



Bootstrap  ^{bs}

Achieving Business Success eco system with Bootstrap Application Outsourcing Services for Oracle database & Enterprise Applications

Today's Discussion

- **Bootstrap's Application Outsourcing Business**
- **Bootstrap's Mission Statement & Vision Plan**
- **Oracle Technology & Oracle Apps Practice**
- **Our CoE Model and Competency Building Initiatives**
- **What we offer**
 - **Main focus areas**
 - **Remote DBA Services**
 - **Platform Migration Services**
 - **Applications Support**
- **Today, we are helping clients to achieve Business Success**
- **Appendix (How we do applications Support)**
- **Next Steps**

Bootstrap's Oracle Apps Outsourcing Business

Passionate, High Caliber, Leader in ERP Services

- 12+ Years experienced Oracle Apps Professionals
- Nearly 100 employees . Oracle Apps CoE and dedicated Oracle Apps Knowledge Park of 7000 sft and 250 people workspace
- Extensive industry expertise and global reach. Ability to scale up big team
- Outsourcing services in conjunction with Design, Build or develop
- Excellent Infrastructure & 15+ Dedicated high end servers



Bootstrap's Mission Statement

We want to be a Platinum standard ERP Services Leader in world

Bootstrap is positioned as a future Leader in ERP Outsourcing services by TiE Hyderabad Chapter during recent Top ERP Outsourcing Vendors Meet – Andhra Pradesh

Bootstrap's Vision Plan

- **Revenue Target of INR 100 Cores Company in ERP/IT Services**
- **Building 250 member team in ERP Practices**
- **Building various service lines who can offer Services using various ERP Packages i.e. Oracle eBusines Suite, Peoplesoft, J D Edwards & SAP**
- **Networking with all North American & Europe based companies i.e. With Fortune 250 Companies**
- **Becoming partners to Product companies Oracle, SAP, Microsoft and SUN etc.**
- **Becoming all channel partners to all SME ERP Software Companies.**
- **Targeting to become a world leader in All ERP Solutions By 2010**

Oracle Practice Overview (Technology)

Oracle Services

Custom development
 Upgrade
 Support
 Performance Tuning
 Remote Management & Administration
 Remote Monitoring

Oracle Service Offering

Pre-Development

IT roadmap Creation
 Application rationalization

Development

24x7 Development
 follow the sun delivery model

Post Development

Application Outsourcing
 Shared Service definition & maintenance
 Remote Enhancement

Service Enablers

Methodologies
 Centre of Excellence
 Development of reusable components
 Tools and Quick cook Books

Oracle Technology Expertise

Oracle 8i/9i/10g RDBMS (SQL/PL-SQL/Forms/Reports)
 Oracle 8i/9i/10g Application Server
 Oracle Custom development Methodologies

The Team

Several Top Notch Oracle Technology consultants
 Deep technology skills
 Industry / process expertise
 Project Management expertise
 DBA expertise

Oracle Applications Practice Overview

Oracle Services:

Implementation
 Upgrade
 Support
 RICE development

Service Enablers:

Methodologies
 Centre of Excellence
 Development of reusable components
 Tools and Quick cook Books

Oracle Service Offering:

Pre-Implementation

IT roadmap development
 Application rationalization

Implementation

24x7 project implementation cycle
 Onsite-offshore leveraged delivery model

Post Implementation

Application Outsourcing
 Shared Service definition & maintenance

Service Enablers:

Methodologies
 Centre of Excellence
 Development of reusable components
 Tools and Quick cook Books
 Implementation Handbooks
 System Maintenance Cook Books

Application Expertise:

Manufacturing, Supply Chain
 Financials
 CRM, HRMS, Payroll, iModules and OA Framework
 and Fusion

The Team:

Several Top Notch Oracle Apps consultants
 Deep application and technology skills
 Industry / process expertise
 Project Management expertise
 Functional & Technical (DBA/Apps DBA)
 expertise

Bootstrap's Oracle Apps Practice: Fact Sheet

Best People

- Bootstrap has around 50 trained Oracle Apps consultants.

Client Satisfaction

- 100% Reliable Delivery
- Top Management is directly Involved in Delivery & Practice development.

Strong Business Growth

- Grown to 3 accounts with in first year of starting the Practice.

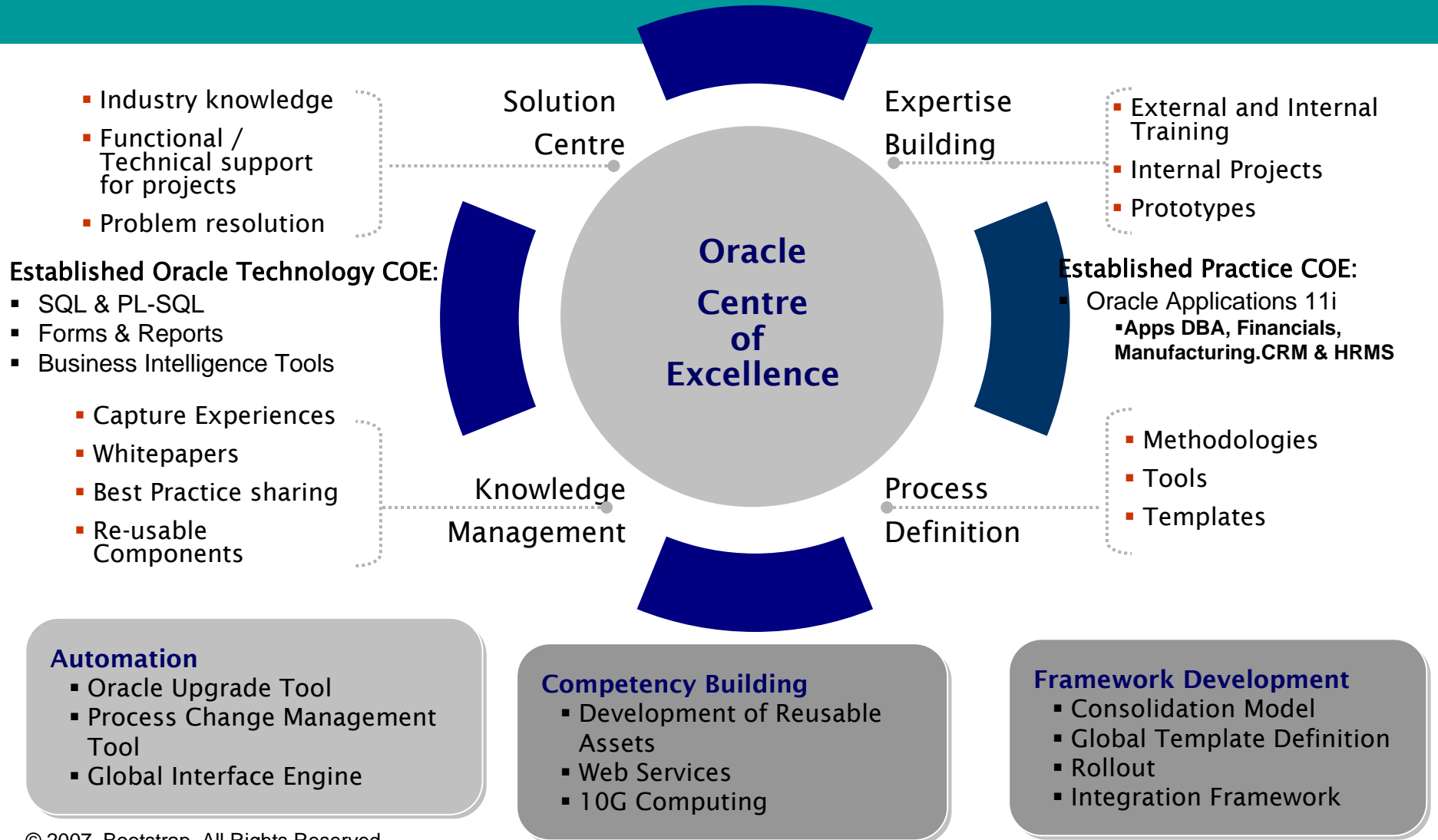
Investment in Oracle

- Bootstrap invests more than INR 5 million annually on our Oracle Apps practice.

Strategic Initiatives with Oracle

- All delivery units in Bootstrap closely networked with Oracle corp. and participates in all Training Initiatives
- 600 hours of compulsory Training to every resource who joins our Oracle Apps Practice from Oracle School/Oracle certified Training partner

Building Competency – through the COE Model



What We Offer

- **Technology, Product & Package Evaluation & Road Map Creation.**
- **Implementation**
- **Upgrade**
- **Customization & Development**
- **Application Support**
- **Training**
- **Package Consolidation**
- **Remote DBA Support**
- **Infrastructure Management services**
- **Platform Migrations**



**ORACLE
Technologies**

Fusion
Middle ware
& Oracle 10g

- Oracle e-Business partner
- Member of Oracle Partner program
- Resources skilled in Core Manufacturing , Purchasing and i-Procurement ,Financials, HRMS, CRM
- Cutting edge skills in latest Technologies like OA Framework,10g and Fusion Middleware
- Dedicated Oracle Center of Excellence
- Oracle Apps DBAs and DBAs
- Oracle Applications Developers and Technical Consultants
- Oracle Apps Functional consultants

- **Experience in Oracle SQL,PL-SQL,Forms and Reports Development**
- Experience in tools for custom development of Oracle Technologies based applications
- Experience in Discoverer and Business Intelligence
- Remote DBA and Architecture support for Applications Development and Support

- **Fusion Middle ware,Oracle 10g and Oracle 10g AS**
- Resources skilled in integration with leading ERPs like Oracle Applications & also custom applications based on Oracle Technologies.
- **We offer solutions on Latest and greatest of Oracle**

Mitigate risk, shorten the schedule, manage the cost

Main Focus areas for us

What we can offer to Client

- **Remote DBA Services**
- **Platform Migrations**
- **Applications Support (Functional & Technical Help Desk Services)**
- **Oracle Apps ERP Custom Development services**
- **Implementation support services**



Remote DBA Services

Bootstrap Service Offerings – Remote DBA

Application Management Services

- Application System Administration functions
- Applications Technology Stack Management.
- Patch & Mega Patch, Research, Testing, Staging and Implementation in Production
- Proactive mega-patch impact analysis in Production phase
- Configure and Manage Concurrent Manager & AOL
- Configure and Printer Setup
- Configure and Manage Oracle Application Server & Web Server
- Perform User Administration, Security, and Responsibility Management
- Log and Trace Files Management – Auditing

Systems Management Services

Server management and OS sysadmin (Unix / NT/ Linux, etc) Services

Basic Services

- Monitoring of environments for high performance and availability
- Backup and recovery drills
- Analysis & Reporting on OS environments

Advanced Services

- Load Balancing (for multiple servers , environments)
- OS tuning (to an extent of supporting Oracle DB)

Database Management Services

- Database File Management / Relocation
- Database Creation/Refresh/Environment Cloning
- Install Oracle Software
- Instance Management and Monitor Backups
- Performance Monitoring & Space Management
- Monitoring of environments for high performance and availability
- Backup and recovery of the instances
- Cloning
- Patching
- Load Balancing
- Clustering

Technology Consulting Services

- Capacity Planning & Proactive Performance Solutions
- Consultation services on Database and Applications Migrations
- Database and Applications Security Planning
- Grid Computing Implementation
- Platform Migrations and Applications Architecture
- Platform Retrials, Application Consolidation & Simplification
- Health Checks for Database and Applications
- BCP and DRP



Platform Migration

Migration Service Offerings

Technology Consulting

- Performance Management solutions
- Technology Implementation 10g OEM for DB Mgmt
- Training

Custom Application Migrations

- Custom Applications Migration
- Product Training ,DBA and End User Training

Oracle Applications Migration

- From 10.7 to 11i
- 11.0.3 to 11i
- Point release (11.5.x to 11.5.10)

Bootstrap Technologies Migration Service Offerings

Platform Migrations

- Different Operating Systems
- Different Hardware platforms
- Linux Migrations

Migrations of Customizations in Oracle Apps

- Forms,Reports,Workflow,Pro*c with out Change in Business Process
- Re engineering of Customizations
- Customizations Retrials and New product Functionality

Technology stack Migrations

- Database (8i to 9i & 9i to 10g)
- Technology Stack (is)
- Tools Migration (Developer, Discover etc)

Migration Facilitators

Migration Discovery

Migration Discovery is a Tool which facilitates faster assessment of Oracle Applications Migration related Information. Migration Discovery tool is a set of Documents and Scripts which will enable us to find more Information quickly about Migration Assessment Details

Rapid Migration Execution tool (Cook Book of Migration)

Rapid Migration Execution Tool is basically a Cook Book which will consists of ready made powerful scripts & Step by Step Driven Hand Book to complete most of the steps related to Oracle Applications Pre Migration & Migration Steps.

Reporting System

Project Management & Monitoring system in place which will facilitates the Tracking of Project Status on daily basis

Today, we are helping clients to achieve Business Success



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Appendix

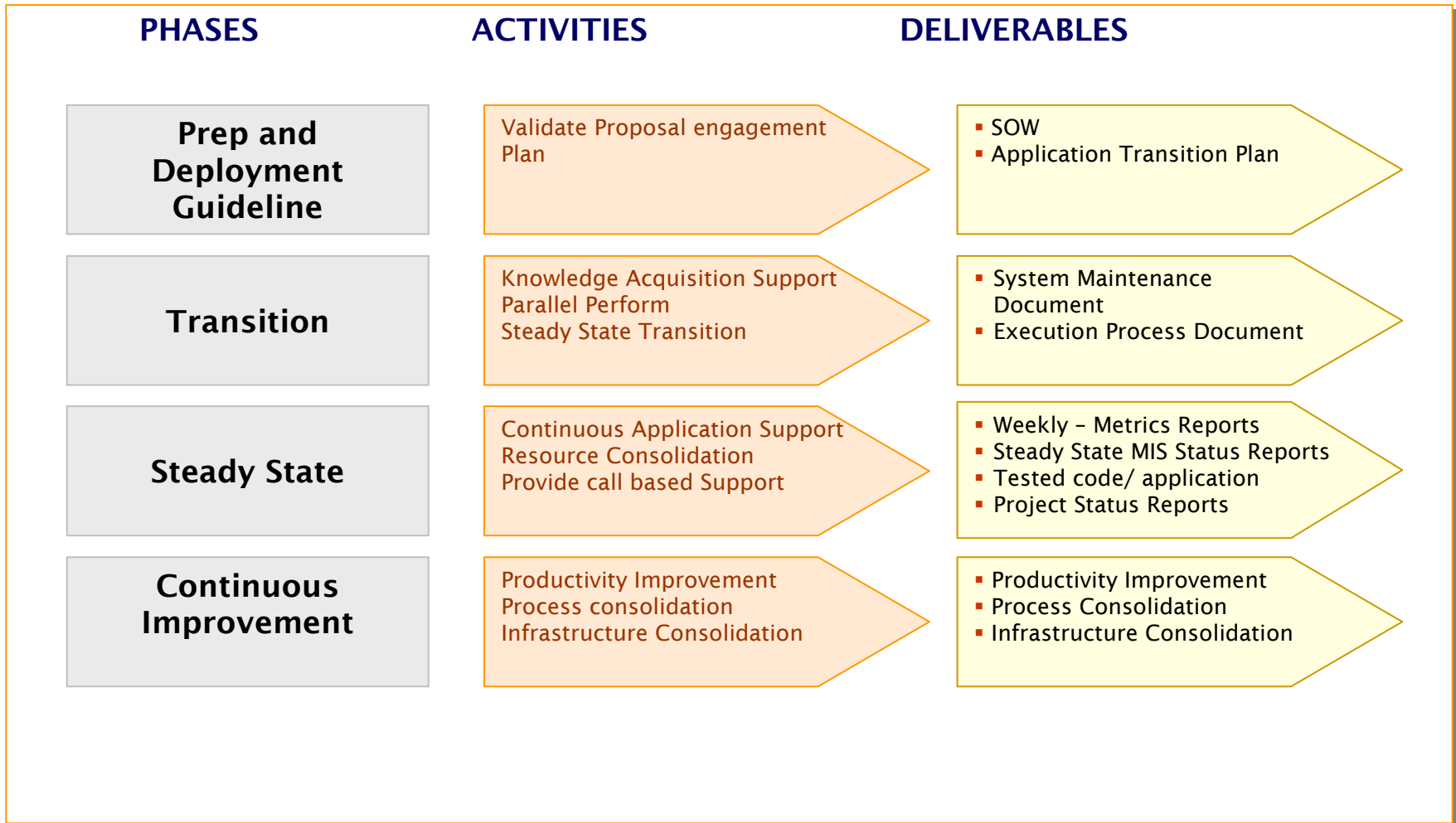


Application Support

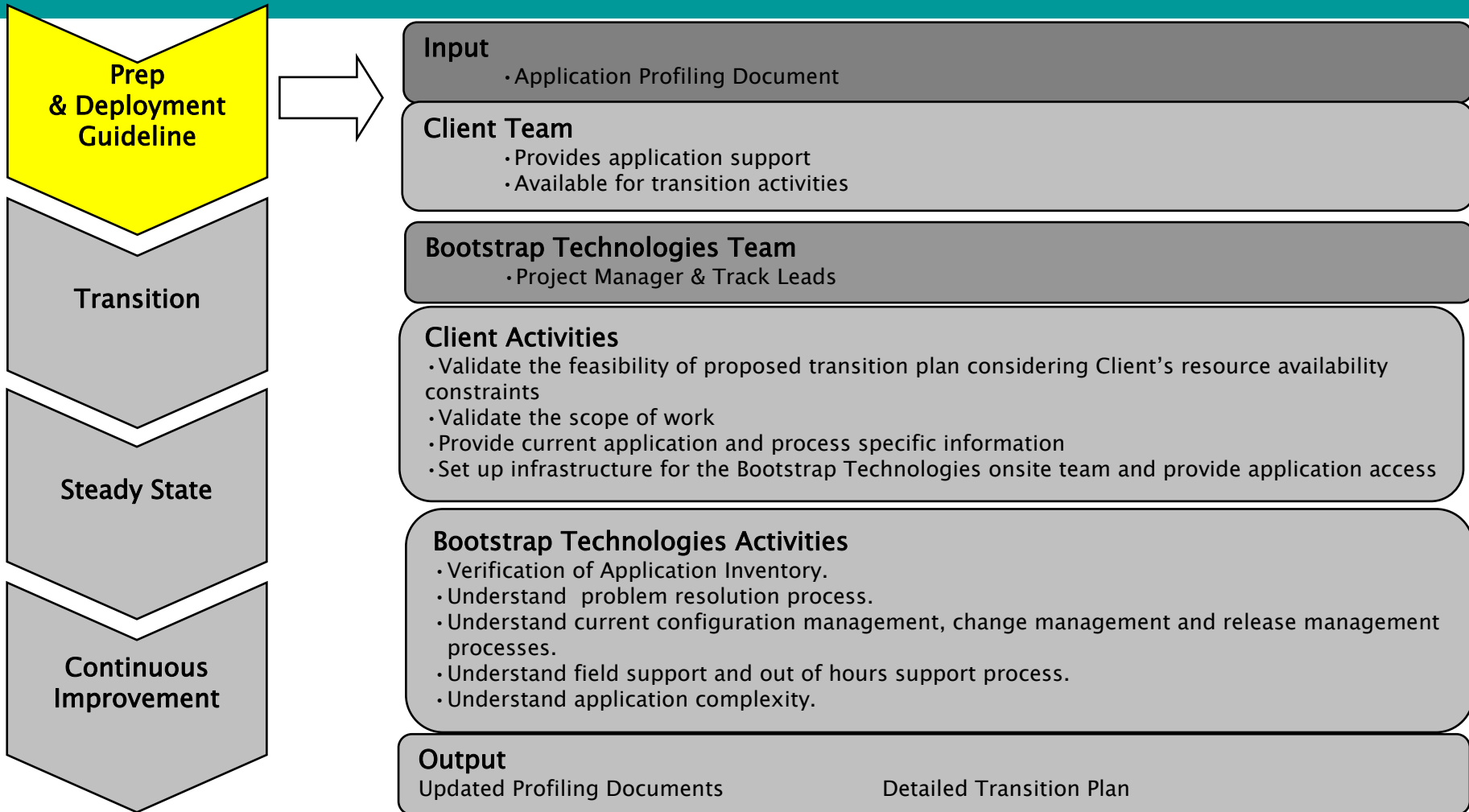
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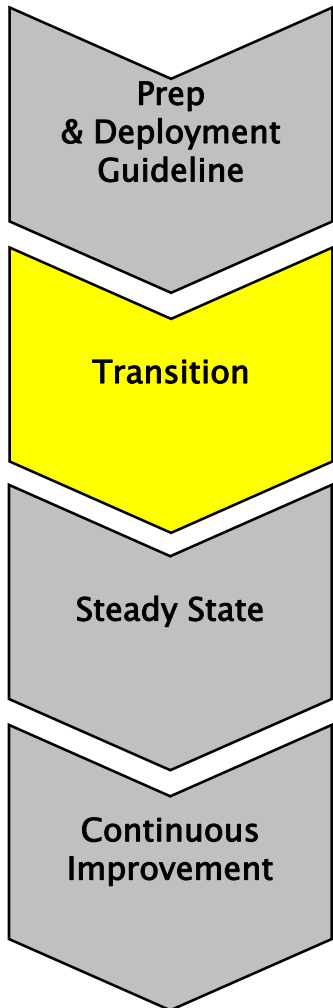
Application Support Transition Framework



Prep & Deployment



Transition



Input
 - Refined Application specific transition plan

Client Team
 - Should provide application support activities - Should be available for transition activities

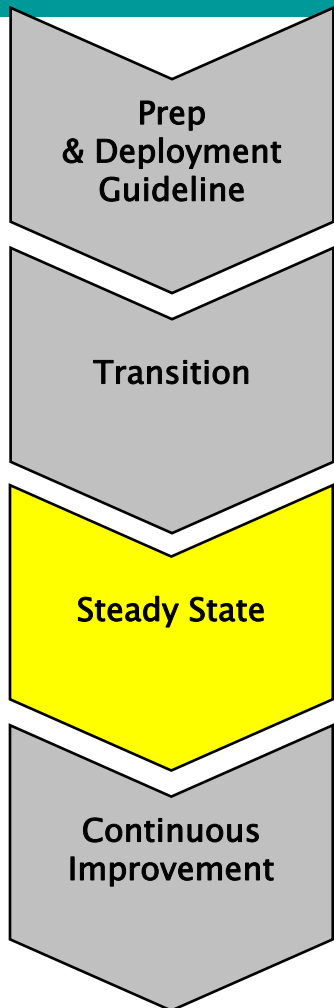
Bootstrap Technologies Team
 - Project Manager & Track Leads, Functional Consultants, Technical Consultants & Apps DBAs

Client Activities
 - Provide Application overview, demonstration and documentation
 - Provide overview of Client standards or setup standard for development /support.
 - Provide details on functionality, design, interfaces and support history of the applications

Bootstrap Technologies Activities
 - Understand application architecture, functionality and integration touch points
 - Perform application hands-on covering Oracle Modules
 - Daily processes and month end close processes, ERP Reporting (Daily, Weekly, Monthly)
 - Simulate non-critical requests by shadowing existing support team in a test environment
 - Collate technical and functional documentation (SMTD)

Output
 - Draft system Maintenance technical document (SMTD) - Draft execution process document

Steady State



Input

- Execution process document
- System maintenance technical document

Retained Client Team

- Point Contact and help

Bootstrap Technologies Team

- Offshore:**
- Project Manager & Track Leads, Functional Consultants, Technical Consultants & Apps DBAs

Client Activities

- Assign service request to Bootstrap Technologies
- Overall prioritization of work between Client retained team and Bootstrap Technologies
- Review and accept requests serviced by Bootstrap Technologies

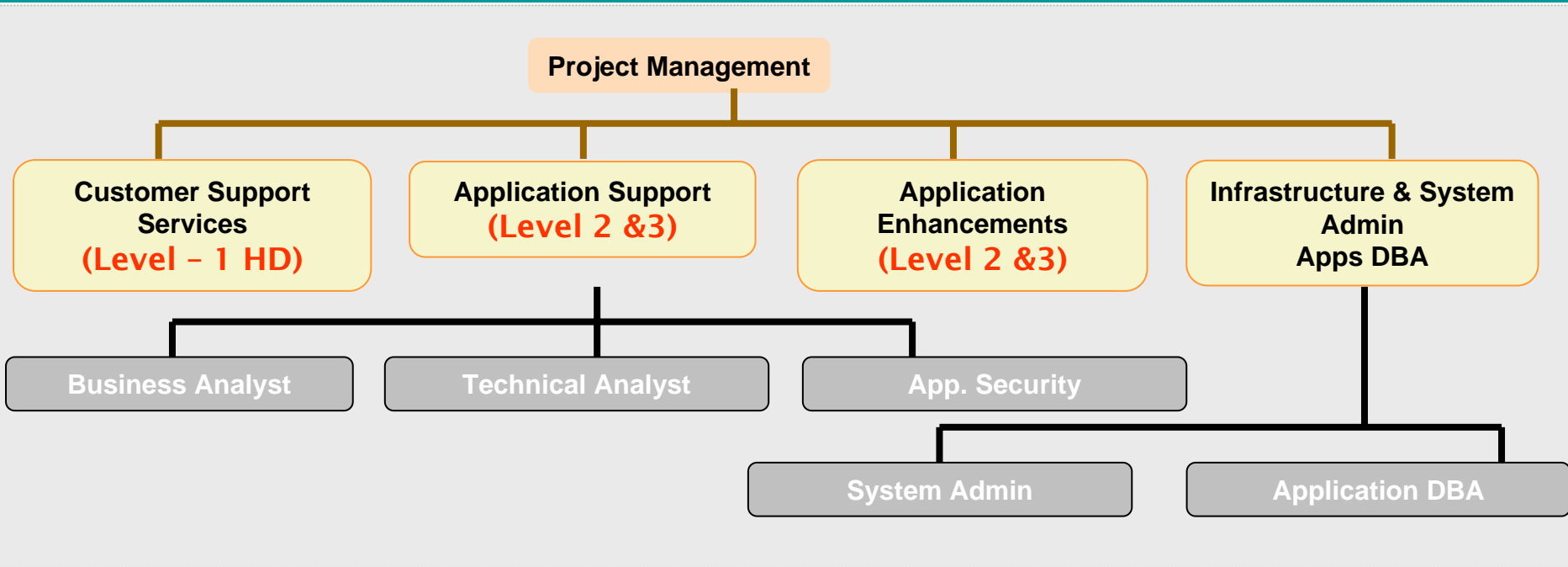
Bootstrap Technologies Activities

- Provide support
- Assist in prioritization of overall baseline work
- Prioritization of service requests for work allocated to Bootstrap Technologies.
- Weekly status updates
- Period-end metric reports
- Identify areas for Continuous Improvement

Output

- SLA Ownership by Bootstrap Technologies
- Knowledge Repository
- Support Metrics

General Support Structure



How-to

Scheduled Process

Application Error

User Training

Data Fix

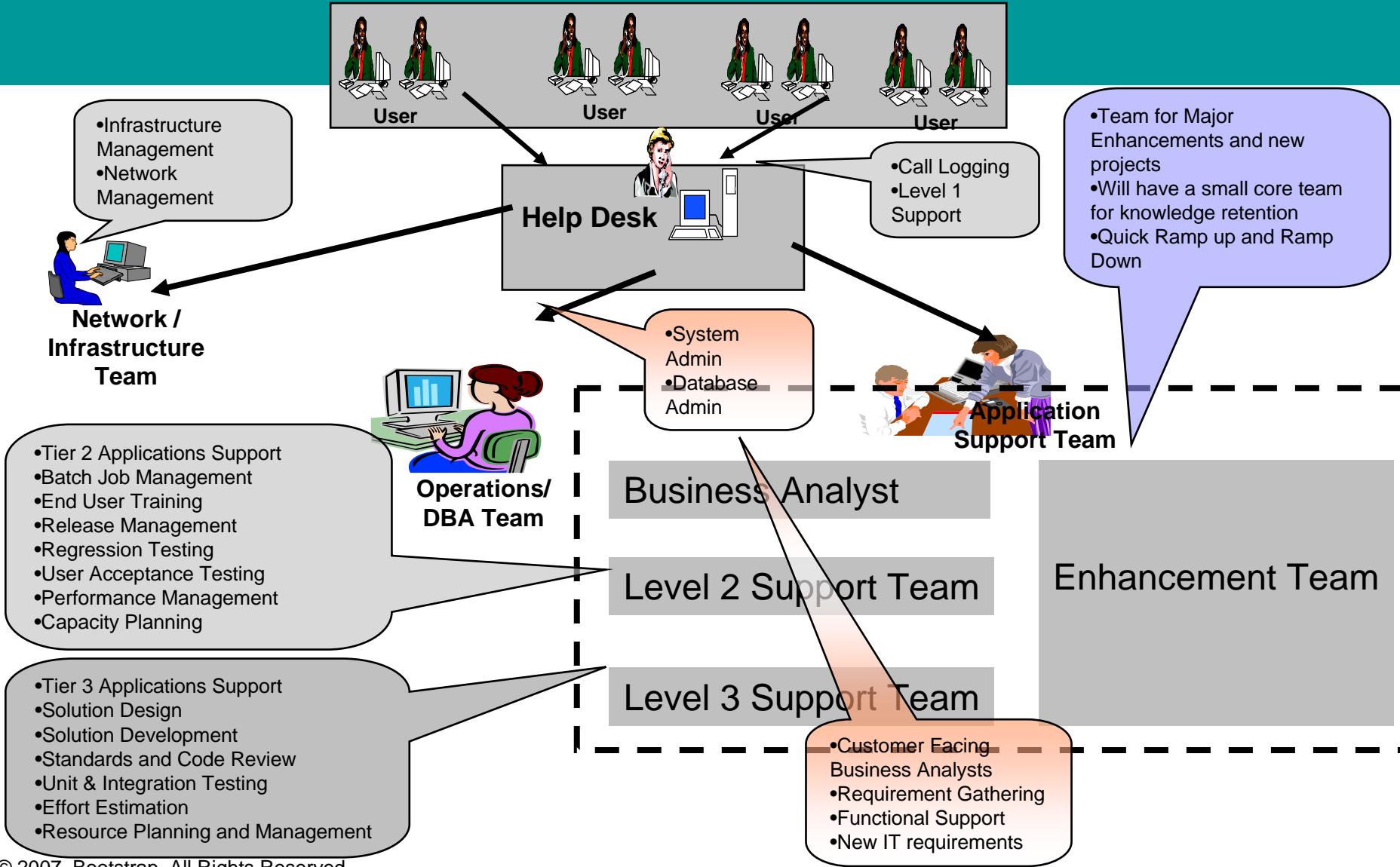
DBA Support

Adhoc Queries

System Enhancements

Root Cause Analysis

Team Structure



Team Structure - Roles

Help Desk

- First Point of Contact for Users
- Call Logging in Call Tracking System
- Call Categorization and Forwarding to Appropriate group for Resolution
- Level 1 Call Resolution (How To Calls etc.)
- Call Escalation to Level 2 and 3 for Resolution

Bootstrap Technologies Offering

- Define Process framework for Help Desk Operations
- Manage the Help Desk with Oracle Apps skilled and trained resources
- The Help Desk can be Setup at Offshore Development Center
- Voice Links set up to connect users with the Level 1 Help Desk
- 24X7 Operations

Benefits

- Reduction in Total Cost of Ownership due to Labor Arbitrage
- Guaranteed Performance Level with SLA
- Flexibility in Staffing to manage Peak Loads

Team Structure - Roles

Network and Infrastructure Team

- Monitor the Infrastructure (Servers etc.) and Network (LAN, WAN)
- Resolve Network and Infrastructure related Issues
- System Backup and Restore
- Server and Storage Sizing and Capacity Planning

Bootstrap Technologies Offering

- Identification and Implementation of Tools required for Monitoring
- Implementation of Processes for Monitoring and Resolution
- Monitoring of Network and Infrastructure from Offshore
- Resolution of Issues escalated with onsite offshore model
- Capacity Planning

Benefits

- Access to Best Practices
- Reduction in Total Cost by leveraging onsite offshore model

Team Structure - Roles

Operation and DBA Team

- System Administration – Unix / NT / Windows 200 etc.
- Monitor System Usage Pattern
- Database Administration Support.
- Oracle Apps Admin Support

Bootstrap Technologies Offering

- Identification and Implementation of key measures to monitor the health of the system
- Operations and DBA support with a team of experienced consultants
- 24X7 offering
- Onsite Offshore Model of execution

Benefits

- Productivity gains due to implementation of Best Practices
- Reduced Cost due to onsite offshore model of execution.

Team Structure - Roles

Application Support Level 2 and Level 3

- Resolve Issues escalated by Level 1 Help Desk.
- Minor Application Enhancements

Bootstrap Technologies Offering

- Experienced Team of Consultants
- Similar Experience with multiple clients in providing this service
- Onsite Offshore Model of Execution
- Project Delivery with guaranteed SLAs

Benefits

- Benefits of Labor Cost Arbitrage
- Improved Service Level due to CMM Level 5 processes
- Guaranteed Productivity Gains over a period of time

IT Shared Services - Process Definition

- **Call Categorization Process**— Create the Call Categorization Framework and identify business conditions that will help categorization of the calls into Urgent, High, Medium and Low
- **Call Flow Process**- Create the framework on
 - How users will log the call
 - How the Level 1 Desk will trouble shoot the call and forward it to appropriate group for resolution
 - How Level 2 and Level 3 groups will resolve and communicate to users
- **Call Severity Process**- Create the process for
 - Categorization of calls based on severity
 - Process for communicating High Severity calls to appropriate groups for resolution
 - Constant Monitoring and escalation of Red Alert Calls.
- **Call Escalation Process** - Create the process for Call escalation.
 - Process for escalation of calls which are past resolution time
 - Automated Escalation procedure
- **SLA Framework and Management Process** — Finalization of SLA framework
 - Identify Key Metrics that need to be tracked
 - Finalize Metrics Collection process
 - Finalize Risk Reward Mechanism

IT Shared Services - Process Definition

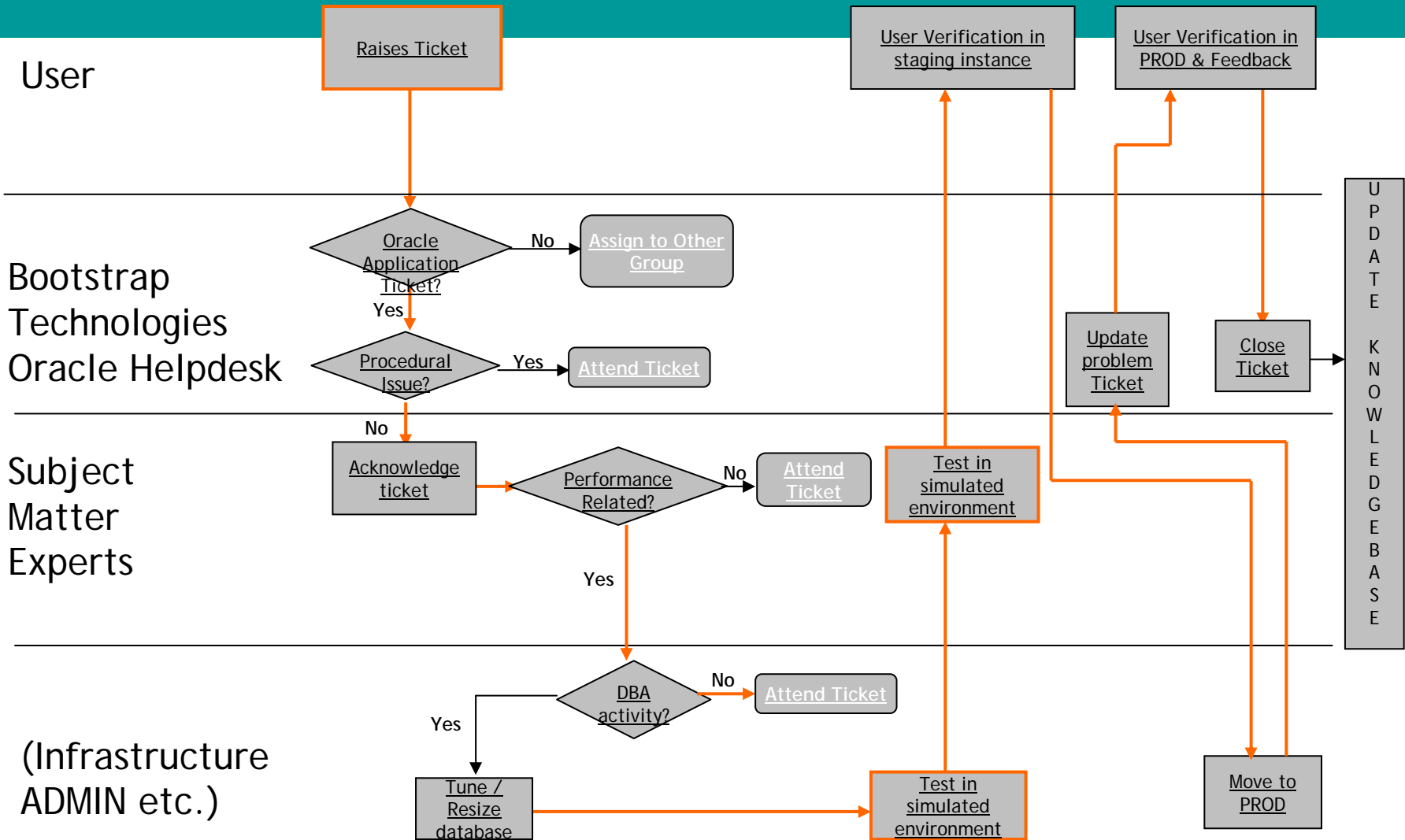
- **Scope Management Process** - Finalize Software Scope Management Process
 - Scope Change Management Process
 - Change Control Board Composition
 - Framework to aid Calls that will be taken up by support team and what will be treated as separate projects.
- **Project Communication and Reporting Process** – Finalize the Stakeholder Management Process
 - Identify the Stakeholder
 - Finalize Reporting Formats , Templates and Frequency
- **Software Configuration Management Process** – Finalize Software Change Tracking Process
 - Document process for Software Configuration Management – Check in / Checkout process
 - Finalize Software Release and Version Management Process
- **Software Testing and Migration Process** – Finalize Testing Procedure
 - How testing will be done for bugs/ defects fixed and enhancements carried out
 - Constituents of the Testing Team
 - Migration of changes to Production Environment

IT Shared Services - Process Definition

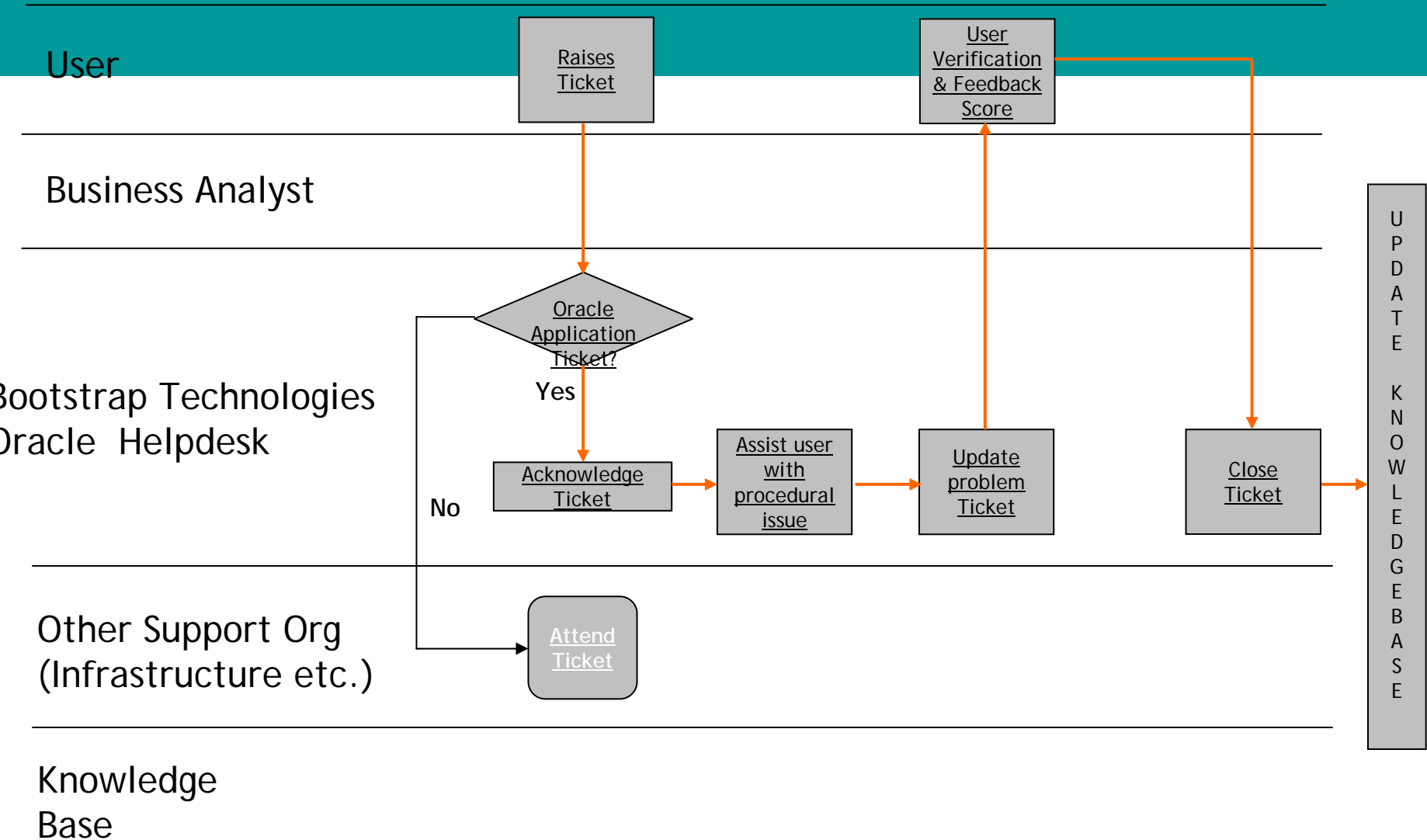
• **Application Development Process** : This is the SDLC (Software Development Life Cycle) process which will be applicable for Application Development and Enhancements that are carried out. This will include

- Estimation Process
- Definition of Application Phases
- Process for each of the phases
- Templates to be used during each phase
- Documentation Standards
- Coding Standards
- Project Management Processes

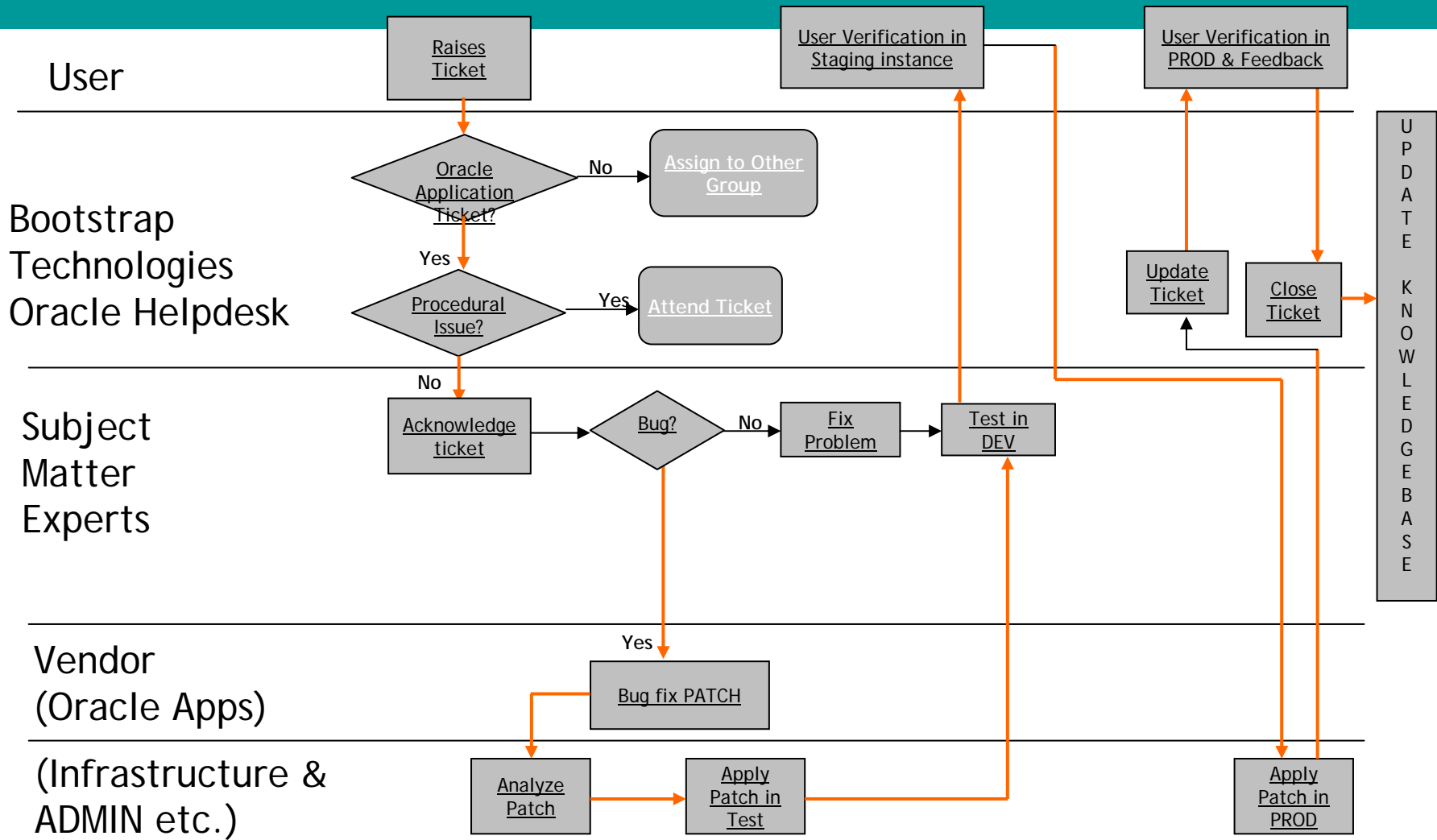
Call Resolution - DBA Calls



Call Resolution - "How To" Calls



Call Resolution - Application Bug Fix



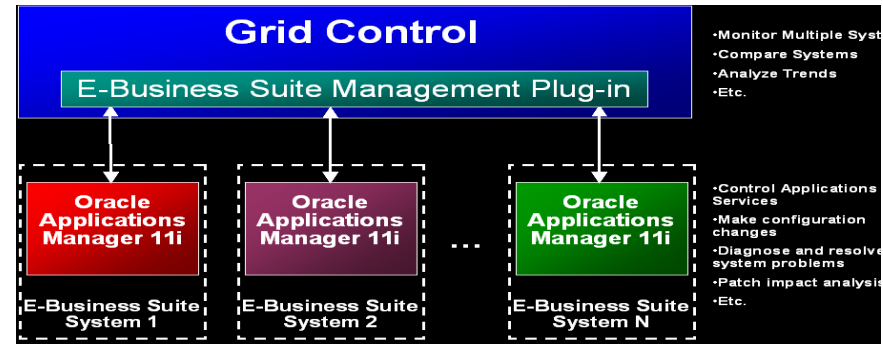
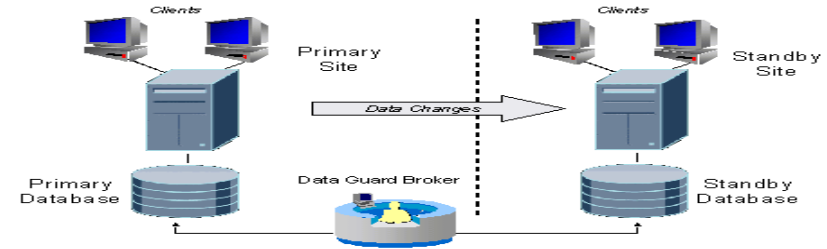
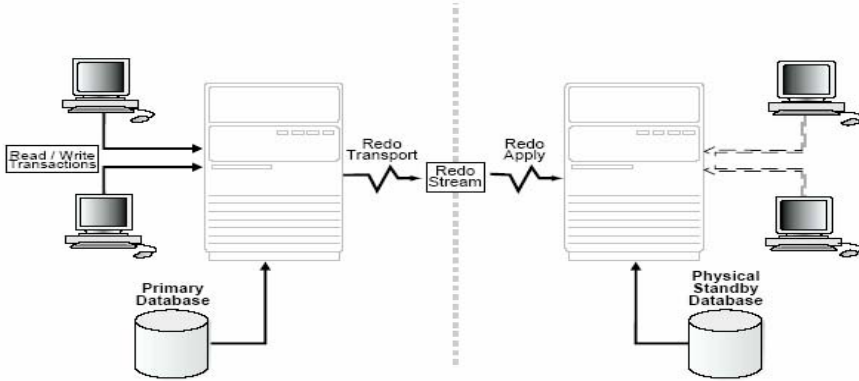
Complimentary Technology Consulting Solutions (contd.)

Requirement

- Providing a High Available solution to Critical Business Databases to Oracle India/Europe

Our Approach

- Bootstrap Technologies will provide a 10g Dataguard Based solution to build a standby database as a high available solutions across POSCO



Bootstrap Technologies Advantage

- Implemented 10g Dataguard for high availability in Intel Linux for similar situation
- Huge Savings on HA Solution compared expensive RAC Solutions

Long Term Benefit

- Better productivity and cost savings

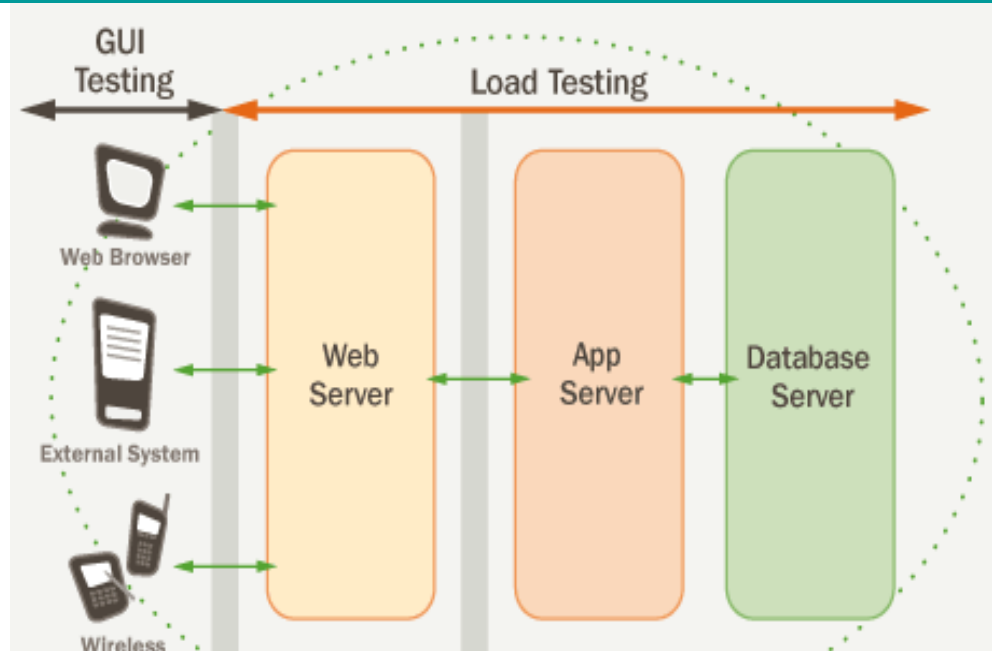
Performance Management

Project Requirement

- Optimize the availability, performance and accuracy of mission-critical applications
- Performance Manager monitors the end-user experience on three dimensions: availability, accuracy and performance.

Our Approach

- Bootstrap Technologies will use its one user license of this tool during implementation.



Bootstrap Technologies Advantage

- ✓ Tested in similar situation (single instance, users across the globe)
- ✓ Huge Savings on license cost

Long Term Benefit

- ✓ Better performance

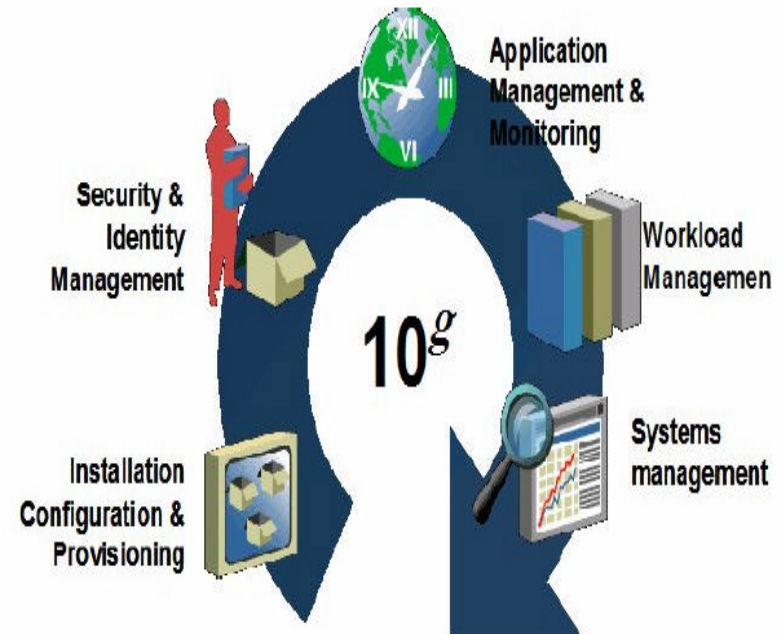
Complimentary Technology Consulting Solutions

Requirement

- Provide a single centralized cost effective platform for central administration and management of Databases and Oracle custom Business Applications
- Excellent solution for Powerful computing and scalability

Our Approach

- Bootstrap Technologies will provide a consulting solution on Implementing 10g OEM for centralized Administration of Databases and Oracle custom Business applications
- Bootstrap Technologies will provide a 10g Based solution to build a Grid across Oracle India & Europe



Bootstrap Technologies Advantage

- Tested in similar situation (single 10g OEM Server on Intel Linux, users across the globe and several DBs and Apps)
- Huge Savings on Overall TCO and administration costs

Long Term Benefit

- Better performance

Next Steps.....Right away

Early
Identification

Value Targeting
& Qualification

Business Terms /
Structure Acceptance

Contracting / Negotiation

- What are your primary objectives?
- What are your key concerns?
- What are your perceived barriers to outsourcing?
- Where do you see the biggest opportunities for improvement?
- What sourcing models are most attractive to you?

Contacts

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Thank You