



invites clients to be part of the offshore outsourcing Phenomenon

During the 80's and 90's, bunch of us had worked together on and off for significant period of time in various multinational banking and brokerage institutions supplemented by valuable consulting experience at some of the elite consulting houses across all continents. Together, we covered domains of financial engineering, in-depth technologies, accounting, and process management duly supported by our educational backgrounds as well as appropriate work experience.

Fortunate enough to work in an era when financial products were being revolutionized from most basic to the most advanced in the areas of technology and infrastructure of risk management and fixed income trading, wealth management, and credit derivatives, we were working non-stop to ensure our organizations' excellence as well as compliance with BASEL and regulatory guidelines.

At the same time, due to our profile and job responsibilities in our organizations, we were made to travel and work with a large number of countries where our organizations had significant operations or were considering expanding. It was the management and handling of geographically distributed technology, operations quantitative, and business teams based across different continents that gave us insight into a phenomenon that, later, came to be known as off-shoring / outsourcing.



Together, we cover domains of
Financial Engineering...

Looking back, while growing from "grass roots", we were gaining invaluable experience and knowledge.

Becoming Pioneers...



All of a sudden, we were made to realize "by the industry events, which were unfurling" that we had become pioneers in these industry sub-types. Industry participants helped us realize that:

- (A) We were financial domain experts,
- (B) We were technology leaders,
- (C) We spoke different languages,
- (D) We either came from different cultures or had adapted to these cultures by traveling and interacting with them directly,
- (E) More importantly, we were part of the generation in the financial industry that had made this revolution happen.

Along the journey, (A) we had developed proprietary *trading, portfolio management and risk management systems* in the 80's and (B) during the 90's, *turned into the art of specifying, developing, installing, enhancing, interfacing, and integrating world class trading, portfolio management and risk management systems* like Infinity, Algorithmic, IDS, Summit, etc.

Not all of the technology stalwarts of the 80's took the path we were taking. During 90's while we advanced our careers to embrace project and product management of new technologies and products, so many of our colleagues decided to take up a different route and joined the worldwide force to tackle the famous phenomenon called Y2K conversion. To make matters worse (or good for some) 90's also saw the shortage of technology workers especially in finance. Due to increased work demand and very limited availability of financial expertise in the emerging industry consisting of technology savvy professionals, we saw an opportunity.

Capitalizing on Our Strengths...

The time was ripe to take off-shoring / outsourcing to the next level. Our aspiration to take the leap of faith to capitalize on our strengths and utmost desire to serve the variety of clients encouraged us to found our own company, we named it ebusinessware.

During the formative stages of our company's life, after few lessons learned, we decided to stay very focused on what we knew the best; financial domain, variety of technologies and process / project management techniques to handle geographically distributed teams.

We brainstormed together and created a laundry list of issues that we had encountered while dealing with vendors in the product and services areas when we were on the other side of the business; when we were the buyers of these commodities and services in our previous lives. Our aim was to predict and eradicate all of the blemishes that the industry had encountered and was about to encounter during the unprecedented upcoming outsourcing boom.



This list "of blemishes" in early outsourcing includes:

- Lack of financial domain understanding in most technologists in most countries,
- Lack of appropriate project management skills to handle geographically distributed teams because proximity between developers and business users had been a common trend so far,
- Sheer lack of the availability of realistic processes, practices, methodologies and framework to handle distributed development environment in timely, efficient, and productive manner,
- Lack of transparency and balance between appropriate vs. extensive documentation was confusing to business users,
- Disparate time-zones were coming in the way of efficient and productive utilization of time and resources,
- Lack of risk-sharing and ownership of work on the part of the consultants.

Our Strategy...

We tackled all of these problems by grouping them together:

VIRTUAL UNIVERSITY

Created ebusinessware Institute of Applied Software Engineering (EIASE) in our offshore development Center of Excellence to eliminate all of the above "ignorance related" blemishes. Our budding technology developers offshore get a chance to learn formally from our seasoned financial engineers and domain experts based in World's leading financial centers in a virtual university environment.

UniRAD

Created a comprehensive methodology "UniRAD" and accompanying product "UniVision" to undertake the solutions to all of the above.

TRANSPARENT ESTIMATION MODEL

Created a transparent and simple but extensive estimation model to enable us to bid fixed-price for client projects. Our knowledge of domain and appropriate technologies as well as 3rd party software tools did help us to achieve that time and again.

BRIDGING THE TIME ZONES

Proper use of modern day communication capabilities and creative use of project tools and processes helped us to make positive use of disparate time-zones.

Our formal and diligent Innovation Programme "(IP)³" with the constant companionship of our successful methodology "UniRAD" and framework "UniVision" has enabled us to achieve a string of dream implementations using our Informed People "IP-1", Intellectual Property "IP-2" and Internal Process "IP-3". The adjacent diagram provides a glimpse into our Innovation Programme "(IP)³".

Since then...

We have had the privilege to serve some of the world's leading financial services institutions and emerging multinationals. Clients including Prudential Financial, Citigroup, JPMorgan Chase, AIG, Primus Financial Guarantee, Goldman Sachs, UBS, CSFB, NYSE, and many emerging financial services product companies choose ebusinessware to help save money, enhance quality and reduce risk.

