

# InfoSage Systems

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Redefining Value

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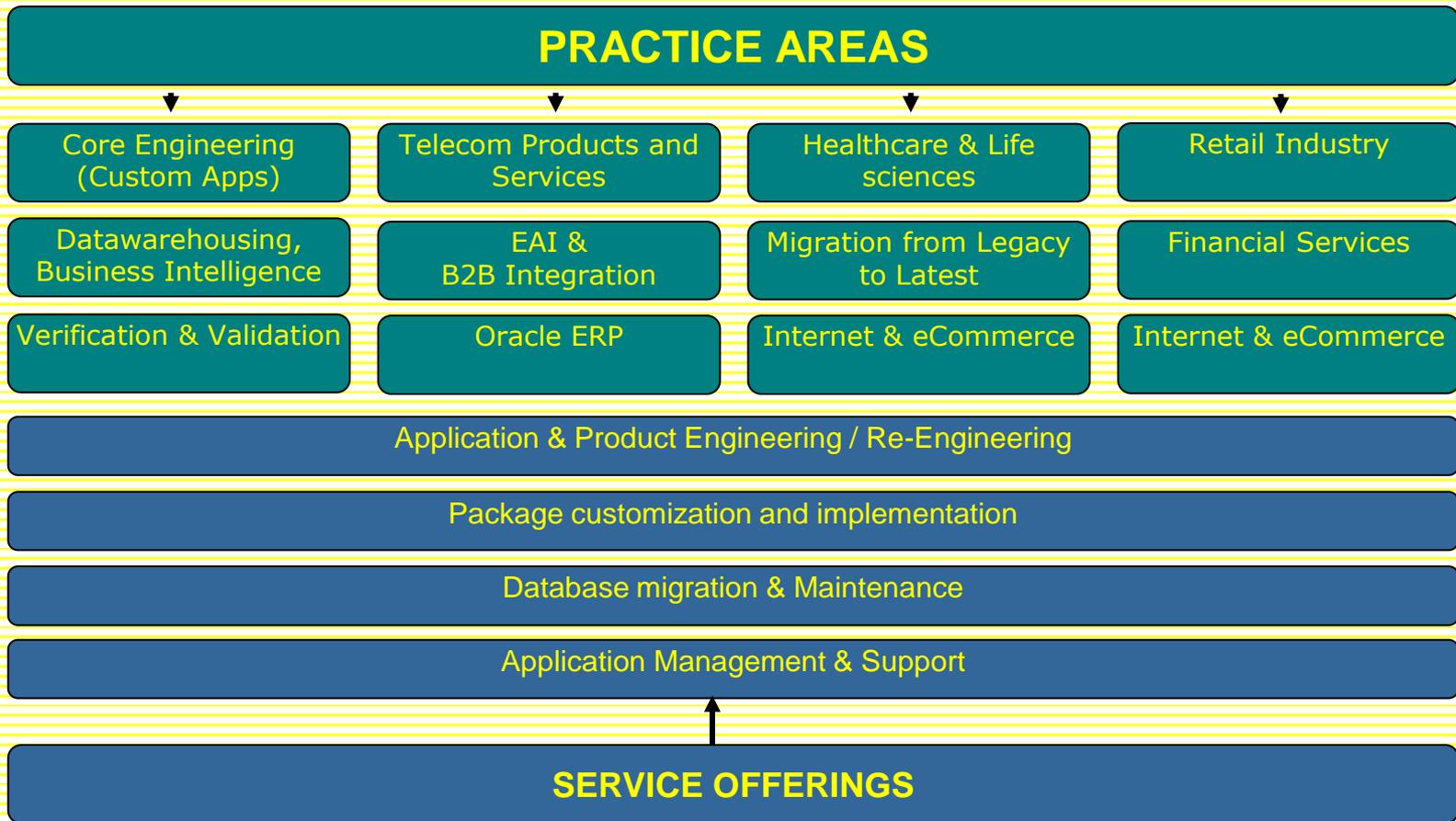
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# InfoSage Overview

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- ❑ A Global Business Consulting and IT Services Company
- ❑ Providing a fusion of value-added end-to-end IT Solutions & Leading Edge Technology Solutions
- ❑ Head Quartered in Hyderabad-India, with 2 offices and 90+ IT Professionals - Established in the year 2004
- ❑ United states of America Office at Santa Clara, CA
- ❑ Primary Focus on Technology as an Enabler
- ❑ Consistent Financial Performance & Solid Balance Sheet
- ❑ 5 Broadband VoIP Phones , 2 Conference Room & 2 Dialogue rooms
- ❑ 4 Dell PowerEdge SC430 2.8 GHz Intel Pentium D dual-core processor Servers with Secured Network Connectivity
- ❑ 20 Mbps, 1 Mbps Internet Links

# Service Matrix



# Focus Areas

V&V Services

Microsoft

Oracle

Java

**Testing**

**Microsoft**

**ORACLE**



Win Runner  
Load Runner  
Rational Test Suite  
Test Director & QTP  
Visual Studio Test Tool  
Manual Testing  
Automated Testing  
Black Box Testing  
White Box Testing

VB .Net  
C# .Net  
ASP .Net  
SQL Server  
VB  
VC++  
COM+

Oracle Applications  
Apps DBA  
  
Oracle Development  
Oracle Forms & Reports  
Workflow  
Oracle DBA

Core Java  
J2EE  
J2ME  
JSP  
Struts  
Web Sphere  
Web Logic

**Consulting , Staffing Services and BOT**

# Business Model -1

## **TIME & MATERIAL BASED ENGAGEMENT**

At times scope, specification and implementation plans of an engagement are not easy to define and specify at the outset. For such projects the effort estimation for all the elements and aspects of the project and for all stages is usually not possible right at the beginning.

In such situation resource utilization based billing is done. There is a specific rate associated with each resource depending on the experience, skill, role etc. of the resource in the project. The effort is charged on this pre-agreed rate (hourly, weekly, monthly) until the project is delivered in its totality.

## **FIXED PRICE BASED ENGAGEMENT**

Projects with fairly well defined requirements, sufficient specifications and very little ambiguity can be executed as fixed time and fixed price projects. Based on this project details estimation for the engagement is done in terms of deliverables, timelines, cost and the execution / delivery contract is prepared. Enhancement or any changes are provisioned and managed through change management process. Payments are made either based on milestones, that is specific delivery or completion of specific task or periodic at fixed interval of time.

This model limits the risks associated with the project as well as ensures timely and within budget delivery. However this model limits change flexibility especially the changes which impact delivery and / or budgets.

# Business Model - 2

## Hybrid (MODC)

The relevance and success of the Offshore Development Center (ODC) has become the de-facto business model for the IT economy. This is apparent from the phenomenal growth rate of ODC's which makes it a definite business proposition.

At service provider's end these teams are reserved exclusively for client's projects and are exclusively trained to work in the client's domain and technology area. Further, a relationship / process manual are compiled that reflects the standards, workflow, processes, methodologies and the escalation procedures which are to be adapted for the client's ODC.

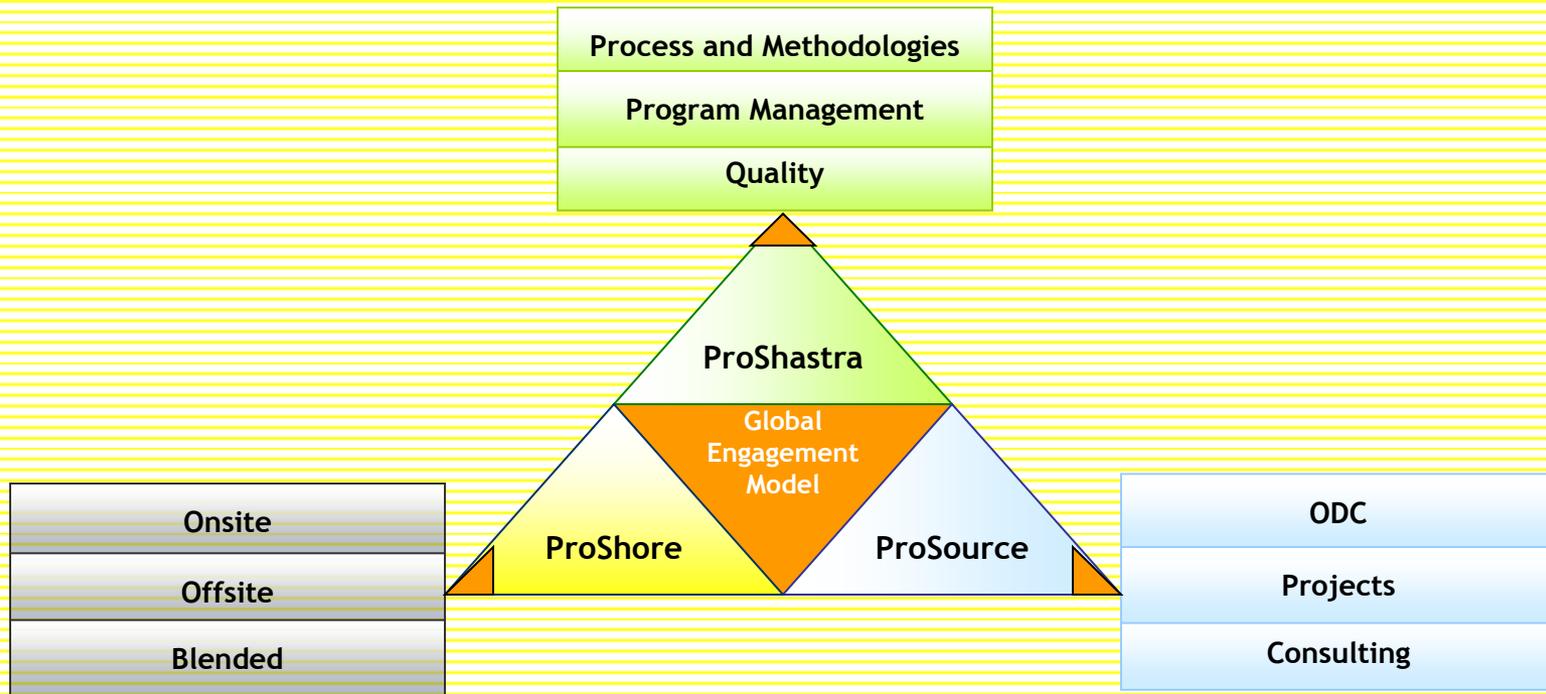
### BENEFITS OF ODC

- Virtual extension of client's operating environment in India
- Provides enormous cost benefits
- Exploits time zone advantage
- Allows focus on core competencies
- Facilitates dedicated software teams with long term focus

## Build-Operate-Transfer (BOT)

These are suited for the companies that are intending to establish and operate an offshore dedicated development center in the long run but do not have software development/ physical presence in the offshore country/ location. To reduce their risks, cost and time, Netpro will build the facility and infrastructure, staff and operate the ODC during the initial phase, sort out the kinks, and then transfer with predefined schedules all the ODC resources, infrastructure, operational knowledge and staff to the customer as an independent entity.

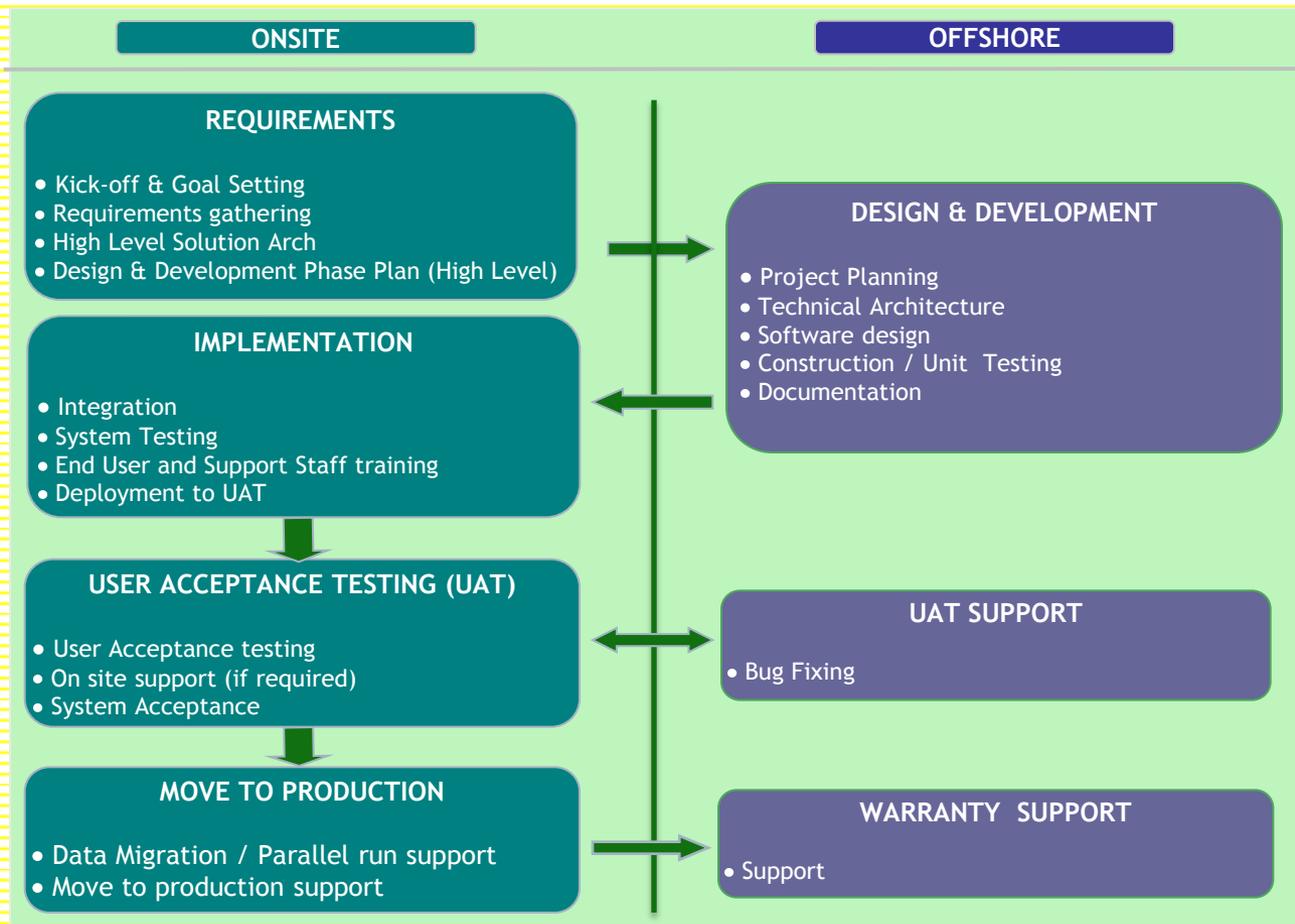
# Global Engagement Model



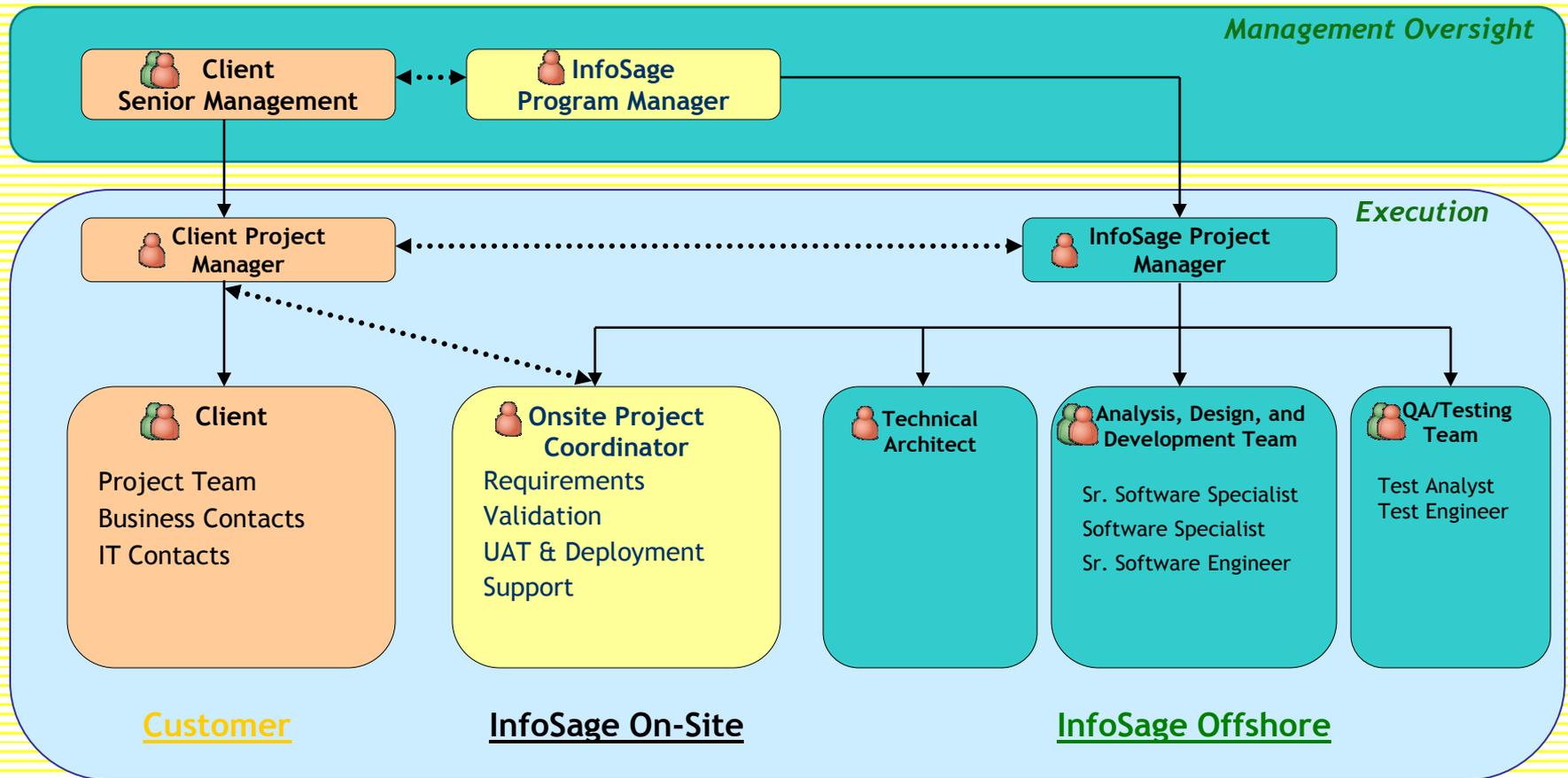
# Key Differentiators

- ❑ Flexible Engagement Models to suit changing business needs
- ❑ Remarkable End-to-End Development Experience
- ❑ Intelligent Partnerships with Tools and Technology vendors
- ❑ Excellent fusion of Project Management, Functional, and Technical consultants:
  - PMP, Six Sigma, APICS, CPA Certified Professionals
  - Sarbanes Oxley Compliance Specialists
  - Proven Expertise in Finance, Order Management, Manufacturing, and Service Areas
  - Proven Expertise in Process Re-engineering
  - Business Intelligence and Data Warehousing experts
  - Dependable Application/Product Architects

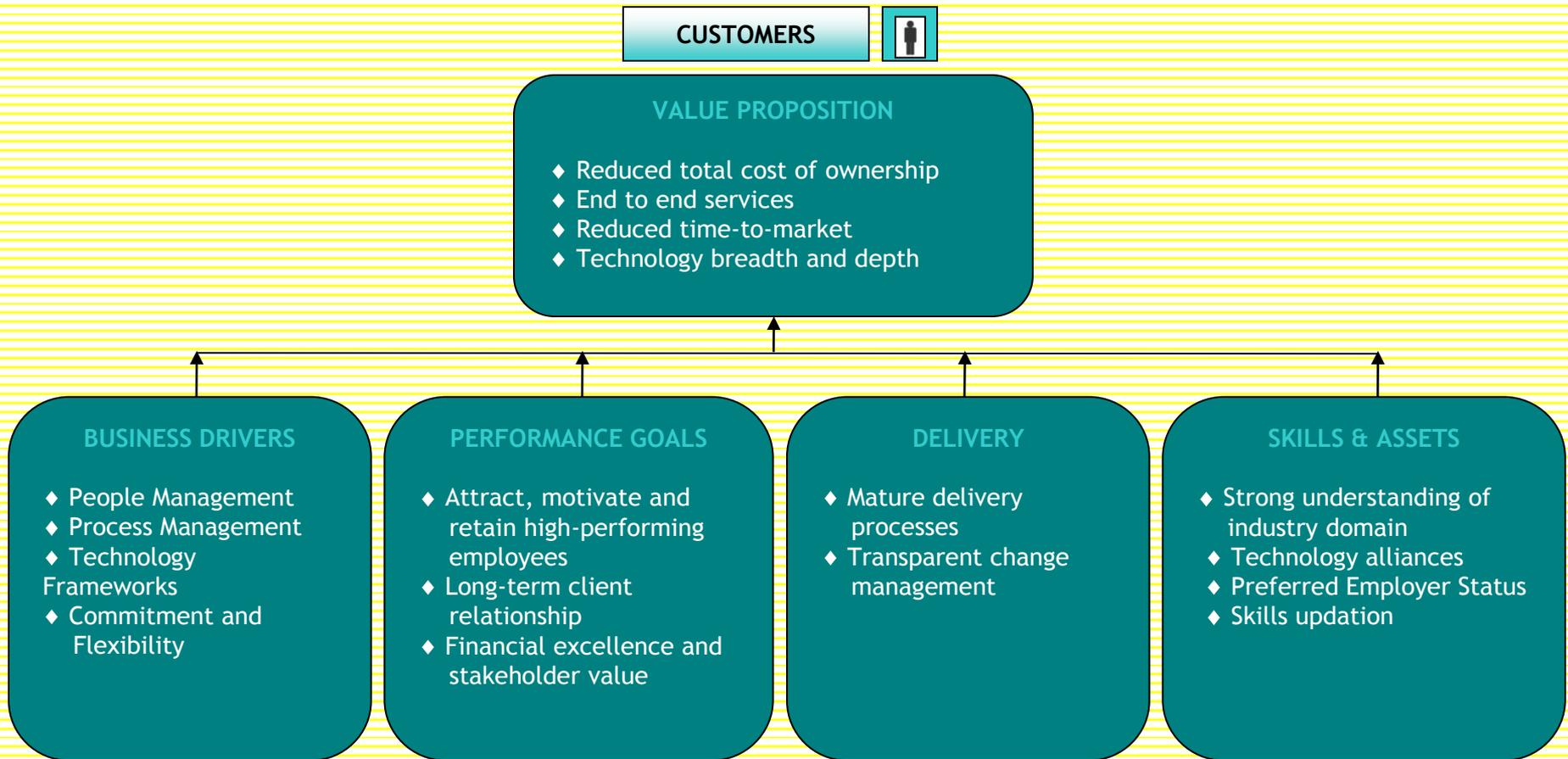
# Execution & Delivery - GDM



# Communication Model



# Key Benefits



# Few of Our Esteemed Clientele



# Case Studies

## Call Evaluation Quality Assurance

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- Client's traditional business is to hire sell TFN numbers and record calls that happen on those numbers. Call Eval is an application designed to improve its business in several ways.
- During Benchmarking efforts, QA team measured the frequency of deadlocking events during various load conditions. QA team then executed the same batch of tests against the updated Call Eval code base and measured the frequency of deadlocking under similar load conditions.
- Once these results were gathered, they were sent to the project team for further analysis. QA team also compared our QA benchmarked time with the Production Measured time, and then measured this time against the updated Call Eval code. We were more interested in the percent of increase or decrease of the performance, rather than actual latency time experienced in the testing environment.
- The majority of test cases were written to test Negative scenarios such as invalid cases, and the number of Positive scenarios should mirror the list of functional requirements.
- All Load generating activities against the UI and DB were automated through various QA Tools.
- Functional tests, data validation, and most benchmarking activities were executed manually.
- The Test team used a combination of white-box (Deadlocking test, WC Transfer) and black-box tests (Report Generation), majority being black-box test cases.
- Unit and Integration Testing, Performance Testing, Functional Testing, and Build Verification Tests have been successfully done on Call Eval 1.1 project.

# Case Studies

## Generalized Capitalization (GCAP) Software

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- Customer is one of the leading entrepreneurs in Dallas with rich experience in Sales and Marketing.
- Client's main aim is to target a vast user base for this product, using which even a common person can dynamically create own tool(s) to meet their business needs.
- J2EE technology has been used to develop the GCAP product. GCAP architecture is well designed with loosely coupled User Interface, business, and database layers to make it scalable and extensible, technically as well as functionally.
- GCAP product delivers a rich user interface through the use of advanced Java Swings. It also uses Java based Tom Sawyer tool for graphical representation, to interpret complex information.
- The business layer factors with good performance by using the leverage of various components like JRules for the Rule based logic and ASM for dynamic class creation.
- Finally, the database layer uses Hibernate as an interface to the database, to provide the flexibility of database independence.

# Case Studies

## Customer Relationship Management Tool

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- Client is the leading water and waste water management related company in the state that has been providing highly techno-economically viable solutions to its customers. Client required a Customer Relationship Management tool to manage its growing sales force, which would subsequently result in an increase of product sales.
- Customer Relationship Products are generally classified into Sales Force Automation Products and Customer/Service Support products. Based on the clients' requirements, and based on some of the existing Sales Force Automation Products, we started developing a Sales Force Automation tool, SalesOne which when finished would offer much more exciting benefits than existing products in the market.
- Microsoft .Net 1.1 Framework and VB.Net language have been used. One of the major reasons in deciding to go with Microsoft .NET framework is the feature-rich set of ready to use System classes that can be employed by any .NET application. Also, compared to other leading web technologies like J2EE, this has a greatly streamlined development API, easy web service support, simple and efficient localisation, and provides great documentation as well.
- During the development process, we realized that SalesOne had to be customized to suit the management hierarchy of the clients' company. We then started development of SalesOne on two fronts, one that could easily be customized to suit other clients' requirements, and one that would actually be customized to meet the client specified criterion.
- The customizable SalesOne application will address the needs of Sales Executives, Managers, Directors and Chief Executive Officer in the clients company. An administrator created in the tool is provided with adequate privileges to add, remove or alter access rights to all the necessary sales people in the clients company, so that the sales force can access and update the tool with the required information in a standard format. Some of the competitive advantages offered by SalesOne are increased productivity due to the reduction in costs, increase in sales revenue, and increase in market share; significant decrease in management response time due to daily information updates to the system rather than weekly updates; and increase in customer satisfaction if the sales staff use SalesOne to expertly service the customers.
- We investigated existing automation products in the market before starting development of SalesOne to try and address some of the major aspects these management tools were lacking. Some of the issues that have been effectively addressed by SalesOne are reduction in maintenance from the clients' perspective, easy to understand and use of the SalesOne automation tool, economical, and easy integration with other management information systems if needed.

# Case Studies

## Passport Health Project (PHP)

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- When our representatives met the secretary of Family & Health Welfare Department, they put forward what InfoSage had in mind. Our plan had been to develop the entire project using ASP.NET and VB.NET technologies, and use SQL Server 2005 database. We explained the advantages of the advanced version of the system that the Honorable health minister had seen during his U.S visit.
- InfoSage's proposed E-Commerce solution is based on the Health Passport Project that has already been adopted by the US authorities and which has been successfully running in 3 US states since 1999 - Wyoming, North Dakota, Nevada, with state-wide rollouts. This same system has been selected as a model health card system by the US government as its contribution to a G8 initiative.
- During the initial stages, state health ministry was apprehensive about the costs involved in rolling out the project. Never was a health care project of this scale and caliber, both in terms of technology and money undertaken and successfully implemented anywhere in India. After implementation of first phase of the project, the state will stand by itself in an elite category with the capability to provide patients' information at fingertips.
- The jugular part of the project was to provide patient data that has been stored centrally on the servers, to the doctors and concerned authorities whenever and wherever required with the approval of the patient or family. Patient data will also be available for data-mining by the health authorities. All the data will be kept safe through the use of collocated servers and automated backups. Patients will be authenticated using Health Cards which resemble credit cards - magnetic stripe on the back of the cards.
- When we started the testing phase, many doctors were wary about the success of the passport project. After explaining the previous successes of the project in the U.S and after experiencing the system firsthand during the testing phase, they were amazed by the ease with which their aides could do the job of pulling up patient records or storing them.

# Case Studies

## Yellow Pages Product

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- INXYellowPages product developed by InfoSage integrates GIS, multimedia and database technologies to deliver exciting information to tourists on a touch-screen kiosk. This product developed for usage as a tourist guide can be placed in Hotels, Airports, Malls, etc.
- This product offers mapping functionalities such as panning, center mapping, measurement of distance between locales, and querying of state, district, and city/town points.
- Routing Functionality allows the users to compute routes between two predefined locations. Predefined locations are kept in two different lists and users can select starting point and destination point from these available lists.
- Category Service offers a list of categories (Hotels, Hospitals, Offices, Malls, etc) in alphabetical order. Users can get exclusive information about all entities listed in a particular category. The selected Entity can also be seen in the map.
- Finally, Tourism section allows the users to view important tourist destinations and landmarks available in the city along with a detailed description, pictures and addresses.

# Case Studies

## Personal Navigation System Product

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- Personal Navigator is a routing and navigation services product for Windows and WinCE device.
- The system can receive GPS signals from a GPS receiver and identify a user location. From this user location, users can find route to any location on the map.
- The Car Navigator generates dynamic driving directions, voice advices and schematic views of forthcoming road junctions. Users can chose shortest or quickest paths when selecting their routes.
- Map Engine provides the ability to display the geographic data on the screen in different modalities and interact with the map. All these functionalities are strictly related with the format of the geographic data.
- Features provided by Map Engine include Zoom Functionality, Panning, Querying, displaying level of the roads and controlled map display.
- Routing Engine allows the users to plan a route depending on the entered starting and ending position. Journey direction details provide turn by turn detailed description of the route. Capability to add constraints to the routes is also provided.
- High filtered drawing engine is used to display the map and Industrial Standard GPS receiver is supported. GPS receiver format NMEA is supported and Serial Port, Blue tooth, and inbuilt GPS receiver devices are supported as well.

# Case Studies

## MURRAYS Quality Assurance

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- Client is the America's leading Cheese Purveyor, which handles a large portion of its sales via the Internet.
- Client needed a robust application that can cater to its ever growing customer base and that can automatically handle orders and promotions mailed to customers using catalogues.
- After successful integration of the existing Point of Sale RMS software with SiteLINK/MOM, conversion tools have been developed for migrating all the existing data from osCommerce (SQL Server database), Microsoft RMS (MySQL database), and Excel document to MOM (Visual FoxPro database).
- Database testing has been implemented to check the consistency of the application with the database values.
- We have done high-level testing covering functionality and User Interface.
- Functionality Testing has been done to test the behavior of the application and to check whether the actual results are matching the expected results.
- User Interface Testing was done to check the look and feel of the application.
- Adhoc Testing was done on the shopping cart.
- Development team was updated with a bug list after the completion of high-level testing.
- After the bugs were fixed by the development team, regression testing was implemented to test the bug fixes.

# Case Studies

## E-Commerce Application Development and Integration

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- Client is the America's leading cheese purveyor, who needed a more robust system that would cater to its fast growing Internet customer base along with the capability to automatically and effectively handle the orders and promotions mailed to its customers using catalogues.
- First, we developed the right application to handle the client's phone and web customers efficiently. Second, we integrate the application with the existing Microsoft Retail Management System that was being used for client's store inventory. Finally, third party modules for handling Shipping, Credit card processing, had to be linked to the developed application to handle shipments and payments efficiently.
- Due to the time constraints, we preferred using the proven Mail Order Application solution which addressed some of the issues, instead of building the entire application from scratch. Our plan was to incorporate the missing functionality into this Mail Order Application. After successful incorporation of the functionality, we transferred all the data used by the existing osCommerce application to Mail Order Application.
- We developed a conversion tool using Java technology to load all the relevant data from existing databases (SQL Server, MySQL, and Excel document) to Visual FoxPro Database. This tool also had to be equipped with additional capability to load updated information from the existing databases to Visual FoxPro database without manual intervention.
- After successfully transferring all the data, we integrated the data published by the resulting application with the code provided by SiteLINK into the newly designed web pages. Client wanted to infuse a lot of additional functionality that was not provided by SiteLINK, into its web pages.
- ASP.NET, Dreamweaver MX development environment was used in developing the pages.
- Third Party tools for Shipping (FedEx module) and payment processing (Authorize.net module) were then integrated with Mail Order application to handle shipping orders and to process payments.
- Using Java created an agent to update RMS inventory with orders placed by phone and web customers. This agent also had the capability to update Visual FoxPro Database with RMS pricing and product information at regular intervals.

# Case Studies

## Integrated Payment System

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- Client is a team of professionals from various technology sectors that have collaborated to design an integrated payment system for the medical and health insurance communities. Client needed an e-commerce solution that would provide services to both physicians and insurance companies in expediting and maximizing provider cash flow, accelerating medical billing and collection, reducing staff time for insurance claims/accounts receivable reconciliation, collecting debt against outstanding bills, and reducing provider credit card processing fees.
- The proposed solution had to be built around ASC X12N 835 Health Care Claim Payment/Advice. The ANSI 835 format is known as a "transaction set" in EDI terms. The objective of this transaction set is to support reimbursement processing for health care products and services. This transaction set can also be used to make a payment, send an Explanation of Benefits (EOB) remittance advice, or make a payment and send an EOB remittance advice only from a health insurer to a health care provider either directly or via a financial institution.
- We used Eclipse IDE to develop Java Server Pages during the development phase. MySQL version 5.0 was the client preferred database and the same was used during the development stage.
- When a patient requires a procedure, a doctor registered with the client will be allowed to log in to the website, fill in the required forms requesting approval for the procedure to be performed on the patient, and then be allowed to submit the appropriately filled form to the insurance provider. After submittal, this request is sent to the insurance providers system in the ASC X12N 835 Health Care Claim Payment/Advice standard. The insurance provider will then state the approval of the request and send this information to the client which will be stored on the client's server. A notification will be sent to the physician regarding the insurance company's decision. The physician can now log in and check the approval on the web site.
- The entire outstanding payment information that has to be reimbursed by the patient's insurance provider to the physician will be stored in the system until the appropriate payment is made. When the appropriate transaction record containing the payment information is sent to the client, money is debited from the insurance provider's bank account to the bank account specified by the concerned physician/hospital.

# Case Studies

## Knowledge Process Outsourcing E-Commerce Solution

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- Client had been one of the few research analysts who predicted the boom in Knowledge Process Outsourcing (KPO) sector when major companies in the U.S had been chanting the Business Process Outsourcing (BPO) mantra. He wanted to capitalize on his research and carve a niche in the KPO market. The developed E-Commerce solution is the brainchild of his and InfoSage's efforts.
- Inline with the rapidly changing technology scene then, InfoSage planned to use JSP web technology to develop the proposed E-commerce solution. JSP pages work perfectly on any platform and can be run on any web server or accessed from any web server. JSP technology also emphasizes the usage of reusable components, the core of our proposed solution. We based this solution on the Oracle 8i database.
- Initially, one of the major tasks was to identify the different categories of users in our solution so that the reusable components can capture and display appropriate information to each category of users. Once this was decided upon, the rest of the project went smoothly.
- Key features that have been addressed by the E-commerce solution include appropriate privileges to each category of users; efficient storage and retrieval of questions/answers/comments posted by each user category; and secure data access and privacy.
- Financing module had to be added to this E-commerce solution. Since this line of business necessitated quick processing of money payments, accepting credit/debit card as a mode of payment had been ruled out. Instead, PayPal and Western Union modules had been integrated into the E-commerce solution which resulted in much faster processing of payments.

# Case Studies

## EUAM Quality Assurance

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- Client is the worldwide industry leader in Customer Capture solutions. An E-commerce solution had been developed for the client using the ASP.NET development platform.
- Before the final build was sent to InfoSage QA team, TID test cases were used by us to inform the development team about all the functionalities that have been implemented.
- The final build was sent to us after the necessary modifications have been made and we started the QA and testing process.
- Black Box testing had been done to test if the inputs and outputs of EUAM module are matching the given specifications. During Black Box testing phase, following methods and types of manual testing were employed repeatedly:
  - Build Verification Testing, Deployment Testing, Functional Testing, Database Testing, User Interface Testing, Localization Testing, Performance testing, Integration testing, and Security testing.
- After completion of Black box testing, White Box testing was implemented to optimize the code.
- Web Service Tool was employed to check the Web Service interface of the EUAM module.
- Later, automation testing was done on both the modules using the client preferred Visual Studio Team Suite.

# Case Studies

## ROSWELL Quality Assurance

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- Measurement and Monitory module has been developed for the client to measure the effectiveness of advertising and to determine how well the staff responds to the leads. Target areas of improvement are sales & marketing.
- Sales Enhancement Services module had been developed to shorten the sales cycle. Marketing Enhancement Services module was developed to increase the effectiveness of marketing by targeting prospects and customers with multiple touch email, survey and outbound phone contact services.
- Roswell is an application/portal which implements all these services to enhance the client's business. With this portal, we can generate different reports and these reports are the main module in the application.
- Two types of reports can be generated, Web Reports and Instant Update Reports, which can be further classified into Inbound and Outbound reports. Apart from Reports, Quick links provide easy access to main features in the application and Administrative help is also provided in the portal.
- The versions of Roswell are 1.0, 1.2, 1.3.1 and 1.4. Depending on the version usage and up gradation, customers can be classified into Migrated and Non-Migrated customers.
- Several builds of these versions have been tested. Functionality Testing, UI Testing, DB testing, Localization Testing, Regression Testing, Performance Testing were carried out on the builds.

# Our Leitmotif

“Evolving & Pursuing growth through client satisfaction & retention”



Looking forward to a Mutually Beneficial & Rewarding  
Long Term Relationship

# Contact Details

## InfoSage Systems contact details for business communications

	Primary contact	Secondary contact
Contact	Sridhar Gollamudi	Mohan Jaganathan
Title	Director, Business Development	Project Manager
Address/Mail Stop	258, Sree Nivas, Road no 72, Prasashan Nagar	258, Sree Nivas, Road no 72, Prasashan Nagar
City/State/Zip Code	Jublee Hills, Hyderabad, Andhra Pradesh, India - 500 033	Jublee Hills, Hyderabad, Andhra Pradesh, India - 500 033
Phone Number	+91 40 2360 9900	+91 40 2360 9900
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# Thank You



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