



Customer-centric approach  
Domain expertise  
Global delivery  
Building human capital  
Driven by Values

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**FOCUS**

the KEY to  
PROFITABLE GROWTH

## Why Focus?

**"Focus is the secret of strength in politics, in war, in trade, in short in all management of human affairs."**

**Ralph Waldo Emerson**

Over the last 13 years Infotech has established tremendous focus on delivering significant value to our customers. Our focus has helped us become the chosen offshore supplier to some of the world's largest corporations. Our focus on customer needs,

**F O C U S** the KEY to PROFITABLE GROWTH

requirements and value-added solutions has helped us evolve into a world-class organization with customers, associates and shareholders from across the globe.

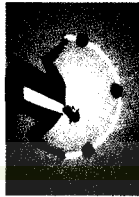
We believe that the key to growth will be 'Focus', and the following will be the levers:

- ▶ Being a customer-centric organization
- ▶ Building domain expertise and vertical focus
- ▶ Developing a global delivery model
- ▶ Generating human capital
- ▶ Being driven by Values

Customer-centric approach



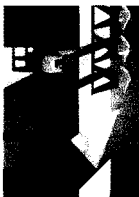
Domain expertise



Global delivery



Building human capital



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**"Customer is king."**

**Anonymous**

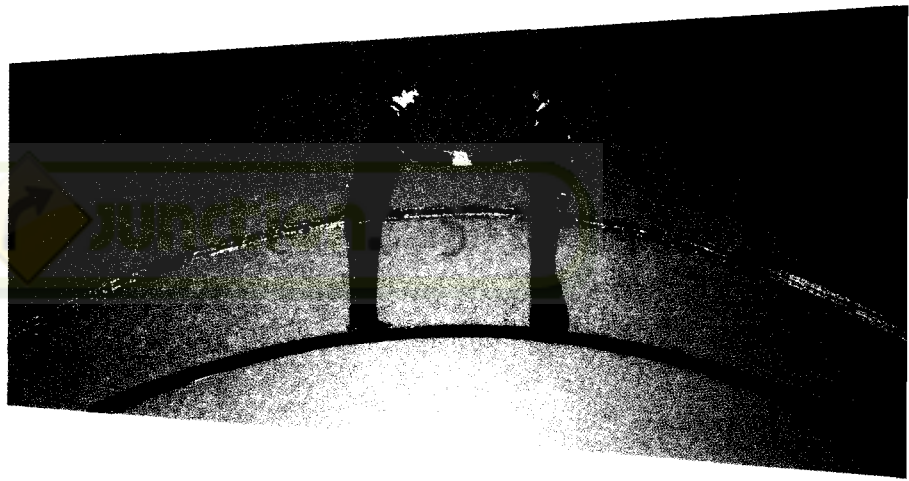
Infotech constantly strives to create a customer-centric solution offering that not only meets customer requirements, but also enables customers to increase the value addition of their outsourced projects. We constantly ensure that we improve our systems, process, delivery models and service offerings to be in line with not only industry best practices but also with next practices.

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Being a customer-centric organization, we constantly measure to manage. Delivery parameters such as scheduled variance, rework and customer satisfaction are measured, analyzed and strategies put into place that ensure the highest levels of customer satisfaction. Our teams function as an extended part of customer organization. Customers consider our associates as a part of their internal team, and time and again our associates deliver solutions that beat customer expectations.



Customer-centric approach



**"Great ability develops and reveals itself increasingly with every new assignment."**

**Baltasar Gracian**

Since inception we have focused on delivering high-quality solutions to chosen verticals. Focusing on 'Utilities, Telecom and Government' (UTG) and manufacturing verticals has enabled us to build focused solutions for them. Our domain expertise ensures that our solutions add significant value to the customer projects.

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To further increase our focus on chosen domains, we recently underwent a major realignment exercise. The entire organization - Delivery, Sales & Marketing and Support functions - have been realigned along the lines of key verticals – UTG and Manufacturing. Vertical focus enables us to further build on our existing domain expertise by developing targeted solutions for these verticals. This focus also enables us to attract and recruit world-class experts in the chosen domains, further increasing the value add of our services to our customers.

Domain expertise



**"The new global interdependence recreates the world in the image of a global village."**

**Marshall McLuhar**

Operating from 14 locations across three continents with associates from 12 nationalities, we have successfully built one of the most robust local delivery models of any offshore outsourcing organization. Infotech's philosophy has been to execute projects in locations that will deliver most benefits to our customers. These delivery models,



offshore, onshore and near shore, are able to fulfill customer requirements for quality, cost, time-to-market and meet their regulatory obligations.

During the last fiscal year we opened a technology center in Mayaguez, Puerto Rico. In this facility we are able to perform US military-related work in a relatively low-cost environment, thereby increasing our value to our customers. We will continue to focus on developing unique delivery models, thereby increasing the range of services we offer our customers.



Global delivery



**"Knowledge, and the capacity to put knowledge to good use, is now the only dependable source of wealth all over the world."**

**Anonymous**

Every organization seeks an advantage to take it ahead of competition. Location is less relevant in today's digital environment, capital flows freely in global markets, and new technologies are quickly copied. So the last source of lasting competitive

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advantage for an organization is in the management of its own human capital.

Our unrelenting focus on developing our human capital has given us an enduring competitive advantage that competitors cannot copy. An education index that has more than doubled, over 6% revenues from new service offerings, an enviable roster of the best domain experts in the country – all these indicators testify to the robustness of the processes that have built our human capital.