



BLUESQUARE CONSULTING

Blue Square Consulting is a global management consulting, technology services and outsourcing company, committed to the vision of innovators and technology companies.

Combining unparalleled experience, comprehensive capabilities across all industries and business functions, collaborates with clients to help them become high-performance businesses.

Blue Square Consulting helps our clients emulate high-performance businesses. We offer companies the knowledge, strategy, and functional capabilities to help deliver innovation and enable high performance.

Analytics to Action (A2A) is our goal for high performance in any industry, from finance to life sciences, we cater to all industries. We have long understood the special characteristics that enable organizations to outperform their peers. For each client we customize our strategy to the type of industry, infrastructure and data available, apply our knowledge and experience to transform the processes and infrastructure.



SERVICES

- DATA WAREHOUSING & DATA
- ARCHITECTURE
- BUSINESS INTELLIGENCE
- MASTER DATA MANAGEMENT
- DATA MODELING
- DATA ACQUISITION (ETL)
- APPLICATION DEVELOPMENT
- ENTERPRISE RESOURCE PLANNING
- PROGRAM MANAGEMENT & GOVERNANCE

INDUSTRY SOLUTIONS

- FINANCIAL SERVICES
- PHARMACEUTICAL AND LIFE SCIENCES
- TECHNOLOGY
- AUTOMOTIVE, AVIATION & TRANSPORTATION
- CONSUMER MARKETS

DEVELOPMENT FACILITY

- OFFSHORE CONSULTING



Global Management Consulting

How We Do Business

We have found that it is only possible to obtain and retain client loyalty by delivering outstanding service.

We have also found that it is only possible to deliver outstanding service "consistently" and "dependably" is with the help of highly motivated and extraordinarily skilled professionals: the best of the best.

Here at Blue Square we nurture consultants to mine their experiences continuously and intensively.

Our consultants are always ready to act decisively, like soccer players anticipating a move. That state of constant preparedness that ability to read subtle clues about direction and intent—enables them to recognize both the need for and idea and the opportunity to snatch new insights, no matter how hard and fast they come. Most importantly keep an eye on the goal.

In order to attract and retain the services of such professionals, we offer them meaningful challenges, pay them well for their work and give them the opportunity to collaborate with exceptional clients and equally gifted colleagues.

Our success is simply a reflection of how much and how well we care for our clients and our associates. Consequently, we select both with the utmost care and work hard to create a business environment that fulfills the needs of all involved.

Offshore Consulting

Blue Square Consulting is a multidisciplinary consulting firm. We have several alliances in India, who form a unique team of internationally recognized specialists, and dedicated support staff. Our outsourced product development model delivers high quality, reliable and cost-effective Software Product Lifecycle services to independent software vendors globally.

Product Conceptualization

Drive innovation, validate new product ideas, verify and prototype their potential for customers and investors.



Product Realization

By combining your products ideas with our delivery capabilities, you can quickly reap time-to-value, offer a more complete product mix and thereby increase your market share and revenue.

Independent Quality Assurance & Testing

Our Independent Test & Verification service improves quality and reliability of our client's products leading to higher client satisfaction and reduced support costs.

Product Maintenance & Customer Support

Continuing support and maintenance for new, expanding, and retiring product lines help our clients to retain their customers.

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Business Intelligence

Business intelligence systems encompasses features such as start-schema data modeling, data transformation & manipulation, presentation capabilities, also includes additional features such as intelligent agents, proactive alerting, and exception monitoring. The modeling and manipulation capabilities enable users to create, maintain, and analyze specific data sets/result sets of information from the result set generated by a query accessing the data

refinery database. The analysis and presentation capabilities enable users to view data from different levels and viewpoints with the flexibility to display data through vehicles such as graphs, reports, charts, etc.

Business Intelligence System information is used for projection, planning and proactive management and the users can be from executive, high level management to planners and analyst.

Learn about Blue Square's wide range of solutions and services for capturing structured data, including the business intelligence/BI

diagnostic, data warehousing services, BI sourcing and event monitoring

At Blue Square Consulting, we deliver affordable and world class Business Intelligence solution with our experts both onshore and offshore having deep expertise in the following BI tool sets:

Cognos, Business Objects, Micro strategy, Microsoft BI, Oracle BI

Master Data Management

Good Reference data architecture is one of the most important component to any successful data related project ranging from a simple data integration solution to enterprise wide data warehouse. Master Data Management (MDM) is part of Reference Data Architecture which enables organizations build a single blueprint of customers and products. Integration of customer and product entity is derived from cross line of business and systems. The advantages of building such structure enables organization have a single point of reference with common definition of

format, length and metadata for standardization and common usage of attributes through out the organization, which provides obvious advantages like ease of integration, breaking the silos to enterprise view, enabling cross sharing of customer and product information, reducing cost, improving performance and time to market, etc.

MDM tools are usually having metadata driven architecture which supersedes the tradition Reference data architectures by enabling organization to do faster and consolidated implementations. These tools also incorporate the data quality aspect or could be linked in with data quality tools to have a true single version of truth system of record source.



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Enterprise Resource Planning

Enterprise Resource Planning is an approach to centralize the controls and service the department functions in a centralized manner. The benefits of centralization and automating the department functions are enormous. It is not only centralization and convergence on the technology front but includes people and process as well.

Data Acquisition (ETL)

It is very important selecting the right tool for success of any Data Warehousing or BI projects which involves data from disparate sources, complex business transformations, volumes of data and more over having strict deadlines to complete projects. At such junctures, we can provide and share years of experience and expertise in formulating and implementing strategies for large volumes of data and addressing complex data integration issues for various backend legacy environments. The Data Acquisition services are primarily divided into four major capabilities

Application Development

Blue Square Consulting helps companies ranging for small startups to Fortune 500 with application development leveraging our expertise in the .NET and J2EE. We have experienced developers who clearly understand the business and technical needs that can be then translated into detailed technical requirements and a quick prototype for getting buy-ins from business users and management. We also provide resources with excellent facilitation skill that can conduct JAD sessions to collect requirements, collaborate the effort with business users to build a robust design and go through the complete project life cycle of implementation, testing and deployment

Data Modeling

Blue Data modeling is an exploration process to build data structures with meaningful relationships. Data modeling technically is technical representation of the business. It is therefore very important to have clear vivid understanding of the business and process in order to produce a data model that would truly serve the underlying business need. To expedite such development, at Blue Square Consulting we have developed techniques that would help collect these requirement accurately and in timely manner that may in turn help reducing the data model development cycle

Conceptual and Logical Models

We conduct facilitated sessions with the business users for requirement gathering and validating the ideas to be able to start with the conceptual model. Once the conceptual model is complete we use the business use cases to validate the model in a facilitated session to get consensus for the user community to move forward to the next step. Once the Conceptual Model is finalized we work on detail business requirement to start building the Logical Model. At various stages of we validate the logical model with business use cases. This is logical model development in typically broken in to small iterations.



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Program Management & Governance

Here Blue Square Consulting thrives on the body of shared experience in setting up data programs at corporate level including banks. Blue Square can assist your firm in re-defining, obtaining management buy-in, implementing and monitoring in toto or partial data management programs. The approach used to set up these programs is extensible from the

department to the enterprise level. By working in close communication with the business, dedicated technology areas, and senior management, and by utilizing industry-accepted methodologies (e.g., COBIT, PMI, CMM), Blue Square Consulting can help you establish partial or complete data programs at your organization. We provide assistance with

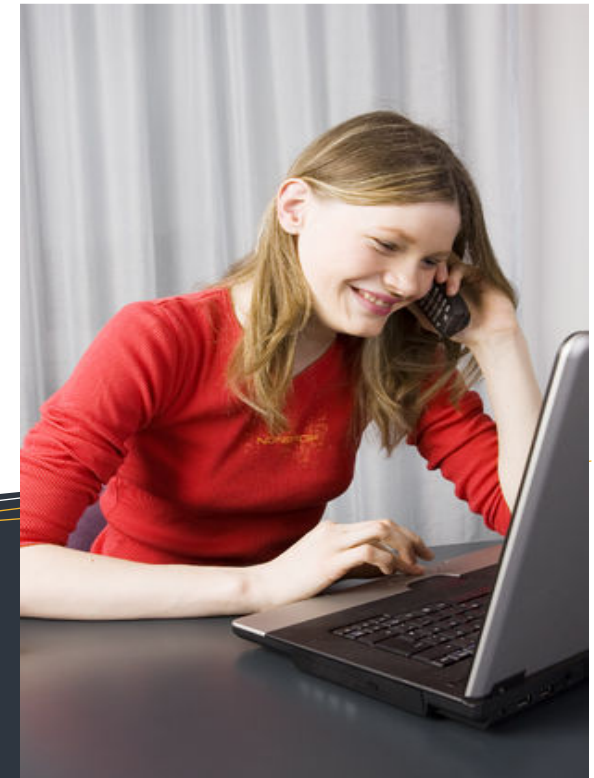
- Design and Setup,
- Track Initiatives
- Process implementation with a continuous improvement in process for operational success,
- Aim for flawless execution,
- Positive feedback response system

Data Warehousing & Data Architecture

Data Architecture is the core of any business that defines how the data or information is stored, managed, distributed, used, transformed and governed in a predefined universe, where the business universe could include entities within and outside the organization. We provide world class engineers to design and implement Data Architectures for small to large scale environments catering to simple to very complex needs...

High Performance Data Architecture

With the advent of high number crunching and fast response times, parallel architectures have become an integral part of high performance solutions. Traditionally there are two types of architectures MPP (Massively Parallel Processing) and SMP (Symmetric Multiprocessing). SMP has some limitations tied to bandwidth of the memory bus, so increasing number of processors after a certain number does not add to any gain. MPP architecture is again share nothing and has its own set of advantages and disadvantages; there are hybrid architectures between SMP and MPP, where they use traditional MPP architecture but share with an exception of sharing memory with high performance cache



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Financial Services

Capital markets firms are operating amidst massive disintermediation of services and the simultaneous commoditization and specialization of investment products.

How will financial services firms transform their organizations and operations in the coming years to address these trends and challenges?

At Blue Square Consulting, we see the emergence of five key themes across the financial services landscape:

- 1) Risk Management and Compliance: in order to increase the value, institutions must prioritize and integrate risk initiatives and compliance burden.
- 2) Agile Architecture: Standardize, increase agility and integrate application functionality across different technologies
- 3) Convergence of Information: Institutions can profit by integrating information on risk, customer, compliance and finance, using rigid data warehouse architectures with innovative tools



Pharmaceutical and Life Sciences

Blue Life sciences companies are faced with one of the most common, yet difficult challenges in business the 'Cost'. Costs are rising while margins are shrinking. As drug patents expire, competition from generic manufacturers grows. Research and development costs are rising, while complying with drug regulations and safety protocols is becoming more complicated and costly. Blue Square Consulting has team of consultants and alliances with life science focused consulting firms like TrialMed Life Sciences

that can help you meet these and other challenges by collaborating with your company to deliver tailored solutions that support your business and clinical trial objectives.

Challenges:

- 1) Research and development costs are rising, while complying with drug regulations and safety protocols is becoming more complicated and costly
- 2) Clinical Trial Management, Compliance and Patient Recruitment
- 3) Data Management: Data quality to governance, validation to accuracy.
- 4) Life Science Information Management: strategy to execution

- 5) Computer Systems Compliance: To meet regulatory standards
- 6) Technology Infrastructure: newer operating models and architecture issues

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Technology

The technology industry is driven by constant innovation and rapid change of processes. However, many high-tech companies are falling behind their competition in the race to bring unique products and services to market.

Gaining a better understanding of customers and their needs collaborating on new products,

Lack of innovative solutions, tailored for their needs that will help them compete more intelligently and effectively.



Our dedicated consultants have an average of 12 years' industry-specific experience and a fierce drive to address their clients' most pressing challenges. We listen to clients' particular needs and work with them to come up with an actionable, innovative approach. Every day, our consultants are working closely with Global 2000 companies around the world to help them anticipate and respond to change ahead of their competitors.

Automotive, Aviation & Transportation

The automotive, aviation and transportation industry faces both strategic and tactical challenges: from soaring costs, new competitors, and mergers and alliances. Analysis and storage of huge amounts of data. Even the infrastructure itself poses challenges.

We can help automakers increase their operating efficiencies, reduce IT complexity, and streamline their data access and reporting.

For automotive OEMs, globalization has created an urgent need for a global view of data so that executives can collect and analyze data from anywhere in the world efficiently and make informed, decisions quickly.

In order to increase operational efficiency and reduce costs, many companies now need to harmonize and rationalize their isolated instances and single modules of SAP, and other major applications. While other organizations must reduce their reliance on large, cumbersome legacy data systems.

Blue Square Consulting understands the value of cutting through the complexity to simplify the business, drive down costs, improve customer satisfaction and grow revenue. We use our A2A Analytics to Action methodology using sophisticated data architecture and information management tools to meet the day to day challenges of the automotive, aviation and transportation industries

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