



SolutionsMax Technology Services Pvt Ltd

D/No. 4-60-5/2, Plot No. 20, Lawsons Bay Colony,

Visakhapatnam AP, India

Telephones: 889-772-4836

Fax: 1-866-521-3774

<http://www.solutionsmax.com>

SOLUTIONSMAX TECHNOLOGY SERVICES PVT LTD

COMPANY PROFILE

SALES OFFICES: VISKHAPATNAM, HYDERABAD, TRIVANDRUM, VIJAYAWADA.

1. Executive Summary

The Company is promoted by seasoned professionals from varied industrial domains namely Aerospace & rocket science research, Academia, Business Intelligence, Pharmaceuticals, Knowledge Management, Business IT, Compliance & Regulatory, and Accounting & Financial.

SolutionsMax has ventured into Product development of ERP solutions for these Industries and has established its reputation with solutions delivery by exceeding the expectations of its global clients.

Our clients call us when they have something pressing on their minds—whether it is a major strategic or operational need or an organizational challenge. They look to us for honest, objective, thoughtful, and experienced advice.

Our clients talk to us when they find themselves under pressure to deliver results. They call us in uncertain times. They talk to us when information is difficult to get and insights are scarce. They call us when they need to make decisions that will have major consequences for their people, their organizations, and the countries in which they operate. They call us when they want a truly global perspective.

With our broad outreach across industries, functions, and geographies, we speak our clients' language. We live where they live. We understand their business.

We help people and companies explore extraordinary opportunities, manage and sustain growth, and maximize revenue.

We do this using these core principles:

Follow the top management approach

We find and solve the most critical and challenging problems. We take an overall, independent, and fact-based view of a client's performance. We rely on facts because they provide clarity and align people. Facts are the global management language. We work with facts to provide credible recommendations. We work directly with leaders who can partner with us to develop and accept recommendations and have the ability to implement them.

Use our global network to deliver the best of the firm to all clients

No one at SolutionsMax "owns" a client relationship. We rely on multiple people, not a single consultant or a single office, to provide leadership and our high standard of client service in each situation. We draw on our global network of internal or external expertise to bring together the right minds for the right solutions.

Bring innovations in management practice to clients

Our clients need new insight. We ask our people to bring their best thinking to our clients. We invest significant resources in building knowledge. We see it as our mission to bring this knowledge to our clients and we publish it for the benefit of business and government leaders worldwide and to force ourselves to think about what is next.

Build client capabilities to sustain improvement

We work with our clients as we do with our colleagues. We build their capabilities and leadership skills at every level and every opportunity. We do this to help build internal support, get to real issues, and reach practical recommendations. We bring out the capabilities of clients to fully participate in the process and lead the work after we have left.

Build enduring relationships based on trust

We earn our clients' trust. We do this through our consistently superior service, our professional conduct, and our complete commitment. Each one of us is responsible for earning and keeping our clients' trust with our individual behavior and the quality of our work. We care for our clients as people and organizations, even when we are not serving them

All endeavors benefit from those who have 'been there, done that and know that'. These are some of the giants upon whose shoulders we have built SolutionsMax Inc. They have spent many hours and continue to give us the benefit of their wisdom on how to best help our clients and customers to succeed.

Our Management Board includes:

Mrs. Radhika M Balagani, President and CEO, SolutionsMax Inc.

Radhika is a Clinical Scientist by profession. She worked in the clinical industry since 1996 and drug discovery process spanning areas of regulatory affairs, clinical IVRS, safety & packaging etc. for the most part of her professional career. She has extensive experience in research and clinical development in both domestic and international markets. Radhika's path to the world of management was not a direct one, it was a route in which she dictated its course. Her focus, insight and service strategies had position her as the company's CEO and as the co-founder of our unique company.

Radhika believes in running an extremely lean operation and Keeping operating costs low, and reinvested all company profits back into the business. Her strategies, decisions and managerial skills have made her become the new business model for the company since its start-up.

Mr Rahul Bajaj, Chief Marketing Officer, SolutionsMax

After graduating from Northwestern University's Kellogg School of Management with an MBA in Marketing, Rob has been an entrepreneur in high-risk startups and new ventures. He was featured in a Reuters News release which described the consumer-facing venture he founded, Money Minds: Financial Experts on Demand (later acquired by The Motley Fool).

Rob's work as the Vice President of Marketing for a Chicago bank received acclaim in Marketing Week and his direct mail creative work has won awards, including a "Best in Category" award. A New Jersey Law Journal article, "Mid-Sized Firms on the March," named the firm where Rob was Director of Marketing as the fastest-growing law firm in the state. Three years earlier, when he joined the firm, its growth rate had been negative.

As an independent journalist, Rob started and has written more than ten management advisory newsletters financed with venture capital, including *Financing Strategies*, *Financial Management Advisor*, *Commercial Lending Report* and *The President's Letter*.

Mr. K. Vidyasagar, Chief Solutions Architect and Senior Vice President, SolutionsMax

A dynamic professional with over 21 years of experience as Senior Project Director and Solution Architect; extensive knowledge in managing the complete SDLC and possess outstanding skills in analyzing the requirements translating new ideas into solutions including opportunity identification, requirement analysis & development, delivery, support and documentation.

Extensively managed solution delivery by implementing project management methodology in accordance with the PMI framework; Expert in working with the Offshore PMO and IT Project Teams; As a Senior Technologist possess a variety of skills in the IT industry with a specialization in project management of enterprise applications development and deployment.

ITIL V3 Foundation Certified by British Computer Society; Completed Six Sigma Greenbelt; Trained in Integrated Quality Management System; Microsoft Certified Professional, Presented over 14 white papers on Software Development Life cycle model at national conventions; Received Commendations for my work at all my client locations which include AT&T, IBM, Lucent Technologies, Ernst & Young LLP, GlaxoSmithKline PI, Merck Pharmaceuticals.

Mr. Shrinivas Potluri, Senior Vice President (Product Development), SolutionsMax

Mr *Srinivasan* has over 20 years' experience, both nationally and internationally, in applications development and professional services delivery across multiple industries including commercial, government, manufacturing and healthcare.

Led the Product implementation and roll out group head on various product implementations. His expertise and process areas cover gap analysis, identification of product enhancements / customer specific modifications, get the release for the customer, go through acceptance testing, SIT, UAT and take the product into production. He has worked closely with the Solutions Delivery manager responsible for the overall implementation and support hand over to operations

Mr. *Srinivasan* brings a passion for process improvement and was the driving force behind process implementation at Innovative Tech where the program achieved CMM Level 3 according to a European partner audit. He has worked with many of the leading companies in the world including Siemens, Hewlett Packard, Boeing, The World Bank, Corning, USDOD, Trammel Crow, Johns Hopkins Hospital and University, and many government agencies and international organizations.

Mr. Karthik K Ramamurthy, Senior Vice President (Strategies), SolutionsMax

Karthik is a Project Management expert with decades of experience managing projects across the globe, a Certified PMP and Six Sigma Green Belt. He is founder and Principal Consultant of KeyResultz Ventures, a Project Management Best Practices company that helps top companies achieve success through application of sound project management. He is also advises small and medium enterprises on Corporate Strategy.

Since July2009, he has been President of the Project Management Institute's Chennai Chapter – the second largest chapter in PMI's Region 11 (India, Sri Lanka, Pakistan & Bangladesh).

Karthik is extremely passionate about "Project Management Done Right", and is a veteran of the IT industry with over 22 years' experience delivering complex projects in the US, Singapore and India. In evangelizing Project Management Best Practices, he has spoken on various Project Management topics at numerous international and national conferences in addition to numerous

Corporates, Colleges and NGOs. He has also guided hundreds of professionals to PMP exam success over the past 5 years.

His other interests include Quizzing, Compiling, Solving Cryptic Crossword Puzzles, Reading & Sports, particularly cricket, Chess and Tennis. He has conducted numerous Audio visual Quiz Programmes (including Crossword Quizzes) for Schools, Colleges and several corporates including Ford, Verizon and Pfizer, and compiled cryptic crosswords for The Hindu, The Sportstar, the Madras Management Association and NIQR.

Mr Pradeep B, Senior Vice President (Service Delivery), SolutionsMax

PMI certified (PMP) professional with over 18 years of IT experience in managing domestic/international large-scale business/application Systems and infrastructure with Multi-Tier architecture across major platforms.

He possess Extensive experience in Systems/Applications/Solutions Architecture, Enterprise Applications/Systems Integration, Quality Improvement Process, Business Strategy Planning, Workflow Automation, Release/Resource Management/Administration, Leading technical teams and improving operational efficiencies. .

Pradeep Was responsible for developing, managing, and scaling Business Systems and service delivery infrastructure, enabling the rapid development and deployment of services supporting a highly available 24x7x365 globally distributed environment, servicing consumer/commercial/enterprise customers. He managed technical team supporting IT infrastructure, development, and production environments providing pre/post Customer centric business processes, Client Relationship Management and integration services.

His Professional experience spans the Financial Services, Investment Banking, Corporate Finance, Banking Innovations, and Insurance services, Utility Services, Billing, Data Warehouse, Risk Management, Service Delivery Management, Statutory Compliance, cross-functional & cross-cultural Global Team Management and Implementations.

Proven management and technical skills in full software development life-cycle which includes analysis, design, development, testing, implementation, support of scalable/robust systems for various industries.

Managed Clarity Champion activities for Software Development North America (SWDNA) Customer Data Domain.

Good Communication and interpersonal skills. Decisive, solutions-focused and results-oriented. Ability to work independently and under pressure. Enforce all Group standards, programs and policies

Board of Advisors

Dr. K. Janardhana Rao

General Manager (Retd.), Vikram Sarabhai Space Center, ISRO. Involved with the Technology activities of all satellite launch vehicles programs at ISRO. He was the General Manager of the Technology Group for the fabrication of Space/Avionics Components for the all the Satellite launch vehicles. During his four-decade long association with the space agency (ISRO), he held various senior positions and holds several patents in high-reliability space systems.

He is regarded as subject matter expert in Inertial Control Guidance systems and Avionics & mission dynamics. He has also been honored with numerous awards which also include the distinguished achievement award for the launch of India's First Satellite "Aryabhata" for Leadership & Technological excellence.

He was chosen for the Research program at Massachusetts Institute of Technology, USA for research in Avionics and space flights among the elite list of prospective researchers (1 in 2000). In addition, he hold a Master's degree in Engineering from Indian Institutes of Sciences, Bangalore and an honorary Bachelor's degree in Engineering from Andhra University, Kakinada.

V Ramamurthy I.A.S (Retd.)

Joined the Indian Administrative Service in 1959, and retired in 1994 in the grade of Chief Secretary to Government. Was especially chosen in 1963 to join a select pool of officers to specialize in national industrial development, and in subsequent years gained considerable practical experience in management and industry in the Public, Joint, and Private sectors.

Mr Ramamurthy is very Passionate about Teaching, Administration and Management, Master of Mind, Effective Communication, and Values.

First Class career throughout, with several distinctions and coveted prizes. Stood First Class first in B A (Hons.). Winner of the Rhodes scholarship (the only one for India then) for study in Oxford University, 1958. Specialised in Human Relations and Marketing in M B A.

Served various organizations like IFMR, IAMR, Tata Management Training Centre, Institute of Chartered Accountants of India, Anna Institute of Management, AP Institute of Management Training etc. in training Programmes. Taught MBA students in the Maharishi Institute of Management, ITM, Madras School of Management Studies (and the Universities of Lincolnshire and Humberside), and the University of Bradford, through the British Council. Ten years' experience as Consultant for The Hindu.

His hobbies include Popular Sports Commentator in English and Tamil for Radio and TV. Author of short-stories, poems, plays, and books in Tamil and English, including "Mahatma Gandhi – The Last 200 Days".

Our Integrated Partners

Mr. Ratnaaji Rao, CEO MIST Computer Services.

He founded MIST Computers Services in the year 1990, leveraging more than 20 years of Sales, Marketing, Consultation experience and a proven formula for success. Throughout his career, he held several executive positions for leading integration and Education consulting firms.

He has pioneered in setting up computer studies and education in Vijayawada. During their startup days with MIST, he focused his attention to create awareness to the Schools and Colleges in Andhra Pradesh that computer educations has a pivoted role to play in the infrastructure building of the citizens.

He brings to SolutionsMax a team of dedicated resources who follow his practice of delivery high quality and committed service policies that has been the differentiators in most of the cases. His Team has been recognized by various third party agencies in the form of awards. They have been recipient of the 'Data Quest 2003' and DQ- 2005 Awards, one of the most respectable Organization, and also more than 20 various Customer Satisfaction awards.

MIST has been chosen as the integrated Partner for rendering and implementing the GurukoolMax ERP solutions in India. An institution with customer service focus and awards & accolades speaks for their services are: (Only a few are listed below).

1. Best Reseller by HCL for the year 1996-97
2. Best Reseller for IBM by Thakral for the year 1996-97
3. Best Reseller by HCL for the year 1997-98
4. Best Channel Partner by HCL for the year 1998-99
5. Best Reseller for Compaq by Thakral for the year 1999-2000
6. Best Customer Satisfaction by HCL for the year 1999-2000
7. Best performance award by Compaq for 1999-2000
8. Best out location Reseller for Year 2000, awarded by Compaq
9. Star Achiever Award by Compaq Presario Team, 2001-2002
10. Best performance Award by Compaq for 2000-01
11. Dataquest AWARD for Best Reseller 2003
12. Best performer Award by Compact Power Systems 2002-03
13. Selected as the best retailed by HP for 2003-04
14. Dataquest AWARD for Best Reseller 2005
15. Best Channel Partner for Upcountry by HP –Consumer- 2006

2. Company Description

- SolutionsMax is an independent Software Solutions Vendor (ISSV) promoted by seasoned technology professionals.
- SolutionsMax is a Member of Microsoft Partner Network.
- Headquartered at Princeton, NJ, USA and offshore facility in Hyderabad, India.
- GurukoolMax is a product of SolutionsMax.
- SolutionsMax delivers to its clientele using their integrated network partners who are chosen using strict screening process and we hold a stake in the partner companies.

Promoters

GurukoolMax is promoted by private investments and Venture capital funding through Banks. The Management of SolutionsMax stands committed to the progressive development of the GurukoolMax ERP solution.

Our Key Competency includes:

Global Program Management
Off-shore/Multi-site Team Management
Data Warehousing
Systems Design/Integration
Business Intelligence
Strategic Systems Planning
Enterprise Data Modelling
International Business Development
Risk Management
E-Commerce Implementation
Project Strategic planning and Analysis
Gap Analysis
Legal Discovery Practices
BPMS Design and Automation
Knowledge Management
Six Sigma Processes Improvement
Change Management
Midmarket Strategic Management

Our Development and Implementation team is staffed with professional skills in the following domains:

Practices/Methodologies: PMI Best Practices and Project Audits, Data warehouse architecture, Best Practices for e-Commerce , Business User Interface Guidelines, Business Process Management (BPMS), eXtreme Programming, Information Architecture, Use Cases Analysis, OOA/OOD, CASE/Structured Design, Traditional Quality Centric SDLC

Technology/Tools: Informatica, MS Visual Studios 2010, Clarity, SharePoint 2008, Web Sphere, Plumtree Corporate Portal, Cognos BI, BPMS, MQ Series, MS Projects, MS Visual Studios, SQL Server 2008, Oracle 9 LDAP , HTML, JavaScript, Oracle, MS SQL, ODBC, JDBC, Erwin, Visio, COBOL , Lotus Notes Domino, LEI, Project management tools and Others

Business Domains: Legal Litigations, Legal Preservation Notices, Compliance Practices, Project Management of Pharmaceutical Delivery Process, IT Technological Services, Team expertise in Microsoft Technologies, Accounting and Financial Industry, Offshore Business Process, Management of business facing IT system

Our Solutions Delivery and domains range from

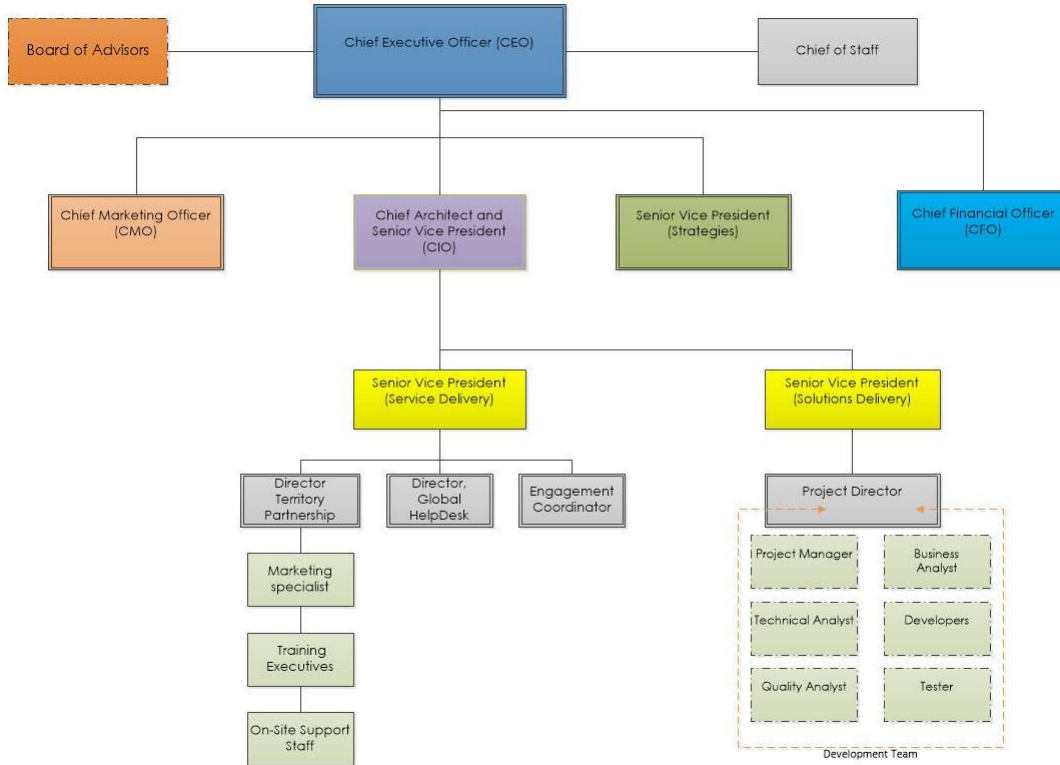
Enterprise Web services: Career Portals, Inspection Audit Services, B2B and B2C, Marketplaces.

Business Intelligence: Compliance Dashboard, Knowledge management Power packs.

Technology/ERP: Virtual Trade fairs Projects, SMS Gateways, Page Gateways, and Institutional ERP.

3. Staffing and Operations

Management (including Board) Organisation Chart



Staffing

Our Current Staffing

Resource Type	Number of Resources	Comments
Business Analyst	16	Work with end user and stakeholder to

		learn and document the challenges in their business roles.
Technical Analyst	7	Translate the requirements and built Ucase for hand over to the Development Team.
Developer	11	Database and Programming Project Developers
QA	5	Quality and Testing activities of the Project
Project Manager	2	Manage and monitor the activities of Project.
Solutions Manager	1	Oversee all the integration component development activities
Vice Presidents	3	Corporate Roles
CIO, CEO ,CMO & Administrative Staff	5	Corporate Roles

Additional staffing needs are being planned to ensure we cater to the demand.

Resource Type	Number of Resources	Comments
Business Analyst	4	For Product Improvements & Development
Marketing Specialist	5	5 /territory region
Training Executives	15	15 for all Speciality training & engagements
Onsite Support Staff	1	1/each engagement of over 1500 students.
Engagement Coordinator	4	Manage and monitor the activities of each territory region.

Operations

Premises

The Indian Headquarters is based out of Visakhapatnam, Andhra Pradesh, India.

D/No. 4-60-5/2, Plot No. 20, Lawsons Bay Colony
Visakhapatnam AP, India

Integrated Partners Office

Andhra Pradesh

Mist Computer Services
4-5-19, Labbipet,
Vijayawada - 530010. AP, INDIA

SolutionsMax Technology Services Private Limited
101 Siranga Nilayam Gagan Mahal Rd,
Domalguda, Hyderabad, 500029

EducateMax
59, Sector - 1, HIG MVP Colony
Visakhapatnam - 530017.AP. INDIA
Tamil Nadu

KeyResultz Inc
#6, 'Ranjit' No 14, First Avenue
Indira Nagar, Adyar
Chennai, 600020 Tamilnadu, India

Kerala

EducateMax
TC NO 6/762, Anantha Nagar,
Vattiyookavu P.O
Trivandrum 695013

All the integrated Partners have been chosen with stringent qualification benchmarks like quality, on-time support, years of experience and customer satisfactions. All the partners have entered into an MOU with SolutionsMax and have committed their dedicated service network to SolutionsMax from the next 10 years.

Equipment

The hosting services hardware are located currently in Princeton, New Jersey, United States. We are working with RailTel and BSNL and other vendors who provide us with their Bandwidth services.

Production facilities

The Development services would continue to operate off the corporate office of SolutionsMax based at Princeton. New Jersey.

Implementation of the services and product will be monitored by the corporate staff as well as the integrated partners network.

We have established our leadership in supporting applications for clients in the Educational, Banking, Hospitals and Government and in the Services sector with over 20,000 Installation in and around Vijayawada.

We are equipped with Knowledge, expertise, time tested methods/ practices, and with proven infrastructure, we believe that we could add value to

- Timely Deliverables / implementation and Deployments of the projects
- Delivery of Quality and committed Services in the operations area
- Lower the cost of operations

Certifications & Industry partnership

SolutionsMax and its staff have numerous certification to its credit. We believe these certification only help us adapt to the best practices in their respective domain and be a catalyst for delivering quality services to our end user customers.



Continuous Staff Training Programs.

We at SolutionsMax believe that to render the high reliable services to our customer, we need to understand the real ground situation of the allied services. We encourage our staff to participate in workshops and training programs that allow them to be complacent with service benchmarks for the appropriate business verticals.

Enclosed a few of the training programs our staff had participated which ranges from Project management, creative thinking, communications plans, compliance to Quality.

1. The Role of Project Architect
2. Advanced Presentation Skills
3. XML Introduction and Technologies
4. iQMS Overview
5. Creativity and Innovation Thinking Creatively
6. Communication Skills
7. Introduction to Project Management
8. Effective Business Writing
9. Overview of IT Regulatory Compliance
10. Overview of IT Continuity Planning

11. IT Dashboard Overview
12. ITIL Concepts Principles and Processes
13. Managing Projects
14. Managing Your Career
15. Offshore Process Overview
16. Sarbanes Oxley Overview
17. Six Sigma Basics for IT Service Owners and PSI - Getting to Measured Processes Software Compliance and License Management
18. Clinical Services Workshop conducted by Merck Pharma

What motivates our Team and why we succeed?

1. **Passion** Every contributor at SolutionsMax is driven by my **passion**
They Do it for **LOVE** Not just **MONEY**
2. **Work** It's all **hard work**. We believe **nothing** comes **easily**. But **we have** a lot of **fun** doing what we are tasked
3. **Good To be successful** we put our nose down in something and **get damn good** at it.
There is no magic. Just practice, practice and practice.
4. **Focus** We think it all has to do with **focusing yourself** to **one thing**.
5. **Push Push yourself**. Physically, mentally, you gotta **push, push and push** until you reach your goal
6. **Serve** It was a **privilege** to **serve** our **clients and hence we focus on their challenges and not ours**.
7. **Ideas** we encourage our staff to share though provoking **ideas** and Listen, **Observe**,
Be **Curious**. Ask **Questions, Problem Solve** and Make **connections**
8. **Persist** **Persistence** is the **number one reason** for our **success**. We believe we should persist to Failures.



Our Current Service Offerings:

Business Vertical	Products, Services and Solutions
Supply Chain Management	SuppliersMax, TradeshowMax, , CatalogMax
Academics & Educational	CompetitionMax, EducateMax, ExaminationsMax, ExpertsWatch, GraduateMax, GurukoolMax, PrepareMax, SchoolsMax, StudentsMax, Superschool, TestpaperMax, StudentsWatch
Business2Business	BiddingMax, BargainsMax, GrantsMax, MidmarketBids, NotifyDeals, ReferralPayments, TenderMax, AgentsIndia, CatalogMax, InvoicesMax, ReferralMax, TradeshowMax
Business2Consumer	CampaignsMax, FreeforAllbooks, ProjectsMax, RecipesMax, RelocationMax, ReservationsMax, ReviewsMax, SpeakersMax, RestaurantsMax
Data Warehouse & Digitalization	DMSMax, SmartcaptureMax
Clinical & Life Science	ClinicalSpot, HospitalMax, LegalDiscoveryMax
Learning & Trainings	AdmissionMax, LearningsMax, TrainingsMax
Associations	ChaptersMax, PMIMax, AssociationsMax
Careers	Careerfoot, NotifyJobs, RecruitersMax
ERP & CRM	HCMMax

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Existing Pharmaceutical Clients and Growing





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