



Direction Software Solutions



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Who we are

Direction Software Solutions based in Mumbai, India is a Trans-National Information Technology Services and Business consulting company with Indo-German Holding. We strive in partnering our clients, globally to conceptualize and realize technology driven business transformation initiatives.

A seasoned management team directs Direction's fast-paced growth under the leadership of our **Chief Executive Officer and Chairman of the Board - Arun Nayar**. DSS is owned and run by Arun. Arun holds a B.Sc. Degree in Physics from Oxford University and a Masters degree in Physics, from Imperial College London.

He is complemented by a management team headed by **General Manager and Chief Technology Officer - Sanjay Gupta**, with many years of collective industry experience, who in turn lead an in-house team of over 250 employees, both technical and support staff.

We have an Agile Global Business Development team in place, complemented by Business Managers, Business Analysts and Business Executives for IT Services and Business consulting & Solutions. Arun has a guiding influence in the Business Acquisition process followed at Direction.

Equipped with state of the art servers and workstations our DSS IT Services teams are fully networked and linked into the Internet with high-speed dedicated circuits. Resilience is ensured by our use of multiple communications vendors. Both our Corporate Office at Marine Drive and purpose-built Development Center at Lower Parel are located in the commercial heart of Mumbai.

Our Guiding Values

Simplicity

We do complicated things simply - Direction takes the customer's business issue/problem/need and simplifies it.

People Centric

Direction is a company that values its people which makes it different from competitive highly process centric companies.

Transparency

Direction's internal transparency, both vertically (through the 'ranks') and horizontally (throughout the team) makes the working process highly accountable and measurable at any stage of the process.

Business Approach

Direction builds an understanding of the customer's business and provides results-based solutions to business problems and needs.



What we do

Direction provides end-to-end business solutions that leverage technology. We provide solutions for a dynamic environment where business and technology strategies converge. Our approach focuses on new ways of business combining IT innovation and adoption while also leveraging an organization's current IT assets. We work with large global corporations and new generation technology companies - to build new products or services and to implement prudent business and technology strategies in today's dynamic digital environment.

IT Services

We offer Staffing and Training services across the Information Technology Spectrum catering to the varied business requirements of our clients. We work closely with our clients to help them make well-informed choices, ensuring that the final decision is driven completely by their IT requirements and working practices focusing to ensure that our solutions have the most positive impact on operational efficiency and bottom line profitability.

Key features

- A disciplined team of professionals having over 100 man-years of Experience
- Offer Staffing and Training services across the Information Technology Spectrum
 - Mainframe, Microsoft Technologies, Databases, CRM, Data warehousing, ERP, Open Systems
 - Training programs in association with IIT Bombay
- A streamlined Process in place for People Search and Career advancement
- Provide Preliminary Screened “people” catering to various requirements across technologies
 - Permanent Positions
 - Contract Employment for Global Clients
 - People with Work permits
- HR Out Sourcing
- Campus Connect

Business Consulting

Direction works both as a consultancy partner and a solution provider with it's customers, guiding them through the process of identifying key requirements and exploring the various options before delivering solutions in an efficient and economical manner. Combining detailed domain knowledge with proven development and delivery capabilities, our solutions meet the specific requirements of individual customers.

Key Features

- Focus on delivering cost savings and improving business processes to our customers
- Offer cost effective software development services and products in the offshore development model
- Range of services extends across the entire spectrum of the software development lifecycle.
- Possess extensive domain knowledge in the Apparel, Retail, FMCG and Logistics sectors
- Experience in systems development and integration across the full spectrum of e-business required by multinational companies including - Transaction and order Processing, Supply Chain Management, Auction and Reverse Auction Platforms, Vendor Management, Product Development, Warehousing, Production and Quality Assurance
- Strategic Partnerships with Microsoft & Macromedia

Methodology

We follow the best of industry standards based on the Rational Unified Process®. RUP® is a software engineering process which provides a disciplined approach to assigning tasks and responsibilities within a development organization. Its goal is to ensure the production of high-quality software that meets the needs of its end users within a predictable schedule and budget. Whizible “Project by net” has been implemented enterprise wide to aid in efficient Project Management.

Technologies

Besides possessing expertise in the latest e-business and web technologies, our technical consultants design solutions using products from market leaders like Sun, Microsoft, Macromedia and Oracle to name but a few.

DSS technical consultants possess in-depth knowledge of various development tools like Borland JBuilder and MS Visual Studio as well as languages such as Java (and its extension technologies), EJB, HTML, XML, JSP, ASP 6.

Our expertise covers operating systems from the Windows, Linux, Unix environments on workstations up to IBM and Unisys Mainframes.

Core Competencies

- Client/Server and Object Oriented Solutions
- Internet Applications
- Web based applications including new web based development applications, web-enabling legacy applications, developing portals, transaction processing services, b2b, b2c and c2c solutions, e-commerce solutions, supply chain management, auction platforms, vendor management, retail services and financial services
- Specializes in ULC Technology
- ERP Consulting- Microsoft Business Solutions NAVISION
- Data Warehousing
- Systems Migration and Re-engineering
- Mainframe Development and Maintenance



DSS Skill Sets

Development methodologies:

Rational Unified Process® or RUP®, Object Oriented Analysis and Design (OOAD), UML

Operating Systems:

Windows, Linux, Unix

Application Development Tools:

C / C++ / VC++, Power Builder 7.0, Visual Basic / COM / DCOM / Crystal Reports, Java - Swings, Java Beans, RMI

Web Development Technologies:

HTML, DHTML, CSS, JavaScript, VBScript, ColdFusion, Flash Remoting, Active Server Pages (ASP), Enterprise Java Beans (EJB), Java Server Pages (JSP), Java Servlets, Beans, XML

ULC Technology from Canoo, UI Technology from Droplets, Flash Remoting & Communications Server from Adobe.

IDE:

JBuilder, Eclipse

Graphic Design tools:

Adobe Photoshop/Corel Draw, Adobe DreamWeaver, Adobe Flash, Adobe Fireworks

Application Servers:

Internet Information Server (IIS), WebLogic, Tomcat-Apache, Jrun

Databases:

Oracle, MS SQL, My SQL, MS-Access

Mainframe Specific:

IBM

Operating Systems	: MVS-ESA, TPF
Languages	: Cobol, MF-Cobol, JLC, SAS, REXX
Online Transaction Management	: CICS, IMS-DC
Tools	: TSO/ISPF, QMF, SPUFI, Endeavor, Xpeditor, SDF
Databases	: DB2, IMS-DB, IDMS

UNISYS

Operating Systems	: MCP
Languages	: Cobol, LINC, WFL
Online Transaction Management	: COMS
Databases	: DMS2

ODC Backgrounder

Many Fortune 500's companies have been operating Overseas Development Centres (ODCs) in India for several years. Our Direction Development Centre in India (DDCI) offers an ideal choice for SMEs looking to set up their own India based ODC, but who do not have sufficient volumes of work to justify their own operation. Managing an ODC relationship requires a high level of involvement along with strong commitment from both sides. Our experience in executing and managing such projects within deadlines and our impressive track record in this space are reasons enough to choose DSS as your overseas development partner.

We can offer both shared or dedicated ODC resource for our clients, if dedicated it will follow completely the practices, methodologies and culture of the client. The DDCI acts like an arm of your organization, leveraging off the rich reserves of world class IT Human Capital and the cost advantages of the Indian market.

We conduct regular security audits and are always prepared to work together with our clients to meet any special security needs. We are proud of our IT security record, our security policy guides our behaviour and our employees realise that the safety and security of customer information is of paramount concern.

Advantages of DDCI:

- Effectively a remote extension of your own organization without upfront investments.
- Pay-as-you-go pricing helps you have a better estimate on your cost outflow vs. resource requirement on an ongoing basis.
- Provides protection from development fluctuations, by adding or trimming resources that are required from time to time.
- DSS has a proven track record of doing business in the US & Europe, minimizing any risks associated with outsourced projects.
- DSS strictly adheres to business processes and structured development methodology.

Included in our Package:

- A team of the best-of-breed software engineers that can be scaled at will.
- Dedicated environment to host developers, with fast secure Internet access.
- Private and secure LAN and Servers with custom software based on your requirements. Secure zones with access control.
- Full Administration and IT Infrastructure with ample space for expansion.
- Cost plus approach to pricing, tailored to suit your needs.
- VPN connection using latest technologies for authentication access control and firewalls.

Our processes have been streamlined to make outsourcing a smooth, seamless experience that offers a winning combination of deadline-driven, low cost, and high quality work. Our biggest testimony is repeat orders from our clients, and our mission is to help you implement better IT solutions now and into the future.

DSS Products

DSS have developed a series of Software Products that provide solutions that meet the needs of many businesses. Our experience of working across a wide range of enterprises has enabled us to focus on the kinds of solutions best suited to evolve into products. Listed below are examples of our range of products, providing customers with the benefits of rapid deployment, exceptional value and reliable support.



EOS is a trigger based early warning management system that puts the power of decision making back to where it belongs - in the hands of Management.



Description	Request Time	Status
Contry List	8/4/2004 3:21:06 PM	ABORT
Contry List	8/4/2004 3:33:16 PM	ABORT
Contry List	8/4/2004 3:35:36 PM	ABORT
Contry List	8/4/2004 3:57:17 PM	ABORT
Contry List	8/4/2004 4:06:38 PM	ABORT
Contry List	8/4/2004 4:37:34 PM	DONE
Contry List	8/4/2004 4:53:49 PM	DONE
Contry List	8/4/2004 4:54:55 PM	DONE
Contry List	8/4/2004 5:06:35 PM	DONE

EOS is an intelligent reporting tool which augments query based legacy systems, providing proactive event based management alerts capable of escalation based on predetermined criteria. It works in the background keeping track of your business information and delivering early warnings or requested information to management users.

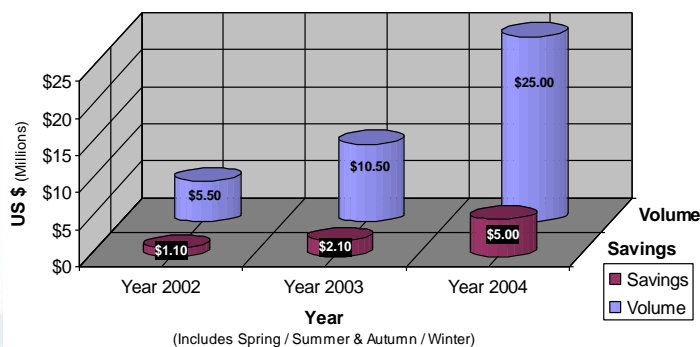
Based on actions specified by the user, information and alerts are reported via Screen Pop-ups, email, Fax or SMS.

DirectBiz

A unique B2B product tailored for organizations that source apparel / home furnishings from global markets directly or through buying agents/Offices. The key product in this suite is eBazaar - DSS's reverse auction tool.

Key benefits of eBazaar

- Save substantially in procurement costs. (20% with one customer - See fig.)
- Specifically tailored for the apparel / home furnishing industry.
- Sourcing time is in hours & not weeks.
- Bid process can be direct from Buyer to Supplier (B2B) as well as to Suppliers via buying Offices (B2B2B).
- Buyers will be able to view the bidding process and change their enquiry details if required.
- Buyers may put up RFQs for articles to get an idea of current prices.
- Organizations have substantial cost savings also through Buyers saving on travel and time.
- eBazaar levels the playing field by automatically applying mark-ups for different countries therefore allowing Buyers to easily compare bids in multiple currencies from different countries with mark-ups already applied.
- Suppliers compete with each other in real time, giving buyers the best quote & delivery dates.
- It is cheaper and less complex for suppliers to do business.
- Having the process online increases transparency and promotes better business practices.



Year	Volume	Estimated Savings
2002	\$5,500,000	\$1,100,000
2003	\$10,500,000	\$2,100,000
2004	\$25,000,000	\$5,000,000

Apart from eBazaar, DirectBiz also contains various other sections that help to enhance the effectiveness of eBazaar.

1. **eBazaar** - This section hosts an e-marketplace where buyers / offices / agents can invite quotations from suppliers, receive bids and finalize orders.
2. **New Products** - An e-catalog where suppliers can showcase information about their products.
3. **Suppliers** - Profiles & descriptions of suppliers, their product groups & previous seasons' key performance figures are available, thereby facilitating a buyer's decision process & helping new buyers in choosing the right suppliers.
4. **Db2net** - This section contains milestones & product tracking information. It collects, arranges and makes supplier and forwarder, data available to the Buyer.

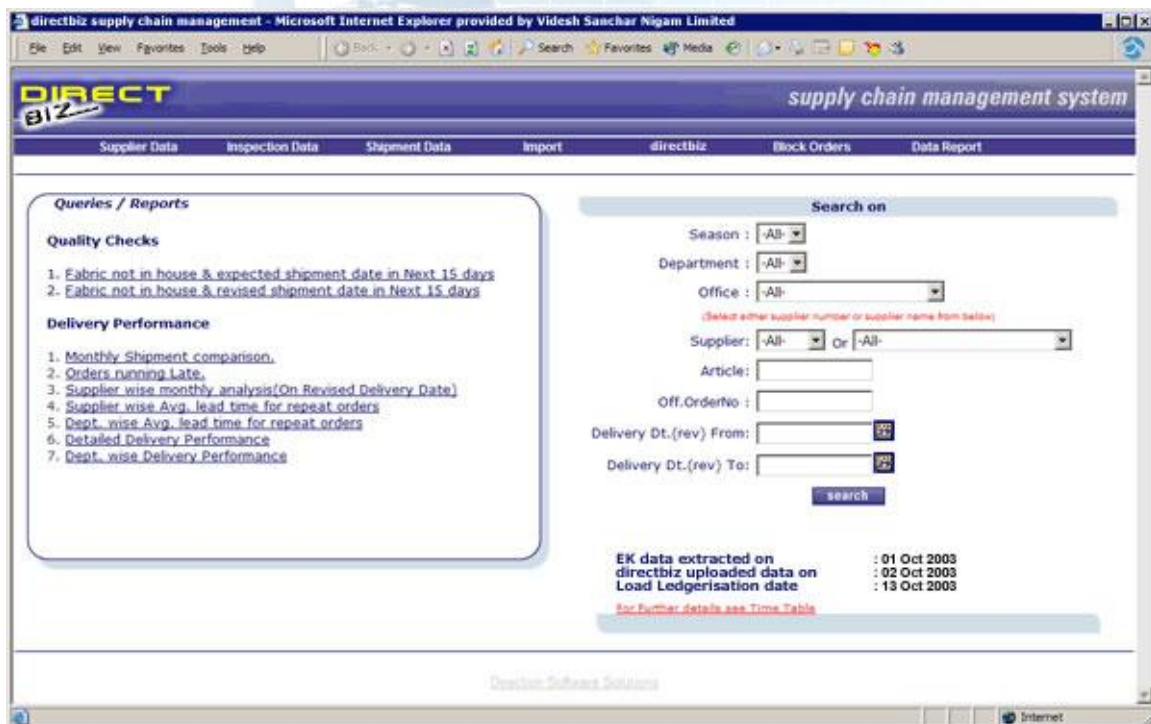


db2net

Db2net connects your offline system to the web, it is a comprehensive wizard type software enabling any kind of data to be published to the net from offline client server systems, thereby enabling this data to be accessed from anywhere through the Internet.

Db2net combines information from multiple sources / systems / platforms i.e. it allows users to upload data from multiple locations/systems and combine them on the Web Server, thereby allowing users to view consolidated information with user defined queries and views.

An intelligent trigger based management tool is also built into the system, allowing users to create actions based on Business Logic, which interfaces communication systems.



The single biggest advantage of Db2Net is that its installation and operation has been designed in such a way that there is no need for the user to have any prior programming knowledge nor, if the customer wishes does he need a Web Server to host the data. As the system is web based, your suppliers / customers can access the information they need from any or multiple locations.

If you want to manage more customers and more business without increasing your overheads, get DB2NET.



Octopus

An Integrated Apparel Manufacturing / Management System

Octopus is a Completely Integrated Apparel Management System consisting of the following modules: Manufacturing, Payroll, Financial Accounting, Export, Import, Management reports, Early Warning Management Systems and many more modules that can be customized as per customer needs.

Octopus is an Apparel Industry specialist. With many years experience in supplying computerized solutions to the Apparel Industry, we are the ideal company to satisfy your requirements with a system built for your industry. We pride ourselves with offering a turnkey service including hardware, software, project management and implementation and training.

Octopus covers all the aspects of the Apparel Industry starting from the Sampling, Order Confirmation, Purchases, Production and Shipments along with the Pre and Post Shipment Costing Information. Also one can get outputs in the form of the day-to-day activity reports along with Managements Information Reports.



Octopus can also be integrated into the Financial Accounting, Payroll and EOS (Early Warning Managements System) modules, thus all the information entered into Octopus or trapped by the Octopus System can be linked for accounting purpose and also for automatic e-mailing the management status of the Orders by the trigger based EOS System.

The Octopus is not just a passive information storage system to replace manual ones, but has been the key to the growth and success of some of the leading players in this industry.



INSAT - Business Application Software (**IN**tegrated **S**ea and **Air T**ransport) is a unique Client-Server system developed for freight forwarding and Shipping industry.

It consists of the following seamlessly integrated modules:

- Ocean Export & Import
- Air Export & Import
- Financial Accounting
- Sales
- Customs Clearance.
- Warehousing
- A Shipment Tracking Website

Application Features:

The most important objective of the INSAT-Business Application Software is to ensure that:

- Implement the very complex and mission-critical functionality of the Freight Forwarding industry.
- Allows user to complete all of the industry documentation on click of a button.
- Built-in intelligence in the system, which will ensure increased efficiency and improved customer service.
- Transparency can be ensured in all transactions, but with proper security measures, for e.g. Buying Rates, Selling Rates and Quotations from various entities.
- Automation of activities being currently done manually, especially in the areas of messaging, getting approvals, sending of reports, and generating MIS.
- The business processes are standardized across the organization. For example standardization of billing heads and quotation formats.
- Adequate internal control measures like credit control policies are implemented.

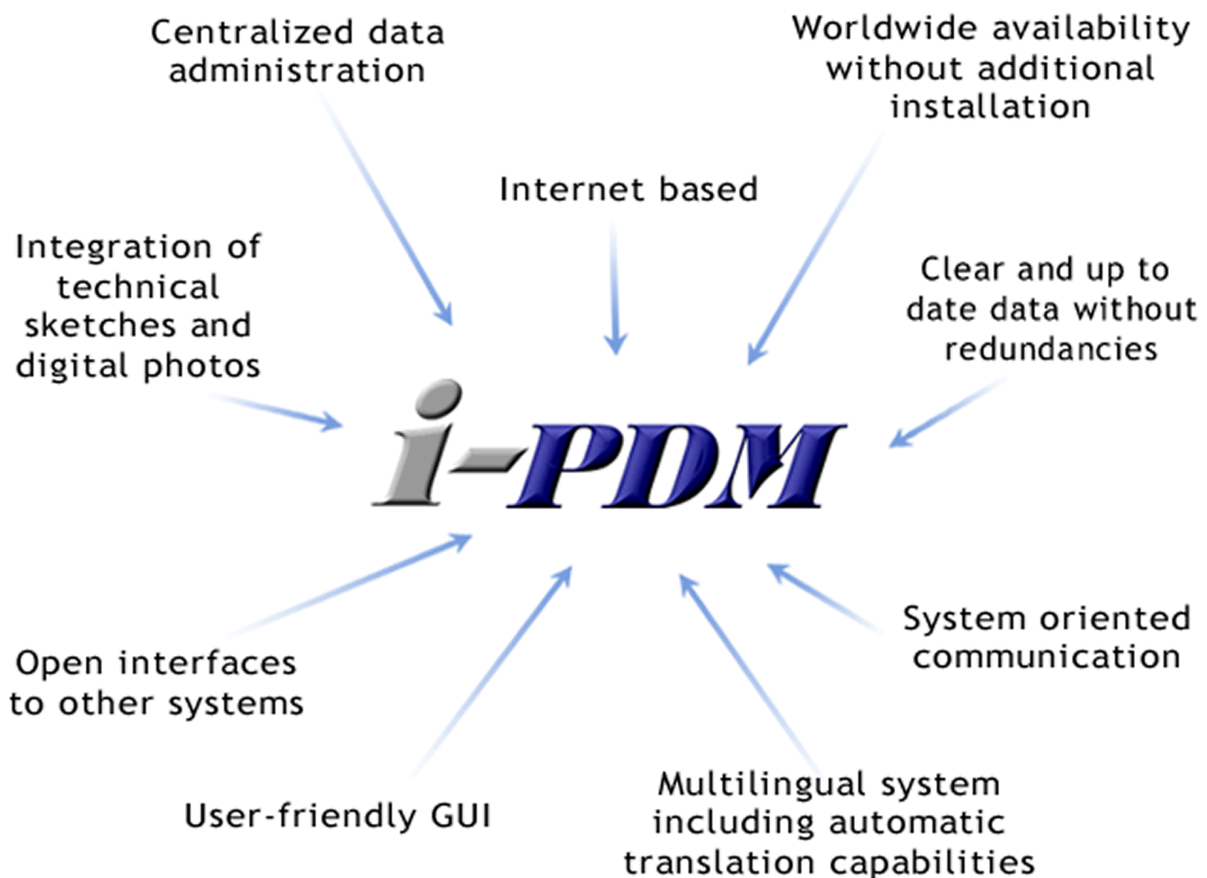
At the very core of the INSAT-Business Application Software is a robust multi-user infrastructure for organizing, managing and delivering information across the organization.

i-PDM

i-PDM is an internet based software that encompasses all the Processes and information, in the context of textile product development.

From technical design to production release, all the data is managed in a central multilingual database, ensuring up to date information.

i-PDM is a J2EE compliant application, using an ultra light client as a front end deployed as an applet in the browser. The ULC used is Canoo together into weblogic and an Oracle database.



i-PDM (contd.)

Overview of the modules

Style Manager - "centralized and up to date"

Search - find - analyze - communicate - manage

All this with one simple but flexible and user friendly interface

General data - "clear and brief"

The "home page" of every style provides a quick overview on the most important style information and covers basic data, style description and images in a clearly arranged layout.

Material - Workmanship - "detailed and precise"

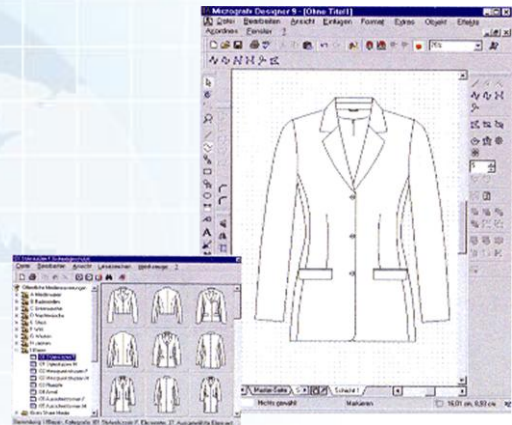
Detailed guideline to material, workmanship and accessories for Suppliers and Mills. A comprehensive multilingual database supports the user in selecting the necessary data for detailed instruction notes.

Measurement Chart - "simple & schematic"

Clearly arranged design and development of measurement guidelines for Suppliers. PDM provides convenient functionalities for simple and quick creation plus the benefits of a group wide harmonized database for measurement and grading values.

Sample evaluation - "concise & transparent"

Production releases based on precise inspection of sample measurements in a clear layout. Automatic calculation of differences in target and actual comparison supported by predefined text modules in various languages and visualized by technical sketches and digital photos.



Images

Images - "modular & concrete"

Connection to external graphic tools for image handling in combination with an extensive modular construction system of detailed style, measurement and workmanship sketches.

Type	Style No	Department	Season	Style Desc	Supplier Code	Created By	Current Owner
R	vk03_08nov	11	100	qw	14638	psad_PDM Test	psad_PDM Test...
	vk01_10nov	51.6	100	qw	40000	psad_PDM Test	psad_PDM Test...
	vk02c09nov	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
	vk01c09nov	11	100	qw	14638	psad_PDM Test	psad_PDM Test...
	vk02_08nov	11	100	qw	26246	psad_PDM Test	psad_PDM Test...
	vk01c08nov	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
	vk01_08nov	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
	vk01_05nov1	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
	vk01c05nov	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
	vk01_05nov	11	100	qw	10003	psad_PDM Test	psad_PDM Test...
R	ABC_35	19.3	109-falsch	123	46190	psad_PDM Test	psad_PDM Test...
	ABC	19.3	109-falsch	123	46190	psad_PDM Test	psad_PDM Test...
	ABC	19.3	109-falsch	123	46190	psad_PDM Test	psad_PDM Test...
	lg01_20aug	13	111	hdjk		psad_PDM Test	psad_PDM Test...

	Description qw Material Composition x (55% EL, 45% CO), d (55% EL, 45% CO), m (45% CO, 55% EL), Common (45% CO, 55% EL) Size Ranges 20-80, 32/34-60/62 Article 1 Comments	Sampling Details
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Style Manager

Sample Evaluation

Sample Type	Counter	Sample-1	20-80	Status	None	New Sample Until	In Size	Cms		
s		75				65		55		
Ref	To/+	Target	Actual	Diff	Target	Actual	Diff	Target	Actual	Diff
t	35	109	109	-1	84	84	0	64	64	0
s	1.1	52	51	-1	51	51	0	45	49	0
A	20	67.5	66.5	-1	65.5	64	0.5	63.5	63.5	0

Ref	To/+	Target	Actual	Diff	Target	Actual	Diff	Target	Actual	Diff
t	35	109	109	-1	84	84	0	64	64	0
s	1.1	52	51	-1	51	51	0	45	49	0
A	20	67.5	66.5	-1	65.5	64	0.5	63.5	63.5	0

Measurement Chart

Measurements	Grading	Description	To/+	10	20	30	40	50	60	70	80	90	
tshirt	Q	Height	23	3	5	8	12	17	23	30	38	47	
	v	win	30	4	29	59	94	134	179	228	284	344	
	A	Bust Measurement	20	6	9.5	11.5	13.5	15.5	17.5	19.5	21.5	23.5	
	B	Waist measurement	1.1	7	8	10	11	13	14	16	17	19	
	Q	Height	23	8	10	13	17	22	28	35	43	52	
	t	win	35	9	14	24	30	59	84	114	140	189	
	v	win	30	10	35	65	100	140	185	235	290	350	
	v	win	30	11	36	66	101	141	186	236	291	351	
	v	win	45	12	17	27	42	62	87	117	152	192	
	Jacket	A	Bust Measurement	20	11	14.5	16.5	18.5	20.5	22.5	24.5	26.5	28.5
B		Waist measurement	1.1	12	13	15	16	18	19	21	22	24	
Q		Height	23	13	15	18	22	27	33	40	48	57	
t		win	35	14	19	29	44	64	89	119	154	194	
v		win	30	14	40	70	105	145	190	240	295	355	
v		win	45	15	41	71	106	146	191	241	296	356	

Main Material
 Composition: 45% CO, 55% EL
 Padding: 130 g/m² body, fusible
 Weight: 140 g/m², 1.2 oz, 280 g/m²
 Finishing/special washing: washed out, stone wash
 Others: []

Lining
 Composition: 40% EL, 60% CO
 Padding: []
 Weight: 10g/m cotton
 Finishing/special washing: dry cleaning
 Others: []

Care Instructions
 Care Label 1: []
 Additional information: dry clean only
 Labeling: no labeling
 Packaging: carton size 3, with tissue paper

Workmanship
 Waistband: []
 Pockets: jackets 2 flap pockets at front
 Collar / Opening: []
 Dart: jacket bust darts
 Hem: attach with blind stitching
 Others: []

Accessories
 Lining: backside of pocket flaps
 Buttons / fasteners: jacket with 5 buttons
 Buttonholes: color matching
 Zipper: []
 Yarn: dye to match
 Others: []

Material - Workmanship

General
 Company: SportScheck
 Style: vk01_10nov
 Season: 107
 Supplier: []
 Country: []
 Description: qw

Material Workmanship
 ProdLine: accessories
 Sub Prod Grp: []
 Fit: []
 Page: 45
 Set Style: No

Articles

Article no	Color	Size Range	Material
1	red	32-48	cotton

General Data

ERP Consulting



MICROSOFT BUSINESS SOLUTIONS – NAVISION PARTNER

Direction Software Solutions is one of the India's first Microsoft Business Solutions (MBS) - Navision Partners. It has a dedicated team consisting of members from various functional backgrounds such as Chartered Accountancy, Engineering, Management and Computer Sciences.

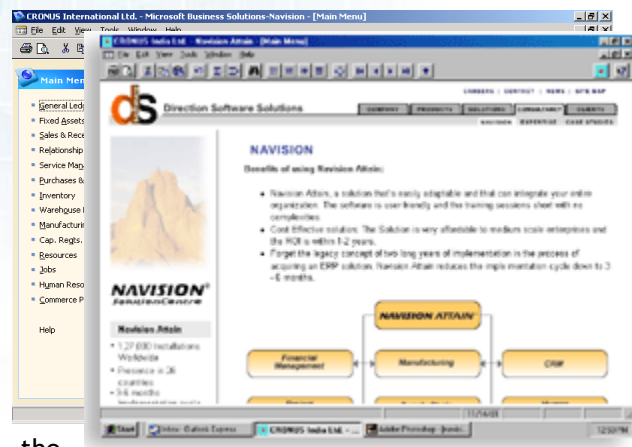
Key features of Direction's MBS Navision Group

Direction MBS Navision Group delivers integrated functionality to support solutions for:

- Financial Management.
- Supply Chain Collaboration.
- Manufacturing.
- Customer Relationship Management.
- E-commerce.

Direction has:

- Successfully implemented the only installation in India on a distributed database with real-time synchronization of data between the plant and the Head Office.
- Developed a complete vertical for the Construction and Project Management sectors.
- Developed tools to integrate Navision with Microsoft products like MS Excel, MS Projects and Primavera. We are also in the process of integrating Navision with AutoDesk for the Project Management requirements in construction Industry.
- In the process of setting up a Training Academy for MBS Navision [Certified partner for learning solutions (CPLS)]
- Set up a 24X7 support center for MBS Navision





Selected client list of Direction's MBS Navision group

- Dodsall Corporation (Franchisee of Pizza Hut & KFC chain of Restaurants)
- Armstrong World Industries (I) Ltd.
- BLA Industries Ltd. (Low Ash Metallurgical Coke Manufacturer)
- Everest Developers (Real Estate Developers).

Key Benefits of MBS Navision

MBS Navision gives you the quickest way to realize the full potential of your business by helping you to:

- Speed up the decision-making process and respond quickly and effectively to new revenue opportunities.
- Increase your productivity.
- Sharpen your competitive edge.
- Grow your business.
- Gain maximum efficiency from all your business operations.
- Connect with your employees, customers, and partners.
- Gain an immediate competitive advantage with the help of a local Navision Solution Center like one at Direction.



IT Solutions

Our Clients

