



"mindfire solutions is *committed* to exceptional software delivery.
we will do *whatever it takes* to enable 100% customer success."

Chinmoy Panda

chinmoy panda, chief executive officer



mindfire solutions
exceptional software delivery



Corporate Overview

vision:

to be a globally respected, professional and innovative software services and technology company

commitment:

- quality -
- deadlines -
- support -
- innovation -
- economies -

“Mindfire Solutions is as dedicated, capable and professional as any development company I’ve worked with in the U.S. -- and they deliver all this at a fraction of the cost. They’ve made it possible for us to leverage our development budget tremendously.”

David Goldbrenner
CEO
Idyllix Corp.

Mindfire Solutions is an Information Technology and software services company in New Delhi, India. Mindfire offers expert software development services to the global market, with specific emphasis on software engineering and quality practices. The company employs 40 software engineers, and has established facilities for 120 engineers.

Mindfire has a track record of exceptional software delivery and on-time, in-cost, high-quality projects. **80% clients contribute repeat business.**

company data

Founded: 1999

Web-site: www.mindfiresolutions.com

Investment: Privately-held

E-mail: info@mindfiresolutions.com

locations

New Delhi, India

San Jose, California

principals

Chinmoy Panda - President and CEO

Shashank Bhargava - CTO

Soumya Mishra - COO

Sonali Bhuyan - Dir, Business Development

Alpana Mishra - Dir, Customer Service

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services

Development services

- Web application development
- Desktop development
- Database/ client-server development
- E-business/e-commerce development
- Hand-held/ PDA development
- Mobile/ wireless development

Porting and migration services

Quality/ testing services

Virtual staffing services

Maintenance and customization services

solutions

Workflow solutions

Document management solutions

Content management solutions

Business Intelligence/ OLAP solutions

Hand-held solutions

Browser plug-in/ monitoring solutions

“At the heart of every successful service relationship is the provider’s commitment to her client. The changing business landscape requires increasing trust and dependence on relationships... winners will be those with clear intent, reliable delivery and transparent integrity.”

Chinmoy Panda
CEO
Mindfire Solutions

“We were slightly apprehensive to get part of our shipping product made by a company across the world. Mindfire worked very well to reverse this feeling: they reached code-freeze and release targets, their response time on feedback has been excellent, their code of high quality and their business relationship was extremely professional. We look forward to their contribution in future projects for us.”

Jim Wanderer
Sr. Project Manager
Extreme Networks

experience mindfire at
www.mindfiresolutions.com

exceptional software delivery

people

Mindfire's engineers are mostly BS/MS in Computer Science, with minimum 4+ years of formal computer science and technology education.

infrastructure

Mindfire Solutions has built world-class infrastructure with 120 workstations and extensive multi-platform facilities. This includes Windows, Mac, Unix and Linux machines in different configurations and dedicated Internet infrastructure to support off-shore paradigm of work.

process/ methodology

Mindfire Solutions follows the Rational Unified Process and principles of remote project execution tuned over time. We also follow coding conventions and methodology of our clients, when so required.

alliances

Adobe Solutions Network Partner
Microsoft Certified Partner

Apple Developer Connection Select
Palm Alliance Program Member

partial client list

Extreme Networks (Nasdaq: EXTR)
MyiCompass.com
BeakerWare Inc
Idyllix Inc

A-Frame Software
Myvesta.org
Immediatech
ATS-USA

key benefits

- Core expertise in software engineering - *experienced and certified engineers, focus on tried-and-tested software engineering principles in project execution*
- Faster time-to-market - *in past projects, we have exceeded client metrics by 40%!*
- Excellence in quality - *separate specialized QA team, formal testing procedures*
- Reliable skills availability - *dBase to 3G, team assembly within 7 days*
- Knowledge continuity - *assured team continuity for long-term clients*
- Substantial scalability - *physical and IT infrastructure fully scalable*
- Dedicated account management - *personal attention on clients and projects*
- FREE, post-delivery technical support - *up to a full year's free support*
- 60% dollar savings - *past clients have enjoyed enormous advantages*

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Business Model

delivery

As a start-up creating its own identity, Mindfire's entire team shares a common vision. We believe the route to happy clients and business success is through exceptional delivery on promises. Our focus is on delivery, delivery and delivery.

In an age of rapid changes, delivery on commitment stands the test of time.

We understand our business: Mindfire Solutions is a provider of expert software engineering skills, services and solutions to the global market. Our unrelenting focus on quality and customer commitment, with the fundamentally strong skills of its people, has led to a strong track record of *exceptional* software delivery™. 80% clients repeat business, a tribute to the team that makes it happen.

vision

Our vision is to be a globally respected, professional and innovative software services and technology company.

business model

In the clutter of off-shore software service companies, Mindfire stands out as refreshing change. At the root of this is clear understanding of our business model.

natural advantages

Our off-shore development center has some natural, local advantages:

- Availability of skilled manpower
- Manpower experienced in global projects
- International economic factors

what you get

What we deliver allows you to:

- Plan ahead, explore new business
- Increase operating margins
- Control budgets
- Reduce risks and uncertainty

global orientation

We marry these advantages with global orientation:

- Best-in-class development process
- State-of-the-art infrastructure
- World-class leadership/management
- Experience in American and European business values

what we deliver

Finally, what we deliver is:

- Unparalleled expertise in our work
- Guaranteed project execution
- Excellence in software quality
- Lower cost of development
- Faster time-to-market
- Reliable availability of skills

fundamental values

And add a set of fundamental values, no compromises:

- Integrity, commitment, dedication and transparency
- Quality to be proud of
- A deadline is a deadline is a deadline
- Deliver successfully every time
- Focus on your work and the rest follows



Services

“We were slightly apprehensive to get part of our shipping product made by a company across the world. Mindfire worked very well to reverse this feeling: they reached code-freeze and release targets, their response time on feedback has been excellent, their code of high quality and their business relationship was extremely professional. We look forward to their contribution in future projects for us.”

Jim Wanderer
Sr Project Manager
Extreme Networks

Mindfire offers clients multiple and specialized services in software. Fundamental software engineering and development/ quality best practices have been our common strengths, even as we operate in different areas.

web development

Mindfire's web development services cover web site design, navigation design, server-side development, database back-ends, content management and integration services. We undertake full-cycle development or sub-projects, and have worked on B2B, B2C, consumer and community sites.

desktop development

Mindfire offers development services for desktop applications in various domains. Our expertise covers quick-and-useful business applications to complex scientific software, on Windows, MacOS and Linux. User interface, graphics programming, simulation software and tools are other areas we offer our services in. Mindfire has experience in complex programming with OS-level APIs, such as for multi-threading and synchronization.

database development

Mindfire offers database and client/server development services for multi-user business applications. Mindfire's services are based on in-depth knowledge of databases (SQL Server, Oracle, Informix, Sybase), database-access technologies and application development tools.

internet development

Internet technologies and protocols are indispensable in today's applications. The team has knowledge of Internet protocols at multiple levels (such as TCP/IP, UDP, HTTP and SMTP). We have successfully served on Voice-over-IP (VoIP), customer live-chat, e-mail integration and browser plug-in projects.

hand-held development

Mindfire offers application development services on various hand-held platforms. We have built business applications on PalmOS and WinCE/PocketPC, including mobile Internet access.

porting and migration

Mindfire offers comprehensive porting, migration and reengineering services for your software to gain broader access across platforms.

qa/testing services

Our QA/testing team is focussed on helping teams during early-cycle testing. Late-cycle testing is usually carried out as part of product certification. Expertise covers test-plan development, test-case development, automated testing, regression testing, bug maintenance, debug management and certification.



Skills

“We are very happy with the quick turnaround. Mindfire Solutions has resolved a critical problem for us. We are preparing a list of additional features that we need developed...”

Joe Harpaz
Chief Technology Officer
Immediattech Corporation

Mindfire is proud of the skills it provides: the range and depth of expertise. The skills listed below are hard skills we possess right now, and are presented for reference. However, we believe that soft skills determine that last bit which makes a project truly exceptional and just out-standing.

platforms

Desktop: Windows, MacOS, OS X, Linux
Server: Windows NT/2000, MacOS X Server, Linux
PDA: PalmOS, WinCE/PocketPC, Symbian Epoc

databases

RDBMS: Oracle, SQLServer, Sybase, Informix, DB2
OLAP/Data-warehousing: Hyperion/Essbase, SQLServer OLAP Services
File-based: MS-Access, FileMaker, Btrieve, Foxpro

mainstream technologies

Component technologies: OLE/ActiveX, COM/DCOM, JavaBeans, EJB
Enterprise technologies: COM+/MTS, MSMQ, J2EE, LDAP
Data Access: ODBC, DAO, ADO/OLE-DB, JDBC, Native
System technologies: Win32, Mac Toolkit, Unix, Device driver (RS-232, USB)
Graphics/3-D: Native API, Java AWT/ Swing, QuickTime, OpenGL, DirectX
Internet: TCP/IP, VoIP, data upload/download

web technologies

Microsoft technologies: IIS/ASP, SQLServer, COM/MTS/COM+
Java technologies: JSP/Servlets/EJB/J2EE, JNDI
Open technologies: XML, CGI/Perl, PHP, MySQL, PostgreSQL
Application Servers: IIS/MTS, WebLogic, JRun, WebSphere
Front-end: HTML/DHTML, JavaScript
Others: ColdFusion, WebObjects

niche technologies

Wireless: WAP/WML, Unified Messaging development
Adobe technologies: Acrobat/Photoshop/InDesign plug-in development
Document technologies: SGML/XML, DSSSL, PDF
Security: Encryption/compression, RSA, Blowfish

tools

Class libraries: MFC/ATL, PowerPlant, wxWindows
Microsoft tools: Visual Studio (VC++, VB, VId)
Borland/Inprise tools: C++, C++ Builder, JBuilder
Open-source tools: GCC/Perl and toolkits for various platforms
Sun/Java tools: Sun JDK/J2EE
IBM tools: VisualAge for Java/C++
Oracle tools: Oracle Forms/Reports, Developer/2000, JDeveloper
Metrowerks tools: CodeWarrior for MacOS, Linux, PalmOS



Solutions

“Mindfire Solutions delivered what we needed when we needed it. They were co-operative at all times, and their commitment to our needs were exemplary. Their ability to deliver code which runs straight out-of-the-box was impressive, and did not exhibit any of the usually anticipated concerns involved with remote development. Turn around time was excellent. We look forward to doing more work with them.”

Anand Bangalore
Vice-President,
Systems
Development
ATS-USA Inc.

Mindfire offers several custom solutions - areas where we have gained experience to take a business situation and implement the solution for you.

workflow

Mindfire offers Workflow Development solutions to streamline business processes. Mindfire has experience developing workflow engines, as well as implementing solutions based on industry platforms such as Lotus Notes/Domino and MS Exchange/Outlook.

document management

Mindfire has worked with Document Management Systems such as Hummingbird, as well as document technologies like Adobe Acrobat. Mindfire has developed custom document security solutions, and incorporated signatures into the routing process.

content management

Mindfire's team has worked on and provided complete content and media management solutions. We have developed custom solutions on industry platforms, and also created our own solutions.

business intelligence/ olap

Mindfire offers you OLAP solutions to develop interactive, slice-and-dice applications. Mindfire offers complete solutions for data-warehousing, OLAP, data-mining and business intelligence.

browser technologies

Mindfire offers complete Internet monitoring solutions to capture usage data. This is useful for Internet usage and market research, shopping research, and using personalized profiles for customized offerings. If you need to monitor Internet usage, you can avail our client-side browser monitoring solutions.

We have developed browser plug-ins that go beyond usual monitoring activities like which sites are visited, which pages for how long, etc. Through unique technology, we are able to record shopping activities, products purchased and areas of interest.

handheld solutions

Mindfire offers handheld development solutions to expand the role of handhelds in enterprise off-site solutions. Handheld computers are making their presence felt extensively in the enterprise space. Custom systems are giving way to the standard Palm and WinCE/PocketPC platforms for enterprise handheld computing. Mindfire has developed handheld solutions for the hospitality industry, facilitating a 3-fold increase in order efficiency.

Clients & Projects

a few clients:

- Extreme Networks
- A-Frame Software
- ATS-USA Inc
- BigBuzz.com
- DigitalIsle
- BeakerWare
- Idyllix
- MyiCompass.com
- Immediatech
- IndiaMeter.com
- Systemates Inc
- SilverOxide Inc

“When we started IndiaMeter.com, we had two fires ahead of us: impending competitive releases and how to develop innovative differentiating technology. Mindfire helped us on both counts, and very competently.”

Amit Garg
CEO
IndiaMeter.com

java workflow

A-Frame's flagship Workflow product, WorkMovr, has been a leader in the 100% Sun-certified Java product space. WorkMovr is a completely database-driven, flexible and architecturally "simply brilliant" product that counts among its customers American Express. In extending WorkMovr to support Management of Web Content, A-Frame contracted Mindfire to develop a sub-system. This involved developing a database-storage system for Web Content, and custom front-end to suit intuitive Content Display.

microsoft b2b web site

New York-based Idyllix Corp. needed to develop the complete web site for its publishing portal, GutenbergNet.com. The team took up the development using Microsoft technologies: IIS, ASP, COM/MTS and SQLServer. An n-tier architecture (developed with separate Presentation/Business/Data-access and RDBMS tiers) enabled high scalability.

java servlets reporting

Extreme Networks was looking to implement Reporting Infrastructure for its Enterprise-scale product. Mindfire developed a flexible system of servlets that could be dynamically configured to report from text-files or databases. Complex pagination, sorting and filtering operations were provided. High-end features included XML configuration capability, and distributed reporting.

olap for mlm analysis

A multi-level marketing company in the US was looking for an OLAP Solution to enable analysis of its huge sales/product movement data. Mindfire developed a data-warehouse and OLAP Solution using Microsoft SQL Server 2000 Analysis Services. The project involved complex DTS, SQL, and SQL-MDX programming.

internet usage monitoring

Mindfire has developed technology to monitor, record and analyze Internet browsing behavior. The system consists of a client utility to monitor and upload usage data, and a server-side data warehouse with OLAP facilities. At the client's core are a set of browser plug-ins and OS hooks which monitor the user as she browses the Internet. This behavior data is recorded locally and is periodically encrypted/ uploaded over S-HTTP for processing.

mac-windows port

A complex project under tough timelines. EcoBeaker is the world's leading ecology/evolution simulation software. The software was running on MacOS and had complex processing and graphics. We ported it in 3 months flat. Migration involved actually dealing with 3 changes simultaneously:

1. Platform migration from Mac to Windows
2. Compiler migration from CodeWarrior to VC++
3. Class library migration from PowerPlant to MFC

Infrastructure & Process/Methodology

“I came to Mindfire Solutions rather desperately with a pretty large Macintosh program that was almost a year behind schedule in being translated to Windows. Starting from scratch, they had something working in just four months, and a finished version a month later. It saved my skin, and the price was right as well. I’ve now asked them to do both Macintosh and Windows sides for my next update, and have nothing bad to say about either the quality or price in any of our dealings so far. Plus they are a nice bunch of folks.”

Eli Meir
CEO
EcoBeaker Inc

Infrastructure



Located in the Silicon corridor of New Delhi, Mindfire’s facilities provide world-class infrastructure and work environment, amidst lush green environs.

Mindfire’s internal layout is built on an open office plan. Each cubicle has

partitions to ensure privacy, while promoting interaction through team-seating.

Technical infrastructure includes:

128 Kbps leased optic-fibre connectivity	Redundant Internet connectivity
100 Mbps LAN	Multi-rack server
Firewall/anti-virus/off-site backup	Pentium-III, PowerPC workstations

Process

Our methodology is based on industry practices, tempered with the knowledge gathered from multiple experiences. A software engineering delivery engine like Mindfire, working on remote development, needs to attack specific remote working issues to ensure project success.

Project Principles

Early UI delivery	Frequent client feedback
Live project monitoring	Parallel quality management
Clear communication schedule	Clear responsibility, point-of-contact
Reasonable flexibility	Environment/usage duplication

Programming Principles

Daily builds and smoke tests	Coding discipline document
Configuration management	Code reviews and walk-throughs
Algorithm reviews	

Core Software Engineering

Rational Unified Process	Incremental Spiral Development
Microsoft Solutions Framework	System Development Life Cycle

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