

## César Montes de Oca

Quarksoft



“ I saw an opportunity to create a world-class software firm in Mexico. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	165
<b>YEAR SELECTED</b>	2009
<b>WEBSITE</b>	<a href="http://www.quarksoft.net">www.quarksoft.net</a>

### COMPANY SNAPSHOT

When Cesar founded Quarksoft in 2001, the Mexican IT industry was characterized by low-quality software development. Quarksoft holds itself — and its industry — to a higher standard. It hires the best Mexican software engineers and implements cutting-edge research from top universities. Quarksoft is the only IT provider in Mexico to offer on-time delivery or a full refund, and its software’s defect rate is ten times lower than the industry average. Quarksoft’s standard for quality has helped it win contracts over major global competitors.

Since joining Endeavor, Quarksoft has doubled its workforce, in part to work on digitizing Mexican Social Security, a US\$50m project. In 2009, Spanish software developer [Oesja](#) acquired Quarksoft in a deal that accelerated their regional expansion with Cesar at the helm. The firm continues to grow steadily and improve its software offerings.

### ENDEAVOR AND QUARKSOFT

Endeavor Mexico has helped Cesar with talent recruitment, marketing strategy, and HR and legal issues, as well as introducing him to new clients. With Endeavor’s help, Cesar also received funds from the Ministry of Economics.

He demonstrates commitment by speaking at universities and to the media on Endeavor’s behalf.