Insertion of 01Synergy into the Colombian's IT market.

Project International Business Practices
Professional practices final report

Insertion of 01Synergy into the Colombia's IT market

Daniel Duque Ramos

Tutor
Julieth Maricela Trejos

Profesional en Comercio Internacional

Universidad Catolica Popular de Risaralda
Programa Negocios Internacionales

Professional Practices
Pereira
2010
Insertion of 01Synergy into the Colombia’s IT market

Failure is not falling, but in not getting up.
Agradecimientos

A las personas que permitieron que realizara mi práctica en este maravilloso país y en esta maravillosa empresa.

A mis padres, Gabriel Alberto Duque y Mercedes Ramos Olaya, un especial agradecimiento por apoyarme en cada paso de mi vida y permitir esta maravillosa aventura. A mis hermanos, Mateo Duque Ramos y Violeta Duque Ramos, que me acompañaron y nunca me dejaron solo en este proceso.

A, Mr. Preet y Mr. Davinder, por permitirme hacer parte de la familia de 01Synergy.

Al staff de 01Synergy, por acogerme y recibirme en esta maravillosa familia.

A mi tutora Julieth Maricela Trejos, agradezco sus consejos en la parte académica y también en la espiritual.

Y a Dios por poner en mi camino a todas estas personas.

Muchas gracias, a todos.

Thanks

To people who allowed me to conduct my practice in this wonderful country and this wonderful company.

My parents, Gabriel Alberto Duque and Mercedes Ramos Olaya. Special thanks for supporting me every step of my life and allow this wonderful adventure. My brother Mateo Duque Ramos and My sister Violeta Duque Ramos, They accompanied me and never left me alone in this
process

To Mr. Preet and Mr. Davinder

For letting me be part of the family of 01synergy.

Staff 01Synergy

For welcoming me and having me in this wonderful family.

My tutor Julieth Maricela Trejos

I appreciate your advice in academics and also spiritual

And God put in my way all these people.

Thank you very much everybody.
## Index Table.

### Introduction
1. **Company presentation**  
   1.1. *About 01Synergy*  
   1.2. *Mission*  
   1.3. *Vision*  
   1.4. *Corporate values*  
   1.5. *Services*  
   1.6. *Company chart*  

2. **Diagnosis of intervention area**  
   2.1. *Intervention shaft*  
   2.2. *Intervention shaft justification*

3. **Objectives**
   3.1. *General Objective*  
   3.2. *Specifics Objectives*  
   3.2.1. *Conduct a market study that includes*  
   3.2.2. *Build a database of companies and/or potential customer with whom to negotiate*  
   3.2.3. *Establish contacts with companies and / or potential customers, giving continuity to the proposed inclusion of the company 01Synergy in Colombia.*
3.2.4. Restore the contacts that the company already
had to maintain contact with business.

3.2.5. Offer help and support to inquiries from
potential customers, to promote good
relationship between the two parties.

3.2.6. Participate actively in the development of other
tasks that are not within the area of marketing tasks.

4. Theoretical framework

5. Schedule of planned activities

6. Results

6.1. Conduct a market study that includes.

6.2. Build a database of companies and / or potential
customers with whom to negotiate.

6.3. Establish contacts with companies and / or potential
customers, giving continuity to the proposed inclusion
of the company 01Synergy in Colombia.

6.4. Restore the contacts that the company already had to
maintain contact with business.

6.5. Offer help and support to inquiries from potential
customers, to promote good relationship between
the two parties.

6.6. Participate actively in the development of other
tasks that are not within the area of marketing tasks.
Insertion of 01Synergy into the Colombia’s IT market

Conclusions 31
Recommendations 32
References 33
Annexos 34
List of Tables

Table 1. Deactivated Schedule 28

Image List

Image 1. 01 Synergy Chart. 18
## List of Annexes

<table>
<thead>
<tr>
<th>Annex</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annex A</td>
<td>34</td>
</tr>
<tr>
<td>Annex B</td>
<td>40</td>
</tr>
</tbody>
</table>
Abstract

01Synergy leading ICT solutions in the field of technology, with presence in India, USA and Netherlands. With the process of expanding frontiers and seek new markets in Latin America, develops a first approach to the Colombian market through, search and contact companies that need ICT solutions and services, or companies with which they can develop the business alliances; the project seeks to develop partnerships between the two countries to strengthen friendly and business connections between companies and countries. The document will show the evolutionary process of the project, and highlight it in the process step by step, answering questions from why to how to approach outsourcing and face a cultural adaptation process to negotiate.

Key words
- Telecommunications
- Information
- Technology

Resumen

01Synergy empresa líder en TIC y soluciones en campo del las tecnologías, con presencia en India, USA y Holanda. Con proceso de expansion de fronteras y búsqueda de nuevos mercados en Latino America, desarrolla un primer acercamiento al mercado Colombiano, por medio, de la búsqueda y contacto de empresas
que necesitan de los servicios de soluciones TIC o bien empresas con las cuales se puedan desarrollar alianzas comerciales, el proyecto busca desarrollar alianzas entre los dos países, con el fin de afianzar lazos amistosos y empresariales entre las empresas y países, en el documento se mostrara el proceso evolutivo del proyecto, y dentro de el se destacara el proceso paso a paso, respondiendo preguntas desde el porque externalizar a cómo abordar y enfrentar un proceso de adaptacion cultural para negociar.

Palabras claves

-Telecomunicaciones
-Información
-Tecnología
Introduction

Insertion of 01Synergy into the Colombia’s IT market

Technologies play a fundamental role in the development of market economies and trade. The technology boom has been the best way to develop energy. Using the necessary investment and almost mandatory in the area of technology, of course if the company wants to excel or belong to the major developed markets and in a world that is constantly developing.

By naming technologies and major developed markets, we must pause and think, what are the largest economies? And Why? And these questions are answered: a high level of investment in technology and development.

And going back a bit the past, technology gave his first stitches in the military where necessary to the development of armaments and tactics to win, but gradually began to take new directions inroads into various fields in everyday life people who implemented the technology to make life easier. So I take part of the business and development of technology for the facilitation of processes. Leading to the development of new proposals for business management and process outsourcing for cost reduction.

What makes the technology into a tool and key figure within the business environment. In this respect Colombia so far is giving a relevant importance, and step by step is in a stage of devel
opment and maturation, which immediately makes an interesting choice as a target market in which to develop and promote businesses in the area of ICT.

With this reason 01Synergy undertook a process of market integration in Latin America, specifically Colombia, and this will be a guide which aims to assist the reader step by step in the process of inserting 01Synergy in Colombia, explaining the steps planned, and taken on the fly process development.
1. Company Presentation  01Synergy

1.1. About 01synergy

01Synergy defines itself as an end-to-end IT solutions provider, offering services and products spanning the entire spectrum of Information Technology. With a multi-domain, multi-technology and multi-delivery modes model, "01 Synergy" is fully equipped to offer its demanding clients a superior mix of credentials, domain expertise and cutting edge technology solutions.

(01 Synergy) Started in 1995, at first 01 Synergy was a pure web development company. Over the years the company grew and expanded their businesses from only web development to software development and consulting, mobile application development, application maintenance and open source implementation. Besides these knowledge intensive services (KPO), "01Synergy" also started in the domains of business process outsourcing (BPO) and of Software Testing and Quality Assurance. The company has local (Indian) development centers in Pune (HQ), Mumbai, Ludhiana and New Delhi.

Besides these Indian offices there are subsidiaries in the United Kingdom, The Netherlands, Canada and the United States. Today 01 Synergy is a global provider of IT solutions, multi-domain, multi-technology and multi-delivery models.
1.2. Mission

Their mission is to become a leading service provider of global offshore QA & Testing.

1.3. Vision

To provide businesses and organizations integrated solutions at an optimal cost ensuring on time delivery and improved software quality time.

1.4. Corporate Values

- **Client Focused**
  
  They are committed to improving our clients’ ROI (Return on Investment) and giving them a competitive advantage by providing them with the best possible services.

- **Superior Results**
  
  Their teams of highly skilled personnel strive for operational excellence to ensure matchless results.

*Valued-Added Partnership*

All their staff members are attentive and knowledgeable problem solvers.

- **Winning Attitude**
  
  Their success-driven attitude combined with focus and confidence assures a winning formula for all their clients.
1.5. Services

- **Business Process Outsourcing**

Their innovative, low-cost, flexible technology helps clients maximize the efficiency of their corporate back office by reducing costs.

- **QA & Testing (Software & Hardware)**

Their deep-seated knowledge and research in the field of Information Technology ensure high impact solutions that help clients tap into fresh offerings compete more effectively and optimize business potential.

- **New Media**

The media and entertainment industry is continuously undergoing changes that are largely driven by digital technology. In these fast-paced times, they help clients to better understand their consumers, simplify processes and capitalize fresh opportunities.

- **Customized Software Development**

In today’s highly competitive conditions business are faced with the challenge of improving and sustaining performance. They develop strategic software solutions that help their clients meet their goals faster.

1.6. Company chart

01Synergy has 6 areas identified for the successful development of the company (see Table 1), all areas of the company carefully shaped to serve a specific task have qualified personnel to ensure and provide high quality services provided. The market area consists of a team of people from different nationalities who are committed to expanding market for 01Synergy.
Insertion of 01Synergy into the Colombia’s IT market

The marketing team must be in constant search for new potential markets in which 01Synergy can enter, either through project development, strategic alliances, developing new customers. For this you must create a close relationship with the client to identify needs and possible options for new business.

Image No. 1: 01 Synergy Chart. (Font: "COO" Chieff Operating Office)
2. Diagnosis of the intervention area

01Synergy international IT Company with strong presence in: U.S. and Europe. This year 01Synergy decided to extend its presence to Latin America, especially in Colombia; for this reason the company to seek to enter the Latin American market especially the Colombian market, you must identify and define what would be the best options and/or strategies to access this market, identifying all steps for this process to meet successfully, according to the terms and distinctions between countries, should take into account the cultural barriers, needs, competition, among others.

The insertion process to a market is a complex process that requires thorough research, and development of a methodology that allows the company's successful entry into a foreign market.

01Synergy in the insertion process had advanced a process that left Preliminary data findings and contacts with whom he had discussed certain issues but not be successfully completed. Therefore the next step it is continue with the project and identify and make a proposal with which the company 01Synergy can enter more easily and successfully to the Colombian market.

2.1. Intervention Shaft

According to the proposed project, the need for action lies in achieving the company successfully 01Synergy between the Colombian market, given that, it is necessary for the work include: research, search, contacts and approaches to possible and potential custome
rs or business partners. Generating and proposing ideas to help with the aim of the project. Maintaining constant communication with customers clarifying doubts that customers are able to present, identifying their needs and offering support in the processes that come to open. But not only has become necessary as described above, since the project progress has been necessary to adapt the strategies of search and contact between different customers or potential business partners, as the different markets and countries have different cultural aspects, which should be respected and taken into account when making a business contact.

As the company seeks to enter the Latin American market specifically in Colombia, the area where it will intervene is the area of marketing, and from there is very important to determine and identify both the needs of potential clients as well as the strategies and processes to market entry.

All delegated functions, research, search, contacts and approaches to potential and prospective clients or business partners, must maintain a record and a daily report showing progress on the project.

2.2. Intervention shaft justification

The project is proposed as the opportunity at this time is presented in the IT markets in Colombia, 01Synergy to have a presence in the local market in Europe and U.S. decided to focus and look at potential new markets that the company can enter. The South American market, which presents an interesting process of market development in the area of ICT. Wanting to take this stage of development and progress that has been the Colombian and South American market 01Synergy began with the development and implementation of strategies for entry into that market.
Insertion of 01Synergy into the Colombia’s IT market

The process began sensing that Colombia not only has needs in this area but also presents development opportunities for both parties (annex 1, annex 2). Colombia besides presenting a good overview for the development of business proposals in the local market, with the growth of ICT. Also has other aspects that benefit new entrants in the Colombian market, among them are government plans aimed at the development and encourage trade between countries, this plan of government (2010 - 2014) aims to support the different sectors of the economy to attach great importance to the area of technology. Other points to note are the accompaniments are the entities to companies that are in the process of entering the Colombian market and this should be highlighted to Proexport (annex 3), which provides support in the process.
3. Objectives

3.1. General objective:

Connect 01Synergy with Colombian companies, to generate business opportunities to achieve and / or business partnerships, in order to incorporate the company in Colombia.

3.2. Specific objectives:

3.2.1. Conduct a market study that includes:

- Investigate and explore the opportunities and potential business partnerships and / or business.
- Find the best strategy to contact the companies and / or potential clients.
- Find the best businesses and / or potential clients to make contact.

3.2.2. Build a database of companies and / or potential customers with whom to negotiate.

- Use Internet search engines and tools provided in the company to build the database of companies and / or potential clients.

- Collect data that yield continuous contact with the company and / or potential customers contacted.

- Organize contacts found to have order and control in the process.
3.2.3. Establish contacts with companies and / or potential customers, giving continuity to the proposed inclusion of the company 01Synergy in Colombia.

- Present the company through email marketing. Sending it to the companies and / or potential customers contacted.
- Keep a record of at least 10 companies and / or potential customers a day.

3.2.4. Restore the contacts that the company already had to maintain contact with business.

- Continue the process that the company had started contacting 01Synergy the Colombian market.

3.2.5. Offer help and support to inquiries from potential customers, to promote good relationship between the two parties.

- Provide information to companies interested in 01Synergy services.
- Study and understand the workings of the company and its services to provide better information to customers.
- Provide translations of the various customer sites or working group if necessary, as prevention mistakes with the language

3.2.6. Participate actively in the development of other tasks that are not within the area of marketing tasks.

- Draft I-phone development for the effective development of the area of I-phone in the project 001 (name withheld) will need the cooperation of the different areas of the company.
4. Theoretical framework

With the world getting smaller through telecommunications, has aroused widespread interest in acquiring knowledge, products and different views of different places that offer this world. Juan Pablo Almonacid said that, while the boundaries between countries and regions may be significant in political terms, they have not disappeared in the competitive global map. The ever-rapid flow of information around the world has done that people are aware of the tastes, preferences and lifestyles of citizens in other countries. Through this flow of information, we are all becoming - at varying speeds and at least in economic terms - global citizens.

Globalization is a dynamic process of increasing freedom and global integration of labor markets, goods, services, technology and capital. This process is not new, has been developing gradually since 1950 and will take many years to complete, if policy permits. by De la Dehesa, G. (2000). And in a business field interest has become a constant battle with the purpose of expanding the borders and with them their markets.

For the particular case of 01Synergy leader in IT is of great interest to expand those boundaries, however this process has been advanced in some places as the United States and Europe. Places where there are high levels of technological development, however the turn is for Latin America, namely Colombia, which has an interesting stage of development in the area of technology and industry. How you decisions are based on previous studies that define the business needs rather than the needs and opportunities presented to jump borders in search of development, however, Enrique Claver Cortes and Diego Quer Ramírez say Internationalization is a difficult process to plan ahead because the necessary structures and routines cannot
be established in advance, but must be built up gradually as a result of learning about foreign markets.

But firms that over time have dared to venture into international markets have left a trail of knowledge which includes guidelines and methods that help when planning for internationalization, but not in making the decision within the process of internationalization for several stages where the first is making the decision to internationalize the company and at this stage should be taken into account. Why internationalize?

This question will define the business needs and that of making the decision to internationalize. And continue with the guidelines for successful internationalization has been determined, as mentioned above.

The market competition is one of the difficulties faced when there is talk of globalization, the idea of going on to compete in an environment where the weak are left behind and the strongest short of the glory, also becomes an incentive to When making the decision to internationalize a company pursuing the idea of locating in a global marketplace where you have endless opportunities to develop and promote the company, applicants and suppliers of services opportunities.

Assuming that not only ideas can enter a global market, it must also support a strategy that allows the global market entry is successful.

The text names the world decreased in size directly proportional to the development of technologies and communications. Thus creating also a wide range of work in this new world of technology and communications for companies that operate in this area, giving field also to develop new forms of administration and management of enterprises, the internationalization

the development of communications technologies and no longer relies on or is strictly linked
to the physical presence of staff and the company in another country. Technologies and computer geniuses can develop a business around the web, offering a wide range of opportunities and options. Whether by services, technical support, training, or process outsourcing (BPO), etc.

The internationalization processes of firms have been developed by the passage of time in response to different determinants such as the demand for goods and services, the expansionist ideals of entrepreneurs. Jaime Arrazola said, in the twentieth century met the birth of the multinational model, ultinational are not really the result of a dynamic business, but trade and tariff restrictions were imposed during and after the world wars. Thus employers are looking for a solution began to expand its borders by placing small branches in potential markets. In order to have better access to markets with lower costs.

Step by step, these processes have evolved increasingly settling in the destination markets increasingly organizing their respective areas within he company, areas determined to fulfill a specific role to better fit the company's product and service in the market environment within these areas are:

As mentioned above, all these processes have evolved step by step allowed by the improvement of conditions in international markets covering: trade agreements between countries that reduce or cancel tariffs, technological development. Jaime Arrazola said today for the first time in history, everything is connected.

The connected world has major advantages in all aspects of life, and that the vast majority of use is commercial, because although its use in a high percentage is for pleasure and distraction, the real reason is business as being connected to the rest of the world represents profit to someone, this someone you can call telecommunications company, and from this to consider is the first service will unleash a myriad of businesses that are handled cyber security
at any time of day and anywhere the world. As was mentioned above mind there are companies that engage and develop their daily activities in this area thus making the connections its raison.

For the specific case of the company 01Synergy technologies go hand in hand with the expertise and knowledge the company added value lies in providing quality solutions to customers around the world, and all this through the network. Visionaries 01Synergy creators found in technologies the environmental and the business.
5. Schedule of planned activities  (Table 1. Deactivated Schedule)

<table>
<thead>
<tr>
<th>Task</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Conduct a market study that includes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1. Investigate and explore the opportunities and potential business partnerships and / or</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2. Find the best strategy to contact the companies and / or potential clients.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3. Find the best businesses and / or potential clients to make contact.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Build a database of companies and / or potential customers with whom to negotiate.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1. Use Internet search engines and tools provided in the company to build the database of companies and / or potential clients.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2. Collect data that yield continuous contact with the company and / or potential customers contacted.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.3. Organize contacts found to have order and control in the process.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Establish contacts with companies and / or potential customers, giving continuity to the proposed inclusion of the company 01Synergy in.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1. Present the company through email marketing. Sending it to the companies and / or potential customers contacted.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2. Keep a record of at least 10 companies and / or potential customers a day.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Restore the contacts that the company already had to maintain contact with business.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1. Continue the process that the company had started contacting 01Synergy the Colombian market.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Offer help and support to inquiries from potential customers, to promote good relationship between the two parties.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.1. Provide information to companies interested in 01Synergy services.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2. Study and understand the workings of the company and its services to provide better information to customers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.3. Provide translations of the various customer sites or working group if necessary, as prevention mistakes with the language.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Participate actively in the development of other tasks that are not within the area of.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.1 Draft 1-phone development for the effective development of the area of i-phone in the project 001 (name withheld) will need the cooperation of the different areas of the company.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Font: Prepared by.
6. Results.

6.1. *Conduct a market study that includes.*

The business needs were reflected in the needs of potential customers in Colombia, and Spanish-speaking countries, these needs were found after studying the statistics of growth of the IT industry and the growth that occurs in the use of electronic media, all these statistics were found in specialized pages of different countries and in the case of Colombia on studies by the Ministry of Information Technology and Communications, Fedesoft, Proexport, MINCOMERCIOS.

6.2. *Build a database of companies and/or potential customers with whom to negotiate.*

The databases were determined by first identifying two ways in the same business with which they could make business alliances, as Fedesoft, Parquesoft, ICDL Colombia, American Web, among others. And companies which were identified as potential customers 01Synergy services, including: Condensia, Aransi. Among others.

6.3 *Establish contacts with companies and/or potential customers, giving continuity to the proposed inclusion of the company 01Synergy in Colombia.*

After identifying what were the potential trading partners proceeded to make a first contact through letters of introduction where a brief introduction to the company and had the services the company provides.

For potential customers made use of specialized pages where companies seek to companies developing projects in these pages are showing the company profile, experience and qualities, and they proceeded to look for clients with projects to develop.
6.4. *Restore the contacts that the company already had to maintain contact with business.*

Through the databases that the company had previously updated contacts were renewed discussions to be had.

6.5. *Offer help and support to inquiries from potential customers, to promote good relationship between the two parties.*

Sometimes intermediation need for timely and effective communication between both parties.

6.6. *Participate actively in the development of other tasks that are not within the area of marketing tasks.*

Pressure on delivery dates of projects, other areas of the company needed support to reduce the burden and pressure of delivery times, is how these cases were assisted in other areas of the company, as project development for I-phone.
The methods used to perform tasks and contact the company 01synergy approach to Latin America, gave satisfactory results in terms of contacts, it is successfully 01synergy contact with companies in Colombia and other Spanish companies in countries like Spain, Chile, Peru, Argentina. However, the negotiation processes still continue, because in terms of whether what is needed is a service or the aim is to create a business alliance is a little delayed since there are processes that develop over night morning.

But not just a contact strategy for new companies in Latin America was necessary for the process to succeed, as it became necessary to have a basic knowledge of the customs and culture India, which study daily living, and interact with the culture and people of these experiences is that Indians are people who are thinking all the time in business to find ways to sell, buy something. But above all, the Indians seek to make and build a friendship before a relationship.

All processes performed in the course of the practice were marking the path that led to connecting India with different countries of Latin America.

But we must not forget that in search of trade relations and connections that enable the development, the companies have had to speak the same language, business language, English.
Recomendations

After 6 months of practical experience in the marketing area 01Synergy, and all processes that were made at this time is a record of how it did the job, making a stop and looking back on the road, could propose certain guidelines by way of suggestions for improved performance in the area of marketing.

- To be more efficient to use question time, when the new employee starts work, should be given a tutorial, which specifies all aspects of the company that the new employee should know as well if is talking about the marketing department should know that the employee should be responsible for marketing tasks, in which this, contact, search, customer and product sales.

- Although the technology area prices depend on services projects that are needed, it could handle a standard price, which allows speeding up the processes of response to customers.

- The idea of a business and a company is always succeed, and profit before losses in this respect would recommend that the companies contacted in the first steps is give lower prices, create confidence for businesses to approach, and can get to happy terms.

- The processes that took place during these 6 months left contacts that can generate future business, so consider who can not leave aside, for the whole process is lost.
References.

- Enrique Claver Cortes y Diego Quer Ramí: Estrategias de internacionalización de la empresa, Editorial club universitario.
- Arrazola Jaime Hacia un nuevo modelo: La empresa global integrada, UNIVERSIA BUSINESS REVIEW-ACTUALIDAD ECONÓMICA | SEGUNDO TRIMESTRE 2007 | ISSN 1698-5117
Insertion of 01Synergy into the Colombia’s IT market

Annexes

Annex. A.

Data base, projects, clients, partnerships, annex1.

Colombia.

Contacts that the company already had. (Laura Patricia Ramirez Contacts)

1. Uniminuto - Education IT Project in Bogotá
   E-mail: redsocial.colombia@gmail.com

2. ParqueSoft Pereira
   Web: http://www.parquesoft.com/
   E-mail: acadavid@parquesoft.com

3. ICDL Colombia
   Web: http://www.icdlcolombia.com/sitio/
   E-mail: paula.alvarez@icdlcolombia.com

4. Colombia Digital
   E-mail: administrador@colombiadigital.net
   Web: http://colombiadigital.net/

5. Fedesoft
   Web: http://www.fedesoft.org/
   E-mail: fedesoft@fedesoft.org

6. Choucair testing S.A
   E-mail: mercadeo@choucairtesting.com
7. Pensemos SI
E-mail: cesar.correa@pensemossi.com
Web: http://www.pensemossi.com/

8. AseSoftware
E-mail: gruiiz@asesoftware.com
Web: http://www.asesoftware.com/

10. Siglo 21
E-mail: jbuitrago@i-siglo21.com

11. New Soft S.A
E-mail: sajimenez@newsoft.com.co
Web: http://www.newsoftsa.com/

12. America Web SA
E-mail: oscarg@americanweb.com
Web: http://americawebsa.com/americaweb.htm

**New contacts Colombia**

1. Asoto Grupo Tecnologico
E-mail: info@asoto.com
Web: http://www.asoto.com/

2. Colpaginas
E-mail: info@colpaginas.net
3. Mantix Solutions
   E-mail: mantix@mantixpublicidad.com
   Web: http://www.mantixsolutions.com

4. Marketing y Portales
   Web: http://www.marketingyportales.com

5. Procalculo
   Web: http://www.procalculo.com/

6. SoluWeb
   E-mail: info@soluwebcolombia.com
   Web: http://www.soluwebcolombia.com

7. A.S TECHNOLOGY
   E-mail: info@astechnology.net
   Web: http://www.astechnology.net/

8. Altair Software
   Web: http://altair-software.4t.com/

9. Ansuz Web
   E-mail: javier.loaiza@ansuzweb.com
   Web: http://www.ansuzweb.com

10. ASISTUS
    E-mail: info@asistus.com
    Web: http://www.asistus.com
11. Compañía Latinoamericana de Software S.A.
Web: http://www.lasc.com.co

12. COMTOR Ltda
E-mail: lucedithrosas@comtor.net
Web: http://www.comtor.net/

13. Creativos Services
E-mail: marketing@creativosservices.com
Web: http://www.creativosservices.com

Spain

1. Hello Comunication
E-mail pedro@helloworldcomunicacion.com

2. Global Config S.L.
E-mail ricardo.adrian@tusolucion.org

3. EFIBS S.A.
E-mail ferran.diaz@efibs.com

4. paginastic.com
E-mail sergiea@yahoo.es

5. Asociación de Webmasters de Málaga
E-mail info@josealbertonerja.com

6. Tecnitek It Solutions
E-mail comercial@mlopezrocamora.net

7. Alea Technology
E-mail wbarcelos@aleatechnology.es

8. Sistemas ECAS
E-mail ecas@sistemasecassa.com

9. EXCELIA
E-mail jrcaballero@excelia.es

10. Amauta Technology Services
E-mail ctruyenque@amauta.es

11. Grupo Urbina, S.L.
E-mail: pablocastiella@wannanotes.com

Chile

1. Mainsoft
2. Aransis
E-mail: jdiazt@gmail.com

Argentina

1. MisionesOnLine
E-mail: roberdo.erhard@gmail.com

2. Miscellaneous, Imagen & Tecnología
Insertion of 01Synergy into the Colombia’s IT market

E-mail: comunicacion@miscellaneous.com.ar

3. CONDESUS S.A.
   E-mail: fernando.amar@condesus.com.ar

4. EMS S.A.
   E-mail: info@emssa.com.ar

Peru

1. Red System Net
   E-mail: csarhuertas@gmail.com

2. Konsultel
   E-mail: fleiva@konsultel.com

Italia

1. Shin Software
   Web: http://www.shinsoftware.it/main.html
   E-mail: sprovenzano@shinsoftware.it

Uruguay

1. Cellfiction
   Web: http://www.cellfiction.com/
E-mail: podetti@cellfiction.com

Annex. B.

### Latin America

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Hardware</td>
<td>7,005.9</td>
<td>6,554.7</td>
<td>16,648.6</td>
<td>12,456.7</td>
<td>15,722.0</td>
<td>14,807.6</td>
<td>16,160.1</td>
<td>17,364.5</td>
<td>18,315.9</td>
</tr>
<tr>
<td>Computer Software</td>
<td>1,905.8</td>
<td>2,315.7</td>
<td>2,814.6</td>
<td>3,339.9</td>
<td>3,666.9</td>
<td>4,030.0</td>
<td>4,364.7</td>
<td>4,653.0</td>
<td>4,991.3</td>
</tr>
<tr>
<td>Computer Services</td>
<td>2,105.5</td>
<td>2,015.4</td>
<td>2,529.4</td>
<td>3,276.7</td>
<td>16,580.6</td>
<td>14,488.8</td>
<td>12,652.6</td>
<td>15,538.4</td>
<td>14,366.4</td>
</tr>
<tr>
<td>Communications</td>
<td>41,771.2</td>
<td>53,206.1</td>
<td>67,083.3</td>
<td>82,165.1</td>
<td>101,022.8</td>
<td>122,789.5</td>
<td>133,356.3</td>
<td>136,077.9</td>
<td>136,425.8</td>
</tr>
<tr>
<td>Total ICT Spending</td>
<td>58,619.6</td>
<td>72,137.5</td>
<td>88,322.2</td>
<td>107,299.5</td>
<td>121,730.3</td>
<td>152,131.6</td>
<td>169,542.7</td>
<td>171,630.8</td>
<td>174,624.4</td>
</tr>
</tbody>
</table>

### Colombia

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Hardware</td>
<td>396.3</td>
<td>459.9</td>
<td>910.5</td>
<td>687.7</td>
<td>773.9</td>
<td>616.6</td>
<td>968.0</td>
<td>544.1</td>
<td>1,003.1</td>
</tr>
<tr>
<td>Computer Software</td>
<td>139.7</td>
<td>157.9</td>
<td>176.2</td>
<td>150.7</td>
<td>214.7</td>
<td>226.3</td>
<td>245.9</td>
<td>262.3</td>
<td>281.5</td>
</tr>
<tr>
<td>Computer Services</td>
<td>233.0</td>
<td>364.5</td>
<td>392.8</td>
<td>446.6</td>
<td>513.2</td>
<td>551.7</td>
<td>680.1</td>
<td>650.6</td>
<td>686.6</td>
</tr>
<tr>
<td>Communications</td>
<td>2,989.0</td>
<td>4,258.9</td>
<td>4,371.0</td>
<td>6,642.6</td>
<td>7,621.7</td>
<td>8,333.7</td>
<td>8,794.0</td>
<td>9,013.5</td>
<td>9,134.9</td>
</tr>
<tr>
<td>Total ICT Spending</td>
<td>3,708.3</td>
<td>6,102.1</td>
<td>6,340.9</td>
<td>7,330.6</td>
<td>9,133.5</td>
<td>9,938.2</td>
<td>10,521.7</td>
<td>10,676.6</td>
<td>11,119.9</td>
</tr>
</tbody>
</table>
Número de Empresas del Sector de TI / Año

2007 / 2008 Crecimiento 1,8%
2008 / 2009 Crecimiento 0,5%
Crecimiento del Sector 0,5%