

The logo for coMakeIT, with 'co' in white and 'MakeIT' in orange.The logo for Columbus, with 'Columbus' in a bold black font and the tagline 'Once you know how...' in a smaller black font below it.

“coMakeIT took complete control of logistics and infrastructure, screened the Indian market based on the inputs given by Columbus about skill sets and roles required.”

Hans Jørgen Grøn, Division Manager Development

Columbus is an international consultancy serving customers worldwide and has been recognized by Microsoft with virtually every global award they offer. Columbus sells and implements Microsoft Dynamics products and business applications that customers can use for their business. They have almost 20 years of experience with more than 6,000 successful business cases.

Business Challenges

“To make Columbus’ strategy operational, skilled professionals would be required.”

Morten Øllgaard, Chief Operating Officer

Columbus is a technology based business and hence, it was envisioned that there would be an ongoing change in the kind of technology used and how it would be used. Columbus’ challenge was to bridge their strategy with operation and for that, it was crucial for Columbus to identify and recruit skilled and dynamic professionals.

- Due to increasing competition, Columbus were quite eager to ensure their products used the latest technologies, be innovative and more user friendly.
- For the business plan to succeed, it became imperative to identify and recruit skilled and dynamic professionals who could tackle the technological aspects of the projects and also be adaptable with the in-shore team.
- Building a center from scratch would require a lot of time along with the uncertainty of finding the required skilled resources and other operational costs.
- Since the market is very competitive, Columbus also required that their offshoring partner maintain very high standards of quality right from the recruitment process to a day-to-day working basis.
- Since Columbus wanted to focus more on project and product management, the partner would need to provide the required setup for infrastructure, resources and other administrative functions.

Why coMakeIT?

“I was immediately pleased to see that though coMakeIT is an India based company, they also work with Western European values right from the recruitment process.”

Niels Stenfeldt, Managing Director

After studying various markets, Columbus decided to partner with coMakeIT to set up a delivery center in Hyderabad, India. An initial team was set up and gradually the team size has now increased to 100. The team is still growing as agreed in the implementation plan with Columbus.

- coMakeIT provided the foundation for Columbus to build a Global Delivery Center where their development activities could proceed in an efficient manner. Columbus has an open contract with coMakeIT so every detail and change is transparent.
- As a partner, coMakeIT gave Columbus the required competitive edge by providing a hassle-free offshoring experience. Columbus did not have to worry about local hindrances such as taxes, governmental reporting and so on.
- coMakeIT has a strong Enterprise Resource Planning (ERP) pedigree which proved invaluable in understanding Columbus' business model.
- coMakeIT built the team for Columbus in a relatively short time with the right resources, found at the right time and at the right cost.

Engagement Services

coMakeIT provides a set of customizable layered services to meet unique offshoring needs. This ensures that the chosen setup perfectly fits the requirements and meets the organizational challenges. The following features of the Engagement Model were customized and implemented for Columbus.

Company Extension

Columbus, in partnership with coMakeIT, is able to extend its team capacity by setting up a full-fledged delivery center. The team operates like a company and is managed by a Director – all recruited by coMakeIT.

Onboarding Management

coMakeIT collaborated with Columbus to build a team implementation plan and set up the offshore team accordingly.

Product Life Cycle Management

Columbus, along with coMakeIT, executes the product development plan by dividing it into multiple phases. Each phase involves extensive development effort and retention of know-how and Intellectual Property (IP).

Customization

coMakeIT has significant expertise in implementing customizations to the software product as per specific needs and preferences of Columbus' vision.

Business Benefits

Columbus now has the invaluable opportunity to scale up its capacity relatively quickly as they continue to grow in the industry. coMakeIT makes that possible by providing Columbus the required freedom to focus more on core business objectives without compromising on time, quality or cost. Columbus will always retain the ownership of the team while expanding the developmental activities through offshoring.

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