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**MAPLEWORKS TECHNOLOGY FEATURES PAUL GASPARRO IN PODCAST  
DISCUSSING THE LESSER-KNOWN BENEFITS OF ONSHORE OUTSOURCING**

*Design Culture and Intellectual Property are Key Benefits of Onshore Outsourcing*

MapleWorks Technology, a leader in onshore Software Product Development solutions and services for the voice, data & Video Convergence, network communications and Telecommunications industries, announces that Paul Gasparro, company co-founder and vice president of business development, recently provided a podcast informing audience members of two of the lesser-known benefits of onshore outsourcing: design culture and intellectual property. Paul Gasparro is an industry veteran in designing innovative onshore Software Product Development solutions and services for the voice, data & Video Convergence, network communications and Telecommunications industries. His podcast, available on the MapleWorks website, provides insight into these two key benefits of onshore outsourcing.

According to Paul, one of the largest lesser-known benefits of onshore Software Product Development is the issue of design culture in different countries. This would refer to the actual product development approach that many offshore companies bring to the table when developing a product. In North America there is typically a great deal of communication between the outsourcer and the client company. As Paul mentions, this back-and-forth interaction can help bring about a trade-off, or a balance, between what the customer wants and what the outsourcer delivers – resulting, ideally, in the highest-quality and most marketable product possible.

Paul tells the audience that in countries like the Far East, the norm is to do what they are told to do. Often, offshore outsourcers just keep plodding forward without offering any feedback on design improvements or enhancements. Ultimately, they will deliver a product that is exactly what the specifications called for, but which does not perform as the customer expected it to. The “positive pushback” – that is, the counsel and advice that should accompany the design services – simply does not occur. This approach can result in multiple iterations of the product which, quite naturally, increases the total project cost, while potentially delaying product delivery

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No less important, Paul informed the audience, is the lesser-known issue of intellectual property protection. Paul informed the audience that protecting intellectual property is vital when bringing on an outsourcer to work on a proprietary project. Many countries abroad – most notably in the Far East – have gained a reputation for not fully observing copyright laws and legislation relating to IP protection. This is, of course, a concern when dealing with any proprietary information, and the problem is magnified when the intellectual property revolves around a company's core competency or technology foundation. Certainly, a breach of these laws can occur anywhere in the world, but it is less likely to happen in the North American market, where the legislation is not only stronger, but is enforced with far greater passion, thus making onshore Software Product Development solutions for the Video Convergence and Telecommunications markets a more preferred way to conduct business.

To learn more about onshore Software Product Development, as well as MapleWorks' expertise in the data & Video Convergence, network communications and Telecommunications, listen to the podcast by clicking the following link: <http://www.mapleworks.com/in-the-news/>

### **About MapleWorks**

MapleWorks Technology is a proven provider of software development services to network communications product suppliers, serving the telecom and enterprise markets. The Company delivers trustworthy on-shore engineering and design services with a deep-domain experienced team that is knowledgeable in commercializing technology in a cost-effective manner. MapleWorks is headquartered in the Ottawa Region known as Canada's Silicon Valley, providing solid IP protection for their customers. For more information visit [www.mapleworks.com](http://www.mapleworks.com).