

UPGRADE YOUR BUSINESS

PERFORMANCE

SERVICE

DIGITAL

SOFTWARE

CONSULTING

SWORD

UPGRADE YOUR BUSINESS

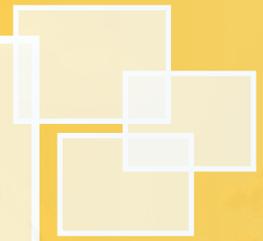
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**Driving global
leaders in
their digital
& technology
transformation**

”

Global Offshore Sourcing

Introducing Sword



Created in November 2000, Sword is a specialised IT services company with a current headcount of 1300+ staff. The company provides its clients with high added-value advisory and integration services.

With its Information Systems oriented approach that integrates high-performing project management methodologies, Sword tailors its know-how to provide innovative solutions that meet the strategic challenges of its clients and the adaptation demands of their information systems.

To reach this target, Sword has developed an industrialised production model organised around specialised service centres that guarantees its customers the provision of proximity services, high-added value know-how, high production capacity and optimised economic approaches.

Our business comprises of five main activity sectors:

Consulting

Services

Digital

Software

Performance

2015

1,300+

people
globally

€170_M

Proforma
revenue

50

countries

“Our strategic partnership with Sword provides us with great flexibility in responding to the changing resource demands of the Admiral UK IT department. Sword are quick to respond, provide quality people and can be relied upon to deliver consistent performance.”

- Matt Wintle

IT Delivery Manager, Admiral Group, UK

Sword received the annual Admiral Group “Supplier of the Year Award”

TOP 10 CLIENTS BY REVENUE, 2015

ADMIRAL

ANZ BANK

BLACK HORSE

CRÉDIT SUISSE

DG TAXUD

EUROPEAN PARLIAMENT

LOMBARD

SANTANDER

TARGET GROUP

UEFA



Global Sourcing Services

Sword through its delivery center in Chennai, continues to support worldwide customers for over 13 years across different verticals including Healthcare, Talent acquisitions, Banking, Financial services and Insurance (BFSI), Manufacturing etc.,. Our other delivery centers are located in New York, London and Lebanon.

Through its unique Global Delivery Framework, and its well governed HR and QA practices, Sword provides a stable team that delivers quality solutions on an ongoing basis resulting in highly satisfied, referenceable, longterm and loyal customer base. The customers are also offered the flexibility through the Hybrid Delivery Model (ie. combination of Onshore, Offshore and Nearshore).

Technology is an enabler helping to deliver business change. Efficiencies can be gained by improving and integrating processes, advantage can be gained by harnessing knowledge to minimize time-to-market and risk can be reduced by embracing and adapting to market changes. Our teams deliver unparalleled business process improvement solutions to clients across our key markets and geographies.

Offshore solutions allow customers to focus on their core business and manage unpredictable resource needs caused by advancing technology and market fluctuations.

Sword's services portfolio is tailored to support its clients' strategic requirements, with its specialists working collaboratively with you to deliver real business benefit and to help sustain competitive advantage.



“Having a valuable partner like Sword brings professional and high quality resources to Plan International, and allows us to focus on energy on improving the lives of children globally”

*- Mark Banbury
Global CIO, Plan International, UK*

Our Technology Landscape

MOBILE

iOS, Android, Windows Mobile, Objective C, Swift, Java, .net, Sencha, Xamarin, XenMobile, Appcelerator, PhoneGap, HTML 5, CSS 3 & jQuery, MDM (MobileIron, GOOD, airwatch).



WEB

HTML, CSS - LESS/SASS, Javascript, jQuery, Angular.js, Ember.js, Backbone.js, MongoDB, Mobile JS, Django, Bootstrap, Foundation, Joomla, WordPress, SiteCore, Drupal, Tomcat & Websphere. MySQL, Oracle, SQL Server, JAVA, J2EE, JSF, ASP.NET, C#, PHP, Zend Servlets, JSP, VB.NET & VB 6.0, Sharepoint, BizTalk.



CLOUD

AWS, Microsoft Azure, Google Cloud platform.



TESTING

Selenium, JUnit, NUnit, Watir, SOAPUI, UFT, Testlink, HP - Quality Center, Mantis, Bugzilla, Jira, Squish, Appium, UIAutomator, LoadRunner.



GSA SERVICES

Google Search Appliances (GSA) Deployment, GSA Connectors, Security compliance, Bespoke development expertise, Frontend design & customization, OneBox module development, GSA Mobile applications, GSA Health Check, Training and Knowledge Transfer.



LEGACY

COBOL, Perl, Ruby, Python.



“Working with Sword team in Chennai has been a wonderful experience. They are integral part of the comparenow.com team and the speed, quality, and overall performance of their work helped to make 2013 a success. We’re very proud to call them our “comparenow.com Chennai team”.

- Jammy Li,

Head of IT, Comparenow.com - USA

Sword recieved the “IT Service vendor of the year -2013”



Our deep understanding of your business challenges enabling us to ‘hit the ground running’ to deliver the innovative business and technology solutions you need.

Proven project methodology, metrics and governance mechanisms to ensure goals and objectives and consistently achieved for the duration of your project.

Global account management and support allows us to deliver the most appropriate mix of services and support, wherever and whenever you need.

Our unrivalled delivery track record has enabled us to build long-standing collaborative partnerships founded on trust.

Flexible, scalable and cost-effective IT

Our comprehensive technology solutions are tailored to the needs of each individual customer and include Custom Application Development, Application Management Services, Legacy Application Migration and testing and Quality Management with the capability and expertise to support your end-to-end technological requirements.

Partnering with us, organizations benefit from our proven industry expertise and technical innovation, helping to increase speed-to-marketing, maintain service quality and importantly reduce your expenditure on technology.

Leveraging the capability of Sword’s Global Sourcing for successful delivery

allows organizations to release management teams from non-core activities, improving your business performance and enhancing profitability. Sword has the breath and scalability to respond quickly and cost-effectively to the changing requirements of your operations with the flexibility to support both your short and long-term objectives.

We work collaboratively with our customers to achieve their goals whether it be driven by changing market dynamics, the need to comply with new regulations, the expansion into new markets and geographies, or manage and support existing applications.

“I’ve been working with Sword India for many years now, they have a great company culture which means that there is a continuity of excellent staff in India. These individuals are very much part of our team and have evolved with us.”

- Phil Race

Managing Director, Agency Port Software, UK

HIGHLIGHTS

- Sword helps its customers realize savings and offers reduced long term in-house IT spending over a period of time by investing in specialized skills and technologies, allocating a results based expense system for the duration of the project, and allowing access to its manpower and state-of-the-art R&D centers
- Excellent track record in servicing US, UK and other European and international markets – consistently scoring above 80% in client satisfaction ratings in the last 5 years.
- Sword’s uniquely perfected Global Delivery Model (Onshore/Offshore/Nearshore Options) continues to gain excellent recognition and popularity with the clients due to -
 - its staff being trained to be more autonomous – resulting in increased productivity and improved performance
 - its personal touch to its HR practices – A low attrition (< 4%) results in stable teams for its clients
 - its on-going quality focussed approach that has been the key to the success of Sword’s Global Sourcing
- Focused Testing COE augmenting the software development centre.
- Multilanguage capabilities.
- Delivery on time and quality with 100% client satisfaction.
- Customer confidence and loyalty remains consistent long term.



“I have worked with Sword over many years. Their flexibility, professionalism and breadth of skills makes them a partner I can readily recommend”

*- Richard Rickwood
Managing Director, Fitzalan Partners, UK*

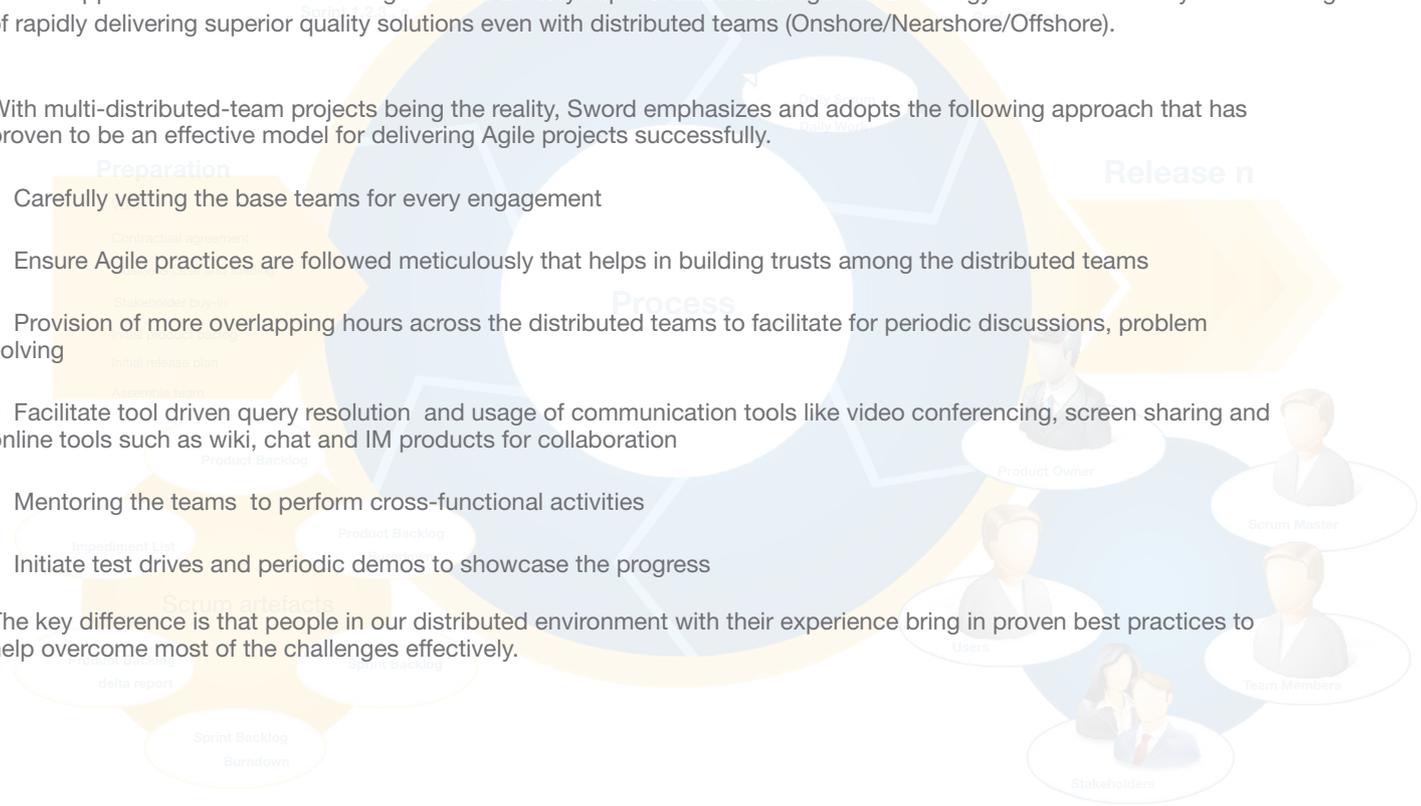
Sword's Agile Approach

The Agile Methodology has been widely used in software development and testing for over a decade now. In the increasingly globalized economy, many organisations have development teams distributed across multiple geographic locations. This distribution environment poses certain challenges to agile based enterprise application development. However, Sword India's mature approach and effective management of the key aspects makes the agile methodology work successfully towards its goal of rapidly delivering superior quality solutions even with distributed teams (Onshore/Nearshore/Offshore).

With multi-distributed-team projects being the reality, Sword emphasizes and adopts the following approach that has proven to be an effective model for delivering Agile projects successfully.

- Carefully vetting the base teams for every engagement
- Ensure Agile practices are followed meticulously that helps in building trusts among the distributed teams
- Provision of more overlapping hours across the distributed teams to facilitate for periodic discussions, problem solving
- Facilitate tool driven query resolution and usage of communication tools like video conferencing, screen sharing and online tools such as wiki, chat and IM products for collaboration
- Mentoring the teams to perform cross-functional activities
- Initiate test drives and periodic demos to showcase the progress

The key difference is that people in our distributed environment with their experience bring in proven best practices to help overcome most of the challenges effectively.



“Sword has helped us build a very professional, high performance offshore team which has been delivering great results consistently due to their superior resource quality and customer service”

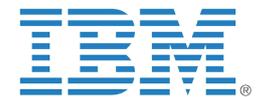
*- Jamal Raza
VP Professional Services, Complete Innovations - Canada*

Managed Development & Maintenance Services

Sword uses its knowledge and experience to design and develop bespoke systems for its clients as well as integrate existing software to support your end-to-end operational processes.

Sword develops “customised” applications and business tools based on an approach that favours the involvement of the business users throughout the project cycle. This specific approach combines various methods that makes it possible to meet the requirements for agility and industrialisation.

- Implementation of methodology that is tailored to the client’s context, favouring an agile approach with regular interaction between all the project stakeholders and proactive management of the constraints,
- Improvement of Sword development productivity and the quality of the solutions by implementing industrial tooling:
 - More virtualised environments
 - State of the art software workshops
 - Utilisation of recognised reliable frameworks
 - Qualimetric platform and continuous integration
- Applications maintenance thus guaranteeing continuity with the projects completed by Sword

The Oracle logo, consisting of the word "ORACLE" in a vertical, red, sans-serif font.The IBM logo, featuring the letters "IBM" in a blue, blocky, sans-serif font with horizontal stripes.The Java logo, featuring a red flame above a blue coffee cup and the word "Java" in a red, sans-serif font.The Microsoft .NET logo, featuring a blue ribbon forming a stylized "M" and the text ".NET" in a black, sans-serif font.The PHP logo, featuring the letters "php" in a white, lowercase, sans-serif font inside a blue oval.The Microsoft SQL Server logo, featuring a red and white wireframe structure and the text "Microsoft SQL Server" in a black, sans-serif font.

“Sword work has contributed to the success of our business by allowing us to take on development work more quickly than we would have been able to otherwise. This is particularly important for our Healthcare clients, where bespoke integrations are sometimes required to get BigHand installed and actively used.”

*- Jon Ardron
CEO - Bighand, UK.*

Mobility Services

Sword's Mobility Solutions enable organizations to be highly productive and customer centric by making information available at the right time to the right person on the FLY!

Designing mobility from a new perspective

User experience is the key driver of mobile adoption and ultimately determines the application's success. We recognize this and have invested in a dedicated usability team comprising user experience designers, creative designers and user researchers focused on UI / UX design and testing.

A state-of-the-art mobile usability lab

Sword with its State-of-the-art Mobility Lab using sophisticated tracking equipment and task tracking software to measure and improve usability of mobile applications

Mobile Application Development

Sword's expertise with developing enterprise native mobile apps across iOS, Android, Windows platforms and HTML5 helps in building mobile solutions that meets your business dreams.





Mobile Device Management Solutions

Sword with its certified professional on Mobile device management (MDM) solutions like MobileIron, airWatch, Good, and Citrix, delivers its client a modern enterprise mobility management (EMM) solution that enables organizations to make their employees productive on devices that they love to use.

Our MDM solution support includes:

- Establish mobile security policies and compliance rules
- Enterprise infrastructure integration
- On board certificate authority
- Wi-Fi, email and VPN Configuration
- Support for Bring Your Own Device (BYOD) programs
- Secure access gateway
- Email attachment protection
- Selective wipe
- Certified use of FIPS 140-2 cryptographic modules

Sword's experience in providing solutions for various industry segments makes it a partner of choice for companies looking for mobile solutions integrating the industry specific business processes with mobile technology.

Sword has repeatedly demonstrated the ability to deliver operational efficiency and use mobility to help you develop a competitive advantage.



“We create versatile Mobile Phone Apps for diverse categories!!”

Digital Solutions and Services

Sword provides Managed Maintenance, Development and Support services to specific context of its clients and to their most stringent requirements. Analysis and Design of proposed technical approach for customized requirements Project execution adhering to client's quality standards.

Sword creates award-winning digital solutions that reach and engage talent in new and exciting ways:

- Web Site Designs:

Web sites that don't just bolster your brand, but build brand loyalty; on-boarding sites that have new hires spending less time filling forms and more time filling client needs; and Social Media strategies that keep talent talking long after your work is done.

- Email Blast:

To provide complete solution for email marketing and compatible solution for all Mail servers and Mobile devices.

- Content Management System:

Sword deals with the content management software systems like Sitecore, Joomla and Drupal, that provides website authoring, collaboration, and administration tools designed to allow users with little knowledge of web programming languages or markup languages to create and manage website content with relative ease.

- Social PlugIn Integration:

Through its Social Plugins, Sword makes it easy for its clients implement their digital marketing strategies by letting them connect with their customers on the social media channels like Facebook, Twitter, LinkedIn and many more.



“At Agencyport Software, we have been working with Sword India successfully for more than four years. We engage with Sword on both internal product development quality assurance and customer engagements. Sword has provided us with the financial benefits of a “virtual” offshore solution without needing to invest in the infrastructure. We can easily increase and decrease the size of our offshore team as our resource needs ebb and flow.”

*- Curt Stevenson
CEO, Agencyport Software Corporation, USA*

Testing Services

Sword has enabled customers realize their vision of cost optimization, enhance quality and reduction in time to market needs through its testing services.

Sword’s vision is to partner with customers to help them build test strategies that align well with their business strategies. Our testing services provides business with a competitive advantage, be it in terms of defect free product, responsiveness or innovation at the lowest cost of ownership.

Testing services delivers assurance through the mix of Testing Services with Domain Expertise.

Consulting

- Test Strategy Definition
- Test Process Consulting
- Test COE Set-Up
- Test Automation Strategy
- Performance Test Strategy
- Tool / Product Evaluation

Implementation

- Functional
- Non Functional
- Test Automation
- Independent Verification & Validation
- Shared Services

Solution

- Security Testing
- Compatibility testing
- Conformance testing
- Database testing
- Functional testing
- Performance testing
- Regression testing

Breadth/Depth

- Strong presence in major verticals like Banking and Financial Services, Insurance and Automotive
- 30+ completed engagements and 10+ active customers
- 90% testing resources are certified professionals in CSQA, CSTE, ISTQB



GSA Services

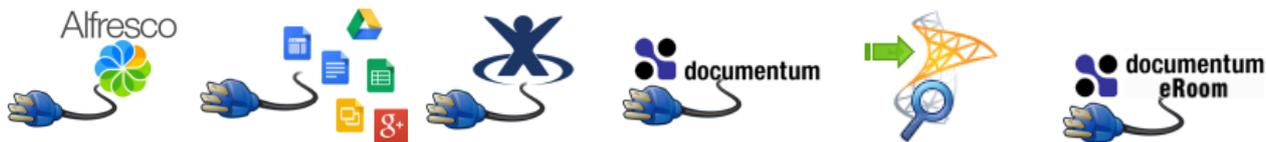
As a Google Enterprise Search Premium Partner, Sword India has the expertise to help companies improve information management in an efficient and profitable manner by using the Google search solutions, search solutions that are simple and intelligent, with proven relevance, performance, security and return on investment.

Sword has proven experience in the implementation and customization of public and/or secure search solutions in companies with the Google Search Appliance for a wide range of clients internationally.



Sword is :

- A pioneer in search connectivity applications providing secure integration and connectivity to market-leading enterprise content systems
- A Leading ECM integrator (EMC Documentum, IBM FileNet, SharePoint...)
- A long term Google Enterprise Partner of over seven years
- Excellent track record working with Google, simple to complex projects
- Most experienced International technical partner in Universal Search project implementations
- Work smarter and efficiently to improve business processes efficiently and cost effectively using Google's scalable infrastructure



“Sword has been a valuable asset to our business model. In the past several years we have utilized support from Sword’s Professional Services to ensure we meet our aggressive client timelines. In each case the resources provided by Sword were well versed in our tool of choice and allowed our department to meet the contractual commitment on time and on budget.”

*- Brent Cleland
Senior Manager, The Affinion Group, USA*

Sword expertise covers:

- Configuration & deployment of the Google Search Appliance (GSA)
- Connectivity to the companies enterprise content sources
- Completion of user interfaces (web search, universal search, portal integration, intranet or ECM, mobile applications, extension of the search functions)
- GSA Mobile applications
- GSA Integration with other leading enterprise tools for semantic and
- GSA Add-on – Instant and Image Search
- Integration with Google Maps for Geolocation of data
- Customization of GSA features to meet company’s needs.



Sword Recruitment process

Sword achieves client satisfaction through quality solutions or services delivered deploying right talents from India market and markets across geographies such as UK, Europe and USA.

The resources are shortlisted through focussed Recruitment process that includes, Aptitude / Technical Tests, followed by HR, Technical, Management Interviews and Client Interviews.

Sword through its matured Recruitment / Interview processes, has always achieved on-boarding qualified and potential resources having autonomous qualities such as:

- Excellent Communication
- Proactive approach
- Creative thinking
- Positive Attitude
- Problem solving

The Sword HR undertakes the following activities for hiring / deploying right resources:

Interacts with the stakeholders and confirms the essential and desired skills to ensure identifying or deploying matching resources

Encourages client participation in shortlisting process to achieve deploying right resources for quality delivery.

Accomplishes Credit / Criminal and Background verifications to ensure Reliable Resources deployed

Offers right remunerations to attract and retain right talents for longer durations; around 75% of the staff is retained for more than 4+ years

SAMPLE CLIENTELE

— GLOBAL OFFSHORE SOURCING



ADMIRAL



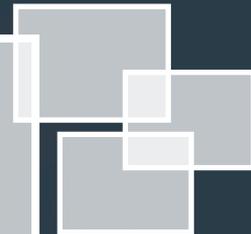
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On Demand Talent



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Visit us online at
www.sword-group.com

Sword Group

1,300+ staff (30/06/2015)

Euronext Paris - Compartment C

ISIN Code : FR0004180578

ICB : 9530 Software and IT Services

Indices CAC® Small

CAC® Mid & Small

CAC® All-Tradable



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