

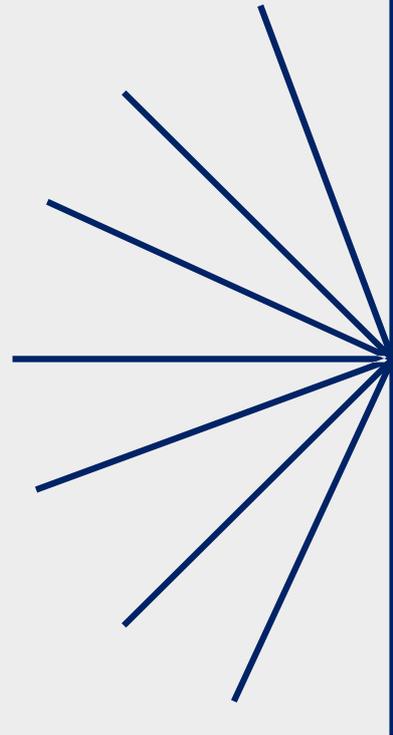


# BROCHURE





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# ABOUT INSIGHT CONSULTANTS

Over 20+ years of its existence, with more than 200 clients across 4 continents, Insight Consultants has helped define and develop business strategies by providing a platform for the development and deployment of applications for a wide array of industries.

Our core competency is our ability to help businesses maximize revenue, generate growth and develop a sustainable competitive edge.

We work towards creating **business strategies that deliver low-risk, high-reward solutions** to our customers, including defining new digital business models, preparing them for a new era of digital engagement.

## OUR DIFFERENCE

### **Experienced**

We've taken more than 200 global companies to next level.

### **Innovative**

We provide the latest technology to meet every software need. We are Microsoft Gold Partners.

### **Team Oriented**

We work by your side & for you every single step of the way.

### **Optimized Investment**

Our tried & true proprietary methodology *Radical Rooting* enables efficient problem solving.

### **Appropriate Solutions**

We provide you with options, so that you can choose what works best for your needs.

### **Honest**

Integrity is of the utmost importance; every facet of the process will be stated and clear

# LEADERSHIP



**VINNY ALEX**  
**PRESIDENT**

An approachable leader who leads by example, Vinny focuses on execution, sales, marketing and management, apart from having a bird's eye view on the scheme of things and serving on the Board of Directors as well.



**THOMAS PARACKAL**  
**CEO**

Thomas Parackal serves as the CEO, and leads our Financial Management Services SBU. Thomas brings with him almost 15 years of management expertise from having worked with some of the biggest names in the industry.



**RANJIT MATHEW**  
**EXECUTIVE DIRECTOR & VP**

Ranjit Mathew heads our Enabling (Shared) Services function as VP. With over 15 years of leadership and experience in operations & project management, Ranjit plays out his major achievements as having contributed to the value statement of the company.



**TINA MARY THOMAS**  
**HEAD OF OPERATIONS**

Tina heads the software operations of Insight Consultants. She has worked previously with Wipro Technology, and holds a B.Tech degree with MBA in Marketing. Also a certified Project Management Professional (PMP), she holds multiple Microsoft certifications.



# OUR METHODOLOGY

The Radical Rooting Approach

Rationale  
before  
requirement

Value  
articulation  
before cost  
estimation

Solution  
visibility  
before  
development

Benefit at  
every step

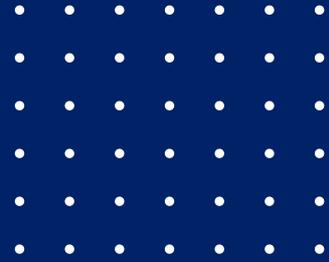
The RADICAL ROOTING®

Edge is Insight  
Consultants' proprietary  
approach to problem  
solving.

This spiral iterative  
problem-solving  
methodology is designed  
to minimize project risks  
& development time  
while increasing  
effectiveness.



# SERVICE OFFERINGS



## 01

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### SOFTWARE SERVICES

Our technology services provide guidance on how to use information technology (IT) as a tool to facilitate business change, transformation and growth. Services in this vertical include:

- Technical Specification Generation
- Solution Architecture and Design
- Security & Performance Optimization

## 02

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### FINANCIAL MANAGEMENT SERVICES

In partnership with your corporate finance and accounting function, Insight Consultants Financial Management Services (FMS) provides timely actionable insights to help you grow your business.

- Corporate Finance Reports
- Sensitivity & Risk Analysis
- Cloud-based Accounting
- Proforma & Budget Analysis
- Digitizing & Managing Corporate Finance Processes

## 03

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### CONSULTING SERVICES

Our consultants fill the gap for a reliable technology partner in navigating an increasingly complex technology and businesses landscape.

- Align Technology with Business Strategy
- Enterprise Mobility and Collaboration
- Emerging Technologies

## 04

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### DATA & ANALYTICS

Deeper insights for better decision-making. We harness data with advanced analytics, providing clients with the correct forecast to uncover insights and better opportunities.

- 360-Degree View Analysis
- AI/ML Based Decision Support
- Dashboards and Business Analytics



# CLIENT TESTIMONIALS

What attracted us to Insight Consultants was how you asked questions on where Hive Financial wanted to go, so that you could support us in that direction. In addition, we also appreciate your flexibility with the schedules, especially when we need to get tasks done super quick.

JP James

Chairman & Lead Investor, Hive Financial Systems

I recommend Insight Consultants team for their outstanding job on one of our projects. What set them apart were the insightful questions they asked us when analyzing the project...By applying industry cutting-edge practices, they have managed to deliver the project on time and of the highest quality.

Jonathan Gould

CTO & Co-founder, K4 Connect

3530 has had a relationship with Insight Consultants for over 2 years and do not consider them a "vendor" or "contractor" as they are much more than that...Any concerns we initially had with outsourcing a major, on-going project were quickly alleviated after witnessing the Insight group's passion, work ethic and attention to detail. I would strongly recommend Insight Consultants to anyone considering any size of development project.

Troy Anderson

CEO, 3530 Technologies





## TALK TO US

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