About Cyber Futuristics

ENABLING FUTURE.
CHARTING GROWTH.

THINKING FUTURE
MOVING AHEAD

Unifying Technologies

and Growth

Revolutionizing the arena of IT and IT-enabled services is the Cyber Futuristics group founded in 2001. In a short span the company has rapidly evolved as an energy field having a diversified presence in BPO services, Web solutions, and Application Development & Management sectors. With a deep-set professional ethos, the group has also recently entered the domain of B2B/B2C Internet portals with its state-of-art services in knowledge and consumer industry.

As a Microsoft Certified Partner and Microsoft Small Business Specialist, Cyber Futuristics is today recognized as the fastest growing IT services and consulting company of India.

With its global best practices, this ISO 9001-2000 certified company is servicing more than 100 organizations worldwide, including a majority of European and American Fortune 500 players. Rather than seeking to be all things to all people, it strongly believes that focus and differentiation are surer means to address competition and engender profitability
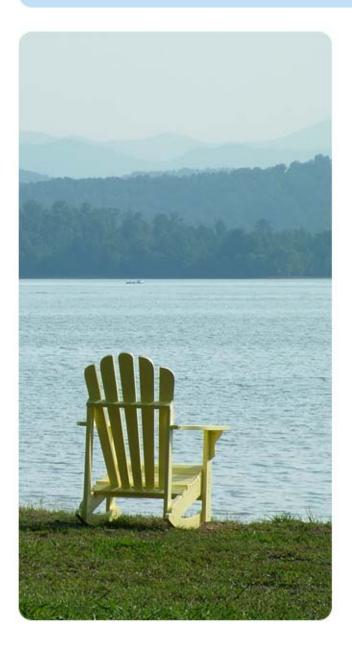
Chasing growth, the group's spearheading competencies include innovative Software solutions, Web Solutions, E-business consulting, Call Center Services, Knowledge Management, Customized CRM Architecture, Email response, Real-time Chat, and related value-added services - all driven to co-create a superlative customer experience.

The dynamic Services are being delivered to a range of industry verticals such as Banking, Insurance, Telecom, Retail etc by a dedicated solutions team that unites existing customer tools while developing best of breed tools to optimize service delivery.

Since day one we have evolved and multiplied acquiring valuable industry knowledge and vivid experience adding to our credibility and status. Today we have a customer base spanning the India, and rest of the globe.

Vision

Our corporate vision is to achieve worldwide leadership in the sphere of IT and IT-enabled services. The core values informing it are

- Pioneering technologies
- Peerless consumer service
- Creativity
- Growth of clients and employees
- Social responsibility
- Safeguarding of interests of our multiple stakeholders

Though technology is undergoing tremendous changes still it is not hard to witness the growth of web services as the next big technology wave. We are poised to play the leading mover and shaker in the development of web services. Our current specialized presence involves addressing all issues connected with website designing, hosting, promotion and maintenance for millions of clients. Through newer, cost-effective and efficient web services we aim to boost up the productivity and potential of individual and institutional consumers globally.

Our top-of-the-line BPO services in voice and non-voice realms are benchmarked to enhance businesses of domestic and international clients. Continuous research on tomorrow's technologies and harnessing them to build profitable business models goes on to actually distinguish us from all competition. It is our endeavour to adopt more and more innovations so that cost-effective solutions across the industry can be implemented in a time-critical and productive manner.

"Envisioning the end is enough to put the means in motion."

- Dorothea Brande

Mission

Our Mission is to accomplish operational excellence in areas of IT applications and IT-enabled services. The appellation Cyber Futuristics effectively articulates our tireless commitment to the idea of business resilience. To impact and enable future in newer ways, our skilled workforce patently understands the need to modify and refine information and applications continuously. This lucidly validates the relevance of our brand proposition. We are highly passionate about aligning IT with business goals for all our clients spanning the entire globe. To this end we are determined to optimize investments on IT projects.

We are wholly committed to define all our operational fronts with a quality policy which guides everything from hardware and software development, business technologies, manpower management, process performance, consulting practice and customer feedback.

Key Solution Areas

APPLICATION DEVELOPMENT & MAINTENANCE

Cyber Futuristics (www.cyfuture.com) takes prides in providing its expertise in multihued areas of software development, deployment, and maintenance. Seamless integration with existing applications and quality-price equilibrium define the various innovative software services.

Exploiting an assortment of technologies like UNIX, Windows, Oracle, DB2, SYBASE, MS SQL, Teradata ; J2EE, .NET, VB, VC++, C, C++; IBM Websphere, BEA Web logic, etc, its application services are as much diversified. They majorly include Custom Application Development, Application Enhancements, Re-Engineering of Existing Application, Migration of Legacy Application to Modern Technology Platforms and Web-enabling Legacy Applications.

The Application Maintenance services effectively support requests like Technical Helpdesk Support, Fault analysis, Design update, Upgrades and Patches, Documentation maintenance, Code review, Service Level Agreements based support services, Application Support, 24x7 Support & Maintenance of application systems, besides, Maintainability Analysis.

We have over seven years and 600 man years of CRM deployment experience. Over 50 high-impact Customer Relationship Management (CRM) initiatives have already been implemented across a number of functional areas and industry verticals. Internally the CRM practice group of Cyber Futuristics is organized into application groups which provide focused Siebel, Clarify and PeopleSoft CRM solutions.

Our dynamic Enterprise Resource Solutions (ERP) with emphasis on best practices like ASAP for SAP R/3 Implementation and AIM for Oracle applications, JD Edwards' Active ERA, business process expertise, and commitment to quality as testified by our SEI-CMM Level 5 status, have made us the first choice among leading organizations around the globe.

We even provide complete business consulting and technical integration services for supply chain management (SCM). Not far from realization is the goal to develop algorithms and tools for the creation and maintenance of data warehouses.

The Data Warehousing project is funded by Rome Laboratories and by the Advanced Research and Development Committee of the Community Management Staff as part of the Massive Digital Data Systems (MDDS) Program.

Key Solution Areas

BPO SERVICES

India has consistently seen a surge of foreign investments and long-term contracts through BPO industry. This has tremendously boosted Indian economy. The GDP has steadily risen from 1.2% to 5.4% as a result of the contribution of this industry. The following statistics downright make obvious the growth stimulated by the IT-BPO industry in the past decade:

- 1997-98: US$ 4.8 billion
- 2006-07: US$ 47.8 billion
- Current rate of growth is 28%
- Employment to be generated -1.6 million

The key drivers doing the trick for India are presence of skilled English-speaking workforce, quality control and cost-effectiveness.

Combining intelligent process management with state-of -art outsourcing management technology, today the Go4Customer (www.go4customer.com) has emerged as India's leading client-centric Offshoring Solutions Company. Its key strengths lie in Mortgage Loan processing, Insurance Claim processing, Data Entry Outsourcing Processing & Transaction processing services, not to mention various specialized inbound and outbound services 24/7 basis.

Go4Customer is a leading provider of offshore BPO services. We deliver value to our customers by bringing operational excellence and deep industry and functional knowledge to their critical business processes. We provide high-quality execution of client processes, monitor these processes against multiple performance metrics, and seek to improve them on an ongoing basis.

We serve several industries, including travel, financial services, insurance, technology, retail, logistics, utilities and professional services. In addition to industry-specific services, we offer a range of services across multiple industries, in areas such as finance and accounting; human resources; supply-chain management; market, business and financial research, and analytical services.

Key Solution Areas

BPO SERVICES

Our service offerings provide end-to-end support to our clients across consulting services, BPO delivery and IT solutions.

The Inbound Technical support and Customer Services is our core focus area and Go4customer provides integrated customer service solutions through our target industry practices. Go4customer helps clients from diverse industries address customer service across various delivery channels. These channels include:

- Voice-based customer service
- Email and chat management
- Physical mail management

Go4customer is especially qualified in handling complex, unscripted calls in our industry segments that focus around areas including:

- Customer support
- Billing query resolution
- Order management
- Account maintenance
- Order booking
- Live chat support

Go4Customer leverages the deep domain expertise in all its industry segments to better understand and serve our customers' needs.

Key Solution Areas

ECLECTIC WEB SOLUTIONS

Go4's eclectic services range from web site designing & hosting, managing search engine registration, search engine optimization, search engine marketing to monitoring search engine activity, screening web sites for search engine readiness and executing intense search engine directory marketing campaigns for corporate partners.

High-quality, interactive and customized websites are developed for corporate players by our Go4website division (www.go4website.com). These are not ordinary or average sites but aim-driven assemblies with striking aesthetics, excellent content, huge audience and unbeaten functionalities – all at user-friendly budgets!

Secure, cost-effective, and state-of-art 24×7 web hosting services are extended to meet individual and business needs by our international hosting arm, Go4hosting (www.go4hosting.com). The highlights of hosting solutions include Microsoft & Linux hosting, Dedicated & Colocated servers, Hassle-free business email accounts through Microsoft Exchange Mails server, Reseller hosting, besides, Domain name registration, renewal/transfer & management.

Years of hands-on-experience in Search Engine Optimization (SEO) services has helped Go4Promotion to evolve as a leading Internet Marketing Company all over the world catering to static and dynamic websites. Today, it is niched as the only SEO Company in India to provide Outsource link building & Link Popularity. Our SEO packages are customized to suit an array of websites including Corporate Websites, Database Driven Dynamic Websites, E-commerce Websites and B2B/B2C Portals.

From optimization of page, website navigation, link popularity campaigns to keyword-rich copywriting, search engine submissions [Google, Altavista etc] etc, our solution specialists provide a one-stop reliable solution. Based on 100% organic natural listings, our Internet marketing strategies are fully ethical, innovative, affordable, and 100% result-oriented taking our multiple clients' brand statement to newer heights.

Our Pay-Per-Click (PPC) Campaign Management service offers total support to fulfil a successful PPC campaign using Google AdWords, Yahoo, MSN and various other PPC engines.

Also on offer are our specialized e-commerce solutions for Affiliate Marketing, which are fast, easy, and cost-effective way of promoting your business across the world.

Key Solution Areas

B2B & B2C INTERNET PORTAL

Harnessing the boundless potential of Internet and e-business, we have also mobilized three e-business portals for B2B (business to business and B2C (business to consumer) models. Business growth is being optimized currently in the cutting-edge areas of online PC Maintenance (www.askpcexperts.com), Learning Solutions (www.go4etutor.com) and Customer Support (www.answercustomer.com).

The AskPCExperts is a unique online PC health clinic that never shuts shop and is the perfect answer to solve all PC related problems. The value-guaranteed subscriber services include Virus / Spyware Detection & Removal, Home & Business Networking, Hardware Installations & Upgrades, Onsite Computer Repairs, Maintenance Plan, One-on-One Computer Training, Wired & Wireless Network Installations, and Remote Control Configuration.

Effectively handling the learning and tutoring needs of students, adults, education professionals and knowledge seekers from all over the world is the Go4Etutor division. The virtual online classroom is one of the finest places to pick up learning and professional skills from a huge array of subjects and disciplines and equally skilled mentors from around the world.

The AnswerCustomer is a perfectly sound concept that lends courtesy, brand loyalty and professional touch to the sensitive tribe of customers of diverse backgrounds and service requests. This portal hosts state-of-art online services like Inbound Customer service calls, Remote Receptionist, Medical Service calls, Trouble Ticket Creation, Enquiry logging, Simple Order Taking and Helpdesk thus saving on time, money, and potential business leads.
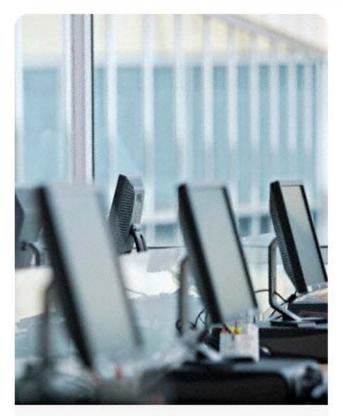
Work Culture

Human Capital is the most prized asset of Cyber Futuristics. It takes utmost care to keep its human resources satisfied and motivated. The performance and resulting productivity is an indicator of the satisfaction level of its employees. Our ever-growing talent pool of professionals is less about hierarchies and more about contagious passion, energy and loyalty. Free exchange of ideas and innovative thinking noiselessly impact everything from routine office work to client communications, marketing buzz, product development, services distribution and strategic planning. Easy accessibility to the top line management including the CEO is another outstanding practice at Cyber Futuristics.

Solid HR practices coordinate the acquisition, development and retention of diverse workforce. Regular in-house training programs for supervisors, line managers and future managers perk up the knowledge and energy level. Employee learning is a prioritized activity and employees feel more motivated as they part6icipate in various online and classroom learning programs. The educational and professional development resources are provided in collaboration with different professional organizations of repute and recognition.

The importance of work-life balance is well-regarded at all levels. A harmonious and productive work atmosphere ensures growth, innovation and fun at workplace. Discount programs covering entertainment and food items are offered regularly to employees. Sporting events, referral rewards, creative brainstorming sessions, and management lectures from in-house and visiting experts- all stimulate the productivity and team spirit of the workforce.

"Opportunity is missed by most because it is dressed in overalls and looks like work. "

-Thomas Alva Edison

Infrastructure

Location and Infrastructure advantage

Infrastructure plays a vital role to not only represent the status of a company but also the caliber to execute the assignment in due time. At Go4customer, we keep on updating our hardware and software to ensure our competency in rendering an international standard of services and solutions.

At Go4Customer, we have state-of-the-art software development and call center services facilities. We are well equipped with high-speed data links and video-conferencing, which allow us for better connectivity and communication. We have multiple software development and BPO centers in Jaipur, Gurgaon and NOIDA. We have world software resources, full air-conditioning, adequate lighting, and ergonomic furniture to seat hundreds of professionals comfortably. We have latest software for voice filtering and to improve voice quality for better output.

The Infrastructure includes:

- State-of-the-art computerization with fully automated call desks
- Uninterrupted and backup power supply
- Fully redundant voice and data communications with security
- Dedicated high speed internet connectivity
- Scalable capacity
- Multiple Leased fiber optic circuit from India to US, Australia and Europe
- Duplicated system to ensure uninterrupted call reception and uninterrupted internet connectivity.

Milestones

Jan. 2008 — Multi-crore NOIDA SEZ project gets under way to accommodate 300 workstations.

Nov. 2007 — Cyfuture plans to go in for 2nd round for VC funding for a multi crore NOIDA SEZ project.

Jan. 2007 — Cyfuture / Go4Customer expand its operations to NCR by opening centre at Gurgaon.

June 2006 — Cyfuture/Go4Customer partners with a Microsoft Inc.

Jan. 2006 — Cyfuture/Go4customer is awarded as the best IT /ITeS Company of Rajasthan from Government of Rajasthan.

March 2005 — Cyfuture/Go4customer starts construction of the new state of art 1000 seated facility; at Sitapura IT Park

Aug. 2004 — Cyfuture/Go4customer Secures VC funding to Fuel Explosive Growth to set 1000 seated new facility at Sitapura IT Park.

June 2004 — Cyfuture/Go4customer begins inbound Services

June 2004 — Cyfuture/Go4customer works for one of the world's leading Internet Service Provider as an outsource partner

March 2004 — Cyfuture launches its BPO arm Go4Customer

Dec. 2003 — Cyfuture gets prestigious ISO Certification.

Dec. 2002 — Cyfuture elected by Deptt. Of Information Technology (DOIT) Govt. of Rajasthan for its official website hosting

April 2002 — Cyfuture becomes the largest Web Hosting Company of Rajasthan with a largest reseller network

Aug. 2001 — Cyfuture sets up at Jaipur, India as IT Company

Contact Us

C-Scheme Facility

D-61, Shiv Heera Path,
Chomu House, C-Scheme,
Jaipur-302001, (Raj.) INDIA
Ph: 91-141-2366498 / 2368166
Fax: 91-141-2363604

Gurgaon (NCR) Facility

Go4Customer
Plot # 525, Udyog Vihar Phase V,
Gurgaon - 122016,
Haryana, INDIA
Ph: 91-92124-13911

Sitapura Facility

G1-227/228, H1 236-239,
 Export Promotion Industrial Park (EPIP)
Sitapura Industrial Area,
Jaipur -302 022, (Raj.) INDIA
Ph: 91-141-2770-439/440

NOIDA (NCR) Facility

SDF G-13/14,
Noida Special Economic Zone,
Noida Phase II, Noida Dadri Road,
Noida -201305 (U.P)
Ph:0120-2460396/97

For More information please contact: **sales@cyfuture.com**