

# Techätalyst

Realizing Technology Visions



**The Techatalyst Approach  
To Meet Your  
Business Goals**

# Techatlyst - The idea



- Techatlyst was founded on a simple idea: What \*ISVs need is faster time-to-market, reliable quality at low engineering costs.
- Techatlyst is a global software services firm that delivers a full suite of services enabling ISVs/Software Product Companies to meet their **business goals**.
- Techatlyst engages with clients at a **strategic level** based on an '**accountability for results**' model
- Our fundamental approach to deliver '*c2m services*<sup>(SM)</sup>' is through creation of offshore (India) centric **Extended Delivery Centers (EDCs)** that mirror client organization.
- Going beyond the traditional offshore models, Techatlyst offers clients desired '**Control**' over their EDCs through an attribute-customization model.

CONTROL

\*Independent Software Vendors (Software Product Vendors)

# The ISV Challenge



ISVs face many challenges across their IP Delivery Value Chain ranging from product dev to delivery.

## *Product Development:*

- Do you face difficulties in delivering your product on release schedules committed to your customers?
- Is your reach in the market limited by your development/technology platforms?
- Is your product architected on older technologies/concepts and releasing it on new technology is prohibitively expensive?
- Is product testing your weak area or are insufficient funds for QA undermining product quality?

## *Product Delivery:*

- Is your product too customized around key clients that it's difficult to manage product releases and individual client requirements?
- Do you find your competition stealing your thunder by offering lower TCO?
- How scalable is your post-sale technical support to handle customer queries efficiently?

## *Product Advisory:*

- Are there too many General Availability platforms that hinder faster product releases?
- Are you able to leverage your talent pool for the right tasks?

## *Regional Marketing & Sales:*

- Are you losing out on the next big opportunity to service new markets - India / China ?
- Are you creating a talent pool in Asia that will help your product steal a march over your competitors?

## *Inside sales:*

- Is your inside sales team is not very effective in gathering & presenting information on your target prospect base?

*These & more of such typical challenges faced by ISVs can be now addressed effectively..*

# The Techatalyst Solution!



- Creation of Offshore-centric Extended Delivery Centers (EDCs) that work as your extensions
  - Build teams that are qualified on your domain and trained on your product
  - Deploy mature product delivery processes that bring in system rigor
  - Focus on 'Quality' as an important independent activity
  - Replicate a 'secure' IT infrastructure
  - At cost-structures that make it possible to deliver more!
- To address your unique needs, Techatalyst has devised a customizable engagement model. The Techatalyst model helps you choose the level of control on each key parameter of the EDC delivery, in line with your 'Control Aspirations'.
- **1.**JV/BOT **2.**Managed EDCs **3.**Outsourced EDCs -- are 3 key Techatalyst models through which clients can accomplish the set goals through desired Control over their EDCs

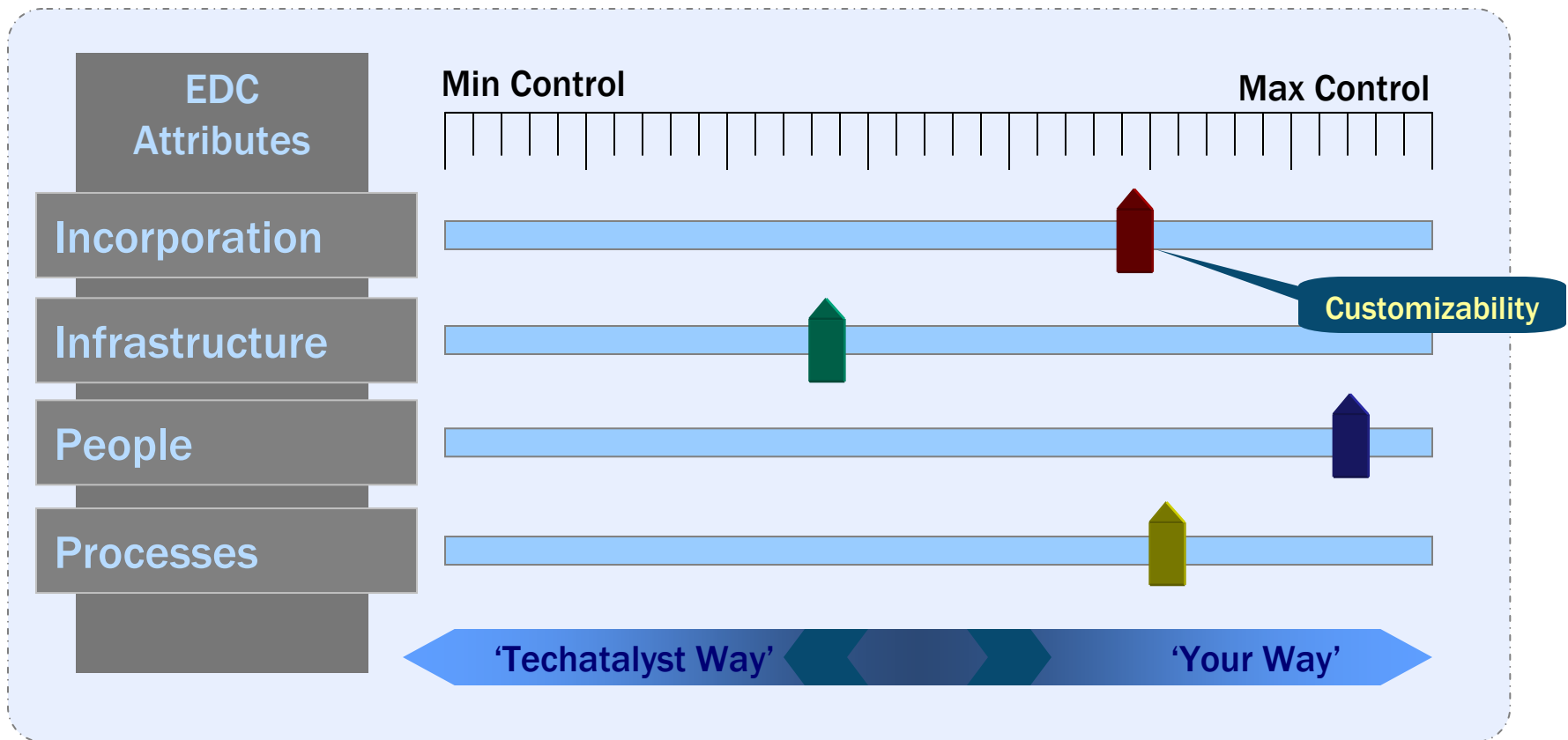
# How do we deliver on client's Control-Aspirations?



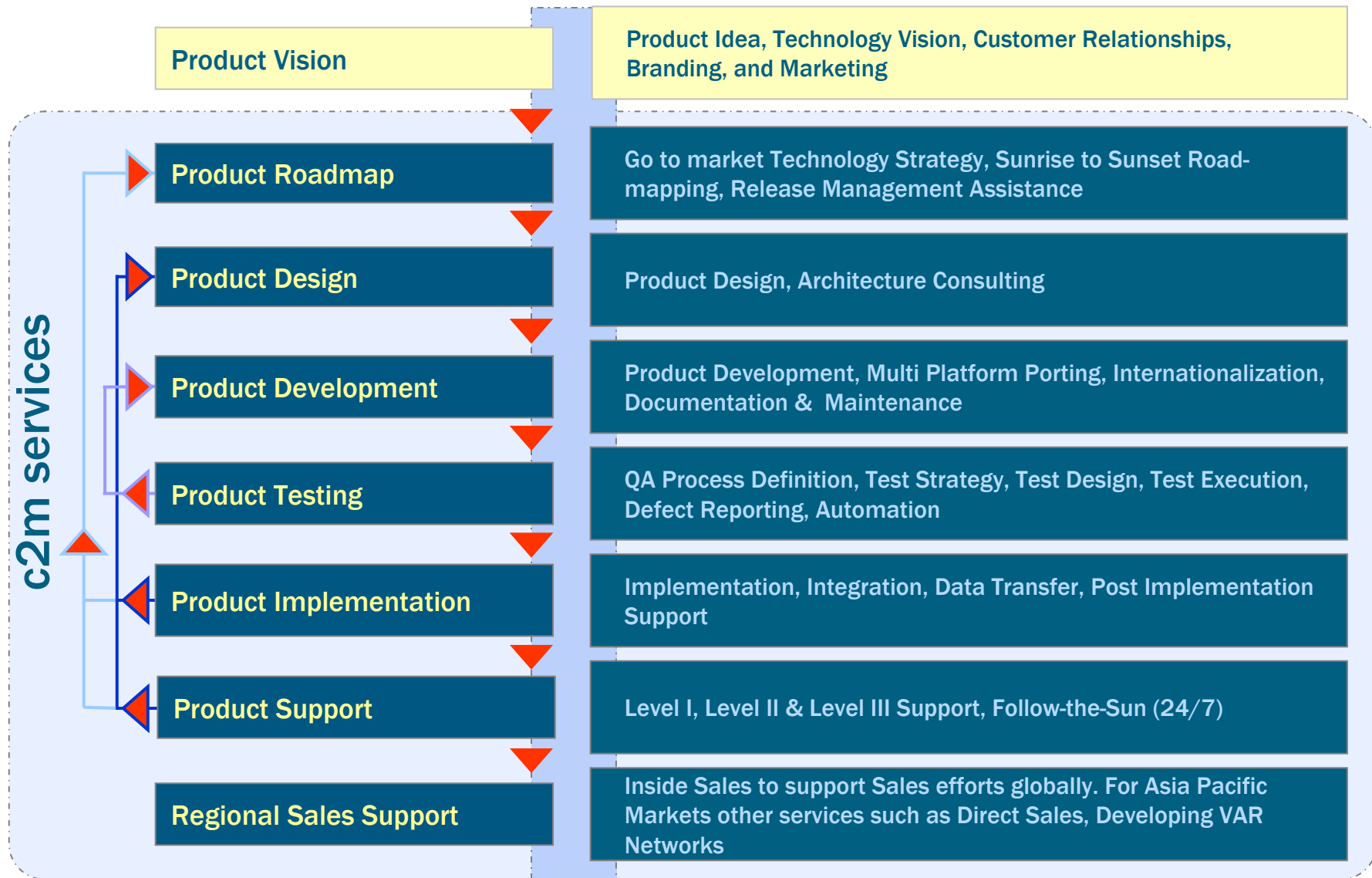
Client Control Goals » » » » »	High	Medium	Low
Incorporation	Own/JV/BOT	Managed EDCs	Outsourced EDCs
Infrastructure	Brand/Model	Specifications Only	Shared
People/Team	Integrated Selection	Core Team Selection	Specifications Only
Processes	Client Processes	Collaborative Processes	Techatlyst PDO Process

# Implementing 'Your' EDC

- Techatalyst delivers EDCs to client requirements offering a wide range of *c2m services*<sup>(SM)</sup>
- This EDC will operate on 'Control' parameters tuned to client needs



# Concept-to-Market c2m<sup>(SM)</sup> Services -- Across the IP Delivery ValueChain



# Techatlyst EDC Process



# Techatalyst - Realizing 'Your' Technology Vision

- Single minded focus on ISVs
- Customizable Engagement Model that helps you tailor EDC delivery on your 'Control Aspirations'
- Clear cut 60-day plan from Incorporation to Delivery
- Guaranteed Savings, Predictable Delivery and High Quality
- End-to-end Delivery Capability - *c2m Services<sup>(SM)</sup>*: Product Development, Product Delivery, Product Advisory services & Regional Sales Support
- Experienced in delivering world class EDCs - Incorporation, Infrastructure, Team building and Delivery Process
- Experienced Leadership - Global & Local

# Thank You..

For additional information send your request to  
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