

PSI partners High Tech companies across **all dimensions** of their core value-creating activities

CLIENTSPEAK

"Your understanding of the business requirements has helped us in rolling out solutions.....(quicker).

This has been highly appreciated and acknowledged by the five banks (that have been implemented). We expect that in the next few months this number will go up to 10.

Takahura Tanaka
Senior Manager
Capital Market Business Unit
Financial Business Sector
NTT DATA Corporation

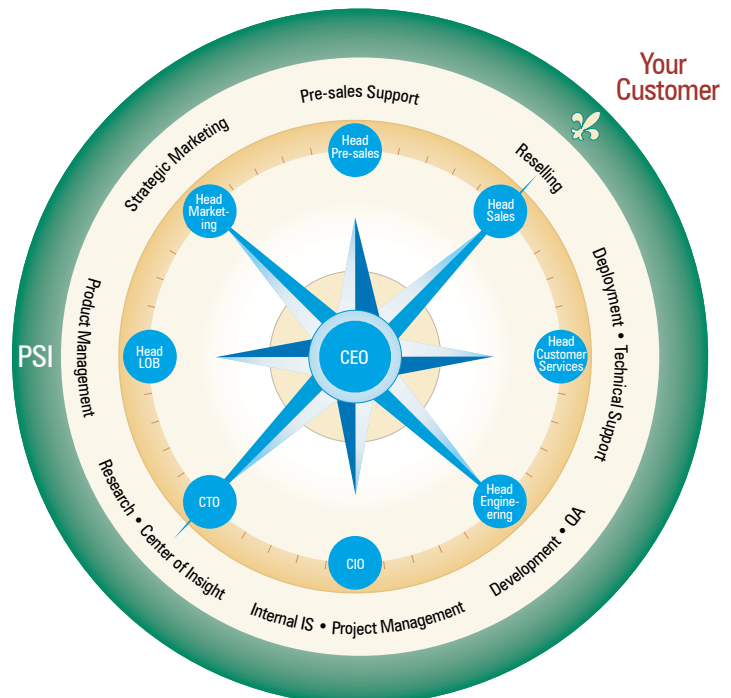
VALUE ACROSS ALL DIMENSIONS

PSI's value proposition to High Tech companies focuses on not just sustaining but in enhancing their competitive advantage. As a technology services company, PSI differentiates itself by going far beyond just product engineering offerings. Leveraging a breakthrough insight, we offer the unique **All Dimensions partnership model**, which takes a 360-degree view of technology companies and supports all dimensions of their core value-creating activities.

We partner High Tech companies seamlessly. From product engineering, customer support, marketing, sales and distribution, to support functions and internal knowledge management. The All Dimensions model offers significant value addition to every CxO in the organization. From the CEO to the CTO, CMO, CIO, Head of Product Development, Head of Technical Support and so on. PSI has a value proposition to offer each of them across all enterprise dimensions.

PSI's All Dimensions model directly focusses on increasing revenues, decreasing costs and time-to-market for new products and boosting the strategic capacity for long-term research and development. A partnership to help technology organizations capture competitive advantage - and grow it.

All Dimensions
partnership model
A low-risk, holistic approach to building a valuable, long-term outsourcing relationship



CREATING VALUE: THE PSI WAY

PSI exerts clear thought leadership by drawing Value Maps for each of its focus markets based on our **Insight-to-Value** framework. This is underpinned by the belief that our offerings need to contribute to sustainable, profitable growth for clients. To do that, we derive our value propositions from insights into fundamental segment-level business drivers.



where
Insight
drives
Value™

Business drivers	Insights to Value Propositions	PSI Offerings
Customer Service Management	<ul style="list-style-type: none"> Product Integration, Globalization and Localization Call Center and Process Outsourcing 	<ul style="list-style-type: none"> Deployment Support Package Implementation Technical Support
Business Transformation	<ul style="list-style-type: none"> Go-to-Market Strategy Planning Business Process Re-engineering Product Lifecycle Planning 	<ul style="list-style-type: none"> Strategic Marketing Product Management Line of business planning
Standards & Compliance	<ul style="list-style-type: none"> Regulatory requirements Changes to business processes 	<ul style="list-style-type: none"> Testing and QA Technology Standards audit
Enterprise Technology Strategy	<ul style="list-style-type: none"> Technology research Domain-led research Development strategies 	<ul style="list-style-type: none"> Centers of Insight Centers of Excellence
Operational Efficiency	<ul style="list-style-type: none"> Knowledge Management Global Service Delivery Model Reseller relationships in new markets Customer-specific sales process support 	<ul style="list-style-type: none"> Internal IS management Application Development Staff augmentation Channel development Pre-sales support Maintenance and Migration

The PSI High Tech framework
 Takes incisive and unique PSI insights about the segment-specific business drivers and imprints them into the 5 descriptors (the first pillar from left). Our objective is to thereby create comprehensive value propositions (the second pillar), linking insight to value.

PSI value propositions focus on the strategic response that our clients need to marshal and direct at these drivers. Here's how:

- Customer Service Management:** PSI helps High Tech companies win business and increase customer satisfaction. We support your business expansion effort by providing strategic outsourcing services in product integration, implementation, deployment and technical support.
- Business Transformation:** We add value to your go-to-market strategies by offering product lifecycle planning, strategic marketing, product management and line-of-business planning services.
- Standards and Compliance:** For your bleeding edge solutions to perform in varying environments, compliance to local regulations and interoperability across technology standards is a pre-requisite. PSI provides you with robust quality assurance and testing audits.
- Enterprise Technology Strategy:** The rapid rate of technology progression demands expertise in technology and heavy investments in domain research. Partner with PSI to access deep impact technology research, analysis and development strategies through our Centers of Insight.
- Operational Efficiency:** PSI's proven Global Service Delivery Model contributes to increased operational efficiency for software enterprises in development, migration, maintenance and staff augmentation. We go further and partner with you in your knowledge management, channel development and pre-sales support needs.

Write to info@psidata.com for more information or to meet up with a PSI representative.

ABOUT PSI

PSI Data Systems Limited is the Information Technology business of the Aditya Birla Group, one of India's largest industrial conglomerates. PSI is a best-in-class solutions company serving Financial Services and the High Tech markets, globally. PSI operates offices in the USA, Europe, Japan and delivery centers in India.