been a pioneer in the development of Web projects with state-of-the-art technology and, nowadays, it is still a leader in technology and a reference in Web 2.0 development.
- Banking:** Quality Objects has developed banking technology systems for the main Spanish banks for their adjustment to the European and US banking systems, as well as for the migration, integration and merge of the different applications among banks from different countries. Among its proprietary products it is worth mentioning the algorithmic platform for trading (for e-Banking), online brokers and professional contractors boards. Other competences in banking include negotiation platforms for stocks and derivatives, migration and integration of various applications, risk management, scoring, customer management, phone debt collection, payment systems and so forth.
- Civil Service and Others:** Quality Objects has experience in the development of the so-called digital cities, management systems for electronic documents, solutions for the provision of mobile services to citizens, management of interactive portals for the Civil Services, management of information campaigns, solutions to prevent fraud in vehicle imports, etc.
- Utilities:** Quality Objects has developed applications and systems for the different phases in the energy cycle (gas & electricity): production, transport and distribution. As well as other services such as drinking water supply and rubbish collection. Its most remarkable jobs are applications for electronic trading, applications related to energy management (customer management, consumption, billing...), wireless systems for the location of tow trucks, vehicles and load optimization, applications for the building sector in order to save electricity in residential and industrial consumption based on wireless micro sensors, electronic systems and communications, security/safety for building work management, safety in the workplace, access control, people tracking, equipment control, etc.
- Pharmaceutical and Healthcare:** Quality Objects has solutions that relate to the intelligent management of vast patient databases in hospitals, therefore it is possible to achieve optimization when it comes to the effectiveness of medication and drug costs. Other experiences in Pharmacology and Healthcare cover prevention against fraud in insurance companies using data mining and drug expenditure control for the Civil Service using DM.
- Services and Others:** Specific products for the creation of advanced services for the tourism industry, building industry oriented systems, irrigation optimization systems in agriculture.



# Customers

Its customers are leading companies both in Spain and abroad. In most cases, these clients are much more than suppliers, they have actually become technology partners thanks to the experience, reliability and trust in the services.

Below is a list of customers Quality Objects Group currently works with, segmented by industries:

## Aerospace and Defence

- EADS Astrium
- Indra Espacio
- Spanish Ministry of Defence

## Telecommunications

- Telefónica
- Telefónica Móviles
- Vodafone
- Jazztel
- Orange
- ERICSSON
- Alcatel&Lucent
- SIEMENS

## Technology and Software

- ILOG
- Openwave
- Borland
- Google
- Indra
- IBM
- Avanzit Tecnología
- Software AG

## Banking and Insurance Companies

- Grupo Santander
- ISBAN
- ING DIRECT
- Caja Madrid
- BBVA
- Caja de Canarias
- OCASO
- Mutua Madrileña
- Línea Directa Aseguradora

### Civil Service

- Spanish Ministry of Industry
- Autonomous Community of Madrid Red.es
- Autonomous Community of Murcia
- Canary Islands' Government

### Utilities

- Unión FENOSA
- Iberdrola

### Pharmaceutical and Healthcare

- ABBOTT
- IBERMUTUAMUR
- Hospital La Princesa (Madrid)
- IVI: Instituto Valenciano de Infertilidad

### Services and Others

- RENFE
- RENFE (Commuter trains, Autonomous Community of Madrid)
- Acciona Infraestructura

# Partners & Certifications

Quality Objects Group holds alliances with companies such Borland, Telelogic, IBM, HP, Reuters, Adobe, Microsoft, Oracle and Google.

Founding member of the Spanish Testing Board, which depends on the ISTQB (International Software Testing Qualifications Board), an international organization responsible for laying the foundations and creating a global framework for professional careers and training of professionals related to software testing and quality, being the only Spanish company authorized to give the training course to obtain the ISTQB Software Tester Certification.



## R&D

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Quality Objects 's philosophy is to invest on research and development projects as a means to stay qualified in emerging technologies, investing more than 7% of their turnover during the last year.

Therefore, since 2000 Quality Objects has participated in several R&D projects within research framework programmes funded by the European Union and several national and local innovation programmes.





# Why trust Quality Objects ?

## The basic differentiation sums up in:

- **Proven experience** and **specialization** in **offering IT services** to leading multinational companies.
- **Spain**, according to international organizations, is a country with a **very low risk in legal**, trading and commercial matters, as well as in political stability and social conflicts.
- **Western culture and proximity**, only a few hours by plane from the rest of European countries and from the US, and with a time zone that totally adapts to that of Europe and partially to the US.
- Finally, and most important, is the decisive question: Are **Quality Objects 's costs competitive** compared to those of companies located in Eastern Europe or in more exotic regions such as India? FULLY competitive, contact Quality Objects and you will be informed accurately.

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