


Bitam goes after nearshore clients with new factory - Mexico

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Mexican enterprise performance management (EPM) software provider Bitam has launched its professional services and nearshore business unit through its new software factory in Guadalajara, company COO Manuel López told BNamericas.

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The idea was born 2-3 years ago when the firm began to look for clients outside Mexico's borders. Once they started signing contracts with clients abroad, the question arose of how to provide services, and nearshore services came to life.

The 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 services projects. Currently we're not thinking about diversifying our offering, as we want to continue to focus on our core business," he said.

The software factory represents a US\$1mn-2mn investment and currently has nine projects with foreign clients, and López expects this number to grow "vertiginously" over the next year.

To streamline client services and improve satisfaction, Bitam is preparing to open another office in the US to coordinate projects between clients over the border and developers in Guadalajara. Bitam already has two commercial offices in Georgia and Virginia.

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