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## TABLE OF CONTENTS

BUSINESS ANALYSIS & TECHNOLOGY RESEARCH .....	2
I. OUTSOURCED TECHNICAL/ BUSINESS ANALYSIS SERVICES (OAS).....	2
MARKET ANALYSIS.....	2
<i>Long Term Benefits:</i> .....	4
THE APPROACH.....	4
INVESTMENT .....	6
PROJECT TEAM .....	6
II. OUTSOURCED TECHNOLOGY RESEARCH AND ANALYSIS : .....	7
COLLECTION OF PRIMARY DATA .....	7
COLLECTION OF SECONDARY-SOURCE INFORMATION.....	7
.....	7

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## BUSINESS ANALYSIS & TECHNOLOGY RESEARCH

### I. Outsourced Technical/ Business Analysis Services (OAS)

The following Plan for "outsourced analysis" services proposes a Service that would specialize in taking over parts of a project cycle involving various levels of analytical work -- technical, business, systems analysis, etc.

Through the use of cutting-edge Analytic Applications and Tools, the following Services will be provided to our client on an outsourced basis using structured and efficient methodologies :

- Preparation of multiple levels and formats of Specifications for **Systems, Software and Workflow design**.
- **Object Oriented Design** specifications or Meta Data creation to answer a variety of client needs from redesigning existing code to building new systems. E.g. UML/ OOD Models for C++ systems or XML for web applications.
- **Process flow and Data models**
- **Product Prototypes**. For Example, **static pre-development mockups for web sites**.
- **User Interface Design** specifications.
- Software or System design specifications will be prepared with tools that we will recommend as most suitable for a project. Or we can use optimal alternatives based on the client's preferences.
- **Cross- Format Conversions**. E.g. Logical models created from raw data.
- We can provide a wide spectrum of formats ranging from Technical code-level to Abstract high-level models.
- Our systematic approach will ensure efficient and accurate flow of information between technical staff and business users.
- These solutions are designed to **reduce costs** associated with redesigning, upgrading and maintaining IT systems.

### Market Analysis

The process of translating Business User Requirements into Specifications is a critical part of the project cycle, as are the tools used to drive the process. In an environment where the business team is outsourcing technical work to development teams at a remote location- possibly offshore, the right choice of specification formats created with the right Business Analytic Tools and Applications is a critical factor in the overall project budgeting and scheduling.

The Interface Specifications based on which a project is initiated usually serve as a foundation for the remaining project cycle with the entire downstream and lower levels of specifications built upon them. It is therefore important that these are prepared with utmost accuracy and clarity, and allow for quick and easy translation by different participant groups.

- In some cases the client may have applications that were originally developed by a third-party vendor, for which the code design specifications or "blueprints" no longer exist with the client, or they do not exist in a convenient/ contemporary format. We can create these (e.g. UML/ OOD models for C++ code, conversion of HTML to XML) thus enhancing code Reusability and making it far more convenient and economical for the client to perform future code Maintenance, Customization or Re-engineering operations on these systems.
- There are many criteria to be examined while choosing the best specifications format -- such as the project scale, environment and type of application. This service offers expertise based on the project team's in depth experience and access to a wide variety of tools applicable for every level of analytical work.
- In collaboration with our Technology Partners, we have developed a formalized and systematic approach based on comparative evaluation of analytic applications available in the market.
- Specification formats for redesigning code or re-engineering an existing system might vary greatly from those used to build a new application. It is necessary to be aware of what is best suited to each project, what is economically feasible and based on these criteria, what works best in each case.
- The Level of specification required, is also an important factor -- initial phases of a project may require abstract and conceptual process models while technical specifications may be required downstream -- by using this service, the client will have access to the most appropriate formats even without having to buy the specialized tools required for each project phase, or having to train internal staff on their usage.
- This service will provide consultation on what type of specifications are best suited for each phase of a project. Alternatively, if the client specifies the format and/ or tools, the service will create this format based on their direction.
- Thus the client can "experiment" with a wide choice of formats and decide on the ones most compatible for their project, without the extra time and expenses incurred for purchasing and testing these applications. In case the client prefers a format that we did not already provide, we will accommodate their customized preferences without charging extra for it.
- We can prepare a highly versatile range of specifications, ranging from purely Technical (e.g. OOD specifications created with Rational tools) to more abstract modeling (e.g. UML) to Flow Charts (e.g. with Visio) and less specialized

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mainstream designs, spreadsheets and Presentations (e.g. with Word, Powerpoint, Excel).

### **Long Term Benefits:**

In addition to fulfilling immediate requirements, OAS projects will serve the purpose of studying and evaluating Business Analytic Tools and Applications available in the market today. Such tools are generally used to translate business user requirements into specifications and subsequently translated into code by the technical teams. The benefits from examining solutions in this area are obvious when one considers what a major role they play in Outsourcing efforts. It is necessary to be aware of what is available, what is best suited to the project, what is economically feasible and based on these criteria, what works best.

There may be a great deal of user information available on each of these tools, but there remains an important need for a comprehensive referential source that provides a comparative analysis, and examines relative suitability of each tool against variables such as the project scale, environment, and type of application. It may be argued that much of this analysis for outsourced analysis processes is open to subjective considerations and will not benefit from formalization. But a glance at the current growing market for outsourced processes, and the rapidly increasing complexity of such processes, would negate any such argument.

For the long term, the aim is not to rigidly lay down laws for which tool or method is best, but to offer useful data and scientific analysis. The data collected and processed through an OAS project will enable the following types of questions to be answered: What tools are generally used (based on statistics) to prepare UI design specifications for a web page? Or to create the work flow model for that website? Or high-level process flow charts for an enterprise-wide financial application? How does the output of each differ and can this be classified into formal categories? In what ways have the methods for creating specifications evolved over the years and in what direction are they headed?

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*We will gladly agree to protect proprietary information about your company obtained prior and during the course of the project and will sign appropriate confidentiality agreements.*

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## **The Approach**

To ensure the best quality of work, the following generic approach has been developed for the coordination and management of a project, to be tailored to the specific client's requirements.

### **Phase I**

An initial meeting will be conducted with key members of the client's project team. It will provide an opportunity to review the project requirements and further discuss any

outstanding issues that may arise during its course. This will enhance our understanding of the project, and further enhance the end-results of this cooperative effort.

Upon completion of this phase, a formal proposal will be provided that includes the required deliverables outlined in the initial meeting. Once the proposal is reviewed, a follow-up discussion is conducted in order to:

- Confirm scope, objectives, schedule and budgets.
- Propose Specification formats best suited to the client project.
- Review the proposal issues and objectives and allow your organization to provide its own ideas and hypotheses on the various points. This will allow us to fully understand those areas that your organization has reasonable confidence in and where you may have considerable uncertainty.

If it becomes evident during this discussion that this proposal has either understated or overstated the level of effort required to meet your actual needs, it will be re-scoped, re-structured and re-submitted for your approval.

### **Interim Progress Reviews**

Throughout the course of this cooperative effort, periodic interim progress reviews will be held to:

- Provide the status of milestones that have been established.
- Review and revise milestones.
- Discuss any problem areas, and agree on approaches to mitigate them.

If during the course of a project, unexpected issues arise and if those issues are within the scope of the project as currently configured; we will address them within the level of effort, timeframe, and investment of the project. If the issues are outside the scope of this project, we will determine the additional effort required to address them, and provide the client with an estimate of timing and investment.

## Investment

The investment by your organization would vary depending on the overall scope and objectives of the project. As an initial benchmark, the following chart outlines costs normally associated with typical assignments.

Investment		
Task	4-5 weeks	8-10 weeks
Business/ Technical Analysis	TBD	TBD <sup>1</sup>
Ongoing Investment		
Retainer	TBD p/Mth.	
Upgrades to initial proposal	TBD	

The scope of the project would depend upon the client project-- i.e. since it is not a "product" but a "service" the project scale could vary from very small-scale to large scale. The investment figures stated in the plan are an example to illustrate distribution of expenses rather than exact amounts.

The investment figures shown in this proposal are based on:

- Prevailing market prices for outsourced analysis projects.
- Estimated cost of data gathering, and other incidental expenses.
- Through our Technology Partners, we are well- equipped with facilities [ *software, hardware, office space, etc.*] and technical capabilities to ensure the proper execution of each project. Hence, the investment shown is primarily for labour costs.

## Project Team

The Project Team consists of an experienced Analyst and a project partner company whose background includes working with specialized Analytic applications and methodologies.

***OAS Project Partner company (Confidential Candidate):*** Company that has previously undertaken outsourced projects, can assign experienced software designers and analysts to OAS work, and can acquire and deploy state-of-the-art analytical tools and infrastructure.

### ***Project Analyst (Confidential Candidate)***

Is an Engineer by training who has gained extensive experience at the level of Technical, Applications and Business Analysis. This was acquired through 5 years of professional consulting on challenging projects in the US. The experience is in development of multi-level Functional Specifications, Workflow Schematics, UI Design and Object-Oriented Design. Projects were undertaken in a wide range of corporate

<sup>1</sup> TBD: Financial details have been scrubbed from this version of the document, since its purpose is not to seek investment.

S. Iyer

environments, from Enterprise-wide Financial and Aerospace applications to eCommerce/ Web- based service providers. This Analyst has also completed White Paper studies in the field of Internal Technical Support and Web-based information brokerage, undertaken a freelance Outsourced Analysis project, and a project for a Medical Billing small business. Can recommend the right choice of tools & methodologies to the client based on a strong grasp of industry trends from both Technical and Presentation perspectives.

## II. Outsourced Technology Research and Analysis :

Through a well-defined **Technology Research and Analysis** service, our clients will be able to better understand their competitive landscape, market trends, overall company positioning and other issues that are impacting their customers or themselves

### Collection of Primary Data

Primary research can be gathered through in-depth, open-ended direct interviews with a broad range of knowledgeable resources. The primary research will be customized in order to meet your organization's information needs outlined in the project goals and objectives.

### Collection of Secondary-Source Information

Upon your authorization to proceed with the project, an exhaustive review of secondary-source materials will be conducted, that applies directly to the objectives set for the project. This can include existing documents such as product literature, business and trade publications, internet web sites, etc.

## Research Services : Strengths

- Competitive analyses, Competitor profiles and Product Evaluation market analysis. New-product, new-market entry studies and In-depth surveys.
- Ability to provide research and analysis that can cover a wide variety of business topics, and fulfill the need for either a focused technical study or a high-level assessment.
- Analysis based on evidence and facts-- not on supposition or outdated resource materials and studies.
- Ability to communicate effectively to many levels of management in order to provide analysis that is comprehensive and geared towards specific positions within your organization.