

Wrote by iCarnegie

When three friends started Asesoftware in the summer of 1991, they had a little over a thousand dollars in hand and a vision to earn a reputation for their excellence in software development, high quality training and detailed support services. Today, eighteen years later, Asesoftware has grown to a team of 102 employees, \$4 million in annual revenues—and it seems that they're living their vision.

Since its inception, Asesoftware has been working towards continuous improvement of its processes. To this end they have earned an ISO 9001:2000 certification through ICONTEC, adapted the CMMI model, and, most recently, partnered with iCarnegie to offer process improvement curricula.

Asesoftware, which is based out of Bogota, Colombia, has been offering training services since they opened their doors almost eighteen years ago. In 2007 they became an iCarnegie partner, and started offering the iCarnegie Software Systems Development (SSD) program to their local market. In 2008, they added a number of iCarnegie certificate programs in software engineering, delivered by Carnegie Mellon faculty. As they launched the new line of iCarnegie programs they found that their clients had an overwhelmingly strong desire to both learn and to engage with the materials and the faculty who came to teach. The reactions to the courses were so positive that lectures were overbooked to standing room only, with hopeful attendees waitlisted until Asesoftware could schedule more iCarnegie offerings.

“Our training line has been growing at a rate of about 15 percent per year during the last three years,” explained Asesoftware CEO and founding partner, Alejandro Salamanca. “This year it has grown 70 percent and we are expecting to finish the year with a growth of 150 percent, thanks to the courses, seminars and certificate programs of iCarnegie, which have been a real success in our country.”

He estimates that revenue for their iCarnegie training programs will be about \$250,000 for 2009, and would grow to \$750,000 in 2010.

Much of this growth is due to Asesoftware's increasing client base. They have recently acquired a number of new customers, including a large Colombian company that they had never worked with before. After providing iCarnegie training courses to the company Asesoftware is now in the process of developing on-site training and consulting services for them.

“Our customer base has grown because people taking iCarnegie courses are practitioners from industry that often ask for other services such as consulting or outsourcing their software development,” said Gloria Ruiz, Asesoftware's director of sales. “Large clients see education in specialized topics as an added value and a much needed addition to the already established service of outsourcing software development.”

Asesoftware's recent software training growth, and the opportunity that it offers to leverage their software development and maintenance services, has lead the company to revise their market entry strategy in Latin America and Europe. They now plan to move forward with iCarnegie programs positioned at the center of their efforts to continue with offshore software development services.

Asesoftware is currently collaborating with iCarnegie to develop a plan for expanding this partnership to other program offerings and services, including training Asesoftware's own instructor base to deliver courses and offer consulting services related to course content. They plan to deliver 30 iCarnegie courses in 2011.