



August 6, 2007

## Gradatim's BPU Services to provide Microfinance and Micro-insurance Support

Gradatim IT Ventures, a first mover in the emerging Business Process Utility (BPU) services segment, has announced commencement of its business operations in India. The company has bagged several pilot projects from some leading banks and financial institutions in India and abroad to offer custom made solutions in the Microfinance, Micro-insurance, Electronic Litigation Support and Insurance Closed Book Utility segments.

Our mission is to simplify our clients business operations through an innovative combination of technology and services, thereby reducing turnaround time and improving the overall business process. We deliver single window-knowledge driven services, offering comprehensive understanding of methodologies and competencies for specific business processes within this core sector, says C V Prakash who spearheads Gradatim IT Ventures as its CEO and primary founder. Our knowledge pool is extensively trained in critical skills by a team of hand picked experts with real time experience in relevant industry verticals. In keeping with our belief, Think Global, Act Local, our philosophy has been growth through global strategic partnerships he adds.

Industry analysts such as Gartner predict that BPO will slowly give way to the BPU. Says C V Prakash, As the BPO market continues to move toward mass customization, business processes will increasingly be accessed as utilities, offering common services to multiple clients, making way for the BPU.

BPUs offer standardized and typically technology enabled process outsourcing services, having a single strategic goal to leverage economies of scale. Effective deployment of technology drives down unit costs by aggregating common transactions across many companies in the same industry Prakash explains. Gradatim's corporate office is based in Bangalore and its BPU unit located in Chennai.

As a niche industry player, we require both domain and strategic tie-ups for our model to be successful. To this end, we have closed strategic relationships across the globe to complement each of our verticals. Our sales strategy is a clear combination of organic growth and key global partnerships. says Bala Subramanian, Director Sales and Marketing, Gradatim IT Ventures.

BPUs are gaining popularity because of repeatable and scalable delivery models that lead to predictable outcomes and significant cost benefits for the outsourcing organizations.

About Gradatim: Established in early 2007, Gradatim is a privately held IT company with holding entities in Singapore and India. Robust industry strength technology platforms are the underpinning of Gradatim's delivery model. These platforms, built using principles of SOA, encapsulate business functions into well defined modules. These modules can be customized in quick time for a customer. In

addition, Gradatim can run business processes on behalf of the customer owing to its ability to provide infrastructure management services. This makes Gradatim capable of managing parts of customer's business in an efficient and cost effective manner. Gradatim delivers business Utility Services using a Hosted technology model. Solutions are built from ground up on Service-oriented Architecture, utilizing a common set of code and data definitions consumed by customers in a one-to-many model. Gradatim's ESP services are specific to offering business expertise rather than pure-process expertise - combining deeper understanding of the targeted business process.