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Ramco Systems' Game-Changing Platform Lauded in New Book by Noted Management Experts C.K. Prahalad and M.S. Krishnan

- *The New Age of Innovation* highlights Ramco's "co-creation" approach to developing and delivering operational change-on-demand enterprise technology solutions
- Highly flexible **VirtualWorks®** platform enables customers to continuously innovate, change and win
- Ramco's technology-independent, user-friendly solutions implement quickly with virtually no disruption
- Ramco takes major steps to expand presence and business activities in US and North American market
- Ramco exhibiting at **Software2008** (booth # 3308), April 29-30 in Las Vegas; **Vivek Luthra**, Ramco Senior Vice President, Global Head of Services, serves as an event keynote panelist, and Richard Sides, Ramco Senior Vice President and Global Head of Manufacturing, is a speaker in the SOA track

LAWRENCEVILLE, NJ – April 28, 2008 – Ramco Systems, Inc., the U.S. enterprise technology arm of the global technology company Ramco Group, today announced that its game-changing enterprise technology solutions have been featured prominently in *The New Age of Innovation*, a new book co-authored by the noted management experts C.K. Prahalad and M.S. Krishnan. Ramco co-creates highly flexible solutions – based on its unique model-based platform that offers well over 1,000 pre-configured, re-usable enterprise-class components – enabling more than 450 customers worldwide to maximize change and spend more time creating and driving innovations that help them win in the fiercely competitive global business environment.

"We are very proud to be so prominently featured in *The New Age of Innovation*, which clearly recognizes Ramco's unique co-creation approach and how our solutions enable customers to harness change and drive continuous innovation with unparalleled speed and cost-efficiency," said P.R. Venketrama Raja, Vice Chairman, Managing Director and CEO of Ramco Systems. "Ramco's inclusion in this important new book further validates our strategy of helping customers around the world – and increasingly in North America – to stop force-fitting their business through rigid technology, because innovation really is no longer an option for the successful enterprise."

In *The New Age of Innovation*, C.K. Prahalad and M.S. Krishnan describe the need for a new breed of ICT (information and communications technology) platform – one that integrates real-time actionable business intelligence with live business processes and data to enable immediate response to change. "Senior management at Ramco set to work on creating a platform that will allow for flexibility with ease of use, efficiency, and quality at the same time," the authors explain. "They have developed a capability for delivering an ICT platform very close to what we describe."

Highly Flexible VirtualWorks® Platform

Based on the more than 800 installations of its technology worldwide, Ramco has evolved its VirtualWorks® business process platform to include powerful features, such as:

- Model-based architecture, allowing the platform to adapt dynamically when users change assumptions
- 1,000+ growing component repository of reusable enterprise-class solutions, across major business verticals, including aviation, financial services, manufacturing, logistics, human capital management, governance/risk/compliance, and others
- Collaborative online development process that develops solutions streamlining business processes, while adapting very quickly and cost-efficiently to continuous change
- Ability to leverage customers' existing technology assets, thus significantly decreasing time-to-business value
- Real-time, actionable business analytics, identifying what needs to be changed, and why
- Web enabled end-to-end integration, allowing global collaboration on business processes
- Intuitive, easy to use systems that integrate quickly and effectively with existing systems

Case Study: International Agricultural Exporter Co-Creates With Ramco

ITC-International Business Division is India's second largest exporter of agricultural products. Co-creating with Ramco, ITC-IBD implemented a revolutionary digital business platform to procure and distribute agricultural products in the Indian rural market that enabled them to become the most preferred supply chain partner for agriculture and related products in the international market. Comprised of over 24,000 personalized business function points and 110,000 pre-built business function points, the system accommodates over 2,500 diverse product lines with diverse business practices, supports 8 local languages, has been rolled out in 800 distribution centers, and covers 200 ERP locations and 500 retail business locations. Implemented ahead of schedule in just 10 months time, the system is a true change-on-demand solution, flexible enough to constantly evolve with business practices and new business lines.

Ramco Systems has a major presence at Software2008, scheduled for April 29-30 at the Mandalay Bay Convention Center in Las Vegas. Keynote speakers and panelists will include C. K. Prahalad, co-author of *The New Age of Innovation*, and Vivek Luthra, Senior Vice President, Global Head of Services at Ramco Systems. Ramco is exhibiting at booth #3308. For more information about Software2008, visit <http://software2008.com/>.

As part of a national launch of *The New Age of Innovation*, Ramco Systems is co-sponsoring a five-city "Think Tank" road show tour hosted by *InformationWeek*. The road shows – taking place from late June to September of this year -- will include senior level business and technology professionals who will participate in round-table discussions based on the themes and findings of the book. For more information about the *InformationWeek* "Think Tank" road show and Ramco, visit www.RamcoCreate.com

About Ramco Systems

Ramco Systems, a leading provider of flexible business and technology solutions, helps Global 2000 companies innovate and win. Its uniquely collaborative co-creation process results in enterprise solutions that fit like a glove, and integrate seamlessly with any other technology systems, platforms and applications. Complete end-to-end integration of business processes, a system that dynamically adapts to business process changes, and actionable business intelligence that reveals the impact of those changes in real time, free corporate leaders to focus on the business rather than the technology. Leveraging this transaction and analytics platform, Ramco delivers true business process flexibility and operational change-on-demand to more than 450 customers worldwide. For more information, visit <http://www.ramco.com>.