

2011

# BrightSword Technologies Pte Ltd.

CORPORATE PROFILE

## **Introduction about BrightSword**

BrightSword Technologies Private Limited was first incorporated in India in 2000 as an innovation-driven information technology company. It provided outsourced software development services to clients in the US, UK, Australia and Singapore. BrightSword shipped its first code generation product, BrightSword Designer, to a global audience in India, Germany and Australia.

BrightSword Technologies Pte Ltd, Singapore was incorporated as an independent software development and services unit in 2005 to cater to the growing outsourcing needs in the Asia Pacific region. The unit provides IT consulting, project management, business analysis, application development, and support and maintenance services from Singapore. It has since taken over role of the corporate head-office role in 2007, and currently directs all operations of BrightSword Technologies.

BrightSword Technologies Pte Ltd, Singapore was awarded ISO 9001:2000 certification in March 2008 and subsequently upgraded its quality procedures to ISO 9001:2008 during 2010.

BrightSword has a proven track record in delivering high-quality application development and IT-related services to clients worldwide, and has established itself as a high-tech powerhouse. It continues to build on its strengths – the ability to respond to customer needs by developing highly-innovative solutions, effectively enabling its customers to experience the benefits of emerging technologies.

## **What We Believe**

We are

- Driven by customers
- Operate with integrity
- Strive for excellence
- Deliver on promises

We succeed by exceeding customer expectations. Our commitment to customer service begins with understanding customers and we believe that each contact with a customer is an opportunity to increase customer satisfaction. We are committed to create a workplace that is safe, and a workplace that thrives on teamwork and leadership. We strive for excellence in everything we do and we recognize that each of us can add real value to our business by approaching our work with passion and innovation.

We are a team dedicated to provide the best services possible. We have evolved business practices that allow us to communicate and deliver commitments - on time and on budget. We believe that, in the long run, the commitment to ethics and values that we have as a company is our biggest and strongest selling point.

As a company, we embody our core values of Teamwork, Honesty, Respect, Innovation, Value, and Excellence in all our endeavours and relationships. Our strong work ethic and lasting customer relationships enable us to truly THRIVE.

value  
Teamwork  
Honesty  
Respect  
Innovation  
Value  
Excellence

## ***Mission and Vision Statements***

Our mission is to "...to walk worthy of the vocation to which we are called..." .

Our vision is to "be a leader in providing innovative IT solutions in Singapore & the APAC region."

## ***ISO 9001:2008 Quality Charter***

Our ISO 9001:2008 Quality Charter is **Commitment and Excellence**. This charter is the guide to our process documentation and improvement. We are drawn to focus on how any business process we define improves our commitment and excellence.

## ***Quality Focus***

We've instituted industry-proven technology, processes and methods to ensure that we deliver high quality solutions, in quick time, at a reasonable cost.

Our process-support infrastructure includes systems that allow for secure, global exchange of information, document management, configuration management, and reporting and tracking of progress.

Our processes have been scrutinized and validated by independent evaluators, and we have been ISO 9001 certified since March 2008, confirming that adequate processes and documentation are in place to deliver high quality results.

Our design and development methodology incorporates several review points to ensure that the correct problem is being solved correctly. Our test environment and staging server infrastructure allow for adequate testing and simulation of the system before deployment of the system in a live, production environment. We try to ensure that there are no surprises during the entire life cycle of the project.

Using proper documentation, mature processes, proven methodology and transparent feedback systems supported by stable infrastructure are the underpinnings of high quality – these ensure that the highest value is passed on to the customer.

## ***Why BrightSword***

We're a mature, innovation-driven company, and our inventions, experience and discipline allow us to bring a superior product out to market whilst the competition is still struggling to get off the mark!

We put a lot of effort into designing the application correctly, thinking through scenarios where components fail, get overloaded or get disconnected, and ensuring that the behaviour of the system is acceptable under those scenarios. Our confidence in the resulting design stems from a thorough understanding of the platforms and tools we work with, our close-knit collaboration and the passion we put into the design process, ensuring that we have designed the best solution possible.

We apply our code-generation and design automation tools where possible to improve the performance and ensure the quality of our development processes.

Our testing phase is thorough and unforgiving – we automate as many tests as possible, and while development takes place fractionally, testing takes place incrementally and previous features are repeatedly tested to ensure that nothing is broken by a recent "improvement".

Our ISO 9001:2008 processes mandate that we document each step of the way, getting approvals and delivering reports to stakeholders at various stages, and generally being responsible.

Finally, we go through a well-defined release process which ensures that all the final tested components of the software and the documentation are bundled appropriately and delivered to the customer. In the case of web-applications and other complex distributed systems, we generally provide on-site installations and initial monitoring to ensure that the new systems are in-place and standing. We provide excellent support services which take over from this point.

## **IT Consulting Services**

We bring many decades of IT and project experience coupled with our deep understanding of technologies and tools. This allows us to provide effective and value-laden solutions to their requirements.

### **Practices**

We have experience in designing and developing:

- Enterprise applications
- Web Application Solutions
- Web Service Solutions
- Mobile Solutions
- Multi-Tier Database-Driven Solutions
- Business Workflow Implementation Solutions
- Office Automation Solutions
- Cloud Deployable Solutions

### **Project Management**

Our consulting work is structured and follows guidelines for documentation and recording communication.

We have defined processes to manage projects that follow different methodologies right from traditional waterfall to agile methodologies.

These processes are adequate to manage a range of client requirements including, fixed bid projects, Time and Material (T&M) projects, dedicated outsourced teams and build operate transfer (BOT) engagements.

We are comfortable with an iterative process of identifying issues, proposing solutions and enumerating their constraints, and successively refining the requirements until the right balance is reached between the correctness and completeness of the solution, and its time and money cost in implementation.

### **What platforms and tools we use**

We are experts in using classic .NET technology to build Windows-based monolithic applications and Web-based, Windows-based and mobile multi-tier application front-ends. We can write slick WPF and SilverLight interfaces for specific requirements.

We write web applications in ASP.NET and can also incorporate them in SharePoint installations if required. We also write high-performance ISAPI applications when plain ASP.NET isn't the best choice for the job. We've pioneered AJAX on our own .NET-based MVC web-server.

Our innovations include using XML, XPath, XSD and XSLT effectively to cleanly isolate and localize data transformation, so quite a bit of customization takes place without having to change code or recompile.

We are experts in using SQL for the data-storage work and evolved our own OR/M solution which can work on multiple database-servers like Microsoft SQL Server, Oracle and MySQL.

We write Windows Services for certain solutions which can run un-attended and work in the background, performing serious work without requiring interaction.

We also support and actively use Java and other Open Source technologies and platforms.

## **Application Development Services**

Applications come in a variety of architectures and topologies. From a simple monolithic application (think "Calculator") to a complex, cooperative workflow running in a distributed environment (like a Medical Transcription system which manages the process of voice-files recorded in the US being transcribed into Microsoft Word documents in India), all applications have this in common – they have to *just* work!

## What we do

### Core Business Process Web Applications

If your company is still exchanging information by mailing Microsoft Excel or Microsoft Word documents around, it's time to change. Why not talk to us about a custom business web application that manages structured data aggregation and enables collaboration without having to worry about whether the most recent copy of a document is being used? We can even embed a flexible workflow management system that ensures that your business processes are being properly followed. ("Bob needs to fill out these sales numbers and has to get Alice's agreement before sending the chart off to Fred")

### Healthcare IT Service

We are very keen to showcase our leadership in developing IT solutions for the healthcare space. We have written solutions to manage aggregated insurance claims for employer healthcare plans, applications that perform health screening for diseases like diabetes and cancer by intelligently asking a few questions, and we have participated in creating secure medical record collaboration systems that comply with HIPAA and employ HL7.

#### Healthcare IT Services Offered

- Healthcare IT Consulting & Outsourcing
- Healthcare SaaS & Cloud Application Development
- HIPAA & HL7 Compliance Solutions and Services
- Healthcare IT Application Development
- Healthcare Mobile Application Development
- Healthcare IT Security & Data Management
- Healthcare IT Application Maintenance & Support
- Healthcare IT testing services
- Healthcare social networking portals
- Healthcare Business Intelligence
- Healthcare System Virtualization
- Disaster Recovery
- Application Training
- Application Hosting

### Retail Management Services

It is a suite of industry specific Retail Management modules that aim to help SME bosses automate their core business operations within a single integrated internet based platform. It contains the following modules.

- Point of Sale (POS)
- E-Commerce
- Order Management
- Purchasing & Receiving
- Inventory Management
- General Accounting
- Sales
- Delivery & Supply Chain
- Marketing
- Management report

### Mobile Application Services

Our Windows mobile enterprise application development team can define and deliver any organisation's mobile strategy, ensuring that companies successfully identify and exploit the opportunities that will truly add value to their business.

#### Windows Mobile Enterprise Application Services Offered

- Mobile CRM Solutions
- Mobile Healthcare Applications
- Mobile Inventory Management Solutions
- Mobile Supply Chain Solutions
- Mobile Retail Management Solutions
- Mobile Warehouse Management Solutions
- Mobile Insurance Applications
- Mobile SFA Solutions

## E-Business Services

If your company doesn't use a CRM system to keep track of its customers, sales force and marketing campaigns, we can help a great deal. We can put together a CRM system for you and help you get the metrics you need to decide which customers to pursue and which sales people are your star employees. While there are several ready-made solutions available (and we can customize some of these for you, if you like), there's still nothing like the personal touch which takes care of those things that make your business special. Talk to us about your concerns – chances are, we've solved them already.

## Technology Capability Statement

### Our Skills

BrightSword is primarily a Microsoft .NET proficiency centre. We also support, and have contributed to, open source efforts. We develop applications for customers on open-source platforms, and recommend open-source solutions when appropriate without any bias towards either technology stack.

<i>Frameworks</i>	.Net, Java, ZEND
<i>Programming Languages</i>	C# (all versions), JAVA, XSLT, Javascript and dialects, PHP, VB.NET (all versions), perl, awk and sed
<i>Meta Languages</i>	XML, XSD, XAML
<i>Database Programming</i>	SQL (T-SQL, Oracle, MySQL, Sql-92 variants, SQLite), ADO.NET, LINQ for SQL
<i>Web Technologies</i>	ASP.NET, ISAPI (generic HTTP handling with .NET), PHP, generic AJAX, JSON, ASP.NET MVC, WSS, Fusion Charts (Flash)
<i>Mobile Technologies</i>	Windows Phone 7, Windows Mobile 5.0, 6.0, 6.5, .NET Compact Framework, MS SQL Server Compact, ActiveSync, Resco Mobile Development Toolkit
<i>Server Applications</i>	Windows Workflow Foundation, SharePoint Server (WSS/MOSS), Windows Communications Framework, BizTalk Server, magento, vTiger
<i>Financial Package Integration</i>	MYOB Interoperability
<i>Office Automation</i>	Microsoft Office, COM/.NET interoperability
<i>Project Management, Modelling, Mind-Map</i>	Microsoft Project, Microsoft Visio, FreeMind
<i>Testing, Bug tracking &amp; Support</i>	TRAC, Basecamp, Bugzilla, Test automation tools
<i>Source Control</i>	SVN

**Table 1: Our Condensed Skill Matrix**

## Our Quality Process

BrightSword Technologies uses the **4D** (Define -> Design -> Develop ->Deploy) process to deliver projects on time and within budget. Iterative or Spiral projects use this 4D process appropriately applied to each module or iteration.

Gate reviews are performed at the end of every D-phase. This is an independent review performed by a group of experts or a core competency group to assess the quality of the deliverable and/or health of the project at the end of a particular phase. The project can move from its current phase to the next one only after its gate review has been passed. This is in addition to several other internal quality checklist reviews.

Phase	Inputs	Outputs	Exit Criteria
Define	Project Contract Signoff [Client]	Project Scope Document [PM]	All queries raised by project team are addressed by the client
	Meeting Inputs [Project Stakeholders]	UI Prototype [PM]	
	Project Scope Document UI Prototype Client Feedback	System Requirement Specification [PM]	Gate 1 Review [Client Domain Experts, CTO/PM] Requirement Specification Signoff [Client]
<b>Gate 1: SRS &amp; Design Input Checklist reviewed by Client Domain Experts and CTO/PM</b>			
Design	System Requirement Specification	System Architecture, Database Design [Architect]	Gate 2 Review [CTO/PM]
	Design Experience Design Input Checklist	Development Plan [PL/PM] Project Schedule [PM] Test Plan [QA]	Schedule and Plan Signoff [PM]
<b>Gate 2: Design Output Checklist reviewed by CTO/PM</b>			
Develop	Design Output Checklist	Code Artefacts [PL]	Gate 3 Review [Architect, CTO/PM] Release Signoff [PM]
	System Requirement Specification	Test Results [QA]	
	Design Documents Development Experience Pre-built Modules	Deployment Documents [PM] Training Documents / Help / Manuals [PM]	
<b>Gate 3: Quality Checklist, Release Checklist reviewed by Architect and CTO/PM</b>			
Deploy	Release Bundle	Client-Side Deployment / Release Bits [PM]	Gate 4 Review
	Deployment Documents	User Training [PM, Client]	User Acceptance Signoff [Client]
	Training Documents	User Acceptance Test Report [Client]	Project Closure [Client, PM]
<b>Gate 4: Deployment/Handover Checklist, Project Closure Checklist reviewed by Client and PM</b>			

**Table 2: 4D Project Management Model at BrightSword**

## **Outsourcing Engagement Models**

### **Onsite Delivery Model**

The Onsite Delivery Model works well when we are not located in a vicinity close by to the client; i.e. we are not located in the same city/country as that of the client and the project requires direct and continuous client interaction and participation at every stage.

When this model is employed, we position our personnel at the client's location to work alongside client's team for the entire duration of the project, right from the point of collecting requirements to its implementation and possibly even through the maintenance and support phases.

This model is especially effective for projects that follow agile methodology that requires active and regular in person communication.

This model is however the most expensive as there would be additional costs to cover Travel, Accommodation and per diem allowances, and should be used only when there is no other feasible option.

### **Offsite Delivery Model**

The Offsite Delivery Model works well when we are located in a nearby vicinity to the client; i.e. we are located within the same city/country as that of the client. This model allows for improved communication and quick turn-around time.

This model is especially effective for projects that follow agile methodology that requires active and regular in person communication.

Our current offsite locations are Singapore and Australia. This model is relatively cheaper and should be used whenever possible!

### **Offshore Delivery Model**

The Offshore Delivery Model works well when we are not located in a vicinity close by to the client; i.e. we are not located within the same city/country as that of the client.

When this model is used, the entire project is accomplished at our offshore development centre that is located in a different country. The client will be dealing directly with the offshore team. We will have no in-person interaction with the client during the entire duration of the project.

There would however be regular and frequent communication during the entire duration of the project. With the currently available telecommunication infrastructure, there should be no hindrances to effective communication!

Our current offshore location is Bangalore, India. This model is relatively cheaper and should be used whenever possible!

### **Hybrid Delivery Model (Onsite/Offshore)**

In the Onsite/Offshore Delivery Model, the outsourcing work is distributed between our onsite team at the client's location and our offshore team.

The client enjoys the benefits of both outsourcing models. The distribution of work depends on the nature of project; usually 20-30% of the work is done by the onsite team and the rest is done by the offshore team.

The following tasks are normally executed by the onsite team:

- Gather the client requirements
- Plan and carry out the initial design for the solution
- Regularly interact with the client to factor in requirement changes
- Project coordination with the offshore team
- Deploy the system and provide user training

The following tasks are normally executed by the offshore team :

- Understand the requirement specifications and high level design
- Carry out the detailed, low level design
- Develop and test the system
- Ensure that quality and performance parameters are met
- Provide post implementation support and maintenance

The Hybrid model is preferred for most outsourced software development projects as it strikes the right balance between the advantages of onsite engagement and the cost benefits of offshore engagement.

### Hybrid Delivery Model (Offsite/Offshore)

The Offsite/Offshore Delivery Model works well when we are located in a nearby vicinity to the client. The outsourcing work is distributed between our offsite team and our offshore team.

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## Contact

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