RE-DEFINING BUSINESS SOLUTIONS

# KASARGroups- redefining business solutions...

## ABOUT US

KASARGroups is a global diversified outsourced product development (OPD) company.

groups brings right to your doorstep all the offshoring possibilities. Our competencies lie in setting up dedicated offshore software development teams for outsourced product development, web development, software maintenance and independent software testing with a local project management team. Using our proven Project Management and mature development methodology we help emerging software leaders bring superior products to market.

**groups- is a well structured team of more than 100 professionals striving for a quality based approach in software development. With proven methodologies and technical expertise - groups has more than 140 live projects deployed in just 20 months since inception.**

# Quick Facts @ groups

- Founded in 2005

- Employee strength  20

- Over 100 Man-years of Experience

- Headquartered in Kingstone, in USAand spread over 4 countries and  6 locations across the globe, with the delivery centers in India

- Expertise in key verticals like manufacturing, retail, distribution & logistics, financial services, telecom, utilities, education, media and entertainment

- Well aware in current web trends and good expertise in social networking aspects.

- 2005 Turnover USD 0.5 Million

- Company committed to growth and long term venture partnerships for effective deliverance of ROI based business models.

- Currently approaching CMMI LEVEL III accredition.

- 3 various web based and application level products ready.

- 2 Support initiatives launched as VAS models.

# Why outsource …

The **benefits** of outsourcing of course are variable, dependent upon the nature and situation of the organization. However, the following is a list of common reasons why outsourcing is undertaken:

- Lower costs due to economies of scale
- Ability to concentrate on core functions
- Greater flexibility and ability to define the requisite service more readily
- Specific supplier benefits. For example, better security, continuity, etc.
- Higher quality service due to focus of the supplier
- Improved internal management disciplines resulting from the exercise itself
- Less dependency upon internal resources
- Control of budget
- Faster setup of the function or service
- Lower ongoing investment required in internal infrastructure
- Greater ability to control delivery dates (eg: via penalty clauses)
- Lack of internal expertise
- Increase flexibility to meet changing business conditions
- Purchase of industry best practise
- Improve risk management
- Acquire innovative ideas
- Increase commitment and energy in non core areas
- Improve credibility and image by associating with superior providers
- Generate cash by transferring assets to the provider
- Gain market access and business opportunities through the supplier's network
- Turn fixed costs into variable costs

# Why us – Why KASARGroups?

Our customers have chosen to work with us because of the following characteristics:

## Affordability

Our competitive rates routinely save customers 30% - 75% off their local development rates. Please have a look at our pricing policy.

## Capability

Experience and innovation are key attributes of a worthy offshore provider. Kasargroups's programmers possess all that is needed for successful development: technical capabilities, creativity and experience with large and small projects.

## Stability

Kasargroups is a financially stable company with a seasoned leadership team, which continues to strive for improvement of personal and professional skills and the quality of our services.
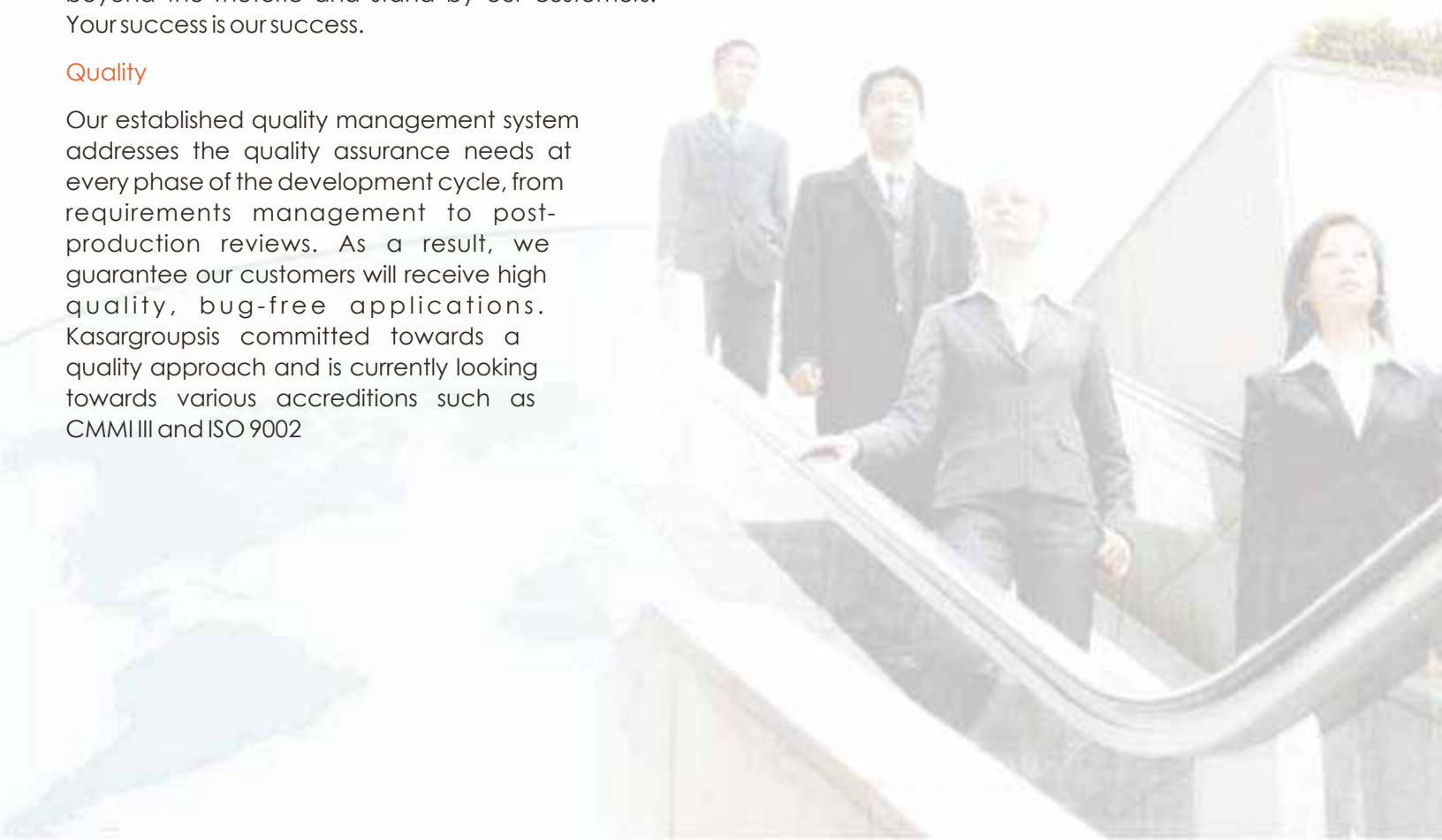
## Availability

Communication is a crucial factor when working with any offshore provider. Your dedicated Kasargroups team works closely with customers to ensure a successful outcome. Kasargroups communicates on daily basis while revising and improving customer's applications to meet changing requirements. Further with a strong resource availability base - Kasargroups provides the right skill set at the right cost and at the time when you need it - which gives us an edge over our competitors.

## Dependability

We are committed to building steady, reliable long-term relations with our customers. Often times this becomes rhetoric for an offshore provider however, we welcome you to discuss how we achieve this. Contact us for proof-positive we go beyond the rhetoric and stand by our customers.
Your success is our success.

## Quality

Our established quality management system addresses the quality assurance needs at every phase of the development cycle, from requirements management to post-production reviews. As a result, we guarantee our customers will receive high quality, bug-free applications. Kasargroupsis committed towards a quality approach and is currently looking towards various accreditions such as CMMI III and ISO 9002

## CONSULTING

Kasargroups' offers Offshorability Consulting for first time offshoring customers.

It helps evaluate options for maximizing the benefits for the customer from the investments already made as well as proposed to be made in a set of IT projects and services.

We bring to the customer a study of the feasibility of offshore outsourcing of IT applications and/ or services as an option for the optimization and also offers to draw up an implementation roadmap for the same.

Mapping customer technology footprint, process framework and dependency on infrastructure and business knowledge.

- Assessing IT investments made in managing projects and services and evaluating multiple options including offshore outsourcing for optimizing investments .

- Drawing up a phased offshore roadmap for the projects and services as appropriate for offshore outsourcing.

- Drawing an implementation plan with supporting engagement models and success metrics.

### TESTIMONIALS

"Communication was excellent. **MY PROGRAMMERS SPOKE BETTER ENGLISH THAN SOME OF THE PEOPLE WALKING AROUND IN AUSTRALIA.**

After I wrote a complete software overview I gave this overview to CSSA to check out. They gave me a quote which was a bit higher than some other offers, but they did have right background in global marketing, PHP/MySQL and scripted software and database design, so after much consideration I awarded my baby to KASAR. "

Posted by **Daniel Fitzsimmons**

## DEVELOPMENT

Developing software/applications can be a complex and challenging experience. Custom applications can have a significant positive impact on business. In order to realize this gain, the software development process has to be approached in a disciplined and organized way. Failure to use a disciplined approach to software/application development can result in total project failure, along with the loss of any investment in the project. As professional developers of custom applicatrions, Kasargroups is committed to making every project succeed.

## QUALITY ASSURANCE

There are various levels of testing that have been defined and followed at KASAR:

Unit Testing

Functional Testing

Integrated Testing

System Testing

Acceptance Testing

Test Planning is done at the onset of the project in the project planning phase. The Test plan outlines the types of test to be performed, resources, tools and responsibilities for test related activities.

For unit testing, the developers are made responsible for the quality of the module they are developing. At different levels and for different kind of projects, we use unit-testing tools like NUnit for .NET framework and JUnit for Java based applications.

For functional testing, test cases are generated and filled with data and supplied to the QA team.

During the integrated testing the entire application is deployed on the testing infrastructure and then various aspects of the application such as the platform support, browser support etc. are considered. Here some automated tools and stress testing tools are also used.

The final User Acceptance Testing (UAT) is also a very important procedure, which is done in phases by the client, before accepting the complete delivery of the application. Processes for projects are continuously verified and monitored by the SQA and senior team members of the project to ensure that the defined processes are followed to streamline the development and enhance the effectiveness

# Services: Core and VAS

## SERVICES

Kasargroups works on the model of Offshore software services. We have expert engineers focusing on each Technology Areas that ensure timely product deliverence. Focus within Technology Areas encourages them to build competency in each distinct development architecture. This also helps our teams in addressing the delivery nuances related to a particular type of technology

## INDUSTRIES

Manufacturing, retail, distribution & logistics, financial services, telecom, utilities, education, media and entertainment

# Our process - methodology

We follow the 7 golden steps for timely and successful deliverance.

Discover

Define

Structure

Design/prototype

Build & test

Launch

Evaluate & maintain

## METHODOLOGIES

At Kasargroups the project development methodology and approach followed depends on various factors. We follow traditional waterfall model, prototyping model or iterative RUP methodologies, depending on the project type. We have a set of well-defined software engineering processes for software development life cycle. Each of these processes, ranging from requirements to release, is based on industry-standard software development practices.

We are equipped with a comprehensive Quality Management System comprising of Organizational Standard Software Development Processes, Departmental processes like HR and Information Systems, Artifacts for each process (process assets) and its related reference documents like Organizational coding

guidelines, Review Guidelines etc After analyzing the client's requirements in detail and based on the interactions with the Project Team, we work with the most appropriate approach suited to customer needs. The approach we prefer is dividing the entire project into a number of process iterations, each one having its own set of requirements, design, development, testing and implementation phases A behavioral prototype enables KASAR to build a product model by showing something concrete and executable to users, customers, managers and stakeholders. We follow stringent communication techniques for projects in our offshore model. We have state-of-the-art communication infrastructure facilities where we communicate with our client on a daily basis for requirements, project status updates, and other project-specific details

Custom software application development services provide the IT backbone of our clients'. As with all of our IT services, application development is delivered within the context of a total plan-build-deploy solution - an approach that appreciates the dynamics of our clients' strategies and helps ensure predictable returns on investment (ROI).

## Understand

With our expertise and experience - we think that understanding the needs is the most important criteria in the process of building any custom product. We understand the client requirements and document the processes to arrive at a logical conclusion of putting it in the codes.

## Plan

We provide the expertise in industry dynamics, process management, and application and architecture design to recommend technology solution that will meet our clients business objectives and criteria for success.

## Build

We provide the architecture and implementation services to deliver a rapidly developed, scalable and flexible architecture that is aligned with our clients business objectives.

## Deploy

All custom applications are developed with post-implementation issues in mind. That is, the new architecture is based on strict quality standards to enable cost-effective operations and support as well as easy adaptations in the future.

# Team work can move mountains...

## OUR PEOPLE - OUR BIGGEST ASSET

Kasargroups has a work culture that is young, energetic, performance driven, where employees are constantly innovating at work and actually having fun doing it. Kasargroups has created an environment, where every committed and capable member of the organization is given ample rewards and opportunities for growth. The skills of our consultants are updated and enhanced through regular training. Consultants are provided with a broad overview of the industry they service and are trained to work with non-IT staff and effectively transfer knowledge to end-users.

Kasargroups is built around a network of globally distributed teams. Outstanding teamwork is the result of Kasargroups embracing the Kasargroups Vision and being individually and collectively responsible for the company as a whole. A high level of teamwork takes place when there is inspired leadership, clarity of individual roles and a constant flow of communication and knowledge across the Kasargroups network.

### The E-Commerce Team

Kasargroups is known for providing powerful, customized and easy to operate e-commerce solutions. Our experienced team has a deep understanding of your requirements. We offer customized e-commerce solutions for every individual/business. We have helped leading companies successfully launch e-commerce initiatives. Whether you need a full inventory management system or you need a store front with wholesale and retail features, we can provide you the right solutions.

### The Application Development Team

At Kasargroups, we have a capacious domain savvy team who possess vast experience in technology. They are best suited to formulate delivery model for effective solutions. Our application development is quick, inexpensive, high quality and user-friendly
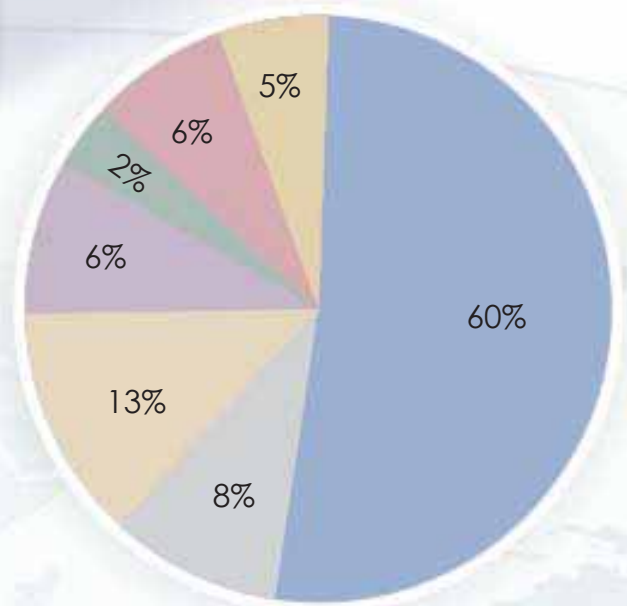
## The Web Designers Team

Our team of dedicated web designers has the requisite creativity and interactivity to produce world-class web designing solutions that will surely appeal to your sense of style, the training and knowledge of current web standards and practices. We offer a big picture balance assuring that your message will be effectively communicated to your clients' and in the process generate more business for you.

## The SEO Team

Our thoroughbred professional SEO team is one of the most experienced hands in the field of search engine optimization. We offer search engine optimization services covering the entire spectrum of web marketing. We focus on individual needs of the client and make internet marketing strategies accordingly.

## TEAM COMPOSITION (GRAPH)

- Business Developer
- Developer
- Designer
- Team Lead
- Project Manager
- System Admin
- Test Engineer

5%
6%
2%
6%
13%
60%
8%

# Infrastructure @ groups

In order to achieve our objectives, it is vital for us to ensure that we use the most appropriate infrastructure to deliver our services. At our development location we have deployed state-of-the-art infrastructure, including: dedicated links to the Internet, protected by firewalls, as well as high end PCs, workstations and software release

- Antivirus Policies
- Firewalls
- On and off site backup facilities
- Disaster Recovery Plans
- Development integration systems
- Project and Task Management Systems
- Dedicated Servers

# Contact us @ groups

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## Call us!

Whether it be sales or technical or billing query - you can reach us anytime at the following numbers:

Call us in US : +1 (440) 499 6133

Call us in India: +91 986034 CSSA

Call us in Canada: +1 613 929 CSSA

Reach us on Skype: groups

## Administration Office:

925, Pushpak, Off F. C. Road, Opp Talwalkar Gym,

Deendayal Hospital Lane,

Pune, Maharashtra, India - 411004

## Contact us :

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http://www.kasargroups.in/

http://www.kasargroups.us/

http://www.kasargroups.co.uk/

e-mail: admin@kasargroups.com