



Quick Facts

- Mphasis is headquartered in India with offices worldwide
- 36,000+ employees
- More than 10 years of global service delivery
- Service Portfolio: Applications, BPO and ITO

Recognitions

- Ranked among the Top 10 in IT infrastructure, Finance & Accounting Outsourcing, and Human Capital Development by Global Services 100 companies' survey in 2009
- Ranked No. 7 in the Top 20 IT Software and Service Exporters in India by NASSCOM Snap Survey in 2009

As customer relationships grow, organizations seek a cost-effective way to nurture business expansion. Customer Relationship Management (CRM) solutions provide the foundation for sustainable growth and enable organizations to remain successful.

Organizations maximize the value of their customer relationships through enabling technologies and tools. CRM is a combination of strategy, process and technology that allows organizations to track and leverage every customer interaction to maximize revenue opportunities and improve customer loyalty. Sound CRM strategies help organizations optimize their operations by automating routine tasks and standardizing best practices. CRM allows organizations to better acquire, manage, serve, and extract value from their customers while improving operational efficiency - something that is critical in today's economy.

Mphasis in CRM

Mphasis delivers holistic CRM solutions with powerful and intuitive workflow capabilities that allow organizations to streamline everyday tasks as well as organization-wide business processes for improved operational efficiency. We have a talented team of CRM experts with in-depth operational and technical consulting capabilities developed over the years.

Global Centre of Excellence for CRM

Established in 1997, our Global Centre of Excellence delivers solutions that improve productivity, reduce operational costs and enable reliable technology investments for our client's world-wide. Our Global Centre of Excellence has:

- 300+ CRM projects executed globally
- CRM technical specialists and process improvement consultants
- Deep and wide operational consulting capabilities with a superior foundation in Customer Centricity, Business Intelligence and Business Performance Management
- Global scale but flexible and responsive with extensive local presence in the US, Europe & APAC
- Multi-channel CRM Solutions
- Product agnostic services

Our CRM Capabilities

Our clients acknowledge our world-class track record in delivering enabling information technology including CRM, Application Integration and Portals, coupled with our ability to leverage extensive offshore capabilities in Application Delivery, BPO and ITO.

Clients Speak

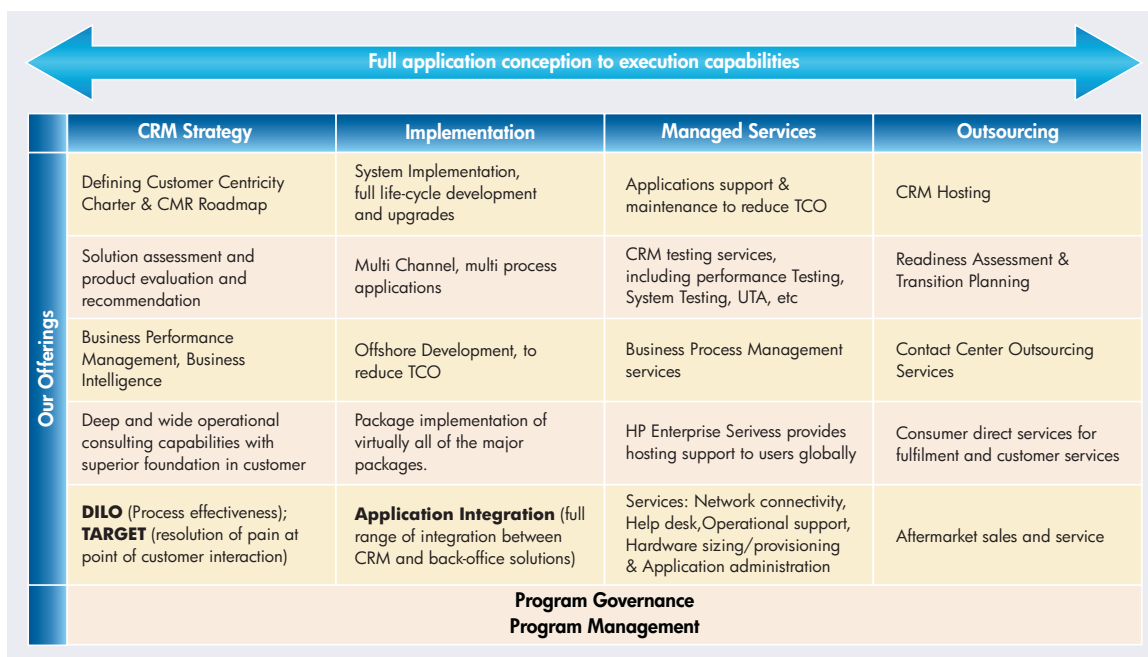
“Getting a system such as Siebel up and running is complex, and we would have found it far harder if we hadn't had Mphasis' thorough knowledge of the technology and extensive CRM experience on hand. For a company like ours, the investment has been justified and we have reaped the commercial rewards from having the technology in place.”

- CIO, Leading global communications services provider

- Consolidated CRM Practice
 - Specialized CRM experts in the leading CRM products and solutions
 - SME's trained, certified and experienced in multiple CRM solutions
 - Solution Architects & Designers, Programme & Project Managers
 - Business Architects, Analysts & Change Managers across many industry domains
- CRM Consulting Capability
 - Deep and wide CRM operational and strategic consulting capabilities
 - CRM technical specialists & process improvement experts
 - Multi-channel CRM and e2e process expertise
- e2e Implementation Experience
 - Full life cycle delivery
 - Dedicated CRM specialist governance
 - Strong integration experience on both COTS and custom developed systems
- Committed industry verticals and specialists
 - Including CME, Govt., BFSI, Manufacturing, Retail and Life Sciences
- Experience - functional/process in excess of 15 years, Technical 8+ years
- CRM Technology domain leaders
- Enterprise Application Integration specialists
- Data Architects and BI / Analytics experts

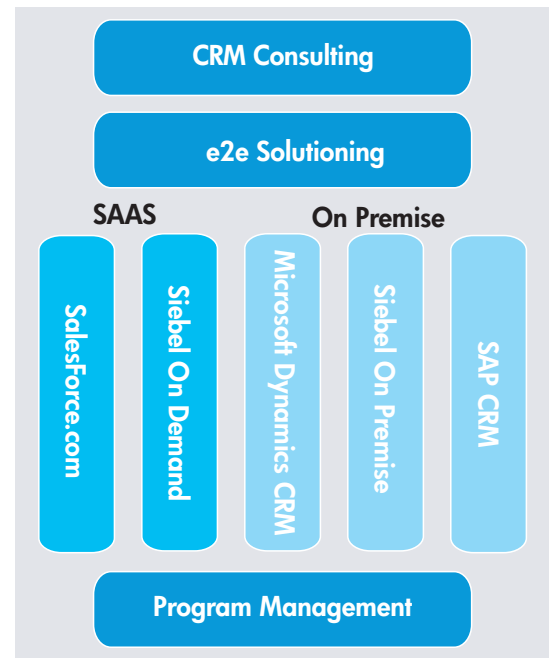
Our Services

We provide end-to-end services from conception of Application to execution.



• **Technical Consulting**

- System implementation, full life-cycle development and upgrades
- Performance improvement utilities
- Extensive integration services
- Offshore development, support & maintenance to reduce TCO
- Product agnostic services



CRM Solutions

| | SalesForce.com | Microsoft | Siebel | SAP CRM |
|---------------------|--|---|--|---|
| Offering | <ul style="list-style-type: none"> • Simple licensing model • Low initial cost, but cost will grow with complexity • Scalable, robust and intuitive UI • Lacks vertical solutions and breadth/depth of CRM functionality • Heavy reliance on partners | <ul style="list-style-type: none"> • Simple licensing model, partner driven • Low cost • Intuitive UI for easier user adoption • Strong in SFA and service • Scalable • Dependencies on MS infrastructure | <ul style="list-style-type: none"> • Comparatively expensive to license and for TCO • Recognized market leader in functionality • Strong vertical offerings requiring less customization • Multi-channel functional breadth and depth • Proven capability and scalability | <ul style="list-style-type: none"> • Comparatively expensive to license and for TCO • Licenses however often bundled as part of e2e SAP license agreement • Strong in Manufacturing • Proven capability and scalability • New releases with built in integration |
| On Premise vs. SAAS | • SAAS Only | • On Premise • SAAS | • On Premise • SAAS | • On Premise • SAAS |
| Fit | <ul style="list-style-type: none"> • All industries • Provides core CRM functionality • Provides platform for development • Suited for easy-to-use, rapidly deployable sales management and customer service CRM | <ul style="list-style-type: none"> • All industries • Partner community extends the product capabilities • Microsoft UI facilitates adoption • Suited to customers committed to a Microsoft infrastructure | <ul style="list-style-type: none"> • All industries • Best suited to customers who value specific tailored industry functionality, strong analytics and customer data management, and global scalability | <ul style="list-style-type: none"> • Best fit into industries with exiting SAP implementations • Very strong base in Manufacturing • Strong base in EMEA |

- Operational & Process Consulting
 - CRM strategy consulting
 - Defining customer centricity charter & RM roadmap
 - Business performance management, business intelligence
 - Improving sales, marketing and service processes
- DILO (Day in the Life Of)
 - Identify day-to-day process issues to increase productivity & effectiveness
- TARGET
 - An innovative approach to pragmatically and rapidly identify and resolve problems at the point of customer interaction

We have helped our customers maximize revenue opportunities, reduce operational costs and optimize existing IT assets with tools and capabilities backed by rich experience. Today our clients seek extended relationships with us based on our consistent successes with CRM solutions.

About MphasiS

MphasiS is a leading Applications, Infrastructure Technology, and Business Process Outsourcing services provider. The company delivers real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 36,000 people, MphasiS services clients in Financial Services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail industries and Governments around the world. To know more, visit www.mphasis.com

0210

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