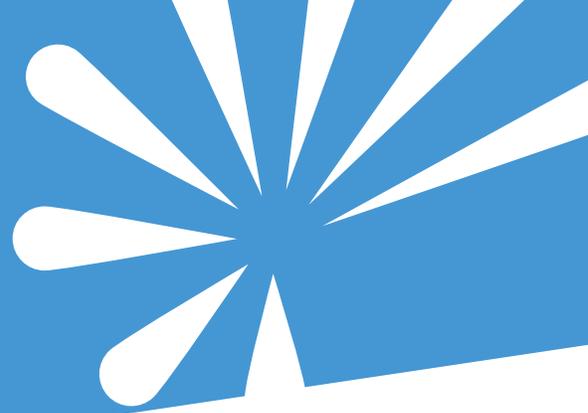


# Rural Sourcing

A high-value alternative to local, nearshore, and offshore outsourcing



## A BETTER ALTERNATIVE

Doing more with less is increasingly important in today's competitive business environment. While the promise of savings lures many companies to shift IT work offshore, most never realize the expected return of their investments. Improving's Rural Sourcing strategy is a high-value alternative to local, nearshore and offshore outsourcing.

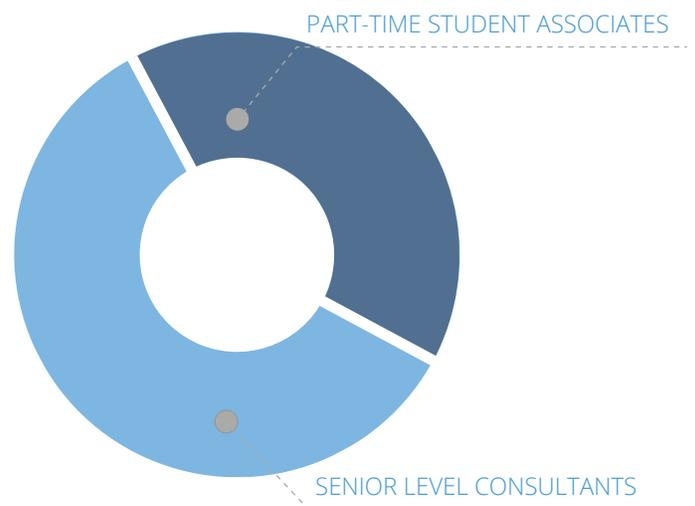
In our model, a development center was created in a rural community near a major university. By combining industry-leading technologists with motivated and talented university students and graduates, Improving has assembled productive yet affordable teams. Furthermore, regional proximity to major cities provides convenient access when in-person communication is desirable.

## PARTNERSHIP WITH TEXAS A&M

Our College Station office is founded on our partnership with Texas A&M University and is located on the university campus. By giving back to the Texas A&M community, we have unparalleled access to the best and brightest that the university has to offer. Through this unique model, we pair senior level consultants with Computer Science student associates to provide strong mentorships in modern engineering practices. We additionally support the university with guest lectures by senior Improvers on topics such as agile methods, test-driven development and test automation.

### 3:2 SENIOR TO ASSOCIATE LEVEL

For every part-time student associate, there are one or two upper level consultants providing leadership and mentorship. By keeping the ratio of senior level to associate level consultants low, we are able to maintain the highest level of quality. This mentorship model keeps costs low while also investing in future IT professionals.



“Surround yourself with great people and share the rewards.”

Curtis Hite, CEO

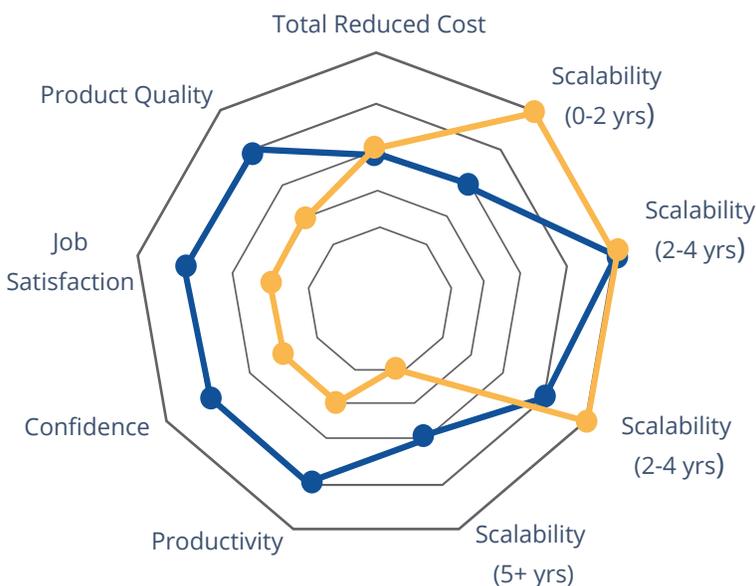
## MITIGATE RISKS

Outsourcing works best when the work is clearly defined but this typically reduces flexibility. Improving's Rural Sourcing model provides flexibility through its use of agile methods, which also ensures stakeholders are involved in decision making. Communication risks are further reduced by our geographic location, which allows for periodic face-to-face visits and regular contact with a team in a convenient time zone.

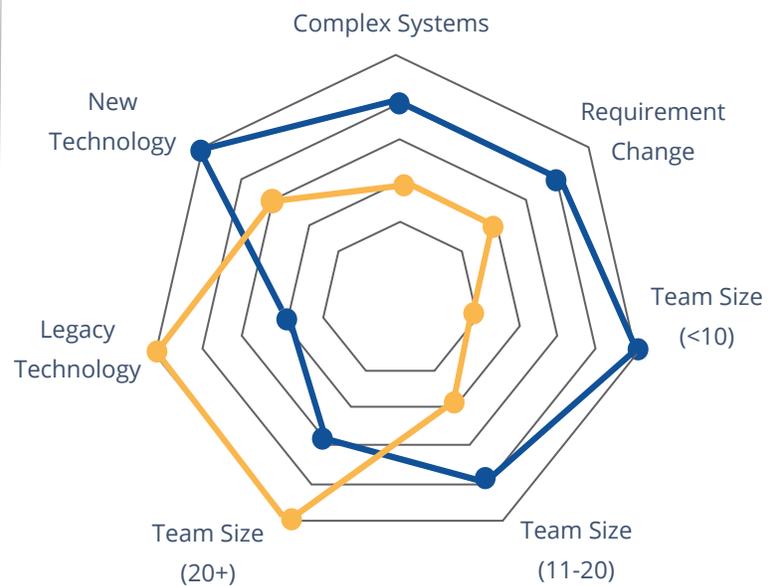
## REDUCE COST

Traditional outsourcing includes hidden overhead costs, and the problems of trying to communicate and coordinate across many time zones often times cause unexpected delays. Cultural differences and language barriers amplify a lack of common understanding of American business practices. Improving's strategy offers a competitive total cost of ownership by reducing these barrier factors. We are able to critically work through problems and provide thoughtful solutions rather than simply following a set of instructions which can incur extra time and expenses.

### COST BENEFIT



### RESOURCE EFFECTIVENESS



● Rural Sourcing  
● Offshore