



FortunesoftTM
I T I n n o v a t i o n s



COVER LETTER

05 August 2015

BMW Group Asia

IT Service Management

IT Head- FG-32

1 HarbourFront Avenue

Keppel Bay Tower, #15-02/07

Singapore 098632.

Ref: Onsite Application Support and Managed Services

Dear Mr. Sudhir,

Fortunesoft IT Innovations Pte Ltd. is pleased to provide a Proposal response for Onsite Application Support and Managed Services requirements from BMW Group Asia. Our response to this request is 100 percent compliant with all the requirements. This proposal will be valid for a period of 90 days.

Fortunesoft IT Innovations Pte Ltd. offers advanced and affordable services to manage and keep pace with the valuable and rapidly expanding needs of our customers. We have many years of experience in providing software application design, development and maintenance support services to our customers in various domains across the globe. With incomparable expertise in understanding customer challenges and in developing customer tailored solutions, Fortunesoft have already provided valuable web, mobile and cloud based services for many of our client organizations.

Once again, we thank you for giving us an opportunity to submit this proposal. If you require any further clarifications to this, please contact me.

Respectfully,

Jobin George Tharappel

Co-Founder & Director

Fortunesoft IT Innovations Pte. Ltd.



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EXECUTIVE SUMMARY

Fortunesoft IT Innovations is a leading Information Technology (IT) service company providing IT services to our customer in various domains across the globe. Fortunesoft specializes in the areas of website and web based application development, mobile apps development, E-commerce application development, application migration, web enablement; software development, software maintenance and support, software re-engineering, SEO services, and IT consulting service. We are currently the employer's choice for IT solutions in various geographies that we operate.

Key Highlights

- » Specializes in web, mobile and cloud based application development service
- » Develop customized technical solutions as per customer requirements
- » Strategic alliances with top IT companies
- » Several established Commercial and Government customers
- » Strong project management capability
- » Highly cost effective solutions
- » Established Quality Management process

Since our inception, we have served many clients in the government and commercial sectors around the globe. We have the right mix of talented young and experienced employees who are always focused towards our company goals. Our staff consists of computer scientists, engineers, designers, software developers, tester, technical documenter etc. Fortunesoft provides industry-leading technical solutions and has the expertise to provide customers with turnkey solutions. We provide high quality technical solutions at affordable price to our clients. Our custom designed and developed solutions are highly cost effective and are capable of promoting awareness and online business of our customers. Fortunesoft works with its customers to provide solutions that endow practical value in a compartment that is efficient as well as effective. Fortunesoft objective is always to maximize profits of our customers and bring more returns on their investments.

Fortunesoft IT Innovations is highly capable of providing services for BMW Group Asiain Onsite Application Support and Managed Services requirements as requested by the client. We understand all the requirements sougheed by the client and have all the capability to cater all those requirements. Fortunesoft is a pioneer in providing premium high quality development and maintenance services to our clients in various domains. Our experience allows us to understand all issues and intricacies associated with the website development and maintenance to provide supreme solutions to our customers. If chosen as a qualified vendor, we are highly talented in providing the right and optimal solutions for client's requirement. Fortunesoft has successfully developed, upgraded and maintained many websites and web based applications for many of our prestigious clients in the past which gives us the confidence to take up this opportunity.



2.0 SCOPE OF SERVICE

Having reviewed the BMW Group Asia's requirements, Fortunesoft is putting forward our detailed understanding on the requirement. We understand that the client is looking towards Fortunesoft to provide a complete Managed Service for BMW Group Asia. Fortunesoft comprehends that the client is initially looking to start the managed service engagement from Fortunesoft with two dedicated full time resources to work for the BMW Group Asia from their Singapore office. We comprehend that the client is looking for three plus years experienced Application Developer and a five plus year experienced Senior Systems Analyst to start the support service with. Fortunesoft would be taking the complete ownership of this engagement which would be inclusive of day-to-day development and management responsibilities and functions.

2.1 APPLICATION DEVELOPER

Fortunesoft understands the following would be the roles and responsibilities of the proposed Application Developer. We understand that the client is looking for a senior application developer who can provide technical support for the client's existing web applications. We realize that the resource should be working on designing, prototyping, testing and documenting web applications based on the systems specifications and requirements. The resource should work collaboratively with business users and central project teams to determine requirements. We understand that the resource should be delivering results/milestones on-time with high level of quality and customer satisfaction. We comprehend that the provided resource would be communicating regularly to IT Manager on progress of active projects, adhering to reasonable and agreed deadlines. Our proposed resource would be supporting the client in estimating efforts and meeting deadlines on multiple, simultaneous projects.

Fortunesoft understands that the client is expecting the senior applications developer to have at least a Degree or Masters in IT/ Software Engineering. We understand that the resource should have minimum three plus years working experience in web applications development and support tasks. We realize that the resource should be proficient in PHP and MySQL. Fortunesoft assures that the resource provided from our end would be proficient in HTML, JavaScript, Ajax, CSS and other client scripting languages. Our proposed resource will have previous working experience on application interfaces using XML, CSV and the ability to handle multiple projects adjusting the priorities

2.2 SENIOR SYSTEM ANALYST

Fortunesoft understands that the role of the proposed Senior Systems Analyst who is going to be associated with BMW Group Asia would have to be involved in managing internal projects on business applications, change requests and managing incidents. We comprehend that our proposed resource would act as liaison between the stakeholders and central project teams and will take part in all on-going meetings. Our proposed resource would be keeping track of the milestones and deliverables for local projects and rollouts. The proposed senior systems analyst would specify business/ process requirements relevant to applications/solutions. Our proposed senior systems Analyst is completely capable of planning, prioritizing, communicating the process and solutions improvements and implementation plan. We understand that the proposed senior system analyst will have to coordinate design, develop and improve solutions based on the business needs. We understand that the resource should work on the upstream and



downstream interface with related processes within SAP and other third party systems. Our proposed resource would be capable of developing and delivering status reports and presentations with the client periodically. Fortunesoft understand that our resource should ensure process documentation to be complete for all the systems and enhancements. We comprehend that our proposed Senior Systems Analyst would be providing support implementation of the process standards on local site based on group standards. We understand that the proposed resource should act as liaison with the external vendors supporting applications including SAP.

Fortunesoft understand that the proposed senior systems analyst should be possessing minimum five plus years' experience in managing business applications with a Degree or Masters in IT or Software Engineering. We comprehend that the resource should have a good understanding of the business processes, business applications and interfaces. We understand that the client is looking for the resource to have good knowledge in web technologies like PHP/MySQL, HTML etc. We understand that our proposed resource should possess excellent knowledge and experience in change management process and should have a basic understanding of the ITIL/ITSM processes and project management skills.



3.0 MANAGED SERVICE

Fortunesoft provides the optimal choice to our clients in terms of making the right technology investments, delivering value and building a future-ready IT landscape. We provide a wide range of IT services, making cost optimization, reliable and strategic IT operations the need of the hour. We understand that the client is looking towards Fortunesoft to take the responsibilities and functions as a strategic method for improving operations which includes resource management, production support and lifecycle build/maintenance activities. Fortunesoft comprehends that we would be completely taking care of the resource employment, payroll and other liabilities. Fortunesoft would remain accountable for the functionality and performance of the managed service and does not relinquish the overall management control and responsibility of the organization or system. Our Program Manager will ensure the effective management of the entire engagement with BMW Group Asia. He/She will be overseeing our staff's performance and the entire operations with BMW Group Asia. The Program Manager will act as the liaison between Fortunesoft team and BMW Group Asia.

Fortunesoft as a managed services provider of information technology (IT) services to BMW Group Asia takes the responsibility for providing a defined set of services. We offer Integrated Managed Services for the following

- » Application Development
- » Application Support and Management

Fortunesoft's Managed Services offer our client's the flexibility to focus on their core business rather than handling day-to-day operations and technology issues through our uniform, scalable and customer-centric processes.

FEATURES

- » Support containing incident management system
- » Proactive and reactive monitoring support of applications and servers
- » Support during a customer's business hours for jeopardy
- » Technical Support for smooth day-to-day operations and enabling better end-customer experience
- » Application Support to manage the business changes and tailored requirements
- » SLA management

BENEFITS

- » Best-in-class IT operations: Pre-integrated processes, systems, tools and best practices to manage IT operations effectively and efficiently
- » Improved efficiency and effectiveness with the help of pre-aligned processes
- » Reduced time to production by delivering quality IT services with speed that helps achieve business goals
- » Ability to anticipate and act on the basis of dashboards, reports, monitoring and controlling framework



3.1 RESOURCE LEAVES AND BACKUP PLANS

Fortunesoft understands that succession planning is highly important for our engagement with BMW Group Asia. We have a structured process within our organization for identifying and developing internal people with the potential to fill key positions. Our replacement /backup plan is highly focused on narrowing and identifying specific back-up candidates for given positions.

In Fortunesoft we follow the well-established best practices:

- » Identify those with the potential to take greater responsibility
- » Provide critical development experiences and training to those that can move into key roles
- » Engage the leadership in supporting the development of high-potential leaders
- » Build a data base that can be used to make better staffing decisions and resource shuffling

During our engagement with BMW Group Asia If any of our resource goes for an unexpected leave for a few days like a sick leave our backup resource would be immediately taking up that position in order to provide you an uninterrupted service. As a part of this plan Fortunesoft is planning provide training for some of our internal backup resources on the processes and programs which we are planning to perform and manage for BMW Group Asia. In this way if any of our resource goes for an unplanned or scheduled leave we would be able to send an immediate backup resource. Our Program Manager for BMW Group Asia will ensure that the right candidates are identified from our internal talent pool and they are given the relevant training and knowledge transfer. So that if any of our resource had to take a leave then we will be able to immediately send a replacement resource on-board.

Fortunesoft would be creating periodic documentations on the requirements, core work flow, architecture, changes in requirement and upgrades etc of the existing system. We will be implementing proper version control system and will be also taking regular backups. By implementing the version control system we will ensure that the changes to a file or set of files over time can be recalled using specific versions later. All these structured processes from our end will help us to ensure reliability and robustness. The version control system and documentations will also help us in providing the right training and knowledge transfer to our internal backup resource pool. Whenever a backup resource is introduced our Program Manager will ensure that the complete Knowledge Transfer and work handing over processes and procedures are followed before the new resource is on-board.



4.0 HANDING OVER PROCESS

Fortunesoft would be following all the standard hand over procedure whenever a project or a specific task is completed. We would be providing all the relevant documentations to the client. Our Project Handover Plan will be having the following.

1. Project background
 - a. Client
 - b. Purpose
 - c. Scope
 - d. Work role
2. Project description
 - a. Core work flow
 - b. Architecture
 - c. Work item
 - d. Outline changes/ enhancement
 - e. Support flow diagrams
3. Handover plan
 - a. Handover timeline
 - b. Handover method
 - c. Handover Documentation
4. Notice
 - a. Cooperation model
 - b. Frequently Asked Questions (FAQ)
5. Account information
 - a. Site
 - b. Source code
 - c. Resources
6. Template of work report
 - a. Daily work report
 - b. Weekly work report



5.0 COST AND TIME ESTIMATE

Fortunesoft provides a realistic, reasonable and competitive pricing for the proposed Onsite Application Support and Managed Services requirements from BMW Group Asia. Our rates are always realistic as they are based on our actual experience. At Fortunesoft, we are very conscious of our client's budgetary concerns, and as such, we have constructed our methodology to provide the best possible services at a reasonable cost. Based on our initial understanding, Fortunesoft is providing the following realistic and reasonable rates for the Onsite Application Support and Managed Services requirements from BMW Group Asia.

Sl.No	Resource	Hourly Cost (in SGD)
1.	Application Developer (Onsite)	
2.	Senior System Analyst (Onsite)	



6.0 VALUE PROPOSITIONS

The following lists down some of the major value propositions that we offer to our clients:

- ✓ **Ongoing Maintenance & Development Support Service:** Fortunesoft offers various types of ongoing maintenance and development support services to all our valuable customers which includes routine maintenance, bug fixing through ticketing, continuous improvement of the website's performance, website administration etc
- ✓ **Cost Savings:** Onsite/Offshore engagement with Fortunesoft is always cost effective to our clients. Many of our previous clients have captured sizeable cost savings through our development model for mature products, services and executing custom software projects
- ✓ **Faster Time to Market:** Our development model reduces the time required for the design and development of a product or custom software. Time reductions result from 24/7 development cycles, rapid ramp-up through access to a large pool of resources and faster learning curves in some areas resulting from past experience
- ✓ **Digital Marketing Services:** Fortunesoft offers the following digital marketing services to our esteemed customer which are inclusive of SEO/SEM services, advertising campaign, social media promotions, product centric promotion through micro sites, blogging etc
- ✓ **Flexible Engagement Models:** Fortunesoft provides the following engagement models to our client's and allows them to choose an appropriate model based on their requirement. Some of the engagement models which we offer our clients are Time and Material, Fixed Scope Fixed Quote, Hire a Dedicated Team/Resource etc
- ✓ **Domain Expertise:** Fortunesoft has a team of talented young and experienced resources with latest and cross technology expertise enabling us to deliver cutting edge solutions and on time delivery
- ✓ **High Quality Processes:** Fortunesoft always uses our successfully tested methodologies and in-built quality standards for our development processes

7.0 CONCLUSIONS

This document presents the fundamental principles that will guide the Onsite Application Support and Managed Services tasks for BMW Group Asia. The focus is on providing BMW Group Asia with a positive experience with the application support and managed services delivered, both in terms of stability and feature evolution. This document defines some of the measures to performance of the Onsite Application Support and Managed Services tasks.

LOCATIONS

