

Decrease Time to Market
Reduce Cost
Improve Quality
Gain a Competitive Edge

HOW?

**Using Hanu Software
Offshore Delivery Model**



Company Profile

Hanu Software is a global consulting and IT services company that provides end-to-end software solutions for various sectors such as Publishing, Finance, Insurance, Real Estate, Retail and others. Headquartered in Monmouth Jct., NJ, and with an offshore development center in Gurgaon (Delhi), India, **Hanu Software** offers a unique value proposition to its customers. We believe in providing the highest quality software solutions to our customers at a very cost-effective rate.

Hanu Software offers a wide range of services including business process outsourcing, onsite technical consulting, offshore software development, and product lifecycle management. By combining our domain expertise with low cost offshore development, our Offshore Delivery Model delivers a cost savings of up to 45%, enhanced productivity, and faster time to market.

Our three dimensional service structure delivers end-to-end solutions in a variety of industries, technologies and service practices - maximizing the value delivered for our customers through a diversified, adaptable and synergetic business and service model.

Mission Statement

To achieve total customer satisfaction through cutting edge and innovative software solutions which enhance today's systems and support tomorrow's needs.

"I have been working with Hanu for about a year and in my experience they have proven to be invaluable engineers. They are both courteous and thoughtful designers. It is refreshing to have development partners who simply get the job done. The way they communicate throughout the process creates a level of comfort as though they are down the hall working in your outer office. I don't think you can get better than that. Hanu is a rare breed in the environment, they keep their word and deliver on time and more often than not, the product is better than anticipated. They are problem solvers. I highly recommend them. The cost savings will speak for itself."

Brice Carrington
CEO

Ultimate FX (website: www.resonatingfx.com)

Technology

Hanu Software is a technology centric organization with focus on the following technology areas:

- .NET
- Linux
- Java Technology
- Media Technology
- Systems Programming

Industry

Over a period of time, our team has developed an in depth understanding of industry verticals such as:

- Retail
- Real Estate & mortgage industry
- Media & Entertainment
- Publishing
- Finance
- Insurance

Services

Hanu Software has a proven track record of providing custom application development and maintenance services in addition to the Product Lifecycle Management (from Conceptualization to Development to Enhancement & Maintenance) to its clients in various industries, with the ability to handle large enterprise systems and provide cost effective and on time deliveries.

- Application Development & Maintenance
- eCommerce
 - B2B & B2C services
 - Web enabling of Legacy Systems
 - Website Design & Development
 - Website Maintenance
 - Content Management
- Dedicated Offshore Technology Center
- Product Lifecycle Management
 - Product Development
 - Product Enhancement & Maintenance
 - Product Migration & Re-engineering
- Onsite Technology Consulting (Staff Augmentation)
- Business Process Outsourcing
- Quality Assurance & Testing

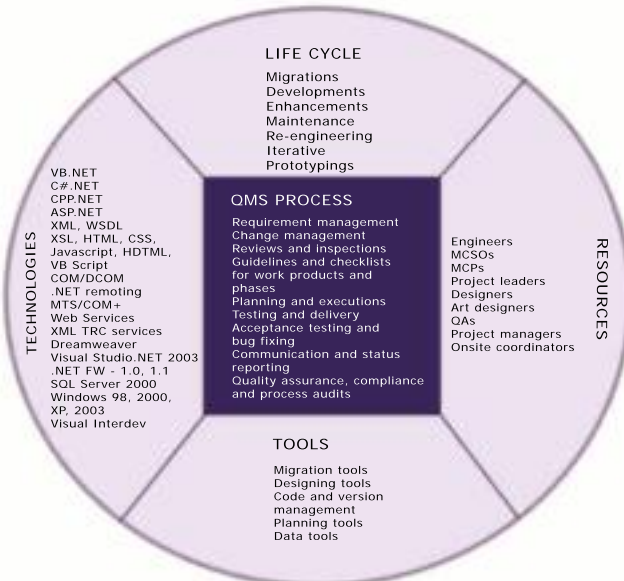
.NET Center of Excellence

We have created .NET CoE specifically for the customers that are technologically aligned with Microsoft development platforms, particularly .NET. The CoE establishment comprises four main components: Tools, Technologies, Processes, Human Resources. The primary goal of

the .NET CoE is to add value to our service offerings by providing long term direction for your application architecture & design, and execute your projects using our world class quality process and talent. What it means is that your application is being managed by a team of specialized certified professionals complying with best practices of .NET technology, with all tool sets and software available at our offshore delivery center.

.NET CoE is one of the CoEs that we established back in 2002 while predicting the great demand for .NET centered products and solutions around the globe. The .NET CoE has executed many projects in the area of .NET encompassing most of .NET tools and languages, .NET based

architectures, servers and web services. We have approximately 100 person-years of experience delivering solutions based on the .NET platform.



Offshore Delivery Model

Our Offshore delivery model has a unique distinction of providing efficient software solutions with cost and quality advantage using state-of-the-art technologies, having the capacity to handle large projects and above all, the ability to execute timely deliveries.

Our Offshore Development Center at Gurgaon (Delhi), India comprises of an excellent delivery facility and staff dedicated to our customer's IT requirements.

Pure Offshore Model

Under this model, the entire project is executed from our offshore facility.

The offshore project manager interacts with the client and works with the development team to ensure the timely deliveries of all the work products during the lifecycle of the project.

The project gets executed using well defined process centric templates and procedures. A customer relationship manager (NJ based) is also assigned to ensure the health of the project and to provide oversight to the engagement.

Onsite – Offshore Model

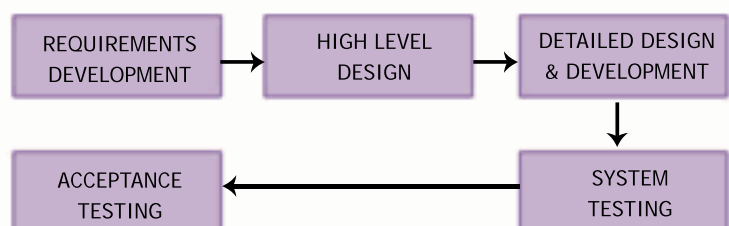
Under this model, one (or more) of the offshore team member is deployed

at the client site and works as a liaison between the client and the offshore team. A typical onsite offshore team ratio varies anywhere from 10-90 to 30-70, depending on the specific set of the services involved and scale of the project. The appropriate team ratio for a project is arrived jointly taking into the account the cost, services, project needs and effort. Some of the advantages of this model include – Client interaction with the onsite team during the normal business hours, reduced management time from client side, communication & cultural risk coverage and effective & faster knowledge transfer to offshore staff.

Offshore Delivery Model > Process

Hanu Software is a process driven organization. We believe in establishing the systems and processes that ensure the guaranteed and repeated success. Our Software development process is derived from the SEI - Capability Maturity Model. Our 5 phase offshore delivery model structures interactions between you, Hanu's onsite staff, and Hanu's offshore staff so that we remain intimately aware of your requirements and needs throughout the project.

This is how we produce what you want, on time, and on budget.



Offshore Delivery Model – 5 Phases

Phase	Location	Entry Criteria	Activities	Deliverables
Requirements Development	Onsite/Offshore	Statement of Work	<ul style="list-style-type: none"> - Gather Requirements - Analyze Requirements - Inspect Requirements 	<ul style="list-style-type: none"> - Software Requirements Specifications - Application Test Strategy - Initial Project Plan
High Level Design	Onsite/Offshore	SRSSs	<ul style="list-style-type: none"> - Define Architecture - Write the Development Plan - Write Functional Specifications - Write Test Plans 	<ul style="list-style-type: none"> - System Architecture - Software Development Plan - Functional Specifications - System Test Plan - Revised Project Plan
Detailed Design and Development	Offshore	Functional Specifications	<ul style="list-style-type: none"> - Write Programming Specifications - Write Unit Test Specifications - Develop 	<ul style="list-style-type: none"> - Programming Specifications - Unit Test Specifications - Unit tested Code
System Testing	Offshore	Unit Tested Code & System Test Cases	<ul style="list-style-type: none"> - Perform System Test 	<ul style="list-style-type: none"> - "customer-ready" system
Acceptance Testing	Onsite	Tested Software	<ul style="list-style-type: none"> - Support Acceptance Test 	<ul style="list-style-type: none"> - Letter of Acceptance

"Our selection process for contracting an off-shore development company was a detailed search involving many areas to be addressed. Our focus was finding a company that could follow our instructions initially in our RFP and move forward with a very detailed negotiations process addressing every concern our company may have had or could perceive in the future. As negotiations took place I was able to get a better understanding of HSS philosophies, dedication and honesty. This provided our company with all the information we needed to make a clear choice who would have our business. I am 100% confident we have made the right choice. Thank you "

Jared Dalto
Founder & CEO
Seawinds Realty, Inc. (website: www.rebateflorida.com)

Offshore Delivery Model > Project Execution

Mature software development and project management processes are the key features of the HSS's way of executing the software projects and they are designed to ensure repeatable and predictable service delivery results, first time, second time, and all the times. The development processes have been derived from the HSS own experiences as well as from various international standards like SEI – CMM, ISO, IEEE etc. All these are crystallized in the form Hanu – Quality Management System (HSS – QMS) covering all the aspects of the project management and software engineering. For each project, the basic project specific execution, engineering and management processes are taken from Hanu - QMS and above that, there is an approved deviation process to ensure the flexibility and innovation for projects to happen as per project specific needs and customer requirements. Hanu - QMS comprises of the following key process elements -

- Development Methodologies – Waterfall, Iterative, Incremental, RAD
- Project Life Cycles – Development, Maintenance, Enhancements, and Migrations etc.
- Work product Templates
- Process Records (Objective Evidences)
- Procedures
- Guidelines
- Check Lists
- Best Practices

Ongoing Interaction with Customers

A typical project team in the Onsite-offshore development model consists of an Onsite coordinator who is based at the customer site. The onsite coordinator takes care of all interactions with the client team requiring immediate resolutions and quick turnarounds. The coordinator ensures direct communication with the offshore teams for activities like daily status reporting, requirement changes, change request signoffs, clarifications on the requirements, etc.

Keeping Customers Informed at all times

A project plan covering all aspects of the project along with a detailed schedule is created at the beginning of the project. The project plan gets approved by our customers, and updated based on the changes in the requirement.

A weekly status report covering all aspects of the project is emailed to the customer by the HSS project manager and reviewed during a weekly conference call. The conference call is also used to discuss all high priority open issues. The latest project plans and status reports are made available on a shared folder at the client site or on the net.

We also operate an online Dashboard which enables our customers to check the progress of their projects in real time, on-line in an easy to view status, charts and other quantitative formats. Equipped with alerts, and other DashBoard related features, Dashboard increases the management, and control bandwidth of the outsourcing relationships.

Quality Assurance

Quality is given the utmost importance in our organization. A QA member gets assigned to the project right from the start and remains part of the team till the acceptance of the project. During the 'System Testing' phase, QA member verifies that all requirements have been implemented and that they have been implemented at an acceptable quality level. The process definition, deviations, quality review, product review and QA testing are some of the QA processes that we have institutionalized as part of Hanu - QMS.

We have a metrics program implemented organization wide to establish and ensure that our processes are delivering results. Some of the key measurements included in the metrics program are Productivity, Estimation accuracy, Review effectiveness, Defect Density.

Dedicated Offshore Technology Center

Hanu Software offers its clients an option of having a 'Dedicated Offshore Technology Center' (DOTC) to augment their IT infrastructure by providing state-of-the-art software engineering facility in India.

Under this engagement, we will put together a dedicated team of programmers who will work exclusively on your projects. This will help you develop confidence and stable relationship with selected programmers. This model is about the long term offshoring initiatives and linked with cumulative cost saving achieved over time.

This model is highly suitable for ongoing IT needs and excellent resources and skills retention benefits - Team is intact on your ODC - development tools, licenses, software, products histories, code base, all remain intact. This model allows the team to leverage the domain and product knowledge gained on one project to other. It also provides flexibility to ramp up and ramp down the team as per your business needs - thereby absorbing all your business dynamics very smoothly.

What our customers like most about this model is that it eliminates the cost and scope discussion which are part of any fixed price, project / SOW based engagement.

Information Security

In order to address the code base, data and IP protection related concern, we adopted and practiced formally documented Information Security Management (ISM) Policy, which is in line with world-class BS7799 information security standards. What it means to our customers is that they can rely on **Hanu Software** that the entire code base, licenses, tools and data is secured and confidential. Some of the highlights of the ISM are as follows.

- Dedicated project and data server for each DOTC
- Audited access controls on all the development machine and servers
- Non - shared resources
- Confidentiality agreements with the development team members
- Secured facility with smart card controlled access
- Latest anti-virus with periodic machine audits by our system admin department.
- Organization wide disaster recovery and Business continuity services with ready to use site 700 miles away from the offshore center
- Custom Disaster Recovery and Business Continuity Planning for larger DOTC

"Partnering with Hanu Software has allowed us to realize a cost saving of 40% on our ongoing product enhancements while improving our customer satisfaction."

Project Manager: NJ Based Publication House

Faster Time to Market – How do we achieve it?

For organizations to stay ahead in today's highly competitive business world, time is the most critical factor – time to market, time to launch new products, time to respond to customers etc. The organizations are faced with the growing number of challenges and business risks due to rapid advances in technology, and increasing pressures on margins. For addressing the need for faster time to market, .NET COE has evolved a development framework for the faster project development in case of .NET based technologies. The Framework – nicknamed "Faster .NET" comprises of following key elements:

Pre-assembled reusable component repository

HSS has structured process to capture, maintain, and leverage the reusable, pre-assembled components from its component repository. The repository is continually enhanced as per the various problems faced during the projects and internally developed code components. An example includes – data layers written in all the .NET based languages, various GUI controls developed and enhanced for specific limitations, security model objects etc. Use of tested and stable foundation objects enables us to deliver the quality results and with faster development time lines.

Engineering tool set for faster speed. (No Hand crafting every time)

Hanu understands that an engineer must always be with tools to deliver the results quickly and tools have been adopted as strategy rather than an option at HSS delivery center. HSS has comprehensive tools set available for various kinds of engineering and management activities. Example: migration tools like VB to VB.NET, C# to VB.NET, PHP to C#. NET, SQL to Oracle tools etc, Data base tools like SQL compare, data scriptors, Design tools, reverse engineering tools, data migration tools and many others. This helps our engineers to do the specific tasks quickly thereby completing the projects quickly, and with good quality.

Qualified and Certified resources

Approx. 60 % staffs of the HSS programmers are certified with internationally recognized certifications like MCP, MCSD, JSCP, etc. The percentage is continually growing - reflecting HSS's commitment towards deploying skilled qualified and certified staff on the projects. What it means to the customer is the good quality agile and scalable solutions, quickly.

We recruit the finest engineering talent from the best universities and put them through six weeks of rigorous classroom training and on-the-job training. We also provide the ongoing advance programmer training for all Hanu Staff.

Development Center – Open 6 days a week

HSS Offshore Development Center is open 6 days a week. This translates into 20% more work compared to the competition, and a faster completion of Client's projects.

Business Process Outsourcing

Hanu BPO provides a broad range of services from data entry, claims administration to email based support. Hanu Software has a world-class infrastructure and an ever-growing pool of talented, highly skilled people to meet your business process requirements. Key differentiator is our ability to provide increasing value as we go from one phase to the next. Some of the business benefits of outsourcing the non-core business processes to Hanu Software include demonstrated cost savings of 40% or more, significant improvements in the turnaround time, freeing up your internal resources to focus on the core activities.

Our **Service Offerings** include:

- Data Entry Services
- Recruitment & Job Posting Support
- Email-based Support
- Online Profile Approval
- Online Chat-based Support
- Web Content Approval
- Website Bug Reports
- Content Development
- Claims Administration
- Procurement & Purchase Support
- Loans & Mortgage Processing
- Customer Contact Services
- Accounting & Financial Back Office
- BPO Process Model

Phase 1 - Process Understanding [via Knowledge Transfer]

Activities:

Product, Process & Tool Usage
Understanding
Input Data Format & Work Product
Understanding
Knowledge Transfer
Migration Planning

Phase 2 - Process Transition

Activities:

Pilot run
Pilot monitoring
SLA identifications
Plan for full transitions

Phase 3 - Parallel Run

Activities:

Process Execution from Offshore
SLA monitoring
Managing the ramp up and growth
Continuous procedure corrections

Phase 4 – Process Operations

Activities:

Continuous production of services
Minimum disruptions
Managing the ramp up and ramp
downs
Focus on continual improvements
in cost, quality and efficiency
SLA reporting and compliances

Phase 5 – Process Improvements

Activities:

Continuous Monitoring
Incremental Improvements

Sample Clients & Projects

.NET Technology

Tegrasol

Contact Management Application

Our engineers developed a contact management and the sales automation system for Tegrasol (a start up firm based in CA) using .NET, phpGroupware and the third party product such as Intersoft WebGrid and Cook Computing XMLRPC.NET. Our team conceptualized and evolved an XML RPC based client server model with client residing on the Windows box and server on the Linux box. We also did the 'Build vs. buy' analysis for the tools to enable the architecture. An iterative approach to the application development was utilized.

Biz-e-world

Product Re-engineering (VB to VB.NET)

We re-engineered a Biz-e-world POS (point of sale) application written in VB to adhere to the object oriented concepts using VB.NET and ADO.NET. [An internally developed reusable database access layer (ADO.NET) was used to reduce the development time.]

Star Ticketing

Ticketing Solution Development

Our engineers developed a ticketing application for a Canadian Production house using the web services. The application has a web interface for the end users as well as the desktop version that is used by the agents. We implemented the Web services oriented layered architecture for the project with multi presentation layer powered by the same web services layer and DB servers. The application has three distinct layers – UI (Desktop, and Web based), Web services, and Data services.

Real Estate Appraisal System Provider

Product Migration, Enhancement & Maintenance

Our engineers developed a ticketing application for a Canadian Production house using the web services. The application has a web interface for the end users as well as the desktop version that is used by the agents. We implemented the Web services oriented layered architecture for the project with multi presentation layer powered by the same web services layer and DB servers. The application has three distinct layers – UI (Desktop, and Web based), Web services, and Data services.

Java Technology

John Wiley & Sons

Content Management System

Hanu Software team implemented a Content Management System used by Sales Representatives for a major US publishing house using WebSphere 5.0 and Oracle. This application was load tested for 150 concurrent users.

Linux Technology [Linux-PHP-MySQL]

Time OutdoorTime Outdoors Website Development

Hanu Software team developed an Event Management website (www.time-outdoors.com) on Linux using PHP and MySQL and successfully integrated the application with the third party products such as vBulletin, Albinator and Paypal for payment processing.

Media Technology

Resonating FX

Pinnacle Plug-in development

Hanu Software Media technology Lab (MTL) developed a Pinnacle plug-in for importing the customer's sound recipes on to the user's Pinnacle project space. In addition to doing the feasibility study and 'Build vs. Buy' Analysis, our team also conceptualized and implemented the Plug-in with the help of VST SDK. Since the Pinnacle's VST SDK does not have any API for importing the external wav files on to the pinnacle project, it implemented through the programmatically simulating the user actions on the Pinnacle Studio GUI.

Our Value Proposition

- Strong leadership with decades of experience in the outsourcing industry
- Proven Track record of providing custom application development services to the large as well small scale enterprises in various industries
- Focus on maximizing your competitive edge by improving the time to market
- Absolute commitment to Quality – A centralized quality assurance group and development process & best practices derived from SEI-CMM & ISO standards
- Cost-effective offshore development combined with the rigorous project management
- World-class infrastructure at the offshore center
- Information Security Management (ISM) Policy – in line with the world class BS7799 information security standards - to protect your code base, data and IP
- Organization wide disaster recovery and Business continuity services with ready to use site 700 miles away from the offshore center
- Finest engineering talent from the best universities
- Major emphasis on training - classroom, on-the-job and advanced training for all **Hanu Staff**
- Strong relationship management with the local & experienced client managers
- Just the right size organization – We are small enough to be flexible, swift in our decision making and at the same time, we have the professionalism and maturity found in the large scale organizations

“We spent a considerable amount of time searching for a cost effective solution to augment our internal development staff and found Hanu Software. Hanu’s mature offshore development model has reduced our development cost by 70% in the first year alone while improving our overall time to market. We now have a flexible development model that incorporates internal and external resources that delivers a significant competitive advantage.”

President: Customer Organization



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