
Adas Technologies Outsourcing Initiative



Adas Technologies Private Limited

E-134, 1st Floor, Lane No. 5
Pandav Nagar
Delhi – 110091, India

Ph No: +9111 64537252 (INDIA)
: +1 210 881 8003 (USA)
Fax No: +91 11 22047532

info@adas.co.in
www.adastechnologies.com

© This document contains confidential and proprietary information of Adas Technologies Pvt. Ltd. It is furnished for evaluation purposes only. Except with the express prior written permission of Adas Technologies, this document and the information contained herein may not be published, disclosed, or used for any other purpose.

CONFIDENTIAL INFORMATION

This proposal is confidential to **Adas Technologies** and the receiving party. This document contains information and data that Adas Technologies considers confidential and proprietary.

Confidential Information includes, but is not limited to, the following:

- * Corporate, employee and infrastructure information about Adas
- * Adas Technologies project management and quality processes
- * Customer and project experiences provided to illustrate Adas Technologies capability.

Any disclosure of Confidential Information to, or use of it by a third party (i.e., a party other than Client), will be damaging to Adas Technologies. Ownership of all Confidential Information, no matter in what media it resides, remains with Adas Technologies.

Confidential Information in this document shall not be disclosed outside the buyer's proposal evaluators and shall not be duplicated, used, or disclosed – in whole or in part – for any purpose other than to evaluate this proposal without specific written permission of an authorized representative of Adas.

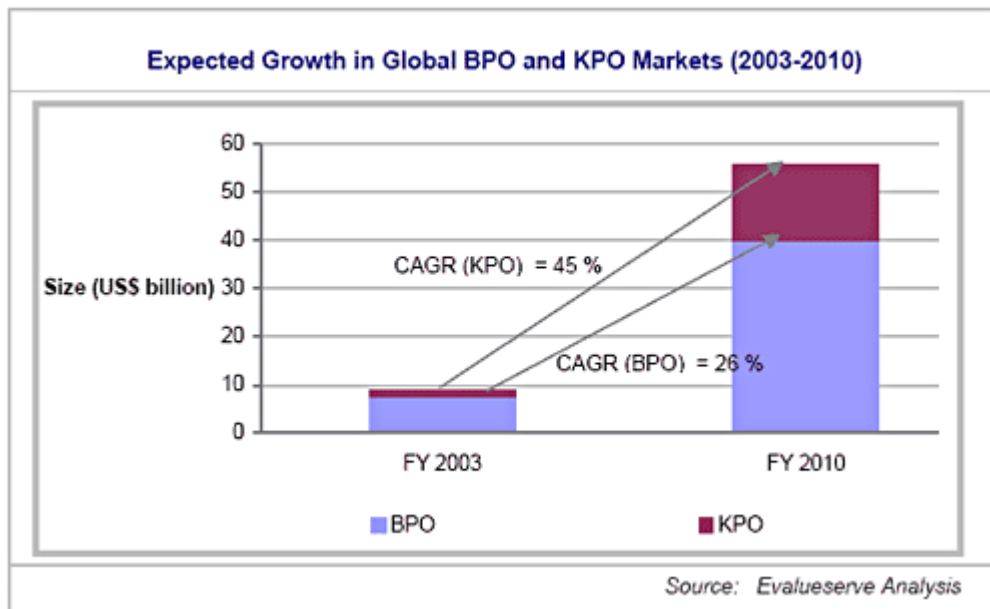
TABLE OF CONTENTS

- A. Global market perspective: 4**
- B. The future of KPO Industry: 4**
- C. Indian Laws on Intellectual Property 5**
- D. Why outsource to India? 5**
- E. India's intellectual potential..... 5**
- F. India Offers Multiple Advantages 5**
- G. Adas Technologies outsourcing initiative: 5**
- H. Adas Business Profile..... 6**
 - 1. Overview of Adas Technologies6
 - 2. Adas Technologies business objectives.....6
 - 3. Industry interface:7
 - 4. Company Profile.....7
 - 4.1 Aim7
 - 4.2 Values & Vision8
 - 4.3 Organization Structure.....8
 - 4.4 Adas Technologies Board Members8
 - 4.5 Core Members of Adas9
 - 4.6 Adas Technologies Board Advisers.....9
 - 5. Adas Technologies Key Words.....10
 - 6. The main principles that we follow are:10
 - 7. Quality Lifecycle:11
 - 7.1 Improving Agent Performance:12
 - 7.2 Process and System Improvements:12
 - 7.3 Improving Your Quality Monitoring Program:12
- I. Adas Technologies Aim and Objectives: 13**
- J. Contact Us: Error! Bookmark not defined.**



A. Global market perspective:

In today's competitive environment, there is a growing trend of specialization, where companies focus on their core-competency areas and outsource the rest. Many companies and organizations have realized that by outsourcing, they will not only minimize the cost but will be in a better position to consider on the growth of their businesses.



After achieving great success in BPO, India is now looking for a big leap in KPO. Due to abundance supply of intellectual and creative workforce at very competitive cost in the country, international companies are heading towards India to set up their business establishments.

B. The future of KPO Industry:

According to a report by GlobalSourcingNow, the Global Knowledge Process Outsourcing industry (KPO) is expected to reach USD 17 billion by 2010, of which USD 12 billion would be outsourced to India. In addition, the Indian KPO sector is also expected to employ more than 250,000 KPO professionals by 2010, compared with the current figure of 25,000 employees. A report by Evalueserve predicts that India will capture more than 70 percent of the KPO sector by 2010.

C. Indian Laws on Intellectual Property

Laws in India are always undergoing amendments, according to the needs of the changing times and in unison with International Laws and practices.

India has ratified the World Trade Organization (WTO) Agreement, which came into force on January 1st 1995 and has also become a party to the Agreement on Trade Related Intellectual Property Rights. In the last few years, India has effected several legislative changes in copyrights, trademarks, designs, patents, and other issues besides enacting new legislations on bio-diversity and geographical indications. These measures have drastically reformed Indian laws on Intellectual Property.

D. Why outsource to India?

The success in outsourcing business process operations to India has encouraged many firms to start outsourcing their high-end knowledge work as well. Cost savings, operational efficiencies, access to a highly talented workforce and improved quality are all underlying expectations in offshoring high-end processes to India.

E. India's intellectual potential

With its firepower of engineers, chartered accountants, doctors, MBAs, lawyers, research analysts, scientific researchers and PhDs, India is well positioned to address the global KPO need. The ready access to a large intellectual pool with domain expertise in specialized areas, coupled with operative English language skills.

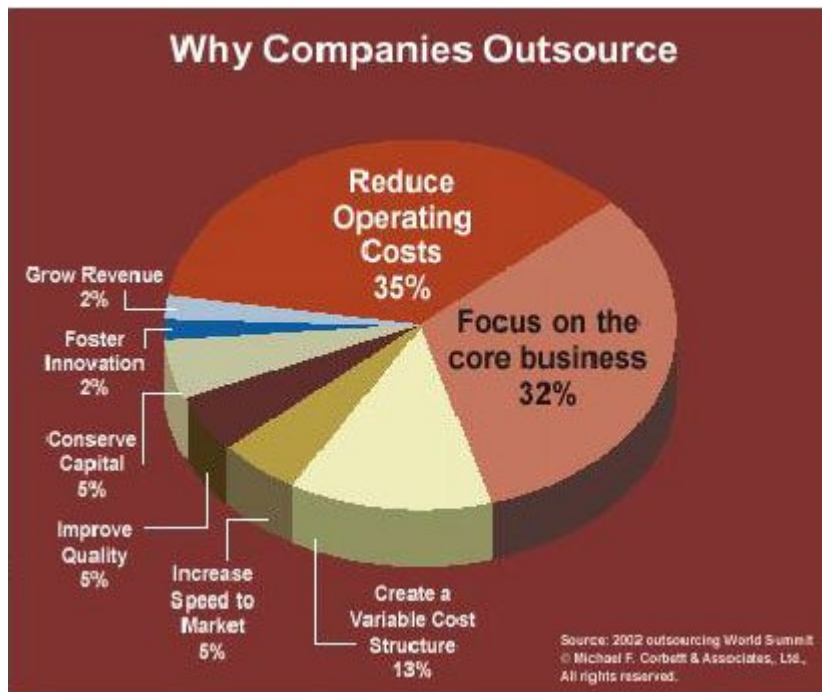
The myth that Indian companies can only provide "software coolies" is soon changing to the reality of Indian companies being capable of almost anything, even rocket science! India has a large pool of knowledge workers in various sectors ranging from Pharmacy, Medicine, Law, Biotechnology, Education & Training, Engineering, Analytics, Design & Animation, Research & Development, Paralegal Content and even Intelligence services.

F. India Offers Multiple Advantages

- Outsource to stay competitive. Leading companies worldwide realize that to maintain stay ahead, they need to reduce costs, provide the best quality, use the latest high-tech skills, and be reliable and innovative
- Outsource to a mature industry with world-class systems, systems and quality.
- Of the 23 software companies in the world that have achieved the prestigious SEI-CMM Level 5, 15 of them are Indian. India will soon have the highest number of ISO-9000 software companies in the world, according to NASSCOM.

G. Adas Technologies outsourcing initiative:

Adas Technologies Private Limited has become a key player in the software development and website design market and has won contracts from major IT & ITES clients in the past. We are now trying to make our presence felt in the ever-increasing voice and non-voice (BPO) based outsourcing market. We had been approached by our clients primarily based in US & UK to manage the outsourcing initiatives on their behalf.



H. Adas Business Profile

1. Overview of Adas Technologies

Adas Technologies is a vision of youth. The lacuna of any professional service in small and medium sector enterprises around the world led to the beginning of this dynamic initiative by a team of young and inspired IT professionals.

'*Destiny of Intellects*' is the mantra for this self-inspired band of social visionaries who are on an exciting journey of changing the IT dynamics. We adopt 'best practises' of the flourishing global IT industry to create unique case studies which provide complete end-to-end solutions to businesses.

From helping companies integrate customer-centric strategies and emerging technologies into innovative e-business models, to developing multi-channel solutions that coordinate these new channels to help our clients redefine their business, differentiate themselves from their competitors, and reshape their industries.

2. Adas Technologies business objectives

- a) Adas Technologies is a leading **Software Development & Web Designing** company of Indian origin which aims to deliver unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation. We work to bring together a team of technology, business, and social visionaries who provide the right balance of executive management and cutting-edge technology in dynamic business environments.
- b) Develop an **environment of fairness, honesty and integrity** for our clients, employees, vendors and society at large. We are committed to our customers and partners and have a passion for emerging technology. We love taking on challenges and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners and employees by honoring our commitments, providing results, and maintaining the highest quality norms.

- c) **Adas Technologies software development team** designs and delivers the systems, services and software that drives next-generation technology and helps in providing end-to-end business solutions. Every day, our engineers develop new materials and processes that make our products more environmentally-responsible and ensure that our products are provide our clients greater business efficiency. Every day, we find ways to give back to the communities where we live and work.
- d) **Adas Technologies web development team** works with an objective to create better portals with dynamic webpage functionality using next-generation WEB 2.0 technology and resources.
- e) **Search Engine Optimization (SEO)** is a strategic combination of techniques designed to raise a website's ranking in the search engines' natural listings. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria. Adas SEO services promises to increase your website's visibility in the internet by increasing visitor 'hits' in your website and hence give your business gain an edge over competitors.
- f) Adas Technologies is a customer-specific service oriented company that extends services ranging from preliminary analysis and planning to detailed design, development, delivery and maintenance. We constantly integrate new technology to adapt existing systems thus ensuring no set backs in either current or future business strategy.
- g) Adas Technologies tries to bring the world closer and our customers business at every home. We remain committed to upholding our core values and honest beliefs.

3. Industry interface:

- Media
- Finance
- Banking
- Technical support
- Customer Care
- Travel
- Insurance
- Help Desk services
- Law

4. Company Profile

Adas Technologies was founded on 2nd October 2005 and received its corporate recognition as a Private Limited company on 29th August 2006. Adas started with a very dynamic team with a vision of being best in the chosen domain. Within a short span of time, Adas Technologies Pvt. Ltd. has established itself as a front-runner in the software development sector with careful planning and meticulous project execution.

Our unique business-model helps understand client requirements and objectives. Incorporating the latest technologies and trends, we at Adas Technologies can create websites, which are visually appealing and professional. Each and every minor detail is looked into to make sure that the site boosts the imagination of end-users.

4.1 Aim

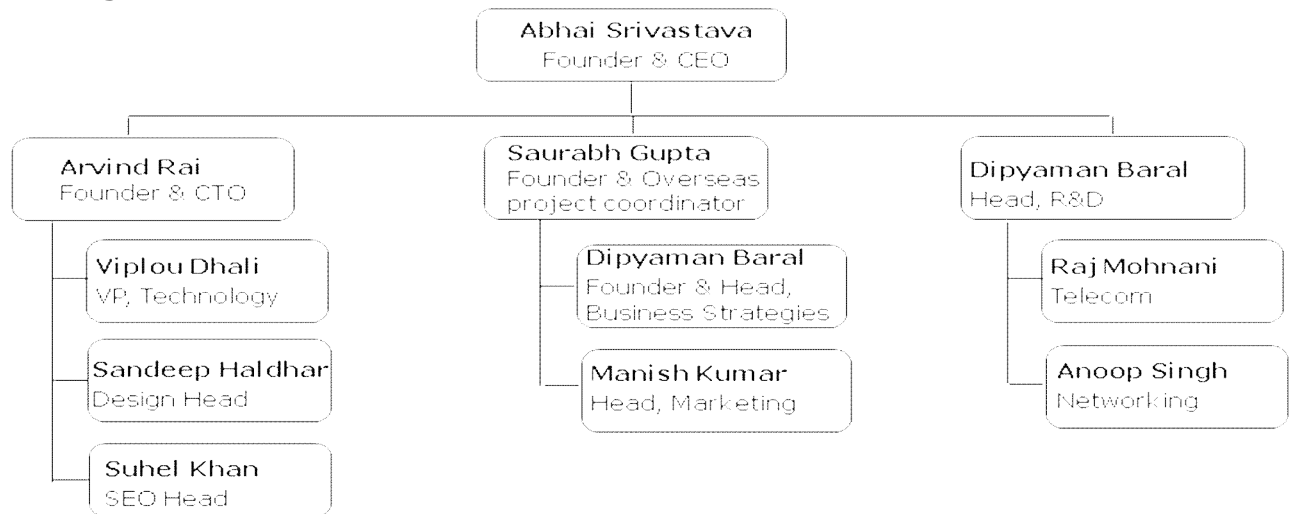
- To develop software that drives next-generation technology.
- To provide end-to-end business solutions that leverage technology.
- To develop more environmentally-responsible products.
- To upgrade our customers business to a new height which there competitors can never think.

- To create unique business solutions for our clients
- To bring the world closer and our customers business at every home.

4.2 Values & Vision

- Complete focus on serving our customers with a commitment to surpass there expectations.
- Timely delivery. For us time is the most valuable aspect of life.
- To be ethical, sincere and open in our dealings.
- A commitment to be objective and transaction-oriented, thereby earning trust and respect.
- A commitment to business excellence, demonstrated by a focus on results, innovation, quality, speed and the highest standard of business ethics

4.3 Organization Structure



4.4 Adas Technologies Board Members

Abhai Srivastava -- Founder & CEO

Abhai is a B.Tech (Computer Science) from Rohilkhand University and has immense experience in the IT industry. He has worked with leading IT firms such as Wipro, CSC and FutureSoft. His current responsibilities include providing strategic business development solutions and formulate turn-key management principles.

Abhai is passionate about finding new avenues for business generation for Adas and loves watching movies in his free time.

Saurabh Gupta -- Founder & Overseas project coordinator

Saurabh graduated from Rohilkhand University with a B.Tech (Computer Science) degree and followed it up with a Masters in Technology from IIT Kharagpur. He has worked with Cognizant Technology Solutions (CTS) as a PeopleSoft consultant. He is currently based in US and handles overseas client relationships for Adas. He is also responsible of generating business from overseas markets.

Saurabh is deeply interested in robotics and loves making miniature electronic collectibles in his free time.

Arvind Rai -- Founder & CTO

Arvind holds a B.Tech (Comp.Sc.) degree from Rohilkhand University. He has worked with IT biggies such as Infosys and Valuesoft as a Senior Software engineer. His main deliverables in his professional life were mapping dynamic milestone based project maps and reducing

redundancies during the software development cycle. He takes care of overall Project delivery in Adas.

He likes reading technology related magazines in his leisure hours.

Dipyaman Baral -- Founder & Project coordinator

Dipya is a B.Tech (Computer Science) from Rohilkhand University and has extensive years of experience in the telecom and network research industry. He started his professional career with IIT Chennai as a Research Associate before moving on to ETH Research Lab for NMS integration. He went on to serve as a Senior Engineer in IT firms such as Dish Network (wireless division) and Alcatel-Lucent in CLI interface. His current responsibilities include improve service delivery metrics by managing present technology and introduce the development team to new avenues of technical capabilities. He is also the Head of Adas R&D team, sphere-heading novel product based projects such as Adas NMS.

He loves listening to music, globe-trotting and playing soccer in his free time.

Viplou Dhali -- VP, Technology

Viplov graduated from Rohilkhand University with a B.Tech (Comp.Sc.) degree and has worked with various MNC enterprises in the software and marketing field. He has been clinical in creating different software frameworks and methodologies in Adas by closely working with the development team.

He loves formulating corporate case studies and loves watching cricket matches after hours.

Manish Kumar -- Head, Marketing & Business Strategies

Manish graduated from Rohilkhand University with a B.Tech (Comp. Sc.) degree and went on to complete his Masters in Business Administration from BITS Mesra. Manish has been spearheading the business solution department in Adas and has masterfully given value-add principles to drive phenomenal revenue in each of Adas's clients.

He is a national level athlete and is passionate about the development of sports facilities in India.

4.5 Core Members of Adas

- Sandeep Haldhar -- Design Head
- Anupam Dwivedi -- Technical Head, Service Delivery
- Anoop Singh -- Architect
- Alberto Rogatto -- Overseas Marketing Manager (South America)
- Srujana G -- Overseas Marketing Manager (North America)
- Kamini Srivastava -- Overseas Marketing Manager (North America)

4.6 Adas Technologies Board Advisers

- Nandini M -- External Consultant, Oracle
- Ashutosh Kumar -- Technical Advisor, Pixtel Media
- A Bhattacharya -- Technical Advisor, Microsoft
- Pallav Kumar -- Technical Advisor, Mentor Graphics
- S Banerjee -- Technical Advisor, IIT Chennai
- Raunak Kundu -- Marketing Advisor, Infosys Technologies
- Anirban Palit -- Consultant, Outsourcing and BPO, Convergys

5. Adas Technologies Key Words

Adas Technologies has focused on providing services that transform the way business is done through the use of Information Technology, since its inception in 2005. The key strengths of Adas are summarized in the table below:

Area	Competency
Service Offering	One stop capability: Adas today has the distinction of being a one-stop shop, providing services across the entire business value chain from Business and IT Consulting through Implementation & Support services.
People	Adas has been able to attract and retain the best talent. At the same time, we have been able to inculcate a culture that empowers employees and motivates them to take ownership of their duties. Adas enjoys one of the lowest attrition rates.
Process	<p>Delivery Excellence: With a record 95% of all projects delivered on time and within budget, we are clearly a leader in project management and reducing the cost of ownership for our clients. We are able to offer our clients’ cost-savings of 20% to 30% without compromising on service levels.</p> <p>Our superior knowledge management systems enable retention of knowledge within the project team and the organization. The resultant efficiencies have helped us deliver value to our clients at lower cost and with fewer defects</p>
Technology	<p>Technological superiority: Adas has brought together thought leaders within the organization to form Software Engineering and Technology Labs (ADASLABS). ADASLABS is the research wing of Adas consisting of specialists in software architecture, methodologies, emerging technologies and platforms. ADASLABS is also set for variety of creation in web designing, flash and animation works.</p> <p>ADAS LABS mainly focuses on:</p> <ul style="list-style-type: none"> ➤ Developing frameworks & methodologies to address critical points in solution lifecycle. ➤ Leading edge technology. ➤ Provide technology related services.
Project Management	Strong Project Management capabilities ensure that the development process is predictable and that surprises and cost/time over-runs are avoided or minimized. Credentials and our experience with Large & complex projects. Adas has also worked in several multi-vendor scenarios where our success has major dependencies on the actions of other players and our Project management expertise has stood us in good stead in these situations.

6. The main principles that we follow are:

Principle 1 - Give customer’s choice

We believe that customers will have the right to choose how they interact with us, and our service must be by their standards and by the media of their choice. Telephone service cannot be the only media for customer service and retention.

Principle 2 - Provide access anytime anywhere

Access to services will be every hour of every day, from where ever the customer chooses. This enables better transparency from the service offering perspective.

Principle 3 - Enable customers to help themselves

Customers will have access to information and can choose self-service or agent-assisted service. Many customers will prefer to find information or initiate transactions on their own.

Principle 4 - Personalize every customer interaction

Every transaction should personalize the service so that each customer is treated like the only customer. This level of customization may be based on the type of customer, their past transaction history, or other critical flags that may be set by the business.

Principle 5 - Know your customers

Employees and systems will know the customer and build on that knowledge with every customer contact.

Principle 6 - Enable employees to deliver great service

Employees are the cornerstone to great service and must be enabled with the right tools, processes and information so that they are empowered to help the customer.

Principle 7 - Demand to be the best and measure your performance toward this goal

The only standard is excellence, and the only way to achieve excellence is to measure your success with every transaction and over time.

7. Quality Lifecycle:

Quality Monitoring Lifecycle (pictured below) is a holistic approach to monitoring your agents performance. Some call centers have fallen into the trap of monitoring for the sake of monitoring or simply providing agent scores. They recognize that monitoring is a necessary part of managing a call center, but only use the results of monitoring on an individual basis. When problems arise with a single agent, the monitoring process is used to validate that there is a problem.

Unfortunately, this represents a very small return on monitoring investments. By using Prosci's Quality Monitoring Lifecycle, call centers can improve the ROI (return on investment) of their quality monitoring programs. You will be able to improve the integration of ordinary call monitoring with the other key functions in the call center including hiring, training and IT (systems development). A call center that uses this lifecycle can improve overall performance through:

- Improved hiring and screening criteria
- Revised training curriculum
- Implementing "best of best" examples
- Coaching skills and supervisor training
- Improved agent skills
- Process and system improvements
- Preparing Agents

The results and data from your monitoring program can help you better prepare your CSRs. By using QM Lifecycle approach, you can identify the skills and abilities that your CSRs need and integrate them into your hiring process. The cost of bringing a new agent into a call center is extremely high. If this person does not have the skills and abilities your center needs, you may have to go through this expensive process again. Data from the Quality Monitoring Lifecycle can help you refine your hiring criteria and help bring in the right person the first time - eliminating cost and reducing turnover.

Likewise, the data from quality monitoring can be used to develop or revise your training curriculum so that new agents are given the right training on the right topics, decreasing the time it takes a new person to become an active and successful agent. Specific examples (both good and bad) captured through call monitoring can be used to enhance your training programs.

7.1 Improving Agent Performance:

Once an agent has started handling calls, monitoring will be used to track their performance. By using the Quality Monitoring Lifecycle, you can do more than just tell if the agent is doing well or not by providing "scores." Data can be used to develop specific training programs and coaching strategies for agents that are having problems with a specific area. Quality monitoring data can also be used to help your coaches and supervisors improve their own skills in delivering feedback and supporting agent development.

7.2 Process and System Improvements:

Process and system improvements may be the biggest missed opportunity for most call centers. Quality monitoring shows how an individual is handing contacts, but the trends that emerge by looking at data from a group of agents is invaluable.

Process and system improvements can produce tremendous returns on investment when the Quality Monitoring Lifecycle is used.

7.3 Improving Your Quality Monitoring Program:

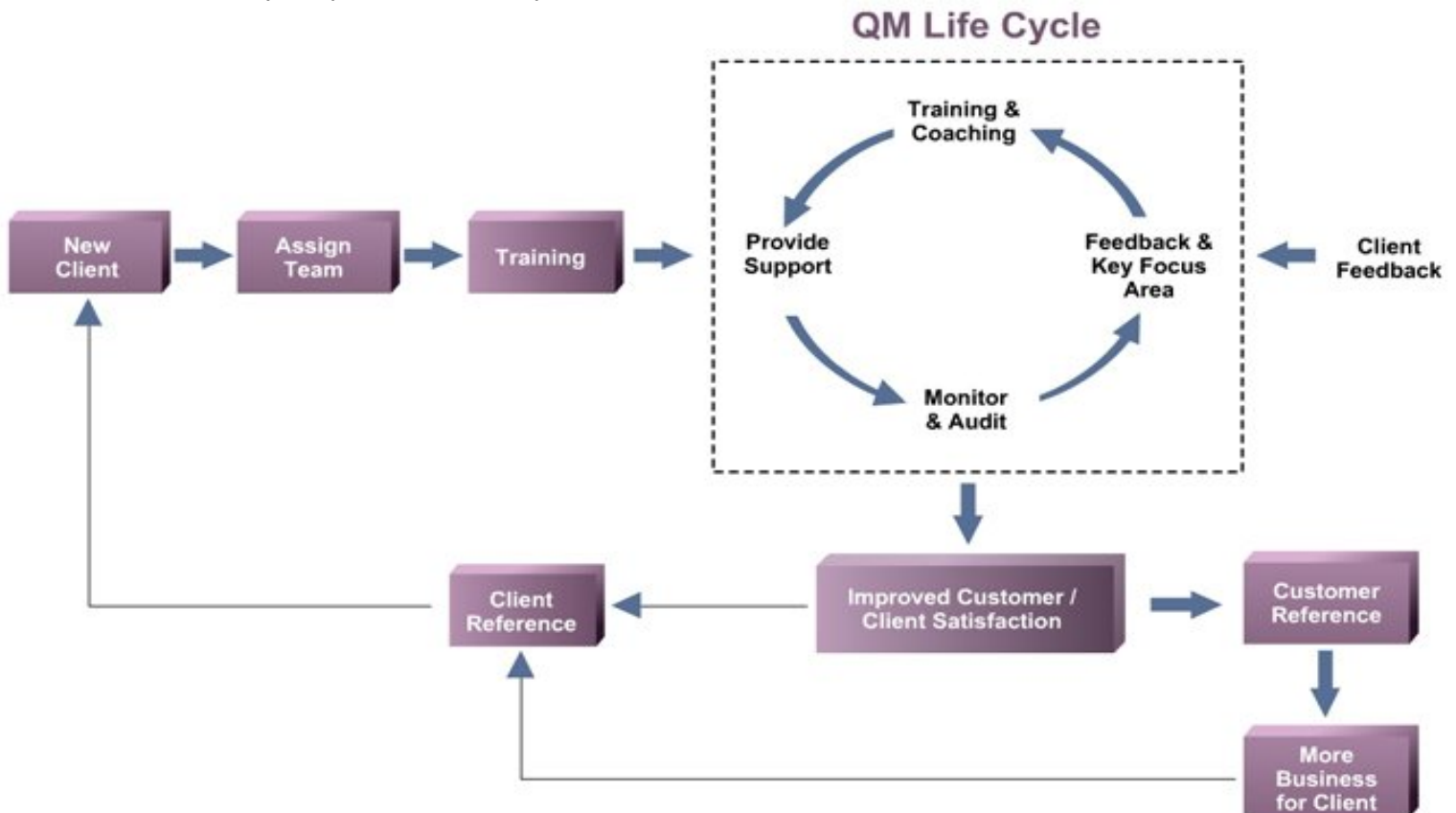
A quality monitoring program is not a static system that you introduce into your call center like a piece of hardware. It is constantly changing and providing important data that you can use to improve your contact quality as well as your call center performance.

To improve your quality monitoring program, you must pay attention to the trends that emerge.

Listen to the monitors themselves for their perception of the program. Are they getting an accurate view of the customer/agent interaction?

Ask agents how they like the new program. Do they feel that they are able to improve their own performance or do they feel that it is simply a scoring and evaluation system?

Measure your performance improvement and make the results visible.



I. Adas Technologies Aim and Objectives:

We use our next-generation global delivery system and unique domain based strategies to ensure high-quality & cost-competitive services. This enables our clients to respond quickly to changing market dynamics and increase their competitiveness.

Adas Technologies is in the process of building lasting partnerships with major players in the call center industry in India. Major international voice based contact center projects have been deployed to prospective service providers/technology vendors/outsourcing partners covering varied industries such as mortgage, telecom, banking, entertainment, healthcare, technology, travel, etc.

We believe in building business relationships based on ethics, trust, mutual respect, transparency of operations and continuous development of people and skill based processes.

We have tied up with major call centers and BPO companies who have a similar vision as an organization and have the required resources in terms of technology and manpower to achieve the desired productivity.

J. Corporate Information

- Name : Adas Technologies Private Limited
- Address : E-134, 1st Floor, Lane No 5, Pandav Nagar, Delhi – 110091, India
- Phone No. : +91 11 64537252 (INDIA)
: +1 210-881-8003 (USA)
- Fax No. : +91 11 22047532
- URL : www.adastechnologies.com
- Email : info@adas.co.in
- Contact Person : **Abhai Srivastava (CEO & Management Head)**
kumar.abhai@adastechnologies.com, kumar.abhai@adas.co.in
Ph No: +91 9873336980
- : **Saurabh Gupta (Project coordinator, United State)**
gupta.saurabh@adastechnologies.com, gupta.saurabh@adas.co.in
Ph No: +1 2012 599206
- : **Manish Pankaj (Manager, Marketing India)**
pankaj.manish@adas.co.in
Ph No: +91 9971334028
- : **Dipyaman Baral (Project coordinator, India)**
baral.dipyaman@adas.co.in
Ph No: +91 9911379128
- : **Arvind Rai (CTO)**
rai.arvind@adas.co.in
Ph No: +91 9717021231
- : **Viplou Dhali (Technical Head, India)**
dhali.viplou@adas.co.in
Ph No: +91 9891336920
- : **Anirban Palit (Consultant)**
palit.anirban@adas.co.in
Cell: +91 99200 90336