



Sundaram Infotech, a business division of Sundaram Finance Ltd., is a global IT Solutions & Services company with core focus in the manufacturing, financial services & Insurance industries.

iCON is the web solutions team at Sundaram Infotech; a team that churns projects big & small, across industry verticals.

Starting off as an in-house web team, handling Group requirements, **iCON** today has evolved to become a vibrant team of professionals, handling complex e-Business projects across various web technologies.

iCON Center of Excellence

Sundaram Infotech has carved out the iCON initiative within its technology groups based on its varied and rich past experience of working across various technology platforms.

iCON is an evolution of Sundaram Infotech's continuing technology applied research initiatives that have seen path breaking work done in the past.

This next stage, and the primary objective of iCON is to provide clients the benefits of standards, frameworks, component reuse on one hand and the support for services such as architecture consulting, performance tuning, technology assessment, etc on the other.

Industry Focus

We serve both Enterprises and Online services in the following sectors

- BFSI
- Services
- Manufacturing
- Media
- Telecom
- Healthcare



Challenges

The major challenge facing IT today is how to do more with less. How can you provide quality services with shrinking budgets, hiring freezes, and resource reductions? Application development is one of the hardest hit areas within IT, but businesses want what they've always wanted, timely, quality applications at a reasonable cost.

As the competitive landscape gets increasingly dynamic, Sundaram Infotech has deployed solutions for new dimensions that organizations need to manage and focus on in order to survive and prosper. Our customers know, that the information technology dimension probably is the most important of all, with the potential to use information and transact across boundaries instantaneously.

With iCON, you can...

- Increase revenue
- Reduce cost
- Enable multi-channel transactions
- Streamline business processes
- Maximize business reach
- Increase profitability
- Improve employee productivity
- Increase employee retention
- Ramp up customer acquisition

iCON gives your Business the Power to Break Free

Advantage Sundaram Infotech

- Solutions for today's opportunities and challenges
- Business focus, efficient implementation
- Customers achieve tangible ROI
- Global Flexi-Delivery model
- Reduced cost



Highlight (a Sample Case Study)

- **Case:** Shell encountered reuse of its lubricant bottles with adulterated lubes & wanted to put in place a loyalty scheme for dealers to eliminate such occurrences
- **Requirement:** a foolproof software solution that ensures Shell products reach their customers in good condition
- **Solution proposed:** Smart device based solution for representatives for field force to monitor sales at dealer points.
- **Technology:** C#, Windows CE, SQL Server CE
- **Highlight:** Arabic Version rolled out without native support from OS
- **Benefit:** Track inventory movement & availability, increased field force efficiency, dealer loyalty & customer satisfaction

"We enjoyed working with the Sundaram Infotech team thoroughly. Besides providing timely support, the team is well aware of the latest in technology and also measures up significantly to deliver international projects. Am looking forward to working with the team again"

Michael Jamieson. Project Manager – Absolute-IT.

Broad Spectrum Solutions

At iCON, we are aware that building web applications involves deep domain knowledge & technical competence. Our bouquet of web solutions include...

- Business & Functional Requirements Study
- Technology Consulting
- Bespoke Application Design & Development
- Platform Implementation
- Porting & Migration
- Digital Content Management
- Value Added Maintenance
- Smart Device Application & Integration Services



SUNDARAM INFOTECH

**Connect with iCON
today and see how we
change the way you do
your business...**



Sundaram Infotech (a Division of Sundaram Finance Ltd.)
901-906, Raheja Towers
177, Anna Salai
Chennai – 600 002.
INDIA.

Tel: +91 44 2860 4066
Fax: +91 44 2860 4237

info@sundaraminfotech.com | www.sundaraminfotech.com