

Steering Progress. Together.

A Focused Technology Partner

The Relationship Model

Business Focus

- Insurance
- Logistics
- Financial Services
- Solutions for ISVs & SIs

Services & Methods

- Application Development & Re-engineering
- Application Management
- Testing
- Data Warehouse Services
- Business Process Support
 - Helpdesk/Application Support Services
- Next Generation Communication
 - Software Product Development Services
 - Mobile Applications
 - IP Telephony
- Remote Infrastructure Management

Engagement & Business Models

Managed Quality

Infrastructure

Connect . Converge . Conquer .

SPAN, an EDB company, is an established provider of full lifecycle software solutions for clients in USA and Europe.

EDB is a Norway-based company with over 6.000 employees and revenues of over USD 1.6 Billion.

A FOCUSED TECHNOLOGY PARTNER

SPAN is a specialist outsourced software services company with proven capabilities that meet industry demands of Insurance, Logistics & Financial Services, System Integrators (SIs), Independent Software Vendors (ISVs) and Start-Ups, many of whom are Fortune 1000 companies. We have a global footprint with offices in the US and Sweden and multiple offshore development centers in Bangalore, India. Amongst the first 100 listed SEI CMM Level 4 assessed and ISO 9001:2008 certified companies in the world SPAN has started the journey to CMMi Level 5 and ISO 27001 certification.

We optimize and align our client's business strategy with their IT initiatives for the entire software life cycle. A proper understanding of this synthesis motivates every engagement, enabling us to deliver technology solutions that give you a decisive competitive advantage. As the partnership matures, the ability of our client to engage us in all aspects of the software lifecycle across technologies and domains increases manifold.

SPAN's management team is deeply involved in sustaining relationships through the fulfillment of both measurable and intangible expectations. We believe in being a strong partner and 'Steering Progress. Together'.

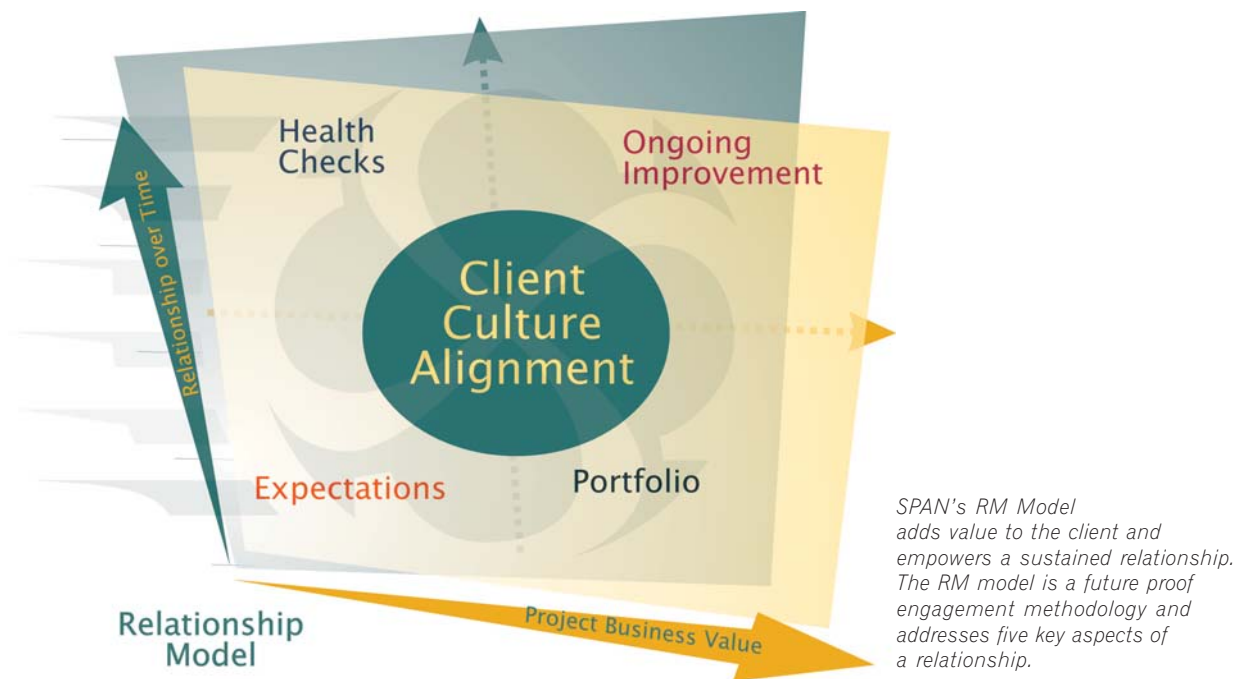


SPAN eases its clients into a long-term relationship with a business and execution model that aligns with the client's culture.

Our technical expertise and process control allows us to handle very complex offshore projects.

THE RELATIONSHIP MANAGEMENT MODEL

Our Relationship Management Model is the key to building bonds that provide ongoing business value to both, the client and SPAN. Built to manage client relationships in a well-defined, yet flexible framework, the Relationship Management (RM) model is a meticulously crafted program, based on SPAN's best-of-breed practices, learning and experience across multiple and varied relationships, and is designed to maximize the returns from client relationships.



Managing Expectations

Every relationship brings with it a set of distinct expectations that affect the client's business. We collaborate closely with our client to define measurable expectations and identify the intangible ones. We then use the RM Model to devise a process to manage them.

Defining the Portfolio of Outsourcable Applications

A portfolio of possibilities in the relationship with SPAN sets the tone for deeper and committed relationships.

Relationship Health Checks

In a bifocal approach, SPAN looks at the measure of expectations and its fulfillment of ongoing intangible expectations. SPAN focuses on monitoring the relationship as well as the engagement through frequent conferencing and quarterly surveys.

Ongoing Improvement

SPAN strives to derive optimal methods for client specific work process improvement. Ongoing technology R&D and training, augment the technical process and quality capability of the team.

Aligning to the Client's Organization Culture

Underlining the RM Model is our emphasis on aligning with the client's organization and blending of work culture.

EFFECTIVE COMMUNICATION

SPAN recognizes the critical role project communication plays in providing the client with control over their projects. This also helps in keeping software projects on schedule and within budget. SPAN has established a communication protocol with proactive reporting and 360° transparency, to make the project integrate seamlessly into the client's culture.

Formal weekly status reports and reviews between the customer and management, and telephonic communication and regular discussions are the essence of project communication.

Up-to-date repositories of the online project tracking system and related documents, ensures the team is working on the same set of deliverables.

Dedicated project and support groups manage technical challenges, risks and engineering practices. Internal communication between these groups is defined in SPAN's quality process. This translates to efficiency for the client.

SPAN is your ideal long-term partner to reduce costs, increase proficiency and repeat success. Our excellent technical skills, proven expertise and local presence will be your first motivators.



Building business value. Together.
Unite. Understand. Unleash.

Relationship Summary			
Customer Name: _____		Customer Contact: _____	
Account Manager ID: _____		Date: (MM/DD/YYYY)	
Communication Effectiveness	Project Goals	Business Value	
Reporting - Timeliness - Quality - Completeness Interaction Between teams - Partner Oriented - Mutual Respect - Supportive - Interdependence - Accountable - Transparency - Control - Quality of QA Asked - Handoffing hours - Responsiveness Voice Calls - Quality of voice - Cultural barrier - Language barrier	Rating (Not Satisfied 1, Highly Satisfied 5 on a scale of 1-5) Technical Skills Of The Team - Assessment - Documentation Knowledge of Application/ Project - Defects - Schedule Adherence Site Team - Caused By Client - Caused By SPAN Team Summary - Number Satisfied - Number Asked	Rating - Schedule time to market - Pricing/ Cost Goals - Time Spent By You In Management - Time Spent by SPAN's Management Team - Overall Quality that helped in Application Maintainability - Overall quality that will aid in your customer satisfaction Open Items	Rating - Overall Quality that helped in Application Maintainability - Overall quality that will aid in your customer satisfaction Open Items

Our flexibility of operations and business models, the difference in time zones, high returns on investments and global track record are advantages you should leverage.

Outsourcing impacts the client's business. SPAN establishes all measurable and intangible expectations that will drive the relationship and has a process to manage it.

BUSINESS FOCUS



Insurance

SPAN has invested considerable effort in developing its insurance practice. Several years of application development, maintenance, production support, testing, re-engineering, data conversion and helpdesk services have encouraged key players to entrust the technology needs of their flagship applications to SPAN.

What differentiates SPAN's insurance services from its competition is the unique techno-domain consultation that it provides to solve business problems by optimizing processes and automating workflows with the help of information systems.

SPAN has a team of certified professionals with deep understanding of the business and IT related automation practices in various sub-domains of insurance. SPAN has tie-ups with certifying organizations like LOMA, who specialize in insurance education, to bring the best in knowledge and industry expertise to our team.



Logistics

Fleet Tracking, Global Shipping & Tracking, Freight Forwarding and Mobile Tracking using GPS, are some of the areas where SPAN demonstrates its strengths.

GPS vehicle tracking and fleet tracking systems, ideal for fleets of all types are built to specifications. Our expertise in building robust applications for users to track the exact location/position of transportation (longitude and latitude), makes us stand out as a partner for companies looking to build such products or applications.

SPAN has expertise in building global logistics applications that manage export and transportation documents. This includes creation of consolidation manifests for ocean, air & surface, transaction invoices, transaction journals, activity & tonnage reports and more.

SPAN has integrated export based applications with airline couriers and airline companies for information on tracking, airline routing, airport weather information, etc.

Integration with GPS enabled mobile devices, help truck drivers to track the best route to locations.



Financial Services

SPAN has extensive expertise (1000+ person months) in EIPP (Electronic Invoice Presentment and Payment) and EBPP (Electronic Bill Presentment and Payment). SPAN has worked as a one stop solution provider for Fortune 100 clients in these domains and has proven to be a reliable and perpetual partner.

SPAN's team has built a vast knowledge repository in EIPP & EBPP. Working as an extension of the customer's development team, the complexities and intricacies of the B2B scenario in the context of EIPP have been well understood by SPAN's team.

EIPP applications built and maintained by SPAN include features for **accounts payable** – to capture and convert incoming invoices, and **accounts receivables** – to submit and process payments. These applications also have features for EDI/XML interfaces for batch loads, purchase order processing and purchase order flip to invoices, rule based invoice processing, multi-payment options, invoice review, GL coding, invoice approval, payment scheduling, escalation engine and delegation options.

The EBPP solutions built and maintained by SPAN have features like one-time payment, recurring payment options, scheduling payments, etc. They also provide modules for customer service representatives and IVRs. Payment solutions include ACH, credit card, debit card, pcard and check.



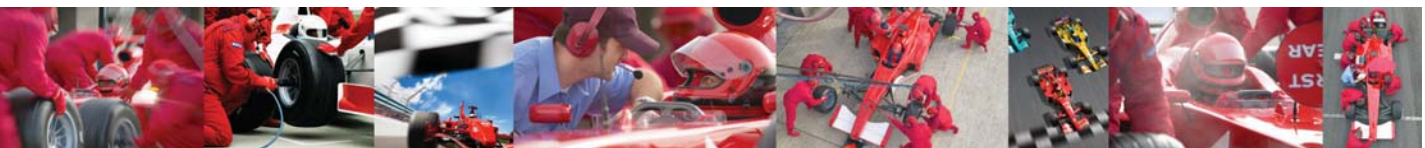
Solutions for ISVs & SIs

SPAN is uniquely positioned to serve Independent Software Vendors and SME's alike. Implementing an idea from which you characterize the product, calls for a partner you can rely on. SPAN has developed new products for over 90 software organizations. Apart from Co-Development & Re-engineering and Ongoing Maintenance services SPAN offers 'Software as a Service' SaaS.

SPAN makes the swing to the 'Software as a Service' model efficient and seamless with solutions to help customers develop superior quality applications. More significantly, SPAN's experience in engineering secures a precise transition from existing systems to the 'Software as a Service' model. Key features that distinguish SaaS applications from on premises applications are multi-tenant support, configurability, scalability, security and monitoring. The approach chosen for a specific context depends on the business model, architectural complexity, flexibility and end-user experience.

SaaS applications demand high operations standards and involve monitoring of availability and performance.

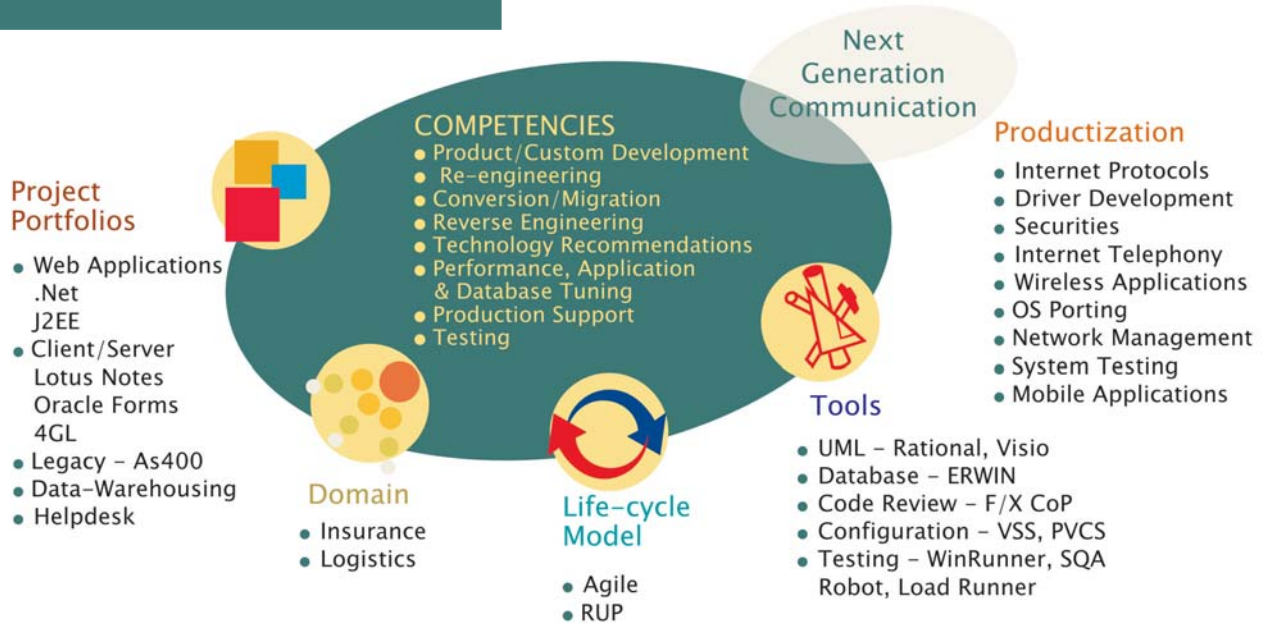
Racing ahead. Together.
Fuse. Focus. Flourish.



Achieving excellence. Together.
Balance. Bond. Build.



SERVICES & METHODS



Application Development & Re-engineering

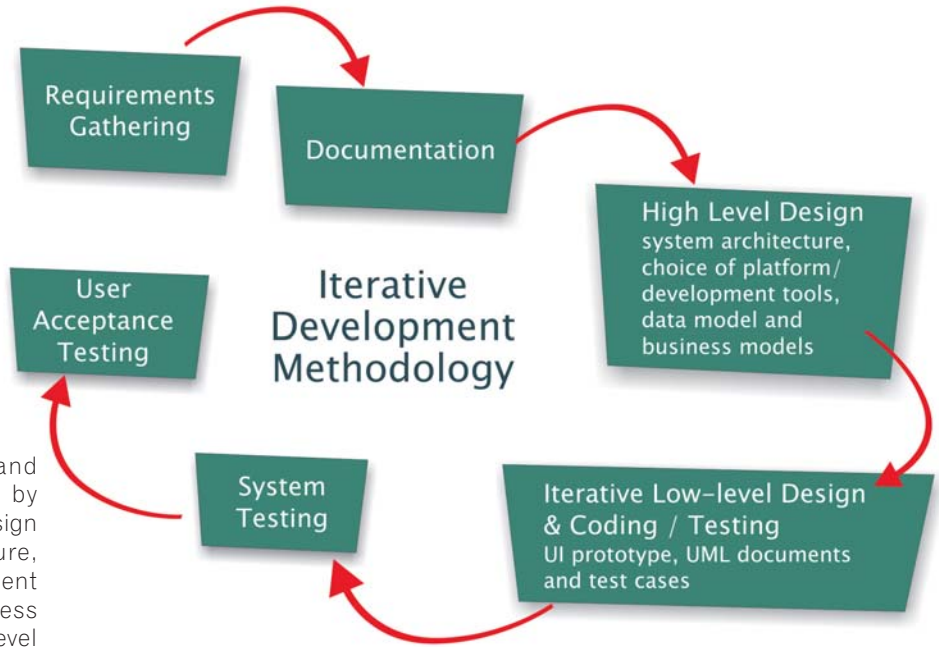
SPAN has proven expertise in providing onsite/offshore services. In developing a customized strategy, we evaluate the nature of the project and define processes that ensure compliance of the deliverables with agreed norms. SPAN has a great deal of expertise in gathering and defining user requirements, recommending technology solutions and designing system architecture. A strong tool based approach ensures productivity and quality at every stage.

SPAN works in unique technologies to support older platforms and traditional client-server and Internet environments. Existing applications are re-engineered and architected for the web, based on domain specific experience.

Framework

SPAN has a library of re-usable frameworks that can be used as building blocks to develop a new software product. These are based on time-tested, scalable and well documented base classes that are part of SPAN's library.

Over 200 companies have benefited from SPAN's services over the last 15 years, realizing over 40% savings working with us in various phases of the software life cycle.



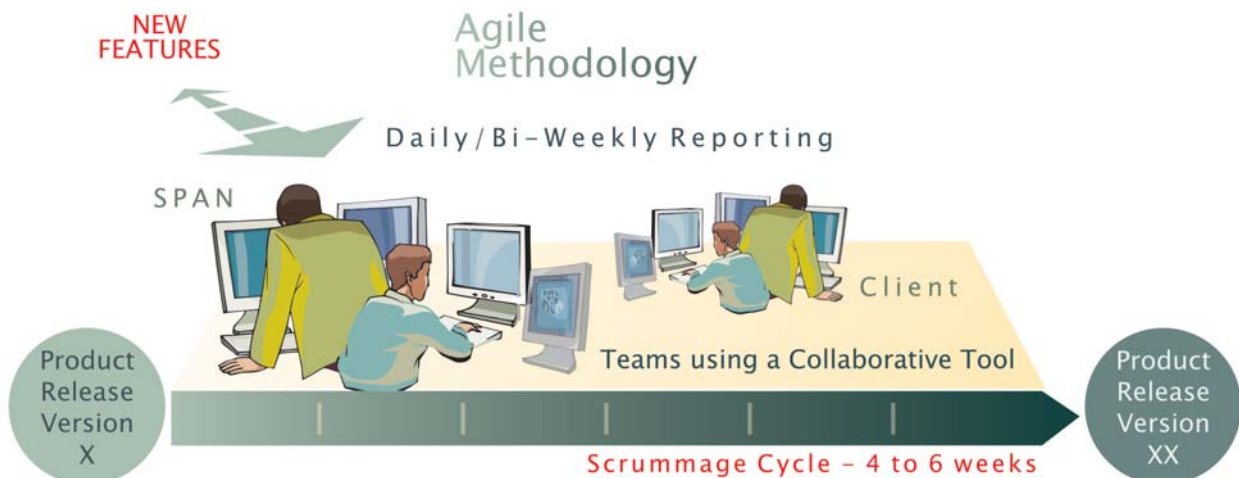
Methodology

Iterative Development

Requirements gathering and documentation is followed by preparation of a high level design where the system architecture, choice of platform/development tools, data model and business models are completed. Low-level design and coding/testing is done in iterations and delivered at specific milestones. Low-level design typically includes UI prototype, UML documents and test cases. After the last iteration, system testing is performed before the final code is delivered for user acceptance testing.

Agile Development

Ideally suited for projects that evolve over time and where time-to-market pressures are critical. New features to be added for each scrum cycle are discussed and planned to be released in cycles of 4 - 6 weeks. This could be a collaborative development with teams working across multiple time zones. Collaboration tools are used to share documents and update task status. Periodicity of reviews, daily communication schedules and methods are established. The focus is on minimizing overheads from documentation and implement a test driven development approach.



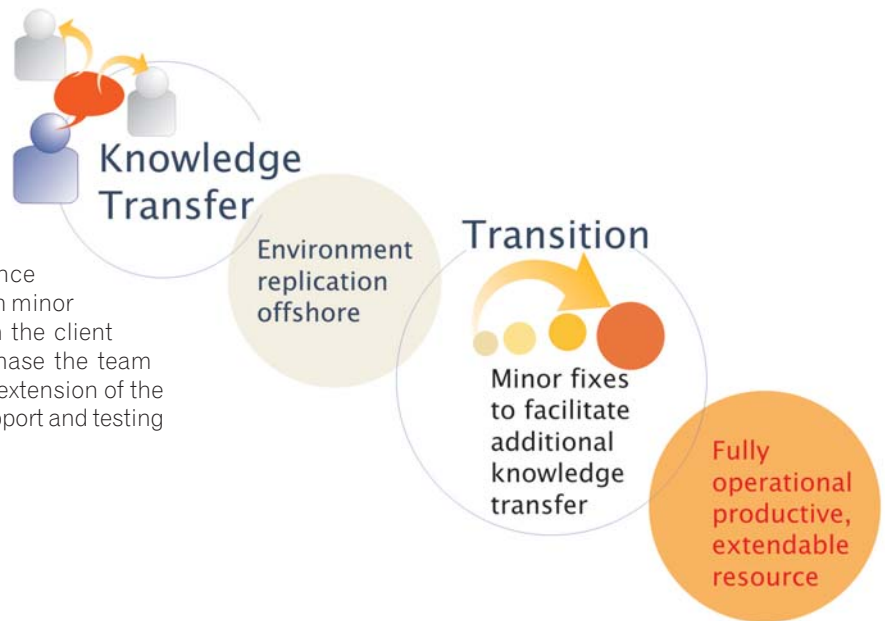
Application Management

SPAN offers its clients 24/7 application management and enhancements. We have extensive experience in remote maintenance (offshore) of mainframe, client/server applications and Internet technologies and continue to support mission critical legacy applications. Maintenance services cover product support and enhancements to the application.

Methodology

Maintenance Projects

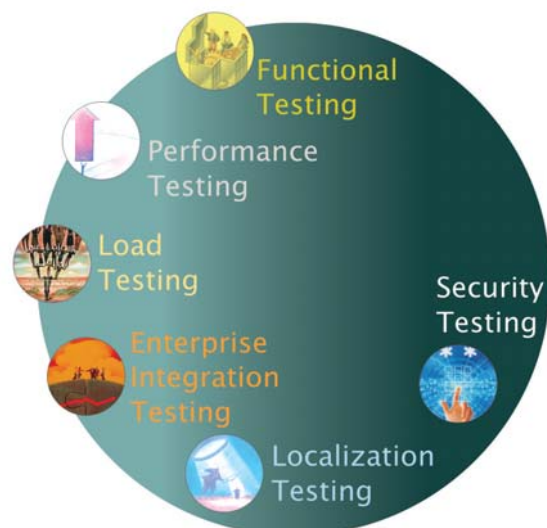
SPAN has a time-tested methodology in place to take up ongoing maintenance, enhancements and support. It starts with Knowledge Transfer to the team in quick time, partly through self study, demos and discussions with the customer. Thereafter a replica of the onsite environment is set up offshore. The transition phase is a confidence building phase for the client and SPAN in which minor fixes and less critical tasks are taken on with the client supervising the implementation. After this phase the team becomes fully productive and is utilized as an extension of the customer's team to take up enhancements, support and testing activities on an ongoing basis.



Testing

SPAN provides end-to-end testing services on products and applications under most mainstream environments. Based on extensive client interaction, SPAN defines test objectives for Functional, Performance, Load, Enterprise Integration, Localization and Security testing. SPAN replicates the client's environment at its offshore test lab, staffs it with dedicated, highly skilled and experienced testing professionals and leverages some of the best test automation tools.

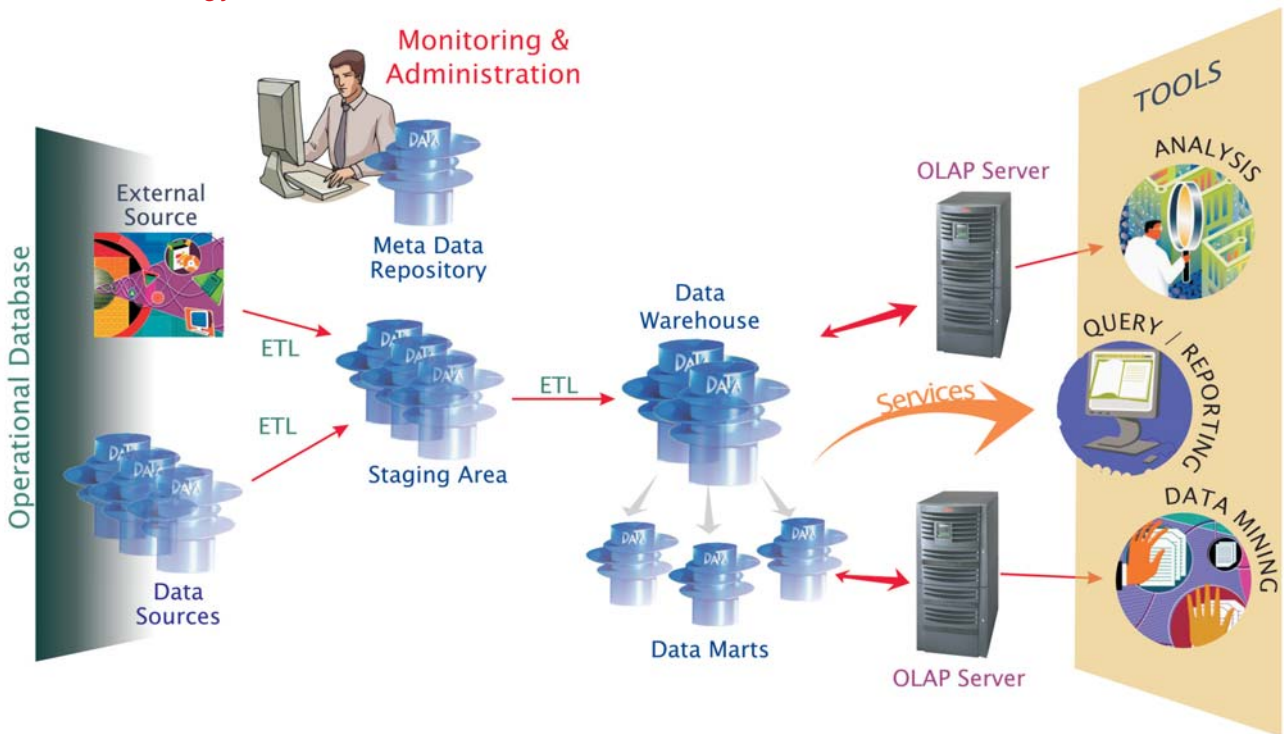
SPAN's Test Practice provides the client with several compelling reasons to outsource testing. The client need not invest in additional infrastructure or testing tools. SPAN has an independent Test Practice that drives the creation of an exclusive test team for the client. The client has access to a low-cost testing setup, which yields higher ROI and an effective turnaround.



Data Warehouse Services

SPAN's data warehousing services combine the effectiveness of database design and a low cost data transformation, cleansing and migration services. A single window for time bound and cost effective Data Processing and Data Migration Services, SPAN has invested constantly in training and quality control processes which help give the highest quality assurance for all data. SPAN works with industry standard tools for ETL and OLAP.

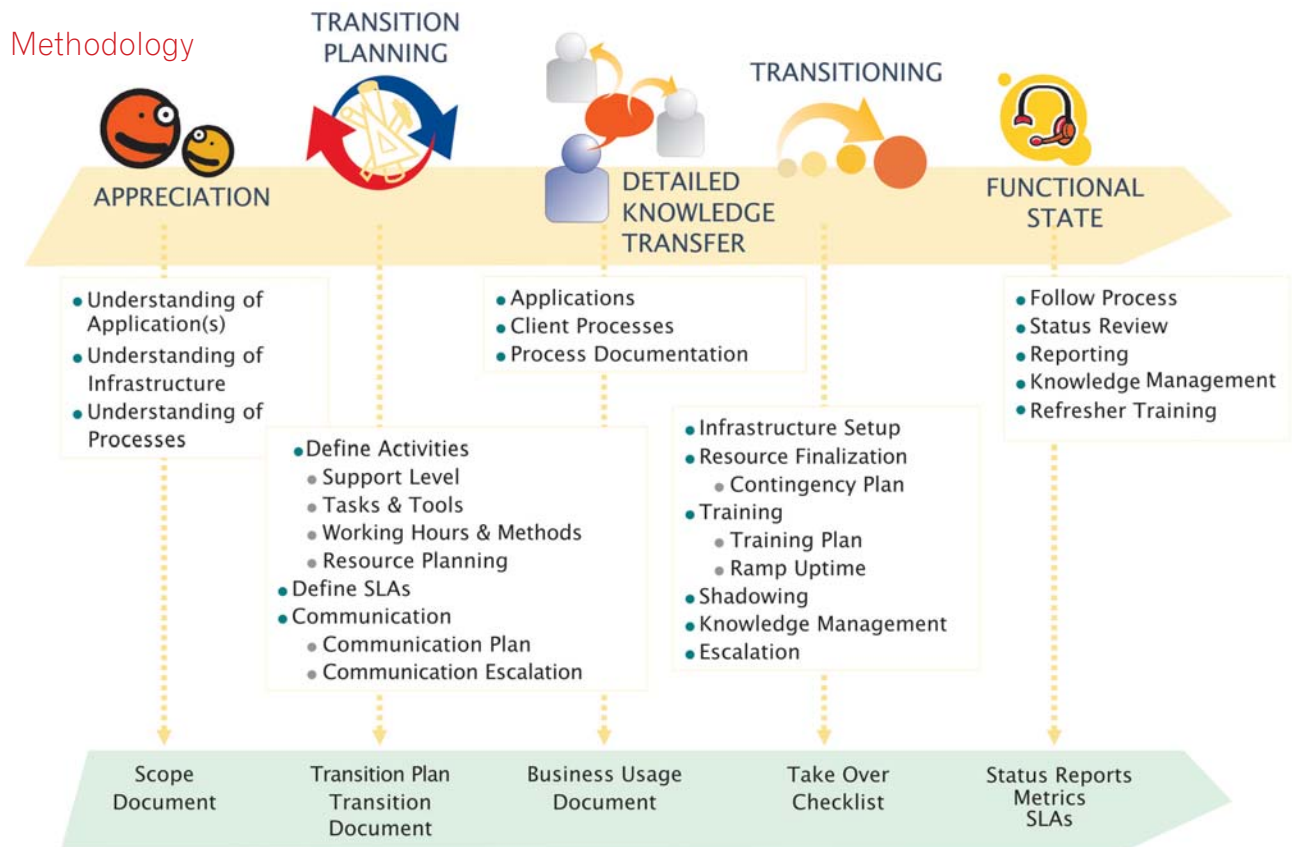
Methodology



As an EDB company SPAN is now a true global player with the ability to deliver from Europe, USA and India.

Business Process Support - Helpdesk/Application Support Services

SPAN offers proven 24/7 effective remote support with skilled technical personnel. SPAN's technical helpdesk solutions are founded on client driven requirements and a methodology backed by an excellent track record. Consolidated helpdesk services address all needs and could include client on-site support staff.



The portfolio includes:

- Level 1 and Level 2 support for technical customer support requests
- Back office process support
- 24/7 process monitoring
- Back office process support

SPAN consistently reaps the benefits of high client satisfaction proven by repeat business that is upwards of 70%.

Software Product Development Services

SPAN's Outsourced Product Development Services is based on extensive experience in the design and development of several ground breaking communication and networking products. The range of expertise includes IP protocols, signaling & routing, driver development, security, Internet telephony, wireless applications, operating system porting, and network management systems.

SPAN works in productizing consumer devices and networking products that are used in a wired or wireless environment. SPAN also provides third-party testing services using a framework that is developed to suit most testing needs.

SPAN's Product Development

Competency covers:

Unified Communications

With the convergence of voice, video and data, SIP has become the platform over which these capabilities are provided in wired or wireless networks. SPAN has worked extensively in all aspects of SIP, media gateways, IP based PBX systems, messaging systems, and presence applications.

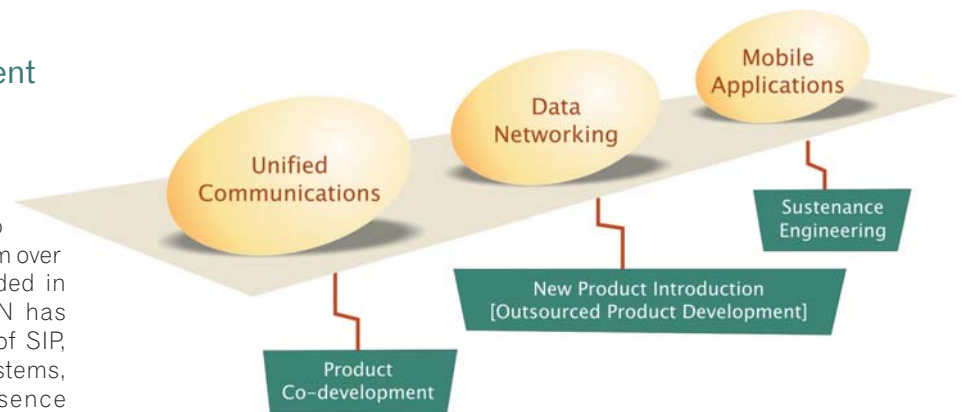
Data Networking

SPAN works on routers, switches, firewalls and various protocols associated with these appliances. We provide Layer 2, Layer 3, and Application Layer services.

Mobile Applications

In the mobile applications space, SPAN works on Symbian and Microsoft platforms in C/C++, C# and J2ME. We have proven expertise on the protocol and application layers.

SPAN transcends software development from a method and process driven standpoint to managing relationships that add value to the client's business.



Services include:

New Product Introduction [Outsourced Product Development]

SPAN has proven capabilities in taking products from inception to deployment by adding a significant feature to an existing product or working on new products.

Product Co-development

We have worked in a multi-site Product Co-development environment augmenting the client's development team with our domain expertise and technology skills.

Sustenance Engineering

SPAN provides process driven sustenance services to manage products that have entered or are about to enter the sustenance phase. Sustenance Engineering could involve support services in addition to code maintenance and small feature development. Cross platform porting of mobile applications across multiple devices is undertaken as well.

In investing and partnering with NexGE, SPAN has developed intellectual property in the IP Telephony space. We have developed and marketed an IP based Class 5 and Class 4 soft switch which is deployed by several operators in India.

COMPREHENSIVE SECURITY & CONFIDENTIALITY

SPAN respects the IP and confidentiality rights of its clients.

Recognizing that the client owns all the software developed as work-for-hire, SPAN has implemented a robust security policy and framework to prevent any security breach. The framework provides security across multiple layers broadly categorized as infrastructure, Internet, application and data protection.

SPAN protects the confidentiality of its clients and draws-up contracts based on local business law and governed by local enforcement.

Scaling new challenges. Together.
Dovetail. Develop. Dominate.



ENGAGEMENT MODELS

Onsite-Offshore Model

SPAN has proven expertise in both onsite and offshore engagements. We recommend a combination of offshore and onsite services as it affords clients an optimal combination of speed, economy and flexibility managed for quality and lasting relationships.

Pavilion

SPAN sets up an offshore software development Pavilion for its clients in Bangalore, India. A Pavilion has several distinct advantages. This includes an exclusive dedicated workspace, with an exclusive team, which is scalable and a designated infrastructure that covers all hardware, software and tools.

SPAN has set up successful Pavilions that have lowered the cost of software development for several of its clients.

BUSINESS MODELS

Fixed Price Fixed Time Projects

SPAN sets firm prices and time lines based on the system requirements and specifications document or a study of the existing system.

Fixed Monthly Rates

SPAN could establish a dynamic offshore team that functions as an extension of the client's team. The services of these consultants are billed monthly on a resource utilization basis.

QUANTITATIVE MEASURES FOR QUALITY DELIVERABLES

SPAN's software quality management aims at exceeding client expectations in terms of competence, value addition, delivery and quality for any engagement. This is achieved by accurately identifying critical success factors of the project and quantifying quality goals. Project defined processes and plans are established to achieve, track and manage these goals. Internally developed tools are used to collect project metrics and measure performance against goals. These metrics are reviewed by the management and quality team and corrective action, if any, is taken to ensure goals are met.

MANAGED QUALITY

Project Management

SPAN's Project Management & Tracking System (PMTS) enables collaborative planning among team members, project managers and other stakeholders. The PMTS hosts all project related artifacts (technical and management) and quality records. SPAN uses a secured web-enabled project tracking tool for scheduling & updating tasks and for tracking project progress. Earned value analysis reports help us assess project progress and to make changes in plans if required.

Knowledge Management & Retention

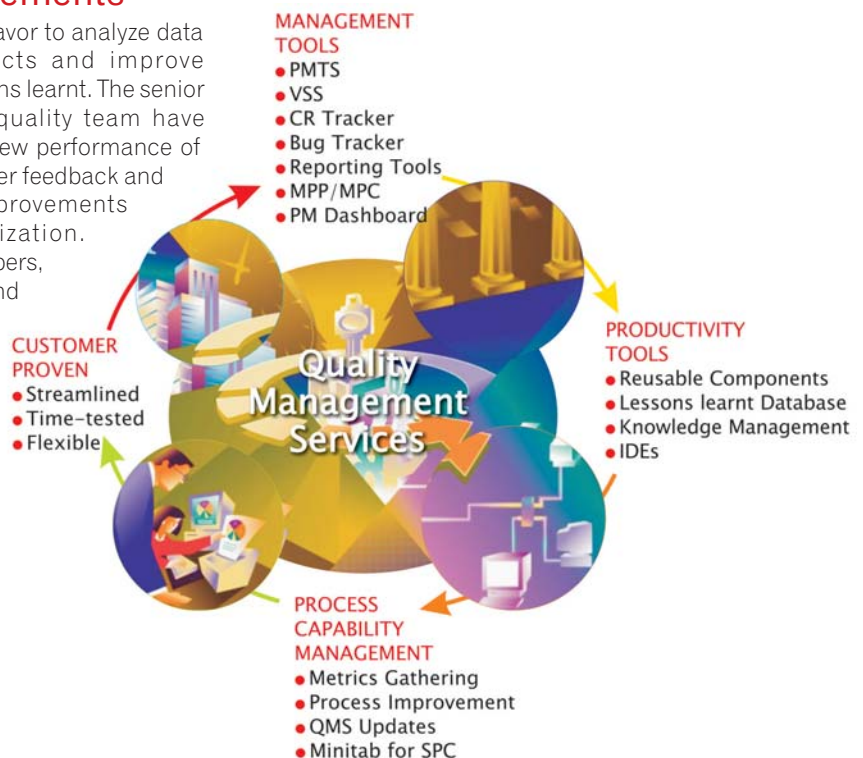
Project related knowledge artifacts, archived at the end of a project, are made available to designate team members through online forums and Internet libraries. These knowledge artifacts are kept up-to-date by a dedicated team. The knowledge repository not only reduces the cost and time spent in future engagements, it significantly mitigates risks involved in the execution of the project.

Risk Analysis & Management

SPAN employs a Risk Analysis Group that provides a proactive risk management strategy, before any technical work commences. The strategy addresses all general and project specific risks to the client. This enables SPAN to respond to any probable risk in a controlled and effective manner, should the risk materialize.

Process Improvements

There is a constant endeavor to analyze data from completed projects and improve processes based on lessons learnt. The senior management and the quality team have periodic meetings to review performance of projects, discuss customer feedback and implement process improvements across the organization. Productivity of team members, quality of deliverables and customer satisfaction ratings are used as the main measures for performance.



INFRASTRUCTURE

SPAN's offshore development facilities in India are located in Bangalore. These rapidly scalable world class facilities are equipped with state-of-the-art hardware and software. The center has extensive business continuity measures like generators, battery backed-up uninterrupted power systems, automated data back-up and redundant data communication links. In the unlikely event of a disaster, SPAN has a well defined Disaster Recovery Plan. Modular data communication equipment and secure firewalls at the facility are ideal for organizations looking to establish a Pavilion at SPAN.



Stretching the limits. Together.
Combine. Co-ordinate. Control.

HUMAN RESOURCES

SPAN prides itself on its people management values - driving the expansion of knowledge, constant training on technology/functional expertise and generating leaders from within the organization. This equal opportunity system has resulted in highly qualified and experienced professionals adept at executing projects of any size and complexity across technologies.

High motivation levels are sustained and nurtured at SPAN via the rewards and recognition program and is reflected in our historically low rate of attrition. Excellent teamwork contributes to high productivity levels, which in turn, ties into controlled and well-managed project delivery. SPAN uses ongoing appraisals to help identify and leverage potential strengths of individuals.

We are committed to supporting and developing our professionals into recognized specialists in our client's business.

Extensive work experience within specific industries, comprehensive specialist training programs and up-to-the-minute knowledge repositories give us the edge in domain specialization.



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