



Sustaining Engineering And Product Support Solution

FootPath's Mission

FootPath is committed to delivering IT/Business Solutions customized to our clients Business Model On-Time, within budget and with the Highest Quality Standards.

FootPath management and employees are committed to the following principles:

To be transparent and honest with our employees, vendors and customers.

Highest Quality, On-time, Value Oriented and Inexpensive IT Business solutions as per clients business model

Faster and Better Solutions at a Lower Cost

Sustaining Engineering & Product Support Business Drivers

Scalability of Operations

- Scalable
 - Leverage global talent pool
 - Knowledge (technical & process)
 - Innovation
 - Intra-company Competitiveness

Efficiency

- Efficiency
 - 24 X 7 Operations
 - Efficiencies through performance arbitrage
 - 2 OR 3 shifts per day
 - Faster and predictable response time

Talented Resources

- Resources
 - Hire globally; Specialized Training program
 - Build an assembly line of trained resources
 - Efficient transition management
 - Appropriate deployment

Quality

- Quality
 - Through People, Process & Technology

Competitive Cost / ROI

- Cost Advantage
 - 40 - 60%

Aligned with Business Objectives

- Business Objectives
 - Quality Customer Experience
 - Value Delivery
 - Innovation

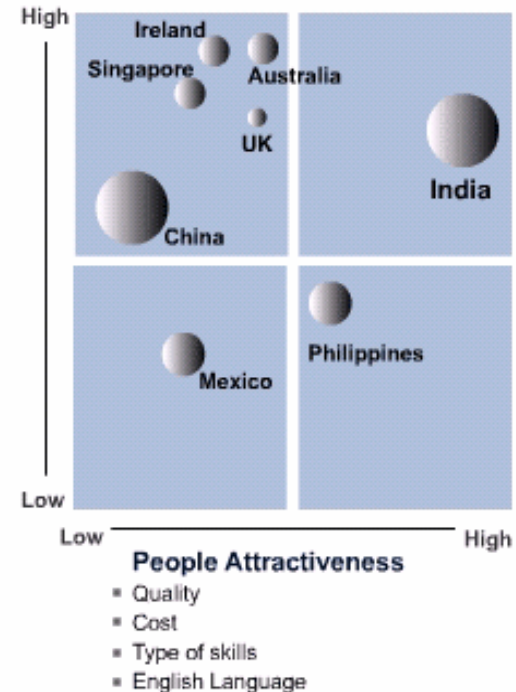
Our Infrastructure

- **Offices**
 - Boston, New Delhi, India and Italy
 - 5000SF in Waltham & Portland;
 - 25,000 SF class-A space in New Delhi
- **Communication**
 - Three T1 links (Comcast, Airtel, MTNL)
 - VoIP and VPN communication systems
- **Security**
 - Enterprise Security
 - Desktop/Server Security
 - Firewall, Physical Security & Remote Monitoring, Wireless Data Security
- **Training Center**
 - Assembly line of trained resources
- **Knowledge Management**
 - Knowledge Database
 - Libraries
 - Source Code
 - Components, Cases, Algorithms

- Location Attractiveness**
- Infrastructure
 - Communication
 - Other basic infrastructure
 - Country risks/FDI incentives
 - Attractive incentives
 - Political Environment
 - Time Zone attractiveness

Source:
Nasscom McKinsey

Size of circle indicates quantity of knowledge workers



Location Vs People Attractiveness Matrix

Our Processes

- Engagement Model
 - Clear engagement definitions
 - Roles, responsibilities, ownership and deliverables
 - Hybrid Execution (On-site, near-shore, off-shore)
 - Customer & Relationship Management
 - Feedback Management
- Project management process - Flow of work
 - Projects and tasks into the support process
 - Deliverables from the support process
 - Review and Analysis
- Development Methodology
- Technical Review
- Quality Review
 - Deliverables
 - Processes
- Release Process

Our Competencies

- People
 - Leadership
 - Business leader for each account
 - Practice Management
 - Program and project management
 - Technical and operational talent
 - Continuous improvement at all levels
 - Train the trainer
 - Assembly line of qualified resources
- Technology and Consulting
 - Strategic IT Solutions Consulting
 - Web / Data Warehouse Application Development
 - Wireless and Security Applications
- Outsourcing
 - Application Management
 - Support and maintenance
 - Product and application development
 - QA services
 - Business Process Outsourcing
- Business Verticals
 - Health Care, Insurance, Financial, Retail
- Information / Data Security
 - Protect FootPath and client data
 - Compliance - HIPAA, GLB
 - Remote Monitoring
 - Firewall
 - Physical Security

Quality And Benefits

- Quality is achieved through people, processes and appropriate use of technology
- Our clients benefit from a set of operational and proven processes, tools, experience and resources
- Processes
 - Establish proven and repeatable processes
 - Engagement Model
 - Development Methodology
 - Review Process
 - Measurable and monitored metrics
 - Develop performance indicators
 - Monitor and track indicators
 - Response to indicators
 - Continuous Improvement
 - Continuous training
 - Process and technology optimization
- Technology
 - Technology optimization
 - Business process automation
 - Deliver solutions faster, better and at a lower cost
- People
 - Shadow resources
 - Transition management

FootPath - HealthDialog : Proven Partnership

- In an eight year partnership with HealthDialog, FootPath has provided a variety of services and solutions such as
 - Development and implementation of Shared Decision Guide (SDG)
 - Onsite database maintenance and support
 - Onsite network maintenance and support
 - Internal FootPath and external IT resources
- With a deep understanding of the Business and IT environment at HealthDialog, FootPath is confident of its ability to establish a successful IT Application Support Center for HealthDialog
- FootPath appreciates and deeply values its partnership with HealthDialog

HealthDialog Sustaining Engineering / Support Initiative

- Approach
 - Define support model
 - Leadership
 - Staffing
 - Process
 - Infrastructure
 - Define review mechanism
 - Implement support project
 - Institutionalize support model

Case Study-1 : Shared Decision Guide / HealthDialog

| Project: Shared Decision Guide | | Onsite | HYBRID MODEL | | | <u>SAVINGS = 25%</u> |
|--------------------------------|--|-------------|--------------|----------|----------|--|
| | How to measure / Unit | | Onsite | Onsite | Offshore | |
| | | Client | Client | FootPath | FootPath | Comments |
| People | | 100% | | | | |
| Project manager | Headcount | 1 | 0.4 | 1 | 1 | |
| Development | Headcount | 3 | 0 | 2 | 2 | |
| QA | Headcount | 1 | | 0.5 | 1 | |
| Process | | | | | | |
| Turn around time | Avg duration (Task start to end) | | | | | |
| Bug / Fix | Work Days | 2 | | 1.4 | | |
| Small Tasks / Projects | Work Days | 10 | 0.2 | | | <= 10 Person Days |
| Other projects | Work Days | 75 | 4 | 60 | 15 | > 10 Person Days |
| Quality | Inverse of Count of P0 bugs (Pre-production) | Q | Q | Q | Q | P0 is fatal/show stopper bugs |
| Innovation | Count of new solutions | 0 | 0 | | 1 | Discovered session persistence without polling, while navigating across HCAM |
| Operations | | | | | | |
| Scale | Seamless Growth | Limited | Limited | | High | |
| Cost | US\$ | P | 0.75P | | | 75% Onsite - 25% Offshore |

Case Study-2 : Wireless Internet Price Comparison Development & Maintenance / mshopper, NC, USA

| | | Onsite | HYBRID | | | SAVINGS = 60% |
|------------------------|--|-------------|---------|----------|----------|---|
| | How to measure / Unit | | Onsite | Onsite | Offshore | |
| | | Client | Client | FootPath | FootPath | Comments |
| People | | 100% | | | | |
| Project manager | Headcount | 1 | 0.25 | 0.25 | 0.5 | |
| Development | Headcount | 4 | | | 4 | |
| QA | Headcount | 1 | | | 1 | |
| Process | | | | | | |
| Turn around time | Avg duration (Task start to end) | | | | | |
| Bug / Fix | Work Days | 2 | | 1.4 | | |
| Small Tasks / Projects | Work Days | 10 | | | | <= 10 Person Days |
| Other projects | Work Days | 900 | 22.5 | 22.5 | 855 | > 10 Person Days |
| Quality | Inverse of Count of P0 bugs (Pre-production) | Q | | Q | Q | P0 is fatal/show stopper bugs |
| Innovation | Count of new solutions | 1 | | | 3 | <ol style="list-style-type: none"> 1. One click purchase from merchant site 2. Auto data feed updates 3. Seamless Mode Switching: Voice/Data 4. Persist session switching between user and agents (across client systems) |
| Operations | | | | | | |
| Scale | Seamless Growth | Limited | Limited | | High | |
| Cost | US\$ | P | 0.4P | | | 5% Onsite - 95% Offshore |

Case Study-3 : Online Store, CRM App Support & Maintenance / ABC Home & Furnishing, NYC

| | | Onsite | HYBRID MODEL | | | SAVINGS = 60% |
|------------------------|--|----------|--------------|----------|----------|-------------------------------------|
| | How to measure / Unit | | Onsite | | Offshore | |
| | | Client | Client | FootPath | FootPath | Comments |
| People | | 100% | | | | |
| Project manager | Headcount | 1 | 0.5 | | 1 | Full access to hosting/production |
| Development | Headcount | 11 | 2 | | 9 | |
| DBA | Headcount | 1 | 0 | | 1 | |
| QA | Headcount | 2 | 0 | | 2 | |
| Process | | | | | | |
| Turn around time | Avg duration (Task start to end) | | | | | |
| Bug / Fix | Work Days | 2 | | 1.4 | | |
| Small Tasks / Projects | Work Days | 10 | | | | <= 10 Person Days |
| Other projects | Work Days | 3600 | 600 | | 3000 | > 10 Person Days |
| Quality | Inverse of Count of P0 bugs (Pre-production) | Q | | Q | Q | P0 is fatal/show stopper bugs |
| Innovation | Count of new solutions | 0 | | | 1 | Live Supplier Inventory Integration |
| Operations | | | | | | |
| Scale | Seamless Growth | Limited | Limited | | High | Note: NYC salaries are higher |
| Cost | US\$ | P | 0.4P | | | 15% Onsite - 85% Offshore |