

One on One with Sieena's Mauricio Duran



Mauricio Duran
President
Sieena

Sieena, an information technology/application development consultancy, was founded on a model unlike most traditional consultancies. The company's operations are based Monterrey, Mexico, which firm leaders call "the Silicon Valley of Mexico." The firm is looking to capitalize on clients' outsourcing efforts by providing an alternative to India or China. Consulting recently spoke with Sieena's president, Mauricio Duran, about the model.

Consulting: How is Sieena's model different?

Duran: Sieena's model inherently has the benefits that make offshore outsourcing attractive while removing all the unpleasant aspects of offshoring. While both traditional offshoring and Sieena's model provide good cost containment, only Sieena's model allows U.S. clients to communicate with Sieena within the same time zone. Similarly, the proximity of Sieena to the U.S. allows clients to make same-day trips to our facilities for meetings, something impossible with overseas offshore outsourcing outfits. Sieena's presence in Mexico also means there are much fewer cultural differences compared to say India or China. Besides the fundamental advantages of nearshoring, Sieena has put a lot of focus in specializing in cutting-edge technologies. Sieena has carefully selected successful products such as Microsoft Office SharePoint Server (MOSS) collaboration solution and Microsoft PerformancePoint business intelligence solution and put substantial resources behind them.

Consulting: Who are Sieena's target clients? What notable projects has the firm recently done?

Duran: Sieena's target client profile is a company in the U.S. who needs to develop unique solutions using the latest technologies but do not have the budget to hire a U.S. consulting or application development firm.

[One recent project is] Dial 800, one of the top vanity 800 number providers and a marketing optimization firm that helps companies understand and manage marketing spend. Sieena built their new CallView 360 software-as-a-service, which is a core part of their business going forward. CallView 360 is a full-featured system which tracks leads, records calls, provides detailed lead demographics and comprehensive analytical tools. Sieena was an integral part of the backbone of Dial 800's competitive advantage.

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