



ANAGHA GROUP

Overview

August 2006

In a Nutshell

Strategic Marketing Services Partner

B2C and B2B Markets Addressed

Multi Channel Program Support

Customer Data Management

**Consulting, Quality Initiatives,
Program Management Services**

We take care of your Customers

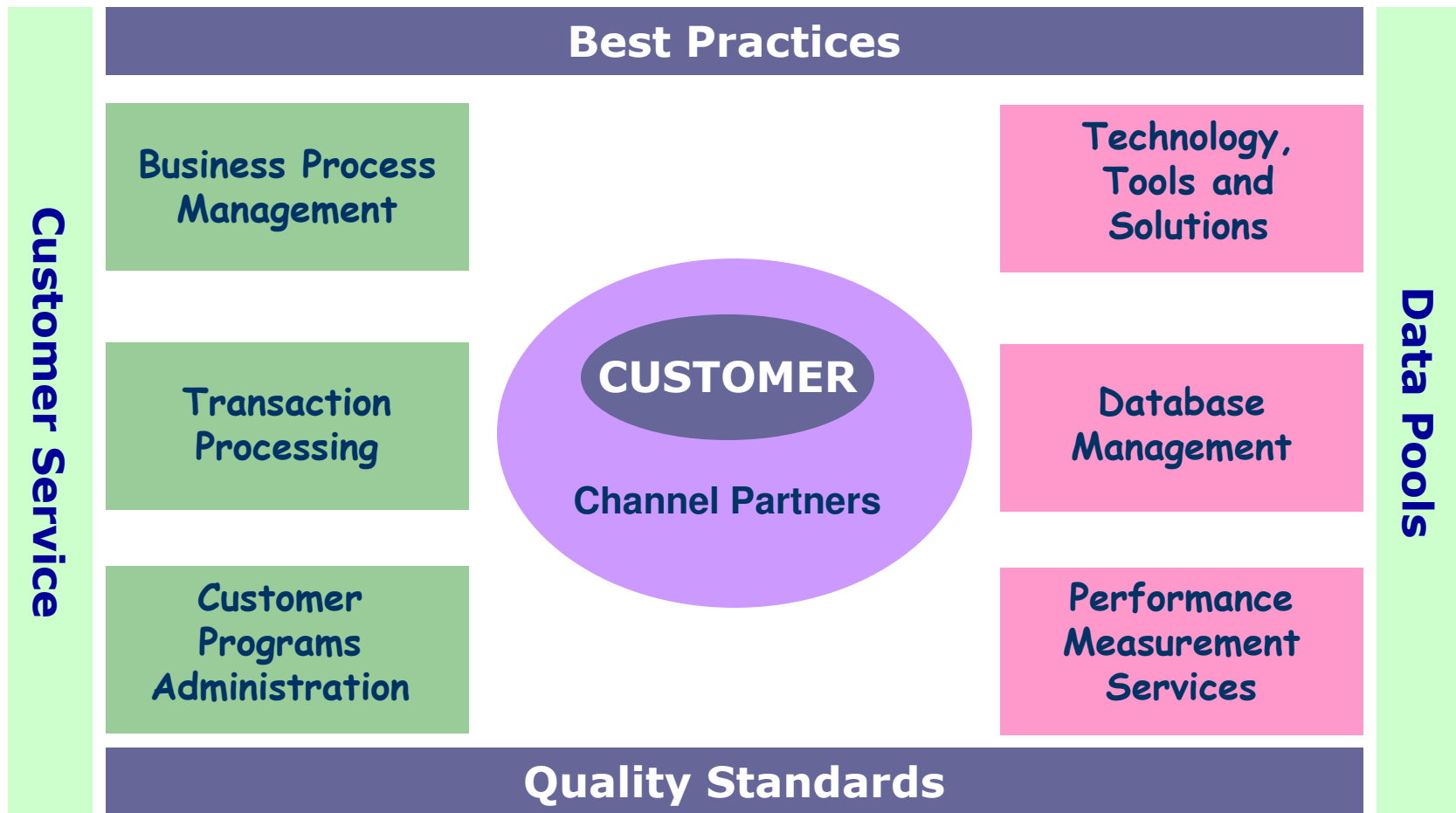
What We Do

- Marketing Programs Administration and Support Services
- Customer Loyalty Program Management (CLM)
- Customer Relationship Management (CRM)
- Integrated Fulfillment Services Support
- Rebate Administration, Incentive Management, Lead Management and other Tools
- Promotional Marketing Support
- Database Management & Technology Services
- Quality and Program Management Consulting
- Standards based Best Practices Implementation

What We Do...



What We Do...



Areas of Work

- Loyalty Card Programs Administration
 - Trusted Third Party Support and Services
- Co-op and MDF Programs Administration
- Rebates and Rewards Programs Administration
- Research Services to support Marketing Programs
- Market Promotion and Fulfillment Services
- Digital Marketing Library Maintenance

Areas of Work ...

- Lead Management
 - Online Lead Generation and Assessment
 - Lead Acquisition, Distribution, Tracking and Management
- Automotive Programs
 - Contests & Incentive Programs Administration
 - Warranty Registration, Tracking and Product Recall Programs Administration
 - Retail / Commercial Leasing and Finance Solutions

Areas of Work ...

- Database Management and Technology Support
- Hosted Marketing Tools and Services
- Franchise Management Solutions
- Call Center Services for Program Support
- Direct Marketing, eSurveys, eLearning
- Website Optimization Services
- Reporting and Data Analysis Services

Areas of Work ...

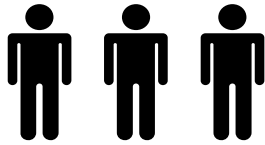
- Consulting Services
 - Project / Portfolio / Technology Management
 - Organizational Project Management Maturity Model (OPM3)
 - Quality Initiatives (Six Sigma, Lean, etc.)
- Training, Assessment
- Certification and Continuous Improvement
- Standards Implementation
- Tools and Products
- Best Practices

Industries

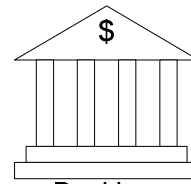
Anagha Group Industry Verticals



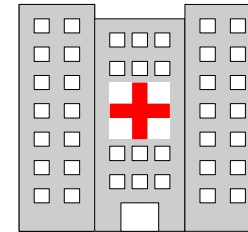
Automotive



Consumer Goods



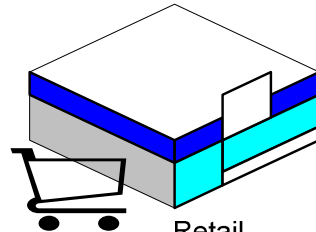
Banking,
Financial
Services



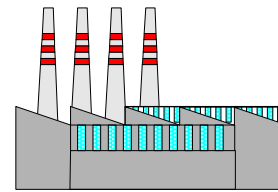
Healthcare



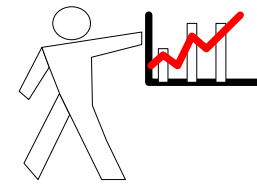
Building Materials
Home Improvement



Retail



Manufacturing



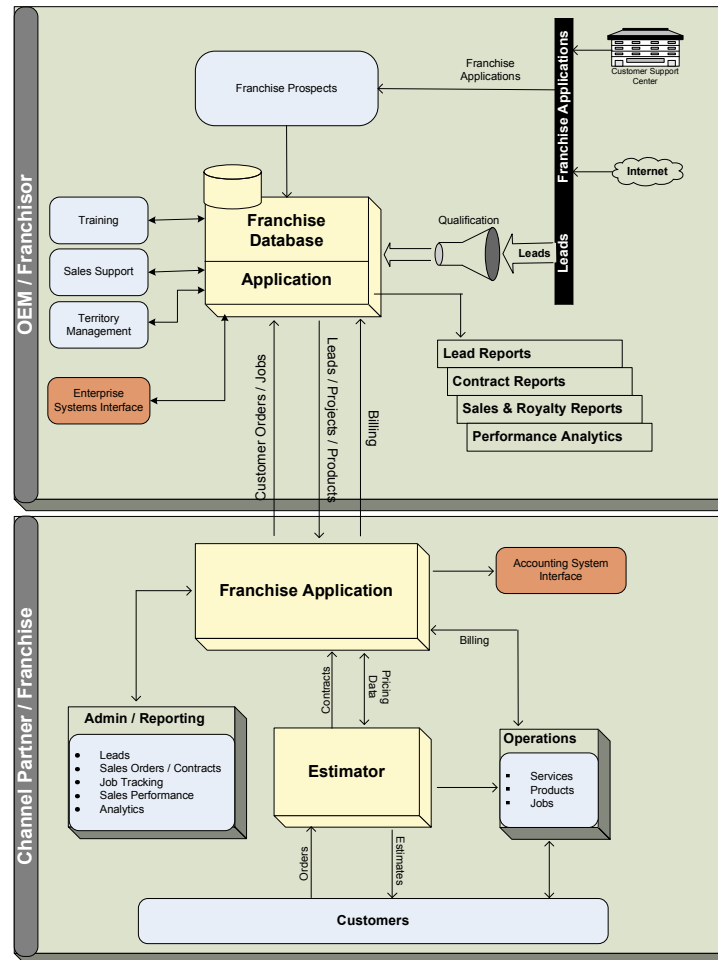
Marketing Services

Sample Solutions

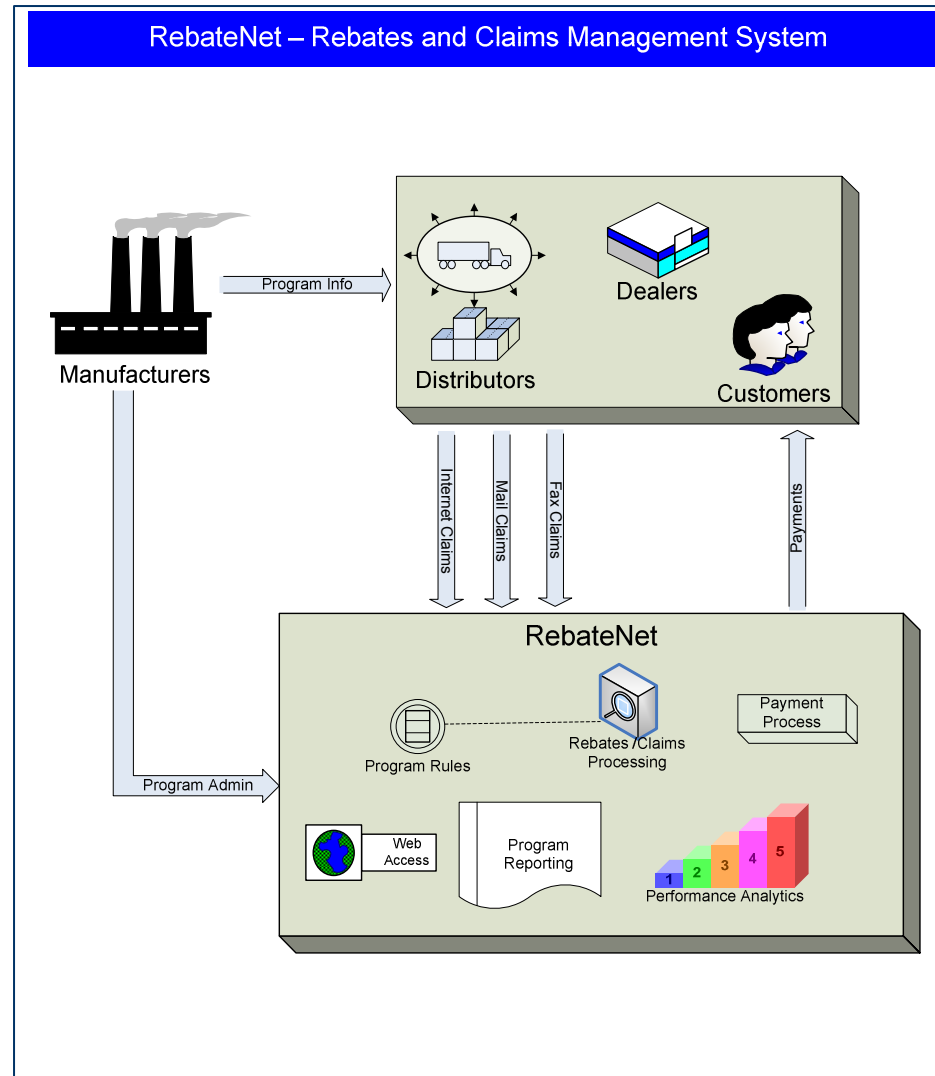
- Rebates / Rewards Program Management (RebateNet) – Consumers and Channel Members (Direct and Indirect)
- Lead Generation, Tracking and Administration (LeadPro)
- Event Registration and Management (ETracks)
- Franchise Management System (For OEMs and Franchises)
- Anagha Mobile Marketing Platform Services (AMMPS)
- On-line Marketplace – Marketing Collateral, Merchandise Offers, Digital Contents Distribution
- Job Tracking System (JTracs) – Project / Job / Task / Issue / Support Ticket Tracking and Reporting

Solutions...

Franchise Operations and Management System

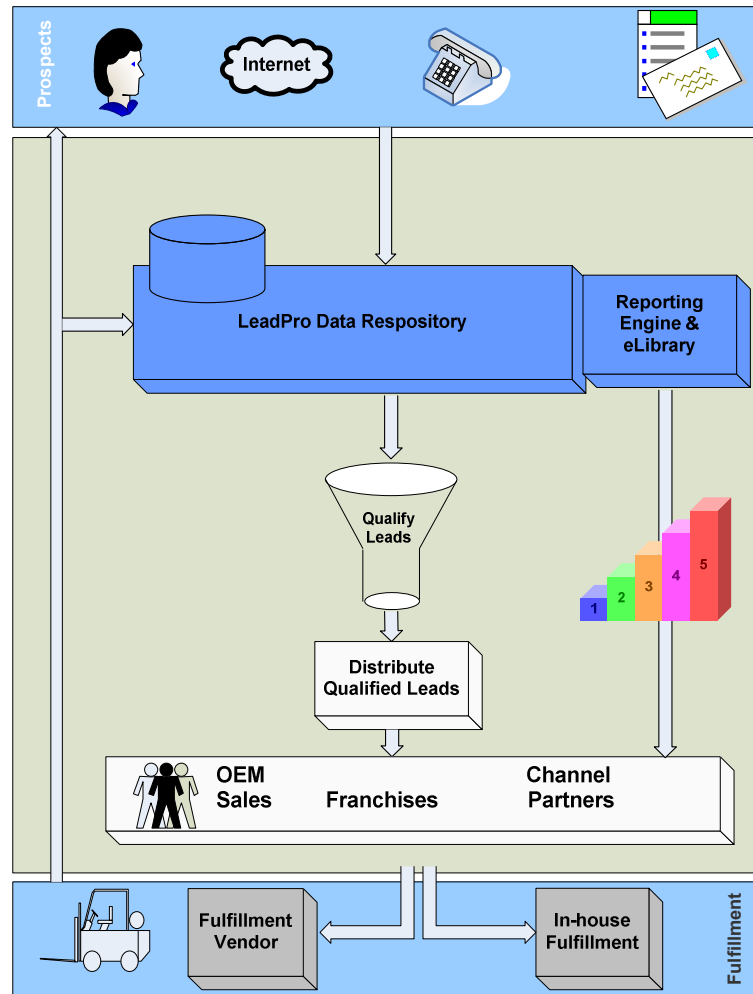


Solutions...

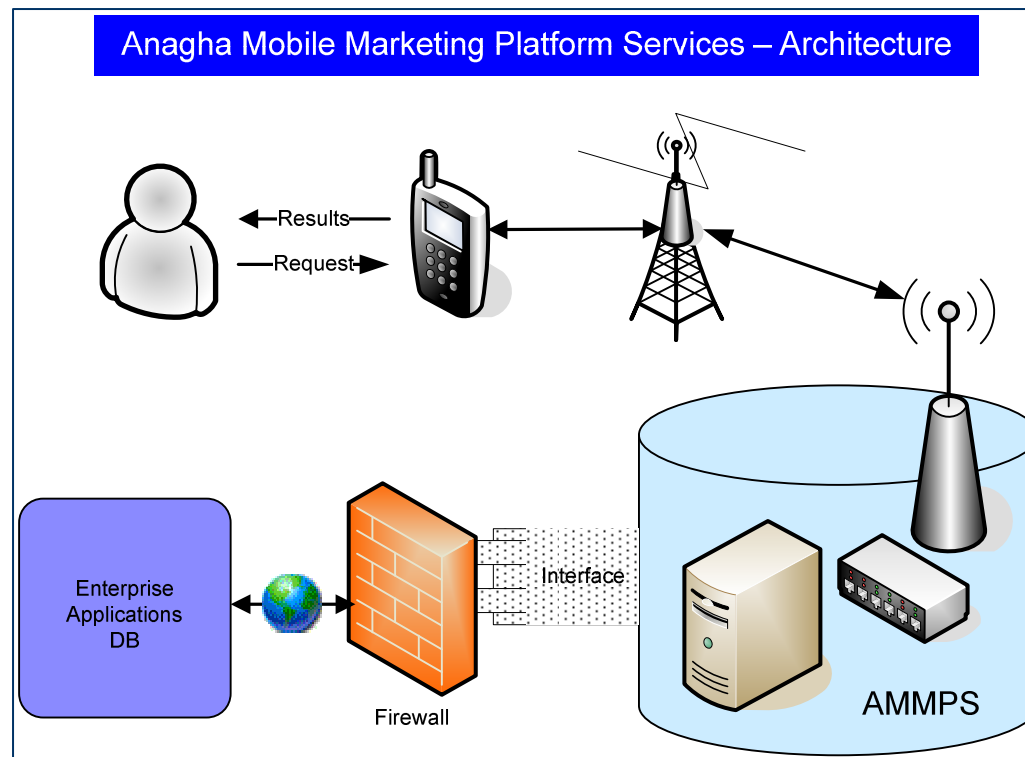


Solutions...

LeadPro – Lead Tracking and Management System



Solutions...



Solutions Features

- Fully web (browser) based
- Support for On Demand (hosted) and On Site (enterprise) models
- Enterprise systems integration
- Extensive real time reporting
- Support for corporate / client branding
- For use by end user organizations, intermediate service providers (such as agencies and program headquarters)
- Support for multiple databases / languages
- Pay-as-you-use (subscription) pricing option

Standards Implementation

- Internet based Data Exchange standards:
 - XML / RosattaNet / CIDX / EAN.UCC / EANCOM
 - Global Data Synchronization Network (GDSN)
 - Web Services / Service Oriented Architecture
- Data Exchange and Master Data Synchronization between Trading Partners
- AIDC / EAN / UCC Product Classification
- Standards compliant Interface development
- AICC / SCORM for E-Learning

Technology



Technology...

- Web
 - Microsoft IIS, IBM Websphere, Open Source
- Operating Systems
 - Microsoft, Unix Flavors, Open source Linux
- Development Platforms
 - ASP, .Net (VB / C#), Java / J2EE, PHP
- Databases
 - SQL Server, Oracle, UDB / DB2, MySQL
- ERP / CRM
 - Oracle, SAP, Microsoft

Value Proposition

- Experienced Professionals
- Strong Domain Knowledge (SME) in the Marketing, Sales and Support Services area
- End-Customer Oriented approach to align with organizational objectives
- Turn-key and Modular Solutions encompassing all related areas of work
- Business Centric methodology (not Technology Centric)

Value Proposition ...

- Reporting and Analysis
 - Extensive Reporting for day-to-day operations management
 - Data Analysis for Strategic Management and Decision Making
 - Scorecard / Dashboard Approach
 - Actionable Information Feedback
 - Measurable Program Benefits
- Pay as you Use (On Demand) service model option
- Collaborative and flexible partnership model with best of breed solution providers
- World class technology strengths
- Global Delivery Model for cost optimization with local management and support interface

Value Proposition ...

- Fast Time-to-Market in Program Implementation
- Quick Ramp-up and Ramp-down to respond to the market demands
- Service as your extended Team
- Technology Agnostic
- Seamless Integration with your Enterprise Systems
- Best Practices, enabling Quick Turnaround
- Nimble, Flexible execution framework

Locations



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Questions?

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