



Compete and Grow in the Global Economy with Suyati's Dedicated Global Team

Mukund Krishna, Founder | CEO

Suyati's Dedicated Global Team (DGT) model for IT Sourcing



Suitable model of engagement for Small and Medium Enterprises (SME's)

Gives full control of your delivery with our transparent, efficient, simple, and risk sharing approach

SOON.. YOU WILL SEE WHY?

Are you ready for Hyper-Competition?

*The phenomenon of rapid shifting of rules of competition that require companies to be adaptive, efficient, flexible, and nimble while offering greater value to extremely demanding customers is referred to as **hyper-competition***



SMEs representing **over 60%** of EU and US economies are facing **hyper-competition**

IT Sourcing & SMEs

SMEs looking for IT outsourcing partnerships (2010 study)

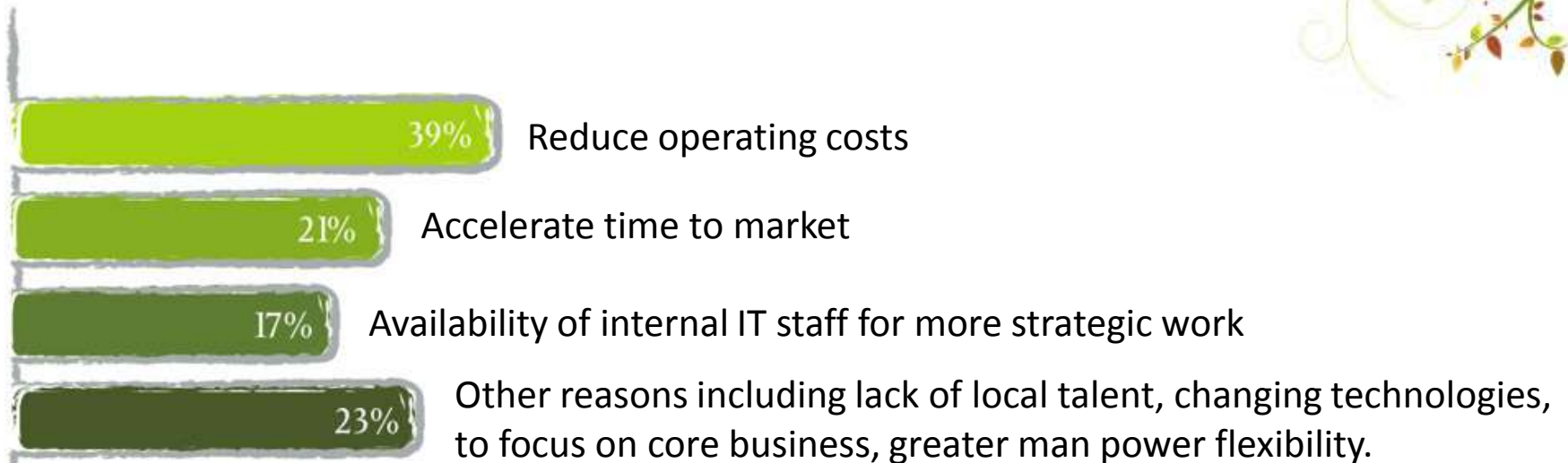


SMEs are looking for partnerships to enable them to compete in this global economy

IT Sourcing & SMEs



Why do SMEs partner with IT outsourcing service vendors?



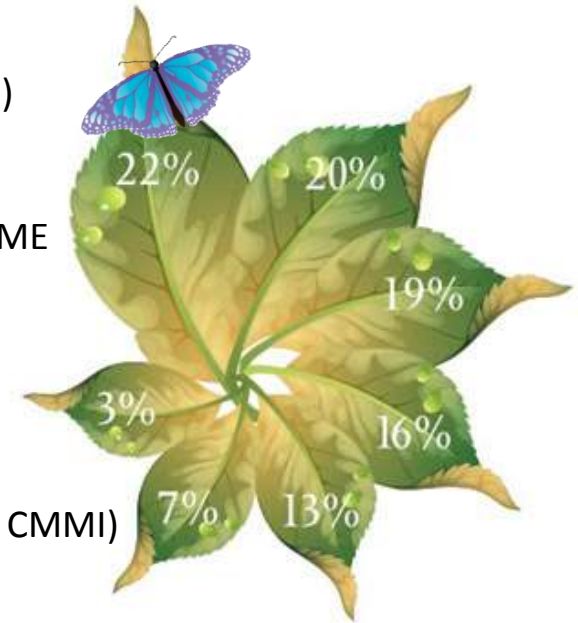
Sources:

European IT Outsourcing Intelligence Report 2010, IT Outsourcing Europe Limited, UK
Competing for Growth, Winning in the New Economy, 2010, Ernst and Young Research Report
Myth and Truth Every European SME Should Know About Software Development Outsourcing, 2010, UK

IT Sourcing & SMEs

What do SMEs look for in their IT outsourcing service partners?

- 22% Positive references(on cost, delivery quality, skill set, domain expertise)
- 20% Ability to attract and keep the required IT talent
- 19% Innovative models that offer transparency and greater control to the SME
- 16% Low service rates
- 13% Execution of a pilot project
- 7% Flexible contract terms
- 3% Other (Cultural Connection, Location, Quality Certification like ISO and CMMI)



Source: European IT Outsourcing Intelligence Report 2010, IT Outsourcing Europe Limited, United Kingdom

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Traps! See How DGT Helps

TRAPS

Delays in schedules & inability to meet milestone

Hidden costs and overheads

Lack of appropriate resources

Insufficient IP security

SUYATI'S DGT SOLUTION

Project control from Client; DGT provides right information at the right time to manage expectations.

Transparent cost structure based on cost plus margin

Client actively involved in resource selection

Network, physical and video security

Traps! See How DGT Helps



TRAPS

Cultural differences and poor communication

Inability to understand business needs

Inflexible contracts

Lack of exit strategy

SUYATI'S DGT SOLUTION

Cumulative experience three decades; Sets clear expectations and timely feedback, cultural training to mitigate such risks

Specifically built for each Client; the team will mature as an integrated part of Client's team

Straightforward and simple; Fully transparent; ability to scale up and down

Continue with DGT or exit to B-O-T or a JV relationship

Typical DGT Approach Example

Identify where you need help



STEP 1

- Decrease IT budget,
- Find skilled talent
- Increase innovation speed
- Lower investment

Work with Suyati based on



STEP 2

- Transparent cost structure
- Ability to share your risk
- Experience managing complex projects
- Capacity to give you full control

Responsibility Matrix



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Prioritize areas to be outsourced

STEP 3



- Architecture and design
- Programming and testing
- Support and maintenance

Build the team



STEP 4

- Staffing
- HR administration
- Infrastructure management
- Legal concerns
- General administration

Responsibility Matrix



Manage your project



STEP 5

- Project management
- Delivery schedules
- Status updates and feedback
- Change management



Grow your business



STEP 6

- Realign to support your growth
- Retain DGT or migrate to BOT/JV
- Create Centers of Excellence with DGT team

Responsibility Matrix

 Client

 Suyati

Case Study – Publishing Industry Client



Client's Challenges

- Cost escalations
- Lack of qualified talent
- Inability to meet need for software
- Need to deliver faster

Client's Concerns

- Control of software quality and schedule
- Quality and retention of talent in team
- Cultural issues
- IP security
- Exit strategy without losing talent

Enter Suyati's DGT Model

Case Study – Publishing Industry Client



What was done?

- Flexible contract
- Recruited 5 people through rigorous interviews
- Assembled team in 3 months; On the job training
- Transparent billing
 - Fixed Cost (admin, infrastructure) + Variable Cost (Salary, recruitment) + margin
- HR counseling, training and resource management support
- High quality facility with excellent communication infrastructure

Case Study – Publishing Industry Client



Results & Current Status:

- 9 months completed with 15 team members
- Completed over a dozen major projects
- Avg. cost of team member is almost 1/3 the local contractor cost
- Client treats the team as its own
- Ready to scale further if required
- Can easily re-skill team in new and diverse technologies

“..The DGT model allows us to work closely with Suyati to hire the most talented people in the market – at a fraction of our historical cost - and offers us great flexibility in scaling and deploying those resources. I highly recommend this model; it has delivered and continues to deliver long term value for us..”

Randy Davis

CIO, Publishing Company



“We love working with Suyati and constantly look for new opportunities to expand our partnership.”

Matthew L. Konkle

President, Retail Fulfillment Service Provider

Suyati's security policies, physical and system safeguards and the integrity of the leadership ensure that our IP developed at Suyati remains totally secure.

Gerry S. Bailey

CIO, Retail Fulfillment Service Provider

