SOUTHWORKS

Development on Demand

No long-term contracts.
No overhead.
No hidden costs.
No hand-holding.
No do-overs.
No surprises.

Highlights

Development on Demand: a new model for nearshore development

Revenue growth: outperforming the market

Globally distributed: Hubs + work from anywhere

Proven strategy to attract and retain premium talent

Evolving our service offer to remain hyper-relevant

Development on Demand **lands in Mexico** & **New AI Labs launched**

Strong partner ecosystem: deepened relationships with key partners

SOUTHWORKS turns 20

SOUTHWORKS

We believe there's a better way to do outsourced software development. We call it **Development on Demand.** It's based on three core promises: **transparent pricing, short-term flexible contracts, and time zone affinity.**

Transparent pricing
$18K USD
Per Fireteam / week

One transparent, predictable price. Putting you in total control of the developer resource you need to accelerate, grow and scale.

→ **No hidden costs**
→ **No oversized, over-scoped projects**
→ **One affordable, predictable pricing model**

Short-term contracting
Flexible, scalable

World-class engineering talent delivered in short-burst one-week sprints. Meaning you can dial up, or dial down, the development heat as you need.

→ **No long-term contracts**
→ **No overhead**
→ **Expert advice**
→ **Guaranteed throughput**

Time zone affinity
Nearshore world-class engineering talent

Grown in South America, and operating across US, LATAM and EU, SOUTHWORKS nearshore developers give you the time zone affinity to keep you always in the know.
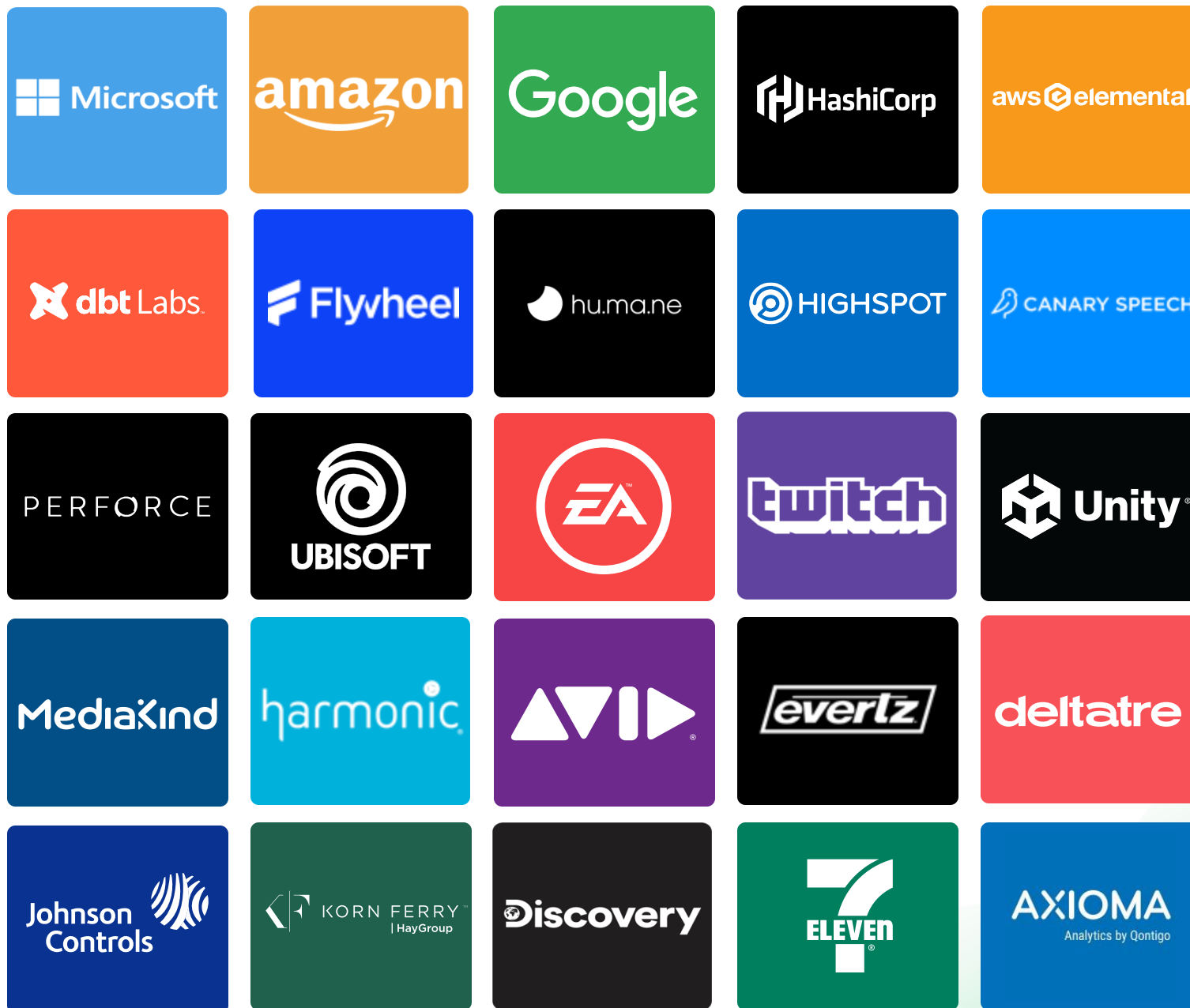
→ **No distant time-zones**
→ **No babysitting the project**
→ **Bulletproof process**
→ **Ideally located teams**

SOUTHWORKS

A scaled, globally recognizable client portfolio trust Development on Demand

SOUTHWORKS is the software development partner people turn to for their most complex, high-profile projects.

Our proven track record and expert team make us the go-to engineering partner.

Alejandro Jack
Chief Executive Officer
/alejack

SOUTHWORKS Founder and CEO, Alejandro is a seasoned executive specializing in emergent technologies and high-performance teams. He has won several international contests and accolades including *.NET web services*, *IBM web services*, the *Microsoft MVP Award*, and he become one of the select few in the world to achieve the prestigious *Microsoft MCA certification* given to architects capable of handling multi year, multi million projects.

Johnny Halife
Chief Technology Officer
/johnnyhalife

Serial entrepreneur and seasoned CTO, Johnny has led SOUTHWORKS growth journey and global operations for +18 years in addition to founding MURAL, a San Francisco based tech startup, and participating in the Forbes Business Council having been selected by review committee in 2020.

Mauro Krikorian
Head of R&D
/maurok

Nahuel Beni
Head of Practice
/nahuelbeni

Pablo Damiani
Head of Practice
/litodam

Ezequiel Jadib
Head of Practice
/ezequieljadib
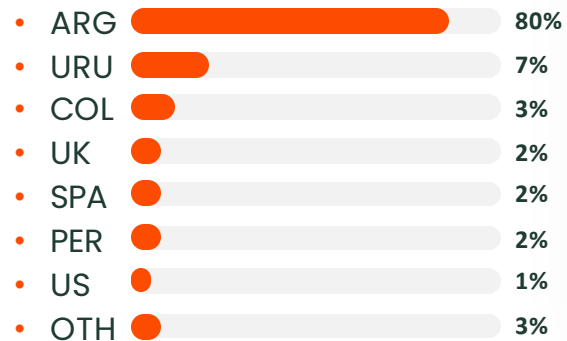
SMT all +18 years at SOUTHWORKS

Growth & People

20
SOUTHWORKS

250 SOUTHIES

95% Engineering

Since 2003

20 yrs in business

Headcount location

- ARG — 80%
- URU — 7%
- COL — 3%
- UK — 2%
- SPA — 2%
- PER — 2%
- US — 1%
- OTH — 3%

➕ **80 AWS Certifications**

➕ **+1K Microsoft Projects**

➕ **100 Azure Certified Engineers**

Clients

Platform

- Azure — 55%
- AWS — 44%
- Others — 1%

Region

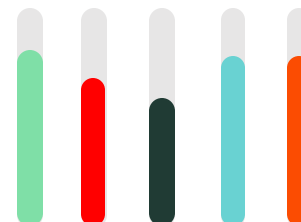- USA 98%
- UK/EU 2%
- LATAM 0.3%

Client industries

26%   17%   15%   19%   22%

● Communications   ● Consumer
● Gaming   ● Healthcare   ● Technology

Example Clients

Korn Ferry.

7-Eleven, Inc.

Discovery.

Microsoft.

Cloud9.

Life Time.

Cronos.

Siemens.

StageConnect.

SOUTHWORKS

A **hyper-relevant** offer

Development on Demand: Our clients' **secret weapon** in economic volatility

Client problem:

→ Companies require increased **agility, flexibility**, and **innovation** to stay ahead of the competition in a market that is constantly changing and when facing economic pressure.
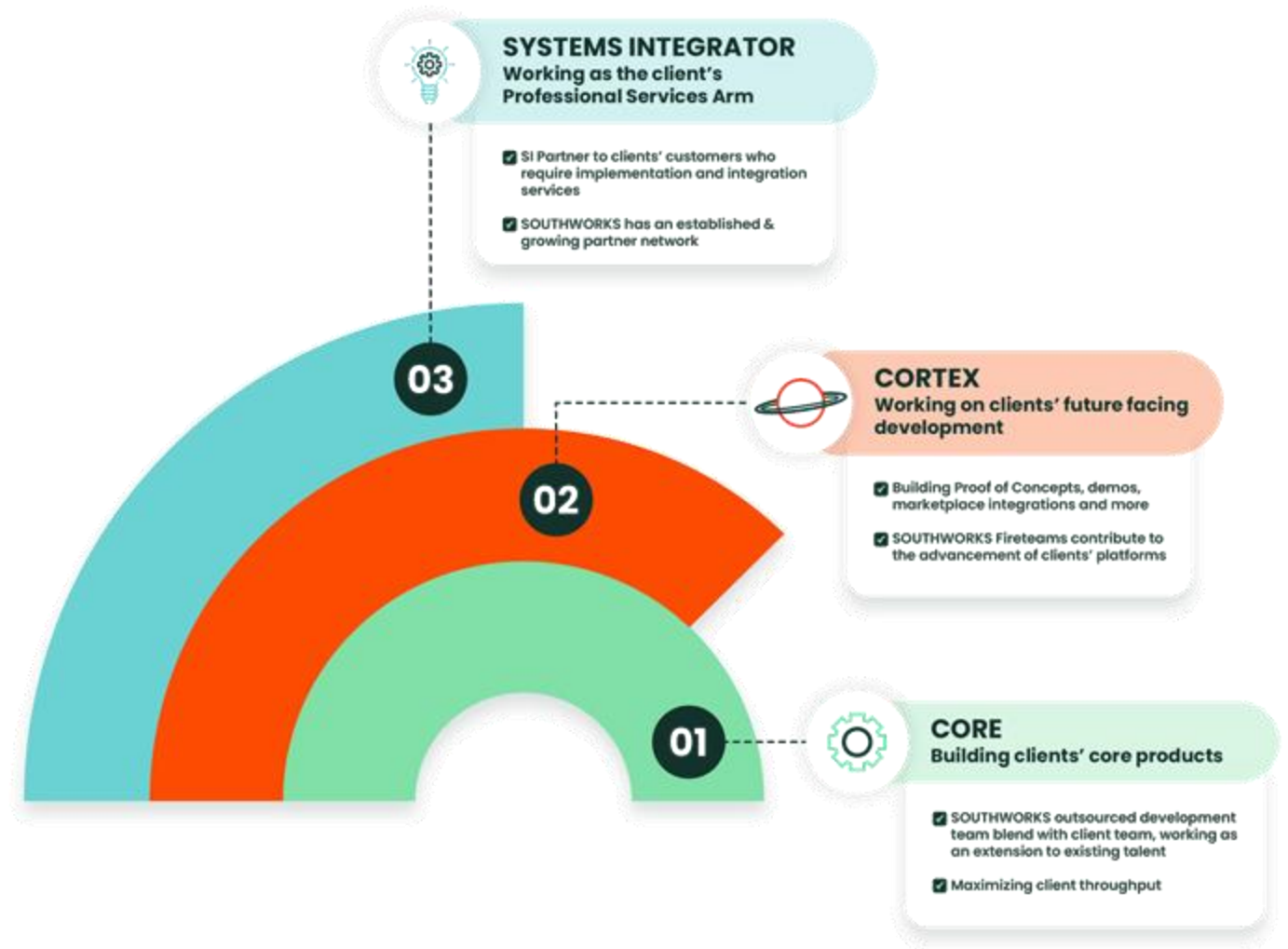
SOUTHWORKS solution:

SOUTHWORKS **Development on Demand** model helps clients adapt to market conditions by delivering on three core promises:

- ☑ **Transparent pricing:**
  $18k USD per team/week
- ☑ **Flexible contracting:**
  minimum commitment 1 week
- ☑ **Time zone affinity:**
  maximum distance 4hrs
- ☑ **Seamless tech partner relationship:**
  transparent cost + seamless experience regardless of entry point or funding

SOUTHWORKS

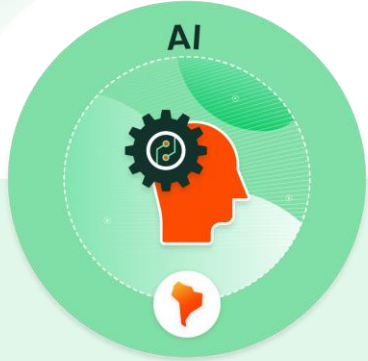# Development on Demand throughout the lifecycle

We prioritize dev-intensity to empower our strategic partners and drive successful outcomes.

→ **Unleash your potential** with SOUTHWORKS' extended development team.

→ **Ignite innovation with SOUTHWORKS and stay ahead of the competition** with Proof of Concepts, demos, and integrations.

→ Seamlessly integrate with SOUTHWORKS as **your trusted SI Partner.**

SYSTEMS INTEGRATOR
Working as the client's Professional Services Arm

☑ SI Partner to clients' customers who require implementation and integration services

☑ SOUTHWORKS has an established & growing partner network

CORTEX
Working on clients' future facing development

☑ Building Proof of Concepts, demos, marketplace integrations and more

☑ SOUTHWORKS Fireteams contribute to the advancement of clients' platforms

CORE
Building clients' core products

☑ SOUTHWORKS outsourced development team blend with client team, working as an extension to existing talent

☑ Maximizing client throughput

03
02
01

SOUTHWORKS

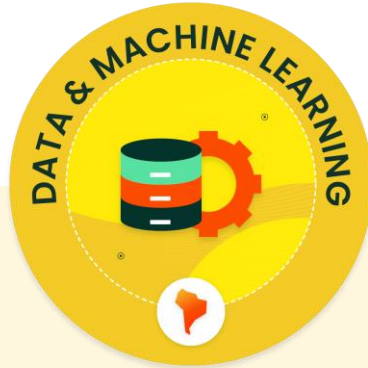# Battle-tested expertise across four key practice areas

AI

Unleash the power of AI
We deliver unique and tailored AI experiences through close collaboration with Microsoft.

Capabilities:
Bots
Decision
Search
Speech
Language
Translator
Vision
Video Indexer
Document Intelligence
Language Understanding
Semantic Search
GPT Plug-ins and API Functions
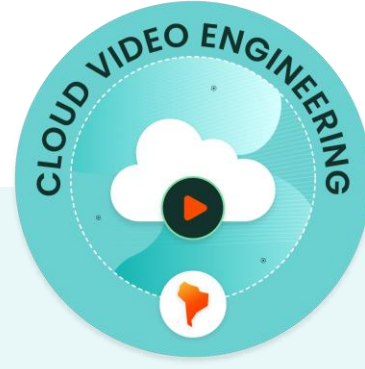Conversation Grounding
Prompt Engineering
Copilots

DATA & MACHINE LEARNING

Harness the power of data
We believe in transforming business capabilities through data-driven insights and decision-making.

Capabilities:
Data Acquisition & Governance
Data Warehousing
ETL Processes and DAGs
Machine Learning
Workloads Migration
Unified DevOps and MLOps approach

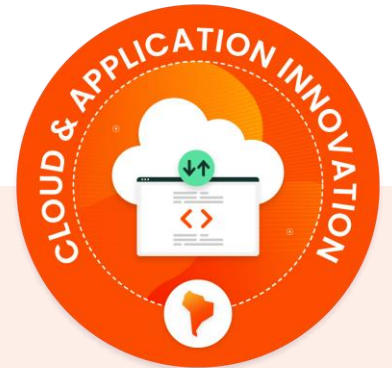## CLOUD VIDEO ENGINEERING

Level up end-user experience
Speed time to market, deliver scale, enhance viewership experience and build innovative services.

Capabilities:
Video on demand (VOD)
Live Streaming
Live to VOD / VOD to Live
Media Pipelines
Cloud encoding/transcoding/packaging
Content Protection (DRM)
Ad Insertion (SSAI/DAI)
Video CMS
Video Player Integrations
Player Analytics
Audio/Video Analysis

CLOUD & APPLICATION INNOVATION

Future-proof software from legacy to cutting-edge
We optimize your applications for enhanced performance, scalability, and security. We seamlessly integrate development and IT operations, streamlining software delivery process for faster, error-free deployments and quick responses to market changes.

Capabilities:
App Modernization
DevOps/GitOps
Infrastructure as Code (IaC)
Cloud Adoption and Migration
Microservices and APIs
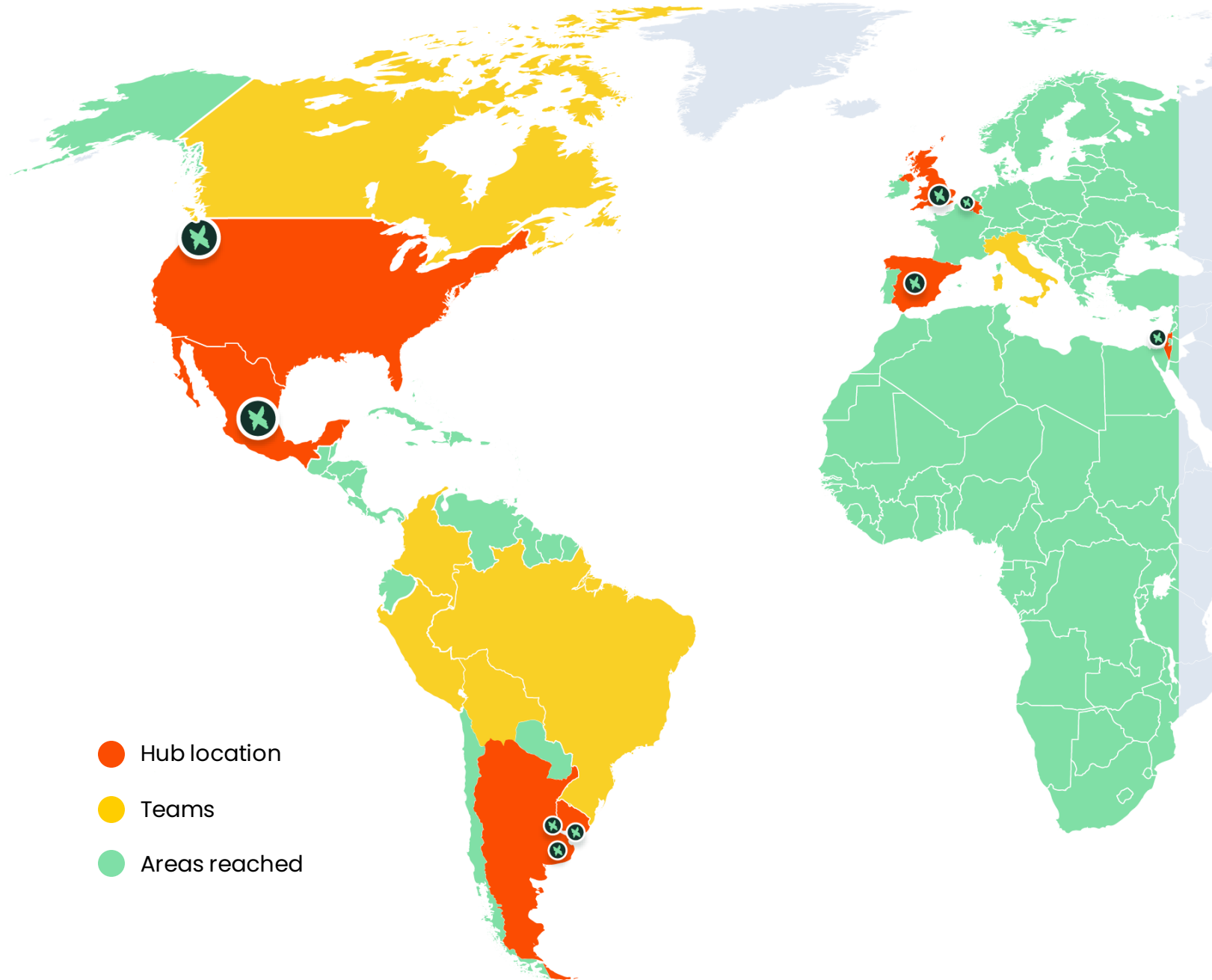Data Modernization

SOUTHWORKS

SOUTHWORKS
Time zone affinity

We're a remote-first business, grown in Argentina, South America (it's the SOUTH in our name), and now operating across the US, LATAM and Europe.

SOUTHWORKS nearshore developer teams spanning 11 countries and 8 time zones, plus our bullet-proof communications process gives you the time zone affinity to keep you always in the know.
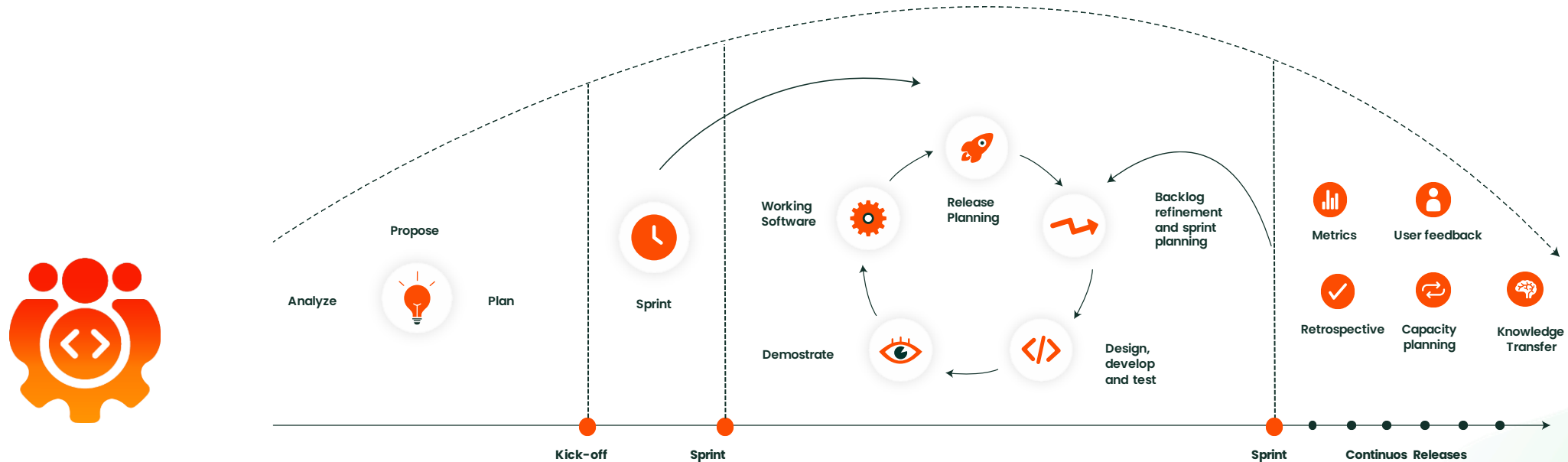
No distant time-zones, no wondering what's happening, no babysitting the project.

- ● Hub location
- ● Teams
- ● Areas reached
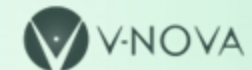
SOUTHWORKS' Approach

Everything starts with a Fireteam, these consist of three senior software engineers, carefully assembled to meet the needs of your specific project. Daily stand-ups ensure constant progress and alignment – and we deliver time zone affinity for seamless collaboration. You have the flexibility to scale up or scale down resources as needed, empowering your project's success.

→ **A dedicated, custom-built Fireteam**

→ **Daily and Weekly Review and Planning**

→ **We embrace your team's tools and processes**

→ **World-class, battle-tested talent**

Analyze · Propose · Plan · Sprint · Working Software · Release Planning · Backlog refinement and sprint planning · Demostrate · Design, develop and test · Metrics · User feedback · Retrospective · Capacity planning · Knowledge Transfer

Kick-off · Sprint · Sprint · Continuos Releases

SOUTHWORKS Partner Ecosystem

SOUTHWORKS has a long history of development with and for major players and continues to build its network.

SOUTHWORKS

AWS and SOUTHWORKS

The cloud is more than a technology platform. It's a strategic way for organizations to meet the demands of a fast-paced business environment.

We'll work with you to define, build a cloud roadmap, identify quick strategic wins, and optimize your move to the cloud. Wherever you are on your cloud journey, SOUTHWORKS brings its unique approach to every AWS project.

aws 50 **certified**
AWS PARTNER NETWORK

aws PARTNER
Advanced Tier Services

100+
AWS certifications

30+
Unique customers

100+
Projects completed

→ **Example clients**

twitch | Discovery | EUROSPORT | aws elemental | Roku

→ **AWS competencies**

- Data & analytics
- DevOps
- Media & Entertainment
- Education
- Financial services

- Mobile
- Public sector partner
- Interactive Video Services
- Sports & News
- Security

- AWS Elemental Workloads
- Healthcare
- Machine learning
- Microsoft workloads
- Migration

Microsoft and SOUTHWORKS

SOUTHWORKS has been working directly with Microsoft, and with Microsoft clients for over 15 years to help businesses navigate the Microsoft ecosystem and to drive product and technology adoption.

As a trusted Microsoft Solutions Partner, we bring the dev intensity, Microsoft product knowledge, and deep technology expertise required to deliver strategic quick wins for our clients looking to reap the benefits of Microsoft solutions.

Microsoft Solutions Partner
Data & AI
Azure

Microsoft Solutions Partner
Digital & App Innovation
Azure

1K+
Microsoft projects

100+
Developers in live projects

100+
Azure Certified Engineers

→ **Example clients**

dbt Labs   Flywheel   hu.ma.ne   HIGHSPOT   CANARY SPEECH

→ **Microsoft competencies**

- Cloud architecture and migration
- Artificial intelligence and machine learning
- Application modernization & development
- Cloud Video Engineering
- Cybersecurity
- Cost Optimization
- Data architecture
- Data visualization
- DevOps

→ **Engineering Projects**

- Azure.com
- Azure Portal
- Azure Personalizer
- Microsoft Email Orchestrator
- Bot Framework
- Azure Learn TV
- GSIV Teams Acceleration Program
- Microsoft Windows WebStore

SOUTHWORKS

Bullet proof process

We understand the importance for clients of choosing a trusted development partner that operates to the highest standards of certification and compliance both in their own business and within your engineering organization.

SOUTHWORKS

Solving our clients' **most complex, high-profile** challenges

SIEMENS — Complex **migration of more than 70,000 videos** from Kaltura to Microsoft Stream

CANARY SPEECH — Seamless **Azure migration** with enhanced capability and multi-region deployment, plus a **Marketplace SaaS offer** enabling **monetized services**.

Discovery — Discovery **Builds Direct-To-Consumer Video Platform** with SOUTHWORKS and AWS

LIFE TIME — **Custom OTT streaming platform** on Azure plus AI-powered closed captions on live stream in 8 weeks

CLOUD9 — Brand new **video review tool** concept production ready in just one month

7 ELEVEN — PoC to complete build of **multi-cloud platform**; **custom in-house** promo engine; AI & ML powered **real-time monitoring**

Cronos an IQVIA business — HIPPA-compliant **secure video recording solution** leveraging AWS plus mobile-friendly app

StageConnect — Custom **cloud-native interactive live streaming platform** for hybrid events delivered in 10 weeks

SOUTHWORKS

Siemens achieves Complex migration of more than 70,000 videos from Kaltura to Microsoft Stream.

Global

Cloud video engineering

Technology

Context

Siemens required a migration path for the move of more than 70,000 video assets from Kaltura to Stream while ensuring that the links didn't break, and that unique content wasn't lost. Siemens' goal was to ensure frictionless access to corporate training and internal communications content for more than 293,000 employees worldwide, on a platform that was more aligned with the company's needs, as part of its comprehensive adoption of the Microsoft ecosystem.

Solution

SOUTHWORKS developed a robust and scalable migration solution that leveraged the power of the cloud to migrate videos and content at high scale and high speed. This included developing a redirect tool on the back of Microsoft Azure to preserve link integrity across this large-scale migration.

Results

✔ **Frictionless access to corporate training and international communications content**

✔ **Achieved in a tight timeframe**

✔ **Comprehensive extraction, smooth migration**

✔ **Tackled complexity at speed and scale**

✔ **Now Siemens has a complete Microsoft ecosystem and training platform that works seamlessly across global offices and thousands of employees**

Azure migration, plus building a Marketplace SaaS offer for healthtech, Canary Speech

United States

Cloud & App Innovation

Technology

Context

Canary Speech is a company that offers a **voice-based diagnosis tool**, capable of identifying certain medical conditions, including Parkinson's, Alzheimer's, and depression, with high accuracy.

Canary Speech needed a comprehensive solution to **migrate its existing infrastructure** from AWS to Azure. The migration process had to ensure that the platform's performance, scalability, and monitoring **remained intact** while leveraging Azure-specific services. Additionally, the solution required building a Marketplace SaaS Offer that allowed users to subscribe to Canary API access, manage subscriptions, and access Canary Speech API data...

Azure Traffic Manager was also used to ensure that the traffic cut-over from AWS to Azure was seamless.

Marketplace SaaS Offer: To build the Marketplace SaaS Offer, SOUTHWORKS integrated Canary API access and developed both a user-friendly web portal for subscribers to manage their subscriptions and access Canary Speech API data, and also a back-office portal for managing subs and billing with added automation. The Marketplace SaaS offer was launched on Azure Marketplace.

Solution

Core Infrastructure: To migrate from AWS to Azure, the SOUTHWORKS team used **Infrastructure as Code (IaC)** with Terraform, allowing for automation of the entire infrastructure setup, reducing human error and increasing efficiency. SOUTHWORKS deployed AKS clusters to ensure **high availability and scalability**, adding containerized workloads, while also supporting auto-scaling, reducing costs and improving utilization.

After deploying the infrastructure and making necessary code changes to leverage Azure-specific services, the MVP was released first in the US region and then deployed in Japan and Europe. SOUTHWORKS optimized the infrastructure to ensure that the services remain **highly available, reliable, and performant across all regions**.

SOUTHWORKS used standards and custom tools to migrate the data from AWS to Azure. The process was streamlined, ensuring minimal downtime during the migration process.

Results

✓ **Enhanced capability, fine-tuned for multi-region deployment, monetized services:** The migration from AWS to Azure was a success, with Canary Speech now benefiting from Azure's performance, scalability, and monitoring capabilities. The MVP release was well received, providing an opportunity to fine-tune the platform before rolling out to other regions.

✓ **Monetized services**: The Marketplace SaaS Offer has enabled Canary Speech to monetize its services.

Cloud9 achieves production-ready status for Valorant VRT, a brand- new concept, in just one month's time

United States

Cloud video engineering

Gaming

Context

Since 2013, Cloud9 has become one of the most recognizable esports organizations in the world. They field professional teams that attract unmatched viewership across an ever-growing roster of games, including League of Legends, Valorant, and CS:GO.

In July 2020, Cloud9 and Microsoft, their official technology and analytics partner, hosted a 3-day hackathon competition to develop new training capabilities for Cloud9's teams. The winning hackathon team delivered a prototype for something that hadn't existed before: a Valorant VRT (video- on-demand reviewer tool). This new tool, if fully implemented, would give Cloud9's managers, coaches, and players the ability to review gameplay video from scrimmages and competitions, which provides a distinct competitive advantage over any other team to enter the digital arena.

Solution

Starting with the hackathon winner's single-page prototype, SOUTHWORKS needed to add a variety of new components in order to transform the Valorant VRT into a fully-functional training tool. Development included building back-end processing for a data pipeline to be run in Microsoft's Azure Batch, multiple deep learning models, an API layer to support the user interface (UI) of the Valorant VRT, and updating the UI itself to support entirely new features and pages. SOUTHWORKS was even able to collaborate with the original hackathon team on certain technical aspects of the tool.

Development was completed within a month. Cloud9's Valorant VRT was fully operational, with newly added pages for video uploads and statuses as well as a game history library.

Results

✓ **The Valorant VRT was planned and developed by SOUTHWORKS within just a month**

✓ **Prototype to product: SOUTHWORKS iterated on a single-page application prototype and wireframes to develop a fully-functional tool with multiple new pages, features, and UI enhancements; data infrastructure and processing run in Azure Batch; and an API layer to connect the front and back-end.**

CODELCO, a LATAM mining giant improves data pipelines with SOUTHWORKS and Databricks
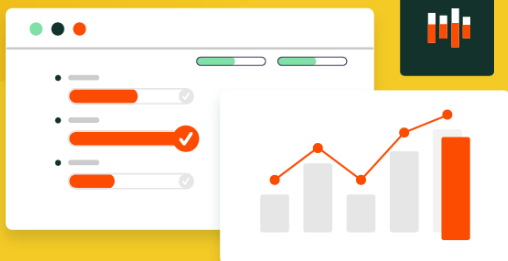
LATAM

Data & Machine Learning

Industrial

Context

This LATAM industrial giant collects vast amounts of data through their extensive operations. The team had developed several ETLs based on Azure Databricks for near real-time big-data processing. However, production releases posed challenges, and to maintain their core data flows, ultra-high uptime and advanced near real-time data processing, the company was looking for a partner to improve the ongoing efficiency and stability of their data pipelines.

Solution

SOUTHWORKS conducted architectural assessments, provided guidance, made code refactors in critical data pipelines and implemented additional DevOps proven practices.

SOUTHWORKS focused on:

→ **Code duplication:** Refactor of Databricks Notebooks to reduce the complexity of the ETLs.

→ **Code accessibility:** Refactor of the codebase, establishing the base structure. Introduction of Databricks Repos and pull-request and branch policies to enhance change management.

→ **Automation:** Addition of CI/CD pipelines to automate the deployment process.

→ **Unit testing and code coverage:** Unit testing to detect errors in the codebase and improve quality of ETLs. Established a minimum threshold for code coverage.

→ **Staticode analysisc :** Introduction of tooling to detect errors early in the development cycle.

→ **Secrets management:** Introduction of secrets detection to ensure that no sensitive credentials could be exposed, while using best development practices to store and retrieve.

Results

✓ A higher deployment frequency, a shorter lead time for changes, a lower change fail rate, and a reduced mean time to restore (MTTR)

✓ Reduced time spent on manual intervention, in addition to early issue detection, improved the overall efficiency of data pipelines.

✓ Improved quality and security of data pipelines through implementation of static code analysis and secrets detection.

Life Time brings a personal and local experience into their members' homes, thanks to a customized, high- quality video streaming solution from SOUTHWORKS

United States

Cloud video engineering

Healthcare

Context

Life Time is one of the largest luxury health, wellness, and fitness providers across the US and Canada. When the COVID-19 lockdowns began, Life Time sought a solution to help bring this experience to their clients remotely.

They wanted to find a way to deliver the energy and expertise of their beloved fitness instructors into the homes of their members. Furthermore, Life Time wanted a video streaming platform tailored to their brand, and they were not interested in an out-of-the-box solution such as YouTube, Vimeo, or Brightcove.

Solution

Life Time partnered with SOUTHWORKS, a trusted Microsoft partner, to create their custom over-the-top (OTT) video streaming platform on Azure.

Life Time now has a cloud-native solution to stream live fitness sessions and video content to their clientele, regardless of where they may be. Leveraging Azure Media Services, they have the ability to deliver high- quality video, in various formats, to members using different devices. Distribution of high-bandwidth, HD video content is powered by Azure CDN, which minimizes latency by caching content at strategically placed physical nodes across the world. Monitoring has also been implemented to immediately notify Life Time team members of technical difficulties such as a physical encoder becoming disconnected during a live-stream.

Instructors are able to easily transmit live events through on-premise equipment located in Life Time's fitness studios. Through a custom management portal, operators are able to render, edit, publish, start and stop live streams linked to clubs across multiple regions.

Results

✓ Member Retention Due to the Success of the Digital Platform

✓ The SOUTHWORKS team was able to get this product launched within 8 weeks, start to finish, empowering Life Time to quickly pivot during the COVID crisis.

✓ Closed captions for Live Stream - SOUTHWORKS provided a solution through Azure Cognitive Services, which uses Artificial Intelligence, to automatically generate IMSC1.1-compatible transcribed text.

Events startup StageConnect puts virtual audience front and center with bespoke live streaming platform
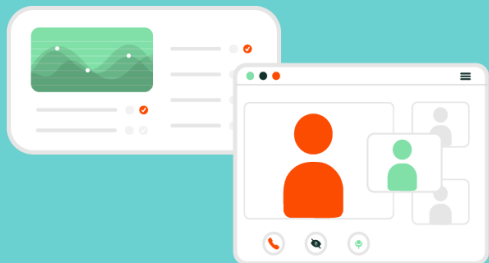
United States

Cloud video engineering

Media & Entretaiment

Context

StageConnect is a startup that's changing the face of **virtual and hybrid events** by turning live stream viewers into active participants. They can be seen and heard on the big screen, interact with the band, conference host or company head, and connect with other members of the audience.

The company has been delivering its service using existing video conferencing software, merging multiple sessions together to seat the larger audience using equipment at the venue. But StageConnect required a more elegant solution — a bespoke cloud platform for managing events and participants that can be plugged into a front-end component for displaying dynamic audience layouts to hosts and viewers alike.

Solution

SOUTHWORKS helped StageConnect quickly design and deploy a serverless architecture fit for the new world of virtual and hybrid interactive events.

Being intimately familiar with the right technology stack for the job, SOUTHWORKS began fleshing out the backbone of StageConnect's platform that could support thousands of attendees. Everything was built in Node.js running on top of AWS cloud infrastructure to create a serverless solution for managing events.

And to meet the demands of interactive live streaming to large audiences, StageConnect partnered with Red5 Pro to deploy custom video clusters to offer reliable, high-quality, and real-time video at scale. The final puzzle piece was developing an interface between the Red5 Pro cluster and StageConnect's front-end component, allowing the company to design different compositions of the audience feed, whether that's for a video wall or other big screen at an event, or a participant's laptop at home.

By approaching StageConnect's problem with an agile mindset, SOUTHWORKS helped the startup first turn its needs into technical requirements, and then a fully functional cloud architecture — in just 10 weeks.

Results

✅ **SOUTHWORKS delivered a platform built on flexible, scalable technology. Now, StageConnect can continue developing new features, interfaces and services, and quickly experiment in a real-world environment to provide the best event experience.**

✅ **No more third-party software. StageConnect now has a bespoke platform that meets its growing needs. With its shiny new infrastructure, StageConnect can efficiently manage events, participants and layouts, ensuring complete control in delivering its interactive service for clients.**

✅ **The backbone SOUTHWORKS has built supports thousands of attendees worldwide and guarantees a good live streaming experience for all. There's no need to collate multiple video calls anymore.**

Cronos Clinical Consulting Services surpasses its competition with a HIPAA-compliant video-recording functionality from SOUTHWORKS.

United States

Cloud video engineering

Healthcare

Context

Cronos Clinical Consulting Services (Cronos) monitors and analyzes data for clinical trials concerning the central nervous system (CNS). The company is expanding into clinical trial management, but it specializes in evaluating subjective data about patients collected during studies for pharmaceutical companies.

A CNS study required a technical aspect that would allow a patient to record their interview remotely and then send it to a reviewer for further analysis – and this functionality had to be in compliance with the Health Insurance Portability and Accountability Act (HIPAA).

In other words, Cronos couldn't collect any identifying patient information, its servers had to store the videos securely, and reviewers had to access the videos in a way that fully protected the patients' identities. Cronos sought to achieve its goals with the creation of a video-recording application. The specialty clinical service solutions provider knew it'd be difficult to develop such an application within HIPAA compliance standards

Solution

SOUTHWORKS leveraged AWS to develop a software solution for Cronos that provided a secure video-recording backbone and its companion mobile-friendly app for Android and iOS. This functionality made remote assessments possible, which proved especially critical during the COVID-19 pandemic.

SOUTHWORKS's solution makes sure Cronos has all of its bases covered in regard to HIPAA compliance. The software application integrates with Cronos's platform and securely connects the two parties with zero tracking. The patients just download the app through a QR code provided.

Results

✓ Easy-to-use, customizable software solution

✓ Superior advantage over competitors

✓ Secure, HIPAA-compliant mobile application

✓ Responsive and flexible production support Swift resolution of issues