

Last Updated: Dec 25, 2008



www.seioglobal.com

Your Outsourcing Is Unique

Agenda



Corporate Overview
Service Portfolio
Professional
Project Management
Clients and Partners
Why Seio?

Leading IT outsourcing provider in China and has been back-to-back ranked as China's Top 10 IT Outsourcing Vendor

Corporate Information

Established:
2003

Headcount:
1,840 (2008)

Top Management:

- Chairman: Mr. Lixin Ruan
- CEO: Mr. Mocy Mo
- VP / Board Director: Mr. Yimin Xu
- Director: Ms. Jialiing Liu
- Director: Mr. John Yu
- Director: Mr. Michael Sabai

Type:
Sino-Japan (JV)

Shareholders:

- OBC Japan
- SORUN Japan
- Seio Group

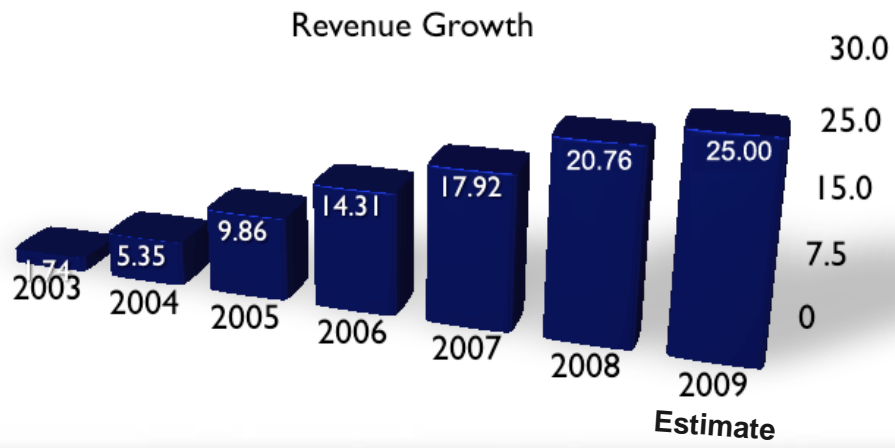
Revenue:
USD 17.92 Million (FY2007)

Services

IT Outsourcing, Business Process Outsourcing

Typical Clients

Leading SMEs to MNCs across multiple industries



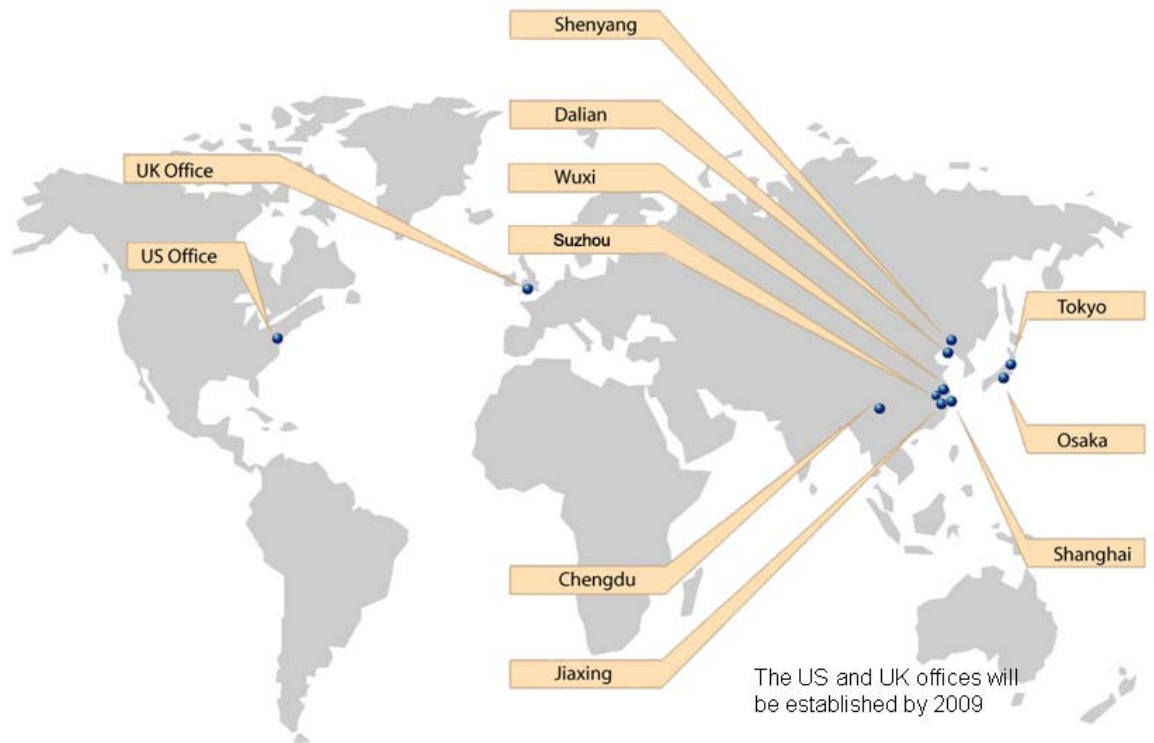
Seio Presence

Sales and Marketing

- Shanghai Headquarters
- Tokyo (2 offices)
- Osaka
- London (WIP)
- New York (WIP)

Delivery Center

- Shanghai Headquarters
- Tokyo
- Wuxi
- Dalian
- Chengdu
- Jiaxing
- Suzhou
- Shenyang



Shanghai HQ /ODC



Suzhou Delivery Center



Wuxi Delivery Center



Jiaxing Delivery Center

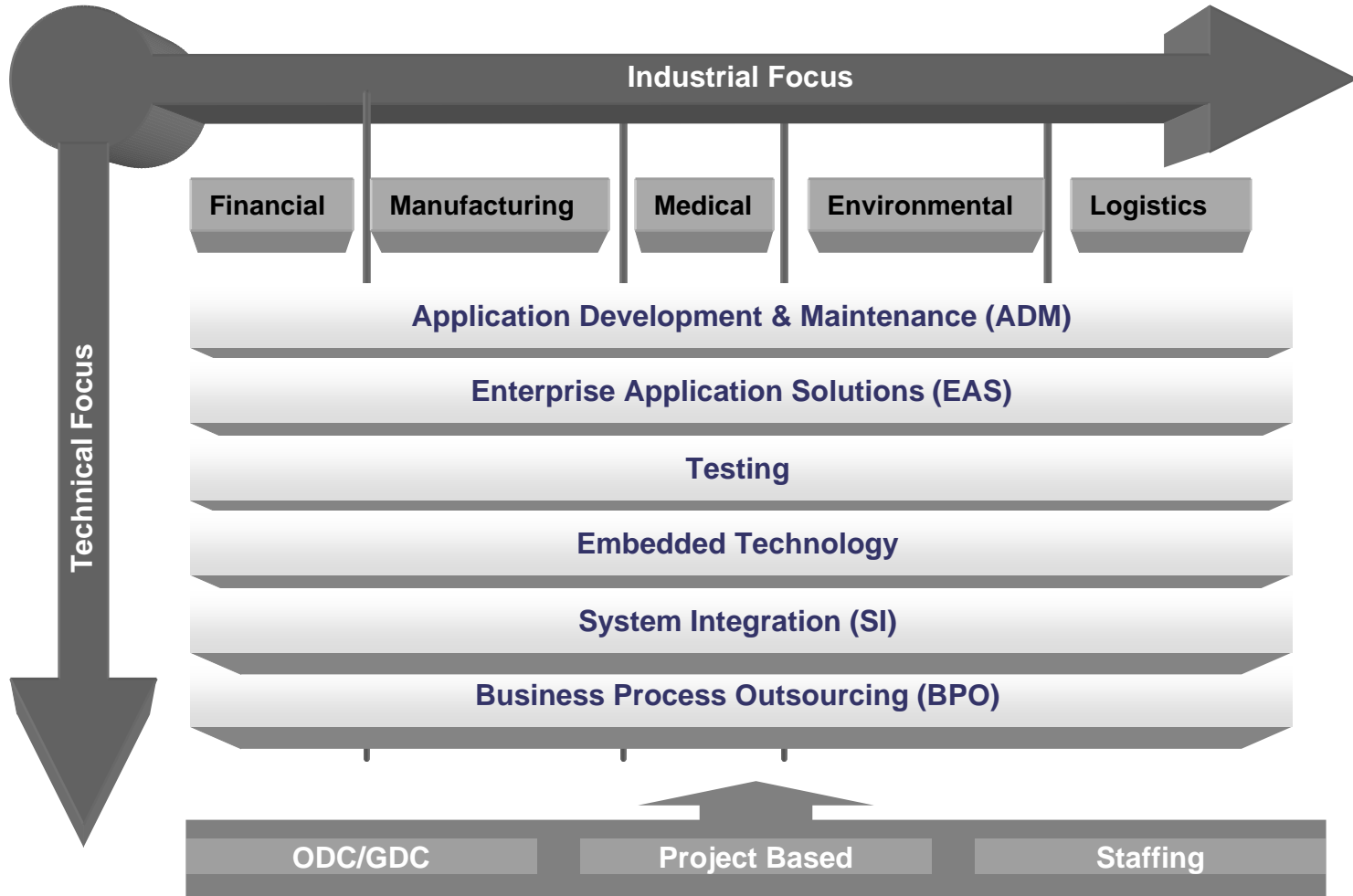
Recent Awards & Credentials

	Evaluator	Year	Certificates
--	-----------	------	--------------

Awards and Credentials

China Software Outsourcing Brand Star	China Software Industry Association	2008
Ranked 12th of Top 25 Software Exporting Companies in China	China Software Industry Association	2007
SEI CMMI Level 3	Trimentus Technologies	2007
<i>From 3rd Party Industry Research</i>		
Top 10 Brand in China Outsourcing Service	China United Business Press	2007
Ranked 8th of Top 20 Software Exporting Companies in China	China Software and Service Import and Export Press	2005
Ranked 9th of Top 20 China Software Outsourcing Vendors	China Software and Service Import and Export Press	2005
Top Software Exporting Company in Eastern China	China Information World CCID NET	2005





Industrial Focus

Financial

- Fund Lifecycle Management
- Application Portfolio Analysis
- Credit Risk Management
- Data Quality Management
- Performance Analytics and Management
- Investor Relationship Management



Manufacturing

- Supply Chain Management
- Warehouse Management
- Inventory Optimization
- Product Life Cycle Management
- Customer Information Management
- Operation Management



Medical

- Hospital Information System
- Patient Monitoring System
- Medical Devices Testing
- Claims Processing and Management
- Equipment Maintenance
- Diagnostic Imaging Solutions



Environmental

- Dangerous Waste Control System
- Green Purchasing System
- Environmental Monitoring System
- Electronics Pollution Control System
- Pollution and Waste Investigation System
- Environmental Information Management



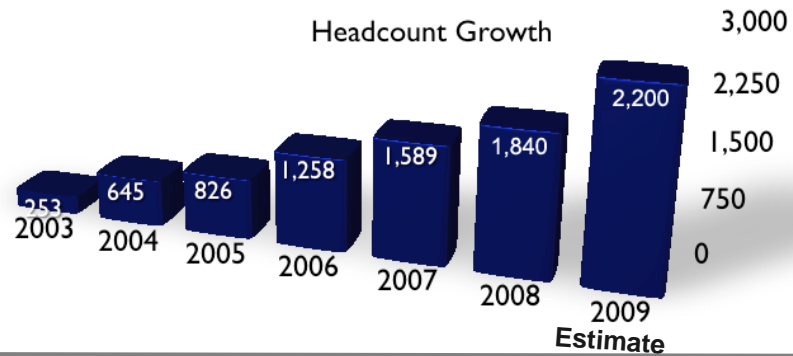
Logistics

- Inventory Control System
- RFID Solutions
- Data Warehousing
- Chain Store Sales Management System
- Customer Service Management System

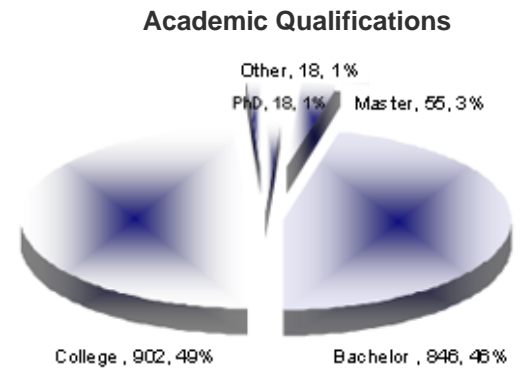
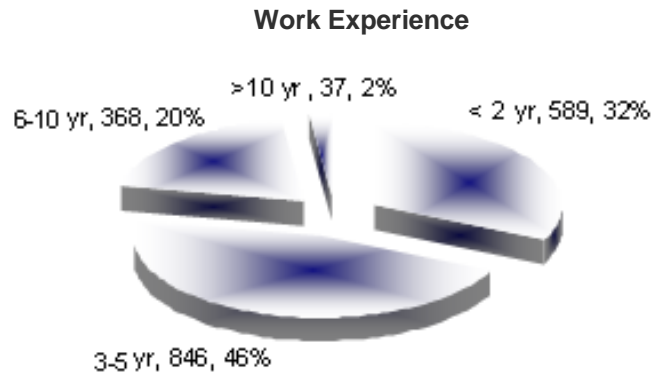


Professional

Employees



Work Profile



Location Distribution

Shanghai Headquarters	403	Tokyo	110
Wuxi	450	Osaka	38
Dalian	312	Shenyang	35
Jiaxing	174	Chengdu	105
Suzhou	213		

Technical Resources

Technical Language

Resources	No.	(%) / Total	Resources	No.	(%) / Total
C#	624	33.91%	.NET	682	37.19%
VC/C++	583	31.70%	DEPHI	188	10.22%
UNIX C	302	16.43%	Power Builder	150	8.13%
VB	734	39.91%	COBOL	85	4.61%
ASP	566	30.74%	JAVA	654	35.52%
SQL	773	42.00%	Other (PHP/PERL...)	39	2.13%

Database

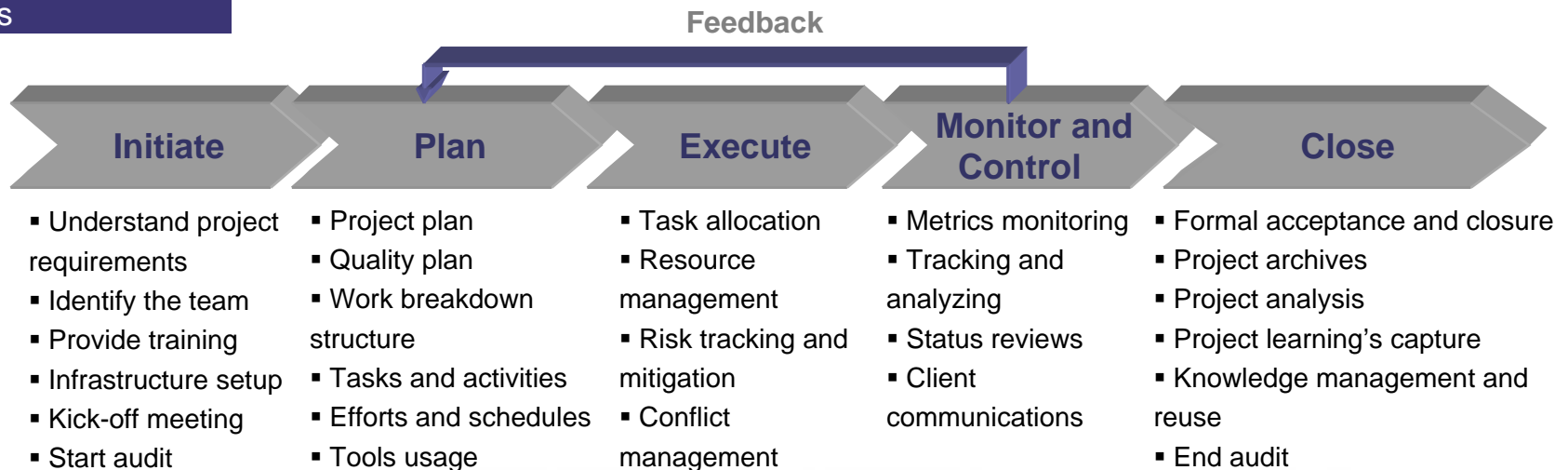
Resources	No.	(%) / Total	Resources	No.	(%) / Total
SQL Server	766	41.65%	SYBASE	143	7.78%
ORACLE	644	35.00%	My SQL	537	29.18%
DB 2	316	17.17%			

Project Management

PM Dimensions Covered

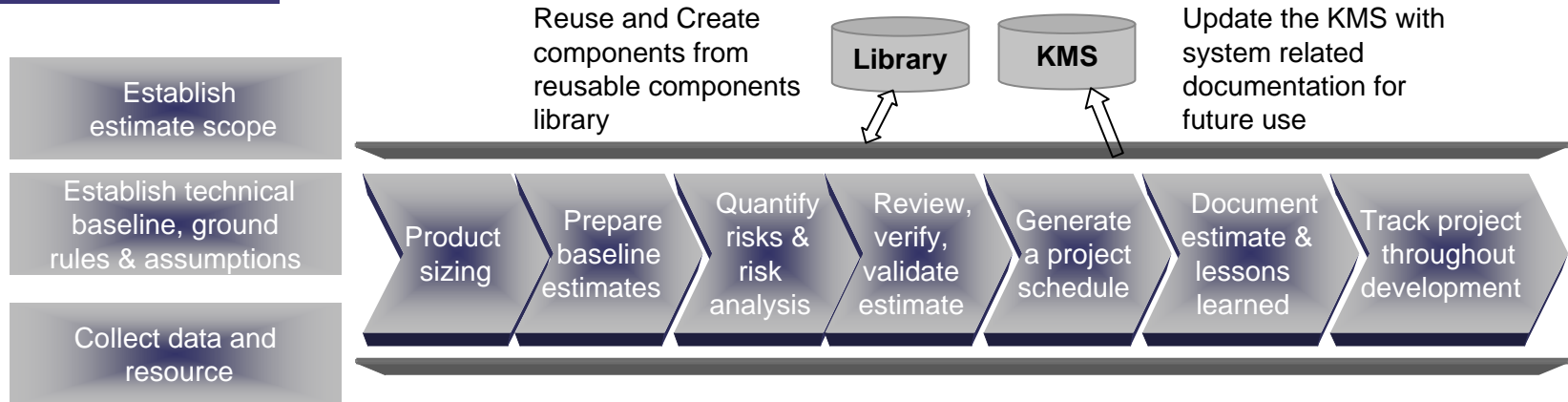


PM Process



Project On-boarding Process

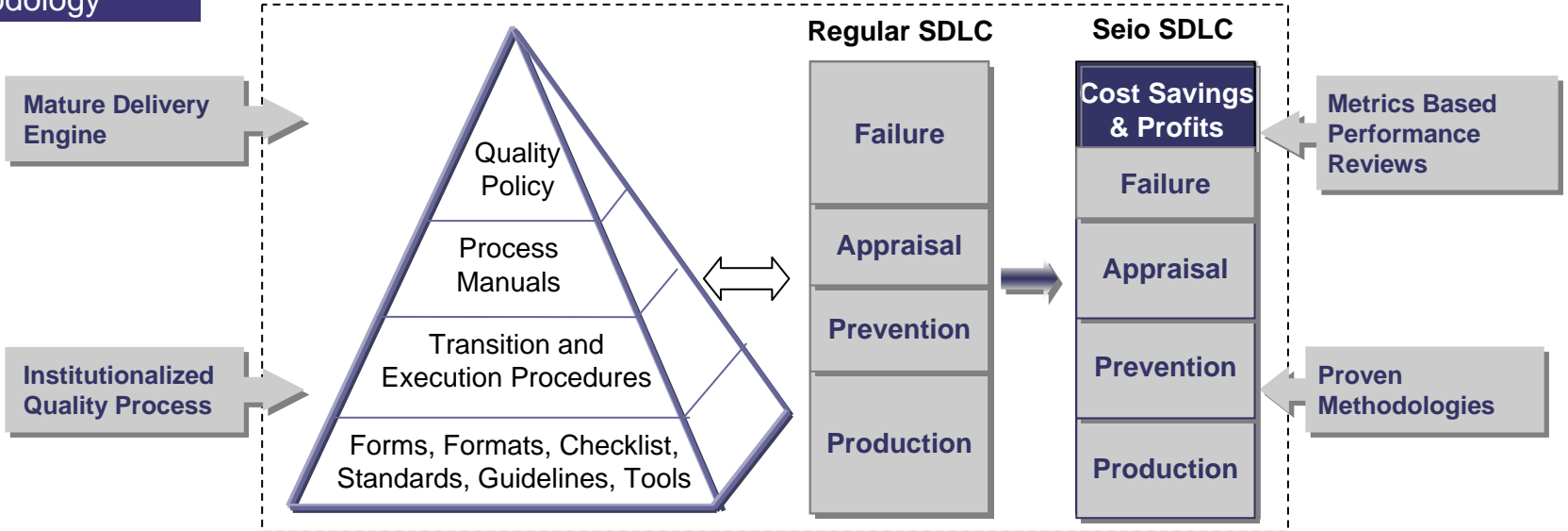
On-boarding Process



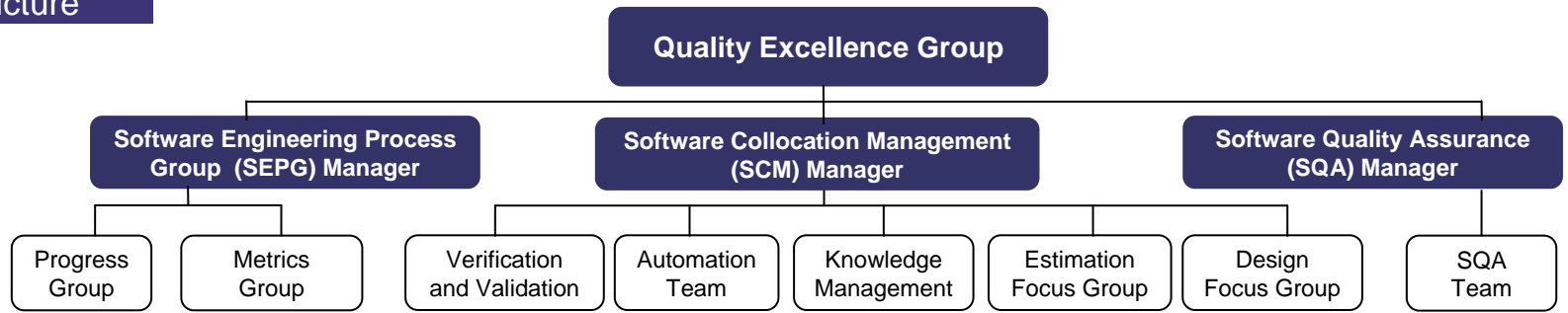
Input & Output Criteria

	Input	Output	Purpose
Product Sizing	<ul style="list-style-type: none"> Functional Requirements document 	<ul style="list-style-type: none"> Project size kilo lines of code Function Points Cosmic functional size unit 	To determine the volume of work involved based on the required functionality
Cost and Effort	<ul style="list-style-type: none"> Size estimates Functional Work Breakdown Structure (WBS) Productivity figure 	<ul style="list-style-type: none"> Effort estimate derived from the productivity and the size estimates Cost estimate based on the effort estimate and other cost components 	To determine the cost and effort required for completion of the software project
Risk Assessment	<ul style="list-style-type: none"> Size estimates Cost Functional WBS 	<ul style="list-style-type: none"> Project risks Revised estimates based on the identified project risks 	To determine the project risks and effect of project risks on size, cost, effort
Schedule	<ul style="list-style-type: none"> Size estimates Cost and effort estimates Functional WBS 	<ul style="list-style-type: none"> Schedule estimate with the defined milestones 	To determine the length of time in calendar days required for completing the project

Quality Methodology



Organization Structure



Project Communication

Project Status Sharing

Report Title	Frequency	Originator	Distribution	Focus
Weekly Status Report	Weekly (Every Monday)	Seio Project Leader/Project Manager	Client- Project Manager Onsite Coordinator	Day-to-day operational issues
Monthly Metrics Report	1st Working Day of the Month	Seio Project Leader/Project Manager	Client- Project Manager Onsite Coordinator	Client Satisfaction, Staff Training, Change Control, Risk Management
Quarterly Metrics Report	1st Working Day of the Quarter	Seio Project Leader/Project Manager	Client- Project Manager Seio Onsite Coordinator Seio BDO for Client	Provide guidance on corrective and preventive actions

Client Feedback

- Tracking Progress of the Development Activities
- Reviewing Performance against Service Level Metrics
- Resolving Disputes
- Escalating Issues

Client Satisfaction Survey

Quality

- On-Time Delivery
- First-Time-Right Delivery
- Compliance with Client Quality Requirements

Project Management & Communication

- Quality of Documentation
- Team members' contribution in facilitating communication and teamwork

Responsiveness

- Consistency and proactive attitude in communication
- Timely issue escalation

SLA Performance Reviews

Strategic Level Metrics

- Client Satisfaction
- Retention Rate
- Idle Time Billed
- On-Time Delivery Rate
- Quality of the Deliverables

Project Level Metrics

- Product Metrics
- Process Metrics
- Project Metrics

Security Environment

Operation Security

- Documented security policy, secure delivery methodology and process
- Ongoing Security and IP Protection training
- NDA with every employee
- Termination and prosecution for any violation
- Tracking of all employee emails sent and received

Network Security

- Real-time Anti-virus, Windows security update and SPAM protection for desktops and servers
- Dedicated DBA/Network Administrator
- Annual maintenance and scheduled preventive maintenance for critical assets



Physical Access

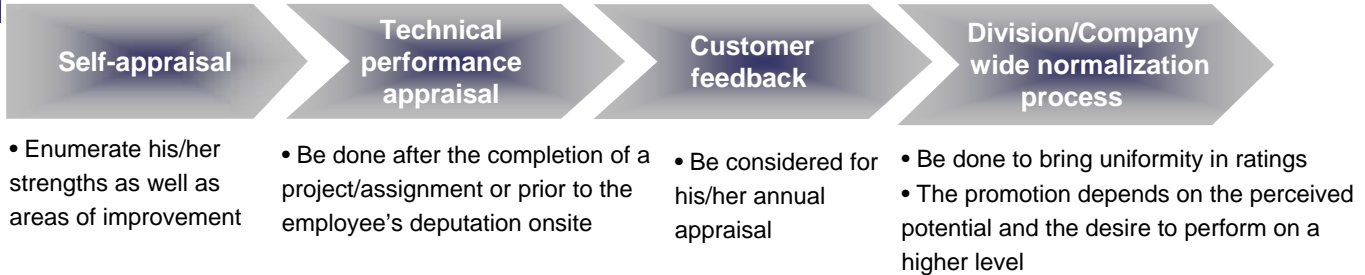
- Photo ID cards and access cards are issued to all employees, recording and tracking entry/exit
- Access to the labs and facility authorized and recorded
- Moveable USB or hard drive, floppy drive, cameras, and cellular phones not allowed in labs
- Presence of security guards
- 16-Channel Video Surveillance system 24x7
- Strict secured access to server rooms
- Other security measures implemented based on client's requests

Physical Access

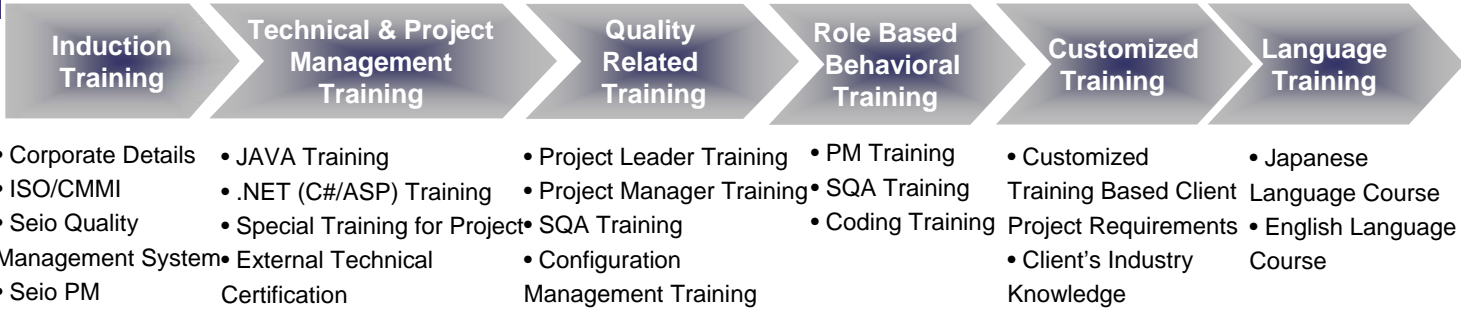
- Security Firewalls are installed to prevent unauthorized access to the network
- All ports (USB, Serial, Parallel) are disabled on PCs.
- Secured VPN or a Client preferred mechanism for data communication
- Access to important files and directories is given only to specific personnel
- Data encryption with PGP or other software according to clients' requests
- Mail server and Gateway protected by anti-spam and antivirus, and implementation of TLS mail and digital certification
- Information backup system

Employees Excellence Plan

Performance Review



Training Program



Job Rotation

For Client

- Assures employees an internal job rotation
- Provide for planned redundancy to cope with job rotation and to ensure smooth transitions
- Provide growth opportunity with higher responsibilities, onsite assignments, etc.
- Right of first refusal and replacement

Approach

Role	Rotation Plan	Familiarization	Training	Overlap period
Programmer	12-18 months	2 weeks	1 month	4 to 6 weeks
Analyst	12-18 months	2 weeks	NA	4 to 6 weeks
Team Leader	18-24 months	2 weeks	NA	4 to 6 weeks

- To address employees' career development, employee motivation
- To broaden their knowledge of other functions and departments

Clients and Partners

Long Term Engagements



Partners



Why Seio?



- 88% repeated clients
- 5 ODCs running 4+ years
- Many well-know clients including IBM, SONY, FUJITSU, OBIC, OBC

- Back-to-back ranked as china's top 10 IT outsourcing vendor
- 1,800+ professional
- 8 delivery centers across the world



- Internationalized team structure
- Less culture & language barrier
- Excellent multiple industries expertise

- CMMI level 3 certificate
- Metrics base performance assurance
- Mature Project Management
- Employees excellence plan