



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

Engineering Open Source Solutions for the Enterprise

COMPANY PROFILE

THE ORGANIZATION

The people who get on this world are the people who get up and look for circumstances they want, and, if they can't find them, MAKE THEM! - George Bernard Shaw (1856-1950)

At Sand, we are making them!!!

Sand Software Solutions, a solution provider for Internet based applications, formulated through the great man's words, by a group of software professionals is a privately held limited liability company in India.

The firm is a unique approach towards providing business software solutions by a team of ambitious, professionally qualified and determined software engineers whose experience in software development around the globe is the biggest asset for the company.

Since it's inception in 2003, the company is determined to deliver a wide range of software products & services to the SOHO, startups and Small & Medium Scale Enterprises which include – **Web based applications; Custom Applications Development and Maintenance** like ERP, MRP & CRP tools, Inventory management systems, accounting packages, payroll systems, administrative & management systems and various others; **Data Management and Consulting Services.**

The **value proposition** we offer includes more than 50% reduction in the cost of maintaining a team of technical resources, total control over hiring & managing them for the duration of the contract. The advantage we have over our competitors is that we develop affordable, low-cost, Open-Source based custom-built, robust, scalable solutions for the Startup's and SMB's. We use Open Source technologies to minimize the cost our customers have to incur on software and it's maintenance.

We integrate emerging technologies into ongoing business by building powerful solutions that centralize, organize and automate delivery of your information. Our solutions increase your productivity, build your brand character, and beat up your competitors.

As a whole the company is pioneering in software development and in finding out better solutions for the enterprise to help them build & expand their businesses.

With our commitment, endurance and expertise in providing IT Solutions, we assure enterprises to ...

look beyond their business !

SERVICES

1.1 Web Application Development & Maintenance

- 1.1.1 Content Management
- 1.1.2 eCommerce Solutions
- 1.1.3 Social Networks
- 1.1.4 Streaming Media

1.2 e-Solutions

- 1.2.1 Enterprise Resources Planning (ERP)
Implementing our in-house built, open source based, web-based ERP system for SME's called SANDERP.
- 1.2.2 Customer Relationship Management (CRM)
Implementing our in-house built, open source based, web-based ERP system for SME's called SANDERP.

1.3 Integration

- Implementing our in-house built, open source based, web-based ERP system for SME's called SANDERP.
- 1.3.1 Custom Development
 - 1.3.2 Migrating Legacy Systems to web-based systems

TECHNOLOGY AREA



CUSTOMERS

At Sand, we believe in working closely with our clients, understand their problems and provide long term Solutions. Our clients, employees, subcontractors and vendors are all part of the Sand Team. Financial terms, Profit are discussed last... this strategy has helped Sand attain outstanding success in project closure and client satisfaction.

Some of our significant accounts:

- **Info-Power International Inc., Texas, USA** www.abw.com

Our development centre in India work continuously with this product based company located in Texas, USA, Info-Power International Inc., in developing, maintaining and updating the company's in-house ERP Tool **ABW - A Better Way**, an Enterprise Resource Planning (ERP) Package, developed on ASP.NET and SQL Server 2000 on Windows 2000 Platform. The company outsources their software development & maintenance work to us.

We are also working on migrating the above tool into .NET 2005 and migrating all reports done in Crystal Reports to MSSQL Server 2005 Reporting Services.

- **SMPC Industries Sdn Bhd., Malaysia** www.smpcsteelcentre.com

SMPC Industries is a group of eight companies diversified into manufacturing steel based products like furniture, sheets, pipes, etc. For SMPC we have been implementing our ERP system (SandERP) at one of its subsidiaries, Duro Metal Industries Sdn. Bhd., Malaysia, on successful completion, eventually the erp system will be implemented across the entire organization.

- **NewGenUSA Inc., USA** www.newgenusa.com

This company ventures in implementing Oracle applications across USA to SME's. At Sand we have been delivering support for the last two years.

- **DIRAD Technologies Inc., NY, USA** www.dirad.com

We are working on several modules of DIRAD's huge project Port Authority of New York & New Jersey – PATH project.

- **Timbeland Partners, USA** www.timberlandpartners.com

This organization has several residential & commercial properties, and at Sand we have developed a custom web based solution to manage the properties efficiently including tenants' grievances and several others.

- **Hoopla TV, London, UK** www.dylanogden.com

We developed an Online TV version of their popular series DylanOgden using latest streaming video technology. We continue to develop & enhance their web applications.

Other List:

Online Companies & Web Apps:

Blessing Stream, Twitterland, TripOnADeal, DylanOgden, Vahrehvah, Sidney Music Works, OptionsVestor Temptations

Real Estate:

Timberland, Capital Partners, Commercial Real Estate Connection

Corporations:

Racycart, Info Power International Inc., Logo Express Marketing Inc., New Generation Technologies, Dirad Technologies, Sourcecat

Non Profits & Worthy Causes:

TAGC, Wellington Fine Art,

Universities & Alumni Organizations:

MFU, Tommy Tennis

For a complete list of our clients, please visit our websites at <http://www.sand-soft.com/customers.html>

Strategic 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 work together with both your business and technical teams to ensure we deliver high quality solutions to meet the needs of your business. This leaves you in control and able to build competence and knowledge within your own teams. The closeness we develop in our working relationship with you results in reduced risk and increased efficiencies in the projects we support.

INFRASTRUCTURE

We have registered offices in India and are soon planning to setup office in USA. We have an office space of 2000 Sq.Ft. with capability to setup up to 80 workstations. Our development centre in India is equipped with all the amenities including an **AMD based Server** and **AMD Athlon based workstations**. and a dedicated 1.0GB broadband internet connection to be available to our clients around the globe 24 X 7.

Communication

We work very transparently with our customers, they can call, email or chat with the project manager and any developer working on the project.

Internet

1 Gbps broadband line.

EMAIL

Email is our primary mode of communication. We also use Skype, GoToMeeting/Glance for conferences.

Phone

We have 2 USA based VOIP phones. +1.678.216.4931 and +1.773.634.9811
We also use Skype to communicate with our clients.
Customers will also be updated with our mobiles phone numbers and can reach us anytime.

Working Hours

We work in 2 shifts in a day. Our general working hours are:
Day Shift: 7am to 6pm IST
Night Shift: 6pm to 5am IST
We (managers of the company) will be generally available 24 hours. Customers can call us anytime for any issues if they may have. We will be working for almost 24x6!!

Weekdays

Monday through Saturday
If the project demands us to work 24X7, we have no issues for that!!

IM

We generally communicate with our customers through email, skype and phone. We also schedule meetings / conferences on phone or on Skype.

Online Meeting

We use Skype, Glance, GoToMeeting or Dimdim to show demos of the work done to our clients.

ENGAGEMENT MODELS

At Sand we understand the need for our customers' we help them to look beyond their business by developing robust, scalable, stable solutions that make them less worried about their IT investments and software systems. Outsourcing changes the world of business and the business of management with it. Sand offers outsourcing not only to help customers reduce costs, but as an integral function to compliment the customer's growth strategy.

Why Sand?

- * Software Product Engineering focus
- * User-Friendly Relationship Driven Partnership Model
- * Guaranteed Bottom Line Results From Small to Medium - Scale Application Outsourcing
- * Superb Execution, Fast Knowledge Transfer, and High Quality
- * Good Technology Expertise Across a Wide Range of Competencies
- * Unique Business Culture Experience Programs to Manage Cultural Barriers

Delivery Models

In an industry of tight budgets and timelines, at Sand we provide software engineering & re-engineering solutions to in a way to avoid the hardships of managing software development projects. With our simple delivery models, we allow our customers to focus on their core businesses while we build their software products. We also allow organizations to:

- * Reduce timelines of development
- * Free capital funds for key areas of core business
- * Utilize internal IT resources for daily tasks instead of intensive development projects
- * Reduce costs of development
- * Leverage partners technology core competencies to constantly stay ahead of competition

Full Outsourcing Solution

Sand will provide full outsourcing solutions to clients wishing to have offshore operations captive (in part or in whole). Sand delivers services at significantly reduced costs while addressing the complexity of managing human resources, legal, fiscal, and economic issues.

Project Outsourcing

Sand takes on single turn-key deliveries or several project life-cycle phases, such as prototyping, design, development and testing. We offer project outsourcing services on the basis of the following models:

- * Fixed price (FP)
- * Time and material (T&M)
- * Time and material with a budgetary limit
- * Combination (e.g. prototyping - T&M, then FP development)

CUSTOMER TESTIMONIALS

Sand has shared our vision in creating the best solution for my dream project. We have grown to 50K hits in just a month after launching our site, thanks for the timely response from Sand and making the application such scalable. Working with the team has been like and extended team without the fear of loosing the vision of the idea.

Sanjay Thumma
Owner at VahRehVah.com

"We designed the 1st Timberland partners original web-site in late 2005. The site was simple and easy to navigate - specifications we had insisted on from the start. With the growth of the company, Timberland chose to update their site in late 2007, and it was a great choice to use the staff from Sand. They listened to our requests and translated them into a terrific new site of which we are very proud. The Timberland Partners colors are not easy to copy but the designers at Sand achieved a wonderful result for us.

The comments about the new site have been very positive and the results are better than expected. Thank you for your time, patience and a wonderful website.

Jeff Jones
BriteScreen Interactive

*"All in all I am very pleased with the outcome."
"I appreciate the good work you've done."*

Zerrial Bass
President, Info-Power International Inc., USA

PEOPLE

At Sand we believe that Our People are the backbone of our company... they are the heart & soul for us to grow to this stage. We are now a team of 30 with Developers, Designers, Sales and Support Teams to make up the SAND FAMILY!

Our policies at Sand allow our people to explore, innovate and experiment new technologies to come up with latest solutions for businesses of any size. We follow the Strategy of a Level 5 Leadership of "First who.. then what" as said by Jim collins in his famous book "Good-to-Great Companies".

Strength

30 people as on May, 2009

Different Skills

- ❖ Software Engineers
- ❖ Test Engineers
- ❖ Web Designers
- ❖ Business Analysts

MANAGEMENT TEAM

On the Management side, we are everything in this company. Two of us have formed this company and with our intense drive to make our dreams true, have taken our company to this level.

SURENDRA KONATHALA

Co-Founder & C.E.O.

is a veteran in software development and managing projects. Being an MS in Computer Science and a Sun Certified Java Professional, he worked in many software firms all around the globe in various roles before he formed Sand. He has wide knowledge of how software is developed and managed. Bringing in Sales, Managing Projects and Clients his interested domains. He looks after all the technical details of the company along with Sudhir.

SUDHIR KARIMISETTI

Co-Founder & M.D.

is veteran in software development and managing projects. Being an MS in Computer Science and a Microsoft Certified Professional, he worked in many software firms in India and England in various roles before he joined hands with Surendra to form Sand. He has wide knowledge of how software is developed and managed. Managing People & Administration are his interested domains. He looks after all the development activity around Sand from PHP and .NET projects.

MADHAV MEESALA

CFO, Business Development, Process

After having worked in various verticals, Madhav is veteran in managing & planning corporate finances, process implementation and QA/QC. He holds a Bachelor in Engineering (BE) and an MBA from reputed Universities in India. He worked in many software firms in USA and India in various roles before he joined Sand. He has a wide knowledge on managing Accounts, Finance, Administration and implementing QA/QC.

Md. ASHRAF

Co-founder & Operations Head, Malaysia

is a veteran in planning, implementing & maintaining medium-to-large IT infrastructure systems in India, US and Malaysia. Being an MS in Computer Science, a Microsoft Certified System Engineer, RedHat Certified Engineer and a Cisco Certified Engineer, has worked in many firms all around the globe in various roles before he formed Sand. He also has a wide knowledge on implementing ERP systems and has a great passion for developing software. He looks after all the operations of Sand in Malaysia. In his leisure, Ashraf can be found giving lectures on IT systems.

CONTACT

For more information, please contact us at any of our offices.

SAND SOFTWARE SOLUTIONS

INDIA

Registered as: SAND SOFTWARE SOLUTIONS Pvt. Ltd. [2003]
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USA

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Sales/Support Office

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MALAYSIA

Registered as: SAND SOFTWARE SOLUTIONS Sdn. Bhd. [2007]

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With our commitment, endurance and expertise in providing IT Solutions, we assure enterprises to ...

look beyond their business !

The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow – Rupert Murdoch