

Corporate Information

Introduction

Saral Infotech was founded in 2000 to provide a variety of IT services to small and medium sized companies.

We are a premier IT solution provider, providing low-cost solutions for your IT needs.

Overview of the Current IT Environment

As the technology industry has advanced and resources have transcended, outsourcing IT services to India has become a common practice for large companies. The cost benefits as well as the available and competitive IT skill set in India has allowed large companies to move their business models forward quickly and efficiently.

Unfortunately for most small-to-medium sized companies, setting up their own IT environment in India is virtually impossible due to resource restrictions and the difficulty of developing and managing a relationship with a viable service provider. These external factors significantly affect the IT environment - especially for those companies focused on software development.

The Offshore Software Development Problem

It is commonly believed that the key to successful offshore development is to have tightly defined requirements. Currently, most offshore development is done through consulting relationships that follow this practice.

Unfortunately, it is rare for most businesses to have the time and monetary resources to develop the specifications that typical offshore consulting companies require. This results in limited offshore development and a significant loss of expected savings to the client. If you are a startup company, your problems are multiplied even further.

The Startup Software Development Problem

Due to time-to-market constraints, most startups use consulting companies to begin their software development efforts. The consulting companies typically want to work in a turnkey manner. And, they typically require detailed project specifications or requirements before they start development. Once they receive direction, they prefer to 'go away' for a long period of time and then present their deliverables upon completion.

If you've been involved in a startup, you know that it is common for the project scope or requirements to change on a daily basis as a result of both internal and external factors.

Unfortunately, this inflexible process does not work for most consulting companies. Invariably, this results in issues and a stressful working relationship between the client (you) and the vendor (them). In the end, the startup ends up with a very expensive 'solution' that no longer applies to their business needs or client demands.

Thanks to Saral Infotech, this has changed.

The Saral Solution

At Saral, we know that the solution to this problem is for you to have your own software development staff. Obviously, there are costs involved in personnel resources - in addition to the inherent problems of hiring and retaining quality people in today's tight developer market in the U.S.

We understand these obstacles, and have created a solution that addresses the personnel challenges, the cost implications, and the business issues.

The solution is to create your own software development center in India.

Corporate Headquarters

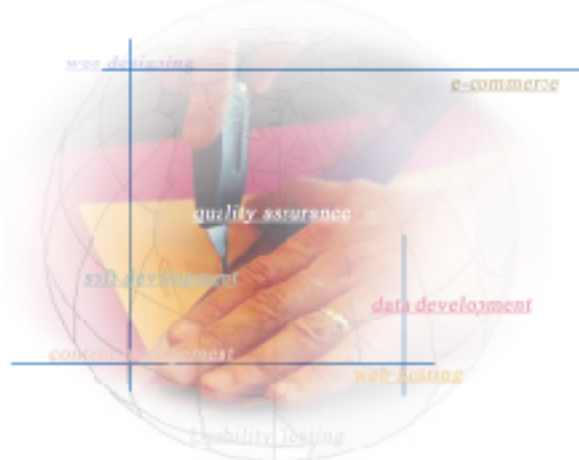
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The Saral Vision

It is a well-known fact that quality IT personnel are available at reasonable rates in India. Most of the Fortune 1000 companies have already taken advantage of these resources by housing their software development or support centers in India.

But what about the small-to-medium sized companies? Saral addresses this market with a hosted software development solution that meets the needs of their business model while addressing the resource restrictions inherent in the economics of their business.

Saral's vision is to create a customized software development center that would reduce or remove the complexities of creating and managing a remote 'office' (i.e., infrastructure, office space, labor issues, etc.).

How We Do It

The Internet has made it possible to have cost-effective and highly personalized communication on a frequent basis - independent of traditional time and space boundaries.

This means that your offshore developer can now be treated as another developer in your existing team. With the right infrastructure and processes in place, you can treat the offshore developer as being virtually on site for you.

Saral can provide local employees to act as liaison between your company and your software development center in India, or we can train your existing personnel to handle this responsibility. We also help you select your team members from our pool of qualified individuals and let you manage them how you like.

Thanks to Saral, you are no longer faced with employee experience or retention issues. We handle it for you.

Basically, your Saral team operates as an integral extension to your existing software development department and works within your existing processes. This provides maximum flexibility to you in terms of direct day-to-day management of resources as opposed to a turnkey consulting operation. It also helps to ensure efficient communication, timely deliverables, and unparalleled customer service.

The result? Your own offshore development center.

Our Business Model

At Saral, we involve you right from the beginning so that we can deliver a solution uniquely suited to your situation. We roll the cost of space and infrastructure (including high-speed Internet connection, video conferencing setup, labor, etc.) into a monthly retainer.

Our contractual requirements are for very short terms. This essentially gives your company a trial period to test the offshore development center in a very cost-effective and productive manner.

At the end of the trial period, you can continue to use our managed services or walk away with no obligation. These contract terms are negotiable and very flexible based on your unique situation and business needs.

With Saral, everyone wins.

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Our Target Audiences

Saral Infotech can help you if you are a:



Services at a Glance

In summary, we provide:

- A hosted or managed offshore software development center created for your unique environment.
- Well-qualified, experienced individuals at extremely reasonable costs.
- Direct day-to-day management of Saral resources and team members.
- Flexible contract terms.
- Operations on monthly retainer basis.

Complete Service Listing

Data Management and Processing Services

- Conversion of legacy data in electronic or printed format to standard formats such as XML, HTML, or to proprietary formats.
- Data entry work to update online or offline databases. Online databases can be updated via Internet, leased lines, and/or VPN solutions. Data entry work can also be completed offline and uploaded into the databases via batched operations.
- Data cleanup work, e.g. to convert data from online database to a decision support system database.

Content Management and Editorial Services

- Digitization of printed material to any format.
- Conversion of analog data such as video to standardized or proprietary digital format.
- Intelligent abstraction of information by domain experts from various content sources to combine into one document based on client specifications.
- Creation, management, and editing of digital images for marketing collateral, Web site comps, etc.

Software Development

- Development or maintenance of software in variety of technologies, platforms, and languages. We provide assistance in software development/ maintenance for traditional fat client, client/server, or Internet/Web-based solutions.
- Providing data center or NOC personnel for production support.

QA Support

- We provide QA support to a software development effort managed by Saral Infotech or to a software development unit that the client has in house.
- Performance and user experience testing of client Web sites. Our skilled personnel can provide feedback on overall user experience and bottlenecks in your Web site.

Support Services

- Customer Support or Technical Support to client Web sites or products in variety of formats such as email-based, chat-based, and VoIP. Support services in India can make a true 24x7 support solution very cost-effective due to the time difference between India and the U.S.

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