


Bitam expects nearshore to represent 25% of revenues by 2010 - Mexico

Published: Wednesday, April 23, 2008 10:43 (GMT -0400)

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Mexican enterprise performance management (EPM) software provider Bitam expects nearshore customers to account for 25% of the company's revenues by 2010, company COO Manuel López told BNamericas.

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The firm has begun steadily to go after US clients this year after setting up a software factory in Guadalajara to provide services at lower costs.

Nearshore contracts are expected to account for 10% of business this year and to reach 20% in 2009, López said.

To improve project fluidity and agility, the company plans to set up a project center in the US in the third quarter this year. Though the company has not decided on an exact location, Bitam already has a physical presence in the states of Georgia and Virginia.

Clients outside of Mexico currently represent 11% of the total number of Bitam's client base.

The Guadalajara-based factory, which is expected to employ 20-30 people by year-end, is used to create complementary applications for Bitam's enterprise EPM software.

"We are focused on data warehousing, BI and reporting projects. Currently we're not thinking about diversifying our offering, as we want to continue to focus on our core business," he said.

Bitam dubs itself as the largest Latin American EPM provider and competes directly with multinationals such as Canadian corporate software producer [Cognos](#) (Nasdaq: COGN), French BI solutions provider [Business Objects](#) (Nasdaq: BOBJ) and US BI solutions provider [MicroStrategy](#) (Nasdaq: MSTR).

Bitam's commercial VP for Latin America Sergio Garza previously said Bitam's annual revenues are higher than US\$10mn. The company was founded in 2000, when Bitam acquired Mexican IT consultancy CIE for its business intelligence software and BFT Systems for its reporting software.

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