

# MINDLOGICX INFOTECH LIMITED

## Executive Profile

### 1. Corporate Fact Sheet

#### a. Overview

Mindlogicx Infotech Ltd is a new generation software Product Development and Services company providing end to end solutions and services in domains such as virtual education framework, integrated examination management and digital valuation system, online knowledge management & skills assessment, enterprise content management etc under the broader framework of KPO. The company further has expertise in handling large projects in E-Governance, e-business, enterprise management etc and has rich experience in Research & Analysis, contract R&D and IT consulting. The company handles large turn key projects in the above areas of operations for universities, corporate and business enterprises globally.

Mindlogicx has positioned itself as a product company in the niche market segment of Knowledge Management and Delivery domain with the development and deployment of various products for automating the life cycle of virtual learning process right from admission to awarding the degree. The product offerings from Mindlogicx under virtual education framework are transaction based and are provided to the clients "on demand". The integrated solutions and services are thus offered through to the clients under Managed Application Service (MAS), the giving complete piece of mind to them. The company is making transition from just a 'product' company to 'product as well as services' company.

The company is R&D focused and people driven and hence has delivered the products, offered the solutions and services which are innovative, scalable and robust in nature. The "innovation" quotient is within the company and the value system that is being practiced and has been a guiding parameter for "sustained growth".

Mindlogicx Infotech Limited is a member of NASSCOM ([www.nasscom.org](http://www.nasscom.org)), the apex body of the Indian software Industry and a member of confederation of Indian Industry ([www.ciionline.org](http://www.ciionline.org)) and other prestigious trade and industrial bodies world over.

#### b. Sunflower technology

Mindlogicx is one of the sunshine companies in its own right by deploying sustainable characteristics in the highly dynamic and evolving disruptive technology that have the capacity to lead the next wave of disruption and innovation all over the globe. Technology is the spine of all human beings and



Mindlogicx offers state of the art technologies that are not only unique, innovative and futuristic but also aimed at the common man. True to the inherent belief within the company to taking technology to the common man, the solutions offered are meant to create a "Youniverse" that can empower the individual to decide his own future, at his own pace, on his own terms and on his own time. Sunflower is the symbol of devotion, loyalty and happiness. Mindlogicx is the sun that makes the sunshine bestows the sunflower technology.

#### c. Vision & Mission

**Mission:**

*Technology to the common man.*

**Vision:**

To continually innovate and deliver quality products and services, strive for business excellence and create tangible value for all stake holders in order to position ourselves as a respectable global corporate in the knowledge based eco system .

**d. Corporate Philosophy****i. Product Policy**

Mindlogicx believes that all its customers have specific requirements that are unique and hence its product and services are customized to suite specific needs of customers in their respective domains. Mindlogicx handles this customization using people independent methodologies and maintains independent source code for each customer. All product upgrades are delivered to the customers using unique source meshing. This is done at regular intervals as the product undergoes enhancements with respect to industry updates.

**ii. Quality Policy**

Mindlogicx Infotech Limited aspires to taking technology to the common man by designing, producing and marketing quality products and services in the niche market segments of Virtual Education Delivery and Assessment System, Online Knowledge Management & Skills Assessments System, Research & Analysis and Business Intelligence enabled IT consulting services. The product and service offerings from Mindlogicx shall always aim at the highest level of Quality, Reliability and scalability to ensure customer satisfaction and customer loyalty. The quality policy of Mindlogicx is dynamic and aims at continually improving the quality standards set at every level of the company in order to attain the overall quality objectives of the company.

**iii. Security Policy**

Mindlogicx Infotech Limited understands that the trust of the client in us depends on how well we keep their personal, business and account information secure. Our Corporate Information Security Program is comprehensive and proactive to ensure the information is secure at any point of time. Mindlogicx is ISO 27001:2005 certified and follows international standards set under Information Security Management System (ISMS) policy guidelines.

**iv. Corporate Governance**

Mindlogicx Infotech Limited follows the code of conduct established under corporate governance principles while transacting with the clients, vendors, investors and the employees. The company has been assessed for STAR Rating by TUV Rheinland Japan for its adherence to core functional areas including Quality, fair trade practice, brand innovation, environment, information security and corporate governance.

**v. Corporate Social Responsibility (CSR)**

Mindlogicx Infotech Limited as a member of the international business community understands that the technology development and business activities have direct and indirect impacts on the society in which we operate and recognizes the importance and responsibility towards Corporate Social Responsibility (CSR) initiatives. The commitments are reflected through a set of defined polices which are related to the society, employees per se, and the standards of business practice followed.

## e. Infrastructure



Mindlogicx operates in a sprawling campus of 150,000 sq feet property in Bangalore which houses the corporate office, R&D cum development center, Knowledge Resource Center (KRC), A auditorium, conference halls, library, cafe, play area etc., The company is knowledge driven and people focused and is known for innovative people management system with a low attrition rate. The following state of the art infrastructural facilities are present in the Bangalore campus .

### Technology development facilities :

Kalam's R&D center	Technology incubation centre
STAR Labs	Product Development center
MindLabs	Innovation Center
Wings of Fire	Conference room
Ignited Minds	Software Component Library

### IT Infrastructural facilities :

Enterprise range servers  
Powerful Workstations  
Hi-bandwidth Connectivity  
Network Operating Centre (NoC)  
Information security systems as per ISO 27001 norms  
Back up, Customer support facility

### Other facilities :

Vivekananda Hall	100 seat Mini Auditorium
Mind Café	Theme based cafeteria

There are multi functional staff club, large play area and recreational facilities which are housed in 3.5 acres (approx. 150,000 sq.ft) of land with lush greenery surrounding.

## 2. Business domain

Mindlogicx operates in the broader domain of KPO (Knowledge Process Outsourcing) with major thrust on the following business domains. The solutions and services in the knowledge domain are powered by VEDAS, the patent pending innovative and BI technology platform

Solutions and services for Educational Institutions

a. Examination Management System offered by intelliExams suite



IntelliEXAMS is a state of the art system to revolutionize the entire examination processes by diligently meeting the requirements of a university in conducting both online and offline examinations. The system handles the complete life cycle of Examination Management which includes online registration of candidates, Examination fee management, internal mark uploading, hall ticket generation, questionbank management, secured question paper generation and delivery, automated evaluation process and handles the process up to the reporting of the results.

The examination management system is designed to address the pain points of the university administration with respect to question paper leakage, evaluation related problems and issues related to fake mark sheets / degree certificates by completely automating the whole process. The solution offered includes distributed authoring, secured question paper delivery, digital evaluation and certificate authentication among other deliverables.

The solution is suitable for conducting high stake examinations in a distributed environment and offers both online and offline variants and is offered under Managed Application Service (MAS) by managing the whole life cycle of the process, leaving only the academic administration to the client.

#### **b. Virtual University solution offered by MindSpace suite**



The Virtual University solution offered by MindSpace handles the entire life cycle of the virtual learning process right from admission to awarding the degree. The system includes online registration, online counseling, online payment of fees, online content delivery, digital library access, online self assessment, two way interactive live lecture delivery, online generation of hall tickets, online / offline examination management systems, online generation of e-transcripts etc. The intelligent system has built in options for performance analysis, performance forecasting using Learning Path (LP) and Dash Boards.

The solution handles the entire life cycle of virtual learning process through the following modules:

- Learning Management system (LMS)
- Content Management system (CMS)
- Digital Library
- Two way collaborative & interactive live lecture delivery system
- Archival of recorded lessons
- Online / Offline examinations
- Hall entry pass generation
- Live Support
- Moderator facility
- E-transcripts
- Result announcement and grading system
- Integrated into an e-governance portal with single Passport authentication

MindSpace is an integrated e-governance suite for virtual education framework best suited for large universities / corporate where distributed learning system is required.

#### **c. Certificate Authentication System by IntelliCAS**

IntelliCAS is a unique Certificate Authentication System under which the certificates issued to the candidates by a university will be authenticated through a unique Global Access Code (GAC). Using GAC, the credentials of the certificates may be checked from any part of the world by the prospective employer. Authentication codes can be confirmed via standard browser or mobile browser as well as by mobile phone text messaging codes are random, non-sequential and alphanumeric. The system has the capacity to produce 131 quadrillion (131,621,703,842,267,000) codes per prefix which makes it extraordinarily challenging for those attempting to thwart the system by deducing or calculating codes that could be accepted by the platform. The underlying code generation engine is based on the same components that comprise on-line banking and commerce.

Codes can be incorporated into or used in conjunction with a wide variety of technologies and processes, including optically variable devices, radio frequency tags, barcodes, labels, laser marking, printing, specialty printing, engraving and seals

## **Solutions and services for Corporate clients**

### **a. Knowledge & Skills Assessment system offered by KAP**

This managed service is a platform that is independent of any business domains, contents or any external factors and functions as a technology platform to aid conduct of online examinations. KAP addresses the market segment comprising of corporate, institutions and universities who want to conduct various skills assessment examinations, entrance & recruitment examinations on “online” mode. The business model is enabled through annual license for the clients and “pay on per seat” basis.

### **b. IT Consulting**

Mindlogicx Consulting Services (MCS) is for reducing project risk and time to market which can help clients achieve success through expert software & hardware design, implementation and project management. MCS brings world-class technical expertise and proven real-world experience in successful project delivery for MindSpace and Virtual Exams. MCS also offers consulting in areas such as Information Security Management Systems (ISMS), Business Risk Management systems and offers powerful solution to the technology challenges.

## **Retail Services**

The services under retail segment are offered by Knowledge Network (K.Net) platform that has the following two kinds of services:

- ◆ Hybrid Finishing School that offers self assessment services to the students appearing for various competitive and entrance examinations such as CET, AIEEE, IIT JEE, CAT, GRE etc.
- ◆ Hybrid Finishing School that offers various reskilling and upskilling programmes for the final year and pre final year students of Universities and colleges so that they become employable or “Job Ready”
- ◆ The business model is powered by VEDAS (Virtual Education Delivery and Assessment System), the technology platform of the company and the delivery is enabled through Educards which are like pre paid SIM Cards
- ◆ The business model works like a triangle where Mindlogicx stays back at the bottom of the triangle as the technology partner, while the content provider (knowledge partner) represents the left side of the triangle and the right side of the triangle is represented by the business partners who market Educards
- ◆ The Hybrid Finishing School is offered through a specially designed portal ([www.gradfirst.com](http://www.gradfirst.com)) and also has an integrated Job Portal ([www.jobready4u.com](http://www.jobready4u.com)) meant for the students of OFS to provide placement assistance to them. The Job Portal which acts like a virtual placement cell of OFS is India's first such portal for providing job opportunities exclusively for fresher
- ◆ The K.Net vertical of the company is highly successful and has been well recognized by the industry as an effective tool for skills enhancement

The above services are offered through Educards, which acts like a pre paid SIM card. Educards contain 16 digit code known as “Knowledge Access Code” that directly links the user to the designated programme for which the Educard has been bought. The cards are sold through a well appointed distribution channel and region specific strategic partners in each state.

**EDUCARD**  
The  Power

## GradFirst the Hybrid Finishing School



GradFirst is the answer to the unanswered questions of many hundreds of thousands of graduates who were waiting to be employed. It is the answer to the country's unemployment and under employment problems by diligently addressing the growing demand of industry oriented skill sets.

GradFirst provides many online programs to the final year and pre final year students of colleges in order to make them "employable" or "self employable" and assist them to transform themselves from being job seekers to job providers.

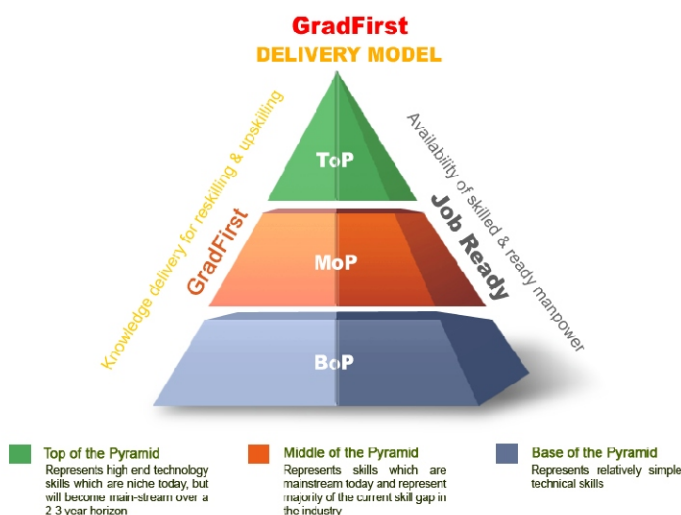
GradFirst has a transformative objective of shaping the destiny of young minds for an emerging knowledge-based society. It builds a bridge from "Campus to Careers" in the form of online programs imparting actionable knowledge and enabling the student to embark on rewarding careers. GradFirst enables a student to transform into a professional by empowering him with new skills as well as refinement on existing skills available with him.

The programs offered are divided into two broad categories viz., reskilling and upskilling programs. While, the reskilling programs focus on skill refinement in the specific domain of qualification of the candidate, upskilling programs provide opportunity to the student to gain specialized skills of the subject the candidate has chosen to learn. The programs are offered for four major disciplines viz., Humanities, commerce, Engineering and Management so that we are able to address the emerging and huge untapped market segment.

The OFS also offers various entrance and competitive exams to students' aspiring to get into engineering and medical colleges. Exams such as CET, IIT JEE, CAT, GRE, and GMAT are covered in this business segment and are offered through Educards, the 16 digit patent pending tool for knowledge delivery.

The above services are delivered under the retail division of the company known as Knowledge Network (K.Net) services.

The students of GradFirst, the Hybrid Finishing School have been given opportunity to connect to the prospective employers through an integrated Job Portal [www.jobready4u.com](http://www.jobready4u.com) so that they can connect virtually for employment opportunity. This is probably India's First Job Portal for fresh graduate who will have database of students who must have been reskilled or upskilled.



The business model works like a pyramid where the bottom of the pyramid (BoP) will have the database of candidates who must have acquired soft skills and the mid of pyramid (MoP) will have database of candidates who would have been reskilled and become "Job Ready".

The top of pyramid (ToP) shall have the database of candidates who must have been upskilled. The left side of the pyramid consists of academic institutions who offer fresh candidates who need to be reskilled or upskilled so that they can become "Job Ready" and the right side of the pyramid is represented by the industry who need "Job Ready" candidates. The bottom of the pyramid is represented by Mindlogicx who are the service providers. The access to industry partners for the job portal is given based on the commercials worked out.

The advantage to the educational institutions in this model is that they are able to get their students reskilled in order to make them "Job Ready" at an affordable cost and before their students complete their formal degree, while for the industry partners, they are able to have authentic database of fresher who are reskilled or upskilled and are "Job Ready". This business model rationalizes the market by increasing the supply level of skilled man power by diligently meeting the ever growing demand for such low cost skilled man power by the industry. Mindlogicx sells Educards to the academic partners through its Hybrid Finishing School and database to the industry partners through the job portal

## **Software & Outsourced Product Development**

- a. Mindlogicx offers software and outsourced products development services to the clients using various technology and development tools such as .net, J2EE among others.
- B. Mindlogicx has a mix of Offshore and onsite development activities to create best value for the clients and ensures the same by using international standards of well established SDLC processes that are Customized to the requirements of specific development activities being undertaken.

## **3. Focus Areas**

### **a. Domain focus**

Mindlogicx is focussed at providing knowledge at an affordable cost. Innovative technologies and the products that the outcome of this enables the system to disseminate knowledge to users. The company is committed to propel the national economy through a knowledge based eco system .

### **b. People focus**

Mindlogicx believes in the empowerment of people . The endeavor is to ensure that the grooming and growth of the employee is complete. The environment provided to work is conducive to opening the mind to innovative ideas that could grow into large scale product development as well. In order to provide not just a job but a career, the organization takes genuine interest in the development of the employee through growth path and career planning, professional in-house training on the latest technology as well as soft skills building, rewarding remuneration and work place autonomy.

### **c. Quality focus**

Quality of service provided is of utmost importance to all within the Mindlogicx framework. Right from the quality of the products developed to the quality of service provided to the customers, there is a stringent control and verification at each stage to ensure that the best service is provided. Mindlogicx has undergone various processes and obtained certifications in order to ensure the company's commitment to Quality.

### **d. Customer focus**

Mindlogicx delivers the next generation technology keeping in mind the futuristic needs of the customers. The services are offered through a mix of tools to ensure flexibility, productivity, interoperability in today's connected business world for the customers to have highly reliable business solutions, thus minimizing or eliminating the downtime. The company has solution support centers (SSC) at different project locations which are monitored by a team of professionals on continual basis.

### **e. Technology focus**

Mindlogicx believes in creating cutting edge technologies. The innovation centre and the product development team at Mindlogicx work in tandem to develop cutting edge technologies which are affordable, scalable and robust in order to provide affordable yet scalable solutions to the customers, thus providing real value to the end users.

### **f .Process focus**

All activities within an organization should be oriented with respect to a process which is based on sound policies. Mindlogicx has imbibed this paradigm to evolve a strong process focus within each function of the organization. The process focus at Mindlogicx has led to the individual strengths of the employees being channelized to productive innovation and implementation.

## 4. The differentiators

### a. Innovation

The Innovation centre (IC) at Mindlogicx specializes in innovation services, which it delivers in three main areas including education, evaluation and commercialization. The IC evaluates, develops, protects and commercializes new products and technologies. Innovation at Mindlogicx is not an act but a process; sustainable process for sustainable growth and hence "We Innovate to Empower You". By encouraging increased innovation through the effective use of intellectual property, we make it possible for us to establish and maintain our market leadership in our domain in the market, thereby ensuring sustainable business growth.

### b. Business Intelligence

It is the endeavor at Mindlogicx to have business intelligence built into its services and products. It is for the first time in the country that the virtual education solution tackles the vexing problem of competency mapping which measures the Performance Analysis and the Performance Forecasting of the user using simulated Learning Path (LP) and BI enabled Dash Boards. The software suite allows the users to get into a 360 degree virtual learning experience which has business intelligence built-in it.

### c. Research & Analysis

Mindlogicx has a Business Intelligence team working under Knowledge Resource Centre (KRC) which is responsible for Research and Analysis of the key business domains and the technology suite developed to address the emerging knowledge management and delivery market segment. The R&A team comprises of qualified research fellows, domain experts and technologies who are responsible for the "winning edge" in all the technical deliveries of Mindlogicx.

### d. Mindlogicx Advantage

Mindlogicx has the following advantage to offer to the clients

- i. "Client First" Approach
- ii. Quality commitment
- iii. On time performance
- iv. Domain knowledge
- v. Professional & dedicated team
- vi. Cost effective solution

## 5. Credentials

Mindlogicx Infotech Limited has won many accolades and recognition over the years to position itself as a technology company in KPO domain. Following are some of the credentials the company has received till date:

- a. **India's Top IT companies 2007 & 2008** - Recognized as one of the Top IT companies of India in 2007 and 2008 By Dun & Bradstreet
- b. **Red Herring Asia 2007 Finalist and Red Herring Asia 100 winner for 2008** - Recognized as one among The top 100 emerging technology companies in Asia for disruptive technology development
- c. **Star Rated company** - STAR rated company by TUV Rheinland, Japan
- d. **"Top 15 Emerging & Exciting companies to work for"** - NASSCOM - Recognized as one among the Top 15 "Exciting & Emerging Companies to work for" by NASSCOM
- e. **Deloitte Technology Fast 500 Asia Pacific 2008 winner**
- f. **ISO 9001:2000 certified for Quality Management System ( QMS)**
- g. **ISO 27001:2005 for Information Security and Management System ( ISMS)**