

# PROSOFT 20

PROGRAMA DE DESARROLLO DEL SECTOR DE SERVICIOS DE TECNOLOGÍAS DE INFORMACIÓN  
NATIONAL PROGRAM TO DEVELOP THE IT-ITES INDUSTRY

## TSP national initiative

**IVETTE GARCÍA**

**Ministry of the Economy - Mexico**

**Deputy Director-General of Digital Economy**

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**SE**



**Mexico is moving  
towards a  
competitive  
knowledge  
economy**

# Outsourcing

2005

Global Market = 310 BUSD

Global sourcing = 8%

2010

Global Market = 1.1 TUSD

Global sourcing = 15%

**No single country is going to be able  
to serve that size of a market**

IT Industry + Government

## Mexico

Competitive and reliable

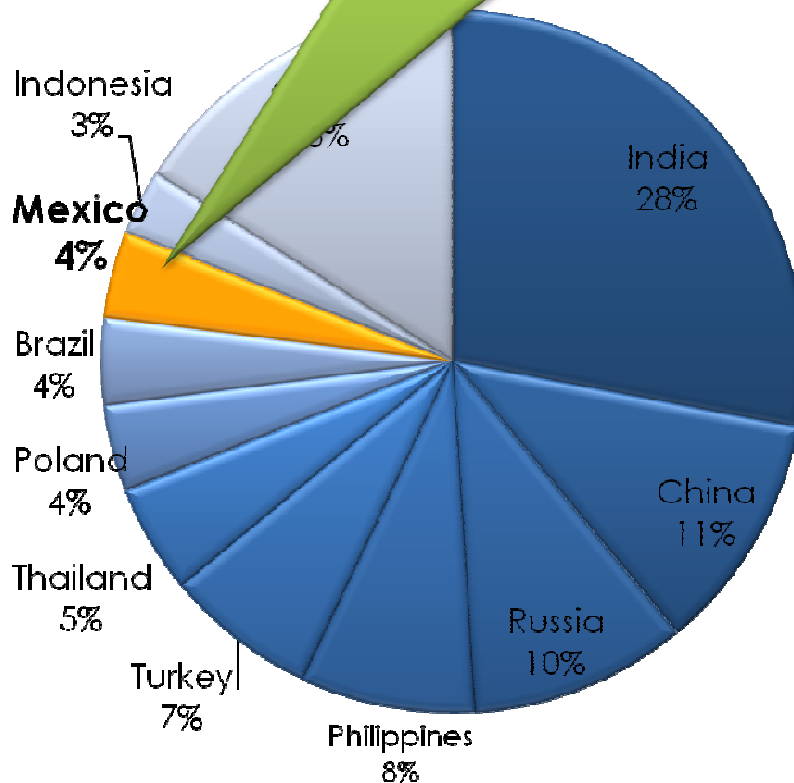
# IT Human Resources in Mexico



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## 9th Global Pool of IT HR



65,000 IT Professionals join the workforce every year

Under 5% Attrition rate (IDC)

Source: McKinsey & Co

# PROSOFT 2.0 – Strategies and Goals 2013



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## Production level

- 15 BUSD



## Expenditure

- 2.3% IT/GDP



## Recognition

- Latin American leader



## Employment

- 625,000





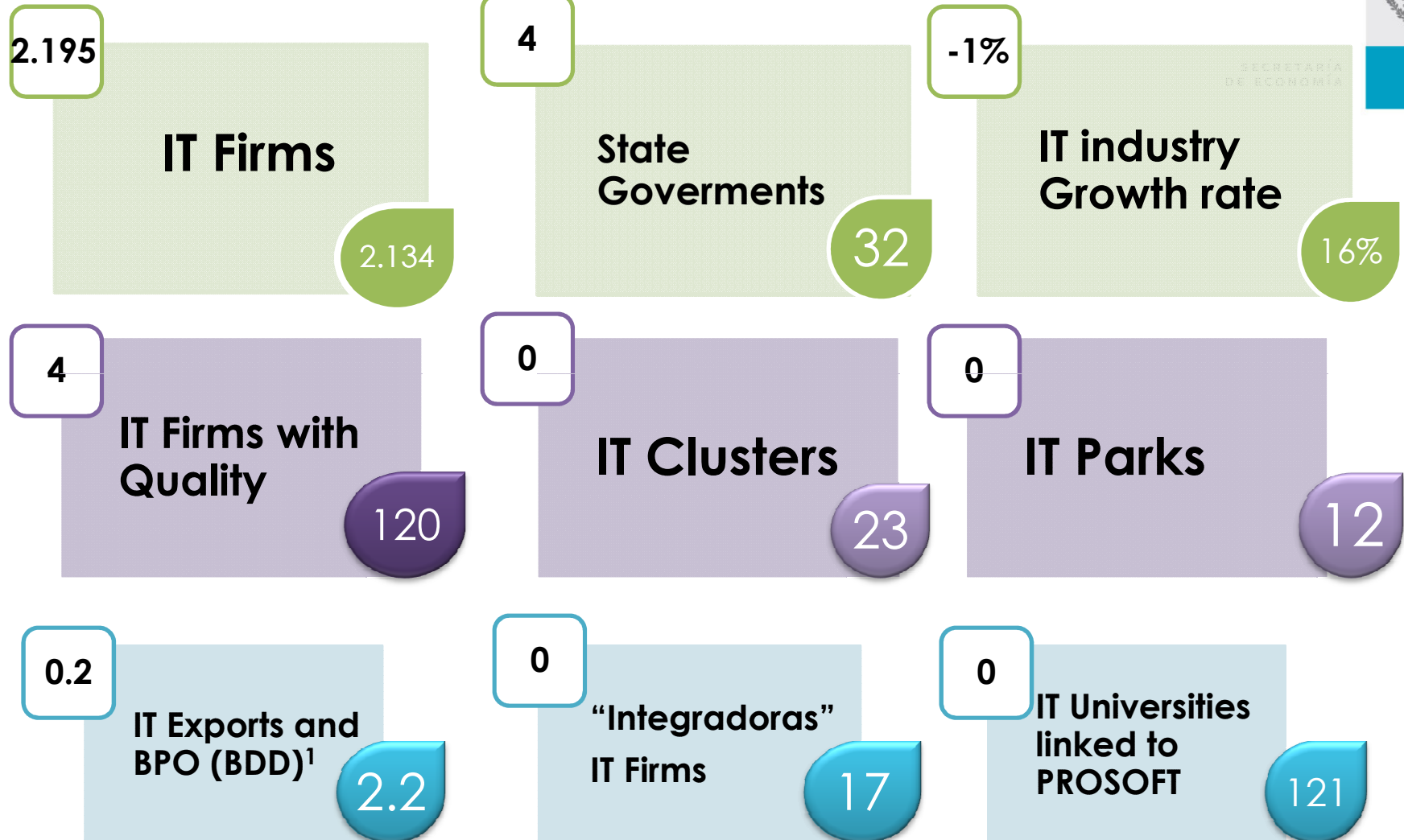
# The IT Industry in Mexico

2002 - 2008



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1: AT Kearney Data 2007

2: Select Data, 2007

3: INEGI Data

4: Includes PTs)

5: August 2007

# PROSOFT Fund

Budget 2008:  
**65 MUSD**

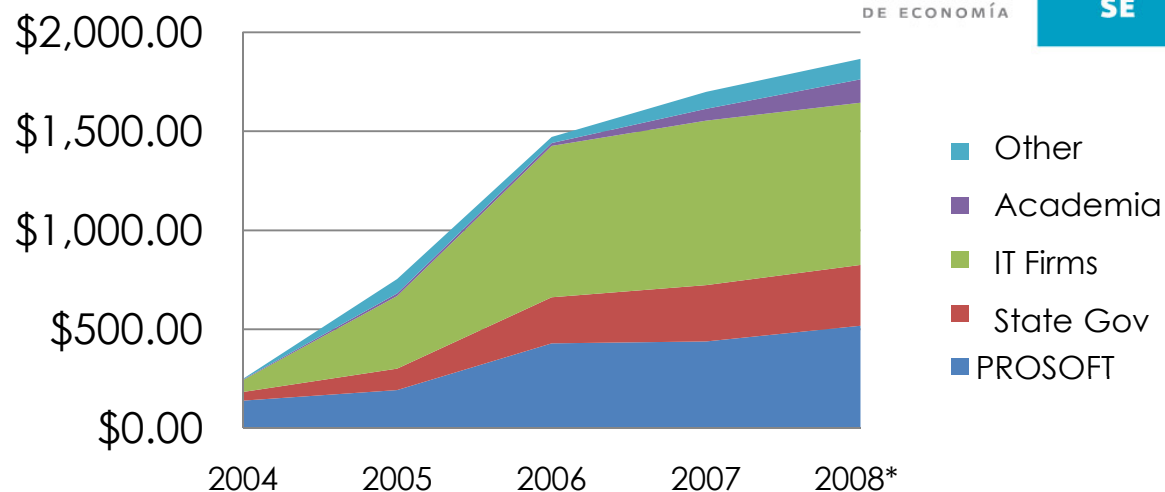
## Type of projects

1. Productive projects (creation of jobs)
2. Skills (technical, soft-skills, English, PSP)
3. Quality standards
4. IT Usage (matching local IT vendors and clients)
5. Innovation

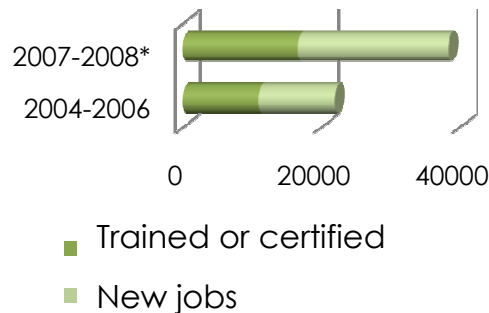
## 2004-2008\*

Projects: 1,429  
New jobs: 32,694  
People trained: 27,540  
State governments : 32

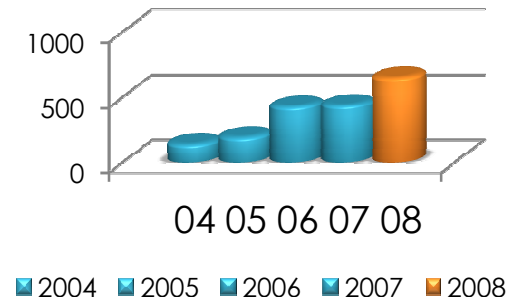
## Total investment (million pesos) 2004-2008\*



## Employment



## PROSOFT annual budget

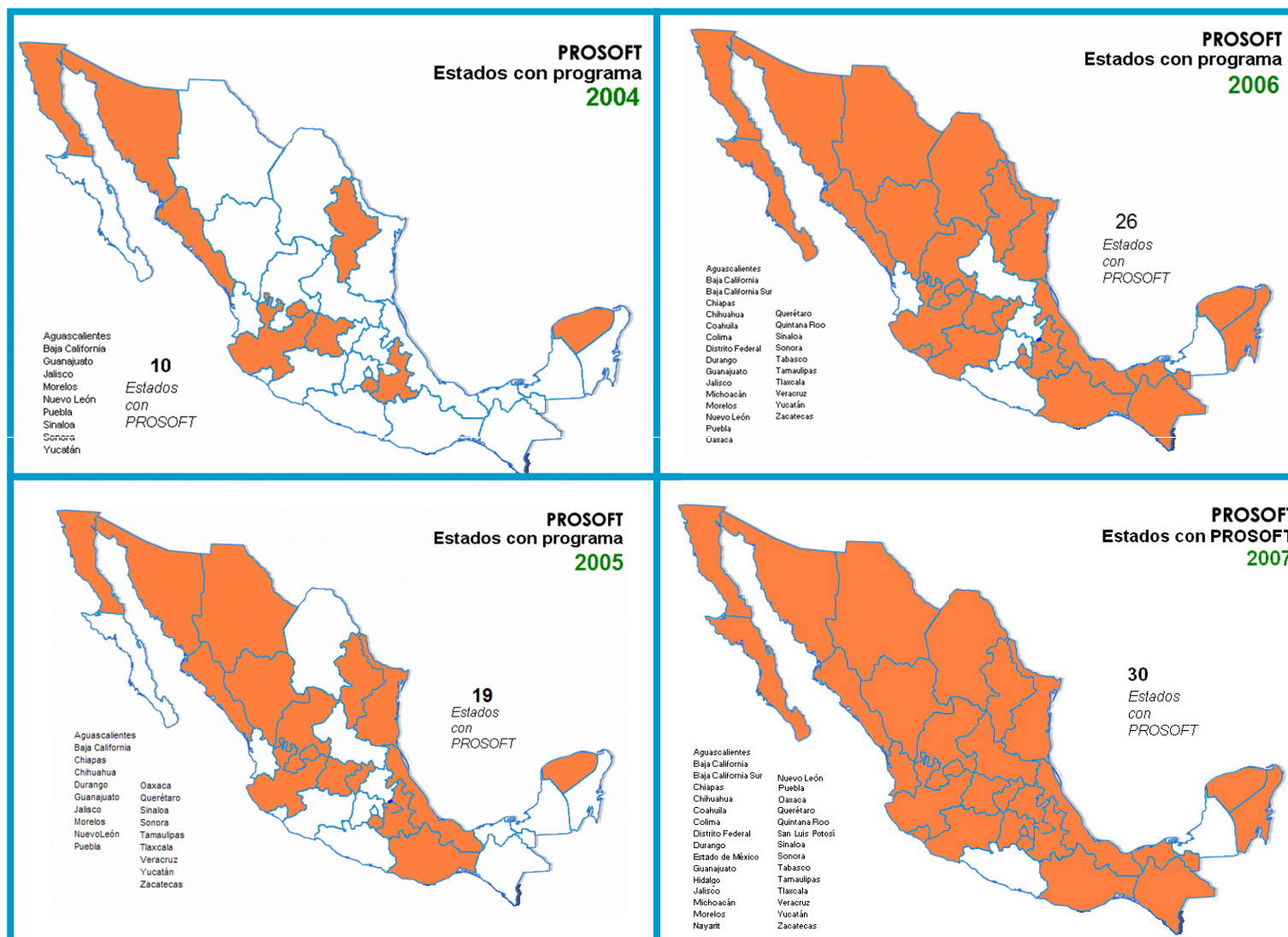


# State Gov investing with PROSOFT



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# Credibility



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Accelerate the  
rate of  
improvement



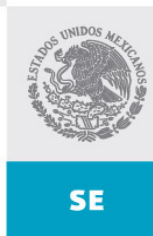
Increase  
Mexico's share  
of the global IT  
market



World-class IT  
industry

- ❖ Certification methods to verify performance:
  - ✓ MoProSoft (National Standard)
  - ✓ CMMI
  - ✓ TSP \*

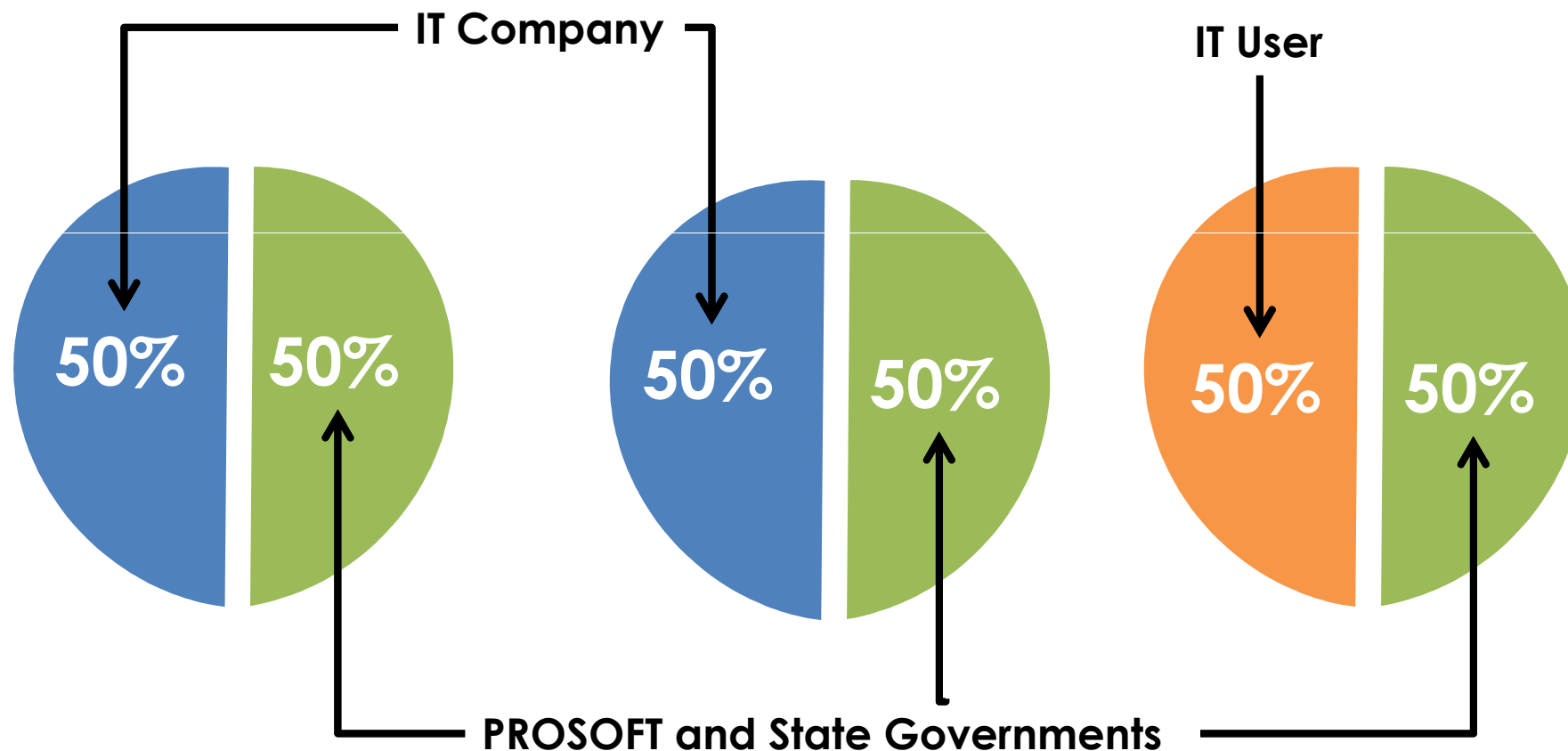
# Government support - funding

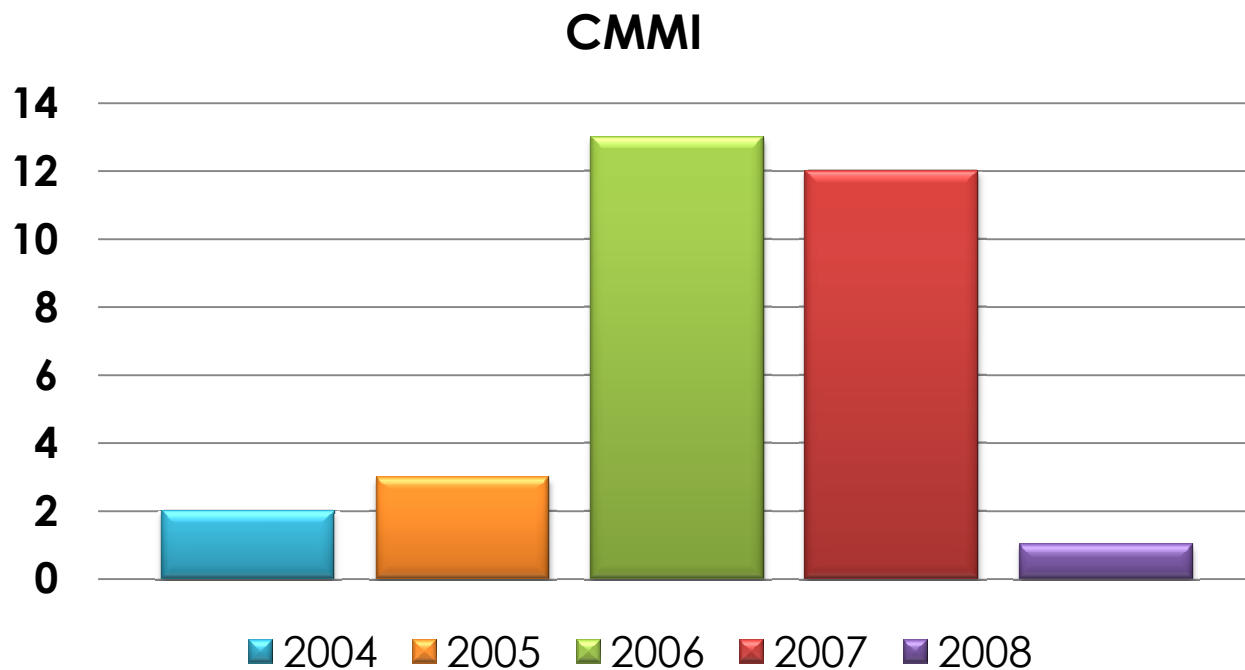


**Training and  
consultancy**

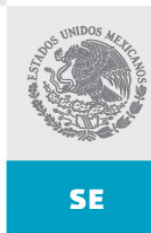
**Formal Assessment**

**IT project**



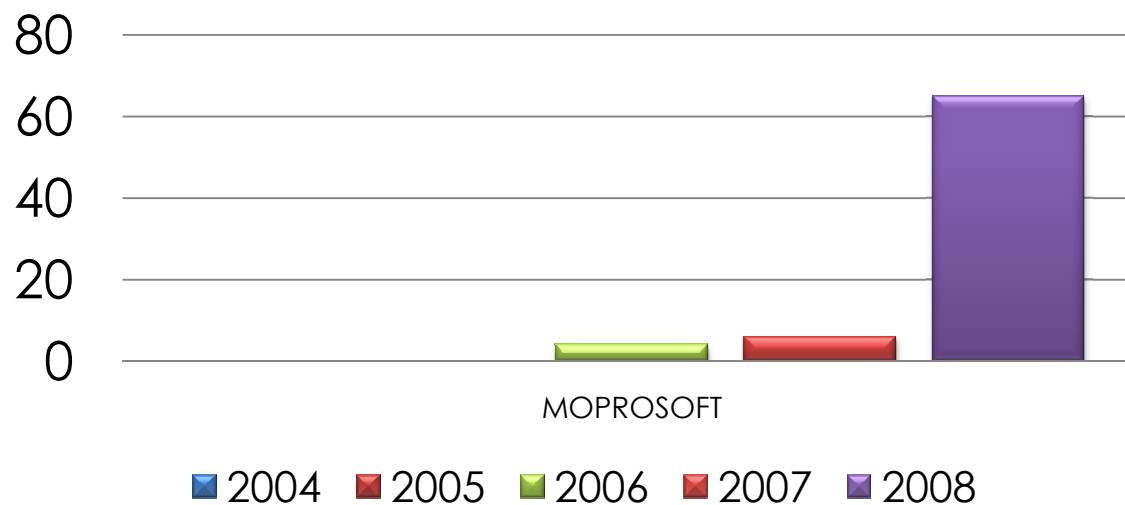


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### MoProSoft

- 120 IT Firms
- 78% supported by Prosoft Fund



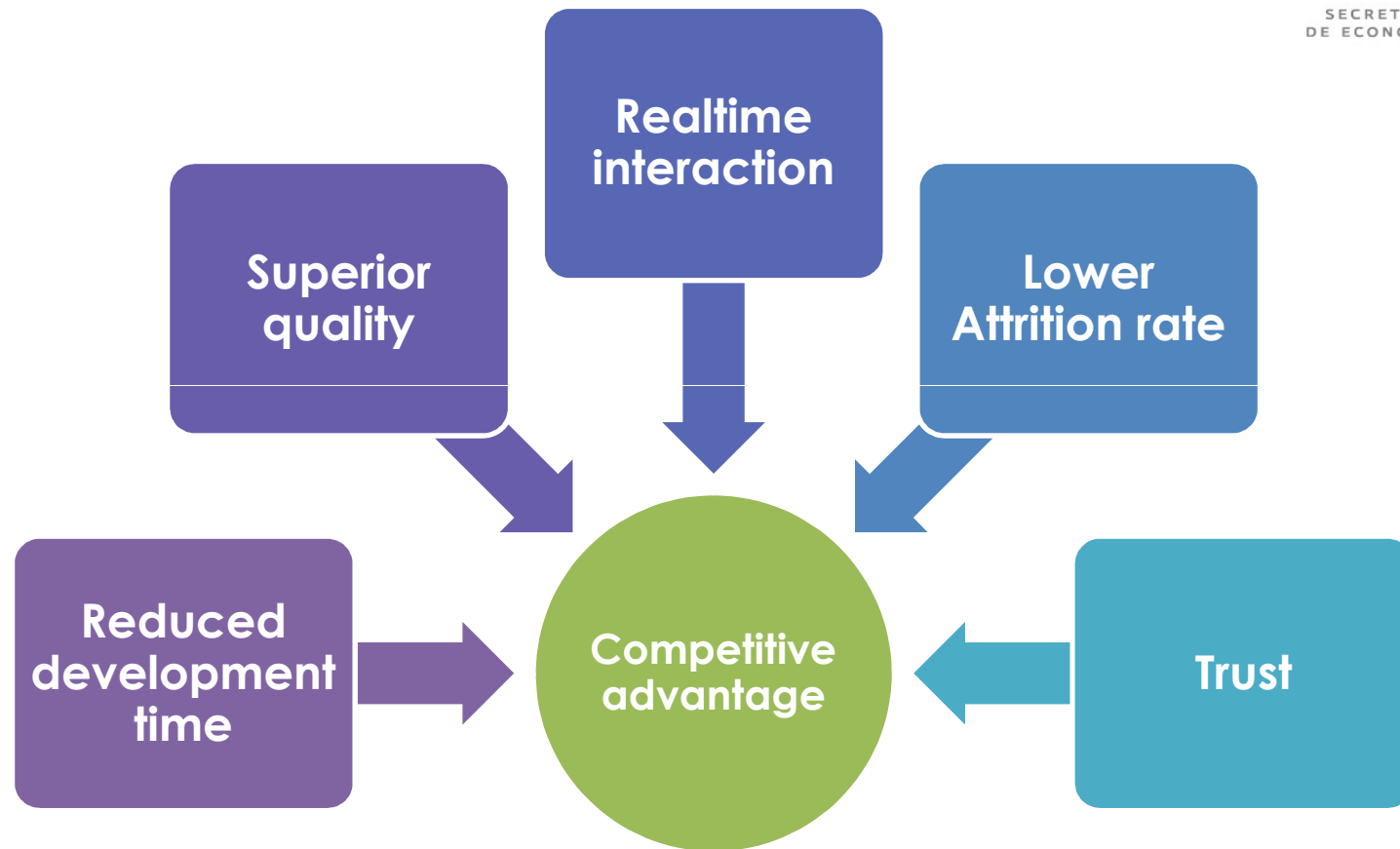
# Mexico's National Initiative TSP / PSP

Mexico + SEI and Dr. Watts Humphrey.



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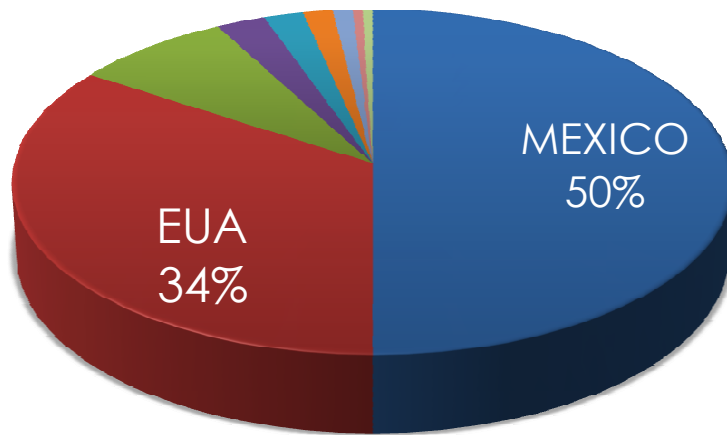


**High performance knowledge workers (PSP) +  
High-performance working teams (TSP)**

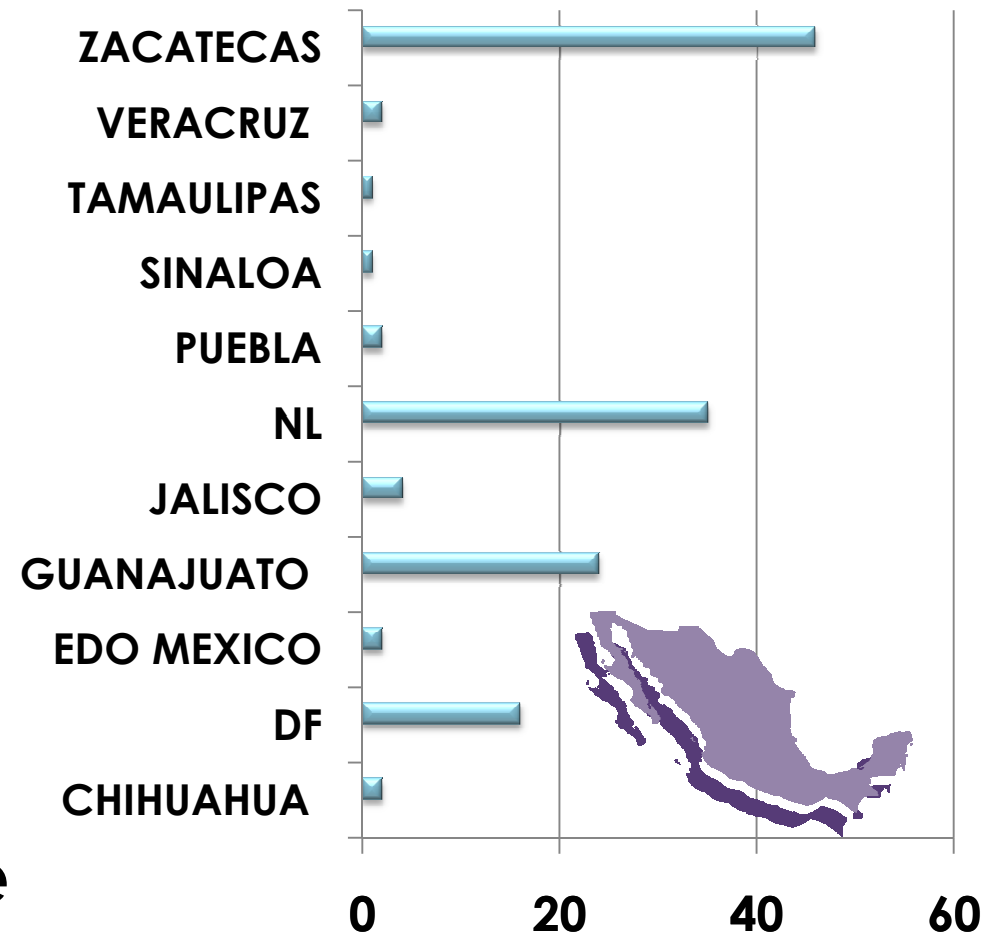




# PSP Certified Developers



- Self-Disciplined
- Personal Performance



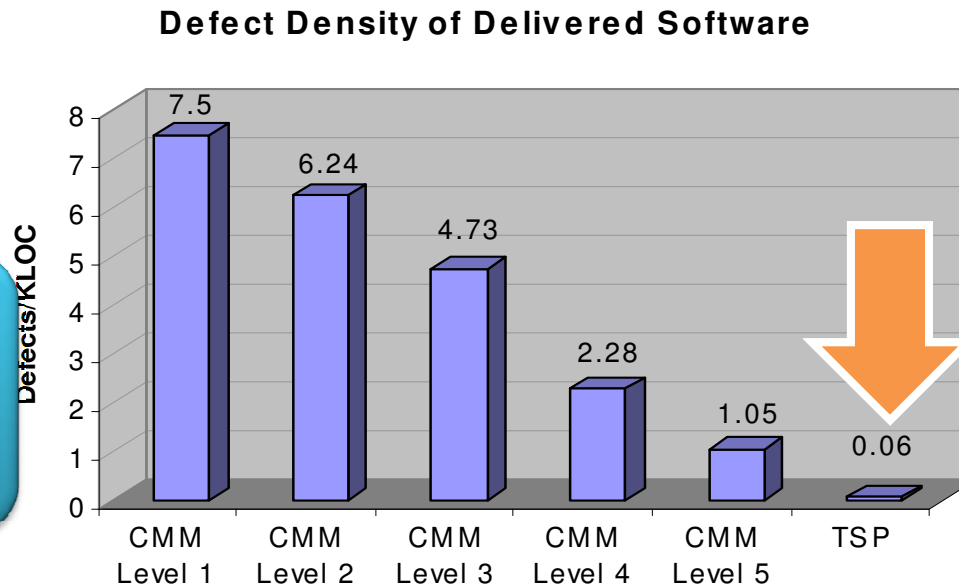
# Productivity and Quality gains



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Team  
productivity  
+70%



TSP +  
CMMI

A TSP team has an error rate in deadlines to deliver projects of -10% a 5%, whereas those without TSP/PSP have an error rate of 140%

Enterprise  
productivity  
increase

# Roll-out

Integrated government-industry-academic support



- TSP Company Certification
- Certification of PSP developers
- Authorization of PSP instructors
- Certification of TSP coaches
- Certification of TSP mentor coaches
- TSP World-wide recognition

# Developing the right skills at an accelerated rate



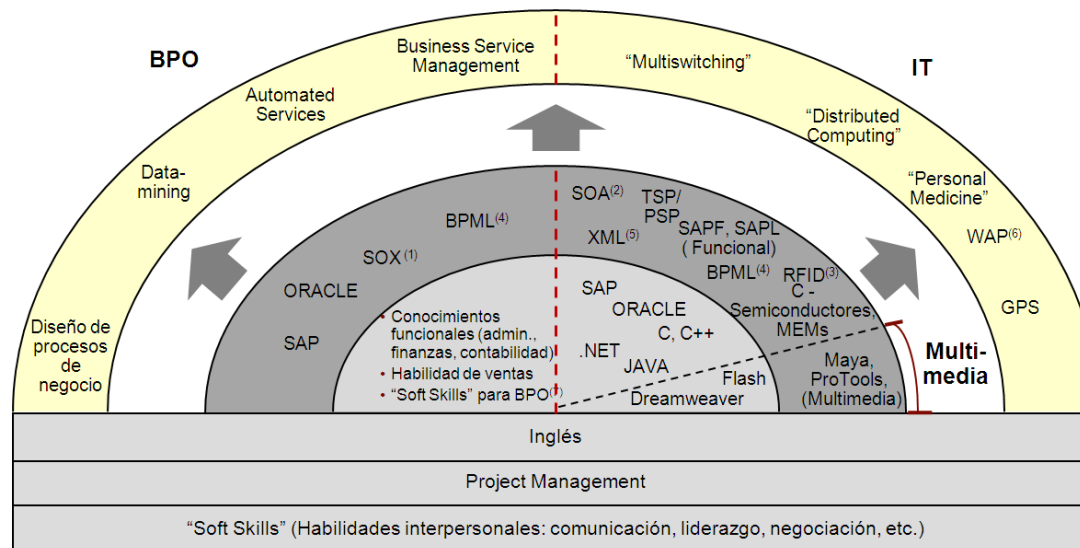
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Goal: 150,000 people trained and certified

Universities

IT Firms

Global alliances



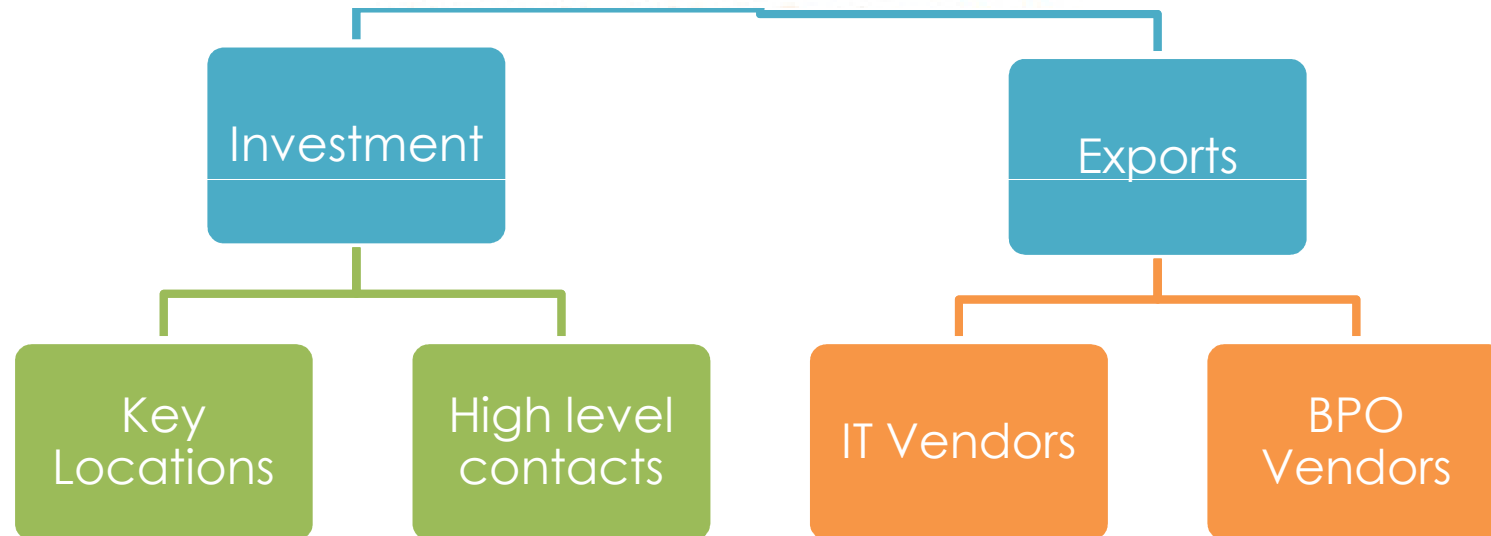


# Positioning Mexico as a global player



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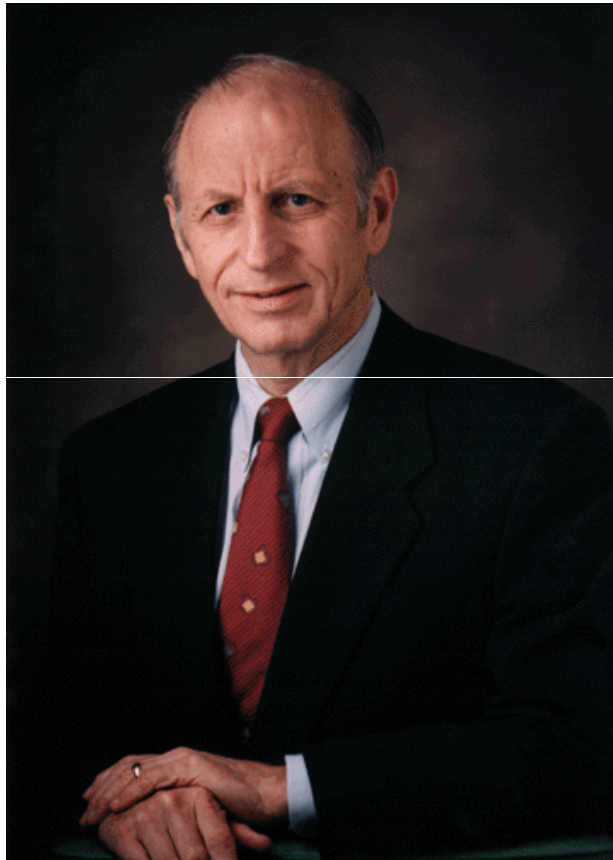


[www.mexico-it.com](http://www.mexico-it.com)



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“In five years, I  
expect to be  
asked:

How did  
Mexico do it?”

**Watts S. Humphrey**

PROSOFT National Event, May 2008

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