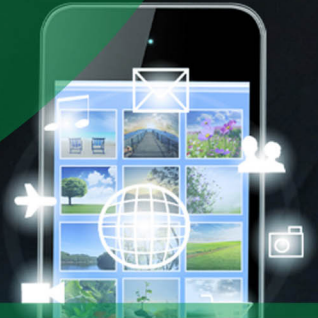




Digital Minds
TECHNOLOGIES INC.
Value Delivered



CORPORATE PROFILE

900.00
800.00
700.00
600.00
500.00
400.00

Meeting
of the intellectual
minds where
technology and
creativity come
together



COMPANY PROFILE



200+ consultants in the US and 350+ consultants in India

Customer focus drives strong retention, competitive pricing

Less than 1% attrition rate over the past 4 years

100% YoY growth since inception

End to End technology solution

Established in Chicago as an US based corporation

PARTNERING ADVANTAGE



Customer-centric Engagement Model

Aligned to your business goals
Drives and advocates organizational needs

Offshore Delivery Model

High quality, high availability, access to the best resources
24/7 availability

Full Services Portfolio

Single source value, backed by Digital Minds IP System Infrastructure
design and implementation

Innovation

Research in leading-edge technologies to support your business objectives
System performance tuning and automation

VALUE PROPOSITION & DIFFERENTIATORS



We have the insight, wisdom, leadership combined with an impeccable ability to execute, to support our customers in achieving their IT goals

Our Services

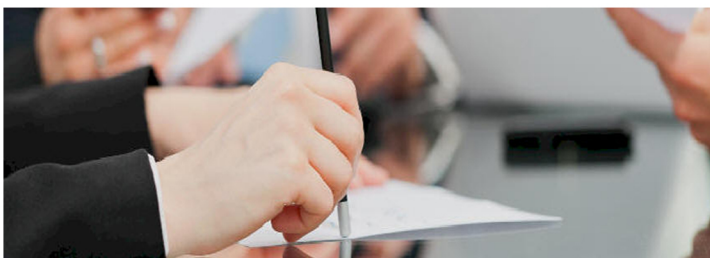
IT Services

- ▶ Application Development Maintenance Reengineering, Testing
- ▶ Packaged Software
- ▶ Implementation, Systems Integration



Asset Based Solutions

- ▶ IT Products
- ▶ Product Based Services



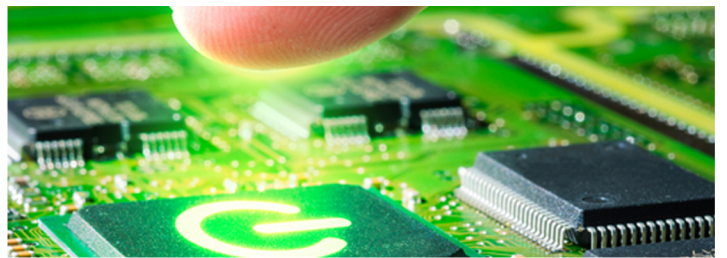
Global Consulting

- ▶ IT Consulting
- ▶ Business Consulting
- ▶ Quality Consulting



Engineering & Industrial Services

- ▶ Product & Process Engineering
- ▶ Enterprise Asset Management



IT Infrastructure

- ▶ IT Outsourcing, Network
- ▶ Consulting and Integration,
- ▶ Hardware Support and Installation
- ▶ Infrastructure Management
- ▶ Database Services

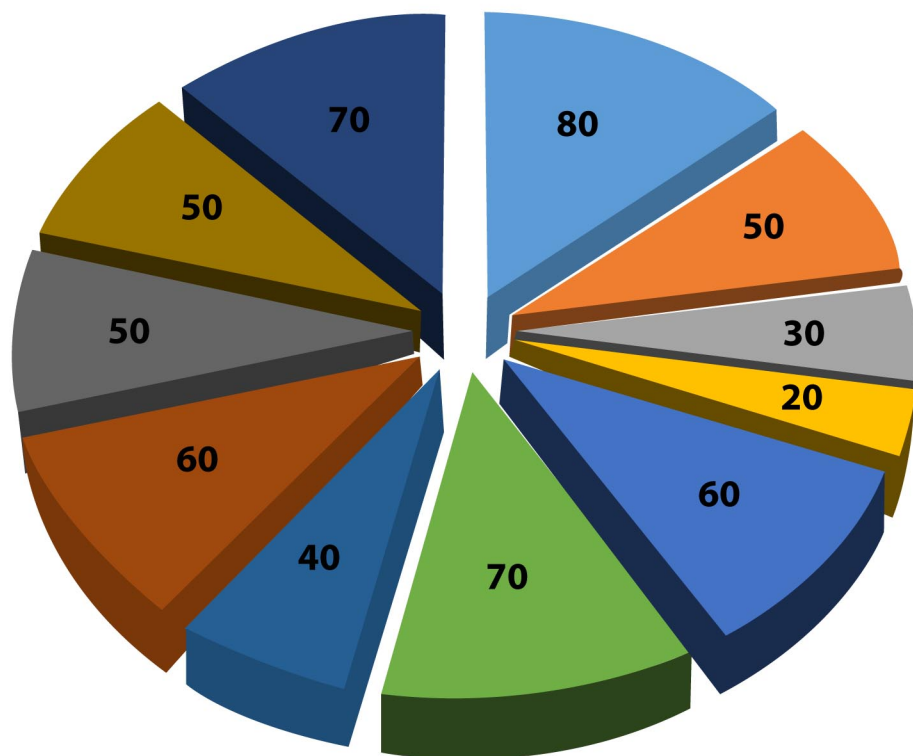


BPO

- ▶ Inbound Call Centers, Back Office
- ▶ Support
- ▶ Engineering Services
- ▶ Clinical Data Management
- ▶ Statistical Analysis & Medical Writing.



Team Dynamics



- Testing and related services 80
- SAP Experts 30
- Business Analysts and Others 60
- PHP and .Net 40
- Cloud and Mobile 50
- BI and Analytics 70

- Project Managers 50
- Hybris Architect / Developers 20
- Java / J2EE Associates 70
- Big Data and others 60
- ETL Associates 50

Business Intelligence and Analytics

- ✓ 20+ Netezza, Oracle, SQL Server and Tera-data Associates
- ✓ 50+ ETL (Talend, DataStage, AbInitio, Informatica) Associates
- ✓ 20+ Sr Tableau Associates
- ✓ 30+ SSRS, MSTR and BO Associates

Business Analyst, Managers and Others

- ✓ 20+ Functional Business Analyst
- ✓ 50+ Project/Program Managers
- ✓ 20+ Data Modelers
- ✓ 20+ Data Analyst
- ✓ 30+ SAP Consultants
- ✓ 20+ Hybris Developers

Testing and related services

- ✓ 20+ Manual Testers
- ✓ 30+ Automation Testers
- ✓ 20+ Performance Testers
- ✓ 10+ Security Testers

Big Data – Hadoop and Web Technologies

- ✓ 20+ Hadoop Associates.
- ✓ 70+ Java/JavaScript/JSP/J2EE Associates
- ✓ 40+ .Net and PHP Associates
- ✓ 20+ Python Ruby on Rails
- ✓ 20+ C, C++, Unix, LINUX, Perl Associates

Cloud and Mobile Technologies

- ✓ 10+ Custom Cloud App Developers
- ✓ 20+ Mobile App Developers
- ✓ 20+ MSTR Mobile App Developers

With strong experience across functional domains

Reservation

- Fares Ticketing
- FF Program Availability
- Redemption Teletypes
- CRS Interfaces PP Services
- Codeshare Schedules
- Re-accommodation

DCS

- Engineering DB
- Shoot through
- Check-in Seating
- Load Control
- Aircraft Change
- Post Departure

Systems

- Systems Programming/CP
- Database Administration
- Communications
- Test/Production Support
- PUT Upgrades
- Maintaining 3rd Party Tools

Cargo

- Cargo reservation
- Space allocation planning
- ULD Tracking
- Warehouse handling
- Shipment updates & tracking
- New Global Cargo- Wow!

Others

- Revenue Financial Management
- Flight Planning Routing Schedule
- Crew Management
- Catering HR & Payroll
- Clinic & Medical
- DSS Marketing



Huge experience Across key functional areas

- Reservations, eticketing, DCS, etc.
- Experience in developing and maintaining applications
- Rich experience in enabling business Processes from legacy to new technology Areas.
- Full Service capabilities across IT Services, BPO Services & Infrastructure Services
- IT & Functional Tools & Productivity Enablers

Unique Selling Proposition

Turnaround Time – We offer the quickest turnaround time to close a requirement. We strive to get the right candidates in 2 days and shall close the position in 1-week, incumbent upon clients' intent to pursue.

Knowledge Transfer – We cannot control a consultants' move but what we can control is our service levels. We offer a full 2 weeks of free knowledge transfer when consultants move on.

Training - We understand the importance of training-the –trainers. To that effect, we offer to train permanent employees at 50% market rate on niche IT skill sets on need basis.

Competitive Billing Rate – This is not just a 'catchy' slogan but a reality. Billing rates are the best in the market.

Contract-to-Hire – We offer our consultants to be hired as full time employees provided the consultant works continuously for six months.

Full time resources – Providing full time resources is an important addition to our staffing repertoire.

Cost Benefit – We offer a discount of 5% of the billing rate/hr in the event our consultants are hired uninterruptedly for 6 months.

Lean, agile and very well funded

Onsite, offsite and offshore execution capabilities

Partnerships with technology leaders to offer best of breed solutions

Proven experience with large and small clients

Proprietary tools and templates to reduce risk and costs

Knowledge repository of industry/implementation best practices

Proven project implementation methodology

Flexible with client billing – fixed bid or T&M models

Professional management

Our Recruitment and On boarding Process

Digital Mind Technologies

Clients

Recruitment & Pre Screening

Provide Resourcing
Need or Plan with
Job Description

Technical Interviews by DM
Expert team

Behavioral Screening
of the Shortlisted Candidates

Client
Acknowledgement
Acceptance

Share Final Shortlisted
Candidates

Interview Candidated

Shedule & Manage Interviews

Share Final
Selected Candidates

Finalize Client Approved
Candidates

Onboard Process

Day 1-2
(2 Days)

Day 3-5
(3 Days)



Travel and Hospitality Market Challenges



Rising input costs
Commoditization of services
Consumer cost sensitivity
Consolidation

Strategies for Outsourcers in the Travel & Hospitality Sector

Focus on cost management

- 1) Consolidated location delivery
- 2) Automation
- 3) Home agents
- 4) Offshore

High-value customers

Attack underserved segments

- 1) Hotels
 - 2) Car Rentals Agencies
- 

We have over 4 Years of experience servicing Hospitality Leaders across multiple areas

A Vacation Exchange

Legacy Reengineering and Web Channel Migration
Setup Enterprise Data Warehouse & Mgmt Reporting
Strategized, designed and implemented an e-commerce strategy
Process management tool to monitor inventory demand, supply, availability patterns
Delivered XML-based framework to distribute inventory over multiple channels, positioning web as a pricing and segmentation channel for various B2B intermediaries

Vacation Ownership

Created a reusable framework which will be used enterprise wide by WVO for Connecting to VSAM Databases using java and web services
Created a sales dashboard encapsulating the consolidated view of the 3 main KPIs i.e. Net Sales Volume, Tour count and APG
Implemented ETL's for Online Travel Package

A Regional Chain

Ground Up IT Setup for a Budget Hotel
Implemented Simhotel v3.1 (Front Office Property Management System)
Interfaces with KIOSKS, EPABX, POS, Key Card system.
Modules being implemented are Financials, Projects System, Materials Management.
Other features - online IBE, Interface with Payment Gateway.

Business Services Spanning across several Airline Domains

Customer Non-Interfacing Processes

Core Offerings

Revenue Accounting Sales, Traffic, Inter-line, Refunds Fare Audit Cargo Accounting Document Mgmt.	Loyalty Pgm. Mgmt Claims Processing Handling Redemption Vouchers Fraud Management Database Querying	Yield Management Departure Processing Checks Traffic Management	Fares Life cycle Mgmt Pricing Intelligence Fares simplification Fare Filing &Distribution Quality Assurance Fare Validation Special Agreements Mgmt	ULD Tracking & Control Mobile Asset Management Support
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Allied Offerings

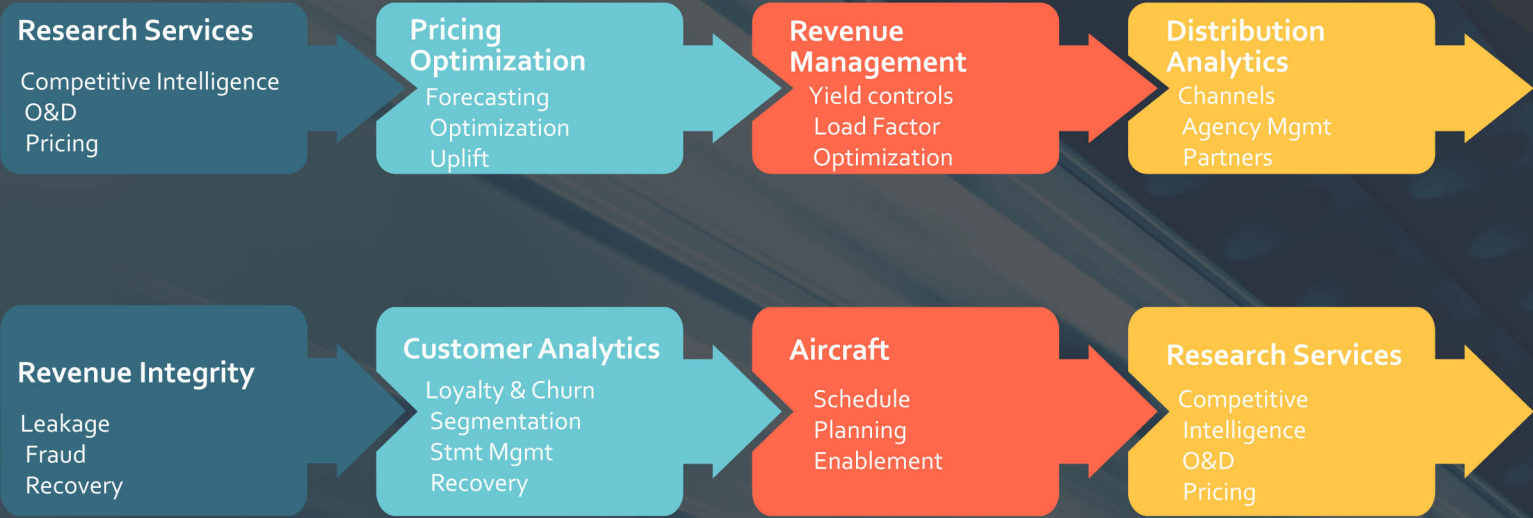
Enterprise Analytics Customer Analytics Revenue Mgmt Analytics	Web Administration Customer Management Support	Ground Handling Service Portal Information Management
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Customer Interfacing e Processes

Core Offerings

Outbound Sales Special Offers Marketing Customer Retention Desk Cold Calling Loyalty Program Enrollment	Loyalty Pgm. Mgmt Availability of Service Flight Schedules PNR Creation Amendment & Cancellation of PNR Special Service Request Other Supplementary Information	Ticketing Manual Ticketing Cancellation & Refunds before Departure	Customer Service Reschedules Exchange & Reissues pre/ post departure Passenger Queries General Queries Cancellation & Refunds (Pre/ Post trip) Baggage services	Tariff Updates Tariff Comparison Airlines Hotel Car Rental Checking on available packages & comparison Answering queries related to ADMs by internal/ external customers
		Queue Mgmt Information & SSR queues on PNRs Wait List Confirmation Allocation/ Confirmation		

Engineering Enterprise analytics capabilities for Travel industry



Hospitality Technology Use

- Hospitality Information Processing
- Property Management System (PMS)
- Energy Management Systems
- Call Accounting Systems
- Guest Reservation Systems

Future of Tourism Industry Adoption of Web Services in Electronics Distribution

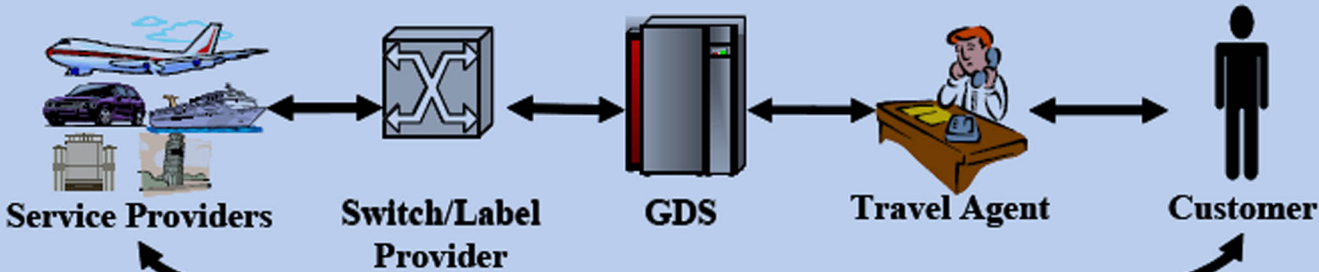


Figure 1 Traditional Travel Inventory Distribution

Web Services

Web Services are Service Oriented Architecture

This Architecture provides a framework for Implementing the roles & operations of the SOA

Web services USP is the set of standards to which vendors have adhered enabling interoperability between heterogeneous implementations

Like XML for data representation, SOAP for messaging, WSDL for service description & UDDI for service Discovery/broker.

Electronic Distribution Scenario

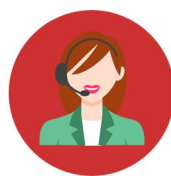
Customer Touch Point



Sales
Marketing



Partners
Website



1800-Rep
Call Centers



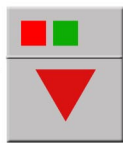
Travel
Agent

Reservation System



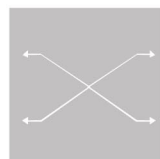
PMS

2 way interfase



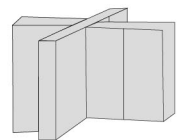
CRS

2 way interfase



Switch/ Label
Provider

2 way interfase



GDS

Customer Touck Point



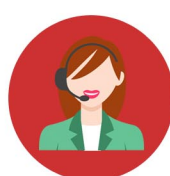
Reception



Reservation
Desk



Hotel
Website



Call Center



REP Co
Website



Online
Tracel Agency

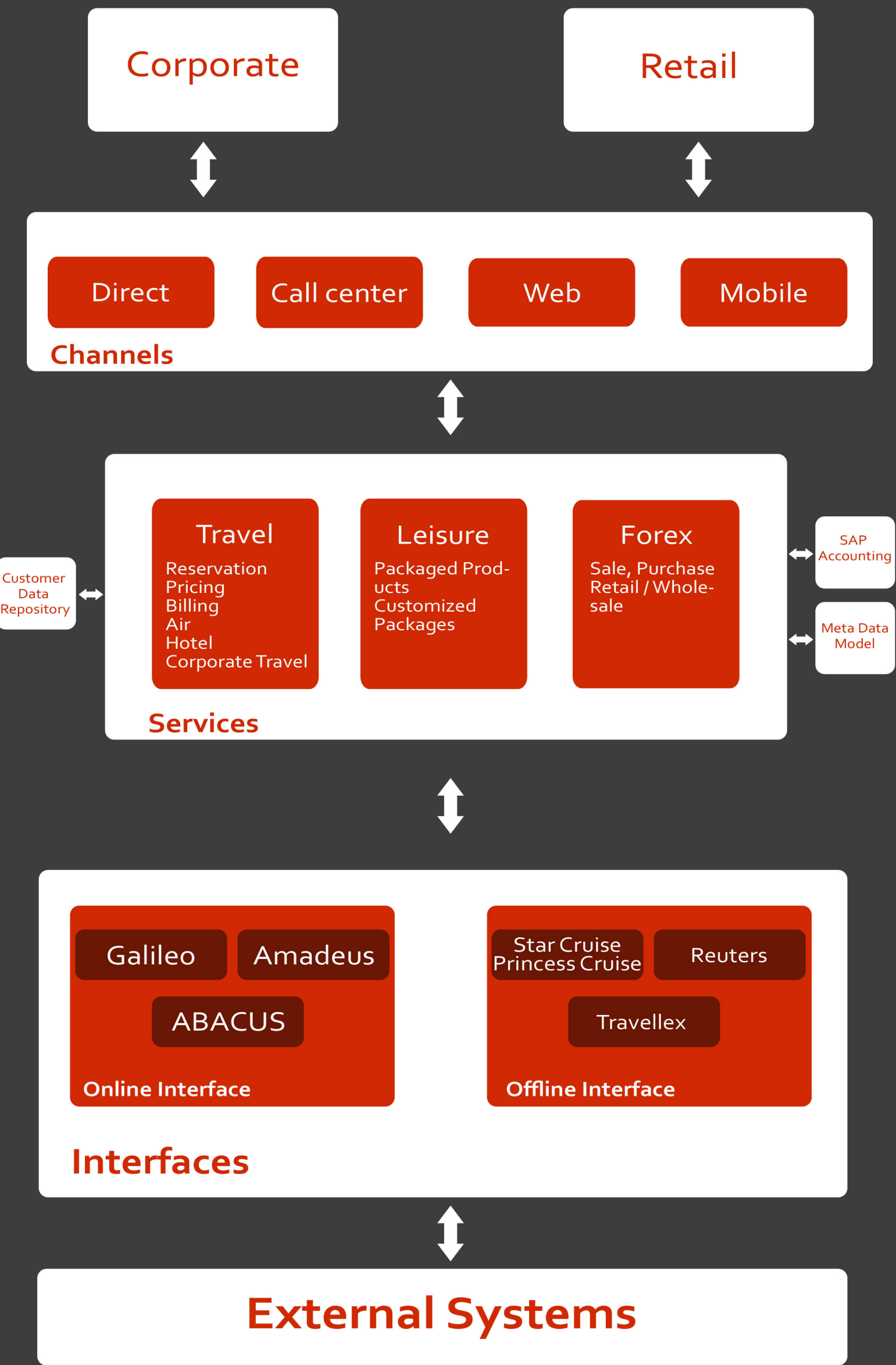
Different Channels in Electronic distribution

Cabin Crew Manpower Planning product development with partner airline

Next Generation Crew planning system

- Planning environment for multiple man power planners for long term forecasting.
- Accurately forecast man power plans up to 5 years.
- Ability to create multiple scenarios, snapshots and facilitate forecast/scheduled/actual comparison at any point of time
- Facilitate flexible assumptions management for unknown based on historical analysis and improve the accuracy of the forecast.
- Best guess for part time pattern start dates
- Manage training courses and training allocation
- Leave management and Bulk leave allocation
- Graphical Representation of the plans
- Automatic generation of optimal crew moves & training courses
- Improve Rosterability.

Integrated Travel Management framework to cross-sell & up-sell travel services



You will also benefit from the specific assets we have invested in creating for Hospitality

Access Control
BMS

PMS

QSR

SPA / POS

Sales & Catering

HSIA

Telephony
EPBAX

Guest
Entertainment

Property mgmt services(PMS)

Customer /
reservations

Cashiering/
Night audit

House
keeping

Check-in/
out

Inventory

@ property

Central Reservations(CRS)

Yield mgmt

Pricing/
Rate mgmt

Reservations

IBE

Inventory
mgmt

Customer Relationship Mgmt

campaign
mgmt

Customer
master

loyalty

Promotion
mgmt

above property

Finance Accounting & Back Office

AP

AR

GL

FA

Inventory

projects

Procurement

material
mgmt

HCM

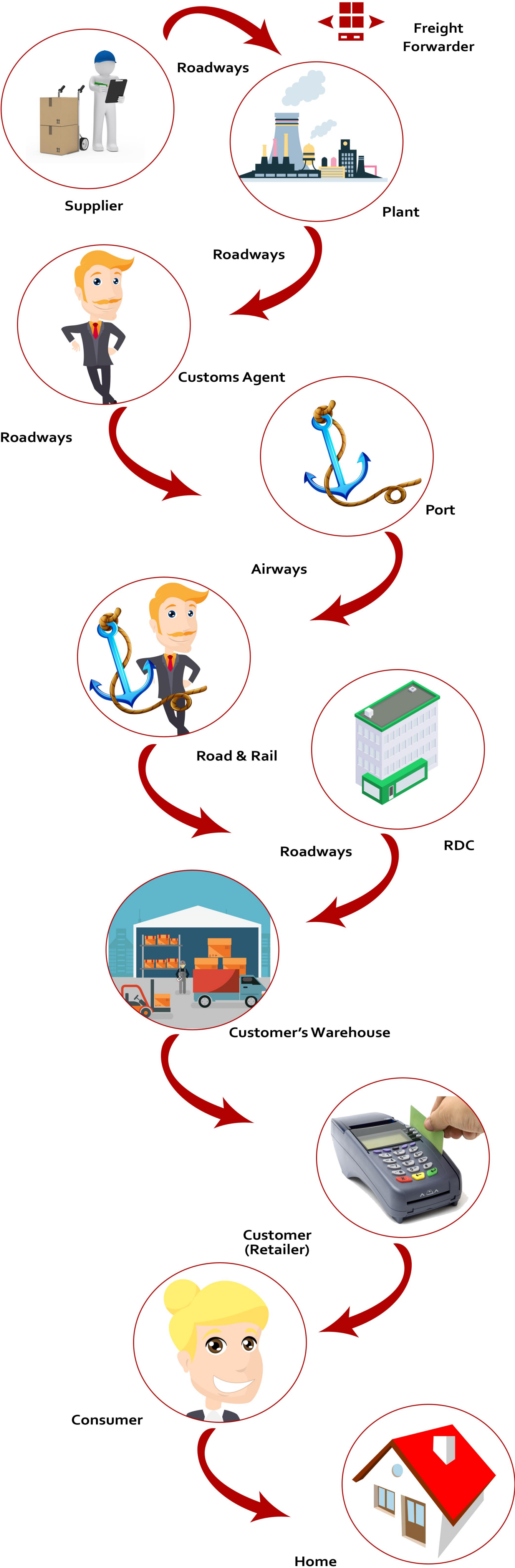
payroll

Workforce
Process
mgmt

Talent
mgmt

Travel & Exp
mgmt

End to end experience in Typical Logistics



Logistics Chain Landscape and players

Brokerage Firms

FF

Ship shore communication

Freight Forwarders

NVOCC

Shipping Agent

Ship Managers

Ship Owner

Vendors

CHA

OEMs

Training

Insurers

Surveyors

Ports

Railways

Bunker Supplier

Cargo Owners

Shipyards

Customs

Warehouses

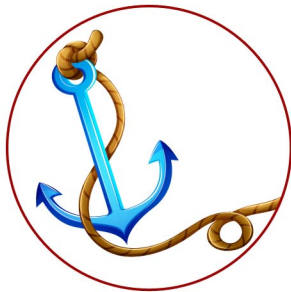
Typical Logistics Chain Landscape

ICD

Hauliers

Cargo Brokers

Banks



Use of Technology

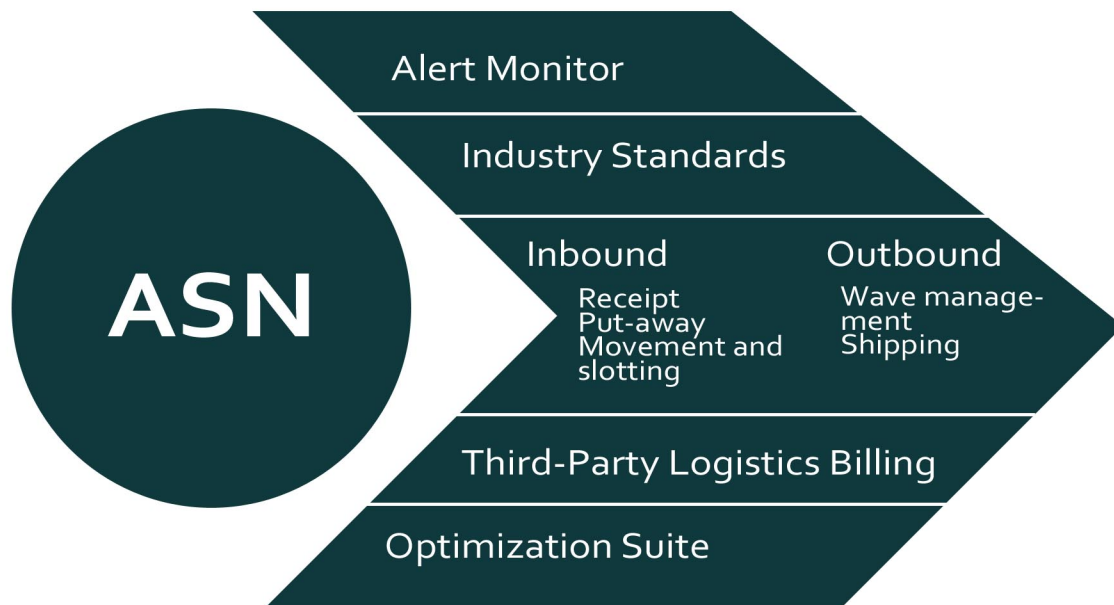
Global e-Logistics

Integrated Logistics is the fusion of information, logistics and transportation technologies

It provide rapid response to track and shift assets

In reroute, and to deliver tailored logistics packages

Sustain directly at the strategic, operational and tactical level of operation



Snap-on Modules

Snap-on module architecture

Easily configurable and upgradeable

Product is easily customizable to fit customer requirements



OFFSHORE DEVELOPMENT CENTER

Digital Minds Customers

The Sears logo is displayed inside a green diamond shape. The logo consists of the word "Sears" in a blue serif font with a red swoosh underneath.The Motorola logo is displayed inside a green diamond shape. It features a blue circular icon with a white stylized 'M' and the word "MOTOROLA" in a blue sans-serif font below it.The Mattel logo is displayed inside a green diamond shape. It is a red circular logo with a serrated edge and the word "MATTEL" in white capital letters.The NEC logo is displayed inside a green diamond shape. It features the letters "NEC" in a blue sans-serif font, followed by the tagline "Orchestrating a brighter world" in a smaller, lighter blue font.The Lenovo logo is displayed inside a green diamond shape. It consists of the word "Lenovo" in a white sans-serif font on a blue rectangular background.

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