



## From start-up to industry leader

EagleView Technologies, a leading provider of automated 3D measurement technologies and analysis solutions, rapidly grew from a start-up to a world leader by leveraging MicroSourcing's Managed Operations services in the Philippines.



## The Challenge

In 2008, EagleView Technologies was a high-tech start-up that had just launched its first aerial measurement software, which introduced an innovative way of using aerial imagery to measure and analyze roofs for the insurance and construction industries. The company was looking for an offshore outsourcing solution that would allow it to expand its operations to meet rapidly increasing demand without losing focus and momentum - something that it could not realistically hope to achieve purely through domestic growth.

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## The Process

EagleView reviewed options in India and the Philippines for offshoring part of its production processes. In the Philippines, EagleView chose MicroSourcing's Managed Operations model for the operational control and flexibility it would provide. At the same time, in India, they started working with a traditional outsourcing provider. In 2008, MicroSourcing quickly established a pilot team with 41 staff, which has since expanded to 800 staff across three delivery centers in Manila and Cebu. EagleView's on-site managers are supported by an account management and shared services team from MicroSourcing, which allows the company to focus on what it does best, minus the hassle of anything that is not core to their operations.

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## The Results

In the first month alone, the Philippine team demonstrated better accuracy and volume output than its Indian counterpart. Operational performance has continued to grow in the last six years with a single technician now capable of producing more than 10 times the output achieved back in 2008. But most importantly, by teaming with MicroSourcing, EagleView has been able to aggressively expand its operations without having to worry about how that growth is accommodated and managed in the Philippines, while maintaining 100 per cent access and control over day-to-day operations. Today, EagleView is the world leader in aerial imagery processing, a position gained in large part through its partnership with MicroSourcing.

"We chose MicroSourcing to start our offshore operations in the Philippines because of the flexibility and direct control that the MicroSourcing Managed Operations model offers us. The partnership between our companies has been great and both our companies have grown side by side for the last five years. We now have a highly effective operation in the Philippines with more than 800 associates and we could not be happier about the results we are seeing and our relationship with MicroSourcing."



**David Schultz**

EVP Operations - EagleView Technologies

**About**



EagleView Technologies is a leading provider of aerial imagery, data analytics, and GIS solutions serving the commercial, government, and public utility sectors. The company's patented image capture processes and 3D modeling algorithms, coupled with property-centric analytic tools, empower end-user workflows with scalable, efficient, and highly accurate answer sets. These can be used for property claims, risk management, emergency response, assessment, corridor mapping, and more. [www.eagleview.com](http://www.eagleview.com)

**About**



MicroSourcing enables companies from around the world to have their own operations in the Philippines through its Managed Operations services model. What we offer is a powerful alternative to traditional outsourcing or incorporating a wholly owned subsidiary in the Philippines. MicroSourcing provides the office space, the tools, and all the operations support and management functions, enabling our clients to focus purely on operations. Our clients can furthermore customize the way they run operations by taking a more active or a more passive role in day-to-day operations management. MicroSourcing currently has more than 2,400 employees working in the Philippine operations of more than 130 companies from all over the world. [www.microsourcing.com](http://www.microsourcing.com)

# A revolutionary product requiring a revolutionary solution.

In 2008, EagleView Technology Corporation (EagleView) launched its patented software which uses aerial imagery to create detailed and precise 3D models of roofs and structures throughout the United States. The initial target market included companies in the insurance, construction, and roofing industries, which at that time still relied on manual on-site inspections and measurements to do their roof assessments. EagleView knew they had a revolutionary product in their hands capable of rapidly changing the way their customers obtained the data needed for their own products and services.

After just a couple of months, EagleView started looking for an offshore outsourcing solution that would allow it to expand its operations to meet rapidly increasing

demand, without incurring the high costs of their own operations in the United States. The company knew that an in-house team would greatly increase their cost of services and hamper their ability to quickly capture market share. Purely domestic operations would also not provide them with the scalability and flexibility required to support rapid business growth. The senior leadership team also had a strong wish to keep its attention and financial resources focused on further developing their product and capturing market share. Maintaining momentum was key.

One of the main challenges for EagleView in outsourcing its operations was getting the right staff and bringing them up to speed with its unique software and processes. It required a skill set and an approach to staff selection and training which is not in line with the approach used by most outsourcing providers. Direct involvement in screening, selection, and training was required. Furthermore, EagleView has regular software changes that require its people to be trained starting the next day and operational processes need to be redesigned at a short notice. This formed another strong driver for having more direct operational control.

EagleView was facing an additional challenge. By its very nature, the company's work is heavily weather-dependent with great swings in the volume of work throughout the year. As such, EagleView required an outsourcing solution that could be scaled up and down, often without much notice.

MicroSourcing's Managed Operations model provided EagleView with the perfect answer to their unique requirements. It provides them with the level of control they require while still operating from a fully serviced and scalable environment in the Philippines.

*"Through the managed operations model, we have full control over our operation in the Philippines. The key advantage here is the flexibility. Other providers simply didn't offer the flexibility and would have forced us to operate according to their fixed methodologies. We had unique requirements which could not be addressed by the cookie-cutter approach offered by most traditional outsourcing providers."*

**David Schultz**  
EVP Operations - EagleView Technologies



## A quick start in the Philippines

In 2008, EagleView's management flew to the Philippines to have their first face-to-face meeting with MicroSourcing and begin implementation.

### Step 1 Management

MicroSourcing provided EagleView with an account management and support team, including a project manager who worked alongside EagleView's own offshore manager, then based in Seattle, to oversee the initial setup and manage ongoing operations.

### Step 2 Talent

MicroSourcing hired 41 full-time staff in the Philippines, using a stringent process to source the most suitably qualified candidates with the right 3D spatial insight skills to be able to operate the software. EagleView was able to handpick each and every member of the pilot team.

### Step 3 Tools

MicroSourcing obtained and deployed the IT assets, which included state-of-the-art workstations with 24-inch monitors for the high-resolution images and a high capacity dedicated connection for the data exchange between the Manila office and the servers in the United States.

### Step 4 Training

MicroSourcing worked closely with EagleView in training the staff and establishing a highly skilled team ready for the first batches of live work. Together, MicroSourcing and EagleView also established metrics and KPIs, quality benchmarks, and targets to further improve productivity and staff retention.

At the same time, EagleView was working with an outsourcing provider in India to get its Indian operations on the ground. The company quickly found out it wasn't giving them the results they wanted or the control they needed to improve results.

"In India, there hadn't been any appreciative increases in output, and we couldn't get in there to make the required changes and take control. It became obvious very early on that our unique requirements were not suited for a traditional outsourcing engagement," said Schultz.

Within the first month, the Philippine team showed better accuracy and volume output than its Indian counterpart. After a year, EagleView decided to end the contract in India and run its entire operations through MicroSourcing in the Philippines.

## Ready for growth

Outsourcing with MicroSourcing mitigated the risk normally encountered by a start-up. During the first year of operations, EagleView didn't have any targets or a clear idea of what the volume of work would look like, meaning that setting up operations in the United States would have been expensive and risky. Any investments made in additional office space or workstations would have been sunk costs. Outsourcing to the Philippines not only mitigated the risk, it enabled them to scale up operations quickly when business started booming.

This is exactly what happened in 2011. The business grew tremendously and to deal with the volume of work, the Philippine operation ramped up to 1,200 full-time staff. Soon after, three separate sites were opened in Manila and Cebu to mitigate business continuity risks, and EagleView assigned offshore operations managers from its head office to each site. The operations managers act as permanent subject matter experts, who can disseminate new knowledge and training to the Philippine staff on a regular basis.

To further drive productivity, in 2012, EagleView worked with MicroSourcing to change the staff compensation structure - something they have the freedom to control, thanks to MicroSourcing's Managed Operations model. This, combined with continuous up-training and process improvements,

meant productivity soared; From 2009 to 2014 production per associate has increased ten fold. As a result, a controlled headcount of 800 has been able to keep up with the tremendous increase in production demand.

In 2013, EagleView merged with Pictometry International, the leader in geo-referenced aerial image capture and visual-centric data analytics. With a broader and larger client-base, EagleView required offshore operations that could be scaled to meet demand - and it knew MicroSourcing would continue to deliver. EagleView rapidly introduced new products and production process to its operations in the Philippines. EagleView's staff in the Philippines are cross-trained, which means they can work on different EagleView product lines when and where they're needed.

This same arrangement stands today; in 2014, a team of 28 dedicated MicroSourcing staff provides operations support services to 800 full-time staff across three delivery centers. Through the years, MicroSourcing and EagleView have worked in close partnership to create an incredibly effective and well-oiled production unit in the Philippines, which forms the foundation from which EagleView can continue to design innovative new product lines and roll them out at a large scale and upon short notice.

“Companies love talking about how they work in partnership with their clients. With MicroSourcing, this really holds true and we do not experience any of the conflicts of interests you would normally find in an outsourcing engagement. It’s been a terrific journey where both companies grew successfully together. When we were small, MicroSourcing was small. They want us to do well, and we want them to do well. It’s a wonderful relationship.”



**Luke Loeffler**

Offshore Operations Manager - EagleView

## Key takeaways

The EagleView success story showcases MicroSourcing's ability to provide our clients with highly flexible and scalable Managed Operations in the Philippines. This has enabled Eagleview to keep its focus on its products, clients, and capturing market share. Some key takeaways include:

- Our Managed Operations model enables clients to leverage MicroSourcing's assets and resources in the Philippines to quickly establish highly flexible and scalable offshore operations.
- Our clients can customize their level of operational control and, where needed, manage daily operations directly through their own managers. We adapt to the way our clients want to work and do not force them into a pre-defined framework.
- MicroSourcing employs the Philippine staff but at all times, the client retains full access to the compensation details of their staff. This enables MicroSourcing and client to work together in introducing performance-based compensation programs and dealing with changes in the labor market.
- The Managed Operations model effectively aligns all interests and provides the correct framework for both parties to operate in a true partnership.

We would love to have the opportunity to discuss your business and discover how we can bring the same level of success to your company.

Email us to talk to one of our executives:  
[info@microsourcing.com](mailto:info@microsourcing.com)

Find out more:  
[www.microsourcing.com](http://www.microsourcing.com)