



IT  Outsourcing  Projects  Contracting

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VP AIS

# Fast Facts

- IT Services Provider Established 1992
- \$44.5M Revenues 2006
- 400+ Employees Globally
  - US – 350 to 400
  - India – 100 to 115
- Clients Nationwide
  - Over 60% of the Fortune 50
  - Mid-market Companies
- US-Based with Offshore Offices
  - PA, CA, IN, NY, DC/VA
  - Chennai, India
  - 2007 Offices – Philadelphia
- Focus on Quality –
  - 5-Step Exact Match
  - VPM



- Areas of Expertise



- Industry Recognition



## 3 Points to cover

- Quality
- Stand behind our consultants
- Commitment

# CEI Vision & Mission

## CEI's Vision:

- CEI's Vision is to be #1 IT solutions provider in targeted leading-edge technologies/verticals and #1 IT contracting provider to our targeted clients.

## CEI's Mission to:

- Our Customers: Known & trusted to consistently deliver quality services that exceed expectations
- Our Employees: Provide an honest, creative, enjoyable & rewarding environment
- Our Partners: Win-win relationship
- Our Shareholders: Consistently deliver profit & revenue growth above industry year after year

# CEI Services Offered

| Service                                       | Focus            | Description   |
|---|------------------|---|
| <b>AIS – Application Integration Services</b> | IT Contracting   | <ul style="list-style-type: none"> <li>➤ Supplements large project deployments</li> <li>➤ Provides technical experts that work seamlessly with existing project teams</li> <li>➤ Complements large integrators</li> </ul>   |
| <b>Project Services</b>                       | Managed Projects | <p>End to end solutions/integration</p> <p>Packaged apps and customized software development</p> <p>Flexible deployment (on-site, off-site, blended)</p> <p>Partner leveraged solutions, including Microsoft, IBM and Documentum</p>  |
| <b>Right Sourcing</b>                         | Outsourcing      | <ul style="list-style-type: none"> <li>➤ Full application lifecycle management:             <ul style="list-style-type: none"> <li>– Application Development</li> <li>– Application Integration</li> <li>– Application Maintenance</li> </ul> </li> <li>➤ Outsourcing enablement using optimized global delivery models.</li> </ul> |

# Preferred Vendor Program

Preferred Vendor programs enable companies to manage the vendor selection process and give suppliers like CEI the opportunity to differentiate our services and prove our worth to key clients. One of CEI's top priorities is developing and maintaining Preferred Vendor relationships with our clients.

We have been very successful in managing preferred vendor relationships at many industry-leading companies, including:

|                              |                 |           |
|------------------------------|-----------------|-----------|
| Publix                       | Alcoa           | Fidelity  |
| American Red Cross           | Chubb Insurance | Cornell   |
| Corning                      | Humana          | Corillian |
| Highmark                     | JB Hunt         | AAA       |
| Royal Caribbean Cruise Lines | Westfield Group | BCBS SC   |

# Understanding your Needs and expectations

- Overview of Organization
  - Your role and responsibilities
  - Groups/ Business Units
  - Locations
  - Direct reports
- IT Initiatives
- IT Contracting:
  - # of consultants
  - Technologies
  - Vendor process
  - Top 3 Vendors & performance targets
- Projects & Outsourcing
  - Existing & New (# of projects, overall spend, ...)
  - Technologies
  - Vendor process
  - Top 3 Vendors & performance targets

# Recent Success Stories

## Fortune 500 Client

| <i>Metric</i>                     | <i>Statistic/Performance Ratio</i>  |
|-----------------------------------|---|
| Requirements Received             | 123 requirements/188 positions  |
| Most requested skills             | Data architect; J2EE; Mainframe; PeopleSoft; DBA; Business Analyst; Project Manager |
| Qualified submittals              | 163   |
| Interviews                        | 71  |
| Ratio of submittals to interviews | 2.3 to 1  |
| Placements                        | 28  |
| Ratio of interviews to placements | 2.5 to 1  |
| Average duration of assignment    | 6 months  |

## Fortune 500 -

| <i>Metric</i>                                   | <i>Statistic/Performance Ratio</i> |
|---|------------------------------------|
| Requirements Received                           | 22 Requirements/27 Positions       |
| Most requested skills                           | Programmer                         |
| Qualified Submittals                            | 34                                 |
| Interviews                                      | 14                                 |
| Ratio of Submittals to interviews               | 2.43:1                             |
| Placements                                      | 8                                  |
| Ratio of interviews to placements               | 1.75:1                             |
| Average days between interview and confirmation | 2 days                             |
| Average duration of assignment                  | 6 months                           |

# Staffing Services

## Differentiators Behind Our Success

### Exact Match™

**Exact Match™ has increased CEI's submission to hire rate by 40%**

- Process of identifying and certifying the best consultants for a specific IT project after review of job order
- List of certified candidates from our pool of over 300 consultants and extensive recruiting base
- Result driven – target 3-1 submittal to hire ratio and 2-1 Interview to hire ratio
- Exact Match Rating derived from:
  - Step 1: Candidate identification
  - Step 2: Skills test/interview
  - Step 3: Screening for position fit
  - Step 4: Program Manager evaluation
  - Step 5: Technical Director approval



✓ Sr. Level WebSphere experience

✓ 5y IT experience

✓ Strong architecture and design experience

✓ MQ Series

VB

✓ Skill test rating 9.1  
✓ Position level Sr.

✓ IBM Certification

✓ Program Manager Interview

✓ Technical Manager Interview

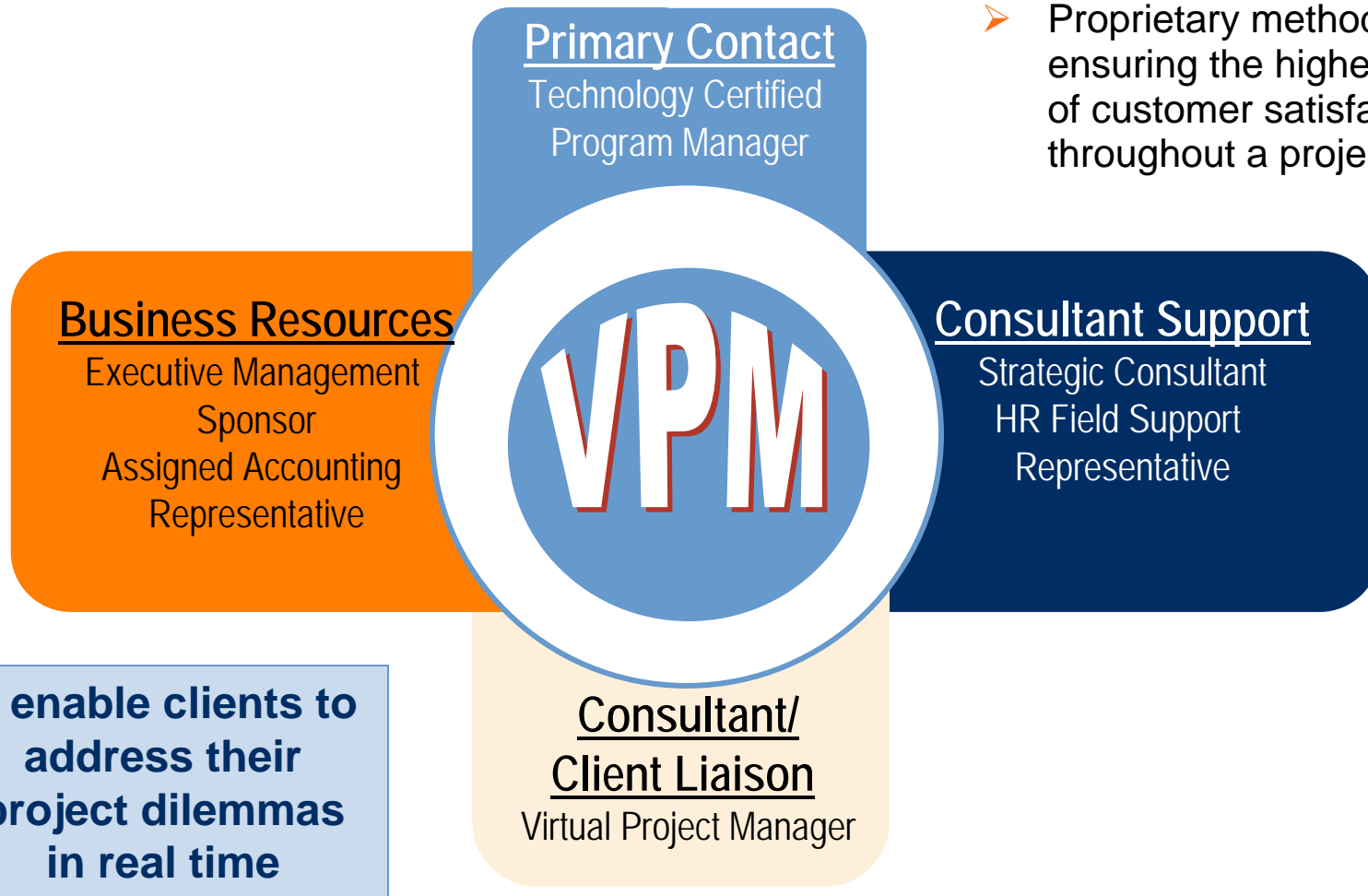
✓ Recruiting Director Interview

# Application Integration Services

## Value Added Differentiators: Virtual Project Management™

➤ Complete communication commitment to our clients:

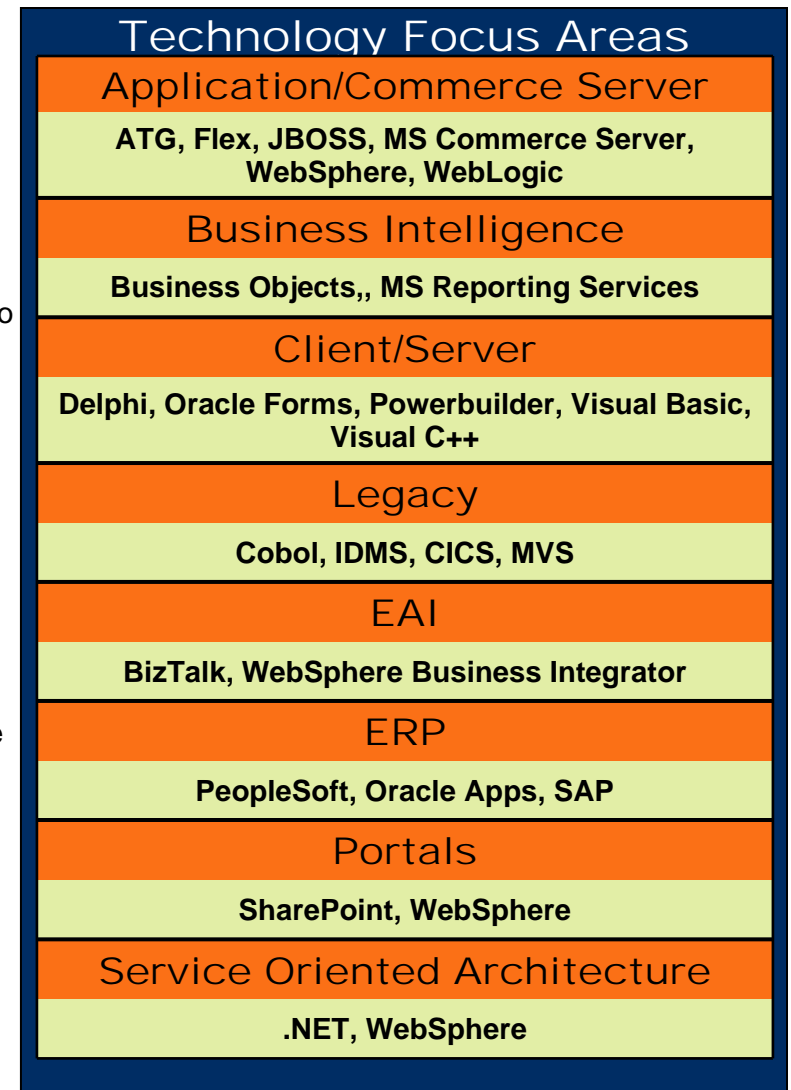
➤ Proprietary methodology for ensuring the highest level of customer satisfaction throughout a project



**VPM enable clients to  
address their  
project dilemmas  
in real time**

# Position Expertise

- **Project Manager:**
  - Responsible for ensuring the success of assigned projects. Focus on the entire project from planning through execution, interaction with the customer and managing projects according to the Risk Management, Issue Management, Change Management and Project Tracking and Control Processes.
- **Business Analyst:**
  - Interacts with clients to understand the business requirements and translate them into functional requirements used to define the product. Also interacts with designers, software engineers, UI designers and QA to ensure a common interpretation of the requirements.
- **Architect:**
  - Leads and participates in application customizations and technical implementations using structured techniques and generates high-quality project documentation, design documents and test plans.
- **Senior Developer:**
  - Responsible for developing code based upon requirements and designs via the process defined in the project's software development process, doing low level design and mentoring other developers.
- **Developer:**
  - Responsible for turning the design into functional code. Also responsible for ensuring all code successfully conforms to requirements through the execution of tests developed by QA.
- **Sysadmin:**
  - Responsible for sizing, installation, and administration of server and desktop hardware, installing and maintaining staging servers and workstations as well as production servers.
- **Quality assurance:**
  - Develop test, run and execute test plans to ensure code successfully conforms to requirements.



# CEI Project Services

## Practice Core Competencies

- Full-service eBusiness integrator – strategy through deployment
- Specializing in:
  - Internet/Intranet/portal development
  - Application server development
  - Web content management/document management
  - Porting
  - Custom development
- Leveraged resources and advanced training through partnerships with leading technology vendors
- Vertical Focus
  - Software Companies / ISVs
  - Healthcare/Pharma
  - Transportation/Logistics
- CMM, Agile & PMP processes
  - CMM Level 5
  - Agile for Offshore
  - PMPs
- Proven expertise, best practices in current and emerging technologies
- Flexible deployment model – onsite, offsite, off-shore
- Reusable toolkits/frameworks



# 3 take-away's

| <p>1. Build on quality</p>                | <table border="1"> <thead> <tr> <th><i>Metric</i></th> <th><i>Statistic/Performance Ratio</i></th> </tr> </thead> <tbody> <tr> <td>Requirements Received</td> <td>123 requirements/188 positions</td> </tr> <tr> <td>Most requested skills</td> <td>J2EE; Mainframe; PeopleSoft; DBA; Business Analyst; PM</td> </tr> <tr> <td>Qualified submittals</td> <td>163</td> </tr> <tr> <td>Interviews</td> <td>71</td> </tr> <tr> <td>Ratio of submittals to interviews</td> <td>2.3 to 1</td> </tr> <tr> <td>Placements</td> <td>28</td> </tr> <tr> <td>Ratio of interviews to placements</td> <td>2.5 to 1</td> </tr> <tr> <td>Average duration of assignment</td> <td>6 months</td> </tr> </tbody> </table> | <i>Metric</i>  | <i>Statistic/Performance Ratio</i> | Requirements Received | 123 requirements/188 positions | Most requested skills | J2EE; Mainframe; PeopleSoft; DBA; Business Analyst; PM | Qualified submittals | 163 | Interviews | 71 | Ratio of submittals to interviews | 2.3 to 1 | Placements | 28 | Ratio of interviews to placements | 2.5 to 1 | Average duration of assignment | 6 months | <ul style="list-style-type: none"> <li>➤ 5 Step Exact Match</li> <li>➤ Submittal to interview ratio</li> <li>➤ Interview to hire ratio</li> <li>➤ CMMI level 5</li> </ul> |
|---|--|--|------------------------------------|-----------------------|--------------------------------|-----------------------|--|----------------------|-----|------------|----|-----------------------------------|----------|------------|----|-----------------------------------|----------|--------------------------------|----------|---|
| <i>Metric</i>                             | <i>Statistic/Performance Ratio</i>   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Requirements Received                     | 123 requirements/188 positions   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Most requested skills                     | J2EE; Mainframe; PeopleSoft; DBA; Business Analyst; PM   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Qualified submittals                      | 163  |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Interviews                                | 71   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Ratio of submittals to interviews         | 2.3 to 1   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Placements                                | 28   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Ratio of interviews to placements         | 2.5 to 1   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| Average duration of assignment            | 6 months   |  |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| <p>2. Standing behind our consultants</p> | <p>➤ Insert Case study</p>   | <ul style="list-style-type: none"> <li>➤ Virtual Project Management</li> <li>➤ 80% W2 employees</li> </ul> |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |
| <p>3. Commitment to success</p>           | <p>➤ Insert Case study/example</p>   | <ul style="list-style-type: none"> <li>➤ GAR review</li> <li>➤ Executive sponsorship</li> </ul>            |                                    |                       |                                |                       |  |                      |     |            |    |                                   |          |            |    |                                   |          |                                |          |   |

# Technical Expertise

## Architecture/Design Tools

ER/Win  
Rational Rose  
S-Designer  
Together/J  
Visio Professional  
WebSphere Studio (WSAD)

## EAI/Middleware/Portal/SOA

|                                      |                        |
|--------------------------------------|------------------------|
| ATG                                  | IBM WebSphere – Portal |
| BEA WebLogic                         | iPlanet                |
| ColdFusion MX                        | JBoss                  |
| Flex                                 | Oracle 10G             |
| IBM WebSphere-<br>Application Server | Tibco                  |
| IBM WebSphere – BI                   | Vitria                 |
| IBM WebSphere – MQ                   | WebMethods             |

## Business Intelligence – Reporting & Data Warehousing

Actuate  
Cognos PowerPlay & Impromptu  
Crystal Reports  
Hyperion Essbase  
Informatica  
Microsoft Report Services  
Oracle Warehouse Builder  
SAS

## Microsoft .NET/Web/Packaged Applications

ASP  
ASP.NET  
Biztalk  
C#  
Commerce Server  
SharePoint Server  
VB.NET  
Visual C++ .NET

# Technical Expertise

## Client/Server

|                    |                    |
|--------------------|--------------------|
| Delphi             | PL/SQL Development |
| Informix 4GL       | Powerbuilder       |
| Lotus Notes Domino | Progress 4GL       |
| Oracle Forms       | T/SQL Development  |
| Oracle Reports     | Unix C/C++         |
|                    | Visual C++         |

## Mainframe/Midrange

AS/400 – BPICS – MAPICS – RPG/COBOL  
CICS/COBOL  
IDMS ADS/O  
IMS DB/DC  
MVS Systems  
Natural  
OS/390 System Programming  
Unisys Link  
VAX/VMS

## Infrastructure Support

### System Admin

AIX  
Exchange  
HP – UX  
Linux – RedHat, SuSe  
NT  
Solaris  
Windows Server 2003

### DBA

DB2  
Informix  
Oracle  
Progress  
SQL Server  
Sybase

### Networking

Load Balancing      TCP/IP  
Storage Networks

## Content Management

EMC Documentum  
Filenet  
Interwoven

# Office Locations

## **Corporate Headquarters**

### **Pittsburgh, PA**

Pittsburgh, PA 15220

T: 412-341-3541

F: 412-341-0519

### **New York, NY**

New York, NY 10023

T: 212-757-3541

F: 212-757-3542

### **Crystal City, VA**

2011 Crystal Drive, Suite #400

Crystal City, VA 22202

P: 703-340-8312

## **Woodland Hills CA**

Woodland Hills, CA 91361

T: 805-277-3244

F: 805-267-1222

## **Indianapolis, IN**

Indianapolis, IN 46240

T: 317-469-7537

F: 317-469-7596

## **Chennai, India**