

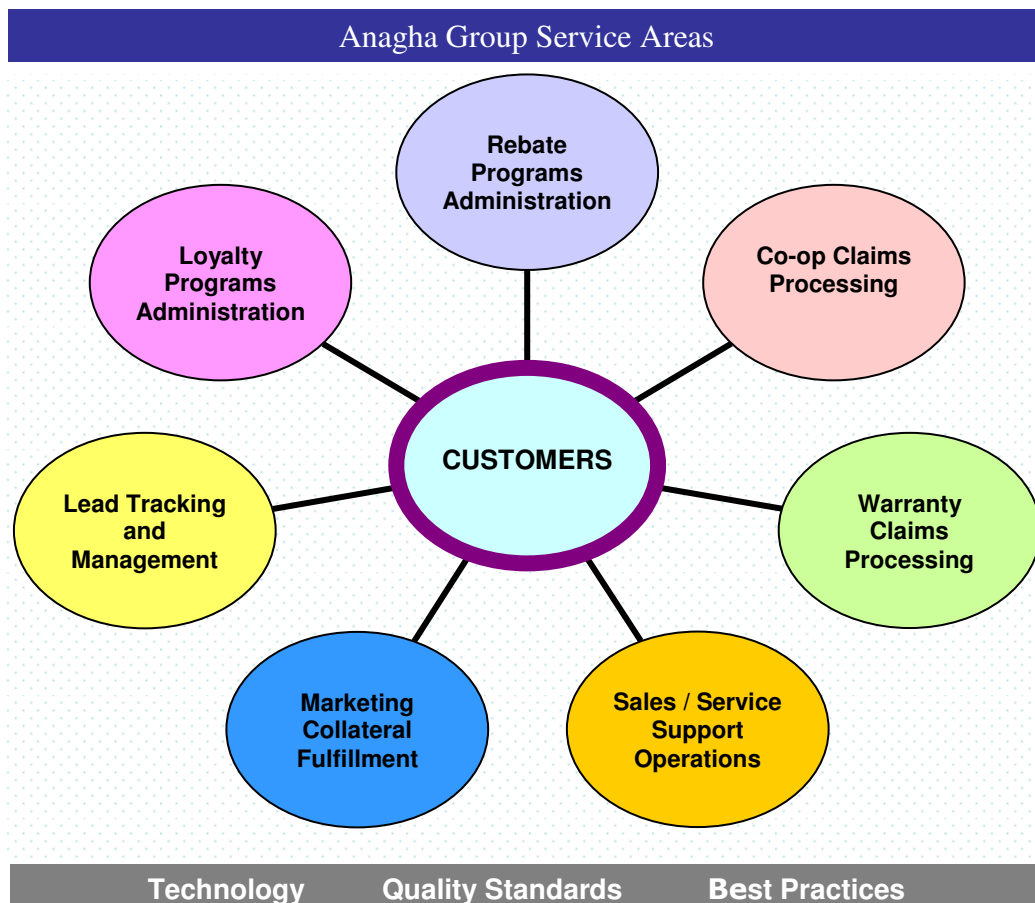
About Anagha Group

Anagha Group, promoted and managed by professionals with decades of experience in Marketing and Information Technology, provides a range of technology services in Marketing, Sales and Customer Management arenas. The portfolio of services includes strategic marketing and support services. It serves small and medium enterprises as well as Fortune 500 organizations.

Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability. Several technology tools and customer centric solutions are also offered in on-demand or on-site models. These tools help measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business intelligence and reporting services in sales operations, marketing and customer data management areas.

Services Areas

Anagha group provides several services centered on customer management which includes strategic marketing, presales, promotional marketing, sales, customer support, business intelligence and performance analytics.



Software Solutions

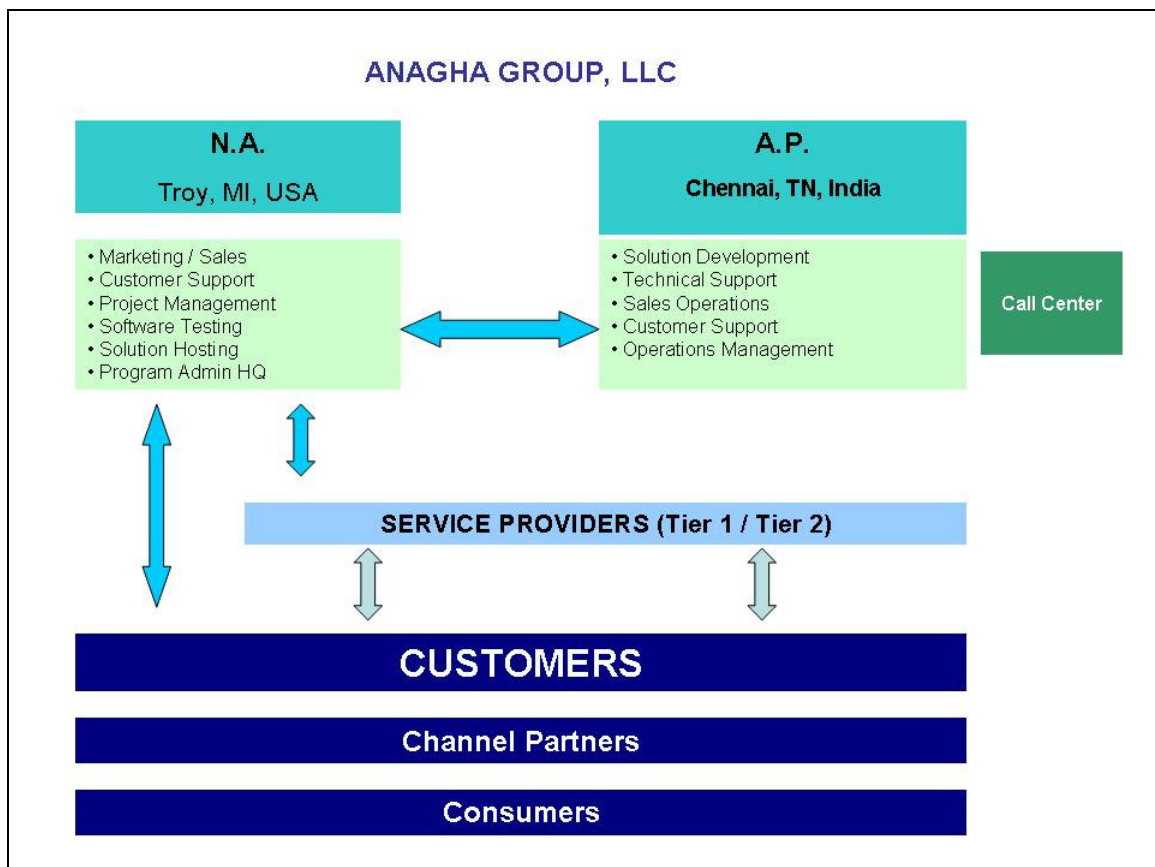
Anagha Group offers readily available software solutions as well as custom built tools depending on the customer needs. The solutions can be customized and branded to the customers' tastes and needs. All solutions are internet (web browser) based and provides extensive reporting and analytics features. Some of the sample solutions offered by Anagha Group are:

- Franchise Operations and Management System
- Lead Tracking and Management System
- Rebates and Claims Management System
- eLearning Management System
- Issue / project / task / escalation / support ticket Tracking System
- Marketing Collateral Fulfillment System

Delivery Methodology

Anagha Group utilizes Global Delivery Model for delivering cost effective technology solutions and support services to its customers. This helps fast ramp-up and ramp-down scenarios while launching marketing and customer support programs where **time-to-market** is the critical factor.

The following chart shows how Anagha Group integrates its services with customers, end-users and intermediate service providers.



Service Delivery Models

While some customers need only the **technology services** (such as software, tools and on-going support), other customers prefer a turn-key delivery model.

For example, if a customer wants to use Anagha's services in Customer Rebates or Channel Claims Program Management, Anagha can provide the software and tools, customization and support services and the customer takes care of the day to day operations using their own employees.

On the other hand, Anagha can undertake the entire gamut of services including day-to-day program operations and customer support services on a turn-key basis. Customer's customers may directly email / fax / mail the rebate / claim forms to Anagha Group. Depending on the program requirements, off-shore resources may be leveraged in such cases.

Anagha Group also provides software services based on hosted or **on-demand (subscription based) model**. This helps small and medium enterprises and services providers (advertisement agencies, marketing / event management companies and fulfillment organizations) to quickly launch and manage programs without any major investment in terms of software or hardware. Customers and service providers can access the **services on 24 X 7 basis** using the Internet.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment and sales operations business processes.

Technology

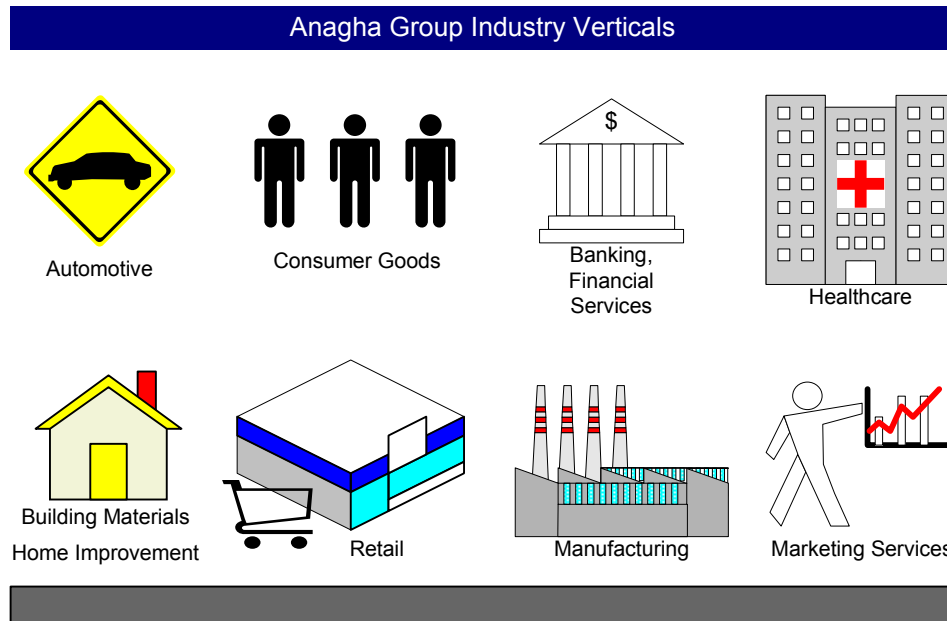
We, at Anagha Group, are technology agnostic and hence go with technology platform and tools preferred by our customers (and customers' customers). Based on your corporate IT directions, guidelines, and industry standards we will build solutions in collaboration with your teams. Our tools and solutions can seamlessly integrate with the corporate / enterprise systems depending on your requirements.



Anagha Group provides technology resources specialized in various platforms and products such as SAP and Oracle Applications to augment your technical team. The above graphics shows the most used technology platforms on which Anagha Group builds its products and provides its services.

Industry Verticals

Anagha Group provides services to a wide range of industries including manufacturing and service industries. It also offers its services through intermediate services providers, channel partners and vendors who work with these industry segments. The common thread among all these sectors is that all organizations are consumer centric.



Service Locations

Anagha Group's North American headquarters is located in Troy, Michigan. Off-shore operations, development and support facility is located in Chennai (Madras), the knowledge capital of India. The teams in these locations work in a seamless fashion. All customer focused activities including requirement assessment, solution finalization, project management, and customer support are taken care of by the US team and hence the end customer will not even realize in many occasions that some services are delivered from the off-shore facility.

Anagha Group has also partnered with an off-shore full-fledged customer support center with a capacity of 200 seats. Value added voice, email, and online chat support services can be offered to the customers for achieving significant cost reduction in customer acquisition, retention and service.

For more information, please contact us at:

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