

BIG CARIBBEAN BUSINESS PROFILES

TECHNOLOGY & TELECOMMUNICATIONS

Softek, Inc.:

From Hato Rey to the world with advanced IT solutions



At Softek Inc., technological innovation is a family affair! From left: Rocío Londoño, vice president & partner; Marta Londoño, vice president & partner; and Julián Londoño, president

BY MARIO BELAVAL DÍAZ

Softek Inc. is always looking for problems, and that is where the company has found its success. For 23 years, Softek has been a leader in the design, development and implementation of information-technology (IT) solutions for private and public clients.

“That big idea is right there in the problem or the situation your client brings you,” said Julián Londoño, president of Softek. “And usually that solution, that idea, is driven by the

fact that we are convinced that there is a better, more efficient way to do things, and through our services we can provide the power of this knowledge to our clients and the success of their operations.”

Looking for a better way to do things was what led Londoño to launch Softek some 20 years ago. As an engineer in a major local manufacturing company, he came up with—in other words, invented—a system to better manage the company’s information.

Now, he and his sisters Marta Londoño and

Rocío Londoño, both vice presidents & partners, serve more than 100 clients in Puerto Rico and the mainland U.S., as well as in Europe (including Ireland, France, the United Kingdom and Italy); Asia (the Philippines, China, Taiwan, Pakistan and Korea) and the Americas (including Mexico, Brazil and the Dominican Republic).

In fact, a peek at Softek’s pharmaceutical clients—on all continents of the globe—virtually covers all the major names in the industry

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from A to Z. Among Softek's most successful products is the ISOtrain learning-management systems, which help companies keep in compliance with requirements and regulations of the countries and jurisdictions in which they operate.

ISOtrain Web 6, the current generation of the product, allows companies to meet enterprise business needs to track, schedule and organize the training process for a total quality-based training program. By emulating a manufacturing environment, including corporate SOPs (Standard Operating Procedures), the Software Development Lifecycle (SDLC), the Quality Assurance Department, product validation, vendor audits and other operational functions, ISOtrain manages to exceed auditing standards and expectations.

Softek has developed this software in 10 languages and currently implements, manages and supports more than 115 clients and more than 300 installations throughout the world—right from its offices in Hato Rey.



From left, siblings Marta Londoño, vice president & partner; Julián Londoño, president; and Rocío Londoño, vice president & partner, have created a positive working atmosphere that makes Softek one of the companies with the least turnover of employees.

their customers by catering exactly to their needs and tastes.

“For example, we can develop applications that can keep a client, say like a chain of restaurants, in touch with their customers to see how their tastes are changing, or determine when certain clients come in most often, so they can offer certain specials,” she said, adding that among these services are a variety of client cards, such as pre-paid cards, online payment sites and what are called gift and loyalty cards.

“IT is the way a local client can keep connected to a world market that is enhanced every day by technology,” she noted, “and to better serve clients for whom technology is an essential part of their daily lives.”

Softek's flexibility, creativity and philosophy that within the problems lies the solution have been essential in allowing the company to keep a steady and solid course during the past years' tough economic climate.

“We truly see the glass half full instead of half empty, and believe that every situation present opportunities that not only allow you to face them, but also turn them in your favor,” said Londoño. “These are economic cycles, so we are taking the opportunity to develop new ideas and concepts, solidify our relation to our customers so we can be ready for that economic upswing when it comes.”

Londoño said one of the greatest assets the company has and the basis for its success is its employees, which throughout the history of the company have remained so loyal and dedicated that it has placed Softek at the top of companies with the least turnover. While in some companies employees may leave not even a year after being hired, Softek employees remain with the company some 10 years and more.

“We have an exceptional group of people, at all levels and positions in the company, and we value each and every one of them as the sources of the ideas that have made Softek a success,” said Julián Londoño. “We all have a solid sense of purpose and faith in our ability to produce new, fresh and unique ideas for our clients.” ■

“The success of these solutions lies in the message that we try to convey to companies and businesses: Investment in technology transforms itself into benefits such as more efficient, productive operations and a quite noticeable increase in earnings.”

—Marta Londoño, vice president & partner at Softek Inc.

Softek was one of two companies chosen to establish the sales-and-use-tax lottery, also known as IVU-Loto, a free lottery with biweekly drawings based on numbers printed on sales receipts, aimed at curbing IVU evasion. Regionally, Softek successfully took on the task of upgrading the Dominican Republic's civil registry and election board.

“And this is all done from here, in Puerto Rico; we might have partners in other countries that help us deal with the intricacies of those countries, but we are exporting a Puerto Rican product in the technological solutions that we develop,” Marta Londoño said. “The success of these solutions lies in the message that we try to convey to companies and businesses: Investment in technology transforms itself into benefits such as more efficient, productive operations and a quite noticeable increase in earnings.”

Rocío Londoño explained that through IT developed by Softek, clients in turn better serve



Type of business:
Information technology

Year founded:
1991

Top executive:
Julián Londoño, president

Number of employees:
150

Location:
San Juan

Website:
www.softekpr.com

solutions designed with you – for you



municipal

SOLUTIONS

data management
increase income stream
automation
electronic payment processing
tax compliance
citizen services
resource management

financial

SOLUTIONS

electronic payment processing
cards on demand
merchant services
effective data management
secure transactions
(PCI compliance & SAS 70)
pre-paid cards
interactive & virtual terminals

government

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high-end information systems
ROI efficiency
effectiveness
cost reduction

pharmaceutical

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www.softekpr.com www.isotrain.com