

# RSDC

Bangalore  
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**'THERE IS A GIANT ASLEEP WITHIN EVERYMAN  
WHEN THE GIANT AWAKES, MIRACLES HAPPEN'**

# **MICROGENESIS.....SMALL BEGINNING.**

1996- CAD/CAM/CAE

2000- Rational

*Solutions Group*

2005- Websphere

2006-ECM

# MicroGenesis TechSoft Pvt Ltd

- April 2000.
- IBM Advanced Partner. *True Blue*
- Certified Cross brand IBM.
- Dedicated team for Rational Business.
- Dedicated team for IBM Solutions.
- Independent software testing company established.

- Operations in South India HQ in Bangalore.
- IBM Authorised Training Provider (ATP).
- ISV Solution selected for Autonomic computing IBM USA Press release IBM USA, 2006.
- ISV Solutions registered in IBM Global Solutions Directory 2007.
- IBM BP Technical Forum 2007.
- IBM Business Partner Advisory Council 2008.

## Core Values

- Commitment
- Integrity
- Quality

# Purpose

*'The secret of success is constancy of purpose'*

**TO BE THE FOREMOST SOLUTION PROVIDER IN  
NICHE TECHNOLOGY BUSINESSES.**

# Rational Technical Team

- Support extends to enablement.
- IBM trained tech team for all Rational products.
- IBM certified team including RealTime (RT).
- IBM Rational practitioner and contract trainer.
- Customized trainings including RealTime (RT).
- Product implementation experience including RT.
- Services and Consultancy.

# Challenges



- Cross brand esp Rational and Websphere
- Dedicated team
- Deep skilled
- Skill demand
- IBM system
- Services
- Cost, Attrition and Profitability
  
- Ecosystem

*Challenges bridge Differentiation.*

# Professional Services



## **Rational**

- Process and tool implementation/ customization.
- Development of TDP for RTRT and RRT.
- Software Configuration Management consultancy and deployment.
- Testing Projects – Turn Key, T&M, BOT both Real time and Non-Real time.
- Trainings: Std & Customized trainings, Role based, Team based, Team support and Quick start programs.

## **IBM**

- Websphere related services and application development.
- Enterprise CM.

# Milestones

- Established client base.
- Consistency in growth.
- Technical certifications from IBM.

## Rational

- Technical Excellence Award 2002.
- Best Quarterly Sales Performance Award 2002.

## IBM

- Best Partner for Rational Software (South) 2003.
- IBM Exemplary Contribution Award First Half 2004.
- IBM Top Reseller Award for Software 2004.
- IBM iCONS 2005, Germany.
- IBM Award India Region Software Sales 2005, Paris.
- IBM Award Best Rational BP 2006, Mauritius and Mumbai.
- IBM Award Best Rational BP 2007, Bangalore.

*(IBM Award winner Best India Partner 5 consecutive years)*

# Ideal IBM BP... What it takes.

- Solution approach
- Focus, Commitment and exclusive Team
- Passion
- Technical skills & Implementation experience
- IBM certifications
- Client enablement commitment
- Relationship management
- Team spirit
- Principal- Partner relationship

## **IN A NUTSHELL.....**

- ▶ **CARVED A NICHE..**
- ▶ **REMAINED FOCUSSED..**
- ▶ **NEVER COMPROMISED ON QUALITY..**
- ▶ **CHALLENGES..**

# IBM SECOND TO NONE

- COMPANY
- BRAND
- TECHNOLOGY
- PROCESS
- PEOPLE

SUCCESS IS NOT A DESTINATION BUT  
AN EXPERIENCE OF A JOURNEY.

THANK YOU

