

Nearshore Americas Helps Belatrix Reach Decision Makers

“ *Many of our clients have shared with us that they were impressed by Belatrix being mentioned in a Nearshore Americas article or by seeing our advertising on it which really helped us strengthen our position.* ”

Alex Robbio - Belatrix

Challenge Achieving Brand Differentiation

“ *As a Nearshore provider you always need to make sure that you are inspiring loyalty in your clients and differentiating from other providers and being able to represent what we do on Nearshore Americas, contributes to this goal.* ”

Karin Nauth - Shelley - Belatrix

About Belatrix

Belatrix Software helps clients drive R&D results by offering high quality software development and testing that enables clients to generate best-in-class, revenue producing products, decrease time to market, and gain competitive edge. A rising brand in Nearshore Agile outsourced software, Belatrix has innovation centers in Mendoza, Argentina and Lima, Peru.

www.belatrixsf.com

Headquarters:

Mendoza, Argentina

Founded:

1993

Company Size:

201-500 employees

Industry:

Information Technology

Offering:

High Quality Software Development and Testing Solutions

Marketing programs with Nearshores Americas

Belatrix began to leverage Nearshore Americas' marketing programs in 2012. Initially they began running a ROS banner ad for the entire year and have continued running that banner through 2013 for a 24-month commitment. In addition, Belatrix is a recurring sponsor of Nearshore Americas' premiere event Nearshore Nexus (www.nearshorenexus.com). Most recently in 2013, Belatrix contracted with Nearshore Americas Custom Content Team to produce an eReport. This eReport is a digital marketing asset for Belatrix which highlights the Belatrix product and services offerings in a dynamic, digital magazine complete with embedded video and interactive features. Nearshore Americas has created many of these eReports for its client base which have been met with much success.

“ We love working with Nearshore Americas because they really work as true partner that combined with the fact that by advertising on their website we support one of the leading organizations that are helping grow our business and our region. ”

Alex Robbio - Belatrix

“ I think that for us it's really important to define the category of Nearshore, so without understanding, without having that message go to the market about the value of Nearshore, then it's a lot harder for individual firms to brand themselves and articulate their value proposition as Nearshore if there isn't this really strong understanding of what Nearshore is ”

Karin Nauth - Shelley - Belatrix

About Nearshores Americas

Nearshore Americas is an independent online business news provider dedicated to expanding knowledge around the fastest growing IT services and business process outsourcing market in the world – Latin America.

As one of the world's leading online resources for the global services industry, Nearshore Americas is committed to providing high value information and data for business, finance and IT leaders in the U.S. and around the World. Nearshore Americas is owned and published by US-based Next Coast Media – which also operates two other leading online news sites: Global Delivery Report and BPOOutcomes.com.

Contact Information

For more information on Nearshore Americas marketing programs please contact Dan Rubinetti, VP of Business Development dan@nextcoastmedia.com

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