

ZESTA Technology Group

Your Partner in Offshore Software Product Development

Bangalore, India

WHO WE ARE?

Atul Saran

Key Assignments at EFI

- **Engineering**

- Created the product development center for printing industry for EFI with a current strength of around 300.
- Product teams (covering entire gamut of services from maintenance, component development, full product architecture & design) working on digital printing controllers, Professional Printing applications such as MIS, Color proofing, Web to print systems, Pre-press Workflow, Web fulfillment.

- **Sales**

- Setup the sales and service team for Selling /supporting different product lines (Fiery Digital Controllers, Software products, VUTEK Grand format printers) to OEM's such as Canon, Xerox, HP, Konica-Minolta and Distributors, resellers.

Experience

Over 26 years work experience in technology R&D, business development, Sales, Operations & P&L in India, US, UK.

Education

- BE (Hon's) Electronics, BITS Pilani
- MBA , Marketing, IMS, Indore

Roles

- Founder & CEO – Zesta Technology Group
- Country Head – EFI India
- Managing Director – Safescrypt Ltd Subsidiary of Sify Ltd.
- Country Manager Verifone (HP) – India and SAARC

Roles (Cont.)

- Director Technical – Thyron Ltd
- R&D Head MCS Ltd
- Technical Consultant – Chrysler Corp
- System Analysts – TCS

Atul Saran

Key Assignments in the past

- ✦ Built Software Product Development Center at Indore for Thyron,UK.
- ✦ Built Businesses in India, Far East and Middle East Markets for Thyron, VeriFone, Safescrypt and EFI.
- ✦ Developed and Implemented Turnkey Solutions Nationwide for deploying Smart Cards for Dept of Telecom, Indonesia. Created and deployed e-cash systems across various countries like Sri Lanka (People's Bank) and Bangladesh (American Investment International).
- ✦ Have made Significant Contributions to create standards for Pre-authorized Debit Smart Card approved by RBI and towards IT Acts for Digital Certificates.
- ✦ Conceptualized and built businesses for first time in India for new Payment Methods and Digital Certificates. This includes Citibank's first Mastercard debit card "Suvidha" Programme, and RFID payment for HPCL Dispensing Station, and Digital Signatures for Share Contract note Signing for ICICI Direct and NSE.
- ✦ Built Mobile Banking for Citibank (largest Deployment by Citibank anywhere in the world) and First Mobile Payments Deployment for ABN Amro and GE-SBI Cards.
- ✦ Managed Sales, Engineering and Operations for Asia Pac for UniMobile(EFI).

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Roles (Cont.)

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- Technical Consultant – Chrysler Corp
- System Analysts – TCS

Narayan Mahadevan

Key Assignments at EFI :

- ✘ Established Professional Print Application Organization for EFI in India with 65 Engineers and managing 11 Product Lines. This includes:
 - ✘ eCommerce Software as a Service for ordering print over web.
 - ✘ MIS/ERP Software for Print for Estimating, Managing Inventory, Workflow, Purchasing, Accounting, Billing and Shipment.
 - ✘ CRM like Software to manage Customers, Projects, RFQ, Orders, etc
 - ✘ Internet B2B Market place for Print
- ✘ Worked with customers like Staples, Office Max and Kinkos etc for Product Customization.
- ✘ Build Custom Integration Solutions with 3rd Party Software like Manhattan Associates and Salesforce.com

Experience

- Over 16 years experience in US and India on Software Product R&D, Project management, Customer engagement, Mgmt of offshore engineering teams.

Roles

- Founder & CTO – Zesta Technology Group
- Director – EFI India
- Director – eSelf Inc.
- Architect – Verizon USA
- Software Engg – Sprint USA

Roles (Cont.)

- Research Assistant – Kansas State Univ, USA

Education

- BE Mechanical, Univ, of Pune
- Graduate Study in Mechanical and Software Engg Kansas State Univ.

Narayan Mahadevan

Key Assignments in the past

- ✦ As Director for ESelf, India managed engineering team for development of Social Networking Portal and creating Application like Enterprise Information Portal, eLearning Portal, etc. This offers Services like Digital Asset Management, Approval Workflow, Chats, and Discussion Forums, etc and builds Personalized Propensity Modeling and Extracts Intelligent Relevance Information.
- ✦ As an Technical Architect for Verizon, USA developed and Implemented various Software Solution for Telecom which includes eProcurement Gateway for Broadband services, e-Commerce site for Ordering and Payment of Telecom Services, Customer Care Software, etc.
- ✦ As a Technical Engineer for Verizon, USA designed and developed Message Oriented Middleware and Workflow Systems for ordering and provisioning Telecom Products.
- ✦ As an engineer for Sprint, USA proposed and developed a Prototype for Telecom Network Management Solution to manage Network Elements from different Vendors.

Experience

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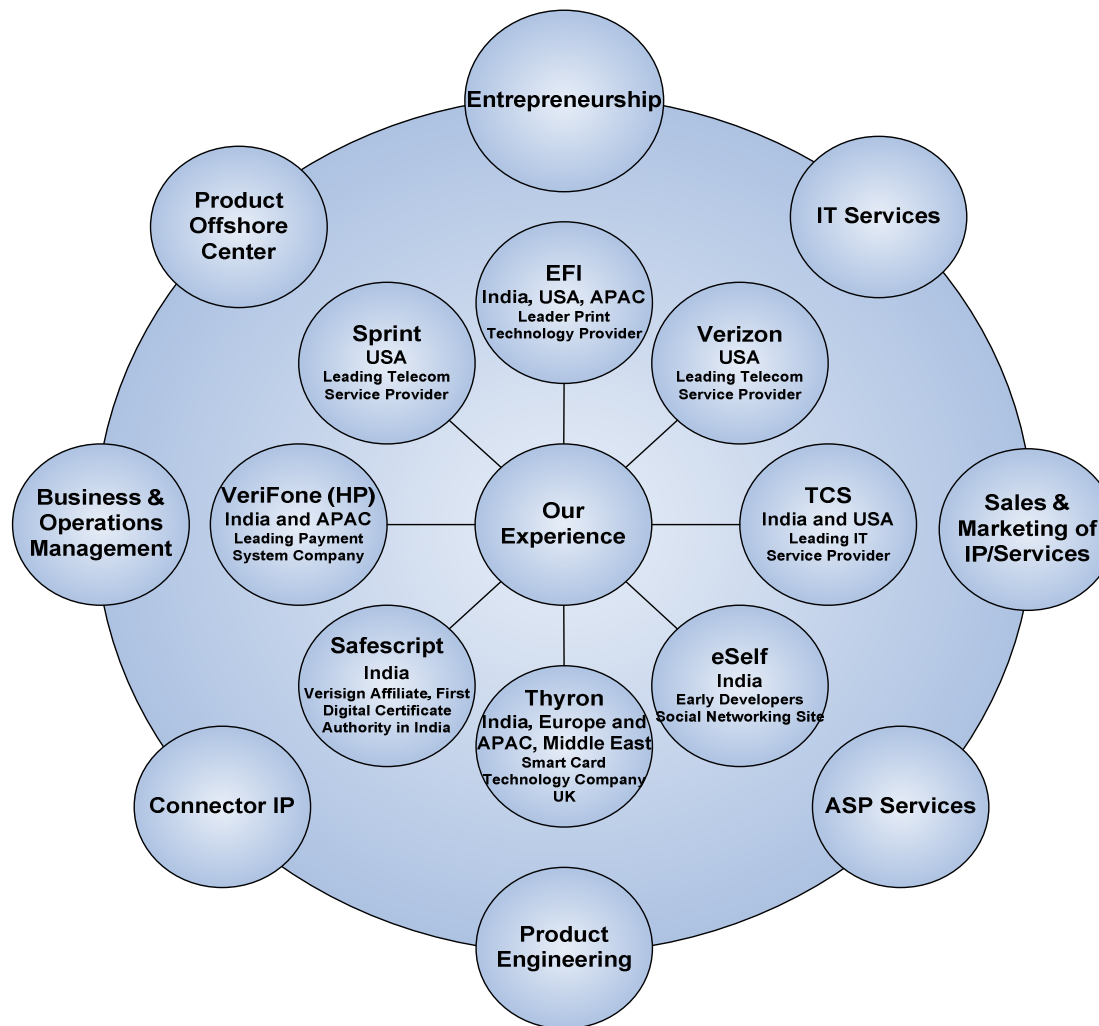
Education

- BE Mechanical, Univ, of Pune
- Graduate Study in Mechanical and Software Engg Kansas State Univ.

Experience in Offshore Development

- 1993-1996 : Created Offshore Development Centre for Thyron Ltd, UK with close to 120 engineers in a span of 3 years . Thyron Ltd., UK was a software and hardware solution provider for Financial / non Financial transaction systems using Smart Cards. Led teams to design, deliver and implement Nationwide systems in UK, Indonesia.
- 2002 – 2006 : Created Offshore Development Centre for EFI Inc., with close to 300 engineers in a span of 4-1/2 years. EFI is the leading print software company in the world. Over 20 different product teams were created which were doing product maintenance, new product development, next level product enhancements etc. The teams were multicultural with people from different countries working across different time zones.

Collective Experience Dashboard...



Industry Experience

- Printing : EFI Inc.US , ZESTA Technology Group
- Security : SafeScript, India (VeriSign – CA)
- Payment System : VeriFone Inc. US, Thyron Ltd. UK.
- SmartCards : Thryon Ltd. UK, VeriFone Inc. US
- Mobility(SMS) : UniMobile, India
- Telecom : Sprint US, Verizon US.

OUR PROPOSITION

- ❖ A Product Development offshore Partner for Mid and Small Size Product Companies.
- ❖ Experienced Management Team with 40+ years of Engineering and Business development in Software across different continents.
- ❖ Strong Ethics is core value to us.

SERVICES WE CAN OFFER

- ✦ Product Offshore Development Centre.
- ✦ Product Maintenance, Support, and Customization.
- ✦ Product Assurance & Testing.
- ✦ Staff Augmentation Service

- ✦ Product Offshore Development Centre (ODC) – This enables a Product Company to start an offshore centre within ZESTA facility. The resources will be provided by ZESTA who will work as part of the engineering organisation of the parent company.
- ✦ Product Maintenance, Support, and Customization – A small product maintenance and support team will be created for a product. This team working in conjunction with the product engineering team will fix bugs, implement customer specific customisations and create minor releases.
- ✦ Product Assurance & Testing – A Quality Assurance team for a product to ensure that products during development undergo regular QA cycles. The teams can implement automation to ensure products are tested fully before being release without compromising on quality or timeframe.
- ✦ Staff Augmentation Service – This addresses the staffing needs for Product Engineering organisations using ZESTA resources with knowledge on Domain and Technology

WHY US ?

- ❖ Extensive Technology, Industry and Product development Experience.
- ❖ In-depth Experience in Successfully creating Offshore Software Development Centres.
- ❖ Management Experience in many countries and cultures.
- ❖ Ability to recruit, train and retain good technology resources.
- ❖ Less Overheads and hence Competitive in terms of Rates.

ZESTA Technology Group

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Kaikondrahalli,
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www.zestatech.com

ZESTA Technology Group

Thank you