



<http://www.sand-soft.com>

**India Office**

#C3 & C4, Pavan Enclave,  
Dabagardens,  
Visakhapatnam 530016,  
AP, INDIA  
Tel: 91 891 6527300

**US Office**

#2310 Hemrick Road,  
Cumming 30041,  
Georgia, USA  
Tel: 1 773 634 9811

# CORPORATE FACT SHEET

September 2008

## OVERVIEW

### Company

Founded by a group of ambitious software professionals, Sand Software Solutions is a fast growing software solutions & service provider company. Sand supports the needs, dreams and challenges need of small and medium sized businesses by offering them web & software solutions and services which allow them to look beyond their business. Sand has delivered easy-to-use, scalable and customizable websites, web applications, software applications and related services to the specialized needs of art/design/media, manufacturing and internet-based businesses. With these solutions Sand has helped many companies to move out from their conventional business practices to web based thus allowing them to explore a new world of opportunities and multiply their revenues.

Though a small company and miles away from its clients, Sand was able to maintain the Trust it's clients had on it and has yet again proved again that our world is a small place to live in and that the new world order is fast against the slow and not big against small.

### Founded

Sand was founded in 2003 by a group of software professionals.

### Incorporation

Sand was incorporated on November 24, 2003 in India.

### Corporate Headquarters

India: Visakhapatnam, Andhra Pradesh, India

USA: Cumming, Georgia, USA

### Employees

As of the end of First Quarter of 2008 Sand has 35 employees.

## STRUCTURE

Sand reaches a global client base that numbers more than 25 customers worldwide. It serves these businesses through professionally managed team. By the end of fiscal year 2005 revenue of Sand was a just \$10K while at the end of FY 2007 revenue reached around \$60,000 and a projected revenue of \$150,000 for FY 2008 a 130% increase.

## MARKET

Sand serves Startup's and SME's with 25 or fewer employees. Revenues of these companies are typically in the range of \$2 million to \$20 million annually. We provide our IT consulting services to these companies which include design & development of websites, provide Content Management Solutions, back-end processing, maintenance of applications and develop custom software for specialized business requirements.

According to Gartner Research, the IT Services market is expected to grow from \$624.4 billion in 2005 to \$828.1 billion in 2010 and the Asia/Pacific IT service market is forecast to grow at a compound annual growth rate of 9.3 percent from 2005 through 2010, compared with 5.8 percent growth globally this means great business opportunities for external service providers in the region.

### Domains

- Retail / eCommerce
- Media & Entertainment
- Manufacturing
- BFSI - Banking, Financial Services, Insurance
- Hospitality & Leisure
- Life Sciences
- Publishing
- Logistics / Distribution
- Real Estate

## SERVICES

- Application Development & Maintenance (ADM)
  - Application Development
  - Application Maintenance
- Portals & Content Management (PCM)
  - Web 2.0
  - Portals
  - Content Management
  - Search Capabilities
  - Open Source Solutions
- Customer Relationship Management (CRM)
- Enterprise Resources Planning (ERP)
- Business Intelligence & Information Management
- Migration / Re-Engineering Services
- Testing Services
- Consulting Services
  - Business Consulting
  - Technology Consulting
  - Process Consulting

## CUSTOMERS

Sand reaches a global client base that numbers more than 20 customers worldwide. Some of them are:

- Hoopla TV, London, UK [Online TV of DylanOgden show]
- VahRehVah.com, Chicago, USA [Huge collection of custom made videos of Recipes]
- SourceMat Inc., Florida, USA [Helicopter spares]
- TripOnADeal, California, USA [Social network with travel episodes]
- Info Power International Inc., Texas, USA
- LogoExpress Marketing, New Orleans, USA
- Metroproper.com, Chicago, USA
- Telugu Association of Greater Chicago – TAGC, Chicago, USA
- TommyTennis.com, NY, USA

## ALLIANCES

Our corporate culture reflects our understanding that successful business relationships are built on a long term mutual gain, not short-term expediency. We believe that this long term mutual gain is founded on sharing risk and responsibility with our clients. Our priority is solving problems for you, not giving you more to worry about. We also know that forming strategic partnerships with our clients is a key to success.

We are partnered with:

- Emprix Corp, Madison, WI, USA
- Britescreen Interactive, Minneapolis, USA
- Cube3Technologies, WI, USA
- Doejo Inc., Chicago, USA
- MediaHouse, London, UK

## CONSULTANTS

At Sand our primary goal is to provide better service to our customers. To reach our customers and provide them better service, we have teamed (and are still teaming with more consultants) with some consultants around USA. This setup help us to make our Customers feel secure about their project, investment and to have a point-of-contact. Our consultants act as a point-of-contact between us and our clients.

Some of our Consultants who represent us:

- Mr. Narasimha Narahari, Chicago, USA
- Mr. Anand, Leeds, UK
- Mr. Anil, Penang, Malaysia

## KEY STAFF

Surendra (Co-founder & CEO) is veteran in software development and managing projects. Being an MS in Computer Science and a Sun Certified Java professional, he worked in many software large software firms in Malaysia, USA and India in various roles before he teamed up with Sudhir to form Sand. He has a wide knowledge of how software is developed and managed. Java and Enterprise Application Integration tools are his interested domains. He is a great mentor and looks after the Sales, Quality and Development activity around Sand.

Sudhir (Co-founder & Managing Director) is a veteran of software development and building up small businesses. He holds a Master's degree in Computer Science and is also a Microsoft Certified Solutions Developer. Having worked in the IT industry from more than four years felt that he was not been given the freedom to explore himself, he decided to setup his own software development & services firm. He called up his close friends to form a small team of software professionals and started Sand. Sudhir now looks after the company and ensures that the company is running smoothly. Being a programmer on ASP and .NET he helps his teams in developing applications and helps his teams to manage projects efficiently.

Madhav (Country Head, USA) is a veteran of building & managing businesses. He holds an Engineering Bachelor's degree and a Master's degree in Business Management. Having worked in various companies in several domains across USA and India, Madhav's expertise helps Sand to develop strategic plans and improve business from time to time. Madhav now works from Atlanta, USA office.

Apart from the above we have an excellent team of young enthusiastic developers with us.

## PRIMARY OFFICE LOCATIONS

### Registered Office

#43-11-15/6, Floor 3, Babu Towers, SL. Nagar, Visakhapatnam 530016, Andhra Pradesh, India.

### Development Center

#C3 & C4, Floor 2, Pavan Enclave, Dabagardens, Visakhapatnam 530020, Andhra Pradesh, India.

### Sales Offices

Cumming, Georgia, USA

Leeds, United Kingdom

Penang, Malaysia

### Contact Info

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