

Next Generation Solutions & Process Consulting

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MindLance, Inc., established in 1999, is a leading provider of consulting, outsourcing and staffing services to Fortune 1000 and middle-market clients. A workforce of nearly 400 professionals are constantly endeavouring to add value by the minute to clients. Our strategy is to create a long-term partnership with our clients using a multi-faceted approach - applying domain expertise in specific industry segments, utilizing a highly-skilled technology workforce, leveraging a proven global delivery model, implementing quality processes & methodologies and being extremely cost-effective.

In a globalized, distributed and “border-less” environment, the growth imperatives are quite steep and factor-leverage has to be constantly improved. Our customers rely on us to help get this leverage and handle scale –

Mindlance offerings

- Outsourced Product Development
- Application Development and Maintenance with Agile processes
- Testing – IVV and OPT services
- Data Management, Business Analytics
- Infrastructure Management
- Niche staffing solutions

Globalization is increasingly demanding more sophisticated reporting, process maturity and compliance, and transparency. The common theme running across our portfolio of offerings is to help management get resource leverage and data for decision-making.

With a view to constantly improving on focussed, transactionally relevant and domain-expertise and quality of engineering, we have developed a clear and long term focus in the following verticals

- High Technology
- Financial Services
- Healthcare
- Life Sciences
- Energy & Utilities
- Professional Services

Our client engagements are “outside-in” and not inside-out. Simply because there is a good technology or a resource or factor-leverage through outsourcing available, it does not mean that is the best solution for the Client's needs. Our approach is need-centric rather than engineering-centric. Therefore, we don't take a sub-contracting approach rather an inclusive partnership with creative engagement models.

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Select US Clients		Key Achievements	
Life Sciences	Teva, Watson, J&J, Baxter, Bayer, Novartis, Schering Plough, Ranbaxy, IMS Health, iMany	OPD	More than 20 releases across 5+ PLCs in EAI, Business Applications, Financial App domains
Financial Services	Sumitomo Mitsui Banking Corporation, Deutsche Bank, PNC Bank, Credit Suisse, VISA	ADM	Sumitomo Mitsui Banking Corporation, Deutsche Bank, PNC Bank, Credit Suisse, VISA
High Technology	Intel, Qualcomm, Advanced Micro Devices, Triquint Semiconductor	Testing	End to End OPT for top 5 Bank. IVV for SMEs in Europe. 300+ person-years of testing expertise
Healthcare - Provider	NYU Medical Center, Mount Sinai, St Vincents, Beth Israel	IM	A top 5 Bank relies on our resources to provide four 9's availability !
Energy & Utilities	Progress Energy, Alliant Energy, Arizona Public Supply	DM	A highly-trained pool of high-end resources for database management, 'digging' out patterns,
Professional Services	Accenture, CSC, Raytheon, SRA International, Apttis, Cognizant, Perot Systems	Consulting	Successfully executed package implementation projects for 10 of the top 20 global pharma
Others	Nike, Ground FedEx, Standard Register	Staffing	# 1 national US staffing vendor to INTEL Corp for four consecutive years

The Mindlance Engagement Advantage ("MATE")

Growth, globalization and dynamic industry structures are changing business contexts of both large corporations and SMEs. While rapid-execution is the 'mantra', the following still remain critical business challenges

- Coordination of planning, tracking, reporting, and what to do where – across geographies and business processes.
- Cost-cutting while retaining / scaling business operations
- Strong need for enterprise level reporting – on processes, conformance, resources and growth - and with little or no control on the "ground" data without spending lot of effort in data collation – this is the key differentiator with respect to the existing ERP and PSA solutions. To provide aggregate reporting with rollups and drilldowns, companies are looking at Program Management Offices (PMO), but this is very expensive, resourcing hogging, e and fundamentally does not address the need.
- Products and services need different types of workflows; yet portals, reports and forecasts should aggregate information – thus the need for flexible, checklist-based workflows.
- Coordination between forecasts, demand and supply of workforce and fitment of workforce - this is very time-consuming, prone to errors and almost un-addressed.
- Managing multi-location teams and flexible organizational structures.
- Responding to RFIs is in itself a big challenge and needs to be tracked as both an opportunity and a project.
- Process compliance – Examples: Sarbanes Oxley for sales & billing, CMMi for operations, PCMM for workforce.
- Interfaces between disparate systems, and flexibility in workflows, metrics, and reports. It is given that we are living in an interdependent world and systems need to interface seamlessly.

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The key differentiators among vendors are domain coverage, ability to respond fast, multi-geography contexts, resource depth, ease of engagement, cost and flexibility in defining company-specific processes and practices.

What does MATE offer?

To put it simply, business analysis, high maturing solutions and sr. management commitment. – in every customer engagement

We offer solutions for a dynamic environment where technology and business strategies have to converge very fast. Our emphasis is thus on “**Business Process Modeling**” and “**Portfolio Approach**” to understand the requirements from a total needs perspective - “current & future” - “macro and micro” views – be it in application services, end to end product development or data management services – so that these process models align well to our Customers’ growth initiatives, in the face of globalization, outsourcing and multi-location/distributed workforce.

Certification:

- Certified Minority Business Enterprise - by the National Minority Supplier Development Council (NMSDC)

Size:

- 225+ professionals in the US
- 150+ professionals in India

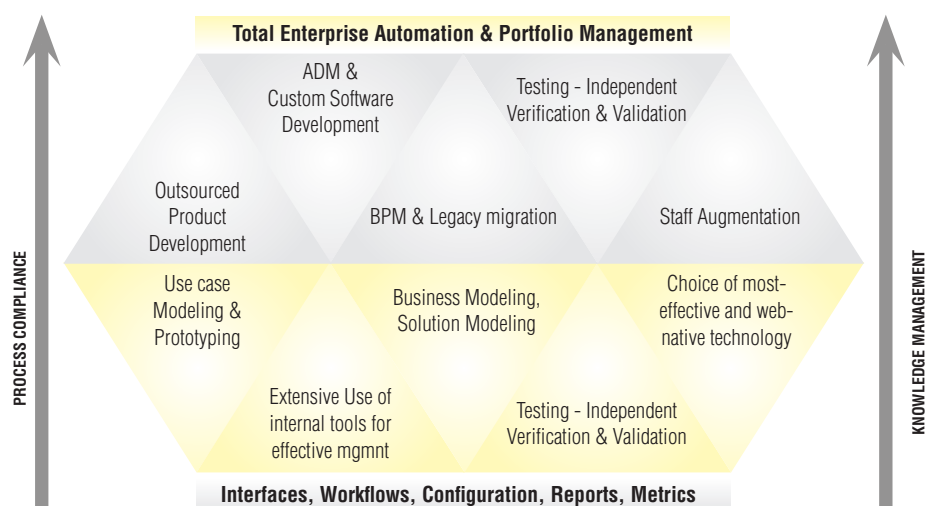
Awards:

- Three year consecutive winner of the Deloitte Fast 50 Award – 2005, 2006 and 2007
- Si Top 10 IT Services Firms - 2008
- Inc 500 and Inc 5000 – 2006 and 2007

Locations:

- USA: Hoboken –NJ, Metropark NJ, Phoenix AZ, Raleigh NC, Pittsburgh PA
- UK: London
- India: Bangalore, Gurgaon

MATE helps our customers with productivity gains, scalability, cost savings and effective management and makes them “riders” of the globalization wave. A few details on the company’s branded service and consulting offerings are provided below. For any further information needs, please write to info@mindlance.com, we will happy to provide more details and discuss **Winning Ways of Engagement**.



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App-MATE

Heavy on Web 2.0 and agile process leverage, our App-MATE services are pre-designed for scalability and performance.

The emphasis is on business modeling & “future-proofing”. We have delivered services in:

- ☞ Application re-engineering and platform migration: legacy systems to contemporary web-native with easy UI while providing business continuity during migration; dramatic savings in costs, time and maintenance / upgrade cycles.
- ☞ Custom software development and maintenance – High process-agility and customer-collaboration to “get it right” first time; “ready release” anytime. Specializations in:
- ☞ Enterprise application integration – analysis of the need for EAI and available technology choices to provide on-demand, periodic or real-time interfaces between two or more software applications
 - Business Applications – This is where the automation tells! High degree of configurability to allow for changes, process automation benchmarks, measurement and well-defined and published reports.
 - A slew of frameworks - workflow management, configuration bench, portfolio models, query builder, portal & role-based dashboards – help us in quick automation, rapid delivery, aggregation and drill-down of data.

OPD-MATE

Beyond Cost-Savings of offshoring to faster go-to-market releases and higher profitability.

Product Profitability = Constant *(Shortened time)*(Number of releases)/ (Number of errors)

OPD-MATE = Cost Savings + Faster Releases + Enhanced “free time” for Customer managers to focus on positioning, competition and market growth.

This is especially useful in the context of companies wanting to achieve scale in off-shoring before creating captive centers.

OPD demands different and “seemingly conflicting” skills: “structure and flexibility”; both “careful deliberation and rapid execution”; “left-brain approach and a right-brain approach”. Our agile processes and domain leverage help us with:

- ☞ Understanding the Product Market: joint studies with customers where required
- ☞ Articulation of requirements books – consciously developed here for over 7 yrs
- ☞ Business Modelling, Use Case Modelling – distinct activities spanning the end user scenarios, pre and post conditions and boundaries.
- ☞ Iterative and phased delivery approach including quick POC releases
- ☞ A clear, elaborate emphasis on testing for all product attributes: functionality, usability, performance and scalability.

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- ☞ Complete Product Lifecycle Management across multiple versions, roadmapping, maintenance and cross-version compatibility management
- ☞ Visibility and Course Corrections Use of Portfolio Management tools and other products to provide total visibility and invite feedback throughout.

Infra-MATE

- ☞ Dedicated offshore and onsite staff at critical data centers / resource hubs for augmented support (optional and on specific requests by Customers)
- ☞ Centralized management of distributed computing resources and online access to IM information across Mainframes, midrange and other servers, Desktops;
- ☞ Network operations and network engineering;
- ☞ Panel of specialists and experts in platform admin, web admin, ERP, . . . , who set up the processes and monitor periodically
- ☞ 24*7 helpdesk
- ☞ CIO dashboards with resource-up-times, alerts on outages & complaint resolutions

Data-MATE

- ☞ **Consulting:** Assessment of types of data and data sources, process and reporting needs, data location and administration needs, business criticality, access needs and rights
- ☞ **Services:**
 - Database administration, migration from legacy to contemporary, management
 - Information lifecycle management,
 - Implementation of selected BI tools, customization, multi-platform data handling – categorization, process for data availability and data backups
- ☞ **KPO:** Managed services for providing reports / results on query / on demand using DW / BI tools of customers, 24*7 availability of resources adhering to SLAs. Specific Offerings:
 - Data Collection: **Web surveys – design, development and hosting, Telephone surveys, Email surveys, Secondary data collection**
 - **Data Processing - Data entry, Data cleaning, Data validation, Open ended coding, Data tabulation**
 - **Data Analysis - Statistical analysis using standard packages, Cross tabulation, Significance testing, Weighting, Conjoint analysis, Regression & Correlation**
 - **Output Presentation - Posting and charting of tabulated data, Insight generation, Document submission in various formats, i.e. Pdf, Html, Xml, Word, PowerPoint**

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Test-MATE

Outsourcing of the testing of your products has multiple advantages: an independent testing team, parallel testing activities immediately after the requirements books / designs are completed for each version, scaling in resources and of course, a lower cost.

Test-MATE covers the following:

- ☞ Testing for complete product engineering viz., Functionality, Usability, Integration, Installation, Performance, Compatibility, User Acceptance, Scalability and Security requirements.
- ☞ Test Planning,
- ☞ Rigorous usage of defect tracking systems (our own product). Client has a real-time online view of the progress of his issues and can generate reports.
- ☞ Very experienced testing team which has been involved in testing software products for over 7 years – several versions of our own products and our clients' products have been tested by this team. It has built a rich base of experience in managing the testing function. Our testing staff spend a lot of effort in studying the domain, requirements and designs and test planning to arrive at effective approaches.
- ☞ Dedicated engagement time to clearly understand the end user context and roadmap to make sure the products are tested from that perspective.
- ☞ Use of testing tools for testing as preferred by the client engagement team.

Staff-MATE

Resource augmentations at short notice periods for whatever time duration – No more resource crunches !

Staff-MATE provides temp staffing, permanent staffing and contractual resources at all levels of organizations. We specialize in delivering against urgent requirements. Very high resource base in USA.

We can provide ready, trained and qualified consultants for needs in a cost-effective and timely manner – with a good mix of technology and business domain expertise.

Our resources are categorized as IT professionals, support staff, business process consultants, management consultants.

Our staff help our customers with risk mitigation, business continuity, proactively planning for scaling, and bringing our entire company expertise to onsite consultants.

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Mindlance High-End Consulting

Process-MATE

Process effectiveness is the operational name for business results.

Process-MATE helps in 360-degree effectiveness.

- ☞ Process assessment and benchmarking against both needs and industry standard – A precise and practical technology and business-based framework for assessment and audit of the process. Goal is to convert your vision into a process-reality.
- ☞ Benchmarking and monitoring needs – A framework to define metrics and SLAs, and manage for compliance
- ☞ Systems leverage – IT systems to ensure “live-wire” business processes, link with vendors and end customers,

Rely on us for process alignment, enhanced resource utilizations, cost cutting and unified process ecosystem.

Know-MATE

In the final analysis, the only differentiator a company has is knowledge. It helps to define, manage, protect, make available, the intrinsic and extrinsic knowledge of the company.

Know-MATE adopts SEI-defined levels of KM and other industry-reputed frameworks to defined a KM methodology for our customers.

- ☞ With deep expertise in articulating, creating and delivering levels of knowledge management and moving the enterprises up the levels in a cohesive and inclusive way, Know-MATE maps current level of KM in the enterprise, sets the target levels to be achieved over time, and defines the key process activities of KM to be implemented in the enterprise and finally to monitor the progress.
- ☞ Our special emphasis is on “explicit” and “implicit” knowledge, unstructured and semi-structured and structured knowledge and multi-dimensional views of knowledge.

Govern-MATE

Management of processes in Government entities is similar to but NOT the same as managing business processes.

Mindlance has identified key similarities and differences in the way enterprises and governments function.

Govern-MATE draws upon our strengths in business process automation and knowledge management and has created artefacts for promoting e-governance among government departments. Indeed, this is of a direct relevance to maximum users in today's context where managing both scale and expectations is a challenge to governments.

We specialize in structured frameworks and change-management principles for progressively promoting e-governance.

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MATE - Key Skill Sets

- Web-native technologies and strong leverage of Web 2.0 – mashups, web services, SaaS, SOA.
- Business Modelling and Solution Modeling
- End to End System Testing and rigorous use of issue tracking and reporting systems with client access
- Product Engineering with proven process models and designs
- Program and project management across a full spectrum of application services from small (< 5) staff month projects to mega (> 20) staff years projects.
- Understanding of product engineering attributes - scalability, interoperability and high performance, while guaranteeing a low TOC
- Customer engagements in USA, Europe, Australia and India.

Key Differentiators

- Research-years domain engineering & business modelling
- Rapid turnaround times.
- Scalability and engineering rigour in every offering
- Seamless application ecosystems with “portfolio views” and “interfaces”

Key Benefits to Customers

- Phenomenal Cost Savings, especially in recessionary times !
- No resource crunch anytime. Scale up rapidly.
- Faster go-to-markets
- Strategic depth in terms of resources and capability through us, when talking to end customers
- Significant improvements in quality and timeliness of decision-making.
- No surprises – be on-top of all business data at any time.

High ROI
Consistent Data
Knowledge Reuse
Productivity Increase
Better process-compliance
Informed Decision-making

For more information please visit www.mindlance.com or mail us at enquiry@mindlance.com