

# DIRECTION

## Software LLP

Corporate Presentation

# Agenda

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1. Company Profile and Overview
  - a. Vision, Mission and Values
  - b. Guiding values and Differentiator
  - c. Engagement Model & Relationships
2. Technology Portfolio
3. Our Strengths
4. Solutions Landscape
  - a. Catalogue / Online
  - b. Microsoft Solutions
5. Clients & Technology

# Company Profile

## Corporate Profile

<b>Company Name</b>	Direction Software LLP
<b>Established</b>	1999
<b>Offices</b>	Mumbai, Hamburg, London
<b>CEO</b>	Mr. Arun Nayar
<b>Employees</b>	350 +
<b>Number of Customers</b>	International - 50 + Domestic - 150 +
<b>Revenue Composition</b>	International - 64 % Domestic - 36 %
<b>Partners</b>	Microsoft Gold Partners. NAV experts since 2001
<b>Average Tenure</b>	Senior Management - 12 years
<b>Alliance</b>	India, Fiji, Mauritius, USA
<b>Repeat Business</b>	> 80%
<b>Growth Y-O-Y</b>	> 18%

## Who We are...

Direction Software LLP is an IT Consulting Company offering E-Business Consulting, Data Management Services and other Bespoke Solutions on .Net, Java & Opensource platforms (LAMP).

A Microsoft Gold Partner practicing Microsoft Dynamics 365 Business Central / NAV (ERP) & CRM and also offering Business Intelligence (BI) and Artificial Intelligence (AI) Solutions.

Headquartered in Mumbai, India we are a multi – cultural Information Technology Solutions and Business consulting company with Indo-German Management.

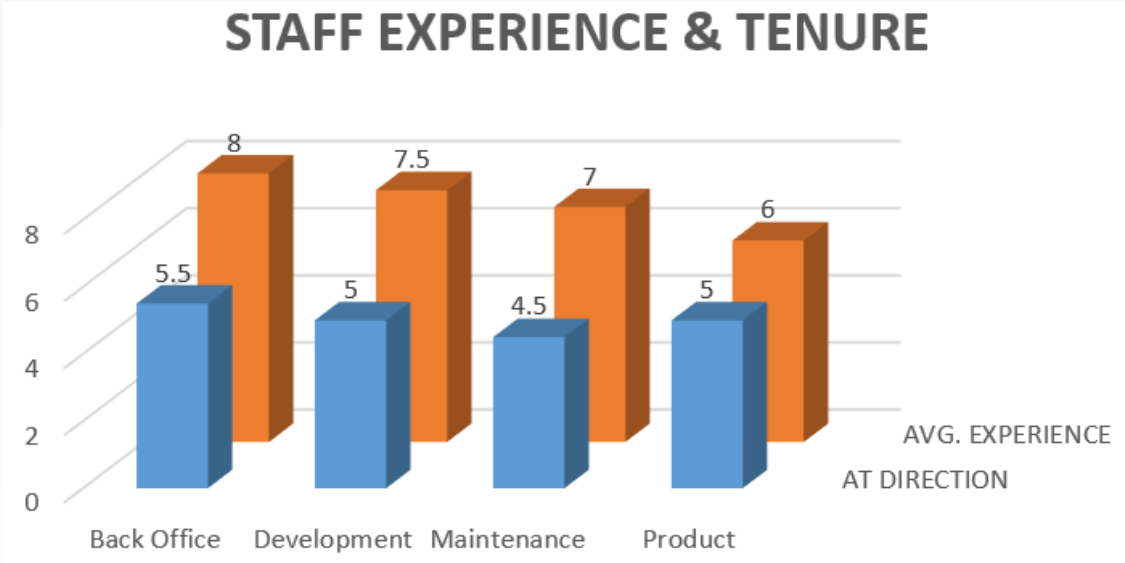
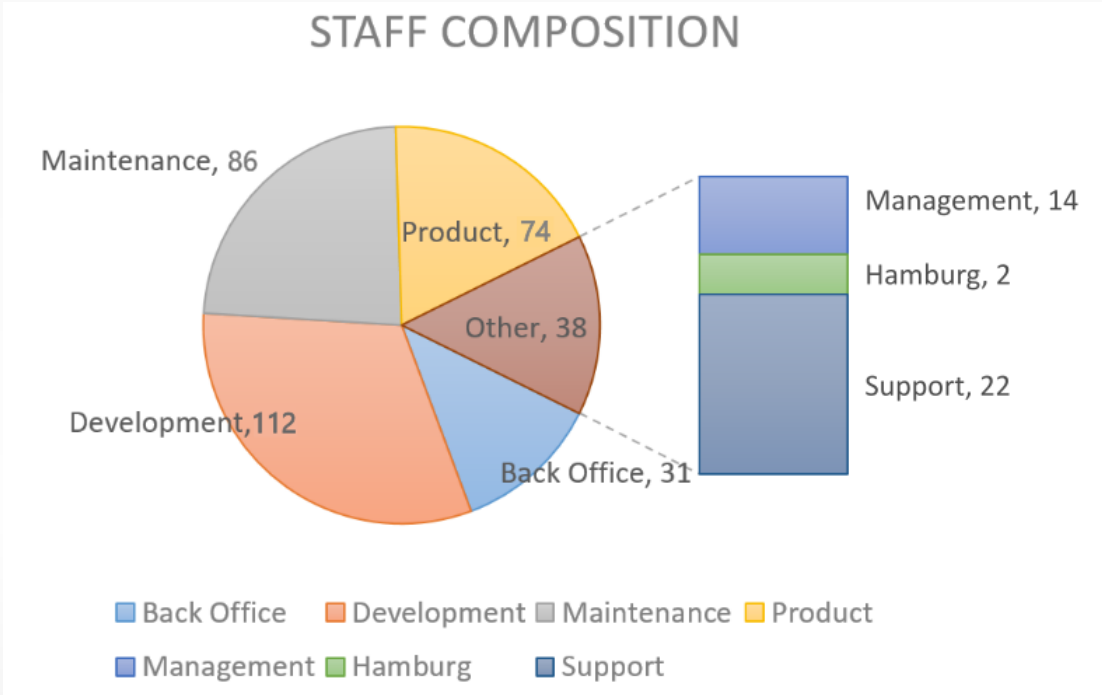
Direction, is a Trans-National Information Technology Services and Business consulting company with a seasoned management team that drives Direction's fast-paced growth under the dynamic leadership of our Chief Executive Officer - Arun Nayar.

We strive in partnering with our clients, globally to conceptualize and realize technology driven business transformation initiatives.

# Company Overview

Direction is a company that values its people, which results in attrition rates that are considerably lower than industrial averages.

- Senior managers = 12 + years at Direction
- Project managers = 6 + years at Direction
- Overall staff have a tenure of around 5 years



**Loyal Employee Base – low attrition – ensure continuity and knowledge retention**

# Vision & Mission

## VISION

To be a trusted IT partner, leveraging its knowledge of tools and technologies to provide simple, integrated and innovative solutions resulting in maximum customer satisfaction



## MISSION

Focus relentlessly to add value to customer business  
Equate customers' success with our own  
Work as an extension of customers' organizations  
Empower and enable customers to be self-sufficient  
Follow a philosophy of continuous process improvement to ensure customer satisfaction

# Guiding values and Differentiator

- Direction is a company that values its people which makes it different from competitive highly process centric companies.
- Loyal employee base and low attrition ensures continuity and consistency in service levels.
- Convert clients' ideas into solutions.
- **Bridging the cultural gap between Europe and Indian teams**
- We do complicated things simply – Direction takes the customer's business issue / problem / need and simplifies it.
- **Committed to deliver as promised** - know when to say 'no'.
- Work as an extended arm of your I.T. with both on-site and off-shore presence.
- Direction's internal transparency, both vertically (through the 'ranks') and horizontally (throughout the team) makes the working process highly accountable and measurable at any stage of the process.



# Engagement Model and Relationships

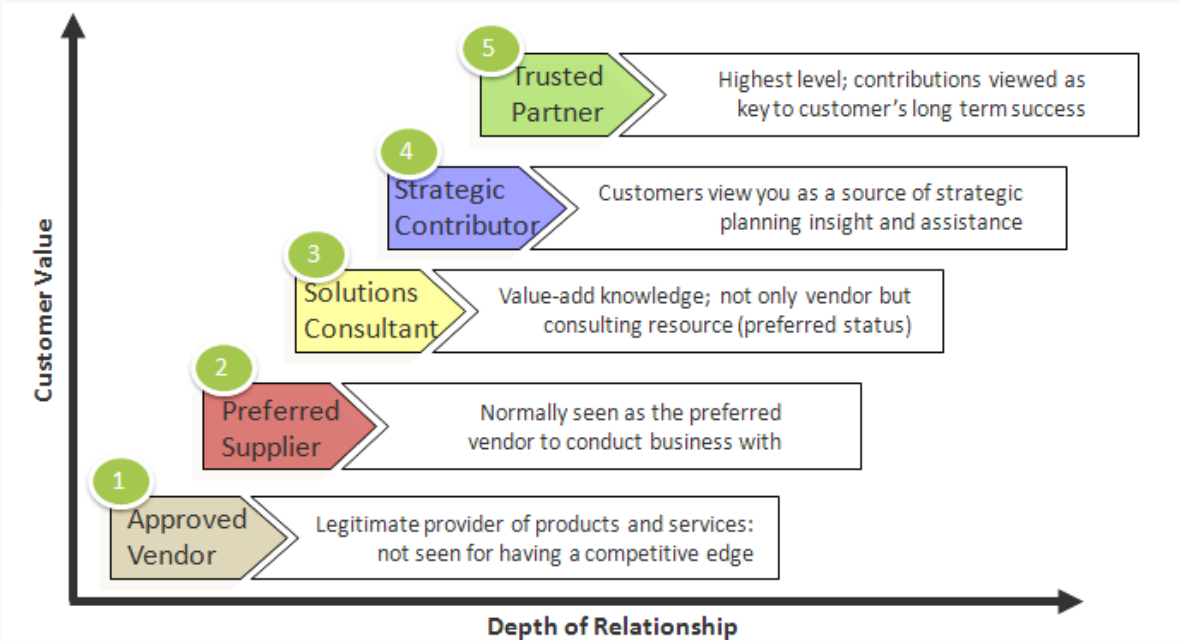
## Engagement Models

There are four fundamental engagement models that can be utilized when collaborating with clients.

At the commencement of an engagement, Direction & Client collectively determine the most appropriate model to adopt.

Model	Client	Engagement
Time & Material	<b>bonprix.</b>	Define the business model and work hand in hand with clients' team. The client pays a fixed daily rate
Fixed Price	<b>OTTO</b>	The client pays a pre-negotiated fixed price for the complete project. Deliveries are linked to well-defined milestones
Overseas Dev. Centre	<b>otto group</b>	An extension of the client's software engineering facility. The client pays fixed monthly rate for the Team
Back Office Support	<b>Hermes</b>	A team from direction with deep functional knowledge works closely with the client's team. A combination of Fixed price / Time & money model

## Moving up the Relationship Ladder



Direction firmly believes that maintaining long-term relationships with clients is key to our mutual success.

With this as our guiding value, Direction has moved up the Relationship Ladder with most of our clients and enjoys a 'Trusted Partner' or 'Strategic Contributor' relationship with almost all of our key customers.

# Technology Portfolio

Area	Details
Application architectures	Microservices, SOA, AWS, Microsoft Azure, Containerization (Docker), Kubernetes, MVC and SPA
Artificial Intelligence (AI)	GlunTS, MLflow , Deep Learning , Apache Airflow
Business Intelligence (BI)	Microsoft Power BI
Microsoft Solutions	Dynamics NAV, Dynamics 365 Business Central, Dynamics 365 – Customer Engagement, Power Platform
Web Development Technologies	JEE, Spring framework, Spring Boot, RESTful and SOAP web servies, JPA, Hibernate, EclipseLink, JSP, Java Servlets, Beans, XML, JDK 1.8 and above, XSLT, Vaadin, Zkoss, GWT, AngularJS, JWing LAMP technologies, HTML5, CSS, JavaScript, VBScript, ASP.Net, ASP, UI Technology from Droplets
Cloud Technologies	Microsoft Azure, Amazon AWS & Google Cloud
Mobility	Flutter, React
Application and Messaging Servers	Internet Information Server (IIS), WildFly (JBoss), Payara, GlassFish ESB Server, Apache Active MQ, HornetQ, Apache Kafka, WebLogic, Tomcat-Apache and Jrun
Desktop Application Dev	C / C++ / VC++, Power Builder, Visual Basic / VB.Net, C#, Swing
IDE	Eclipse, Netbeans, Microsoft Visual Studio
Designing tools	Adobe Photoshop, Adobe DreamWeaver, Adobe Fireworks, CorelDraw, SQL Data Modeler
Databases	Oracle, PostgreSQL, MS SQL, My SQL, IBM DB2, Mongo DB



# Our Strengths (Areas of Expertise)

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- Microsoft Business solutions
  - Microsoft Dynamics 365 Business Central – Implementation, Migration, Integration, Upgrade & Maintenance
  - Microsoft Dynamics 365 CRM – Implementation, Migration, Integration, Upgrade & Maintenance
  - Microsoft Power BI – Implementation & Maintenance
- Technologies that excite us
  - Dot Net – C#, VB.Net, ASP.Net, Winform
  - Java – Java 8+, Spring framework, JEE technologies, Struts, MyBatis, Hibernate, RESTful (web service) with Micro services. Front End Tools – Angular, Vaadin, Zkoss
  - LAMP Technologies – Linux, PHP, Apache & MySQL
- Integrating multiple systems
  - Maintained and supported 400+ legacy interfaces (Shell script, C++)
  - Have successfully integrated over 300 interfaces using KETTLE (ETL Tool)
  - Experience in integration with API, SOAP, File base, web services, etc.

# Our Strengths (Areas of Expertise)

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## AIML Offerings

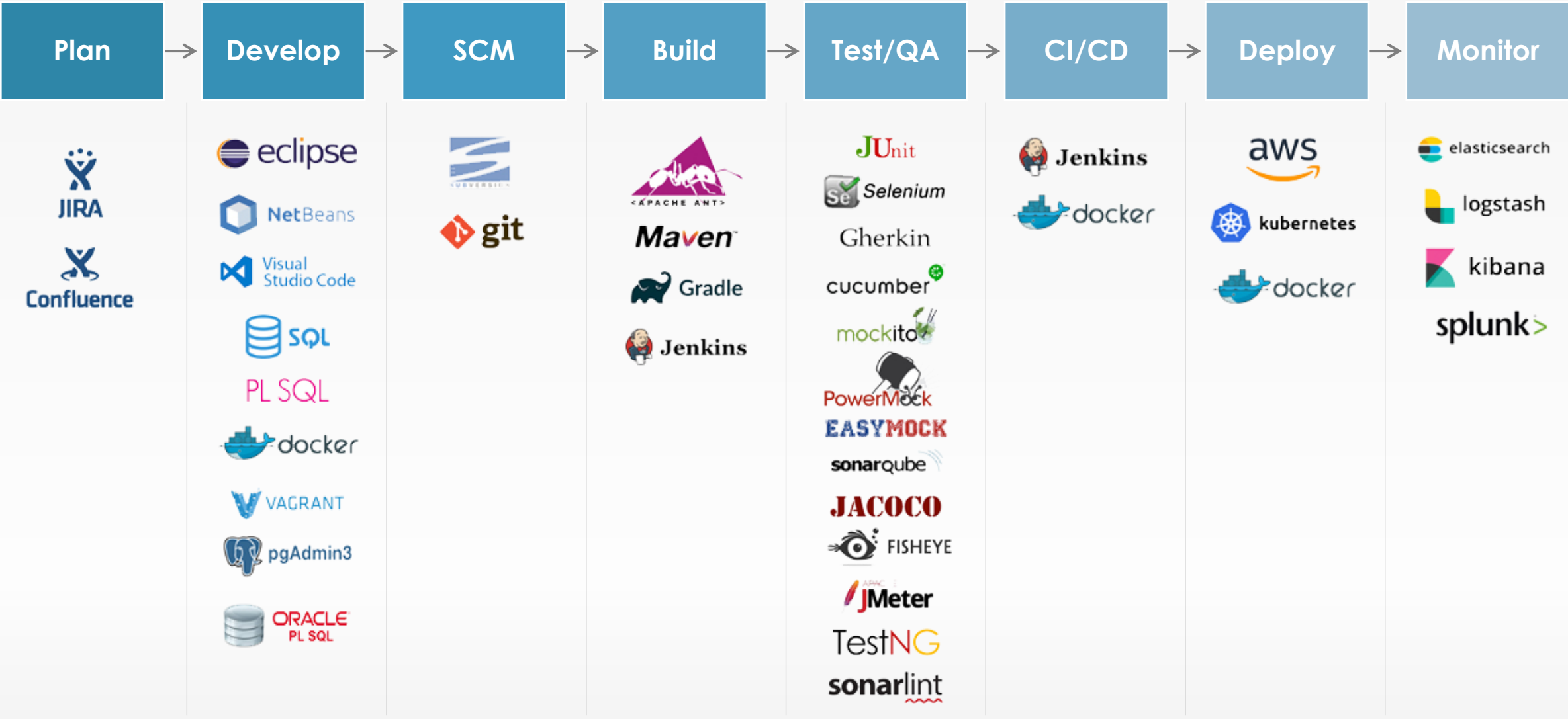
Downstream improvement around critical elements around Customer engagement

- Demand Potential Forecast
- Forecast-Handling Module (post-processing)
- Modelling and Evaluation Pipeline for Demand Potential Forecast
- Return Rate Forecast
- Time Series/Trends Clustering

## Tools used:

GluonTS, MLflow , Deep Learning , Apache Airflow

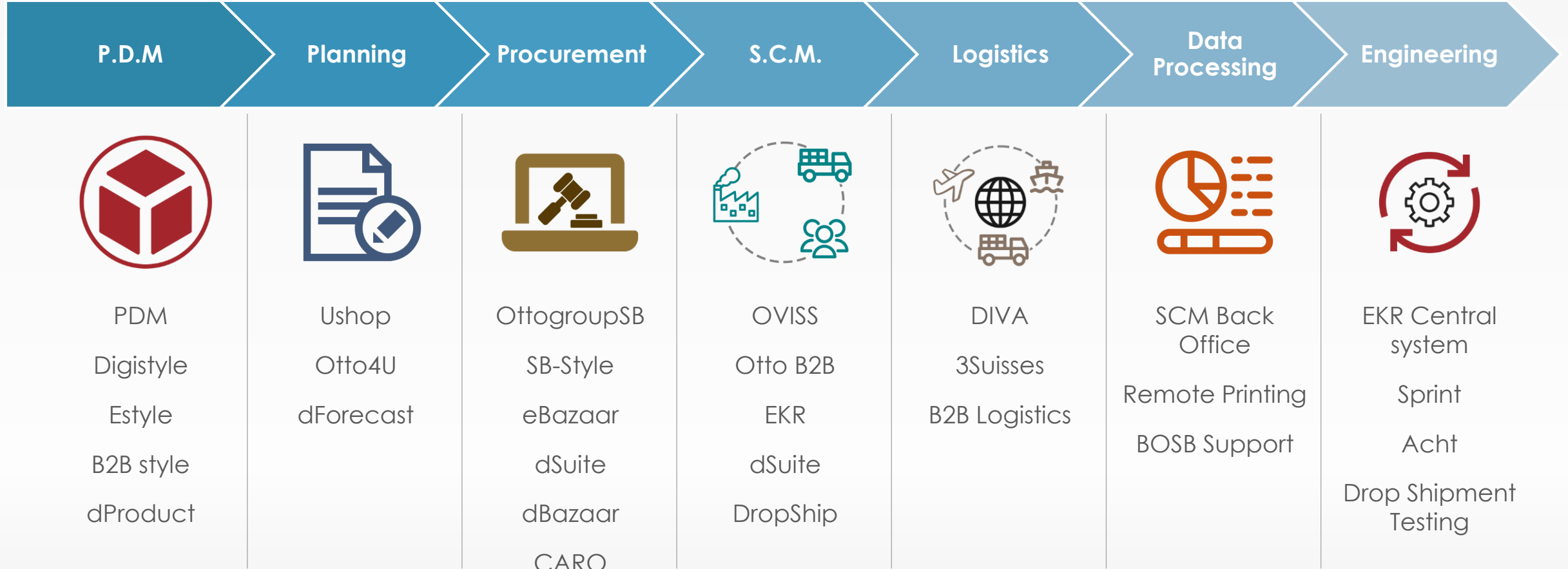
# Development Lifecycle and Tools used



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# SOLUTIONS LANDSCAPE – Catalogue / Online

**Expertise** - Across the entire Catalogue / Online process enables Direction to offer our customers end-to-end solutions



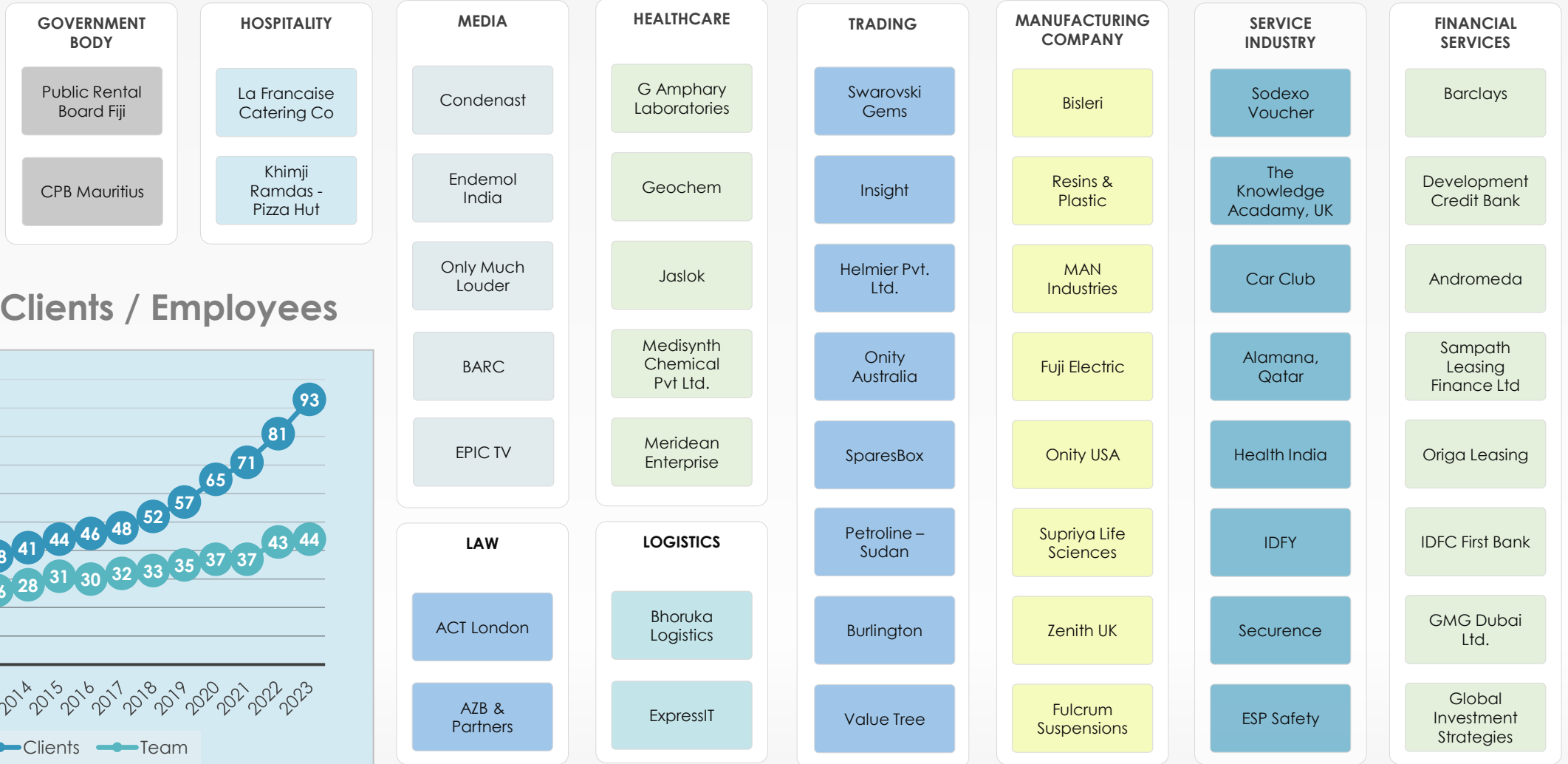
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# SOLUTIONS LANDSCAPE – Mail Order / e-Commerce

Product Data Management		Procurement		Supply Chain Management			
<p><b>PDM</b> Product Data Management with complete product description including Images, Measurement charts, sketches etc</p> <p><b>Digistyle</b> Product information system with integration of Media assets from Photo shoots, Translating content for catalogue &amp; web via the 'Cockpit' module</p>	<p><b>eStyle / B2B-Styles</b> Product Styles including Product Structure and referencing with reverse Auctions</p> <p><b>d Suite Product</b> Product information system with flexible attributes across products categories</p> <p>Internationalization, ability to place orders for multimedia assets required to be published to the online platform</p>	<p><b>Reverse Auction Platforms</b> <b>OttogroupSB / eBazaar / dSuite-dBazaar / CARO</b> Procurement and PIM System including:</p> <ul style="list-style-type: none"> <li>• Strategic Buying (Fabric-Based-Bundling)</li> <li>• Reverse Auction (with Bidding Machine)</li> <li>• Planning and Budgeting</li> <li>• Offline solutions for the buyers to collect bids during the buying trips</li> </ul>	<p><b>E-Catalog for Procurement SB-Style</b> Auction creation module Invite participants including Offices &amp; suppliers Collecting bids, Creating and Awarding orders</p> <p><b>CMIA</b> Tracking Cotton Made in Africa right from farm to finished product for the Aid By Trade Foundation</p>	<p><b>OVISS</b> - Sourcing System - Block / Sample Orders, Order Processing, Inspection, Commission, Claims &amp; Shipments etc</p> <p><b>E-Catalogue</b> for Order placement by Group companies within the ottogroup</p> <p><b>d Suite</b> - Products, Rebuying, Media Production and Forecast</p> <p><b>EKR</b> - Auftrag</p>	<p><b>Drop Shipment</b> - B2B Order Processing handles the orders and requests to procure goods from suppliers</p> <p><b>Otto B2B</b> - Inspection, Claims &amp; Commissions B2B Claims - Handles the claims related to defects, reworks etc</p> <p><b>Drop Shipment</b> - LAS : Handles the royalty settlements between Otto and brands</p>		
Planning		Logistics		Data Processing		Upgrade, Reengineer & Maintain	
<p><b>Planning and Simulation</b> Systems (forecasting) to derive the correct pricing and profitability for a catalogue house</p> <p><b>Otto4u</b> Assortment Planning</p> <p><b>d Suite - d Forecast</b> Demand forecasting for various channels. Planning for new Collections</p>	<p><b>DIVA</b> DIVA handles the shipment from Suppliers direct to end Customers, thereby saving warehousing expenses</p> <p><b>3Suisses</b> Freight Tracking System from Forwarder to Buyer</p> <p><b>B2B-Logistics</b> Web based purchase &amp; shipment monitoring, integrated with suppliers &amp; freight forwarders</p>	<p><b>Shipment documents data Entered</b> into the Hermes system – before the shipment reaches Germany</p> <p><b>Back end office support</b> for Data entry into the E-Catalogue system</p>	<p><b>Online Remote printing</b> of Documents at the warehouse intimating the officials before hand of the Shipments to arrive</p> <p><b>Coordinating</b> with Suppliers during the Auction phases</p>	<p>Maintaining and supporting the <b>EKR Central system</b> for buying Processes</p> <p>Maintaining and supporting the different <b>interfaces</b> sending data to / fro across the buying Process</p> <p><b>Migration &amp; Re-engineering</b> of Legacy systems to the latest platform, applications and databases with transition to a new hardware platform</p>	<p>Vendor / Customer / Office management services</p> <p><b>Sprint</b> Replaced the Unisys-based order processing system (Host)</p> <p><b>ACHT</b> Increase of article number from 6 to 8 digit</p> <p><b>Drop Shipment - Testing</b> Automated Testing of One Stop Shopping</p>		

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# Microsoft Dynamics 365 Business Central

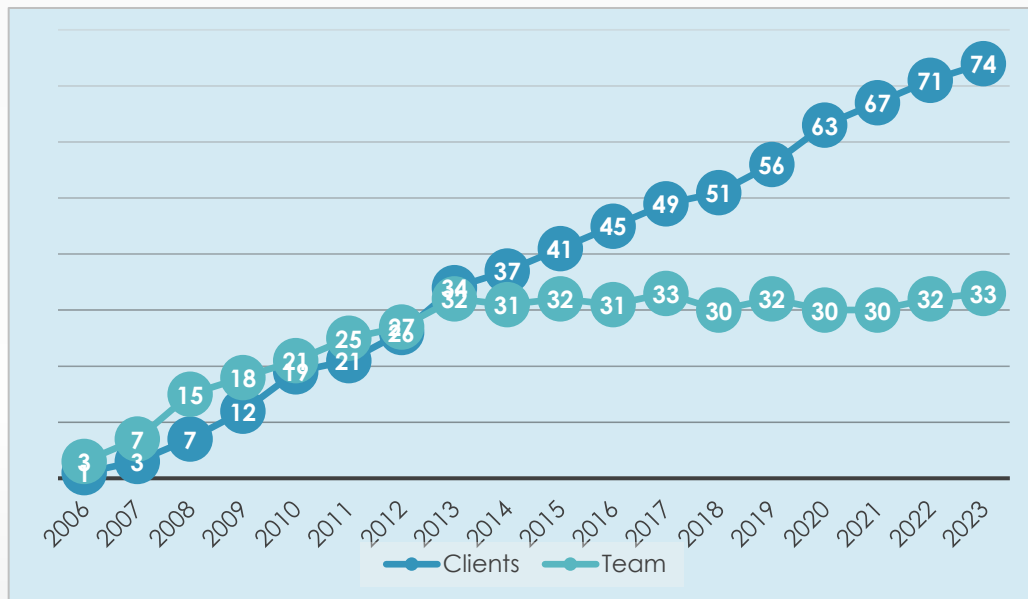


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# Microsoft Dynamics 365 CRM













<b>ECOMMERCE</b> Jabong	<b>LOGISTICS</b> ATA Freight	<b>CONSULTANCY</b> BGD Group	<b>TELECOM</b> Orange Business Services Ucopia	<b>ITES</b> Orion Innovation John Keells	<b>BFSI</b> Barclays Bank American Express Global Investment Strategies Family Credit	<b>DISTRIBUTION</b> Bisleri Pavement Group Alpha Carpets Toshiba Fulcrum Bhatia Brothers	<b>MANUFACTURING</b> Biosylx Phenix Essel Brand Scientific & Vaccu Brand AG Melco Elevator Co. LLC Baerlocher ATG Tyres (Yokohama) ESP Safety Pvt. Ltd.	<b>REAL ESTATE</b> India Bulls HIRCO Lasvasa Home Loan advisors Arada Kanakia Peninsula IndoSpace
<b>HEALTHCARE</b> SunaCare	<b>LAW</b> Act London	<b>PHARMA</b> Titan Pharma		<b>TRANSPORTATION</b> Karoo Tab Cabs	<b>HOSPITALITY</b> Sodexo Eurosites Chateauform			

Number of Clients / Employees



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# Technology Portfolio

NAME	CLIENT	DOMAIN	NAV	CRM	BI	AIML	MOB.	.NET	JAVA	LAMP
OTTO GROUP		E-COMMERCE					✓	✓	✓	✓
GIS		FINANCIAL SERVICES	✓	✓				✓		✓
GMG		FINANCIAL SERVICES	✓					✓		✓
FUJI ELECTRIC		MANUFACTURING	✓							✓
FULCRUM		MANUFACTURING	✓					✓		
BONPRIX		ECOMMERCE - LIFESTYLE			✓	✓	✓	✓	✓	
BARCLAYS		BANKING	✓	✓				✓		
JEENA & CO		FREIGHT FORWARDER	✓				✓	✓	✓	
IATA		INTL TRAVEL AGENT ASSOCIATION						✓		
BMA INTERNATIONAL		LIFESTYLE AND FASHION RETAIL						✓		
JASLOK HOSPITAL		HEALTHCARE	✓							
SODEXO		VOUCHER SERVICES	✓	✓				✓		

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# A few of our Customers



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# Your IT - Our Business

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**DIRECTION**  
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