

reachOut

A NEWSLETTER FOR OUR EMPLOYEES

NOV, 2011

SPECIAL POINTS OF INTEREST:

- Distinguished Portfolio
- Aspiring Growth
- Inspirational Team
- Value Added Services
- Multiple Business Units
- Spread Geographically

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I am pleased to announce that we are evolving into a One-Stop-Shop Organization for our clients by providing the industry best products, solutions and services through our multiple business units. We have been very successful in adding new clients additions and winning major projects in SAP and NOC services, in the recent quarter. Our portfolio now includes:

- ◆ **BSR Infrastructure**, a Bangalore based multi-million dollar company, awarded a full blown end-to-end SAP implementation.
- ◆ **Annexe Glass**, a Hyderabad based manufacturing company, awarded an SAP implementation project.
- ◆ **Quad Electronics**, a Premier Electronics company, awarded their SAP AMC and Network Operations Center (NOC) projects.

We now have a fully built up and integrated ERP team which is able to support the client's objectives; This is driving the sales team to build a healthy sales pipeline with the prime objective of broadening our client base.

From the C-Level

US Clientele-

The following clients have been added to our portfolio in the recent quarter.



The Team (s)-

With a firm belief that the prosperity of business depends on successfully developing an integrated community of motivated and innovative employees, we ensure that "the team" possesses a high level of morale through individual recognition and positive reinforcement of employee relations. At USM, employees are motivated by offering opportunities for challenging work, and personal development and growth.

We are committed to hiring, developing and retaining highly talented people to fuel our continuing expansion, As part of this, we have recently established three new divisions.

◆ **Project Sales-US**

We started the Project Sales (US) division to pursue our forays into new market areas by offering Cost-effective Hybrid (Onsite-Offshore) Model based solutions and services. Our Project Sales team has been strengthened with the addition of Paq, Ron and Srinivas Reddy who bring a variety of skills with rich industry exposure.

◆ **Project Sales-India**

With the aggressive teamwork of Ravi & Vaddy, we are expanding our focus into multiple geographies, beyond India, into the Middle East and the Far East. Recent successes of the team include BSR Infra,

QUAD Electronics and Annexe Glasses.

◆ **US Federal, State and Local**

I am excited to welcome JP Hachem into our USM team. He brings over 25 years of sales and business development experience in the federal market space. JP has extensive contacts in the federal civilian and DOD agencies.

The existing US Human Capital and Professional Services divisions continue to expand their growth.

◆ **US Human Capital**

The team has been strengthened with the addition of Jordan Cohn and Shyam Monesar in our Chantilly, VA location. Their primary focus is to break into the direct

client accounts in the Professional Services area and also sell the Analytix Mapping Manager product at every possibly opportunity.

◆ **Professional Services**

The team continues to grow with the recent addition of Umesh, who brings nearly 15 years of experience in IT Professional Services. He was instrumental in setting up USM with the VMS systems of VA, AR, PA and ME. We have expanded our recruitment team with the addition of several new members. The team is doing tremendously well, and we are confident of achieving a substantial year on year revenue growth by the end of 2011.

Our training team is working aggressively to bring up -to-date skill capabilities to our technical resources. We are providing training in **Salesforce.com, Configuration Management, SAP and Business Intelligence**. We propose to add new subject areas of training based on market demand.

Our preparedness in adapting to the changing market situation is enabling us to continuously grow, even during these tough economic times. We see great opportunities ahead for each of our business divisions.

“Teamwork divides the task and multiplies the success”

“State-of-the-art facility”

“Our Team expansion supports the Company’s Core Technology and Sales Growth”

The Facility -

I am happy to announce that we have moved into a new space in Hyderabad (India) and opened up a new branch office in Chantilly, VA (US) as part of the company’s continued expansion initiative to increase its presence in key growth markets and support its global strategy.

The company has grown into multiple business units in the recent past. We are now spreading globally geographically with partnership offices in the Middle East, Far East and Africa regions, in addition to our existing facilities in the US and India.



Chantilly, VA

With all these new physical facilities and growing workforce, USM is strengthening its ability to deliver more advanced, high-value solutions including but not limited to ERP, CRM, Data Integration, QA, Configuration Management and Professional Services.



Hyderabad, India



India



Video Conference Facility



US

ANALYTIX Data Services



Analytix Mapping Manager™ (AMM) is the first enterprise solution which comprises both a metadata & data mapping repository which solves the “Pre-ETL” Source-To-Target mapping problem in the data integration industry and promotes better data quality surrounding the

entire data mapping process to make the process faster, more collaborative and more manageable. AMM is the brain child of Michael Boggs, CTO of Analytix Data Services. The pre-eminence of the “AMM” tool was solidified with the recent signing of a “Global Reseller” agreement with HP, the world’s largest IT company.

The Highlight (s)-

We are continuing the forward march that began with our first major award - Grand Prize at Informatica World 2010- Best Complimentary Technology Solution, by signing the following deals in the recent quarter:

- ◆ HP : HP signed a global reseller agreement with Analytix Data Services. This means that we are featured in the HP catalog of products and will be seen by all the clients of HP. Not only that, HP have included as an “Accelerator” in all the solution offerings to their clients.
- ◆ ADT security, a Tyco company, with a market cap of nearly

USD 21 billion, signed an enterprise license agreement

- ◆ Capgemini, Germany has purchased a license for all of their German based project implementations.

We are in the final stages of negotiating license purchase deals by various clients in Brazil, Columbia, Australia, Netherlands and Germany.



The Teams

Analytix Data Services consists of the three divisions:

- ◆ **Product Development Team**, The team, under the direct guidance of the CTO, Michael Boggs and ably assisted by Rahim and other team members, is aggressively working on the product upgrades, enhancements, adding new functionality, development and new Releases.
- ◆ **Product Sales Team** Rishi, Rakesh and Divya, are racing along, picking up the leads as they are generated and closing deals at a rapid pace.
- ◆ **Professional Services**, Our Professional services team has grown and strengthened with the recent addition of Swaminathan, Kartik and Santosh. We are increasing the offerings to our client and one of our major client, Openet, is looking to turnover their entire Operations responsibility to our ADS team.

“The clientele”

“The on-demand Pre-ETL tool”



UnitedHealth Group



“The Brand”

It's been a busy quarter for the organization as we attended two major world conferences, **TDWI** and **Gartner**. These conferences are a tremendous “Brand building” opportunity and create invaluable market presence for Analytix! They are an investment in our Product every bit in as much as our marketing and sales teams work hard to convert each lead into a revenue opportunity.



INDIA | USA | MIDDLE EAST

USM Business Systems, founded in 1999, a US Certified Minority Business, is an IT Solutions and Services Company specialized in Enterprise Applications Development (Oracle, SAP, Microsoft, CRM, etc...) and Professional Consulting Services.

Analytix Data Services, provides data integration Software and technology services to deliver data integration and business intelligence solutions to its customers.

“The Message”

The Organization is expanding its presence into multiple verticals globally through our multiple business divisions.



We are very optimistic that our strategic focus will enable us to achieve a revenue growth of 40 to 50% in the year ahead. We will continue to develop products and solutions to stay ahead of competition; and dedicate strategic efforts to expand our business globally.

I encourage you to expect the best from your colleagues, your company and yourself; to express your concerns when you experience anything less; and to share your ideas for how we can continue to improve. In the end, our success in shaping our organization culture is in our hands.