

## DESIGN AND DEVELOPMENT OUTSOURCING FOR RED HAT LATIN AMERICA.



### GENERAL INFORMATION

Company:  
RED HAT LATAM

Industry:  
Technology - Software

Project:  
Digital marketing Outsourcing  
for all the region

Date:  
Since 2005 until today

Technology:  
- PHP  
- HTML  
- FLASH

### NEED

Red hat has in Latin America a wide and growing market, and intends to reach it by means of an aggressive strategy that includes digital marketing campaigns. The campaigns are generally sectored by country and are sometimes faced regionally.

To carry out these web marketing campaigns Red Hat relies in Exelsum, outsourcing most of its Internet development due to a wide commercial relationship and to numerous projects that have been done together.

### BUSINESS CHALLENGE

Red Hat has its own standard of design and programming that we had to study and to which Exelsum's development team had to adapt to in order to provide this service.

Another vital issue when carrying out this project, was the celerity and quality with which the jobs had to be done, exigencies that Red Hat stated from the very beginning of the commercial relationship.

Due to the carrying out of jobs for all the offices in the region, in some cases it was indispensable to arrange special timetables for the execution of the projects depending on the needs of each marketing manager. It was also necessary, in many cases, not only to thoroughly polish the creation – design – development and handing in circuit with the responsible in charge of Red Hat in the region, but also with the Web site update department in Germany.

On another hand, due to having to replicate USA campaigns, Exelsum's translation team did a meticulous linguistic study to carry out precise translations of the texts that represent part of the contents of campaign and even of the sites in Latam and Brazil.

### PROJECT DETAILS

The project of outsourcing of web services started more than 2 years ago and we count today with uncountable number of HTML pieces, development of digital marketing tools in PHP, sending and information research of digital campaigns, translation of texts to Spanish and Portuguese, designing of newsletters and even translation and building of sites corresponding to Latam and Brazil, between many other projects.

The services are provided for all the countries in the region with a great participation of: Argentina, Brazil, Mexico, Chile between other.

## CORPORATE INFORMATION

Red Hat, global leader supplier of Linux and Open Source systems has its head office in Raleigh, NC, in the United States and offices all around the globe. CIO s and other senior level executives of technology have placed Red Hat as the most valuable supplier in the industry for two consecutive years in the suppliers' value study conducted by CIO Insight Magazine. Red hat has generalized the use of Linux and Open Source solutions making accessible to the big public technology of great quality and low cost.

Red Hat is collaborating in the evolution of architectures oriented to service and permitting the next generation of Web applications to be executed in an open, safe, low cost platform. It as well offers support services, training and consultancy to its clients all around the world through high level alliances.

Red Hat completely trusts in Exelsum's work, which is the reason for it to choose our outsourcing services to carry out its digital marketing campaigns still today.

## TECHNOLOGY

Programing and Desingn language: PHP - HTML - Flash

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## WHY EXELSUM?

Exelsum is a company with 6 years of experience and recognition in the development of computing solutions, adapting ourselves to the needs, projects, technology and infrastructure of the most demanding clients. We count with more than 70 successful projects of different significance and grades of complexity.

We have carried out together with Red Hat and we are true specialists in development with Open Source tools. Each project that we face represents a great commitment for us and therefore a detailed analysis of client is made, reason for Red Hat to entrust this task to us that not only required technical quality but also knowledge about the company and services and products offered by it.

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. You can also read this Success Story directly from our website:

[http://www.exelsum.com/success\\_stories/](http://www.exelsum.com/success_stories/)