



## Ramco Systems Company Backgrounder

Ramco Systems is a leading provider of flexible business and technology solutions worldwide. The company's collaborative co-creation process results in revolutionary enterprise solutions that integrate seamlessly with other technology systems, platforms and applications—delivering true business process flexibility and operational change-on-demand to more than 450 customers worldwide.

### Innovation and Transformation

Innovation is at the core of the Ramco brand. The company is featured in *The New Age of Innovation* (published in 2008) by noted management experts C.K. Prahalad and M.S. Krishnan. The authors write: "There is a fundamental transformation of business underway. Forged by digitization, ubiquitous connectivity, and globalization, this transformation will radically alter the very nature of the firm and how it creates value. No industry is immune from this trend." To meet these challenges, Ramco provides organizations with business process flexibility, focused analytics, and a phased approach to technology implementation.

### Services and Solutions

Ramco drives innovation—and business transformation—through three co-creative services/solutions: Consulting Services, Enterprise Solutions, and Outsourcing Services.

Ramco's Consulting Services include the following business offerings:

- **IT Business Value Delivery** helps companies realize business value from any significant technology investment.
- **Balance Scorecard** enables organizations to align business performance to business goals based on measurable metrics.
- **Shared Services Solution** includes strategy, design, implementation, and ongoing optimization to transform front office operations.
- **Business Process Improvement** enhances operations efficiency based on process re-engineering and technology improvement.
- **Risk and Compliance Management** offers a holistic approach to risk reduction and the enhancement of governance at the enterprise level.
- **Customer Relationship Management** includes solution design and implementation of CRM solutions from Ramco and third-party providers.
- **Portfolio Analysis** delivers proprietary tools to reduce total cost of ownership (TCO) while aligning a company's IT infrastructure with its business requirements.
- **Service Oriented Architecture** services evaluate existing assets and outline a roadmap for future business services.
- **Legacy Transformation** approaches the modernization of legacy assets by way of enhancement rather than replacement.

The company's Enterprise Solutions are built around **Ramco VirtualWorks®**, a highly flexible model-driven platform based on open standards-based architecture (SOA). The platform supports a repository of over 1,000 re-usable pre-configured enterprise class components that enable common business processes across domains. Ramco's enterprise solutions include:

- **Ramco Enterprise Series** includes a suite of adaptive, web-architected packaged applications that serve a range of large and mid-sized businesses.
- **Tailored Enterprise Solutions** to meet the needs of rapidly evolving business models and high technology complexity.

- **Ramco ERP On Demand** comprises essential processes for small and medium sized businesses delivered, by subscription, as a service over the Internet.
- **Custom Built Applications** leverage the model-to-code capabilities of Ramco's enterprise platform to shorten development time and reduce TCO.

In order to help its customers realize the highest possible return on their technology investments, Ramco Outsourcing Services include:

- **Application Maintenance** for both Ramco and non-Ramco applications.
- **Infrastructure Maintenance** based on Ramco's ITIL methodologies.
- **Validation Services** including enterprise, integration, SOA and performance testing.
- **On-Demand ERP**, a pay-per-use "company in a box" offering high data security and rapid implementation.
- **Business Process Outsourcing** including HRO, F&A, procurement, and analytics functionality.

## Markets and Partners

Ramco is a proven innovator in a number of vertical markets, including utilities, trading and distribution, banking and financial services, insurance, logistics and transportation, retail, real estate, process and discrete manufacturing, healthcare, aviation, and government and defense. The company has also proven itself in horizontal domains—including human resource management systems, supply chain management, finance solutions and business analytics—with more than 300 successful implementations worldwide.

To help its customers integrate Ramco solutions, the company partners with many of the leaders in implementation, technology, and HR/Payroll, including: SEEC, HP, Intel, Microsoft, Convergys, and PricewaterhouseCoopers. Additionally, the company holds important industry certifications, including ISO 9001 : 2000, ISO 27001, and SEI-CMMI-SW Level 5.

## Locations and Executive Team

Ramco Systems was founded in 1989 in Chennai, India, where the company maintains its global headquarters. It is part of the Ramco Group, a growing multinational organization with annual revenue of over \$700 million. The publicly traded organization operates 18 offices in nine countries and employs more than 2,000 people. The company's North American headquarters are located in Lawrenceville, New Jersey.

Global and North American operations are headed by the Ramco executive team:

- **P.R. Venketrama Raja** – Vice Chairman, Managing Director & CEO
- **Kamesh Ramamoorthy** – Chief Operating Officer
- **K. Ramachandran** – Chief Financial Officer
- **Guruprasad Sowle** – President, Global Strategic Consulting Group
- **Jim Fitzgerald** – Global President, Aviation Solutions
- **Vivek Luthra** – Senior Vice President, Global Head of Services
- **Richard Sides** – Senior Vice President and Global Head of Manufacturing

**Corporate Website:** <http://www.ramco.com>

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