MEET US AT CeBIT 2011 Hall no. 6 – E46 stand – Mar 1st – 5th

Cyber Infrastructure private limited
An ISO 9001:2008 company

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1. Good to know that you are participating in CeBIT. What is the main purpose?
> Being in the forefront of the technology outsourcing world in India, CeBIT is a perfect match for CIS to showcase its talents, learn and expand its network. As the CEO of Microsoft Steve Ballmer put it, "CeBIT is the most important technology event in the world." This is the first time CIS will be attending CeBIT and we're looking forward to building lasting relationships and making it a regular event on our company's agenda.

2. How did CIS originate? What was the aim behind its creation?
> CIS originated from its 3 founders who were already working in the outsourcing Indian IT field. Sensing the huge amount of potential along with problems in outsourcing, we envisioned a better system built on trust to fulfill expectations. One of our core aims was to provide an all encompassing solution from software/web/application development to BPO (marketing, call center, technical support staff, data entry, accountancy, virtual assistants) so companies looking to outsource would be able to streamline and meet all their requirements with us.

3. You started a company at such a young age. What was the motivation?
> The motivation was realizing that a better system could be created to realize the markets full potential. Current models at the time for outsourcing were littered with problems in trust, communication, management and skills. Combining our various professional experiences in business management, software/web development and BPO we were able to define outsourcing as a process and launched our company.

4. What verticals do you cater to?
> CIS is a one stop outsourcing services provider for software, web and mobile application development through regular and cloud hosting environments. We've also developed an efficient model in offshore staffing that allows companies to take full advantage of outsourcing while realizing the cost benefits. Our BPO department currently consists of marketing (SEO, PPC, and market research), call/support center staff, virtual assistants, accountants and data entry staff.

5. How do you view the off-shore software development and Call Center market?
> The latest trend in the offshore software development market is the shifting towards research and development in addition to development and maintenance of software. Hundreds of corporations have already set up R&D centers in India and this trend is likely to continue with India taking a leading role.

The call center market has evolved into a contact/support center during the past 5 years with highly trained staff capable of handling emails/product support and calls. Market demands for contact centers continue to grow and new players are emerging in Eastern Europe and South America increasing the competition and raising quality standards.

6. How is CIS able to cope with the competition and what is your USP?
> Increasing local costs to operate in major markets across India such as Mumbai and Delhi (where many come to find work) has given rise to higher prices and deterioration in quality. Compared to these major destinations for outsourcing, CIS's location in the heart of India (Madhya Pradesh, Indore) has operating expenses which are between 50-80% lower putting us at a huge cost advantage. In addition

to offering a one stop IT solution for clients consisting of web/software development and BPO, CIS's refinement of outsourcing models and virtual staffing solutions offer a unique solution to companies.

7. What type of software development do you do?
Some of the areas are:

Mobile App Development
M-commerce, Application development targeted to Iphone, Ipad, Blackbarrey, Android, Windows CE and Symbian OS etc.

IT Staffing Services
Microsoft Technologies, AsP.net, C#, PHP, Java, Drupal, Joomla, Flash, Flex/AIR etc.

Open source Development
EyeOS, Typo3, SugarCRM, Wordpress, Magento, Zend, Cake-PHP, Codegnitor etc.

Internet Solutions
Web2.0, Social Networking, E-commerce, CMS, CRM, SEO

Call Center Services
Sales Support, Customer Support, 24 Hour HelpDesk, Virtual Employees etc.

Marketing Services
SEO-SEM, Social Media Marketing, Email & Tele Marketing

8. Is Mobile Solutions going to be a big market?
> We have seen a tremendous surge the past year in requirements and requests for mobile app development. Forecasts for mobile app development predict the market to triple to an estimated worth of $30 billion in revenue by 2015. Development is being further fueled by the introduction of devices running on mobile solutions such as TV's, coffee tables, tablet PC's to name a few. CIS has committed to this growing market through expanding its staff and refining systems and models of mobile app development.

9. Can you throw light on your Search Engine Optimization Service?
> Your website is only useful and profitable if people find you. Search engine optimization equals more visitors to your website, which directly translates into more sales/leads. Search engines base rankings on relevance and algorithms. SEO is not an exact science and both offsite and onsite optimization have to be combined for a successful strategy. CIS can help you achieve your goals by offering consulting, solutions and campaigns customized to your needs.

10. Have you developed any products?
> Yes through we have developed a few software but they are very powerful, one of them is PerfectSystemInfo, a good tool for any ecommerce site selling PC or related hardware, software, PC support etc. This small tool (10 KB only) run on the user PC and analyzes all the devices he has installed including their minor details, possible increments etc. and then can help the consumer choose the right thing for him. Example if you like to buy more RAM for your PC it can guide you which RAM you should buy (Out of more than 10,000 available options), and how much more RAM you PC can support. While its

implementations are endless to help & support consumers in buying/ getting all king of PC software, hardware and devices per his specific needs.

11. What about your technology expertise?
> CIS is devoted to meeting the needs of our clients through our expertise in technology. Being an MS Gold certified partner, CIS offers a full range of web/software development solutions using MS Technologies. Our senior level staff all have over 10 years of experience in developing and implementing open source solutions such as Drupal, Joomla, Ruby on Rails, DNN, to name a few. CIS also offers consulting for fresh or existing ideas and concepts related to web/software and mobile application development.

12. Can you highlight few of your major clients?
> Some of our major clients include Wells Fargo, Orange, Sprint airlines, World Trade Center Orlando, Sky Rise Dev Group, Barclay Premier League, Wiki Fun and Moby memory to name a few.

13. How important is quality?
> Understanding quality in outsourcing is the key to success. Most of our success has come from maintaining strict quality control in our BPO and software/web/mobile application development. We've seen how lack of quality in outsourcing has led to disastrous effects. Increased costs, damage of reputation and the loss of time are just a few we've seen with our clients when we're reworking and cleaning up the mess left behind by some firms. In addition to our portfolio of work and references, CIS is an ISO 9001:2008 certified company along with our Six Sigma training which is currently underway to further our goal and commitment to quality. We accredited PCI Data Security Standards and CMM Level 3 process in place.

14. How do you view the European market?
> Europe has been growing faster in global outsourcing compared to the US during the past 5 years and currently accounts for 30% of the global market with the leading players being UK, France and Germany. We expect this trend to continue as penetration levels reach deeper across other European nations. Expansion of firms, increase in costs along with a shortage of talent is fueling growth across much of Europe. Cultural issues, strict labor laws, regulations/VAT, and political-economic situations are challenges faced by most outsourcing firms trying to break into the European market. CIS has expanded its presence in Europe to 2 different locations in order to meet some of these challenges and is looking forward to further growth in Europe over the coming years.

15. What are your marketing strategies?
> Our initial growth spurt was fueled by our client's satisfaction levels which lead to long term relationships and access to further opportunities. With our success we have taken an aggressive approach over the past 2 years in acquiring new clients through our attendance at various trade shows/exhibitions and by setting up joint ventures/partnerships in Europe and the United States.

16. What are the major concerns/issues faced by the industry?
> **Client side:**

Losing control over local technology functions, concerns over legal issues with foreign companies, security of data and a limited understanding of a company's reputation are some of the issues that continue to be major concerns. CIS has addressed these concerns using various strategies that have proved successful. Most of these hurdles can be overcome once a company commits to outsourcing. CIS

actively engages companies to understand the process and fully commit to outsourcing to maximize their savings. Across the industry one of the major concerns today is communication. Cultural/language/time barriers prove to be a challenge for many. Although all our staff is fully fluent in English; CIS has responded by taking on local speaking project managers when necessary to help bridge any gaps in communication and to streamline the process. We've learnt simplicity (Skype, google docs, local phone numbers) is the key to success in communication.

Supplier side:

From our past experiences one of the biggest issues faced by other local outsourcing firms was attrition. Retaining and keeping staff proved to be a huge challenge for these firms. We understood this from the beginning and began with a corporate culture that focused on our employee's well being with gym memberships, extensive health benefits and higher than average salaries. Furthermore; social programs, opportunities for further advancement and educational scholarships have proved to be successful in CIS's strategy in retaining and keeping our staff happy.

17. What role do you think the government can play for the betterment of the industry?
> With the recent financial turmoil; governments are turning their eyes towards local employment conditions and the debate about outsourcing and the loss of local jobs is at the forefront of discussion. Outsourcing is a reality that is here to stay as business's try to survive and compete in a global economy. Imposing tariffs and further taxes on companies that outsource will only further hurt local economies and cause many firms to shift elsewhere. Realities of the global economy need to be fully understood by governments before drafting policy and laws that seek to punish those who outsource.
For emerging economies wishing to reap the benefits of the outsourcing industry; a case study of the Indian government's policies towards outsourcing is a must. Government assistance and involvement in the industry has been one of the reasons for its success. Besides creating IT friendly policies and providing legal protection for international firms, the government encouraged international investment through tax incentives and reliefs creating an environment where outsourcing has flourished.