

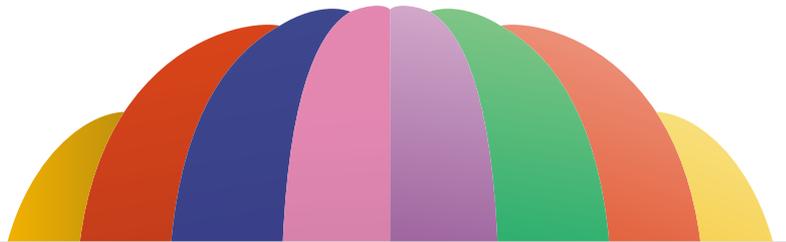


Consulting Services
Portfolio

PRIVATE EQUITY &
VENTURE CAPITAL



Orcapod



PRIVATE EQUITY & VENTURE CAPITAL

In the IT services space, reducing growth rates and increasing pricing pressures are making it difficult for investors to realize targeted IRR. Additionally increased competition and faster commoditization of offshore services are creating unforeseen challenges around cost management and service differentiation. Dramatic improvements in operational & financial parameters are the foundation stones of any value enhancing deal and hence, no support to the company management from investors is good enough.

While there is still considerable steam left on demand side growth, it is bottom line and long term business viability that are causes for concern. In a new world, where large multinationals accessing low cost talent pool are fast eroding cost advantage, where do investee companies look for competitive advantage.

Here are the number of strategic and operational challenges companies are facing :

- What should be our revenue multipliers? Is it high end IT services offering, product or semi-product space, transaction based services, Infrastructure automation, SAAS or cloud computing and how should we build it with optimum investments?
- Do we have some hidden capabilities that we built as a service provider and can be repackaged and sold as a high end service offering?
- How can we rapidly reduce cost in order to counter constant price reductions? How can we distinguish our more productive, less productive and counterproductive assets and how can we rationalize them?
- Do we know which projects are making money for us and which ones are not?
- Do we have adequate program management capacity to run all our programs successfully?
- Are we ready for revenue or margin shocks? Do we have sufficient variability in our cost structure to align ourself with the rapidly changing business environment?

Investor community working with us values our strategic understanding of IT business and operational abilities to drive concrete results. EBO (Explicit Business Outcome), our proprietary & proven methodology, ensures that our business benefits are aligned to our client's payback. We can help your companies address their most important issues in the following areas:

- Offer project & program management capacities to drive business critical engagements.
- Operational transformation by deconstructing value chain, activity based costing and data driven cost optimization on procurement, hiring, retention and capability building.

- Pre M&A assistance for improving operational & financial parameters.
- Post Merger Integration for generating desired value with minimal business & reputational risks.
- Building services portfolio and constructing client centric service offering by leveraging existing and low hanging capabilities.
- Service offering rationalization, decoupling revenue and headcount correlation, developing product or semi-product strategy.
- Building capabilities around fix price projects, estimations, intellectual property protection, demand driven talent supply chain, bench optimization, Capex to Opex conversion.
- Creation of high performing delivery organization by building new frameworks, methodologies, tools, metrics and business aligned dashboards.
- Accelerating offshore move for MNCs by combination of Orcapod's strategic and operational capabilities.

Organization Improvement

Sustained & Superior Value Creation from Operations Excellence

In the IT services space, reducing growth rates and increasing pricing pressures are making it difficult for investors to realize the targeted IRR. While there is still considerable steam left on demand side growth, it is bottom line and long term business viability that are causes for concern. In a new world, where all IT companies have access to low cost talent pool and increased commoditization of pure play offshore offering is hitting bottom lines, where do leadership look for competitive advantage. Here are the number of strategic and operational questions company leadership are asking :

- What are our revenue multipliers? Is it high end IT services offering, product or semi-product space, transaction based services, Infrastructure automation, SAAS or cloud computing and how should we build it with optimum investments?
- Do we have some hidden capabilities that we built as a service provider and can be repackaged and sold as a high end service offering?
- How can we rapidly reduce cost in order to counter constant price reductions?
- How can we distinguish my more productive, less productive and counterproductive assets and how can we rationalize them?
- Do we know which projects are making money for us and which ones are not? Are we ready for revenue or margin shocks? Do we have sufficient variability in our cost structure to align ourselves with the rapidly changing business environment?

Over the next few years, executives in IT organizations will have to remain focused on improving bottom-line, reducing operational costs while investing in innovations that hold out the promise of top-line growth. They must do all this while keeping an eye on a changing client expectations and rising tide of low-cost options.

Orcapod can provide strategic and operational support to its clients in the following areas to meet commoditization challenges and unrelenting performance goals:

Service Portfolio : Building services portfolio and constructing client centric service offerings by leveraging existing and low hanging capabilities.

Service Offering Rationalization : Decoupling revenue and headcount correlation, developing product or semi-products strategy.

Strengthening Service Offering : Transaction Based Service, Infrastructure Automation, SAAS, Cloud Computing, Products & Semi Products.

Demand Driven Talent Acquisition : To build strategies that goes beyond on-demand hiring. Develop cost efficient channels, tools and processes for aligning talent supply chain to business demand.

Value Driven Talent On-boarding: To develop data driven approaches to shorten supply chains for fast response and lower talent inventory loss. Develop tools, rearrange HR policies and build methodologies for planned on-boarding, productive utilization of benched resources and faster staffing.

Vendor Development for Cost Reduction : Develop vendors and alliances for faster turnaround and reduced cost of operations. Build an approach for profitable outsourcing of non-core activities.

Activity Based Service Costing : Data driven analysis of service cost for ensuring accurate cost allocation, right pricing and improved competitiveness.

Revenue & Margin Shock Absorbers : Planned approach for converting your capital expenses to operational expense; leading to flexibility in cost structures and better preparation to deal with revenue variability.

Optimizing Investment in Talent Retention : Structured and data driven analysis of various layers of organizational hierarchy to distinguish between value adding and value eroding layers. This is to ensure that organizational investments are going at right places.

Building Tools, Methodology & Processes for Delivery Excellence : To develop intellectual property around proprietary tools, methodologies and processes helping in much needed differentiation and improved certainty.

Revenue & Margin Shock Absorbers : Planned approach for converting your capital expenses to operational expense; leading to flexibility in cost structures and better preparation to deal with revenue variability.

Cost Optimization & Asset Sweating : Benchmarking and finding opportunities for cost optimization across cost heads and strategies to improve asset sweating. Implementing process improvement initiatives like lean management.

Pricing Models : Building innovative pricing strategy for existing and new offerings.



Post Merger Integration

Value Realization by Successful Integration

While a good transaction advisory firm can help you in getting a fair share of value allocation, successful post merger integration in IT Services business is a different ball game and needs strategic perspective and operational excellence. Following a merger, leadership is under time pressure to prioritize integration points, identify synergies and ensure that the integration leads to the desired value creation. Crucial questions that leadership ask are as follows :

- What are our critical success factors and KPIs to define a winning integration?
- What are the functions that can be quickly integrated with minimal risk and how we can focus on realizing synergies?
- How can we integrate different cultures and manage the conflict and not lose key talent?
- How do we keep our people focused on business and customers and not get distracted with the integration process?

Our senior consulting workforce has decades of experience and help our clients in activities like effective transition, operational transformation and post merger integration. We can work with the management of your investee company and support them in post integration activities. Our consultants being a neutral & unbiased party to the integration process receive better acceptance on both sides, leading to higher probability of integration success. This not only helps in accelerating synergies realization but reduce risk of talent erosion.

It is our commitment for EBO (Explicit Business Outcome) that Orcapod aligns its financial benefits to the business outcome of our clients. Our milestone based payments ensure that our business interests are aligned to our client's payback.

Operations Transformation

Sustained & Superior Value Creation from Operations Excellence

In the IT services space, reducing growth rates and increasing pricing pressures are making it difficult for investors to realize the targeted IRR. Increased competition and faster commoditization of offshore services are creating unforeseen challenges around cost management and service differentiation. Leadership in IT organization is dealing with these challenges :

- Offshore is no more a unique offering but an integral part of IT sourcing for most of multinationals. Comparison with onsite service cost is history. Offshore cost is an implicit assumption in building IT budgets. This is forcing CIO organizations to explore even more cost competitive options leading to unheard pressure on vendor margins.
- Clients are mature IT outsourcers and are increasingly experimenting with new contract structures, geographies and new breed of specialized companies.
- Industry wide benchmarking, maturity models, certifications are not differentiators but are hygiene factors. Over and above, high workforce mobility is diffusing differentiation leading to further cost pressures.

Over the next few years, executives in IT organizations will have to remain focused on improving bottom-line, reducing operational costs while investing in innovations that hold out the promise of top-line growth. They must do all this while keeping an eye on changing client expectations and rising tide of low-cost options.

Orcapod can provide strategic and operational support to its clients in the following areas to meet the unrelenting performance goals :

Demand Driven Talent Acquisition : Build strategies that goes beyond on-demand hiring. Develop cost efficient channels, tools and processes for aligning talent supply chain to business demand.

Value Driven Talent On-boarding : Develop data driven approach to shorten supply chains for fast response and lower talent inventory loss. Develop tools, rearrange HR policies and build methodologies for planned on-boarding, productive utilization of benched resources and faster staffing.

Optimizing Investment in Talent Retention : Structured and data driven analysis of various layers of organizational hierarchy to distinguish between value adding and value eroding layers. This is to ensure that organizational investments are going to the right places.

Vendor Development for Cost Reduction : Develop vendors and alliances for faster turnaround and reduced cost of operations. Build an approach for profitable outsourcing of non-core activities.

Activity Based Service Costing : Data driven analysis of service cost for ensuring accurate cost allocation, right pricing and improved competitiveness.

Revenue & Margin Shock Absorbers : Planned approach of converting your capital expenses to operational expense, leading to flexibility in cost structures and better preparation to deal with revenue variability.

Building Tools, Methodology & Processes for Delivery Excellence : To develop intellectual property around proprietary tools, methodologies and processes helping in creating the much needed differentiation and improved certainty.

Cost Optimization & Asset Sweating : Benchmarking and finding opportunities of cost optimization across cost heads and strategies to improve asset sweating. Implementing process improvement initiatives like lean management.

Pre M&A Assistance

Pre requisite for Value Allocation is Value Creation

In the IT services space, reducing growth rates and increasing pricing pressures are making it difficult for investors to realize the targeted IRR. Dramatic improvements in operational & financial parameters are the foundation stones of any value enhancing deal. Hence, no support to the company management from investors is good enough.

Even before the investor decides to give a sell mandate, the questions they are asking are as follows :

- Does my operational & financial parameters meet or exceed industry expectations? Will it provide me fair value in the market?
- What kind of Operational & Strategic support can I provide to my company leadership to make it a success?
- Before going to a transaction advisory firm, can I relook at the operations of my investee company and explore opportunities for value creation?

Our Pre M&A assistance can provide business and operational insight to the company leadership. Our senior professionals have decades of experience in managing large size services business.

Before you give a sell side mandate, we can work with your company leadership for two to three quarters, helping them improve the business performance parameters leading to value enhancement. We will work with them to find revenue and cost side levers and ensure that the organization improves its shareholder value proposition in a short span of time. We being a third party to the whole process bring a neutral view to table and ensure that personal biases don't hold back what-makes-sense.

About Orcapod

Orcapod is a Consulting & Technology Services firm founded by senior industry professionals coming from reputed international organizations. Like the Orcas which roam the great oceans around the globe, we work with Global and Indian Clients providing assistance in their critical IT & business improvement initiatives.

Orcapod Consulting helps its clients to improve business operations by combining its expertise in the areas of Business & IT Consulting, Outsourcing, Operations Transformation and Services Optimization. Our experienced consulting workforce complements the CIO organization and helps it deliver more within its budgets & demanding schedules. Explicit Business Outcome, our proprietary methodology gives high priority to employing existing client assets for delivering the range of results that will make substantial and sustained difference to our client's business.

Orcapod Technology Services offers conventional and customized solutions to meet the resourcing needs of our clients in the IT space. Our ability to attract and retain high performing workforce ensures on demand access of talent capacity to our clients for meeting business commitments.

Fuelled by our shared vision, we help to make our client's businesses more efficient, more profitable, and prepared to succeed. We help to make them Future Ready.

FOLLOW US

 <https://twitter.com/orcapodservices>

 <http://www.linkedin.com/companies/orcapod>

 <http://www.slideshare.net/orcapod>

CONTACT US

For sales enquiry, please contact:
sales@orcapodservices.com

Orcapod



orcapodservices.com