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## World Tour

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# Offshoring for the little guy

By Tony Deligio

But what about the small- to medium-sized processors that make up the bulk of industry in the U.S. and Europe?

"The Fortune 500 companies have gone [offshore]," explains, Ashok Syal, managing partner of newly formed engineering outsourcing company, Sumpraxis. "They know what to do, and they are already deeply entrenched. [Small-to-medium-sized companies] are now feeling the heat because their big brothers have become very, very sharp. They're able to leverage global sourcing; they're able to leverage scalability; and they're able to leverage cost."

Sumpraxis (Boca Raton, FL), which this spring opened an office in Shenyang, China, is directly targeting such companies, which are under pressure to reduce costs and increase global sourcing, but don't have the resources to start up an Asian affiliate or the local knowledge to find reliable vendors on their own.

The company currently has four seats of Solidworks software and eight employees in its Shenyang office, which offers art-to-part design, including reverse engineering, 2D-to-3D conversions, and finite element analysis. In addition, the company provides 3D modeling and design in Pro E and Cosmos, and says its employees are versed in MSC Nastran, Ansys, and UG software as well. With staff fluent in English, Chinese, and Japanese, Sumpraxis has plans to seek business in North America, Europe, and Japan.

Among the employees is Gary Tsai, currently an engineering and CAD professor at Florida Atlantic University who will be transitioning full time to Sumpraxis and is working contacts at Shenyang's North Eastern University to help provide the startup with a reliable stream of well-trained employees.

The school, which is one of more than 10 in Shenyang, has roughly 40,000 students according to Tsai, approximately 80% of which are studying engineering. As part of a tentative agreement, the university will put forward some of its best-qualified students for Sumpraxis projects, and Sumpraxis will allow the students to use its technology to work on said projects, leveraging their talents and offering them a potential future career path.

### Watching out for the little guy

Syal, a graduate of the Indian Institute of Technology Delhi who handled manufacturing operations, among other duties, for Japan's HCL Group, cofounded Sumpraxis with Joe Collard, who has started up several companies, including Technisource. Deriving the company's name from the Greek word for total counsel or joint advice, Sumpraxis isn't alone in its offshore-partner business plan.

The website, [www.outsourcing.org](http://www.outsourcing.org), which bills itself as a global service directory, lists more than 100 engineering outsourcing firms on its website, with specialties ranging from aerospace and chemical engineering to materials analysis, tool design, and CAD/CAM/CAE services. Some, like Sumpraxis, want to transition to full lifecycle management of projects, from conception and design through manufacturing.

"We would be our customers' incubation center in China," Syal says. "We would mature their process, do all the trials and prototyping, using the university facility and the Shenyang vendor base. We will then hand over the project to the customer whenever they say."

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