

INKORUS SOLUTIONS (I) PVT. LTD.

Corporate Office:

12 W. 32nd St. Suite 603, New York, NY 10001, USA

Phone: 212-629-3838

E-mail: Jsong@inkorus.com

Global Technology Center:

"Mukthai", S. No. 264, Baner, Pune-45

Phone: +91-20-27293906

Email: CEO@inkorus.com

Inkorus Solutions (I) Pvt. Ltd.

Human *Revolution* through Technology Research & Visionary Strategy

About Group

Inkorus Group of Companies—termed Inkorus—a joint initiative composed of companies which started operations from 1995 onwards. Inkorus was founded by a highly qualified Trans-National team from the IITs, NITs, US Ivy-League Universities, & Premier Universities of Asia with a Mission of Human (r) Evolution through Technology Research & Visionary Strategy.

Inkorus Group of Companies have 24x7 operations and reaches the Global Marketplace through their presence across North America, Asia-Pacific, EU and Middle East regions. Inkorus is a fast growing Knowledge-based Company focusing on Management & Technology Consulting. Even in the field of technology where high growth rates are the norm, Inkorus enjoys extremely large growth rates.

Inkorus is a Management, Technology & Research Consulting Company focusing on strategic consulting & streamlining Enterprise Business and Technology Processes using Technology Enabled Solutions and providing research & development services.

Inkorus has defined its focus as Business Process Automation (BPA). This focus has taken shape in the form of the Business Process Automation Initiative (BPAI). BPAI is a joint global initiative taken in alliance with some its strategic partners from US, South Korea, Europe and Japan. BPAI aims to provide a complete suite of consulting services and solutions in the area of Business Process Automation through Technology

During the course of its consulting work Inkorus realized several technology product gaps and has started work on filling these up. Inkorus has already implemented several of its products successfully for their network of clients and will be launching these jointly with Microsoft within the next several months in the global technology market.

Inkorus is a Knowledge-based company that focuses on Management & Technology Consulting. Inkorus provides advise, strategy, implementation, development services, custom-built solutions and standardized world-class products. Specifically, Inkorus is focusing on providing:

- **Strategic Management Consulting**
- **Strategic Technology Consulting**
- **Strategic Marketing Consulting**

Inkorus Group is a Microsoft ISV partner and is creating path-breaking products on the Microsoft Platform. Further, Inkorus has formed partnerships with **SUN, IBM and other Open Source Initiatives.**

As a technology partner for its clients, Inkorus has created some of the most unique products for **Fortune 500 companies and Governments** that are being used for **Homeland Security in the US, Internet-based Corporate E-learning and for E-governance.**

Inkorus has also formed **product outsourcing partnerships** with several international IT product companies for whom it is creating products on Java and other Open source platforms including an Open-source ERP, an OLAP Business Intelligence product for one of the most popular mid-segment ERPs in the World with an installed base of 150,000+ and several unique Enterprise products for Corporate governance in the SME segment in the space of Document Management, Project Management, Balanced Scorecard, CRM and SCM.

Inkorus is creating Global Business Ecosystems for several of its partner companies for marketing their products world-wide. Inkorus specializes in creating unique Internet-based Ecosystems that can be translated into thriving Web-based marketplaces for a few chosen clients.

Strategic Management Consulting: Inkorus provides Strategy & Management Research through its Strategic Research Foundation. Inkorus advises several Companies, Governments & Business Associations on their Global Business Competence, Strategy and building favorable Ecosystems to support their Visions. Inkorus' Strategic Management Consulting focuses on several offerings, specifically:

- **Product Management Strategy:** This offering focuses on technology companies and helps them decide on the specific business ecosystems that they should focus on and how and when to enter them in a phase-wise manner to achieve their strategic objectives. Our strategic thinking goes much beyond product lifecycle and product-market niche identification. This offering combined with our Product Partnership Initiative under the Strategic Technology Consulting provides clients with the right mix of strategy and implementation support in achieving their business objectives.
- **New Venture Strategy:** This offering helps with complete New venture strategy and planning, from Vision Crystallization to a Detailed multi-path Business Strategy with specific milestones for review and alternative paths

- and plans depending on actual outcomes at the milestones. This is useful for both entrepreneurs and new initiatives that an existing company might be launching. Together with the Strategic Research Foundation under its Venture Incubation Center and Entrepreneurship Talent Program the New Venture Strategy provides comprehensive support for New Business Ventures.
- **Internet & E-commerce Strategy:** Today the Internet is one more media of communications, marketing, branding, positioning & presence. The only presence of several businesses is purely online. Further, traditional businesses have realized that this is an important arm of their business presence and needs to be looked at proactively at the highest decision-making levels. The Internet is a depth-multiplier and helps businesses substantially extend their reach to global and niche markets.
 - **Technology-Enabled Strategy**—Technology-enabled strategies can range from using technology to achieve corporate visions to utilizing technology to achieve higher business effectiveness. The interplay of technology, finance, business-decision making and fulfillment of regulatory obligations of a company can be viewed in a holistic manner to create the right techno-strategic ecosystem in the enterprise to create sustained competitive advantage.

Strategic Technology Consulting: Technology offerings of Inkorus are offered under the Business Process Automation Initiative. Under its **Business Process Automation Initiative**, Inkorus Group has formed an ISV partnership with Microsoft and other Open Source initiatives including Linux and Java with IBM and SUN for creating path-breaking products on their Platforms. The BPA Initiative is categorized into the following:

- **Enterprise Solutions:** Enterprise solutions, such as ERP, CRM, time management and document management and related solutions are offered under this initiative. Effort is made to recommend and implement COTS (Commercial-Off-the-shelf) solutions as much as possible with our proprietary implementation model. However, in case these are not available, the required product is custom-built based on the client requirements.
- **Product Partnership Initiative:** Inkorus has created unique products for Fortune 500 Clients and Governments that are being used (& certified) for Homeland Security in the US, Internet-based Corporate E-learning, E-governance, Document Management, Project Management, CRM, Balanced ScoreCard & SCM. Inkorus has launched an OLAP Business Intelligence product for a mid-segment ERP with an installed base in excess of 150,000. Under the PPI, Inkorus partners with high-tech startups to allow them to quickly scale up their product & technology development teams and to outsource their design, development and tech support work to offshore locations.
- **Internet & E-commerce Solutions:** Inkorus offers internet-enabled solutions including web-based applications with a view to provide a technology platform for its clients who need to implement their Internet & Ecommerce Strategy. Several of our offerings in this category overlap the offerings in Enterprise Solutions.

Strategic Marketing Consulting: Inkorus is creating Global Market Ecosystems for several of its partner companies for launching & promoting their products World-wide. The offerings under this include:

- **Internet Marketing & Search Engine Optimization:** The logic of how marketing works in the offline world remains on firm foundations when we discuss how to migrate those concepts to the Internet Marketing realm. However, even after the dot-com burst the various companies working in his space somehow think that the marketing logic can be different. Our Internet Marketing services focus foremost on defining a Internet Business Ecosystem that can help create a ready and growing market for the clients offering. The specific actions to take to promote, position, brand, market and sell specific products and services utilize our deep understanding of Internet Technology, Search Engine Technology and how it is evolving. We also utilize our understanding of the Internet business culture to penetrate this market using our *Mathmagical-SEO*.
- **Technology Product Marketing:** Inkorus forms world-wide Distribution Channel creation projects for our clients and helps them launch products in various regions of the world. Inkorus enjoys special strength in launching products on a global basis and Asia-wide. Inkorus has created several dealer-channels for its clients for enterprise software and other high-tech products from Europe.
- **Emerging Business Opportunities:** Due to Inkorus' strong presence in North America, Europe and Asia, it has been able to identify several products with a strong price & distribution differential and works on opportunity arbitrage marketing consulting. Under this category opportunities for marketing and distribution of products from any region or country in another region or country are identified and consulting is provided for clients to tie-up with buyers or sellers in the target region.

1. ALERT (Advance Lead E- Communication in Real Time)

ALERT (Advance Lead E-communication in Real Time) is an E-Communication tool made for sending immediate & high priority ALERTS. Intention behind development of Alert is to send highest priority Alerts/Messages from Command Centre to Action Units (i.e. from Command Centre to other related departments) so that Action Unit can take immediate & appropriate action based on the particular ALERT. Alerts can be sent in the form of Word, Excel, Text or HTML Format using IP addresses of Action Units.

Interface of this software forcibly minimizes all applications on the desktop of the Action Unit Computer & opens Alert with an urgent audio visual sound buzzer simulating a siren call. Action Unit is forced to stop the sound buzzer & View the Alert. No other Action is possible with the Computer before viewing the ALERT.

For Details Please mail to alert@Inkorus.com

2. Gnosmosys—Learning Management solution

Inkorus offers **Gnosmosys** LMS (Learning Management Solution), an eLearning solution to corporates, institution, organizations, An LMS is software that automates the admin & management of training events – the foundation for most corporate e-learning programs. The system has Admin module which help organization to registers trainers (consultants, professors, and teachers) & trainee (users, students) and overall learning management features. It has a Content Module which helps in add, edit & delete courses, with workflow features for over all management of content. It has a Test Module which allows trainees to take test and get certification after completing the course. It also has a reporting module which gives all the reports to the management regarding trainers & trainees. It has a additional modules for online communities such as chat, bulletin board, message board to facilitate the communication between trainers & trainees.

Advanced LMS provides online assessments, personalization, learning plans, prescriptive learning, degree audit/gap analysis, and other resources in both online and classroom-based settings. This solution has been successfully implemented at various locations for fortune 500 clients.

For Details Please mail to ceo@inkorus.com

3. **GEM (Global Enterprise Management) Products:**

- GEMOLAP—Online Analytical Processing
- GEMEDM—Electronic Document Management
- GEMPAM—Project Management
- GEMCRM—Customer Relationship Management
- BEMBSC—Balance Score Card

4. **Archimed eDMS**

Archimed eDMS-An Integrated Solution for the Workgroup or Enterprise, eDMS is an integrated document and workflow management software solution, offering full automation of the document flow, work processes and decision control. This solution will automate your Business Processes and streamline Document flow in to your organization. It can offer automation right from Scanning, automatic conversion of all the entries in a document to a database thus eliminating tedious data entry, workflow design, approval process to storage & archiving of the documents. In today's world, having Manual work systems viz. Manual data entry work & manual work flow systems are time consuming, tedious and requires high dependence on skilled Manpower. Also maintaining complex and highly interlinked procedure & documents for its efficient management, these solutions are must for your size of organization.

Archimed eDMS solution features are normally not available in any type of Enterprise Solution such SAP, JD Edward, Bann etc or you have to buy a special module for such requirement, which requires a huge investment. Archimed eDMS can be integrated with any type of ERP.

For Details Please Visit www.archimed-asia.com

5. **Software Development & Consulting Services**

Inkorus has been providing Software Outsourcing services for its customers across the globe from its offices in India, Korea, US & UK. Our staff has gained strong experience in handling all major programming languages & technologies. **Inkorus** aims to provide the best offshore software development services that deliver robust, scalable, and cost-effective software solutions. We emphasize meeting the unique business needs of our customers.

For Details please mail to ceo@inkorus.com

6. MathMagical-SEO—Search Engine Optimization Services

MathMagical-SEO Search Engine Optimization services can help get the rankings and traffic that you have been looking for. Using best practice methodology, the Internet positioning of your Website will undergo a transformation that will have search engine spiders crawling (and indexing) your pages the way you want, within a quick time-frame and within an affordable budget.

MathMagical-SEO Services are designed to get your Website noticed when potential buyers are looking for the products and services you have to offer. We achieve this by targeting the Internet's major search properties in order to drive self-qualified prospects to your site - the specific audiences that are looking for your products and/or services. The process begins with the effective selection of the basic building blocks for your search engine optimization campaign... your keywords.

For Details Please mail to MMGC@MathMagical-SEO.com

7. Other Software Solutions

Statutory & Regulatory Applications such as:

TdsPac (TDS Management Solutions), Fixed Assets Management Solution (FAMS), SaralSoft (Return Filing Application), E-TDS Wizard (electronic TDS return filing software), Bank Reconciliation Solutions (BRS), Service Tax Management, Import-Export Documentation Software, Treasury & Forex Management Software.

8. Spherical TimeSheet

Spherical TimeSheet is a Time Tracking & Time Management Software which automatically tracks PC-based work for easy and accurate timesheet creation with greater ease & accuracy. As a result, you are able to manage your projects more effectively, boost productivity, and generate more revenue.

It has a powerful billing and costing system, detailed reports, single and multi-user support; synchronization with portable devices and other third-party software applications, Spherical Timesheet can be your organization's complete time & project tracking solution.

For Details Please mail to spherical@inkorus.com

Management:

The Top Management team of Inkorus is composed of highly qualified personnel from the IITs, NITs, Ivy-League Universities from the US, and other premier Universities of Asia.

Due to its Trans-National Management, it enjoys unique cultural strengths that form one of its core-competence and make it extremely competitive in its global business operations.

CEO & Director: Dr. Vikas V. Gupta

Dr. Gupta is the Founder & CEO of Inkorus. He is a B.Tech. from IIT, Bombay & did his M.S.(Engineering) & Doctorate in Engineering Science (Ph.D.) from Columbia Univ., New York. Following his doctorate he has worked at University of California, Irvine as a Research Scientist and as an Asst. Prof. at IIT Kharagpur.

He is responsible for setting the strategy and direction of the company and looks after the strategy and execution of the strategy. He provides a global perspective to the company and provides a bridge between Indian IT resources, including talent and products, and global clients with IT requirements. He provides the Indian IT talent with an understanding of the parameters important to the global client (namely, quality, reliability and delivery, besides cost). Similarly he provides the global clients with an understanding of the breadth & depth of expertise of the Indian IT workforce (namely, Architecture & Design expertise, product development & project management expertise and functional expertise of business processes of various industry sectors, besides low cost programming talent). Prior to setting up Inkorus, Vikas spent a majority of his career specializing in bringing the latest concepts from the Academia to the Industry via presentations in international conferences in France, US and India; papers in prominent international journals; and interacting with national labs such as Lawrence Livermore National laboratories, California and reputed companies like Exxon Research, New Jersey, on various technical issues including mathematical modeling & computer simulations. In the US, he's been instrumental in raising millions of dollars, Conducting Research and reviewing proposals for agencies such as Defence Advanced Research Projects Agency (DARPA), Office of Naval Research (ONR), Department of Energy (DOE), and National Science Foundation (NSF). Furthermore, he has been invited to join MENSA, the High I.Q. Society.

He is an author of several highly cited papers published in international journals with high impact factor, such as, Applied Physics Letter and Acta Materialia. Vikas started his professional career with Igenesis Inc., New Jersey where he worked with C, C++, X-windows, Motif, and Unix in one of the first GUI technologies. He's been working with Client/Server Technology & monitoring the progress of web technology from the initial HTML/MOSAIC days till the current sophistication of Windows DNA and .Net architecture. For the last several years he has been involved with forging international alliances and has setup a Global Technology Center in Pune and Global Consulting Centers in North America and Korea for Inkorus and its group company Istrat Solutions Private Limited.

Vikas lives an equally active life outside his professional career applying IT to the "Education for All" movement in Prabuddha Bharat Movement (PBM). PBM was conceptualized during discussions in US and started at IIT Kharagpur with his colleagues. He did volunteer work for SPIC-MACAY Columbia University in organizing cultural events and ASHA NYC/NJ in raising funds for educating poor children in India.

President & Director: Mr. Manoj H. Gupta

Manoj Gupta is a Founder & President of Inkorus. He has done his Bachelor's in Mechanical engineering & M. Tech in Industrial Engineering. He holds a Postgraduate Diploma in Business Management. He is a Member of Indian Institute of Industrial Engineering (I.I.I.E.) and has worked as Adjunct Faculty for postgraduate Engineering & management students.

Manoj has been awarded M.O.S.T. Authorized Applicator (Maynard Operation Sequence Technique) by H. B. Maynard & Company, Inc., USA. Over the past several years, he has been developing unique perspectives, which combine knowledge of Information Technology (IT) & business functions such as Manufacturing, Production Planning, Quality, and Project Management etc. to develop innovative Solutions to enable Corporate to achieve World Class Business Processes. He was a functional consultant & key team member for Enterprise Resource

Planning (SAP) implementation at Mahindra & Mahindra and has successfully implemented it in record time. He was instrumental in design & development of Software solution viz. Document Management Solutions, Audit Management Solutions & Calibration Management Solutions used in implementing & maintaining CMM/QS/ISO 9000 Systems. Using his functional domain & IT expertise he is developing ERP, SCM, CRM, Activity Based Costing (ABC) solutions specially designed for small & medium scale industry. He is a Consultant for implementing Business Process Reengineering (BPR), Production System, Balance Score Card, MOP's (Measurement of Performances). He is well-known in the top echelons of automobile industry circles and is frequently invited to be part of innovative initiatives on various technology and strategic issues by the top management of several industrial groups. Manoj is also a Consultant & Auditor for spreading Quality Systems viz., ISO 9000, QS-9000 & IQRS and Kaizen culture through out the organization.

Prior to joining Inkorus he has spent several years working in the corporate sector in blue chip companies like Mahindra & Mahindra, Videocon, Greaves, Thermax etc. in the areas of very large-scale Project Management from Planning to commissioning of Turnkey projects. In addition he has been instrumental in several cost reduction & Productivity improvement exercises while at these companies resulting in productivity improvements ranging from 45% to 120% and a cost reduction of several crores.

COO & Director: Mr. Mukesh R. Kharya

Mukesh Kharya is a Founder & COO of Inkorus. He is an accounting & finance expert with a vast & varied experience in several companies as a consultant. After his graduation in commerce from University of Raipur where he topped the merit list, he joined ICAI, Bombay for a course in Chartered Accountancy. During the course of his career he has been an Audit manager for several Public & Pvt. Ltd. companies such as SICOM, GIC, IPCL etc. for statutory, internal, management & operational audit.

Prior to Inkorus, Mukesh along with his associates has worked on several papers covering Budget analysis, Housing Finance – NHB perspective, Accounting in unorganized Rural Agricultural sector etc. which were presented & debated in BCA & WICASA conferences. He was a team member for “Dena Bank Restructuring Program”. Mukesh has during the course of audit of various share broking firms at Bombay stock exchange, analysed & devised a Investment portfolio mechanism, which was later on developed in to a unique software. In his long career in the field of finance, Mukesh has focused & developed special expertise in IT application to finance & IT enabled automation of back office services.

Mukesh possesses the experience, knowledge and skills needed to address the complexity of any business processes. Adopting Business Process Re-engineering (BPR), Mukesh identifies the critical factors of any Statutory & Regulatory procedures, further defining the Standard Operating Procedures (SOP) & automating the process by implementing suitable Do it yourself (DIY) tool through a software solution. He also undertakes systems audit for better implementation of enterprise systems & ensure the security levels of confidential business transactions.

Apart from professional memberships in Bombay Chartered Accountant Society (BCA), Forum of Free Enterprises (FFE) & Mahratta Chamber of Commerce, Industries and Agriculture (MCCIA), he actively participates in various social organizations like Association of Youth for Better India (AYBI), Child Relief & You (CRY), Prabudha Bharat Movement (PBM), Project Hunger etc.

President (North American Operations-Inkorus Group): Dr. H Jin Song

Dr. Song is responsible for developing and implementing the technology strategy of the company. He brings to Inkorus a deep understanding of the requirements and expectation of North American clients. His international background provides for a deep understanding of the similarities and differences in the IT infrastructure of clients in North America and Asia.

The IT solutions Inkorus & Inkorus Group of Companies provides to different clients is heavily influenced by the insight he brings. He has created a team of client consultants who interface with the client to help define their technology strategies in tune with their strategic goals.

Dr. Song is BS from Cornell University, a Masters in Engineering from Cornell University and a Ph.D. from Columbia University. Upon graduation from Columbia, he worked for five years with IBM on emerging technologies. In 1998 he founded MicroBizIT which works closely with Inkorus, a provider of innovative IT solutions to companies in the United States, India, China and Korea. He joined the MSA team in 2000 and has been the principal architect of their technologies, including the SmartTech and ALERTS initiatives.

President (East Asian Operations-Inkorus Group): Minsuk Kim

He is responsible for developing the Marketing strategy of the Inkorus and selecting and targeting the client groups which will benefit the most from working with Indian IT talent. His focus is on East Asia (especially Korea) and North America. Mr. Kim is BS from Cornell University, a Masters in Engineering from Cornell University.

Capability Statement

We at Inkorus have modern facilities at Pune for Software Development and Internet Solutions with proven expertise across variety of platforms like J2EE, Microsoft and Linux. These facilities are equipped with Pentium 4 workstations, all of which are transparently networked. Inkorus has an **ODC** (Offshore Development Center) for our US & Korean clients.

Hardware

Our state-of-the-art facilities boast of Pentium-based Windows 2000 Servers, high-end Intel-Pentium IV workstations, full-system Uninterrupted Power Backup, and 24-hour Internet connectivity via DSL.

Our People

Our strength is our people. At Inkorus, we have a dedicated team of vibrant professionals who excel in their respective spheres of knowledge who always believe in keeping pace with the ever-fast changing standards of the I.T. industry.

Office Infrastructure

In Pune, we have a 2000 Sq. Ft. as office area. The office is adequately supported by other infrastructural facilities for dedicated Software Solutions.

Technologies

- Enterprise wide Web & E-commerce Solutions
- Client Server Applications with latest technology using Dot Net
- Linux Solutions

Strategic Alliances

- Microbiz Inc., New York, US
- InnoQuest, S. Korea
- Fidel Technologies, Japan
- Ixelos Ltd., UK
- David Holding, Bulgaria, Europe
- Spherical Technologies Pty Ltd., Australia
- Fast Facts Computer Systems Pvt. Ltd. Mumbai

Client List

Inkorus provided offshore software development, offshore consulting, search engine optimization, Internet Marketing, business process automation, outsourced product & custom application development services in recent time to following esteemed clients.

	Mike Stapleton Associates, USA		Skygod Entertainments, USA
	Misrahi Realty Corporation, USA		NTB International
	Coining of America, LLC, USA		Cummins India
	Veritas		Comau India Pvt. Ltd
	Substance Magazine, USA		Kinetic Engineering
	Merloni Termo Sanitari (India) Ltd.		Sudarshan Chemical Industries Ltd.
	Garware Wall-Ropes Ltd		Garware Polyester Ltd
	Marga Inc. USA		Bharat Forge
	Coining of America		Vellum Magazine, USA
	VJ CORESOFT		Madison avenue Mall, Ohio, USA
	Intimates By D'Gianni, USA		Eddy Cranes
	Event Pass, USA Industries		Visible Hands, USA

Technology Alliances

ORACLE®



Our Associates



IIT Bombay Alumni Association

भारतीय प्रौद्योगिकी संस्थान
खड़गपुर



Bombay Chartered Accountants' Society



Emergency Notification System

Client: A Leading State Government—strongly committed to eGovernance was interested in offering better Disaster management services to its Citizen.

Problem Posed: Government was not satisfied with the existing technologies at its disposal for Disaster management, although it had installed some of the latest technologies for its Citizens.

Inkorus Problem Analysis: Business Process Analysis of the existing Disaster Management System revealed that the existing Disaster Management Systems could not be used to communicate with a large number of geographically disbursed Action Units simultaneously. Communications would require a sequential communications cycle and this would take up lot of important time at a time when Time is in short supply and immediate action is desired in an Emergency situation.

Inkorus Solution: Business Process Automation of the Disaster Management System was carried out using the ALERT Product from Inkorus Group. This solution provided a system of sending Emergency Notifications to a large number of Action Units from a Central Command Center. Further, this allowed them to keep a systematic Log of all the Alerts sent and whether they were displayed successfully.

Since the Alert was displayed with an Audio-Visual Alarm at the Action Unit site, there was no possibility of it being missed or anyone being able to claim that it was missed. This ensured speedy and appropriate action on behalf of the Action Units.

End Result: Government was satisfied and citizen confidence in their eGovernance and Disaster management abilities was enhanced further and the Citizens felt safer and securer.

Web Based Application Development—E-learning

Client: A leading security company with Fortune 500 clients in the USA.

Problem Posed: Client wanted to enhance its revenue streams beyond providing security-related services of security provision. The heavy knowledge-based intellectual property assets of the client was not being capitalized fully. Classroom Corporate training was not unleashing the full potential of the intellectual assets.

Inkorus Problem Analysis: Inkorus investigation uncovered that over the years the Client had assembled a huge compilation of intellectual property and it had a access to a small number of very high-quality faculty with niche knowledge areas. Further, the customers of the client were in need of this knowledge and were willing to pay for it.

Inkorus Solution: Inkorus suggested a web-based Learning Management System that could be deployed over the Internet and the courses could be disseminated using the system. The Enterprise version of the LMS could be deployed on the servers of the Client and could be viewed by the Fortune 500

customers of the Client or the Client's Customers could setup an in-house Professional version of the LMS and offer courses bought from the Client.

End Result: The Fortune 500 Customers of the Client were extremely satisfied with the arrangements and the Client was happy with the results.

Strategic Marketing Consulting

Client: A high-technology startup from Europe developing Enterprise solutions for the SME segment.

Problem Posed: Client had a great product platform visualized and working. The competition for the product in its segment was nil. However, Client being a relatively smaller company with few employees—the typical case of most high-tech startups—could not reach its clients.

Inkorus Problem Analysis: After several interactions with the Client, Inkorus realized that the main bottleneck was marketing and the Client was not able to reach its client. Even the awareness that the product existed was not there with the potential clients. The marketing and advertising budget was limited. Further, it was realized that the platform chosen for the products was itself with a limited install base.

Inkorus Solution: Inkorus defined a product management strategy for the company. A unique guerilla marketing strategy was brain-stormed & a branding-positioning plan was finalized. Using internet as a medium a world-wide distribution channel was created. Further, a complete ecosystem for supporting and promoting the product was developed and awareness was created within the minds of the potential clients about the availability and desirability of the product. Another platform with a huge installed base—more than 150000+ installations was identified and the product was ported to that. Discussions with the platform developer is going on to finalize an OEM/Branded deal for bundling this software with the platform.

End Result: The high-tech startup was extremely satisfied with the marketing program and is really hoping for an undreamed of breakthrough with the new platform deal coming through.

Product Outsourcing

Client: A software product company from UK.

Problem Posed: Client had developed a great product-suite concept and had a design ready to be implemented. Some prototypes were also ready. However, the availability and cost of high-quality technology human resources was a severe problem limiting the rate of development and launch of the products.

Inkorus Problem Analysis: The window of opportunity was very small and the product-suite needed to be launched in a quick time-frame. Further, the budget was totally constrained in terms of hiring the required number of employees in UK. Even if the budget permitted, once the products were fully-developed the enhancement teams required would be much smaller and there would be an issue of what to do with the rest of the employees.

Inkorus Solution: Inkorus suggested that offshore outsourcing to India might be the way to go. Indian Offshore solved the problem of cost and budget constraint. Further, it speeded up the product development several times due to the larger total number of working hours available. Further, the outsourcing part

solved the problem of what to do with the extra employees once the major development work was over.

End Result: Even though there were initial challenges in terms of cultural adjustments and typical distance related problems, these were overcome through sustained commitment on both sides to make this model work. The software product company was pleased with the arrangements and the product development outsourcing has worked to their satisfaction. They are now going for further development work on other products.

Visit http://www.inkorus.com/success_stories.html to have a look at more **Success Stories**

Corporate Social Responsibility (CSR)

- Inkorus takes its role in the Society very seriously and has taken up Social Initiatives such as Prabuddha Bharat Movement for education and economic growth of India.
- Inkorus is active in organizing various conferences, seminars and events and provides speakers for giving invited Talks, contributing articles to various trans-national media and writing important white papers through its global Strategic Research Foundation having members from various well-known organizations like IBM, Lehman Brothers, Wall Street etc.
- Inkorus offers Honorary Strategic Management Consulting on developing Global Business Competence to several Industry Sectors jointly with Business & Trade Associations, such as Trans-National Chambers of Commerce, various Management Associations and Industry Associations.

Contact Information

INKORUS SOLUTIONS (I) PVT. LTD.

Global Technology Center:

'Mukthai', S. No. 264, Baner, Pune-45 India

Phone: +91-20-27293906

Corporate Office:

**12 W. 32nd St. Suite 603, New York, NY 10001,
USA**

Phone: 212-629-3838

Email: ceo@inkorus.com

Website: www.inkorus.com