



Intelli Insider

Extreme Website Makeover! *Feedback awaited*

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Hello Everyone!

2006 has brought with it some interesting changes. The most visible of which is our new and improved website. Our new website reflects our focus on the six practices that we plan to grow and our key business — IT Staffing. Please do check out our website at www.intelliswift.com and send us your feedback.



A snapshot of our home page

And we have a new Tag Line— *Intelligence @ Work*

When we started our brand building exercise, tag line was the first thing we set out to change. Our original tag line—“Intelligent Technology Partner For Implementing Innovation” - was too long and didn’t convey what we really wanted.

We were looking for a tagline that was dynamic and conveyed some sense of what we did—which is system integration and IT Consulting. We got everyone in the Fremont and India office to come up with tag lines giving them an opportunity to be featured on the cover of Intelli Insider and win a gift card worth \$100 if your tag line gets selected.

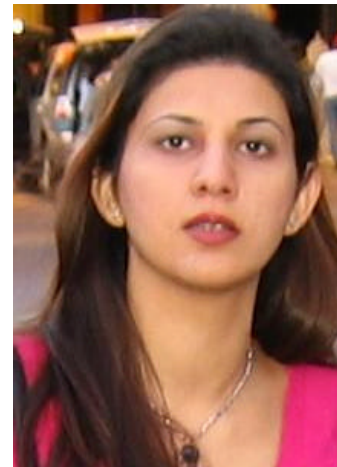
It worked. We received close to 40 tag lines to choose from. And after a vote we decided to go with ‘Intelligence @ work’. Arti Gagneja from our Fremont office gets full credit for coming up with this line.

What we like about this punch line is the attitude it bears. Very ‘no-nonsense’, yet, a lot of fun. We also like the fact that the ‘@’ sign gives it a very young look. And we like it best because it has half the number of words of our original tag line.

You will be seeing a lot of this line in the months and years to come. We are hoping that it will help us open new doors and meet new people. What do you think about our tag-line? Send us a feedback to hetal@intelliswift.com

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Arti Gagneja

Newsletter Team

Editor: Hetal Somu

Co-editor: Meghna David

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Building our Practices

Send in case studies and white papers

We decided to divide our business into practices so that we will take Intelliswift to the next level by proving to our clients that we are serious about our technology.

And as always we would like all of you to help us grow these practices by aligning yourself with your technology.

1) To begin with you can send us some **case studies** from your previous projects. Each case study has to be in the following format:

- The problem or task at hand
- The environment and resources available
- How the problem was resolved or task completed

2) If you have published any **white papers** in the area of your expertise please send them to us. We will

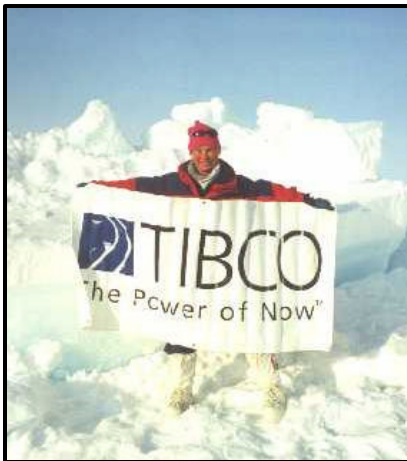
e-publish them on our website and could use them as marketing collaterals when needed. You can rest assured that you will retain copy rights of all the material you send

3) Do let us know if you would be interested in **mentoring** some of our junior team members. This year around we plan to organize many focused get-togethers where a lot of knowledge transfer takes place so that we can all learn from each other.

You can send your case studies and white papers to hetal@intelliswift.com. Look forward to hearing from you all!!! .



Growing our EAI practice with TIBCO training



Systems and data integration is an IT inevitability. And that's the reason why EAI tools like TIBCO will always be in demand.

Intelliswift's EAI practice will focus on growing our pool of middleware resources - especially consultants who specialize in TIBCO.

Meg David, Intelliswift's EAI Practice Head said, "We want to make sure that our consultants are some of the best out there and the only way to make that happen is to get the best TIBCO trainers to train some of the brightest people with good experience."

And that's how our TIBCO training began. We had on board Rakesh Tripathi, a very passionate engineer who lives and breathes TIBCO. He trained our first batch of TIBCO students in the first week of March.

Our East Coast Training center too will be up and running by mid April—thanks to our TIBCO Engagement Manager, Shreenivas Prabhakar Rao.

Shreeni, as he likes to be called, has been a TIBCO Architect for four years now. He started off as a Java developer but got introduced to the interesting world of TIBCO at a client's site. He taught himself the various products and adapters that TIBCO has to offer. In fact, this double masters holder has gone on to present many papers and published a few of them in journals. His industry contacts, his knowledge of TIBCO and his enthusiasm are invaluable assets that we will be tapping in the months to come.

To find out more about our EAI practice do visit our website www.intelliswift.com

Zoniac – a step forward in streamlining our processes - Amol Sangle

In the previous issue of the Intelli Insider, Pat wrote about bringing in a Business Process Management System that would give us greater insight and smoother control to our processes. Zoniac is that BPM solution.



Built by people who understand the consulting business Zoniac seems to have a good grasp of the process in a consulting company. From capturing data to making it available enterprise-wide Zoniac comes in handy to recruiters, account managers and the HR department.

As the administrator of the system, I configure access to the system by defining the roles available in the system and the privileges of each role. I then assign each user one or more roles, which determines the totality of data access and usage rights.

While we have a long way to go before we adopt Zoniac completely, we are getting there. Very soon you will be able to enter your time sheets online and modify your contact details. You can also access the HR related documents such as Leave application, Expense forms etc. You can fill the forms online and can submit them through the system itself to get them processed faster.

Stay tuned to this space to find out when you can start entering your timesheets online. For more info on Zoniac email me at amol@intelliswift.com



Amol Sangle, joined Intelliswift in January as our Systems Admin. Amol has taken care of all our systems - servers, website and intranet — everything. Its great to have him around when reboots don't work.

Office or Home? - Deepa Natrajan

Working from home has become very common these days. It is usually the case in families where both the partners work and one of them has a job in another city or when the family has two or more children or the job requires a long commute. Employers too have become flexible these days and don't mind their employees working from home. I spoke to few people who work from home like me and this is what I found out.



Mini Iyer who works with Verizon, finds that working from home allows her to give more time to work and do better, faster work since there are less distractions at home. The downside is that when key decisions have to be made or some project results have to be presented, someone else (typically the manager) takes the decisions & gets the credit. If you are not seen, you are not appreciated.

Another friend of mine, Sindhu Nair works from home for a recruiting firm that recruits nurses. She says she has to be self motivated all the time since its only the results that count.

Another Intellistar, Pavani Chebolu, said that working from home is good as it is convenient to work whenever you can. The bad thing is that you do not always get in eight hours of work. She was the project lead in her last project and did not find it comfortable to manage people from home. She says that for her, working from home is a second option.

I would say that the working from home model works if the work does not involve a lot of collaboration with colleagues that requires meetings, brainstorming sessions etc. Also if you share a good amount of time with your colleagues over the phone, chat or even meet them over lunches, it makes you feel included. The key is to be self motivated and involved with your work.

Welcome to the team

New Hires (Internal)

Farhat Kanpurwala, Sr. HR Co-ordinator

Amol Sangle, Systems Admin

Payel Nath, Business Development

Ruchi Shah, Sr. Recruiter

Mathew Kurien, Account Manager



War of the (ERP) World - Niles Jadhav

Last year around this time Oracle had just finished taking over Peoplesoft. Before it could digest this big bite – it went on to acquire Siebel and Retek besides seven other software companies. Very clearly, Oracle wanted to take on SAP in the ERP arena. A year down the line the battle is still on. And it is still unclear as who will be the winner – SAP or Oracle.

Everybody is talking about the Oracle Fusion project, the big elephant taking birth to trample the ERP giant – SAP. If market share is something to go by Oracle still has a long way to go. SAP holds almost 43% of the market share with Oracle still way behind at around 19% despite players like Peoplesoft, J.D. Edwards, Siebel Systems, and Retek in its fold.

Table 1: ERP vendors ranked by 2004 ERP revenue (incl. est. '05 growth)

2004 Revenue Rank	Company Name	Revenue, 2003 (\$M)	Revenue, 2004 (\$M)	Revenue Forecast, 2005 (\$M)	Revenue Share, 2003	Revenue Share, 2004	Revenue Share Forecast, 2005	Growth Rate, 2003–2004	Growth Rate Forecast, 2004–2005
1	SAP	7994	9372	10403	39%	40%	43%	17%	11%
2	PeopleSoft	2682	2880	0	13%	12%	0%	7%	-100%
3	Oracle*	2470	2465	4534	12%	10%	10%	-0%	84%
4	Sage Group	900	1243	1375	4%	5%	6%	38%	11%
5	Microsoft Business Solutions	683	775	891	3%	3%	4%	14%	15%
6	SSA Global	471	700	700	2%	3%	3%	49%	0%
7	Geac	431	445	445	2%	2%	2%	3%	0%
8	Intentia	361	388	407	2%	2%	2%	8%	5%
9	Infor Global Solutions	123	375	395	1%	2%	2%	205%	5%
10	Lawson	341	357	358	2%	2%	2%	5%	0%
Total (including other ERP vendors)		20711	23649	24288	100%	100%	100%	14%	3%

* Oracle acquired PeopleSoft on December 28, 2004.

Source: AMR Research, 2005

SAP for its part is geared up for the challenge with its Net Weaver platform, Cross Applications middleware and New dimension products like CRM, BW, SRM and APO. Oracle fusion's vision for next generation enterprise technologies, applications and services is rooted in three emerging technologies viz. Grid Computing, SOA (service oriented architecture) and Enterprise Information Architecture. So it is based on two concepts, Oracle fusion Architecture and Oracle Fusion Middleware. SAP gets an upper hand in the whole process as it already has ESA and Net Weaver, which are based on similar fundamentals.

So how would the selling pitches differ? Oracle's pitch is to **Protect** - by investing in existing technology like Peoplesoft, JD Edwards etc. **Extend** - leveraging middleware giving additives e.g. Dashboards and then **Evolve** by using new technology for newer products. On the other hand SAP's approach has been to build on their strengths of **Global** installations with their colossal implementation experience in almost every **Vertical**.

If we have a look at the market place the SMB market seems like greener pasture. The battle is brewing in the small and mid-sized business (SMB) market where Oracle sells its Special Edition product and SAP sells its All-in-One and Business One suite. In this part of the market, the strength of the partner network rules and SAP may have the edge over Oracle. On the other hand the strength of Oracle's database business combined with Fusion middleware and acquired technologies might give Oracle a superior product set.

Both have their own internal challenges on the implementation front with increasing Return On Investment (ROI) while lowering Total Cost of Ownership (TCO). I am sure you all would appreciate the fact that quick ROI is what organizations are looking for, especially when it comes to back end mission-critical systems. You can't engage your valuable resources for too long. The organization must focus on its core business, and spend less time and resources on maintaining supportive technology.

What will differentiate the winner in this kind of market would be fast turn around times, mature product, effective methodology and vertical expertise. We have to wait and see if Oracle Fusion manages to unseat SAP. Meanwhile watch this space for more information about this battle.

Summer Fest is back!

29th July in Fremont

Yes its true! We have frozen on the dates. And we are gearing up to bring to you Summer Fest 06. This time its going to be bigger, better and much more fun.

What's new this time around?

- 1) Treasure Hunt
- 2) More Games and Gifts
- 3) Stage shows to wow you all

What you need to do?

- 1) Mark your calendars - Right NOW. Be available because Summer Fest is no fun without you.
- 2) Let us know if you would like to show us your talent. Tell us what you plan to present so that we can ensure a slot for you.
- 3) Bring your Intelliswift Shirts. We plan to click a group photo.
- 4) If you are outside the Bay Area we will be flying you in. We will be getting in touch with you about the travel details.

Look forward to seeing you all at the Summer Fest



Rendezvous with Meg



Meg: Tell me about your life apart from computers, software, IT?

Chanda: I love to party a lot and when i get bored of parties, I paint. I also love to dance.

Meg: Which one of your hobbies are you most passionate about?

Chanda: Definitely Painting! I inherited this talent from my Dad, who is a sculptor & painter in Rajasthan. He teaches arts in a school & also sells his paintings in Jaipur. He has sculpted the entire raas leela in Kanakvrindavan.

Meg: Were you a spectator or a student to this wealth of

knowledge your dad had?

Chanda: I was an equal contributor. I sculpted along with my dad. Though the work I did was on a very small scale, I still helped my dad.

Meg: How did you get into Software?

Chanda: I decided to become an engineer because it had better career prospects. That's how I got into Software. Software has helped me make a good career for myself. I am doing well in the US. But I had to pay a price for it and had to let go of my talent & hobby.

Meg: Are you planning to pursue your hobby again?

Chanda: I already have. I uploaded a few of my paintings online and got a good response . Most of my paintings were sold. I plan to have an exhibition as soon as I add enough paintings to my collection.



Chanda Verma
Software-engineer,
artist, party person

Meg: What made you get back into it?

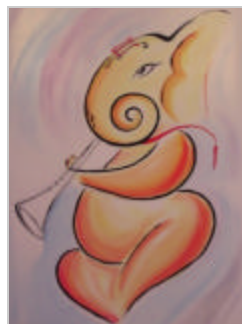
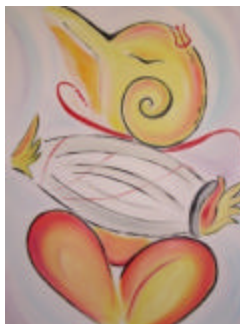
Chanda: I saw a few good paintings in my friends house and thought to myself that I can do a job like that too. I didn't want to waste my talent anymore.

Meg: How long was the break before you began with your passion of painting?

Chanda: I left painting after college, i.e. 1994. So it was a break of more than 10yrs.

Meg: Any interesting anecdote about our paintings?

Chanda: Yes I did. An American lady really liked one of my painting of Ganesha. She called me up to say that she wanted to buy the painting of the 'female elephant.' She thought it was a female elephant because of the big eyelashes that I had painted.



Some of Chanda's paintings. You can see the rest of her works at the Summer Fest.