



POWERING
YOUR
BUSINESS
GROWTH





VISION MISSION CORE VALUES

'Our vision is to be first choice for our customers with excellence in areas of service.'

We are determined to grow as a focused and innovative player. We are singularly focused on creating outsourcing and consulting solutions to help our customers become efficient, integrated and leaders in their field of expertise. Through continuous business process improvement we strive to provide greater value and operational superiority to our customers.

Our business model is built around relationships. Our approach to Customers is all about commitment, attention, flexibility and service delivery. We align ourselves completely with our customers to accelerate the value creation process from forming an alliance with SBA. While doing so, we ensure absolute alignment in terms of needs, culture, investments, technology, processes, and most importantly, people. In a nutshell, it's all about our relationships and alignment with our customers and their employees.

SBA's biggest asset is 'our people'. Our constant focus is towards developing our people and provide them with a work environment that motivates and challenges them, promotes innovation.

Our organizational culture focuses on building a cohesive and motivated environment to achieve our goals through knowledge sharing and collective learning. This helps achieve organization wide readiness in responding to today's ever changing business environment.

Mission Statement

SBA's mission is to

- Empowering our people to actively engage in decision making processes
- Empower our customers by providing them access to best practice methodologies enabling them to stimulate their business growth
- Form Alliance with our Customers to ensure that they succeed
- Grow SBA by creating value for all our stakeholders
- Ensure Corporate Social Responsibility through all aspects of the organization functions

Core Values

- Customer Focus
- Integrity
- Value Creation
- Knowledge Sharing through Teamwork
- Entrepreneurship and Innovation

As we grow, our future will be based on the foundation of our mission statements and five core values. These values have given us the character which defines us, our goals and our aspirations.

As an organization, we envisage Strategic Business Alliance creating superior value and enduring relationships with all our customers.

Welcome to Strategic Business Alliance!

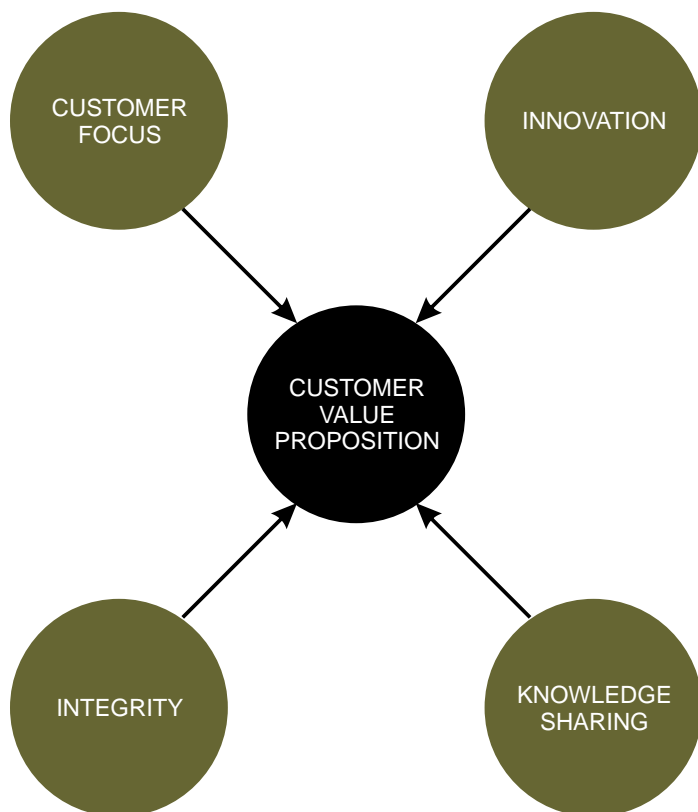
At Strategic Business Alliance we define our Value Proposition in how we interact with our clients and the endeavours we make to accomplish their objectives. SBA's Value Proposition is the resultant value-creation that leads to the client's profitability being strengthened - through relationships based on resourceful people, reliable technology and dynamic systems and processes.

While we believe that there are lots of intangibles in our value proposition, we are committed to the continuous creation of value for our customers through their alliance with us.

We believe that above all a motivated team is what we need to deliver value to our clients. Thus, we mobilize all our efforts to leverage the passion, career goals and entrepreneurial zeal of our people to align ourselves with the customer. We aim to provide timely opportunities to our people to grow and ensure satisfaction and high-morale through constant rewards and recognition. We endeavour to attract and retain people who want to make a difference.

This is a testimony to the fact that instead of being only transaction oriented, we are focused on long term strategic gains through a value creating alliance with our clients.

This is what we define as our Value Proposition - a promise of customer value through long-term and winning relationships!



OUR VALUE PROPOSITION





COMPANY PROFILE

Strategic Business Alliance has been established with the objective of providing integrated outsourcing solutions in following area of business

- Accounting and Consulting Services
- Information Technology Solutions
- Call Centre and Related Services

This delivers integrated solutions to our clients thereby offering the benefits of process improvement, cost reduction, capacity creation and enhanced productivity by enabling our clients to focus on their core competencies.

The services offered focus on leveraging:

- Operational Excellence
- Amotivated workforce
- State of the Art Facilities in India
- Amassive talent pool of highly talented professionals in India
- Australian founders, CPA qualified, who brings vast experience in the service areas by being in senior roles in listed entities and multinational corporations.

Strategic Business Alliance believes in building value for our clients. It does this by ensuring that every employee is empowered and skilled to provide a high quality of services to our customers in a timely and ethical manner.

The board of Strategic Business Alliance is headed by Mr Keith Gordon as the Non Executive Chairman of the board.

The Executive Directors of SBA, Partha Sarathi Nag and Rakesh Sharma are both entrepreneurial and possess significant knowledge of the operations of the outsourcing industry and have vast experiences in shared services operations and possess an in depth and intricate understanding of the outsourcing opportunities and challenges in India.

Both directors have worked in Senior Management roles in Finance and Commerce, in a variety of industries ranging from multinational manufacturing companies, transport and infrastructure entities, Supply Chain, Human Resources and IT entities.

Keith Gordon (Non Executive Chairman)

Mr Gordon brings a wealth of experience at senior executive level in businesses in both public and private sectors and a very strong management and governance background. Mr Gordon currently holds the position of Executive General Manager - Port Operations for the Port of Melbourne Corporation (PoMC), Australia's largest container port handling approximately 38% of the nation's container trade.

Mr Gordon's executive career involves holding the position of CEO for the Geraldton Port Authority, a major bulk port located on the Mid West coast of Western Australia, Victorian Manager for the ports of Geelong and Hastings for Toll Holdings and General Manager for the port of Geelong over a career spanning more than 25 years.

Concurrent to his professional career Mr Gordon is also a successful business owner having owned two small businesses that were significantly expanded over a relatively short period of time. The first being an electrical contracting business and the second being a Commonwealth Accredited Aged Care Facility (High Care) employing over 80 staff.

Mr Gordon's knowledge and personal networks combined with his strategic and governance skills will be invaluable to the continued development of Strategic Business Alliance's business.

Partha Sarathi Nag (Executive Director)

Partha, B (Bus), Master of Professional Accounting, CPA has worked in a diverse range of industries including infrastructure, transport, information technology and recruitment. Partha's previous roles include, being Group CFO and acting Company Secretary for a listed recruitment entity, Commercial Manager for a listed national labour hire company and CFO of one of Australia's fastest growing ports.

Partha has extensive experience in the fields of Accounting, Finance, IT & Corporate Strategy Formulation. He has also in-depth experience in Professional Practice having worked in Professional Practices in both Australia and India. He has managed implementation of ERP platforms and has also completed Quality Audit Certification program.

Partha, has build value in his various senior executive roles in sharply defined focus areas. He is widely respected for integrity, innovation and dynamism. Partha has successfully forged lasting relationships with various stakeholders in the different senior executive roles that he has worked in.

Rakesh Sharma (Executive Director)

Rakesh, BBus (International Business), Master of Professional Accounting, CPA, has worked in senior management roles in Multinational Companies and Government agencies.

Rakesh has extensive experience in Financial Accounting, Management Accounting and Systems Accounting in global manufacturing, retail and service businesses with operations around the world. He has led major projects for fully integrated ERP implementation in Australia and overseas.

Rakesh has also achieved Six Sigma Certification. In his most recent role, he has worked in a senior management position for shared services, where he has successfully added value in streamlining the business, IT and HR processes.

Rakesh also has in-depth experience in managing transition of services to the outsource provider. He brings a wealth of experience in management across borders.

DIRECTOR'S PROFILE



WHY OUTSOURCE

Today outsourcing is much more than just a cost saving exercise. Outsourcing improves focus, increase process efficiency and most importantly enables exponential business growth.

Some of the primary drivers to outsource are as follows

- Focus on high end activities by releasing time for our client's personnel from routine activities
- Manage seasonal increases in work-load by outsourcing additional work
- Greater flexibility in staffing-manage your resource levels in sync with demand
- Shorter project delivery times due to the expertise and efficiency of the outsourcer in transitioning and executing transaction processes and 24/7 shift operating times
- Generate cost savings of between 40-50% on back office processes

Industry trend experts are predicting exponential growth in outsourcing. Thus According to Gartner, Inc in 2009,

"Although things look gloomy for the larger global economy, the outsourcing market represents a dichotomy: on the downside, organizations' cost-cutting outsourcing strategies may negatively impact market growth, but at the same time, the upside is that outsourcing will be adopted by more organizations to help them work through financial and competitive challenges," said Allie Young, vice president and distinguished analyst at Gartner.

"The well-educated buyer and provider will have the advantage. The potential for outsourcing to address immediate cost pressures as well as long-term recovery goals will be unprecedented. However, only organizations that are diligent about understanding and avoiding the pitfalls of cost-focused outsourcing and that apply business-outcome-focused outsourcing will be successful."

Thus today's outsourcing industry has seen a transformational shift from being a mere cost cutting arrangement towards a more strategy-driven functional partnership. This evolution translates into imperatives of a more focused approach, powered by a robust knowledge-base, and an in-depth subject matter comprehension.



Incorporated with these requisites are the three cornerstones of a sustainable value-driven relationship: process expertise, technological capabilities, and management control. While the first two are essentials which can be developed and inculcated, it is the third element which is the most critical, and often the most overlooked.

Our business solutions, take each of these dimensions into perspective. Our sophisticated infrastructure, resources and intellectual capital ensure cutting-edge capabilities deliver process expertise and technological capability.

Our exposure to the industry and knowledge of its nuts-and-bolts along with direct control of end to end processes, enables effective management control and checks each of the client's processes.

This translates into offerings that eliminate risks, elevate efficiencies, and enrich returns for the client.

Why Outsource to India

- India has a very large well educated English speaking workforce
- India's large base of accounting professionals is a very substantial asset for accounting outsourcing
- About 390 Fortune 500 companies have outsourced software development to India
- Access to a skilled and economical pool of professionals
- Massive investment in technological and infrastructure upgrades in recent times
- India is a signatory to World Trade Organisation (WTO) agreement on trade related intellectual property rights (IPR)
- Outsourcing parties are free to choose the law that will govern the contracts
- Speedy arbitration system
- India's data privacy legislation is on par with international standards





SERVICE OFFERINGS

Accounting & Consulting Outsourcing

Strategic Business Alliance aims to provide end-to-end outsourcing services in Accounting. We cover the following areas of accounting

For Business and Industry

Revenue Management

- Accounts Receivable Processing
- Sales Order Processing
- Customer Invoicing

Expense Management

- Accounts Payable Processing
- Travel and Entertainment Expense Accounting

General Accounting & Book Keeping Processes

- Maintain Chart of Accounts
- Maintain Ledger Accounts
- Generating Trial Balance and Closing Accounts
- Bank and Account Reconciliations
- Preparation of financial statements - income statement, balance sheets and cash-flow statements
- Prepare monthly, quarterly and annual management reports

Fixed Asset & Capital Accounting Processes

- Compute depreciation tables and schedules and record of depreciation
- Account for write offs and valuation adjustments
- Maintain work-in-progress accounts
- Reconcile fixed asset accounts and ledger entries

Cost and Inventory Accounting Processes

- Maintain inventory records
- Develop and update inventory costs

Payroll Processing

- Create and maintain employee profiles in the payroll system
- Managing time and attendance sheets
- Processing of weekly/fortnightly/monthly payroll from time sheet
- Payroll journal and payroll summary sheet

Database and Data Processing Services

- Creation and maintenance of mailing lists, directories, mailing addresses and customer lists
- Data entry, cleaning and validation
- Data tabulation (makes data amenable to a parameter search)
- Basic statistical analysis
- Presentation of results in various formats

For Professional Accounting Practices

- Prepare client financials to balance sheet reconciliation stage for partner review
- Preparation of Business Activity Statements for partner review
- Tax Return preparation services for individual returns
- Self managed superannuation fund accounting and auditing
- Client book keeping

Consulting Services to Business, Industry and Professional Accounting Practices

- Financial Modeling - preparation of cash flow models, income statements and balance sheet projections
- Financial Analysis - ratio analysis, break-even analysis, NPV and IRR
- Business Plan formulation
- Tender Document Preparation
- Business Research - sector study, industry trends
- Business Intelligence - competitor profiling including summary of financial performance and key business initiatives
- Media Abstracts- business and financial news abstracts

We integrate infrastructure and resources with the skills of our people to provide end to end accounting solutions that creates value for our clients and improves their profitability.

Service Offerings - Information Technology Services

- IT Consulting Services
- Customised Software Development
- Web Solutions - Web Site Development and Search Engine Optimisation
- Help Desk Management
- Networking Solutions Including Network Management, Monitoring and Fault Management

At Strategic Business Alliance we believe that our clients need IT professionals who have high levels of technical competence on various platforms, high comprehension of deployment scenarios and innovative problem solving skills.

We aim to deliver IT solutions that enables our clients to concentrate on their core competencies. We believe in creating IT solutions that add value to our clients business processes, instead of IT becoming a hindrance.

Service Offerings - Call Centre

Strategic Business Alliance helps you to build and maintain enduring customer relationships, through a range call centre outsourcing solutions.

Customer Service

Customer service is vital to the success of any business. Our call centre agents act as the face of your company and we treat every contact as an opportunity to build and maintain your customer relationships.

Inbound Call Centre

- Convert inbound calls from direct response TV (DRTV), mail and internet advertising into sales
- Handle claims processing e.g for insurance companies
- Handle product orders
- Take bookings and registrations for events

Outbound Call Centre

- Direct product sales
- Lead generation
- Lead follow-up
- Appointment making
- Charity fund-raising

After Hours Services

Diversion of your telephone lines to our call centre after hours and on weekends hence providing a 24/7 coverage for your client calls. After hours diversion also obviates the necessity for your sales team to be on call hence enabling you to provide a more family friendly work environment.



PRICING STRUCTURE

At SBA we approach pricing in a holistic manner. Legendary Warren Buffett once said “Price is what you pay. Value is what you get”. We believe in offering a pricing structure which is an outcome of our clients requirements and which delivers optimum value for our clients. As a part of the pricing process we conduct a Needs Analysis with our clients.

The Needs Analysis process broadly identifies the following:

- Our client's overall outsourcing requirement
- The specific functions/processes that our client is looking to outsource
- The reporting requirements that our client will require as a part of the outsourced function
- The transition path from an in-house to an outsourced function
- The resource deployment that will be needed to deliver an outsourced service depending on the nature of the functions/processes to be outsourced

Once the needs analysis is completed a pricing structure is devised based on any one of the following options most suited for our client

- **A per hour pricing structure** - this gives our client the flexibility of how much or how little they wish to outsource without an ongoing commitment for minimum hours
- **A per month dedicated employee pricing structure** - based on the number of person/s employed full time/part time at SBA's outsourcing centre in India, specifically for a client's requirements e.g a management accountant or an accounts payable employee and the pricing per month to our client
- **A minimum volume pricing structure** - for clients who know approximately how many hours they are going to outsource within each specific function and are looking to derive the benefit of a pricing outcome which reflects the high volumes they are looking to outsource.
- **A per project pricing structure** - based for short term outsourcing assignments covering specific ad-hoc outsourcing tasks that our clients wish us to perform for a defined period of time

At SBA our pricing philosophy is driven by offering maximum flexibility and the best value for money for our clients and offer a pricing mechanism which is driven by our client's requirements.

Outsourcing Infrastructure Key Highlights

- SBA's outsourcing office is located in Kolkata, India in a spacious office with modern facilities to ensure optimum productivity
- Uninterrupted power supply with back up generators
- Multi layered IT support for quick resolution of IT problems
- Dedicated servers with offsite data backup
- Multiple network connections to ensure continuous online connectivity

Data Security Practices

Physical and Office Security

- Screening of visitors and employees by a security guard during entry and exit to premises.
- All portable storage devices are banned from work-floor

Data Security

- Multiple data backups
- Employees sign confidentiality and non disclosure agreements

Network Security

- Use of secured line (128 bit SSL) to access and transmit data (images) from servers
- Segmented LAN with firewall protection
- All ports except DNS and SMTP servers are disabled for the external world

PC Security

- Access to source documents is restricted to authorized employees only
- No fax and printing capabilities at the processing site
- PCs used by processors do not have storage devices
- PCs used in processing have extremely restricted web access

Quality Practices

At SBA we take a proactive approach to quality.

- There is a robust review mechanism at each critical point of the process and before delivery to end customer.
- Deployment of process checklists in each service offering
- Quality manuals with standardized procedures for each business process and service offering
- Deployment of a metric driven approach by generating Key Performance Indicator (KPI) for each business process
- Well defined exception handling procedure involving clear communication of exceptions to customers



SECURITY
AND
QUALITY
ASSURANCE

Partner with Strategic Business Alliance

Strategic Business Alliance aims to be the partner of choice for organizations looking at a value based outsourcing proposition.

At SBA, we commit to deliver the best of service partnership based on our capabilities, skills and trust even as we promise to provide cost-effective solutions to our customers.

One of the biggest challenges that an organization faces after deciding to outsource is finding a provider that is capable of keeping your customer service levels consistent and strong.

Partner with SBA and you will:

Get the best value for money

A significant percentage of back office operations are repeatable processes. By outsourcing these activities to SBA, you let your staff to focus on complex value added activities which ultimately leads to greater profitability for your organization.

Reduced capital expenditure

Grow your business, not processes and overhead. We have the technology capabilities, state-of-art technology infrastructure and processes in place to ensure your success. This means reduced up-front expenses for you. Instead of tying up capital in a technical support infrastructure, you are able to focus that capital in areas with higher returns: creating new products, evolving new markets and more.

Reduce dependence on underlying technologies

It's a challenge to find and retain skilled staff. By outsourcing to SBA, you can enjoy a reliable and dynamic outsourcing solution that reduces the need for expensive knowledge creation & management in repetitive tasks and processes.

Speeding up your time-to-benefit

By leveraging SBA's end-to-end solutions expertise, you reduce any risk of moving offshore and can expect measurable high quality services, right from day one.

We look forward to servicing your business needs.

PARTNER
WITH
SBA



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