

A blurred background image of a man in a dark suit and tie, looking down at a laptop computer. He is positioned on the left side of the frame, with his back partially to the viewer. The laptop screen is visible, showing some indistinct content. The overall atmosphere is professional and focused.

# THE ESPIRE TIMES

APRIL 2017

All Wins Mentioned In This Newsletter Are for Q4 (January - March 2017)



Dear Team

FY'17 has been a landmark year for Espire. Our continued focus on our service offerings, processes and delivering 'element of value' to our clients, along with our persistence in nurturing these engagements for new opportunities, has resulted in Espire being entrusted with more and more projects this financial year.

In FY'17 we acquired new clients such as Standard Chartered Bank, Rufus Leonard, Blue Car Technologies, UIA Mutual Insurance, Thai Military Bank, Crocs, SMS Management and Technology, to name a few, along with OakNorth Bank that we won in Q4. Some of our top revenue generating clients this financial year are the ones with whom we share a strong engagement history, such as WLT, Impellam, OKI, TFS and Fuji Xerox.

55% of our total revenue this year, came from digital services portfolio that includes Web Content Management (WCM) and Customer Communication Management (CCM) and 28% from Application Management Services (AMS). The remaining revenue pie is attributed to Espire's other key service lines. This conforms to Espire's business goal of offering a powerful Customer Engagement Hub (CEH), with WCM, CCM and AMS as core services, with complementary services that include analytics, integration, Salesforce and Azure services. Also, insurance industry would continue to be our core focus area.

Coming to the revenue generated, we achieved about 94% of the targeted revenue in FY'17. And our order booking has been close to 83%. However, a key area of concern is that our profitability has dipped significantly this financial year due to overall increase in cost as well as steep fall in conversion from British Pound to INR.

To keep the business in control, and in the interest of enhancing profitability we need to take some strategic measures. This includes improving service efficiency, effective utilization of resources across business functions and taking required cost optimization measures.

Having said that, I am happy to share that FY'18 for Espire looks promising. We have at present, a healthy pipeline of orders to meet the 20 million USD revenue target slated for FY'18. What we are looking at, are orders worth about 10 million USD that we've already secured, along with multi-year contracts worth 10 million USD spanning FY'18 and FY'19.

We need to collectively work towards achieving our business goals to meet targets of revenue, profitability and customer satisfaction. For this, each one of us needs to power-up our game and contribute in building strong momentum to harness digital services centric opportunities in the market. High quality service delivery to existing clients is critical for us to grow these accounts and to ensure this, we need to continually work towards service improvement. I urge you to keep aligning all your efforts with delivering 'element of value' to customers while maximizing profitability drawn from the engagements.

On the infrastructure side we are setting up a new facility in our Delhi office, with a seating capacity of 100+ people. It is expected to be formally opened for business in Q2. We are also working towards CMMI Level 5 Version 1.3 reassessment and are expecting to be appraised by end of September this year.

Another focus area for FY'18 is to ensure that timesheet, project accounting and our financials are maintained in Microsoft Dynamics AX. From this April, all technical team members need to maintain their timesheets in AX. Along with this, we will continue using Office 365 and Salesforce to maximize benefits drawn from it. Together, these initiatives are set to improve our business processes and enhance our efficiency significantly.

In conclusion, I would like to thank each one of you, for your sincere contributions to Espire's ongoing success story. In FY'17 we built some great success stories and also got wiser with valuable learnings. Let us take inspiration from this and re-define clearly, our individual and collective goals for FY'18. Let us together make FY'18 a successful year for Espire.

*My best wishes to all of you.*

**Gagan Oberoi**

Chief Executive Officer

# STAR WIN FOR FY'17



## Key Service Lines for FY'18

**MCCCM:** Multi-Channel Customer Communication Management

**DCM:** Digital Content Management

**AMS:** Application Management Services

**BI & Analytics and Data Science**

**Integration Services**

**Cloud Services**

**Salesforce**

## MCCCM

### Total Value of New Orders Won from Williams Lea Tag in FY'17 Crosses USD 2.4 Million

In the previous quarters, besides the ODC project, Espire received multiple orders from WLT for document composition services. **This was the result of Espire's WLT team repeatedly exceeding client's expectations and nurturing great confidence in the client about Espire's extensive capabilities.**

Yet again in this quarter, with our customer focused approach we have secured two new orders from WLT – both being document composition services projects – worth USD 490K and USD 82K. With this, the combined worth of new orders received from WLT in FY'17 crossed USD 2.4 Million, setting a new record for Espire! This is in addition to the revenue earned through ODC engagement.

**Key people whose contribution helped drive this crucial engagement forward:-**

**Simrandeep Sethi** - His focus, hard work, perfect combination of technical and customer relationship attributes and customer-centric approach was critical for the success of this engagement.

**Yogesh Gupta** - He sailed through all the engagements deftly, ensuring availability of resources, managing multiple work streams to meet and exceed service delivery expectations of WLT.

**Nagesh Goyal** - He provided excellent service delivery leadership and ensured delivery of high quality CCM services.

**Sapna Sharma, Gagandeep Jaiswal and Team** - Wonderful work in keeping track of committed SLA/KPI and providing support to delivery and sales team at all times. The business excellence team has also been instrumental in ensuring that Espire meets all required quality certifications and contractual compliances, thus enabling Espire to build customer confidence.

**Deepti Jain, Somnath Dey, Ipsita Baruah and Team** - Great support from RMG team in ensuring quick fulfillment of resource requirement, even on tight deadlines.

**Pravin Patel** - Great example as a true leader and a mentor, leading the way for the team to tap the full potential of this account.

**Account Manager:** Pravin Patel

**Project Manager:** Yogesh Gupta / Simrandeep Sethi

**Tools & Technologies:** Messagepoint, OpenText Extream, DataLever, Inrule, Universe, Docbridge, Mill+



# STAR WIN FOR THE QUARTER (Q4)

## INFRASTRUCTURE SERVICES

### Strong Start to the Year with Espire Clinching Contract Valued at USD 950K from Impellam, UK

Impellam continues to be one of our star clients. In addition to the 3 year ODC project earlier in Q2, our meaningful association with Impellam over the years has enabled us to win a 3 year Managed Services contract for Sitecore hosting and other services.

With Andrew Bellamy (CIO) and David Carter (Director of Group Application Delivery) visiting our Gurugram, Delhi and Pune facilities in February this year, we initiated an in-depth discussion on our capabilities in Sitecore application & hosting support, DCM, Customer Experience Management, Business Intelligence and Infrastructure Services. Our collaborative efforts to instill confidence in the client during their India visit resulted in acquiring an order worth USD 950K.

Under this project, Espire will be revising Impellam's existing Microsoft Azure architecture and enhancing the services for hosting multiple website of different brands within Impellam Group, based on Sitecore CMS. The new services include revising the Azure architecture, monitoring the infrastructure and application performance, setting up infrastructure for zero downtime deployment and deploying Data Recovery site in an event of disaster or for drills.

The project is set to be a valuable case study that could be showcased to any prospect to highlight our round-the-clock managed infrastructure services based on Cloud (Azure) hosting. We are elated to add this project to our proven track of implementing digital transformation and digitalization projects on a global scale.

**Espire is proud of all the team players behind this win and congratulates them for this success. Here is a mention of people**

**without whom this win would not have happened:**

**Sanjeev Banerjee**, for steering this win in Espire's direction by successfully leading crucial on-site client meetings and providing support during continued customer interactions.

**Shorabh Singh Upadhyay and Dinesh Pawaria**, for proving Espire's capabilities as a trusted partner by demonstrating consistent enhancement of service delivery quality. Added to this, your efforts in strengthening client's confidence during their India visit, contributed greatly to the client choosing Espire as the partner for this engagement.

**Suhail Ahmad**, for demonstrating great leadership, by constantly supporting and leading the team through rough patches as well as coordinating with the onsite team to deliver a winning proposal.

Great team work!

**Account Manager:** Shariq Imam

**Project Manager:** Dinesh Pawaria

**Tools & Technologies:** Microsoft Azure



# NEW WIN

## INTEGRATION SERVICES

### Espire Wins a New Account, OakNorth Bank, in the UK

Espire finalized a significant engagement with OakNorth Bank, a UK based financial institution with a mission to empower entrepreneurs with bespoke debt finance solutions in a short tenure. The bank was in need of a reliable partner who has extensive experience with Mulesoft to establish a solid roadmap for integration of different applications.

With Espire having expertise in several Enterprise Service Bus (ESB) platforms like Mulesoft, Tibco, Jboss and several other service oriented architecture based platform, we proposed to assist OakNorth. As part of this project, Espire is implementing ESB using Mulesoft, which will integrate various enterprise applications of the client.

With the success of this project, we are confident of tapping more opportunities within OakNorth. This case study would also help us showcase our Customer Engagement Hub capabilities to our Banking prospects and win their confidence.

**Account Manager:** Shariq Imam

**Project Manager:** Vikash Chauhan

**Tools & Technologies:** Mulesoft



# WINS



## MCCCM

### New Order Received from Communisis to Deliver CCM Services

Espire has signed a contract with Communisis, a UK based customer communication solution provider, to provide CCM services based on GMC Inspire and OpenText Exstream. Winning this annual contract order worth USD 360K is a result of continuous efforts to further strengthen our existing relationship with the client. We are sure this engagement will take us to more opportunities with Communisis, both from onsite as well as from offshore across different streams.

**Account Manager:** Kaustubh Varde

**BU Head:** Nagesh Goyal

**Tools & Technologies:** GMC, OpenText Exstream

## AMS

### Packcentre Awards Project worth USD 206K to Espire

Packcentre is an Australia-based market leader in point of sale management, contract packing, logistics and warehouse management and is a customer of Espire for nearly ten years. Last year we bagged an annual order for the year 2017 to extend our services in application development and management services to transform their digital experience.

In the last quarter, our team won another order worth USD 206K, to develop an end to end digital solution in .Net to modernize their custom built online system that tracks and monitors inventory (Impact4 : <http://impact.packcentre.com.au/impact.php>).

This is a landmark project for Espire, as this is the first time in the last couple of years, we have won such an impressive deal size for end-to-end solution development on .Net. Our value-added services and

advanced technology support were key to winning this project. We look forward to the successful go-live of this project in December 2017

**Account Manager:** Rohit Sharma

**BU Head:** Vikas Jamwal

**Tools & Technologies:** .Net

## AMS | INFRASTRUCTURE SERVICES

### OKI Awards Managed Services Order for Service Desk, Applications and Infrastructure Management

This order is in addition to our ongoing three year application and infrastructure managed services order from OKI. Worth 478K USD, under this new project spanning two years, Espire will be providing additional managed services for service desk – L1, L2 and L3, infrastructure and applications. The project started off in April this year, with all services being offered from offshore.

**Account Manager:** Sanjeev Banerjee

**Project Manager:** Anadi Sharma / Dinesh Pawaria

**Tools and Technologies:** CAS CRM, On Microsoft Stack: Dot Net, SSRS, SSIS, BI and SQL Server, on EDI Side: Pathfinder



# REPEAT ORDERS BIG WINS

## AMS | DCM | INFRASTRUCTURE SERVICES

### Toyota Financial Services Awards Projects worth USD 620K

Espire's engagement history with TFS is more than two years old now. One of our landmark projects for TFS has been the digital transformation of their three websites into powerful customer engagement platforms. As a result of our customer centric approach in all our previous engagements with TFS, this quarter the client has awarded us multiple projects in portal maintenance, data analytics and application management services with a combined order value worth USD 620K.

**Account Manager:** Ram Bali

**Project Manager:** Vikrant Rathi / Vikash Chauhan

## AMS | DCM | INFRASTRUCTURE SERVICES

### Repeat Business worth USD 600K from OKI Europe

Espire's engagement with OKI is nearly two years old. During these years, we've delivered to the client, a range of solutions centered on digital content management, infrastructure management, enterprise data analytics and application development services.

This quarter, our team has continued to win several projects in enterprise content management, application development services and web content management services, clocking a total order value of USD 600K.

**Account Manager:** Sanjeev Banerjee

**Project Manager:** Anadi Sharma

## AMS

### Espire Bags Project worth USD 530K with Fuji Xerox (APAC)

With our ongoing contract with Fuji Xerox to provide support services of ABACUS GSI application, we have bagged repeat order this quarter for the year 2017. We are committed to bring further service improvements in this application management services project and cement deep relationships with the client.

**Account Manager:** Ashish Bhalla

**Project Manager:** Gurudeo Singh



## EVENTS & ANNOUNCEMENTS

### Espire and Salesforce Co-Host Small Business Advantage Workshop | Singapore | 18<sup>th</sup> January

Espire and Salesforce together kicked off Small Business Advantage Workshop on 18<sup>th</sup> January at Park Royal on Pickering in Singapore. The workshop was a great platform for small enterprises to connect, share ideas and learn smart ways to drive their businesses to success. At the workshop, Espire's thought-leaders delivered interesting sessions and case studies aimed at enabling small businesses to gain a strong competitive edge. The event was very successful with the attendees gaining valuable, actionable insights from this workshop.



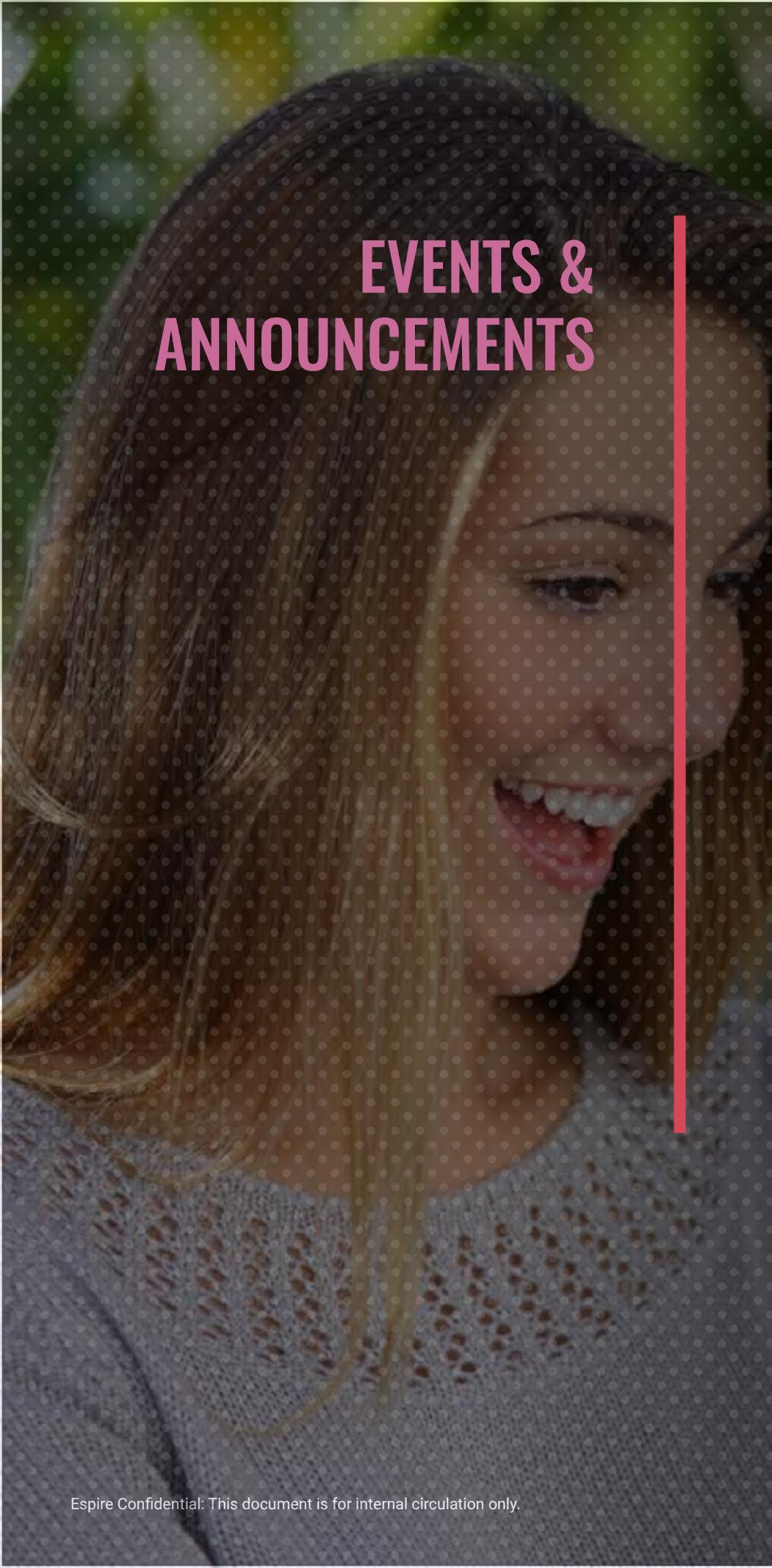
### SDL Web 8 Developer Summit, India | New Delhi | 17<sup>th</sup>-18<sup>th</sup> March

Espire was one of the key sponsors of the 3rd SDL Web Developer Summit hosted by SDL India Community on 17<sup>th</sup> and 18<sup>th</sup> March 2017 at The Park, New Delhi.

The summit witnessed SDL specialists, product teams and SDL Most Valued Professionals (MVPs) exchanging latest trends and best practices around SDL Web and integrations with other SDL

products. Spanning two days, the summit was packed with informative sessions on setting up website with SDL Web 8 and Digital Experience Accelerator (DXA), best practices around creating and deploying DXA module, creating an alchemy plugin and much more.





## EVENTS & ANNOUNCEMENTS

### Espire Accepted as an Approved Vendor for UK Government's Digital Outcomes and Specialists 2 Framework Programme

We are proud to announce that Espire has been approved as a supplier in the [Digital Outcomes and Specialists 2](#) framework programme which is part of the UK Government [Digital Marketplace](#). The marketplace is a centralized platform for public sector organizations trying to procure technology, services and solutions with the growing need of digitization and a diverse pool of IT service providers trying to gain access to bid on government projects.

Our team ensured fulfillment of certain set of requirements and successfully provided detailed information on our service capabilities and offerings to be considered a place in the programme. As a supplier on Digital Outcomes and Specialists 2 framework programme, Espire will now be able to unlock several opportunities with the public sector in UK to support and deliver digital services.

Espire is proud of all the team players behind this successful empanelment and congratulates them for the success.

**Kaustubh Varde, Shailesh Kumar & Poonam Rawat**, great work by each one of you in ensuring Espire's empanelment in this programme and opening doors to the UK Government sector.

### Espire Infolabs is now ISO 22301:2012 Certified

This quarter marks another significant milestone in Espire's timeline with Intertek, a total quality assurance provider to industries worldwide, conducting thorough audit of Espire's Gurugram, Delhi & Pune facilities and crediting them as ISO 22301:2012 certified. Along with this, Pune office got at par with the Gurugram and Delhi campus by attaining the ISO 27001:2013 certificate.

ISO 22301:2012 certification was developed as the world's first international standard for Business Continuity Management (BCM) to

help organisations prepare and ensure their business can continue in the face of external threats such as a natural disaster or information security breach. Compliance to this certification means, Espire is equipped to successfully manage or withstand any crisis or disaster.

Protection of information is a critical aspect and with the ISO 27001:2013 certification in place, now for Pune facility as well, Espire is completely equipped to safeguard all valuable information assets along with seamless implementation of processes within the organization.

**Congratulations to Sapna Sharma and the entire QAG team** for meeting all expectations to receive both these certifications and aligning all cross functional teams for this success. Adherence to such stringent practices and processes within the organization is set to further strengthen Espire's positioning in the market as a trusted technology solutions provider delivering high quality services.

## EVENTS & ANNOUNCEMENTS

### Espire's Vishal Jain Recognized by Infosec Maestros 2017 as one of the Most Promising Infosec Maestros in India

Infosec Maestros 2017 recently announced its Most Promising Infosec Maestros in India. We are excited to share that Espire's Vishal Jain, heading IT & Infrastructure has been selected by an eminent panel of juries as one of the 'Most Promising Infosec Maestros' in India for the year 2017.

The Infosec Maestro Award is an initiative to inspire the innovative and talented information security professionals and leaders across verticals who significantly contribute to the enhancement of the information security workforce. Vishal was felicitated at the event held in Bangalore from 7<sup>th</sup> to 9<sup>th</sup> April 2017 and we congratulate Vishal for this landmark achievement and unmatched leadership exhibited by at all times.



# CLIENT VISIT

## SMS Management & Technology | February 2017

In February, we hosted a visit for Shri Ram (APAC PPM Capability Lead) from SMSMT to discuss Espire's resourcing and operating model and forecast resources required for SMSMT PPM roadmap for the year 2017.

The visit was also leveraged for an in-depth discussion of Espire's offerings and Microsoft capabilities. During the visit, the client reviewed a couple of our resources to be aligned for their project entailing Microsoft PPM. As a result of these fruitful discussions, Espire is pleased to sign a contract with them to allocate a Microsoft PPM consultant initially at offshore and then at client location.



# UPSKILLING & CERTIFICATION

We are proud that Espireans understand the importance of upskilling and staying ahead of the technology curve, always. This quarter, following certifications have been obtained by Espireans:

## i. Microsoft Professional Program Certificate in Data Science

We are excited to share that **Anand Singh Bhandari** (Practice Lead, Software) has successfully completed following three modules in the Microsoft Professional Program (MPP) Certificate in Data Science:

1. **Data Science Orientation**
2. **Querying with transact-SQL**
3. **Analyzing and Visualizing Data with Power BI**

MPP features a comprehensive curriculum, designed with inputs and participation from industry leaders, universities and Microsoft learning partners. The certification entails some key concepts like data acquisition, preparation, exploration, and visualization taught alongside practical application oriented examples such as how to build a cloud data science solution using Microsoft Azure Machine Learning platform, or with R, and Python on Azure stack.

We congratulate **Anand** on exploring essential skills and driving an initiative towards further strengthening our business intelligence & analytics domain and also to lay foundation for data science as a service line!

## ii. Sitecore Experience Solution Developer Certification

We are proud to announce that 14 members of Espire's web content and application management team have successfully attained the Sitecore Experience Solution Developer Certification. With the certification, our team has gained expertise in building robust MVC solutions that integrate with Sitecore's content management system and marketing capabilities. Our team is now equipped to build real world MVC-based Sitecore solutions that turn digital strangers into delighted customers with context marketing.

Here is a list of team members who obtained the Sitecore Certification:

Vikas Kumar	Ashish Upalekar
Manish Ahuja	Birjesh Kumar
Sharad Sangal	Yatendra Singh
Surbhi Kochher	Samridhi Sachdeva
Prabhat Kumar Singh	Divya Ruhela
Srikant Rahul	Ankur Gupta
Aakash Kumar	Swati Gupta

Congratulations to all Espireans who got certified!



Vikas Kumar  
Head, CoE



Ashish Upalekar  
Architect



Manish Ahuja  
Architect



Akash Kumar  
Sr. Consultant

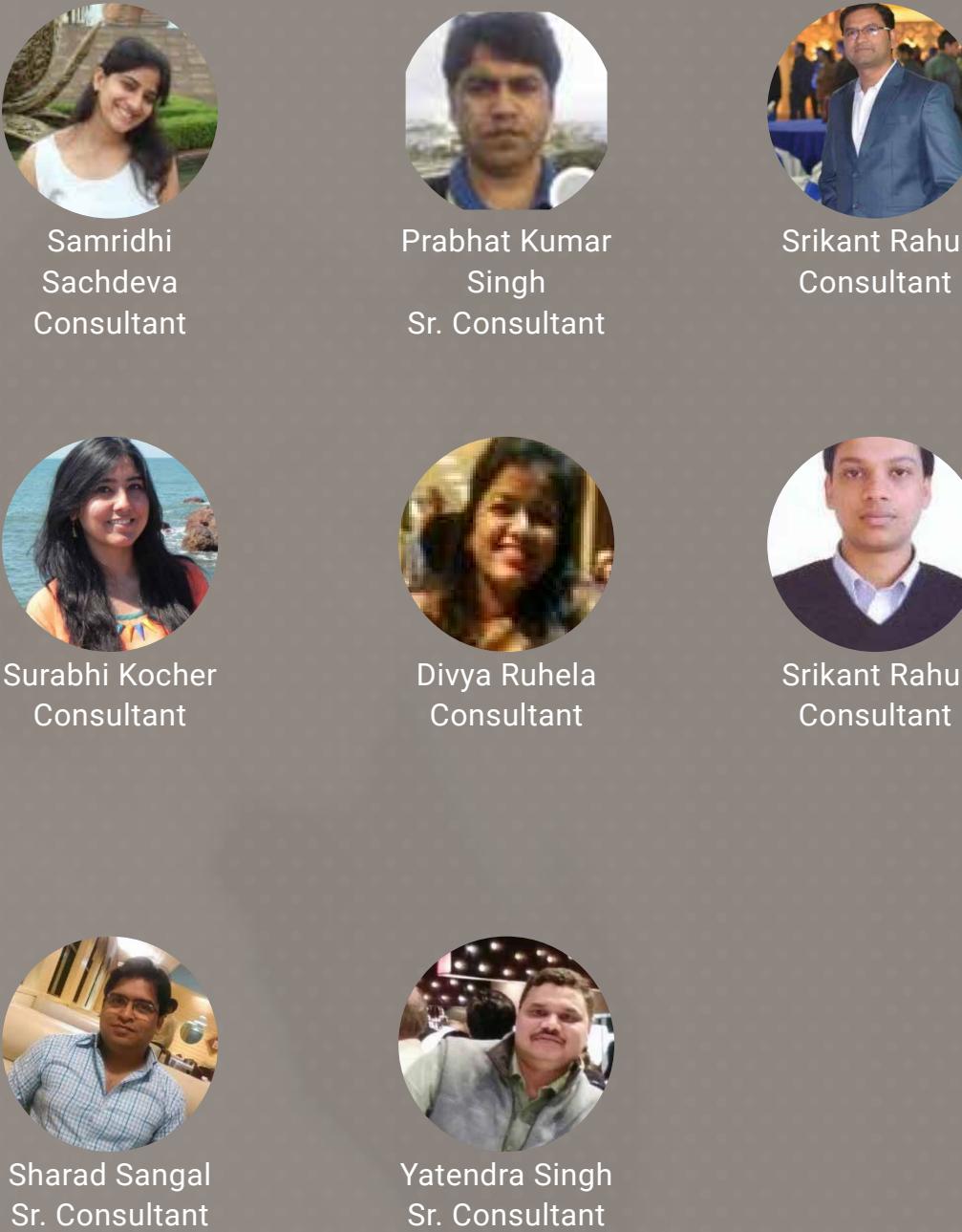


Birjesh Kumar  
Sr. Consultant



Swati Gupta  
Consultant

# UPSKILLING & CERTIFICATION



## iii. MuleSoft Certification

The MuleSoft Certification Program is a guiding path for managers, developers, architects, administrators or IT professionals to imbibe best practices and attain proficiency in MuleSoft as a technology.

We would like to congratulate **Brijesh Nelliatt Kariyil (Senior Solution Architect, Software)**, **Samrat Roy (Technical Architect)** and **Ashish Kumar (Project Leader)** for successfully attaining the MuleSoft Certified Developer (MCD) badge after completing the MCD – Integration and API Associate Level.

Congratulations on taking your expertise in MuleSoft technologies, notches higher!

# APPRECIATIONS

## WLT Team wins Williams Lea Tag CEO Award

**Simrandeep Sethi** and **Yogesh Gupta** recently won the Williams Lea Tag CEO Award in the Investment of Choice category for work and contribution to the CCM - Global Delivery Center Project.

The Williams Lea Tag CEO Award program is an annual recognition initiative that brings to life the importance of company culture by highlighting the great work that WLT's employees have done globally, to contribute to the bottom line and the overall success of our business.

**Here is an excerpt from the recognition letters that were shared with Simrandeep and Yogesh by WLT:**

*"Congratulations! You and your team are the **Williams Lea Tag 2017 CEO Award winner** in the Investment of Choice category for your work and contribution to **CCM - Global Delivery Centre Project**.*

*We would like to take this opportunity to congratulate you on your achievement and thank you for your commitment and engagement, contributing to the success of our clients and our company. You are an inspiration to others.*

*Once again, on behalf of the whole Williams Lea Tag Board, congratulations and thank you for your hard work and engagement."*

**Deborah Capill**  
**Global Head of Human Resources**  
**On behalf of the Williams Lea Tag Board**

To celebrate their success, Espire's team will be awarded a trophy and each member will receive a signed certificate from WLT. Each team will be further recognized in the regions, of which we will get to hear from WLT in due course.

Congratulations Simrandeep, Yogesh and the entire WLT team for making Espire proud. Excellent example of professionalism and focus on delivering 'element of value' to customers, resulting in great customer satisfaction coupled with significant growth for Espire.



Simrandeep Sethi



Yogesh Gupta



# APPRECIATIONS

## Crocs, a Renowned Footwear Brand Shares a Word of Encouragement with Espire

### @Ashish Bhalla & Team

"We had an excellent experience working with Espire. Crocs engaged Espire to develop and implement a customized solution for lease information and rent system for Crocs. The ideal combination of Espire's expertise in Microsoft technologies along with their commitment to customer focus and service excellence, has left a positive impression on the Crocs team."

**Tony Lim**  
**Regional IT Director,**  
**Crocs Asia**

[Visit our website to know more!](#)

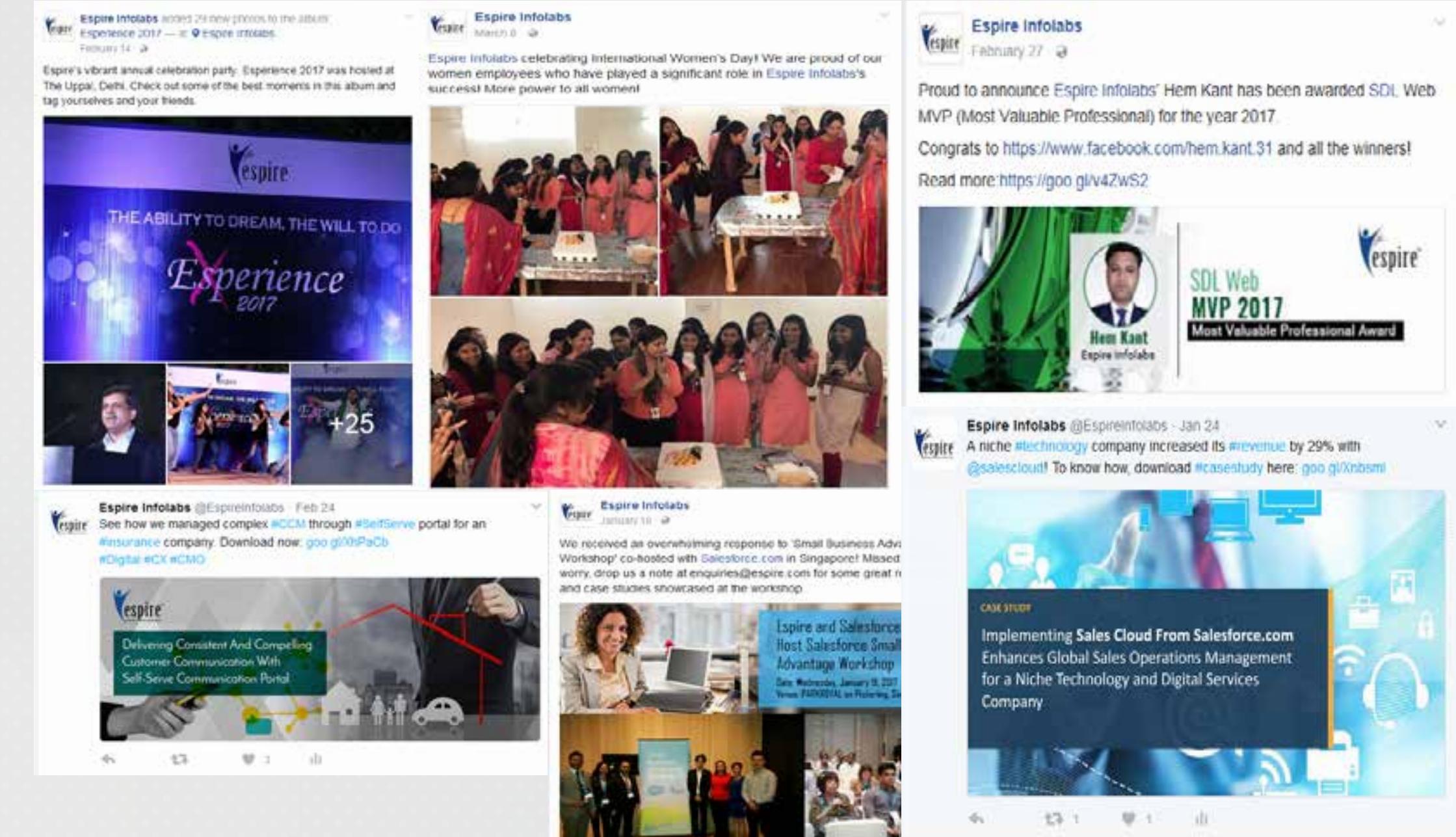
## Aggreko Recognizes our Efforts on Sitecore Project

### @Deepak Kashyap & Team

"Thank you to the developer team here and in India for all the support and help so far and the great work you all have done with Sitecore CMS. Thanks again team and really looking forward to this month and the ones to come!"

**Benjamin Camus**  
**Group Digital Marketing Manager**  
**Aggreko, UK**

# SOCIAL MEDIA BUZZ



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