

Who We Are

BrightSword Technologies Private Limited was first incorporated in India in 2000 as an innovation-driven product company. It provided custom software development services to certain clients in the US and UK, and shipped its flagship product, BrightSword Designer, to a global audience.

BrightSword Technologies Pte Ltd, Singapore was incorporated as an independent software development and services unit in 2005 to cater to the growing application development needs in the Asia Pacific region, building on five years of innovation and branching out into on-site services. The unit provides project management, business analysis, application development, 3rd party system integration and support & 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 2008.

BrightSword Technologies Pty Ltd (ABN 48 106 603 249) was incorporated in Sydney in 2003.

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

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.



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 for the SME market in Singapore & APAC region."

ISO 9001:2000 Quality Charter

Our ISO 9001:2000 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 the highest possible quality, in the fastest possible time, at the lowest possible cost.

Our high-tech process-support infrastructure includes systems that allow for secure, global exchange of information and tracking of progress.

Our processes have been scrutinized and validated by independent evaluators, and we have been ISO 9001:2000 certification in early 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 – we make sure that there are no surprises during the entire design, development and delivery cycle.

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.

Consulting Services

We provide excellent consulting services to customers worldwide.

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:

- Web Application Solutions
- Web Service Solutions
- Multi-Tier Database-Driven Solutions
- Business Workflow Implementation Solutions
- 3rd Party System Integration Solutions
- Document Management and Collaboration Solutions
- Data-Retrieval and Processing Solutions
- Office Automation Solutions

Platforms

We are familiar with the following platforms on which to design our solutions:

- Core Microsoft .NET, Windows Communication Framework, Windows Workflow Foundation
- Microsoft SharePoint Services
- Microsoft BizTalk Server
- Microsoft SQL Server, SQL Server Reporting, Crystal Reports
- Microsoft Internet Information Server, ASP.NET
- LAMP/WAMP running vTiger, with customizations
- LAMP/WAMP running Magento, with customizations
- Apache + SVN, Apache + TRAC, Apache + PLONE

Processes

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

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.

We generally follow up the consultancy phase of a project with its delivery, but we are also open to being engaged purely for consultancy.

Solution Development Services

Applications come in a variety of architectures and topologies. From a simple monolithic application 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!

Several of our business applications are currently operational, serving the customised needs of our clients.

What we do

Healthcare Solutions

We are very keen to showcase our leadership in developing IT solutions for the healthcare space. We have written solutions to manage aggregated medical claims for employer healthcare plans, applications that assist in the health screening and management of chronic diseases, and we have participated in creating secure medical record collaboration systems that comply with HIPAA and employ HL7.

Retail Management Solutions

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.

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

E-Business Solutions

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.



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

Table 1: 4D Project Management Model at BrightSword

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 and recommend open-source solutions when appropriate without any bias towards either technology stack.

<i>Frameworks</i>	.NET 3.5, .NET 2.0, .NET 1.1, ZEND, Java
<i>Programming Languages</i>	C# (all versions), 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), 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
<i>Server Applications</i>	Windows Workflow Foundation, SharePoint Server (WSS/MOSS), magento, vTiger, Windows Communications Framework, BizTalk Server
<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>Source Control</i>	SVN, Microsoft Visual SourceSafe

Table 2: Our Condensed Skill Matrix

We use a whole slew of auxiliary tools and techniques in designing solutions so this is quite the abbreviated list. Please contact us if you have questions about our familiarity with any specific technologies.

Our People

We are a passionate and talented team of young professionals.

From the most experienced to the novice, our team-oriented work structure enables everyone to work together to ensure the company's goals of excellence and customer satisfaction are always met.

Our project managers, software engineers, designers, quality and support staff are all highly qualified and experienced, and can each hold their own place among the best in the IT industry.

Our management team:

Peter Azariah, Director

Peter is responsible for providing vision and direction to the Asia-Pacific operations. He ensures that the BrightSword team provides innovative, high quality, cost-effective IT services.

He led the team in identifying and implementing industry best practices and quality processes leading to the successful ISO 9001:2000 accreditation.

Peter is a PMI certified project manager. He has a passion for Project Management and Quality with a keen focus on providing superior IT solutions that add value to the clients business needs. He is responsible for Business Development, System Analysis and Design, Project Management and Training.

Peter previously worked for ITC Infotech; a leading CMM level 5 Company. He earned his Master's degree in Computer Applications with distinction from the National Institute of Engineering, Mysore University, India.

John Azariah, Director

John is the visionary driving force behind technology innovation at BrightSword. He architected and directed the development of BrightSword Designer, and continues to invent new and powerful tools to streamline software development methods.

John has over fifteen years of experience writing world-class software – spending a year at Oracle Corporation helping ship Oracle Forms 4.5, and over 5 years at Microsoft Corporation, where he helped ship Microsoft Excel 4.5, Microsoft Project 95 and Microsoft Project 98, develop the prototype version of SharePoint Server, and lead a team to help ship Microsoft Visual J#.NET. John brings with him enthusiasm and innovation to spear-head the technical prowess of the company.

He has been named in several US patent applications and patent grants for his innovative work at Microsoft and HealthUnity Corporation.

John graduated with honours from Dartmouth College – the birthplace of BASIC – with a degree in Computer Science. He currently lives in Melbourne, Australia.

Bhaktha Reddy, Director

Bhaktha is responsible for overseeing the strategic alignment and management of investment programs and technology solutions and for providing leadership to financial and administrative functions.

He oversees all aspects with a corporate vision and gives leadership to accomplish mission statements and goals of the company. He develops new business strategies and establishes collaborative and contracted research programs with companies, vendors and business clients.

Bhaktha has a Masters in International Business from UK and has acquired vast amount of experience working with people from different cultures and different profile. He currently lives in Bangalore, India.