

The Power of Innovation

CAMBRIDGE TECHNOLOGY ENTERPRISES

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Servicing the Midsize Market

Strengthen Your Advantage

You know, better than anyone else, the challenge facing midsize companies. Competition against large rivals with deep pockets forces your organization to run lean and mean. Because of your company's size, however, you may have at least one powerful advantage over bigger organizations: business agility. You can respond quickly to changing market and economic conditions. While the larger players are still deciding what to do, you can size up potential business opportunities or threats—and act fast—before they do.

Herein lies the challenge; on one hand you have to focus on standardizing process and product to improve operational excellence and on the other hand you have to retain process flexibility and adopt transformational technology to maximize business agility. How can you manage both at once? First, by having secure and reliable IT that provides superior business intelligence and collaboration across the extended organization. Utilizing ERP to drive operational excellence is the starting point for any meaningful LEAN or Six-Sigma review. But it's not just about creating the right IT systems, it's also about maintaining a competitive advantage by constantly monitoring and adopting technologies before they become mainstream. In the ever-flattening world, you need a global services provider that knows how to leverage the latest technology, implement best practices to help create competitive advantage, and facilitate your growth. You need Cambridge Technology Enterprises (CTE).

CTE focuses solely on servicing the midsize market. CTE, a one-stop shop for global services, offers you a single contact for all your IT needs. As a fellow midsize firm, CTE understands your desire to avoid the big guys; for what midsize firm wants to feel like a minnow in the ocean of multi-billion dollar outsourcing engagements? What you want is the attention and agility that a fellow midsize firm can provide. CTE doesn't focus its differentiation on the depth of junior resources on the bench. We focus on innovation, technology adoption, and deep collaboration with an extended partner network, so that we can service all of your needs with agility and foresight. CTE couples its ISO-certified delivery centers with its award-winning CMMi Level 5 processes to manage our partners, so know you can leave the details to us. We're ready to help you Think Big, Start Small, and Scale Fast™.

Innovation

Enterprises often find it difficult to develop and deploy strategic solutions that improve bottom-line results. With Cambridge Technology Enterprises as a partner, midsize companies are devising solutions that align business strategies and advanced technologies with corporate goals and market opportunities. We define innovation in one of two ways: incremental or transformational.

Incremental Innovation - Incremental innovation creates sustaining change by bringing better products to use or market by listening to customers. Often, incremental innovation is achieved when standard technology is applied in new ways, as in process improvements, or when best-of-breed technologies are used in innovative ways, to solve existing problems, as with an ERP implementation. Incremental innovation often creates short-term improvement and satisfies immediate user needs, but lacks long-term sustainability. Without constant incremental innovation, organizations will stagnate.

Transformational Innovation - Transformational innovation is when an organization does something fundamentally different, applying revolutionary new technology or processes to lead an organization. Just take a look at Dell or Wal-Mart and you'll see how transformational innovation in IT can propel a company into market dominance.

Cambridge Center of Innovation - At CTE, we believe that every organization can be innovative. From utilities to retail, from life sciences to manufacturing, CTE has helped create incremental and transformational innovation for over 100 midsize customers. CTE uses the Ambidextrous Innovation model, developed by our founders from MIT, to help organizations learn to innovate and to apply the change management necessary to institutionalize the change. Cambridge Executive Workshops are led by MIT and Harvard faculty and facilitators.

Innovation is the intersection of technology adoption and process understanding. It is about leveraging technology to improve or fundamentally change business performance. CTE helps you see tomorrow today.

Seeing Tomorrow Today - Technology Adoption

In order to stay competitive, a CIO must stay abreast of the latest technology. To increase flexibility and agility within your organization, a number of maturing and emerging technologies must be considered. From Service Oriented Architecture to Web Platforms, from mashups to Real Time Infrastructure, knowing what technologies exist and how to leverage them to innovate and create competitive advantage is a full time task. At CTE's Cambridge Center of Innovation, we have a dedicated team that follows and pilots the latest technology. To realize transformational innovation for our customers, we are constantly polling them to understand their business challenges so that we can match these up with technology evolution.

Improving IT Infrastructure

Companies like yours have worked hard to reduce the cost of IT infrastructure—the data centers, networks, databases, and software tools that support your business. These efforts to consolidate, standardize, and streamline assets, technologies, and processes have delivered major savings. But even the most effective cost-cutting program eventually will be constrained by the complexity of the infrastructure itself.

The root cause of this complexity is the traditional build-to-order mindset in most IT organizations. Obviously, the typical modern IT infrastructure is high tech, but it also resembles an old-fashioned automobile in the way that it is handmade by expert craftspeople and customized to the specifications of an individual customer. Application designers typically specify the exact server configurations needed to run their applications at peak load, and businesses automatically assume they need to spend the money to conform to these specifications—without a realistic assessment of whether or not the application will ever run at peak load. The result is that there are hundreds of servers configured for peak capacity and few, if any, actually running at the maximum load. This greatly affects the collective IT budget, because hundreds of servers are purchased, maintained, and upgraded to conform to peak load specs, even though the vast majority of available CPU cycles are idle.

CTE's Infrastructure Management Group is monitoring three new trends that are helping to solve this build-to-order mindset: Computing Fabric, Real Time Infrastructure, and Green IT. And CTE is leveraging these trends in our Affordable and Adaptable IT (A2IT) Infrastructure Strategy.

Computing Fabric - A computing fabric is not really a fabric, but a server model made up of disparate components “woven” together to form a single server. CPUs, memory, and I/O cards installed in individual servers are configured to serve as one large server platform. As the server load needs to increase, additional

computing resources can be allocated to the “fabric,” creating one larger virtual machine. A computing fabric allows you to do more with less.

Real-Time Infrastructure – Real-Time Infrastructure (RTI) automates the process of extending the fabric. Instead of manually reconfiguring virtual servers, RTI automatically reconfigures them on demand, through virtualization. RTI in combination with fabric frees you from the build-to-order mindset.

Green IT - The rising cost of electricity for power and cooling is changing the economics of IT, driving CIOs to optimize their data centers with green technology. As concerns about global climate change increase, more restrictive regulations on power and emissions could seriously hamper some business’ IT growth. CTE focuses on energy-efficient systems in our global data centers.

Business Intelligence

Leading companies are doing more than just collecting and storing information in large quantities. They’re now building their competitive strategies around data-driven insights that are, in turn, generating impressive business results. Their secret weapon is business analytics: sophisticated quantitative, statistical analyses using predictive modeling. At CTE, our Business Intelligence division focuses on bringing you the latest technology from Cognos, Business Object, SAS, Oracle, and Hyperion.

However, before you can begin discovering new insights, you have to have an Enterprise Information Management strategy; you have to be able to align information so that you discover trends that make a difference. Of course, once you find new insights, you need business agility in both your IT systems and your business processes to take full advantage of them. Having your processes automated using Business Process Modeling tools will allow you to quickly adapt your processes.

Enterprise Information Management - The ability to correlate and align information is a key factor toward making business intelligence tools successful. Today, many customers treat data integration, product integration, and product information management in a piecemeal fashion. At CTE, we believe an Enterprise Information Management (EIM) strategy is an essential component in your BI strategy. In addition, the EIM creates the common ontology needed for successful SOA implementations.

Business Process Modeling - Process automation begins with Business Process Modeling (BPM), which requires collaboration between IT and business users. Business processes captured in BPEL or activated as SOA services must be defined jointly by a wide range of IT and Business personnel. Bringing these groups together is the key to successful BPM. CTE leverages our workshop methodology to drive alignment between these two disjointed groups. Post-workshop, a team of experienced CTE modeling experts then leads the way toward modeling your processes at the right level of granularity. For SOA projects, CTE also segregates these processes by business domain in order to create the proper governance for long-term management and support of these critically molded business processes. SOA services are created for each process to enable maximum reuse of services.

At CTE, our Business Intelligence practice will help you formulate and execute your EIM strategy. We can leverage our Affordable and Adaptable IT (A2IT) Architecture assessment to help you overcome critical data inconsistency and integrity challenges, which will then allow you to discover new insights. Our Oracle-certified business analysts can then help you automate new processes to take advantage of these insights.

Operational Excellence

Operational excellence is the key driver for longer market competitiveness. Organizations that maximize their utilization of people, processes, and systems and that can extract the most across their entire supply chain create the most shareholder wealth. Defining what areas in which to be excellent and then achieving excellence can be a bit more complicated. CTE has helped hundreds of companies streamline operations using ERP or custom applications. Our Business Solutions division has helped utility firms with real-time outage management and life sciences firms in neurogenomic research. We realize that the one-size-fits-all approach to global delivery simply doesn't work. That's why CTE supports fixed-bid contracts for customer application development using RAD and Spiral Methodologies, Dedicated Global Delivery Units for offshore development augmentation, and onshore/offshore models for ERP implementations.

Dedicated Delivery Units – Today, offshore global outsourcing has gained widespread acceptance as a crucial aspect of business strategy. Leveraging high-value talent around the globe enables speed to market and increased capacity, which allows you to do more with more, for less. Analysis of research by Forrester Research, Inc., shows that “captive centers,” which are those offshore offices you create for your own company, are only cost effective with 500 or more employees. At CTE, we can create dedicated delivery units more cost effectively than you can, due to economies of scale. Our offshore staff will be managed by you and will work solely for you. CTE deals with the complexities of staffing, managing visas, and developing the global infrastructure to support your global collaboration. Our CMMi Level 5 processes ensure high-quality, on-time work.

Rapid Application Development – When only a custom application can solve your needs, CTE leverages a Rapid Application Development (RAD) methodology based on spiral development. Focusing on 90-day delivery cycles, we can get your applications up and running faster, allowing you to be adaptive to business needs.

New Technologies – Social networking, online collaboration, and information sharing are the hallmarks of the new Web 2.0 applications. Combining these key elements with traditional enterprise applications is a powerful way of creating new knowledge management systems. Through the use of open standards, mashups and Web 2.0 approaches, our customers are able to rapidly create highly-focused solutions for critical business needs. Additionally, Software as a Service (SaaS) is now an option in more markets and our customers are using service-based delivery for added value. Web platforms from the likes of Microsoft, Google, and Amazon are providing service-based access to infrastructure services, information, applications, and business processes through Web based “cloud computing” environments that enable “pilot” applications to be rolled out to thousands of users.

Mobile Automation - CTE provides mobile software development services to companies ranging from Fortune 500 software services companies to NASDAQ-listed technology companies. CTE has technology relationships established with PDA and phone vendors, such as Sharp Japan and Motorola. Our vertical experience ranges from developing mobile and wireless custom applications in manufacturing, law enforcement, healthcare, e-commerce, business intelligence, and telecommunication, to supply chain management and CRM. CTE is working closely with Android, the emerging open platform from Google, to provide cost-effective mobile solutions for your business needs.

Enterprise Applications – ERP vendors have become very proficient at automating the management of simple tasks around organizational processes. As tasks begin to cross organizational boundaries, like “purchase-to-pay” or “order-to-cash”, ERP systems break down. To fully automate these processes, industry-specific knowledge is needed. At CTE, we believe that production, costing, quality, recipe management, and product development are examples of generic functions within manufacturing. However, their implementations vary in food, chemical, pharmaceutical, and rolled goods manufacturing plants. Knowing the difference makes a difference and that's why CTE has over 50 satisfied customers today in Enterprise Application Implementations.

The Future of Global Services is the Network

At CTE, we believe that knowing your company's limitations is critical to creating satisfied customers. That is why we act as both a global service provider and a general contractor. CTE currently offers services that include consulting for business transformation through the Cambridge Center of Innovation; global delivery through dedicated delivery units; fixed-bid, fixed-cost application development; mobile development; application maintenance; onshore and offshore staffing; ERP implementation; ERP consulting; hosting; call center support; and training. Though our offering is broad, we believe in the power of the network. In addition to partnering with large-scale technology vendors like Oracle and HP, CTE partners with smaller industry specialists like DAZ, DSI Online, Colibri, Boss, MSI, and Jib Consulting. CTE is also a proud member of the SOA Consortium.

Your Success is Our Success

As a fellow midsize firm, CTE understands the unique issues and challenges you face. Too big to be small and too small to be big, you are faced with balancing the need to strengthen your processes for operational excellence while trying to remain competitively agile and innovative through the use of leading-edge technology. That's where CTE can help. We're your one-stop shop for all your global service needs, ready to help you Think Big, Start Small, and Scale Fast™. Through innovation and technology adoption that includes a world class extended partner network, CTE is uniquely positioned to help you succeed. We are the "right-sized" global service provider that is focused on making you—no matter what your size—our most important client. After all, your success is our success.