













# Silver ODC Services

## **E** Project management, Administration management services

Silver ODC will consists of Administration services like

- Payroll processing and management
- House keeping facilities
- Biometric attendance system
- Cafeteria services

## **F** Marketing support - Mail campaign design & Mail blast services

Silver Touch owns mail blast server to perform mail campaigns ensuring mails are not going under spam category. Silver Touch internal designers help its international clients to design their marketing collateral or design mailers for mail campaigns. Based on contact sheets provided by clients, Silver Touch marketing team will blast emails designed by the team for proactive product marketing. Such marketing support will further reduce expenses of international clients resulting competitive advantage in market.

## **G** SEO/SEM for software product

Apart from mail campaign services, Silver Touch SEO/SEM team can enhance the product specific or corporate website of clients. This enhancement and internet marketing will help clients to increase search engine ranking of their website. Clients can be more visible over search engine leading into more market awareness and improved sales. Some of the core offerings of Silver Touch SEO/SEM services are:

- Google analytics creation and installation
- XML sitemap creation and submission
- Meta tagging
- Press release submission
- Directory submission
- Social media optimization
- Blog creation and submission
- Alt tagging
- Anchor text
- Link exchange
- Title tagging
- Article submission
- Forum posting
- Feed submission

## **H** Training-Tech skill improvement, Training planning, Language improvements

Silver Touch has its own training academy to constantly upgrade its employees' technical skills. Silver Touch frequently invites industry known people to train its work force. This keeps Silver Touch always strong on new technologies. English language training program ensures fluent English with all software developers. Hence Silver Touch team is having satisfactory communication abilities to international clients. Technology certifications of its employees are sponsored by Silver Touch.



# Value Proposition – Parameters involved in costing

**Silver ODC carries multiple parameters in considering costs. There are following components of the valuation of ODC.**

## 1 Initial fix investment

Silver ODC proposes its engagement model such a way that client's initial investment is minimized. This is one time investment cost. Client will require to investment for –

- IT infrastructure like Desktops, PCs, Servers, Network components, printers, data storage etc.
- Internet connectivity and activation charges (onetime)

## 2 Operational cost

Operational cost is recurring cost. Silver Touch will provide entire services on this phase. This will help clients to have low cost of ownership and scalability as and when required.

Operational cost will include

- Resource cost
  - Salaries
  - Health benefits
  - Training cost
  - Recruitment cost
- Office Rent
- Office Stationary
- Transportation (optional)
- Utility payments such as
  - Electricity
  - Telephone, Fax
  - Internet
- Administration services
- Tea, coffee and house keeping
- Data Management, IT support & maintenance

## 3 Contingency cost

Business always carries uncertainties. Silver Touch believes in protecting its clients from it. Silver Touch never expects its clients to pay for the entire duration of the contract when client is not interested in continuing with ODC setup. Such cost will be taken as early termination charges giving ODC 2-3 months breathing space before it is dissolved.

## 4 Incidental cost (optional)

Silver ODC knows business critical demands and hence offers ON DEMAND services as follows:

- Any special technology consulting or services which is out of scope
- Video conferencing on demand
- 24\*7 IT support
- Software license purchase





# Ready to setup your own ODC?

## 1 First Step:

Provide initial requirement to Silver Touch using following Form :

**Company details:**

- a. Company name :
- b. Contact person :
- c. Designation/Title :
- d. Email :
- e. Phone :

**Existing software product :**

- Product name :
- Domain of product :

Current software-development team : Size

Mode : In-house  **OR** Outsourced to country :

**Requirement summary** : Manpower requirement :  
 Phase 1 :  Phase 2 :  Phase 3:

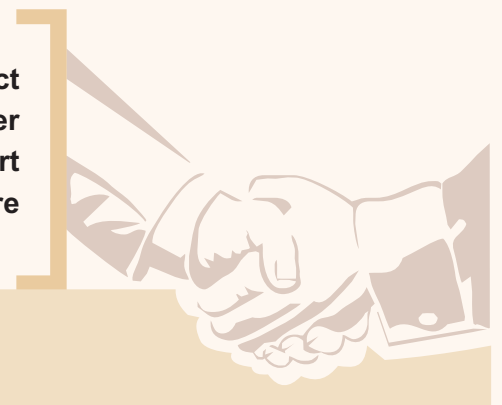
Preferred model : Build, Operate, Own (BOO)  Build-Operate-Own-Transfer (BOOT)

Ownership model : Independent  Joint venture

Time line to start : Pick list

## 2 Second Step:

Based on your requirement from the form, We will contact you to understand your detailed requirement. After preparing detailed requirement gatherings, we will revert back with detailed project proposal to set up Offshore Development Center for you.



## About Silver Touch

Silver Touch is a leading and globally accepted IT solution provider and currently at the forefront of software technologies to serve the people across the world looking to their interest and demand. Silver Touch spreads out wings in the business of Application Development, Web Designing & Multimedia, Custom Internet Solutions, E-Commerce, Product Development & Support, Technical Helpdesk, Consulting and Support Services, Legacy Applications Re-engineering, Mobile Application Development, Data Warehousing and Business Intelligence.

Silver Touch have been accredited CMMi 3, ISO 9001:2000, ISO 27001 Certification for observing international standards in a wide scope of activities like Manufacturing, Sales & Services of Peripherals & Networking Products as well as Design & Development of Software.

Through our scalable offshore software designs not only Silver Touch automate the current business processes but also keep room for the ones that might get incorporated in the future. Silver Touch believe in highly responsive attitude towards the immediate needs of our clients and especially towards their future hopes and dreams as global business of IT expands. Our 17 years' experience in various domains such as e-commerce, Human Resource Information System, E-Governance, School Management, and Mobile Technologies enable our deliverance of most valuable software outsourcing solutions at best affordable prices. Our team is committed to deliver offshore solution to our customer on time and within budget using our state of the art Global Application Delivery Model (GADM).

### Our global footprint...

Reach us at an office nearest to you...



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