

Ten Great Reasons to Partner with Mercurial

1— *YOU FOCUS ON YOUR BUSINESS WHILE WE FOCUS ON INNOVATION, SUPPORT, AND DELIVERY.*

Businesses, like people, excel when they focus on their strengths. Are you deploying resources to their best advantage? Will the solution to your problem remain within reach if you divert energies into supporting activities? Are your knowledge experts tied up managing IT and software solutions? If so, call Mercurial. Immediately. We're the IT experts who can liberate your experts to focus on what they do best.

2— *BUSINESS IS COMPETITIVE.*

It's also expensive. As more is invested in a business, the stakes, rewards, and expectations get higher. Equipment needs to be leading edge. Personnel have to be highly trained. In a competitive field, the first past the post is often the winner. A business must embrace every advantage in order to survive. With limitations on funding and investor resources, business can also be in a race against time. The longer it takes to deploy an initiative, the riskier it becomes and the more it will cost in terms of operational overhead and lost opportunity. Mercurial specializes in concurrent component development to get you into the market faster and ahead of your competitors.

3— *ROADMAP CONTAINMENT.*

Your business is focused and your management is disciplined. Tempting opportunities cross your desk, but you're committed to your targets and unable to embrace anything that doesn't align perfectly with your current track. Mercurial can provide outsourced design, development and deployment services to deliver a bundled solution that will expand your business while it maintains focus on its primary goals. Using nimble and rapid deployment methodologies, we bring the full benefits of an adaptable and expertly managed software development team without the risks and costs of building in-house.

4— *TALENT.*

Our people are our advantage. Period. Mercurial's veteran business analysts, systems architects, designers, engineering consultants and programmers have developed leading edge solutions for the manufacturing, scientific, government, and business sectors. We're not good at any one thing specifically, we're superb at a lot of things. We assemble our project teams with the best qualified individuals for the task at hand. When you retain us, you're not just contracting a small group of dedicated resources, you're establishing a personal relationship with the entire company, with access to its collective pool of knowledge and expertise. Every contract, no matter how small, is backed up by some of the best informatics and IT talent on the planet.

5— *PROXIMITY.*

Mercurial is located in Victoria, BC, neighbouring Seattle and Vancouver. No need for frequent and long distance travel to see your team. With Mercurial it's quick and easy and you can be home for dinner!

6— *BUSINESS CULTURE.*

Our business values and people-focused culture helps create and maintain long term, successful partnerships.

7— *LOW TURNOVER.*

IT staff in India and China have high turnover rates, resulting in lost intellectual capital. Our people-focused culture provides employees with a stimulating and exciting work environment, with incentives to foster long term teams that work and play together. We leverage our global partners to bring you the most cost effective solutions on time and within budget.

8— *VALUE.*

Reduced coding cost is why many companies turn to offshore development, but is it really cheaper? Higher travel, communications, equipment, and management costs combined with lower productivity, cultural differences, and incompatible systems can dramatically affect what you pay. Plus there's high turnover rates, poor security and legislation, quality assurance issues, liaison and brokerage fees, offshore project risk management, standards conflicts...the list goes on.

9— *LIFECYCLE DEVELOPMENT.*

Mercurial can handle all aspects of product development from helping you to shape your vision amidst business requirements to actual creation of code to helping you deploy and market your product to the widest possible audience. We recognize that coding is only one part of the process, and can even help you develop long term strategies to create the greatest value for your software solutions dollars.

10— *WE BRING YOU THE BEST!*

Mercurial helps you build your competitive advantage through research and development. We bring creativity, business context and leading edge design by focusing on building solutions, not just applications. This is something you won't get with offshore development. Mercurial's team is local and world class. Why settle for anything less? Go ahead, challenge us!