

An Overview of

BINARY SEMANTICS

Offshore Delivery Capabilities



Table of Contents

- Introduction..... 3**
- Technology Infrastructure 4**
 - Facility 4
 - Hardware and Networking 5
 - Communication Links 6
 - Power Supply..... 6
 - Disaster Recovery and Business Continuity Management..... 6
- Implementation Approach..... 8**
- Quality Management 9**
 - Quality Methodology..... 9
 - Quality Policy 10
 - Quality Monitoring and Measurements..... 10
 - ISO 9001-2000 Certification 10
 - Service Level Management 11
- Security and Confidentiality 12**
 - Physical Security 12
 - Network Security..... 12
 - Data Security 13
 - IPR and Confidentiality..... 13
- Skill Pool..... 14**
 - Recruitment Process 14
 - H R Policies..... 15
 - Training 15
- About Binary Semantics16**

Introduction

Outsourcing in simple words means transferring responsibilities involved in any business operation to an external service provider. Offshore outsourcing market is playing an increasingly important role in the business and I.T. strategies of major corporations because it enables organizations to focus on their core business processes and provide information that is current and relevant. In addition, it helps attaining desired quality and cost controls at the tactical and operations level. Offsite development and process centers are virtual 'ready to serve' extensions of the clients' development and business process groups.

Outsourcing is probably one of the most complex of all business relationships. Both parties – the Service Provider and the client, enter a most crucial contract full of optimism and high expectations.

The selection of an outsourcing partner is a very critical process that directly impacts the company's performance. This document provides an idea of our capabilities to be an ideal outsourcing partner.

Technology Infrastructure

Facility

We own state-of-the-art infrastructure facility, conveniently located at Electronic City, Gurgaon, near New Delhi. The facility measures over 25,000 sqft, has capacity to base 350+ persons and is available for 24*7 operations.

State-of-the-art infrastructure facility here essentially means well equipped and secured environment that contributes to increased productivity and efficiency.



The interiors are designed to provide each employee with an ergonomically designed, data and voice wired work area equipped with workstation/PC, telephone extension, and adequate storage space. This provides each employee with the necessary privacy while being accessible to the team.

Other facilities include a front office-cum-lounge, conference/ meeting rooms, server and communications control room, etc.

Hardware and Networking

Servers

We have multiple rack-mounted Intel and RISC based servers. Currently supported environment includes:

- Windows 2000, XP, NT, VISTA
- LINUX
- Solaris
- OS/400

Desktops

Desktop environment is Windows XP and specific office productivity/ development tools. Any specific hardware / software required for the operations of the ODC can be arranged for and responsibility for the installation and management of the hardware and software resources.

| The access to specific hardware/ _software applications required in the operation of the ODC is guided by operation/ process requirements in consultation with the client.

Network

Our enterprise-wide gigabit Ethernet LAN and WAN infrastructure supports data, voice and video communication for software development and business process operations. Network infrastructure design follows multi-layer switching approach, to provide scalable, fault tolerant, and manageable network environment.

Systems Management

Consistently followed system and network monitoring practices include:

- Network performance and audit
- Assets management
- Network access control etc.

Network segmentation and security can be customized as per clients' requirements.



Communication Links

Our facility can be connected to client locations through secure high-bandwidth dedicated lines. Currently installed internet connectivity includes:

Primary- 2MBPS dedicated leased links

Secondary (Backup) - 1 MBPS/ 512 KBPS leased links

The average ping response to a site in North America is ≤ 325 ms.

In case required, additional bandwidth can be provisioned on relatively short notice.

Other modes of communication

- WebEX
- VOIP
- VNC
- RDC

Power Supply

Level I (Mains) - State Electricity Supply

Level II (Backup) - Full Generator backup for the entire facility including computers, air-conditioning and lighting with automatic switch over

Level III (UPS) - Requisite UPS backup for servers and workstations

Disaster Recovery and Business Continuity Management

Successful offshore initiatives are built on a foundation of rigorous business continuity practices, disaster planning and recovery processes.

Our Disaster Recovery (DR) plan has evolved over a period of time through mock drills and investments in technology that will assist in leveraging value for the customer and ensure a seamless transition through the recovery phase. Our DR plan comprehensively addresses following three objectives:

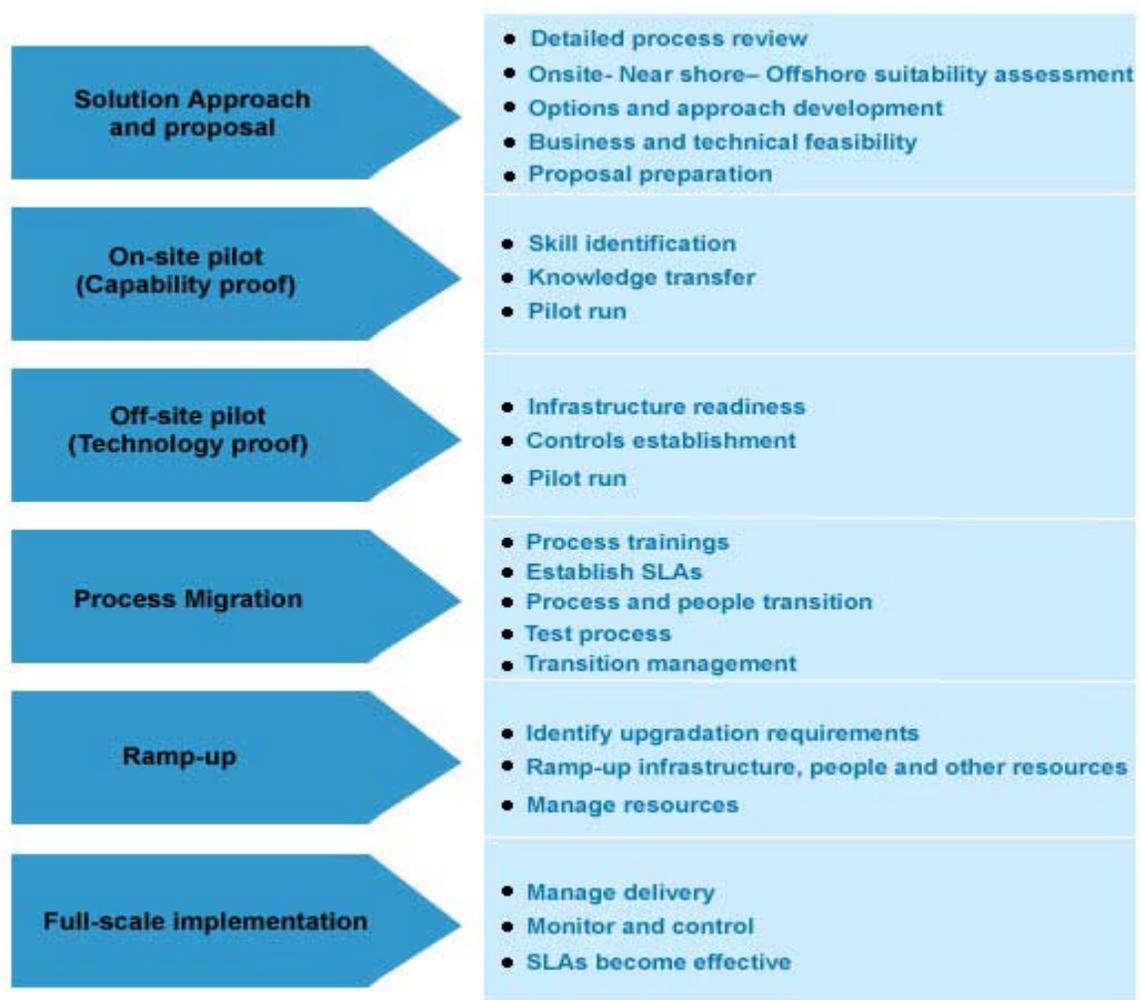
- **Prevention** minimizes the probability of business interruptions
- **Containment** minimizes the impact of any business interruption through a focus on keeping the business running at the highest possible service level
- **Recovery** ensures a prompt resumption of normal operations following any incident that gives rise to business interruption.

Plan takes into account the fact that an emergency takes many forms, including:

- Natural calamities, such as hurricanes, earthquakes, and floods
- Fire
- Infrastructure disruptions, such as power or communications failure
- IT industry-specific issues:
 - Systems failure or crash
 - Virus attacks & Cyber Crime

Implementation Approach

Typical implementation approach will comprise of following six stages:



Quality Management

At Binary, quality is the most fundamental of our offerings and we are committed to providing quality solutions and services, to achieve Total Customer Satisfaction. Strict adherence to our well-documented Quality Management Systems ensures desired quality through all the stages. Our processes are ISO 9001-2000 compliant audited and certified by American Quality Assessors.

Quality Methodology

We have a dedicated Quality Assurance Group (QAG) at our offshore development center with the sole responsibility and authority of ensuring stricter compliance of quality practices described in our Quality Manual.

For every engagement an elaborate Quality Plan document is created before its commencement. This document has concurrence of customer as well. The document describes the quality expectations, methodology, derived measurements and metrics and control and review mechanism. The Quality Plan document forms the basis of all quality related issues during the execution of the project.

The primary focus of quality processes at Binary Semantics is on identification and prevention of faults at every stage rather than their subsequent detection and rectification. Towards this objective, our two-level quality control function works as follows:

Level-I, Quality Controllers - are responsible for ensuring desired quality at all stages of the project/process and is probably the most critical function in ensuring high quality and timely deliveries. Review and testing is conducted at all stages of the project. The observed defects are logged, categorized according to severity and other parameters, suitably rectified and finally verified before being closed.

Level-II, Quality Auditors - conducts project/ process audits at predefined frequency, as well as randomly across all the groups. This ensures uniform compliance of quality standards across all the engagements at our offshore development centers.

Quality Policy

Our Quality Policy is the reflection of our quality philosophy and commitment.

Our Quality Policy is *“We are committed to provide defect free software products and services conforming to customer requirements on time by complying with the requirements of our Quality Management System and continuously improving it's effectiveness through management reviews of the quality objectives”*

Quality Monitoring and Measurements

During the project implementation phase, client expectations regarding precise quality metrics are identified and form the basis for the subsequent floor monitoring that occurs. At each of the project/process stage, different parameters are measured and tracked continuously to enable monitoring and control quality of the entire process.

QAG group is responsible for monitoring complete quality of all services and deliverables.

ISO 9001-2000 Certification

Our basic objective is to meet our customer's requirements consistently. We achieve these by building “world-class business processes and systems” designed by using ISO 9001-2000 certified processes.

Our commitment to ISO certifications, plus the use of TQM philosophies ensures that all processes related to quality are continually evaluated for effectiveness and improved upon. As part of our ongoing quality management processes, current quality metrics that have been established and in place are routinely calibrated with the client to ensure they remain as relevant as desired.



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Service Level Management

During the project implementation process, capturing and understanding all service level objectives is a critical component that permeates throughout all project training and performance tracking. On periodic basis, specific actual performance is contrasted with the specific service level objectives at the Team Leader (as well as project) level. This ensures that every Team leader (who has eight agents on his/her "team") completely understands actual versus goal performance, not only against the requisite service level metrics but also, contrasted with other teams supporting the same project. This "ownership" translates into outstanding quality and service for our clients and their customers.

Security and Confidentiality

Binary Semantics has policies in place for security and confidentiality of client's applications, data and business practices. We address the security aspect of the ODC for the client in the following areas:

- Physical Security
- Network Security
- Data Security
- IPR and Confidentiality

Physical Security

Physical security of the facility is ensured through:

- Round the clock manned security
- Issuing identification badges to authorized persons
- Controlling and recording the entry and exit into the facility by Proximity Card based Access Control System
- Restricting access to the server room and other sensitive areas further through the Access Control System
- Proper verification and recording of all materials including computers, media and documents entering and leaving the premises by security personnel
- Provisioning of equipments such as fire and smoke detectors, zonal panels, warning sirens and a public address system.
- Keeping a copy of backups of all data and in geographically remote locations

Network Security

Network security can be achieved through multiple means including:

- Isolating the LAN segment
- Implementing firewalls
- Use of specialized security hardware/software
- Multiple-level access restriction through passwords
- Virus scanners at Servers and workstations
- Maintenance of IP Security policies

In addition, Binary Semantics and the client can jointly evolve the network access guidelines and security mechanisms to address specific security requirements.

Data Security

While natural disasters cannot be prevented, virus attacks and hacking can be prevented largely. We use McAfee anti-virus software, which is regularly updated and distributed enterprise-wide. Even in extreme case of virus attack, the containment mechanism enables the impact at minimum level and recovery is achieved through vendor support.

The use of necessary firewall and other security techniques prevents unauthorized access and ensures the highest levels of data integrity and security.

Backups of all data and systems are kept in geographically remote locations for disaster recovery purposes.

IPR and Confidentiality

We have documented and implemented practices to ensure protection of intellectual property and confidentiality of clients' data and information. IP Protection is governed by the following agreements:

1. Non Disclosure Agreement/ contract with client
2. Employee contract
3. Binary's code of conduct

In addition to the above, wherever required, Binary's personnel working in an ODC adheres to the specific security guidelines of client.

Skill Pool

Recruitment Process

Our Resourcing Group prospects candidates through a network of internal and external recruiters for inducting manpower at various levels. Our recruitment processes have been refined over the years, which ensure that each candidate undergoes a rigorous screening. This gives us the unique ability to provide our clients with excellent skills. Below is a brief of our recruitment process.

Screening: The selection process starts with the identification and short-listing of resumes against the requirements, followed by a written test (upto a certain level) and personal and technical interviews. This is the first stage during which preliminary information is gathered and judgments are made about the candidate's professional skills, educational qualifications, and personal background. This gives an opportunity to identify gaps, if any, between company's objectives and that of the candidate's personal aspirations.

Reference Checks: The screening process is followed by a detailed reference check. Educational, professional and employment history is verified through which an attempt is made to gain as much additional information as possible. This exercise is conducted by our internal team, but sometimes the services of a professional agency are hired for this purpose depending upon the criticality of the position.

Compensation Structure: Our compensation structure gives suitable weights to basic qualifications, length and quality of professional experience including nature of projects handled and criticality of roles played during that duration of the project. We also try not to miss out on the brighter ones in the process. The compensation structure being followed by us is consistent and fair.

Induction and Orientation: A formal induction cum orientation program is organized for all the new joinees periodically to ensure that they get an opportunity to understand the company better, and familiarize themselves with the systems, processes and policies of the organization.

H R Policies

We recognize that the organization's growth is depends on the growth of the individuals who make up the organization. We continually endeavor to ensure a synergy between the organization's objectives and our employee's aspirations.

Our people management practices center on personal as well as professional development to align individual goals with organizational objectives. We endeavor to create an interesting and challenging work environment, encouraging creativity and flexibility. Remunerations and rewards are structured to motivate performance in the short term as well as loyalty in the long term. We provide a congenial ambience, encouraging indoor sports, leisure and fitness together with the freedom and suitable training and self-development opportunities to gear up for the future. Our HR practices integrate people, processes and technologies to promote a culture of excellence.

Training

We have developed elaborate processes for identifying various levels of performers as well as associated training needs for development of our personnel. As a practice, it is ensured that all personnel receive at least 10 man-days of training every year.

We see the training of our people as a continuous process. The effort is to constantly raise the levels of competency and capabilities of our personnel by facilitating or providing the necessary inputs and an environment that promotes both professional and personal growth. The competencies of our personnel are continually upgraded through a variety of training programs, workshops and seminars, both internal as well as external.

We proactively and systematically identify training needs for individual specific requirements as well as project or group specific requirements.

About Binary Semantics

Binary Semantics is an IT services company based out of India with office in North America. Binary Semantics provides full spectrum of IT services from application development, packaged-solution implementation, and application management including support, and reengineering across key industry verticals of Hospitality, Automotive, Manufacturing, Insurance, and Public Utilities.

Binary has established state-of-the-art offshore development centers in Gurgaon - India, where it employs technology to exceed expectations and empower enterprises. Through its proven onsite, and onsite/offshore development methodologies, ISO 9000:2001 processes, Binary Semantics offers highly skilled expertise, and impeccable quality services.

The company's top clients include StayXS, Suzuki Motors, Sapient, McKinsey & Co., Lafarge Cements, Coca-Cola, Wipro technologies etc.

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