



Ganguly & Associates

eBusiness Capability Statement

eBusiness, Industry Services, Web Services, Telecommunications

We add value to your business

Ganguly & Associates is a specialised consultancy service operating since 1996. We specialise in eBusiness strategy, project and venture set up and in some cases managing the implementation and rollout to marketplaces. Our customers include major corporates, Government organisations and growing technology businesses.

Objective

Our Objective is to **add value to your business**, practically.

We do this through a range of technology and redesigned processes, which enable you to reduce operational costs and service your stakeholders better.

We work closely with you as your trusted business partner. We have a flexible approach.

Virtual Teams and Experience

We work using a concept of virtual teams, whereby best of breed resources are pulled together both from your organisation and ours and the assignment is managed by a Senior

professional from Ganguly & Associates, usually with more than 20 years senior industry experience locally and overseas.

The principal resources within Ganguly & Associates bring a rich experience of working successfully across all aspects of eBusiness in the key industries like Government, Telecommunications & Financial Services.

Our customers include Corporates and medium sized businesses in Australia and overseas.

Key differentiators

Our Key differentiators are:

- **Business focus:** to ensure that we assess the effective use of technology and we are always driven by the benefits for you and your stakeholders
- **Understanding of a range of technologies:** at a detailed level,

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including secure web server applications involving interfacing with host systems and databases, B2B eCommerce, CRM, Knowledge Management, Smart Cards, online payments, Broadband and DSL.

- **Independence:** we are not tied to any technology vendor.
- **Skills and Methodologies:** to ensure that we can balance risks and priorities. We have implemented a multimillion-dollar international eBusiness application in Financial Services within 14 weeks of concept approval, using methodologies innovatively to deliver excellent quality, on time, 30% under budget and have developed eBusiness strategy at corporate levels for NAB and Telstra
- **Experience and personal attention:** to provide the optimum business outcome for you.
- **Associates & Networks:** covering areas like market research, web development, and systems integration. We can fast track your queries on markets, technologies or partners confidentially

Our Approach

We work flexibly in stages, and you, our Client, determine our degree of involvement.

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The first stage is often concept and strategy development.

The second phase is detailed implementation planning, including business cases, vendor evaluation and project set up.

The third phase is actually managing the projects if you wish us to do so on your behalf. The skill mix in each phase may differ.

At any time we only take up a small number of selected assignments, strictly ensuring highest standards of business ethics and integrity.

How we add value

We add Value through a combination of:

- Strategic vision;
- Experience in key markets around the world with understanding of world best practice;
- Ability to clearly define business requirements and stakeholder benefits through a collaborative approach;
- Understanding of key technologies, and
- A strong project management and implementation focus.