

# DELIVERING WORLD-CLASS IT SOLUTIONS



Partner with the Company that delivers  
high-performance Services for the Agile Business



## The right partner can make a world of difference.

Ajel is a premier provider of full range of information technology services for the agile business. Ajel is evolving with software and technological advances, to ensure that we continue to provide professionals and ideas that efficiently guide your projects from discovery through design, integration and implementation in the most cost-effective manner.

Our objective is to understand the vision of the customer and have the ability to transform the vision to create a user experience, build brand and produce a revolutionary business/internet solution tightly integrated with the back office system. And best of all, we truly believe in collaborative partnership to provide long-term value to our clients.

Ajel serves your organization by providing expert talent that helps transform business information into business intelligence. We provide seamless integration of ERP systems and enhance & maintain them throughout the entire application lifecycle, eliminate recurring system defects, Fix bugs, Improve service efficiency, Speed up response time, ensure overall system reliability, Increase quality, Reduce costs and improve time to market.

We are more agile and innovative, more imaginative and collaborative. Our outsourcing solution enables customers to gain efficiency in operations, minimize costs, keep to a strategy of staying lean, flexible and agile. We believe in 3i's intelligence, innovation and integrity.



 We do it on time, every time

 We do it fast

 We do it for a fixed price

 We do it with YOU in mind



# Maximizing the VALUE of Information Technology

World-class companies recognize IT as a critical corporate asset and enabler. They use IT to actualize key business strategies and achieve core objectives. The IT organization works closely with business units to provide strategic planning, develop solutions and deliver support services. Moreover, at leading companies, IT is critical in addressing key issues such as customer attraction and retention, supplier management, e-business enablement, business intelligence, systems integration and cost optimization.

AJEL has deep insight into how successful companies use IT to enable new business capabilities and improve all aspects of operations. During engagements with organizations in many different industries; we:



- Develop long-term strategies to align IT mission to core objectives and prioritize IT opportunities with detailed cost-benefit analysis. Leverage IT enhancements to improve the effective-ness of sales, service and manufacturing functions.
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- Develop IT requirements, evaluate and select software solutions to support key business functions such as finance, sales, HR, IT, marketing, customer service, manufacturing, distribution, advanced planning, logistics, shared services and procurement.
- Implement, integrate and customize enterprise business applications, from Siebel, SAP, PeopleSoft, Oracle, BaaN, i2 and other leading supply chain and workforce application vendors.
- Redesign and optimize business processes to help increase ROI on new systems and reduce operating costs.
- Integrate disparate technology, data and applications environments across the enterprise to provide faster, more accurate performance tracking, integrate customer views and improved business intelligence.

The bottom line for our clients? From strategy development and business case justification to solution development and implementation, AJEL helps clients

Realize maximum value from IT. "AJEL has assisted the Berlin Industries IT Group in allocating and deploying our IT resources. As a result, we are better positioned to support our products and customers, while still serving the needs of key internal stakeholders."

# Turning DATA and KNOWLEDGE into Business Intelligence

All the data in the world won't help your company compete, unless your people can use it to make better decisions faster. Financial performance, sales data and valuable intellectual capital are the lifeblood of your company, but too often they are contained in a wide variety of formats spreadsheets, presentations, reports, graphs and housed in disparate locations.

Ajel uses a multidimensional approach to help companies get the most from their intellectual capital and data. We bring together specialists in performance management, marketing, IT and user experience design to help companies build better, more intelligent processes and systems for decision support. Among our specialties, we:

- Develop strategies and cost-benefit business cases for knowledge management and business intelligence initiatives, with direct links to core business objectives.
- Integrate customer profiles that give front-line service representatives the ability to view entire customer histories, including past purchases, service calls and likely future trends, in real time.
- Provide benchmark assessments for forecasting and reporting processes, and design custom reports for accurate, strategically relevant performance measurement.
- Design and develop portals and intranets to distribute valuable information about competitive activities research findings, proposal templates and more.
- Install and customize enterprise business applications and CRM systems from all leading vendors for full utilization of strategic features and functionalities, including analytics, reporting modules and campaign management.
- Build supplier relationship management (SRM) systems, revitalize supply chain management processes and improve customer management programs to reduce costs, promote collaboration and improve ROI across the entire supply chain.

Ajel has the business process and IT expertise to build systems that allow companies to leverage their valuable intelligence.

"With AJEL's help, we integrated our financial reporting and business intelligence and now can Make Better decisions faster."

Hirokazu Komiya  
Vice President  
Mackin Industries Corporation

ajel.com

# Planning for tomorrow's Revenue today

One of the hardest things for companies to develop in today's economy is a loyal, profitable customer base. It remains possible to obtain working capital, branding, products, services and labor, but customers have become the most precious and valuable resource. In fact, investors are increasingly valuing companies based on the quantity, quality, durability and potential of their customer relationships. That's because companies that effectively manage those relationships will derive greater value and profit from their customers.



For companies looking to increase revenue through strengthened customer relationships, the answer is Ajel. Our experts address the key technological, process and operational components of marketing, sales and service functions to positively impact both the bottom and top lines. We:

- Build integrated CRM applications that pull data from multiple systems into single customer profiles, with complete transaction and service histories, buying patterns and likely future behaviors.
- Maximize revenue by optimizing supply chain management so that the right supplies are ordered from the right vendors at the right price at the right time.
- Create lead management systems to improve close rates, increase average order sizes, lower sales costs, and improve response rates to marketing campaigns.
- Build e-commerce Web sites, multi-channel sales outlets, Web sites linked to call centers, and interactive sales and kiosks in retail stores.

Ajel believes redirecting an organization's management style and processes around customer profitability is the most effective way to attract and keep a profitable customer base. After all, the future of your customer relationships is the future of your company.

"Ajel's experts helped us integrate our marketing programs with BaaN and leverage new technology To increase revenue in existing channels."

Kenneth Pooch  
Vice President IT  
HUSCO International, Inc.

# Time, Talent and Technology

Ajel delivers a proven strategy for realizing today's unprecedented opportunities for growth by mastering three critical resources: time, talent and technology. We offer high levels of expertise in developing, delivering, and managing innovative software solutions suited to a broad range of IT needs across several industries.

**Ajel is a resource-rich IT Partner.**



Time

Flexibility is central to Ajel's onsite/offshore team approach to IT consulting.

Using a mix of personnel including consultants both onsite and offshore enables us to build critical systems within the most challenging time frames. We dynamically adapt to your IT needs and carry out your projects from end to end. All while maintaining a smooth, reliable, efficient work process.

Our people are our greatest asset. And yours.

The heart of Ajel's system is our people: engineers and computer science professionals from the finest institutions in America, India and Europe. We not only attract and recruit the finest people from the IT industry; we provide the opportunities and incentives necessary to retain this wealth of superior talent. Ajel's unique culture has fast-track advancement and a team environment that encourages associates to grow with us and to perform at superior levels. Because where talent and freedom are valued, quality flourishes. We provide ongoing technical instruction for all Ajel staff, continually enriching the mix of skills and best practices at every level, for every employee. And we keep associates motivated by emphasizing their personal fulfillment and growth. All of which allows Ajel to consistently deliver a superior level of quality to our clients, helping you build your business in ways that are smart, seamless and highly competitive.



Talent

Ajel's commitment to quality is absolute.

Robust quality standards are built directly into the way we do business. So you're guaranteed the highest level of quality in the software systems we develop and maintain for your company. Which means you can plan better, lower maintenance costs. And even deploy applications to the Internet, quickly and easily. Software testing is equally critical to our quality process. From unit to system testing, we scrutinize software at every stage of development that meet demanding quality standards. Ajel's ability to expertly deliver the latest application management and e-business solutions is vital to building next-generation software solutions. Our engineers identify and develop the technology, tools, and methodologies best suited to specific customer challenges, while alliances with industry leaders. Assuring you that the robust, scalable, and extensible systems we develop are those best suited to your company's growth.



Technology



## Our services world-class expertise,

At Ajel, we have brought together a deep, multi-disciplinary roster of business strategists, project managers, systems analysts, business analysts, application consultants, network engineers and architects who are dedicating their talents to changing how the world does business.



**Strategic Consulting And Assessments:** Our assessment teams can help you identify the technological strengths and weaknesses inherent in your current business processes and outline a course for the future; one that not only improves current functionality, but strengthens your position in customer service, security, communications, data management and Web site operation.

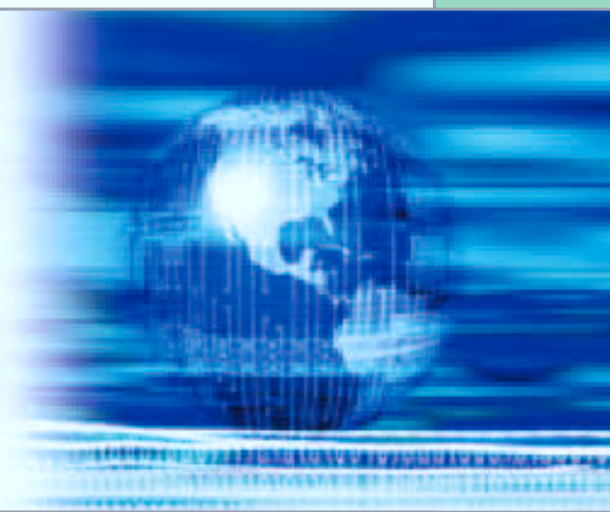
**eBusiness Solutions:** Ajel understands the Internet as a business imperative. E-Business has brought in a new paradigm of how companies collaborate, compete, transact and envision your supply chains, value creation and their marketplaces. Ajel is providing solutions that range from custom n-tier application development (Intranet, B2C, B2B, Web Services, Wireless) to complete e-Business integration (i.e., EAI, XML integration, Workflow automation) and web content delivery (i.e., Content Management, Personalization, CRM).

**Enterprise Solutions:** Ajel Enterprise Solutions practice specialized in implementing, customizing, integrating, maintain, upgrading and staffing ERP, SCM, CRM applications. Ajel is evolving with software and technological advances, to ensure that we continue to provide people and ideas that efficiently guide your projects from discovery through design, integration and implementation in the most cost-effective manner. Our depth of expertise brings extremely solid technical skills complemented with strong functional business expertise and understanding. And best of all, we truly believe in a collaborative partnership through complete implementation with solid deliverables, rapid timelines, and complete knowledge transfer all on time and under budget. Ajel creates and delivers end-to-end system integration solutions helping clients maximize the power of the Internet and move your organization into the next generation of technology. These capabilities, coupled with real-world experience in a variety of industries, qualify Ajel as one of the leading providers of enterprise solution services. AJEL Enterprise Solutions utilize innovative technologies like BaaN, Oracle, SAP, i2, Manugistics, Ariba, CommerceOne, Siebel, MS CRM etc.



# first-class client service

Ajel has an intimate understanding of financial services, technology, telecommunications, manufacturing and other industries. This informed viewpoint enables your Ajel team to properly identify a winning approach and process that will propel you to a leadership position, no matter what industry you're in.



**Business Intelligence and Data Warehousing (BIDW):** Business intelligence (BI) and data warehousing (DW) empower business with perspective through data. Together, BI and DW can transform the tomes of data organizations collect and process daily into key indicators of the health of the business. Ajel created its BIDW Practice to help any kind of enterprise leverage existing and future data with measurable benefit to the bottom line. Ajel's BIDW Practice consultants partner with you in all phases of scope, design, development, implementation and maintenance of a business intelligence/data warehouse solution. We utilize innovative technologies like BusinessObjects, Cognos, Informatica, SAS, MicroStrategy, and WebFocus.

**Technology Integration:** implementation, customization and integration of commerce applications, as well as knowledge management, Business intelligence & Data Warehousing, portals and content management systems.

**Business Process Outsourcing:** Ajel offers dedicated outsourcing services that are designed to entrust ultimate control on your strategic IT decisions including architecture, technology, processes and investments. Ajel team works closely with your team to ensure that you benefit from our expertise. Our services including custom application development and maintenance, e-Business application's development to hosting and ongoing maintenance, remote network and application performance monitoring and back office business functions. Our total outsourcing model eliminates the guesswork of IT budgeting, by offering fixed-bid, and service-level pricing packages.

**Staff Augmentation:** Ajel's team of qualified professionals can participate at any level, during any phase, of your project. Drawing from a large base of experienced consultants allows Ajel to match the right skill-set to your specific requirements. Our consultants come from business and technical backgrounds, effectively serving our clients' needs across a wide range of industries.



Between concept and reality

# Ajel Business Approach

Ajel's approach is to lower the implementation and consulting cost associated with package implementation and customization to make it more affordable and widely accepted. We strive to provide a solution that is the best fit for the customer and avoid runaway project cost. We will be the single point of accountability for your software, hardware and implementation services.

Ajel disciplined approach consists of the four "Ds" – Discover, Design, Deploy and Drive to assist you in discovering your business objectives and driving your strategies from package selection through implementation, post implementation, optimization and upgrade.

## Discover

Ajel works with you in partnership to understand your business, your existing technology, and your challenges and opportunities. This effort includes an analysis of industry trends, your existing technology infrastructure, organizational structure, immediate/long-term needs and your vision for the future. The Ajel team makes recommendations on initiatives that will maximize business impact. Through further discussion, this is translated into the vision and scope of the project.

At this point alternatives are crafted to address your specific business opportunities. Our architected approach ensures a complete, scalable solution, one that integrates with your current environment and maps uniquely to your business initiatives. Design creates for you a competitive and strategic game plan. The end result is well articulated IT solution to the challenges facing your organization.

## Design

With your requirements, approach and architecture defined, Ajel applies experience and technical savvy to deploy your solution. Processes based upon industry best-practices and our Solution Delivery tool sets keep your efforts on track and under control. The results – projects delivered on-time, on-schedule and on-the-mark with quantified returns and direct business impacts. Ajel's services do not stop here.

## Deploy

In the modern paradigm, your IT infrastructure is mission critical and hence needs to be managed and enhanced constantly. With your solution implemented, Ajel provides post transition training, 24X7 application and infrastructure support, help-desk services and systems operations. One of our National Practices is focused on Outsourcing and is capable of freeing you from daily systems management, allowing you to concentrate on your most strategic business programs.

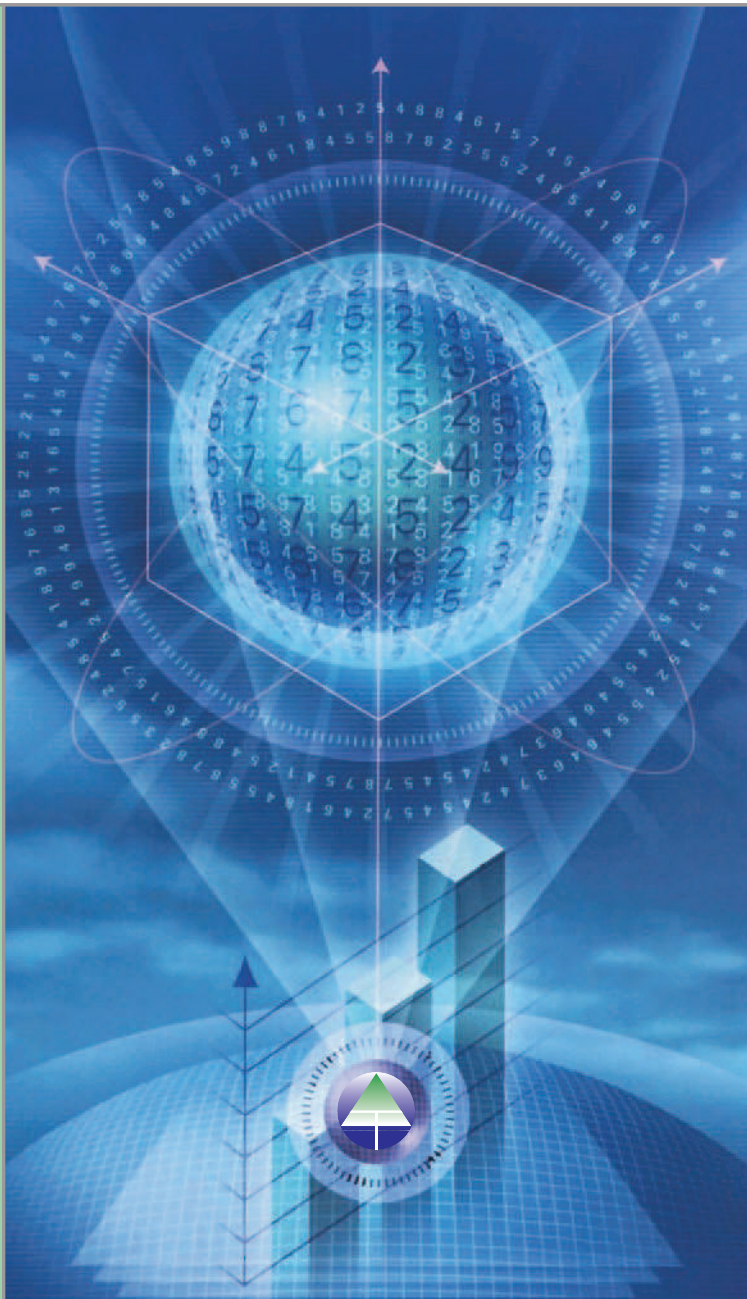
Together Discover, Design, Deploy and Drive make up the Ajel advantage in delivering successful business solutions.

## Drive

Enterprise Resource Planning Customer Relationship Management Supply Chain  
Business Intelligence Data Warehousing Network Solutions VOIP Solutions Tes  
Business Process Outsourcing Staff Augmentation Application Development, Main  
Support eBusiness Solutions Enterprise Solutions Enterprise Resource Planning C  
Relationship Management Supply Chain Management Business Intelligence Data  
Network Solutions VOIP Solutions Testing Services Business Process Outsourcing  
Augmentation Application Development, Maintenance and Support eBusiness Sol  
Enterprise Solutions Enterprise Resource Planning Customer Relationship Manage  
Chain Management Business Intelligence Data Warehousing Network Solutions  
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Services for Agile Business



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