



# Corporate Profile

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## **Sybrant Technologies**

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## 1 Introduction

Sybrant Technologies is a leading outsourced product development company that caters to product development (ISV's) companies worldwide. Founded in early 2007, Sybrant has over 140 employees servicing and providing solutions to product engineering companies worldwide. Sybrant's Technology Development Center is located in India with offices in USA. Sybrant has been successfully empowering its customers globally with innovative end-to-end technology solutions. Sybrant's agile technology labs are built to provide Strategic Outsourcing services that include Product / outsourcing services and develop enterprise application solutions. Sybrant leverages its enduring alliances with technology leaders like Sun while providing solutions to its customers. Sybrant specializes in developing strategic business solutions using global delivery model - a combination of Onsite, Offsite and Offshore project execution methodologies, to meet specific client requirements.

Sybrant has consistently demonstrated its commitment to developing cost-effective, quality custom-applications by adhering to strict time-lines. This has enabled Sybrant to work with some of the product development companies as their technology partners on a continuous basis.



**Sybrant's Technology Center, Chennai, India**

**2 Capabilities**

**2.1 Sybrant Focus**

Sybrant has gained expertise in diverse industry verticals, horizontals and technologies. Today, it focuses on these specific areas and the same are depicted pictorially below.

# Service Expertise

**Vertical Focus**

Independent Software Vendors

**Application Focus**

Mobile Applications

VoIP

Network and Security

SOA Enablement

Integration

**Technology Focus**

J2EE

Open Source

Application Servers

Web Services

Databases

.NET

XML

LAMP

Security

### 3 Services

Sybrant delivers wide-ranging and value added services adopting the unique approach of integrating people, processes and technology. This approach has allowed its teams to map business requirements to the technology solution that fit project goals. Sybrant consultants focus on understanding customer needs to devise design and development strategies to efficiently create reliable applications, on time and within budget. The following sections deals with some of the services that Sybrant provides.

#### 3.1 Strategic Outsourcing

Today, most organizations, are under tremendous pressure to reduce budgets and costs in order to maintain their competitive edge. Despite the reductions these companies have to cater to their customers needs more effectively and courteously. Outsourcing has been considered as a panacea for all these problems. However, many questions have been raised about the outsourcing process, the effectiveness of outsourcing, and the problems involved in implementing outsourcing.

Aside to focusing on the core competencies companies are also looking at outsourcing for the following reasons:

- To overcome IT resources shortage
- To provide end users / clients with critical time-to-market software solutions
- To relieve strained resources
- To reduce operating costs
- To improve service levels

Many organizations have done outsourcing at one point of time or the other in order to meet their immediate pressing requirements. This kind of tactical outsourcing has not helped the organizations much and in fact the problems faced were more than the benefits gained. Continued tactical outsourcing has caused significant degrading of productivity and customer retention. The new strategic role of IT is not just reducing cost but to create value, competitiveness and productivity. Strategic Outsourcing helps organizations achieve this. Agile organizations have looked at outsourcing differently and have gone for Strategic Outsourcing. Strategic Outsourcing improves enterprises' ability to deliver business result using internal and external capabilities.

#### 3.2 R & D Outsourcing

Sybrant's R&D Outsourcing services include:

- Technology/Product Research & Development
- Real-time Integration of system designers and development engineers 'virtually' into the client's developer team
- Transfer of technological know-how and expertise to make the client's vision into a reality

### 3.3 Consulting Service

Emerging changes in the market have resulted in enterprises adopting new technologies and new business models, to stay ahead of the competition. Sybrant offers consulting services aimed at helping clients identify opportunities to maximize revenues and streamline operations. With a unique approach of integrating people, processes and technology, Sybrant has delivered wide-ranging and value added services earning the admiration of organizations worldwide.

### 3.4 Product Development Outsourcing

Sybrant fosters rapid, component-based development approach to build mission critical, off-the-shelf applications. We offer product development service, deriving from our experience and technology expertise to build complex solutions. We have developed products on leading technologies with a strong orientation toward standards-driven architecture. Our understanding of the product development processes enables us to help our clients market their products faster at reduced development costs.

## 4 Business, Execution, Pricing & Engagement Models

### 4.1 Project Execution Models

#### 4.1.1 Offshore Development

Sybrant has a cost-effective offshore methodology, which can reduce client's development costs substantially. The Offshore Development facility of Sybrant is a virtual extension of the customer's operating environment in India. It comprises of:

- Dedicated facility.
- Dedicated team of people for the ODC.
- Dedicated hardware and software infrastructure.
- Dedicated high-speed communication equipment.
- Physical and network security.
- IP protection mechanisms.
- Well-defined development methodologies.

### 4.1.2 Offshore and on-site development

Sybrant shall combine offshore and on-site execution seamlessly in such a manner to provide an optimum combination of services, which reduces costs and cycle times. These are specifically tailored to meet client's specific requirements and offer them the best value for money.

Activities during the software development life cycle (SDLC), which involve extensive interaction with the user, are usually provided on-site at the customer's location. Once the function or design specifications are clear the activities are moved offshore. For example, the initial systems study and high-level design are executed on-site. The low-level design, development and testing takes place at offshore.

The client's environment is simulated at Sybrant facilitating efficient development at offshore sites.

Sybrant's hi-tech communications infrastructure for offshore-onsite linkage enables good project control, quick reviews and efficient change management. In spite of this flexible model, all activities are well defined through our quality processes before the start of the project for efficient tracking to ensure quality deliverables.

Sybrant has a proven track record of delivering such services to several customers worldwide using this model.

## 4.2 Pricing Model

Sybrant pricing models are flexible to meet client's specific requirements. The client can choose any of the engagement / pricing models or a combination that suits the different phases of their project.

- Fixed Time, Fixed Price
- Time and Material

### 4.2.1 Fixed Time, Fixed Price

This is a low risk option, which the client can choose when the scope and specifications for the projects are reasonably clear.

Sybrant's "Just Enough" processes ensure reliability, predictability and optimized performance of the projects to deliver on time, on budget and on target. Combine this with Sybrant's 'Value for Money' Offshore Development Center Execution Model the client gets a very smart, unbeatable combination.

### 4.2.2 Time and Material

In this model, Sybrant will form the project team including the project management staff, equipment and infrastructure based on Client's projected requirements. Client could pay the monthly charges based on the size and composition of the team. This model offers clients the flexibility to balance the size of the team with projected workloads.

Most of the on-site services (unless it is part of a fixed price project) are delivered using this business model. Sybrant could bid for partial phases of a project on a Fixed Price basis and the remaining parts on a Time and Material basis if required.

### 4.3 Engagement Model

Sybrant believes in partnership led, End-to-end full service engagements rather than project based ones. The 3 main engagement models are given below:

#### 4.3.1 Preferred Vendor

In this model the relationship continues with multiple projects and long-term commercial engagement.

#### 4.3.2 Strategic Partner Group (SPG)

Sybrant believes in establishing long-term relationships through the set up of a dedicated Strategic Partner Group using a combination of Onsite and Offshore resources. This model removes the real and assumed risks of remote software development and provides clients with an incremental ROI for their IT budgets.

Sybrant has established Strategic Partner Group (SPG) for its customers with the objective of delivering long-term benefits and act as a virtual extension to their internal IT organizations. These Groups will supplement/complement the internal IT organization by adapting the customer's IT procedures and processes. These Groups will have dedicated infrastructure and resources and seamlessly integrate the customer's work ethics, culture and work habits. The Groups also work on R & D activities for customers to innovate and implement new technologies and ideas at a fraction of cost.

#### 4.3.3 Offshore Development Center (ODC)

Usually a long-term engagement where the customer shares in the "market value" created by the transaction. Involves setting up dedicated ODC with a shared vision. Operates on Build, Operate and Transfer basis. Operates on the same lines of Strategic Partnership model with the following differences:

- Usage of the existing infrastructure or create a totally new facility as per customer specification
- Create complete policies and procedures as per customer requirement
- Administration of the facility as per customer preferences with local knowledge from Sybrant
- Transfer the facility along with the resources at a pre-determined value once customer gains confidence to manage it on its own

#### 4.3.4 Joint Product Development

As an award-winning organization for its developer tools and applications, Sybrant deploys its wide experience and expertise in Product Development Methodologies for building Intellectual Property Assets for its clients. Combining its product development expertise along with project management capabilities, the teams at Sybrant participate with the client in conceptualizing and developing world-class products and frameworks. Harnessing its strong R&D strengths, its component development abilities and inputs from its Technology Excellence Groups, Sybrant provides its clients with rapid solutions for their products development, management and enhancement requirements. The joint product development model enables clients to employ quick time to market strategies at less up-front investment. This considerably decreases the risks associated with product development and marketing and also ensures a higher and quicker Return On Investments (ROI).

### 5 Infrastructure

Sybrant has a state-of-the-art infrastructure at its offshore facility. The facility is conveniently located in the Center of the city. It functions on a 24/7-development cycle. The Center is modular in structure with facilities to demarcate a complete client area with physical restrictions, if required by the client. The facility is 20,000 sq.ft in size and can house 180 software engineers comfortably. The Center is equipped with high-end WIN NT/2000, SUN Solaris, IBM P/390 servers. Hardware resources include more than 150 high-end desktops (HP, Dell, Acer, etc.), Macintoshes, Laser Printers, Scanners, Photo Copying machines, etc.

Sybrant can replicate the client infrastructure after a complete understanding of the LAN/WAN environment. Sybrant can emulate clients' Development / Staging environments based on project needs and terms.

## 6 Quality System at Sybrant

We follow JEP (“Just Enough Processes”) which is essentially defined taking into mind the following factors:

- The tasks to be completed
- Time frame for completion

We make sure our team overlaps 2-3 hours of every customer time zone so that there is effective co-ordination and any questions our developers have during our day can be resolved by the time they go home through 2-3 hour overlap with the customer team. We strongly believe for an early stage company during their prototype and ver 1.0 following standard processes may not make much impact since every companies priorities on their time to market and other constraints differ drastically.

These are leveraged by our customers and also help us in maintaining uniformity in processes and practices across customers.