



ParqueSoft

Science, Arts and Software Technology Park

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PARQUESOFT- The Largest Information Technology Cluster in Colombia

The Software Technology Park Foundation (*Fundación Parque Tecnológico del Software*), ParqueSoft, is a non-profit organization established in December 1999 with the purpose of creating and developing enterprises providing goods and services to the information technology (IT) market. In an innovative model, ParqueSoft is consolidating Southwestern Colombia's Science, Arts and Software Technology Corridor, integrating 11 Parks located in the following cities: Cali, Popayán, Pasto, Buga, Tuluá, Palmira, Buenaventura, Armenia, Manizales, Sincelejo and Pereira.

Throughout these 6 years of operations, ParqueSoft has achieved to create in the region's imagery, in its people, in its local and regional governments, in its businessmen, and in its guilds and professional associations, the alternative for a new industry supported by a regional network, revolving upon science and technology platforms and the knowledge economy.

To date, ParqueSoft and its network of Software Technology Parks houses more than 200 very small enterprises (VSEs) specialized in the Knowledge Industry, where more than 1000 Software Engineering Professionals, specialized in the industry's latest technologies, and 200 professionals provide support in administrative and business development processes.

ParqueSoft is the largest Science and IT cluster in Colombia and one of the leading organizations supporting entrepreneurial ventures with a technological base and research projects on technological paradigms applicable to the development of information technology solutions. This leadership has earned national recognition, as attested by the awards received in the year 2003: Exemplary Colombian (*Premio El Colombiano Ejemplar*) in the Science and Technology / Institution category and *Premio Portafolio Empresarial* in the category of Job Creation, granted by the country's most important economic and business journal.

ParqueSoft's goals for the year 2010 is to develop 400 competitive and productive IT enterprises which will export their software products and services to the international markets, and create 4,000 jobs in an innovative Science and Technology sector contributing to the regional economy by more than US \$100 Million annually.

In order to fulfill its objectives, ParqueSoft has created an innovative strategic support model, as illustrated in figure 1, that encompasses five macro objectives supported by 16 synergic strategies to promote enterprise development and Research and Development (R&D).



Figure 1 . Overview of the Support Model

The macro objectives and their corresponding strategies are:

Objective 1. To Provide an Infrastructure for Business Development and Support

To provide to all the companies a logistical support to facilitate their businesses development. Some of them are:

- Competitive physical and technological infrastructure infrastructure
- Technological Support (Telco, Networking, Videoconference, Data Center)
- Effective Communications (Internet, Intranet, and Media,)

The main objective is to accompany as much to the organization, in the implementation of its processes of communication, looking for common elements that help to generate identity in the process.

- Intellectual Property and Legal Support

The legal support for businesses accompanies software developers from the beginning of their entrepreneurship, in the protection of its Intellectual Property, and formalization of companies, additionally they give legal coaching permanently and by request throughout the pre-productive, productive and commercial process in order to guarantee legal security to these processes.

Objective 2. To Develop the Best People in the Industry

So that the sector can be competitive in the world-wide markets requires human talent of world-wide class specialized and certified in specific areas of work as design,

development, sales, support, quality, commercialization, management of projects and management (among others), which makes the design and implementation necessary of an integrated program of qualification of the human talent, that it responds to the necessities of formation of the sector. For it, the institute of credit for the superior education of Colombia ICETEX, has guaranteed the financing of studies of Postgrado, Masters and Doctorates for the community of ParqueSoft.

- Empowerment of Human Talent
- Preparation for the Software Industry
ParqueSoft makes processes of joint of the young people with the social scenes and the opportunities of its surroundings, by means of the generation of competitions of personal development that allow them to include themselves in their local systems and to generate a personal empowerment. It is a bets in the processes of human growth and for that reason one of the emphases is the design and execution of programs for the generation of competitions and new paradigms.

The work with of the young people is developed in spaces or sessions of work that are spun around a pedagogical process of such form that lets them to the door of concrete opportunities at its localities to put in execution a change in the life paradigm.

- Seedbeds of Research and Entrepreneurship

Objective 3. To Become more Innovative, Reliable and Competitive Products

- Building with Quality (Products, Processes)
From the ParqueSoft perspective, Software Quality Assurance, is a set of planned activities that are execute throughout the development cycle of a software product, in order to prevent, to detect and to control the nonconformities of the product and to take corrective actions at the best moment, thus avoiding costs of rework and offering integral satisfaction to the end user when it receives the product
- Applied Research and Development
The model of IA+D of ParqueSoft is sustained in the execution of interdisciplinary projects in cooperation with academic institutions and research centers, within the laboratories established in the lines of investigation of interest for the entrepreneurs community.

The objective with this strategy is to promote the generation of knowledge and the development of components and tools that serve as support as technological base to the already existing entrepreneurshipments and the creation of other new ones.

Objective 4. To Develop a Financial Strength

- Entrepreneurship Promotion Funds

- Risk Capital Funds
- Savings Funds

Objective 5. To Support Enterprise Development

- Market Intelligence
- Creative Marketing
- Business Knowledge
- Business Development
- Business support and update

ParqueSoft develops software products for different sectors of the economy in categories such as health, environment, public utilities, industry, government, education, services, business management, business intelligence, banking, entertainment, tourism, telecommunications, bioinformation technology, security, identification systems, digital media, transportation, and information technology support.

ParqueSoft has consolidated the infrastructure needed in order to duly fulfill its social and business development commitments, as well as the technological infrastructure resources to develop and support its clients globally.

As a true commitment to the market, its clients and most importantly to its staff members, ParqueSoft has created an innovative model for the growth of its human talent which comprises, to date, high school students, college students, children and members of the community with an open proposal to improve innovation capabilities, competitiveness, productivity, and develop sensitive human tissue, socially affiliated and highly committed to the success of the enterprises that make up the organization.

ParqueSoft has also developed a “HumanWare Plan”, an instrument that made possible for entrepreneurs and staff members of ParqueSoft to become one of the most proactive working communities towards the Organization’s Mission and Vision. Entrepreneurs are committed to a milieu founded on both strong social and individual principles and ethical values.

Through its “Human Talent Empowerment” strategy, ParqueSoft is providing important competences to its entrepreneurs and staff members in essential areas of professional development. ParqueSoft has developed one of the most innovative work environments in the IT Industry, conducive to attaining the highest levels of productivity and competitiveness.

There are currently two certificate programs in Business and IT, binding its professionals to pursue more than 40 workshops in approximately 240 hours of training, over a wide spectrum of knowledge and professional expertise.

Links with Universities and High Schools

ParqueSoft has established close ties with 9 region’s universities in order to improve and specialize its career plans according to the needs of the Software industry. To date, the

“Preparation for the Software Industry” program, in conjunction with these institutions of higher education, has enabled the development of human talent with the required competences to build the best IT.

ParqueSoft is working along with the region’s high schools, generating competences and providing opportunities for research in Science and Technology and entrepreneurial experiences which stimulate these young men and women to become part of the Knowledge Industry. The “Seedbed of Research and Entrepreneurship” program allows for 900 young young students to work directly every year with ParqueSoft’s entrepreneurs as direct observers of research and development activities in knowledge and business at the largest entrepreneurship laboratory in Latin America, ParqueSoft.

A Desmontrated Commitment to Quality

ParqueSoft is strongly committed to the production of sturdy and reliable products and services. Our Quality Policy is to provide technological solutions and associated services, fulfilling the promise to its clients regarding permanent innovation, flexibility, and timely delivery.

Parquesoft developed quality practices having an efficient and innovative software testing models, while consolidating a practical and highly productive methodology for Software Quality Assurance (SQA). In addition, it is standardizing its complementary processes of business development and administrative services. In alliance with ICONTEC de Colombia (*Instituto Colombiano de Normas Técnicas y Certificación*). More than 500 satisfied customers from all sectors of the economy, located in the United States, Latin America, Europe, Canada and Africa – attest to the importance given by ParqueSoft to quality management in both the production process and its software products.

Green SQA, a company which is part of ParqueSoft, implemented the quality management system. Green SQA developed a quality strategy, adapting it to ParqueSoft practices and to VSEs producing software in order to guarantee quality for their products.

In less than eight months, ParqueSoft has completed the implementation of its Quality Management System ISO 9001:2000, allowing the company to strengthen its capabilities and provide the best service to its clients. This certification turns ParqueSoft into the first enterprise incubator in the country to certify its quality processes, which is also being achieved by 14 of its VSEs¹. The next goal is to certify all ParqueSoft VSEs in the next 4 years.

Research and Development

ParqueSoft has forged solid alliances with the region’s universities, international universities, and important research centers, making possible the existence of 11 research laboratories in the

¹ Asesorías para el Desarrollo Integral “APEDI Ltda.”; Amazonas Technologies S.A.; Alternativa Technology S.A.; Expert Information S.A.; Geoweb; Green Horizon Ltda.; Innova Systems Ltda.; Nuevos Medios “NM S.A.”; Online Diagnostic System S.A.; Soluciones Avanzadas en Sistemas “SAES Ltda.”; Smart TMT S.A.; Transatélite; VSD Vanguard Software Development, and VIANet WS.

areas of Information and Communications Technology (ICT). These laboratories enable ParqueSoft to attain leading edge IT knowledge and construct more productive and competitive environments for software development as well as the application of this in-depth knowledge in IT products and services.

ParqueSoft has made strategic alliances in research and technology transfer with the leading global corporations in the Software Industry: Microsoft, IBM, Oracle and the global production centers of FreeWare and Open Source Software.

ParqueSoft has consolidated a set of innovative methodologies that support the framework of its research operations, software development, human resource empowerment and project development, which are currently being applied by other science and technology organizations in the country.

Funding Mechanisms

ParqueSoft has presented several projects to national, international, and multilateral agencies, notably amongst them the World Bank, the Interamerican Development Bank (IDB), the United States Agency for International Development (USAID), the United Nations Development Program (UNDP), the European Economic Community (EEC), *Corporación Andina de Fomento* (CAF), Colciencias (*Instituto Colombiano para el Desarrollo de la Ciencia y la Tecnología*), Sena (*Servicio Nacional de Aprendizaje*), Icetex (*Instituto Colombiano de Crédito Educativo y Estudios Técnicos en el Exterior*), and FOMIPYME (*Fondo de Modernización y Desarrollo Tecnológico de las Micros, Pequeñas y Medianas Empresas*) from which it has obtained co-financing for its projects and institutional development programs. ParqueSoft has an expert project co-financing management team that continuously formulates projects to be presented to these funding sources in order to guarantee additional backing to support its mission, its strategic programs, and fresh resources for applied R&D of its existing enterprises and seed capital for its new ones.

ParqueSoft is currently receiving investments in its Risk Capital Funds enterprises (Venture Capital VC's). These funds are being applied mainly to strengthening the Marketing and Sales areas, thus allowing ParqueSoft's enterprises to become more commercially aggressive and rapidly gain a larger market share.

High Level Consulting Expertise

ParqueSoft has one of the country's most important consulting groups in Information Technology, comprised of more than 20 professionals with expertise in IT and more than 150 person-years of experience and leadership in tens of successful projects. The organization has consolidated a first level team in those business areas in connection to the Information Technology Industry, developing Market Intelligence, Strategic Planning, and marketing support, managing an extensive Network of Business Associates throughout Latin America.

Strategic Alliances

ParqueSoft has signed several strategic alliance agreements with important governmental and private organizations, productive thinking centers, market strategic actors for Product Development, Process Complementation, and industry knowledge appropriation.

Some of these noteworthy alliances in Columbia are:

- Department of Valle del Cauca Governor's Office
- *Telepacífico* (Regional TV Channel) – Multimedia Contents – Web TV
- National Institute for the Blind – Visual impairment
- University Hospital of Valle – Infomedicine, Health TV, Emergency Center
- Comfandi – *Caja de Compensación Familiar del Valle* – Family Subsidies
- International Center for Tropical Agriculture (CIAT) – Biotechnology, Bioinformation technology
- *Centro de Diagnóstico Automotor del Valle* – Land Transportation
- *Corporación Regional Autónoma del Valle del Cauca* (CVC) – Environment
- National Institute of Hydrology, Meteorology and Environmental Studies – IDEAM – Environment
- *Sociedad Portuaria de Buenaventura* – SPB (Port Authority) – Maritime Ports
- *Empresa Regional de Telecomunicaciones* (ERT) – eEducation, eLearning
- *Grupo Carvajal* – R&D new electronic products
- *Ingenio San Carlos* – Sugar Cane Cluster
- *Asociación Nacional de Empresarios de Colombia* (ANDI) – Information technology needs for the industry
- *Asociación Colombiana de Pequeñas y Medianas Industrias* (ACOPI) – Information technology needs by specific cluster
- Sharp Electronics LAG – Software Product Development providing Aggregate Value for its products

Some international alliances are:

- The Payson Center for International Development and Technology Transfer at Tulane University – New Orleans (Louisiana) U.S.A. – Natural Disasters
- Center for Computer Research in Music and Acoustics (CCRMA) – Stanford University – Stanford (California) U.S.A. – Digital Audio Engineering
- Integrated Media Systems Center (IMSC) – University of Southern California (USC) – Los Angeles (California) U.S.A. – Multimedia
- Entertainment Technology Center (ETC) – University of Southern California (USC) – Los Angeles (California) U.S.A. – Multimedia

Cali's Future Technopole

ParqueSoft leads the development of Cali's Knowledge TechnoPole, located in the southern part of the city, neighboring the most important universities and high schools. The Software

Technology Park, gravitational center of this TechnoPole, has an area of 6,000 square meters.. This new Technology Park will generate a great synergic movement in Science and Technology in the Knowledge industry, projecting a new imaginary and creating a new economic dynamics for the city.

ParqueSoft has performed international benchmarking with similar projects around the world. It has visited the software industry in India, Ireland, and most recently Silicon Valley in the United States. This activity has led to the refinement of its development model and objectives of constructing an opportunity for the country, revolving upon science and information technology.

ParqueSoft is strongly committed to following the highest ethical standards in the business by carrying out a healthy and democratic participation in each one of its activities. It has recently signed the “Code of Ethics for Enterprises doing Business with the Government” (*Código de Ética del Empresario en Negocios con el Estado*) promoted by regulatory agencies of the Colombian government and professional associations from civil society.