

CloudLab Customer Conference

Business Area

Outsourcing: What to keep inhouse and what to outsource?

Marc Horriar, Chris Sanders

Outsourcing vs. Inhouse

Whether and to what extent **outsourcing** is carried out strongly depends on the **size of the company and the project** as well as the **general orientation** of the company!

According to experience, sales of customers with dedicated employees (with printQ know-how) is **rather high**

According to experience, sales of customers **without** dedicated employees where the online business is not part of the core business is **rather low**

Differences between project management, frontend development and backend development

Each web to print project requires its own inhouse **project manager**

- Creation and clear communication of the requirements to all project participants
- Creation of a schedule under consideration of all project participants
- Single point of contact / information search and complete communication
- Configuration of and working with printQ
- Good technical understanding

MUST-HAVE

(regardless of
Web to Print turnover)

Differences between project management, frontend development and backend development

Ambitious web to print projects require an inhouse **frontend developer**

- Themes adjustment / look and feel
- Scripting and format rules
- Configuration of and working with printQ

SHOULD
(> 350.000 EUR
web to print turnover)

Backend development

The web to print project as an integral part of the business philosophy, long-term independence requires an own backend developer

- Development of own extensions / functions
- API programming
- Adjustment and enhancement of existing printQ functions

COULD
(> 2.500.000 EUR
web to print turnover)

Summing up

Project Manager

MUST-HAVE

(regardless of
web to print turnover)

Frontend

SHOULD

(> 350.000 EUR
web to print turnover)

Backend

COULD

(> 2.500.000 EUR
web to print turnover)

Advantages of inhouse frontend development / web developer

- big time-independance from external service provider
- huge cost-saving possibilities
- relatively short training period / Magento is a standard system
- larger flexibility - estimation of “what is feasible”
- generally a calmer project flow due to the better technical understanding of the manpower



Disadvantages of inhouse frontend development / software engineer



- Often long distance to the “print shop” location
- Printing industry seems rather “unsexy” to web developers
- Skills shortage
- Difficult recruiting period
- The code quality is often hard to judge by the employer

Advantages of inhouse backend development /

- in combination with purchase license, long-term independence from the system provider / CloudLab can be gained
- maximum flexibility, nearly everything can be programmed or modified inhouse



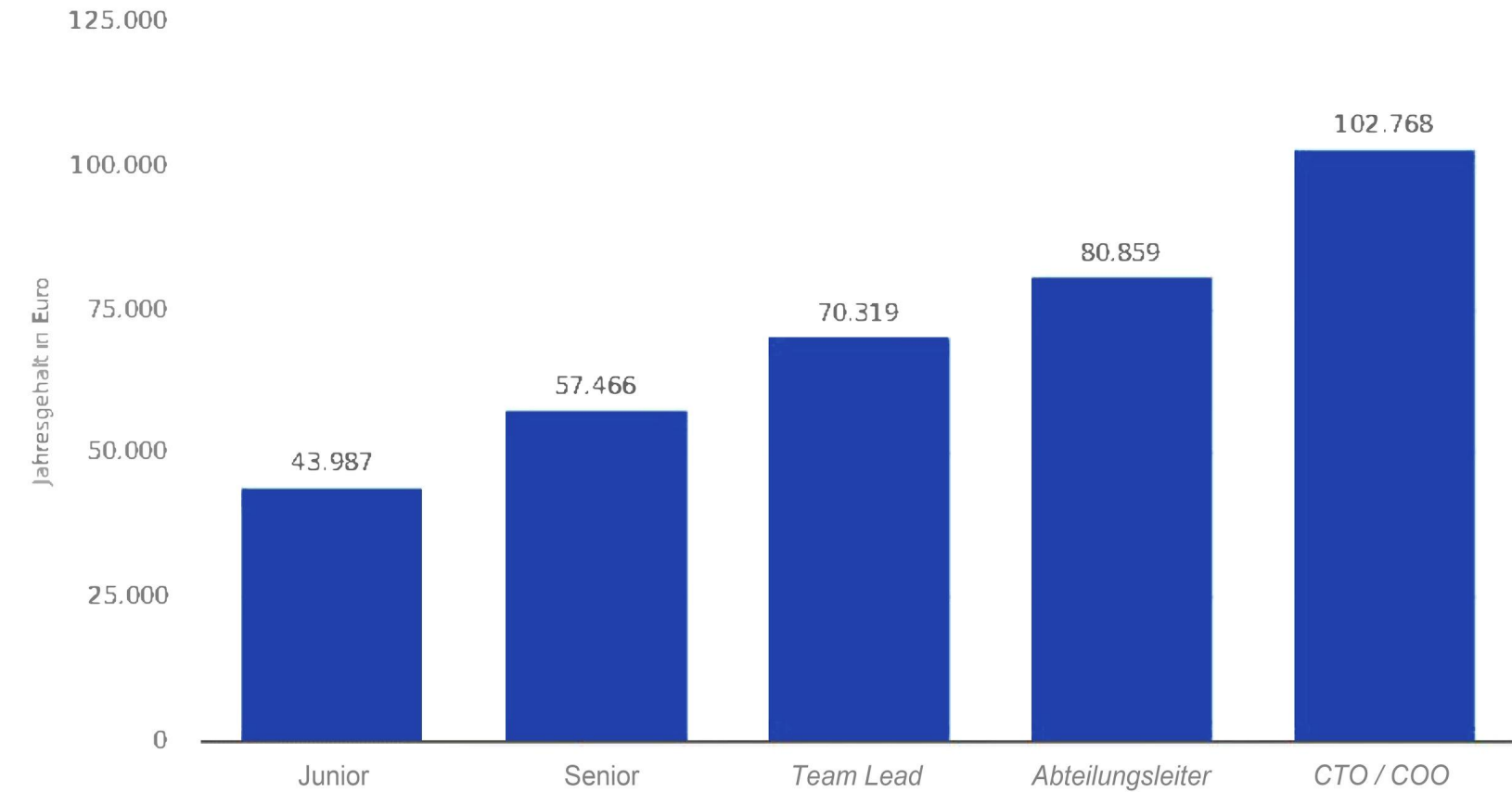
Disadvantages of inhouse backend development / software engineer

- Often long distance to the “print shop” location
- Printing industry seems rather “unsexy” to web developers
- Skills shortage
- Difficult recruiting period
- The code quality is often hard to judge by the employer
- very high labour costs
- Huge effects from fluctuation / creation of a full documentation absolutely necessary
- possible warranty / code conflict problems

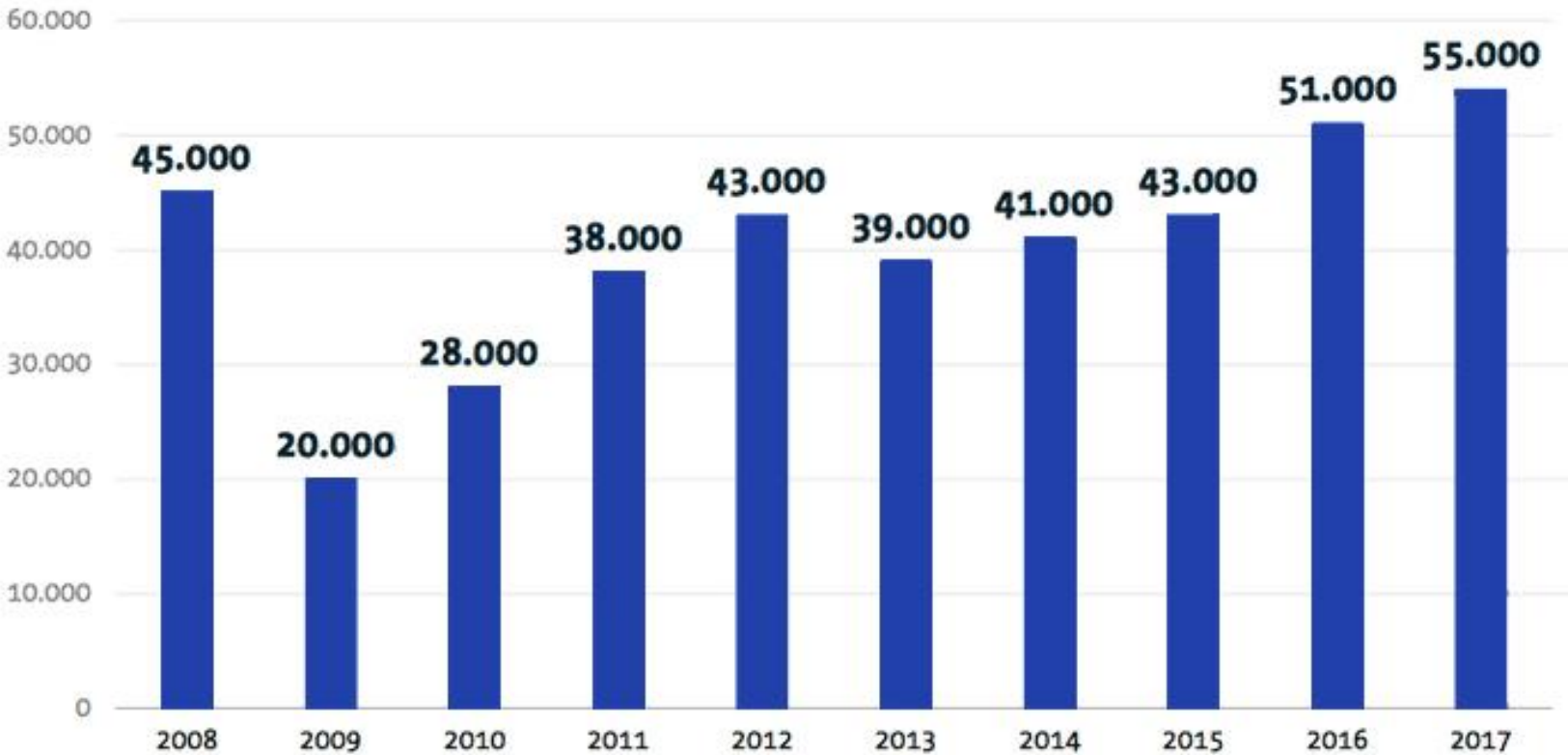


Facts & Figures

Jahresgehälter im Bereich Software Engineering in der IT-Branche in Deutschland im Jahr 2016 (in Euro)



Weitere Informationen:
Deutschland; Basis: 35 Stunden Woche



Time for questions and discussion

Questions & Discussion