EWS at a Glance
Full service software design & development agency

Combining social, mobile, analytics and cloud to develop solutions; manage data and infrastructure of all sizes; provide business process management and outsourcing

Value Added Services
• Systems Development – Agile & Classical
• Business Intelligence, Data Sciences & Analytics
• Cloud Computing & Infrastructure Optimization
• Mobile App Development & Enterprise Mobility
• Product Development

Privately-Held, Minority-Owned
• Founded in 2006
• Offices in NY, NJ, PA and Offshore
• 120+ Professionals
EWS Clients

- TIAA
- Cablevision
- S&P Global
- The Economist
- McGraw Hill Education
- AT&T
- ADP
- Department of Education
- Florida Blue
- Bloomberg
- T-Mobile
- New York City
Systems Development – Agile & Classical

Delivering QUALITY to customers at a consistent pace

Designed for Usability

• User centric & adaptive approach
• Specifications & Design closely connected via user stories
• Well versed in Agile Methodology

Evolve & Improve

• Adaptive development creating opportunity for improvement
• Functionality gets precedence over features
• Seamlessly integrate evolving requirements

Rapid Results

• Deliver rapid results – iterative approach resulting in incremental delivery
• Integration of right solutions and toolsets
• On/offshore setup - around the clock engagement

TIAA-CREF: Providing services and solution development using Agile methodologies for over 4 years. With our DevOps experience we are able to deliver solutions in 40% less time

Cablevision (now Altice USA): EWS is a key partner in migration of corporate wide internal and external applications, data integration and processing. Project paid for itself in less than two years just through savings in costly infrastructure and licenses
Solving Big-Data problems right the first time

**Determine the Need**
- Business Requirements - identify questions that need answers
- Review and analyze systems, applications and data sources in place
- Identify if BigData is the right approach. Evaluate and propose solution

**Optimize and Improve**
- Identify new data sources and establish KPIs
- Optimize the right toolsets and environment for processing and visualization
- Establish governance structure and on-boarding

**Decide and Implement**
- Keep volume and velocity in sight and handle variety
- Data acquisition
- Execute using rapid development approach
- Timely alerts and notifications for effective decision making

EWS is the solution provider for BigData workloads for The Economist and S&P Global. For commodity pricing, corrections, customer behavior & tracking of different touchpoints, EWS consolidates data from various sources (Web, iOS, Android, Experian, D&B, Bluekai, Doubleclick, Omniture/GA, internal/external datamarts, etc.) in Amazon S3 and then to RedShift or other persistent data storage mediums for operational workflows or meaningful dashboards in visualization tools like Tableau, Qlikview etc. Clients are able to process huge amount of data in less than half of the anticipated time, establish governance structure for corporate wide operation and reporting needs.
Cloud Computing & Infrastructure Optimization

Lower cost - higher efficiency

Cloud Expertise

- Assess “infrastructure vs platform” as a service
- Analyze infrastructure in-place and understand future needs
- Evaluate providers and define the type of Cloud required

DevOps & Infrastructure Excellence

- Integration and alignment with DevOps philosophy
- Implement roadmap with step by step approach
- Initiate best practices for improved and reliable delivery
- SSO integration

Business Simplification & Continuity

- Establish methodological approach & timelines
- Deploy Cloud watch, security and monitoring for peace of mind
- Improve scalability, availability & reliability

FUTR in Education Finance sector and LLH Data in Business Credibility area – both rely on EWS’s DevOps expertise to build and support heavy data processing & consumer facing platforms including apps. EWS helped LLH Data migrate from a legacy data center providers to AWS resulting in cost reduction of 55% without compromising user experience.
## Mobile App Development & Enterprise Mobility

Taking the customer to Efficiency

| Analysis          | Keep you informed on latest trends and ideas  
|-------------------|-----------------------------------------------
|                   | Well versed in Native, Hybrid & Responsive approach  
|                   | Competitive analysis  

| Security          | Priority focused, state of the art capability  
|-------------------|-----------------------------------------------
|                   | Identify needs – internal vs. external  
|                   | Cross domain security  

| Success           | Streamlined automated deployment & testing with DevOps  
|-------------------|----------------------------------------------------------
|                   | Alpha, beta & public apps monitoring & post deployment support  
|                   | Light weight APIs with usage metrics & analytics  

FLITE relies on EWS to design, build and deploy Web, iOS and Android Apps. Combining our Agile Methodology with experienced mobile development teams, we were able to build the product on-time and to the user’s satisfaction. The product is Google Play and Apple Appstore and is being adapted by brands with thousands of user downloads.
**Product Development**

Disruptive innovation approach

### Agile at Core
- Agile as methodology for development
- Backlog management with customer stories and feature set
- Successfully delivering on each written story, with continuous feedback

### Customer as the Owner
- Design and development focused on usability
- Collaborate with product owners to address iterative changes & development
- Delivery of new features in an accelerated timeframe

### DevOps as the Philosophy
- Automate quality assurance and deployment plans
- Application monitoring and Continuous Integration
- Usage analytics, A/B testing for continuous improvement

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**Park Swift** mobile app - find private and commercial parking spaces in a neighborhood easier than ever. With the help of our product development team combined with Agile & Cloud development expertise, we created a product faster than anticipated. With our disruptive innovation approach, this app is dominating the market with ‘private’ parking component.
Customer-Centric Engagement Model

Service Offerings

**Fixed Cost (SOW based)**
- Business and Systems Analysis, Requirement Definition
- Design and Scalable Platform / Architecture Design
- Component Software Development and Implementation, Quality Assurance
- Systems & User Acceptance Testing

**Application Management (Hybrid)**
- Application & Systems Environment Management, Optimization, Maintenance, Enhancement & Change Management
- Remote Hosting and Service Provisioning
- User and Production Support
- Back-End Data Store and Operating Systems Integration and Support

**Technology Consulting (T&M based)**
- Technical Subject-Matter-Expert Resources / Staff Augmentation
- Project Management, Systems Architecting, Development, Systems Administration, Systems Testing
- Help Desk
  *Typical run-rate: $760/day*
Summary

- EWS focuses on a process driven approach which is built on the concepts of Agile & Lean. Because of being Agile at the core, we are adaptive and evolve with the customer.

- DevOps is the philosophy & automation is the ideology followed by our teams which increases the reliability of the software.

- Customer gets better ROI with shortened timeframes and reduced implementation cost without sacrificing quality.

Process:
  - Agile at the Core
  - Supported by DevOps
  - Streamlined Change Management
  - Deliver to Cloud (or not to Cloud)

People:
  - Experienced
  - Self-Motivated
  - “Product Owner” Driven
  - Governance

Technology:
  - Pay for what you use on Cloud
  - Ready for Mobility
  - Collaboration
  - Driven by Innovation
Any Questions?
For any further queries, contact us at sales@ewsystemsinc.com
EWS Clients in Public Sector
Our certifications

- SBA 8(a) Certified
- NMSDC Certified Minority Business Enterprise
- State of New York Certified Minority-owned Business Enterprise
- NYC Small Business Services Minority-owned Business Enterprise
Appendix

Projects Portfolio
Projects Portfolio – Cable/Telecom Industry
VOIP, Online and Engineering

Customer Portal Redesign - Business & Residential

Provisioning/De-Provisioning

Soft Switch Interfaces
  - VOIP Provisioning
  - Integration with Upstream/Downstream Applications
  - Feature Services

Domestic and International CDRs and mediation rules

Click-to-Call - Interfaces with third party interfaces
  - ALU (C2C) & IP Unity (VM)
  - FILD (fixed cost based international calling plan)
  - IDT (per minute international vendor)
  - Siemens HiQ switches etc.

Enhanced Calling Services

Mobile Number Portability (Portouts) – Portals for Verizon, AT&T, T-Mobile & Sprint to enable Mobile Number Portability.

Online Services Tiers

Directory Listing

Engineering Tracking Systems

Project Authorization Request

Traffic Engineering & Routing

Transport Network Engineering
  - Network Optimization, BSC & Switch Home.
  - Re-Home T1 to DS3’s
  - Optimize DS3’s, OC12 & OC48
  - Granite and UMTS Technology
Projects Portfolio – Cable/Telecom Industry

Network Management

**BPM Workflows**
- Account Provisioning
- Account De-Provisioning

**Equipment Returns**

**Equipment Location & Flaming**

Common Email Management.

**SMS Services**

**Billing & Payment Workflows for**
- Checks Processing
- Credit Card Processing

**TN Migration & Static IP Assignment.**

311 Call Routing

**Weblogic to Jboss** Migration

**Vitria to TIBCO Migration**

**jBPM based solution for Content Loading**

Conversion of **EJBs/RPC** based services to Document

**Enterprise wide setup of Actional Intermediary**

Upgrade of Corporate Legacy Applications

**WiFi Device Authentication & Monitoring**

Application Health Monitoring:
- Dashboards
- Reporting
Projects Portfolio – Cable/Telecom Industry
Sales & Marketing

**SalesForce.com (SFDC) Implementation**

**Address Standardization & Cleansing**

Data Management Platform (DMG) Integration

**Mobile Apps (iPhone & Android)**

- Identification of New Homes / Builds Sales.
- Order Processing.

**CMS** for Consumer facing sites.

Retail Order Processing.

**Media Planning Assistant**

**Web Traffic & Interactive Advertising** - Data warehousing & analytics on

- Omniture
- WebTrends
- SeaChange
- DoubleClick Data

**Sales Commission System**

**Sales Force Automation**

**Business Intelligence** Platform

- Dashboards
- Reporting
- Analytics
- Network, Sales & Retail Data Processing
Appendix

Case Studies
CASE STUDY: Large Print & Electronic Media
Data Processing and Presentation

CLIENT CHALLENGE:
• Disparate data systems, in different shape and form - Databases, APIs, Portals, Odata etc.
• High Volume – Over million transactions on daily basis
• Data re-alignment
• Integration with Internal/External Systems, Migration, Aggregation for Presentation

DESIRED SOLUTION:
• Near real-time data integration for data mining and analytics in cloud setup

EWS SOLUTION:
• Multi-staged data processing pipeline
• Processed Large volumes of Data using Apache Spark in Cloud
• Automatically scale up based on the incoming data volume
• Data load to S3 to Amazon Redshift
• Aggregations and presentation in Qlikview and Looker
• Real-time integration with Zuora platform for subscription management

TOOLS & TECHNOLOGIES:
Apache Spark, MySQL, Amazon S3, Amazon API Gateway, Amazon RedShift, Qlikview, Looker, Zuora
CASE STUDY: Retirement Industry
Multi Vendor System

**CLIENT CHALLENGE:**
- Facilitate retirement plan participation. Integration with Retirement Industry Backend Provider and interfaces for plan managers and employees
- Extensible with comprehensive contribution rules for employees
- Validation and Rule Engines, with 1000’s of transactions on daily basis
- Reporting for Plan Sponsor (Company), Payroll Provider
- Data feeds to Plan Sponsor & Financial Institutions

**PROJECT APPROACH:**
An on and offshore delivery model, managed by staff in US

**EWS SERVICES:**
- Design, development and production support
- Custom testing framework to handle the extended business specific testing reqs
- Setup CI / CD Environment
Supported the development of the following features:
- Compliance Limit Monitoring
- Enrollment Services
- Adjustment Services
- Feedback and Reporting
- Employee Services

**TOOLS & TECHNOLOGIES:**
J2EE, JMS, Tomcat, Jenkins, Eclipse, SoapUI, CI/CD, Oracle Database
CASE STUDY: Data Portal
Government – Opportunity, Spend and Grants

CLIENT CHALLENGE:
• An extensible ETL solution that ingests and processes data from multiple sources
• A one-stop online solution to view calendars, legislation, congress and senate activities, govt opportunity, spend and grant data

DESIRED SOLUTION:
• Data integration sourced from various federal and commercial datasets
• Ability to process multiple datasets in parallel with possibility of millions of transactions per run
• Frequent data updates expected from sources on regular intervals
• Unsupervised operations and minimal human intervention

EWS SOLUTION:
• Data Lake design pattern
• Data ingestion (including screen-scraping) using Kafka, Python & Informatica
• Multiple stages of data transformation and cleansing exercise
• Daily / Weekly data loads with Incremental data updates
• Aggregation to support Slicing & Dicing
• Presentation in Rails

TOOLS & TECHNOLOGIES:
Apache Spark, Apache Kafka, Informatica, Python, Cassandra, Rails, mySQL

Rapid Delivery
Sustainable and Reliable Product
New Features Added Every Week

3x
CASE STUDY: Large Telecom Company

Business Intelligence Platform

**CLIENT CHALLENGE:**
- Disparate operational reporting systems and data stores
- High systems operating and maintenance costs
- Numerous labor intensive, manual reporting processes
- Technically inefficient and limited systems platform

**EWS SOLUTION:**
- Develop a scalable, extensible and integrated systems platform
- Build and support one of the largest operational reporting warehouse
- Integrate systems and data stores for operating efficiencies
- Automate and consolidate processes for operations efficiencies
- Enhance analysis, reporting & delivery capabilities

**KEY STATISTICS:**
- 26 systems interfaces supported and consolidated
- 20 terabytes of product, service & customer records information
- 100k+ daily transactions added to database
- $4 Billion in annual revenue managed via systems platform
- 50+ system users supporting 5 distinct organizations
- 1000+ Customer Care Agent (CCA) operational reporting metrics

**VALUE RECEIVED:**
- 40% annual operations savings ($1.86M per year)
- 60% reduction in required manpower support
- Greatly enhanced analysis & reporting functionality
- State-of-the-art, extensible application platform for future
CASE STUDY: Large Cable Company
Sales and Marketing Platform

**CLIENT CHALLENGE:**
- Disparate sales channels
- Service provisioning and knowledge delivery issues impacted:
  - Time to market
  - Cost of system maintenance
  - Some internal and some outsourced solutions
- Customer acquisition, satisfaction and retention improvement
- Winbacks and chargebacks
- Expensive services of outside hosted solutions
- Major overhead in commissions calculations

**PROJECT APPROACH:**
Phased project plan designed to deliver early for enterprise-wide sale lead management along with 'close the loop'
- Phase 1: Sales Commission System
- Phase 2: Sales Force Automation
- Phase 3: Enterprise level Business Intelligence

**EWS SOLUTION:**
- Datamart with extensive use of demographic profile
- Mobile compatible
- "Integrate and build" approach
- Cloud/AWS based solution including heavy data processing
- SOA based Delivery Platform
- Tie in all the knots starting from lead all the way to sale and associated reporting

**Client Testimonial:** EWS’s solution is the best thing that happened to sales department since I joined this group 30 years ago!

SVP, Sales
CASE STUDY: Financial Institution

Financial Services

CLIENT CHALLENGE

• Integrate multiple, disparate legacy applications on web platform
• Provide internal reporting across diverse distributed systems enterprise
• Legacy database and application transformation and migration
• Seamless migration; transparent platform transfer for private clients

EWS SOLUTION

• Enable or re-write legacy applications for next-gen Web platform
• Web interface development for multiple systems environments
• Integration of content and document management system

KEY STATISTICS

• 40 GB of cumulative documents supported
• 60 internal systems and applications users
• EWS replaced prior vendor due to technical expertise requirements
• Solution in place two weeks ahead of schedule

VALUE RECEIVED

• World class private client experience within highly competitive Financial Services industry marketplace
• Reduced application maintenance and support costs
• Improved executive decision-making capabilities and timeframes
CASE STUDY: Healthcare/Insurance

Provider Directories

CLIENT CHALLENGE

- Automate manual processes to collect, edit and publish Provider Content
- Solve problem of errors due to manual directory generation
- Issues with accuracy and high cost associated with Provider directory Generation
- Solve problem of archiving, indexing and managing directories
- Systems architecture unable to scale with exponential volume growth
- Lack of syndication platform to support future revenue streams

EWS SOLUTION

- World Class application infrastructure with best-of-breed components (J2EE, Sun, DB2, iPlanet, Websphere, iText)
- Fully integrated content management and site publishing applications
- XML tagging for multi-dimensional content management
- Full knowledge transfer to client personnel for ongoing operation

KEY STATISTICS

- In excess of 0.5M directories downloaded in year 2006
- In excess of 500 HR staff using ready to print directories
- Directories directly delivered to print-media for large scale print runs
- Fully-functional systems platform developed within 4 months
- 40 integrated directories

VALUE RECEIVED

- Industry-latest information portal offering
- 80% reduction in editorial process time requirements
- 75% administrative staff reduction for automated processes
CASE STUDY: Healthcare/Insurance
Secure B2C Application

CLIENT CHALLENGE
• 19 vendor touch-points to set up business customers service packages
• Extensive work center agent training/turnover
• 30% order fall-out, poor and insufficient data capture
• High maintenance cost of legacy OS, lacked user acceptance and failed to support process

EWS SOLUTION
• Defined use cases concurrent to “living the process” end to end
• Iterative build with users, navigation is intuitive, training requires only 2 days
• Strong up front field validation, provisioning rules encapsulated in simple commands and minimal keystrokes that insulate users from downstream provisioning complexity
• Step & status workflow management at virtually all levels
• Supports work load balancing and in-process work order hand-off

KEY STATISTICS
• All Customer Care Agents using a single platform across 5 centers
• Scalable, extensible and integrated platform that supports 1000+ concurrent users across all US times zones
• Hosted in EWS-run 24x7 secure data center

VALUE RECEIVED
• Single database of record for order status
• Significantly lowered cost of ownership
• Offer independent: the EWS solutions’ extensibility allows our client to add new offers and define workflow steps, regardless of vendor (in-house, contracted third party, fulfillment company)
• Supports e-fulfillment and print-fulfillment