



## A Partner Solution for Cross Industry

### Application Assembly – A Cost-Effective Alternative to Offshore Software Development

IBM **Information Management** software

# ObjectBuilders, Inc. The Software Factory™

---

## Partner Solution

---

### ■ **Target Industry**

*Cross Industry*

### ■ **Business Application**

*Offshore Development Alternative*

### ■ **Products**

*IBM FileNet Business Process*

*Manager*

*IBM FileNet Content Manager*

## Business Challenge

Businesses and government agencies alike face numerous challenges when it comes to application development. For years, businesses have struggled with long and costly delays between concept and finished product – only to realize that often when the project is finally complete, it no longer meets evolving business requirements.

Determined to cut capital and operating expenses, improve time-to-market and quickly ramp up new business applications, many companies have turned to offshore development. However, that option is rapidly becoming less desirable due to many hidden security, economic and quality control risks.

Now, with The Software Factory from ObjectBuilders, businesses can assemble custom applications two to three times faster than with traditional development methods, while remaining competitive with offshore development houses.

## Solution

The concept of the software factory, which came about during the tech boom of the early 90s, has finally come to fruition as The Software Factory at ObjectBuilders. Leveraging

the fundamentals of industrial manufacturing – standardized components, specialized skill sets, parallel processes and scalable consistency of quality, The Software Factory delivers a superior level of application assembly to dramatically accelerate development cycles while reducing costs.

Similar to other manufacturing processes, The Software Factory encompasses four key operational stages:

- **Specification:** All manufacturing starts with a specification, some more complicated than others. Here, common software development specifications are used, which are optimized for The Software Factory.
- **Preparation:** This is where ObjectBuilders engineers review the specifications and prepare The Software Factory to assemble the business application. The specification is divided into jobs that are prepped and delivered to the assembly floor.
- **The Assembly Floor:** An assembly area where our specialized software assemblers create a wide variety of business software applications using a “virtual conveyor belt” of multiple workstations working in parallel, each responsible for a specific part of a job.



- **Fulfillment:** The final stage in the manufacturing process where the final product is inspected and packaged for delivery to the customer.



## Value Proposition

The Software Factory offers substantial advantages for companies and organizations looking for rapid, cost-effective software development:

- Cost competitive with offshore
- Assembling standard software components is a better way to build business applications – at an accelerated pace (2 to 3 times faster) and for less money (up to 50 percent less). Most applications can be delivered 30 to 60 days after the specification is completed.
- Internal IT resources benefit by having the ability to outsource routine tasks involved in the development of business applications.
- Industrial assembly techniques reduce application development time.
- The specification process is optimized through immediate customer feedback that saves time and money.
- Leveraging US-based software factories keeps jobs in the US (at a time when up to two-thirds of all large system integrators' are currently staffing offshore).

## Company Description

ObjectBuilders is the leading provider of XML solutions for advanced Enterprise Content Management (ECM) and Business Process Management (BPM) software. The company's products optimize core business processes by integrating seamlessly with its customers' existing IT infrastructures, leveraging and enhancing the value of these IT investment. ObjectBuilders' solutions reduce operating expenses, enhance revenues, ensure regulatory compliance and improve customer service for global, national and regional organizations focusing on financial services, healthcare, insurance, media communications, and government. The company is headquartered in King of Prussia, PA, and has served the needs of Global 2000 companies for more than 14 years.

*For more information, please contact:*

*Joe Brophy  
+1 610 783 7748 x103  
jbrophy@objectbuilders.com*

© Copyright IBM Corporation 2008

IBM  
3565 Harbor Boulevard  
Costa Mesa, CA 92626-1420  
USA

Printed in the USA

08-08

All Rights Reserved.

FileNet, IBM and the IBM logo are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

For more information, visit  
[ibm.com/software/ecm](http://ibm.com/software/ecm)