



solutions beyond expectations



**LineBeyond is your one-stop technology outsourcing and consulting solution. We provide IT consulting, staffing and offshore development services to companies worldwide. Our mission is to serve you beyond your expectations.**

**CORPORATE PROFILE**

Headquartered in San Francisco, CA with development offices in the Silicon Valley and in Beijing, China, LineBeyond provides IT consulting services to Fortune 500 companies and mid-size business enterprises worldwide. The company's services include software and solutions development, integration, project management, QA/testing and general IT staffing. LineBeyond's services are delivered both at the customer's premises and from a wholly-owned, off-shore facility located in Beijing, China.

LineBeyond, Inc. is also a leading provider of integrated, state-of-the-art trading solutions to financial institutions worldwide. These solutions encompass a range of features that are optimized for low latency and high throughput data delivery including algorithmic trading, execution management, smart order routing, advanced market simulation, real-time market data and exchange connectivity. The company is particularly active in the Asian Pacific region, building solutions based on the latest messaging and CEP technologies.

**OFFICES**

**San Francisco, U.S.A. (Headquarters)**

LineBeyond, Inc.  
Two Embarcadero Center, Suite 460  
San Francisco, CA 94111  
Tel (415) 291-8818  
Fax (415) 291-8815

**Silicon Valley, U.S.A.**

LineBeyond, Inc.  
P.O. Box 1223  
Menlo Park, CA 94026  
Tel (650) 544-5615  
Fax (650) 838-9273

**Beijing, CHINA**

LineBeyond Beijing Technologies, Inc  
International Software Building 1F  
Zhongguancun Software Park  
8 Dongbeiwang West Road  
Haidian District, Beijing 100094  
People's Republic of China  
Tel: +86 10 5884-3500  
Fax: +86 10 5884-3599

**KEY CONTACTS**

**Sales**  
sales@linebeyond.com

**Client Services**  
clientservices@linebeyond.com

**Accounting**  
accounting@linebeyond.com

## IT CONSULTING & STAFFING SERVICES

LineBeyond's San Francisco team consists of professional recruiters who concentrate in short and medium term placements of technology specialists. Our staff applies many decades of experience in understanding customer needs, deriving precise profile requirements, rapidly identifying and qualifying consultants, and achieving resource commitments that regularly exceed our client's expectations. We strive to differentiate ourselves by thoroughly understanding the needs that underlie the demand for temporary technology services.

At LineBeyond, we are committed to:

**Rapid response** When a consultant is needed, he or she is often needed right away, and it must be the right person. We are dedicated to maintaining an internal structure that is organized to provide rapid and efficient mobilization of our own resources to meet this need.

**Qualification** Skill sets vary and relevant experience matters. We are committed to an in-depth qualification process that validates a candidate's knowledge and experience up front, so that the value of the client's involvement in this process is maximized while their time expenditure is minimized.

**Delivery** It often requires some fancy footwork to ensure that necessary resources are delivered to each needful location, on-time and ready to work. At LineBeyond, we strive to identify and address the issues that can make a delivery problematic early in the process. Communication is key, and we continuously re-examine and refine our tools and methods, ensuring that expectations are in-sync on both sides of the equation.

**Review** At LineBeyond, our focus is to deliver value to our clients that exceed expectations. One facet of that process is the timely delivery of the qualified candidate. However, ultimately, it is the engineer in the field who must deliver on that promise. By maintaining an open and efficient communication channel to our customers and consultants, we regularly assess the changing needs of a given customer engagement and the effectiveness of our consultant's contributions. If changes are needed, we work openly and in a supportive way with our consultants to ensure that customer priorities are met. At the same time, if more definitive changes are needed, we do not hesitate.

Through our commitment to provide optimal value to clients, we have developed trusted, long-term relationships that have led us towards innovative IT staffing solutions.

## OFFSHORE DEVELOPMENT SERVICES IN CHINA

The executive team at LineBeyond shares a common vision and commitment to deliver unique value to our customers by harnessing the vast potential of offshore IT development and services in China. China is more than a source of low cost technical talent. Its culture embodies an exciting combination of optimism, work ethic, entrepreneurial spirit and curiosity. The key to unleashing China's potential is in the creation of a resource pool that combines raw talent and IT skills with an intense focus on domain knowledge. By imparting an understanding of business drivers and their respective vocabularies, the process of developing effective solutions is greatly accelerated. When this happens, offshore development in China can truly be considered as an active extension of the business itself.

At LineBeyond, we work with like-minded business partners who have a clear vision for a solution that is needed in their space. We are able to bring together technology partners from Silicon Valley and beyond to define an advantageous operating concept. Once the objective is defined, LineBeyond leverages its expertise in offshore development and global network in order to maximize local advantages, to prepare the optimal communication, development, and QA environments, to recruit the necessary skills, and to implement and manage an efficient project schedule. Domains we serve today include insurance claims and business process management (BPM) technologies, health care and clinical workflow, telecoms and provisioning systems, energy trading, retail systems and inventory control, manufacturing control systems and the list continues to grow.

Whether your strength is in finance and messaging systems, insurance claims and business process management, health care and clinical workflow, telecoms and provisioning systems, energy trading, retail systems and inventory and manufacturing control systems, LineBeyond is here to help.

## WHY LINEBEYOND?

LineBeyond has substantial expertise in distributed systems, with particular strengths in messaging solutions frequently deployed in retail brokerage front offices and bank treasuries. A key competitive differentiator is the company's ability to leverage its domain expertise together with high quality, cost efficient engineering resources in the People's Republic of China.

LineBeyond maintains a fully-equipped, state-of-the-art development facility in the Haidian district of Beijing. By developing solutions that encapsulate domain knowledge around the latest technology, we create a high value competency center which focuses on the business needs of our clients, while simultaneously building solutions that help our customers realize short-term ROI from their investment in technology.

With our recruiting expertise, we have been able to build a world class team that includes senior-level industry professionals and architects, project managers, development engineers and QA specialists. Our teams have repeatedly proven their competency in their ability to deliver cutting-edge solutions within challenging timeframes. Our approach has allowed our customers to significantly decrease their software development costs while improving overall product quality and timeliness. Our industry experts speak "your language" and work closely with our on-shore engineers to provide you the best results, on time and within budget.

## INDUSTRIES

LineBeyond believes in involving experienced industry experts who understand your business and its unique challenges. Acting as account managers to customers and project managers to outsourced engineers, these consultants lead your projects to success.

Currently, LineBeyond is most active in the following areas:

Financial Services

Life Sciences

Healthcare

Energy

Telecom

Retail

## SKILLS EXPERTISE

LineBeyond can provide you with consultants and engineers knowledgeable in the following categories and more. Please contact a sales rep for details.

- Databases & Content Management
- Enterprise Application Integration
- Business Process Management
- Service Oriented Architecture
- Enterprise Resource Planning
- Low-latency Messaging
- Complex Event Processing
- Open Source Product Development
- QA & Testing.

The following table is a partial listing of specific skills:

|                           |                |                              |                    |
|---------------------------|----------------|------------------------------|--------------------|
| <b>Microsoft</b>          |                | <b>Database</b>              |                    |
|                           | .Net           |                              | Oracle             |
|                           | Sharepoint     |                              | DB2                |
|                           | Visual Studio  |                              | Sybase             |
|                           | Exchange       |                              | My SQL             |
|                           | Biz Talk       |                              | Postgres           |
| <b>Messaging</b>          |                |                              | SQL Server         |
|                           | Tibco RV       | <b>Business Intelligence</b> |                    |
|                           | IBM MQ Series  |                              | Business Objects   |
|                           | Solace Systems |                              | Cognos             |
| <b>Trading</b>            |                |                              | SAS                |
|                           | Murex          |                              | Micorstrategy      |
|                           | Concourse      | <b>Software Testing</b>      |                    |
|                           | Fidessa        |                              | Mecury Interactive |
|                           | Apama          |                              | Loadrunner         |
|                           | 29 West        |                              | Silk               |
|                           | Reuters        |                              | QTP                |
|                           | Wombat         |                              | Winrunner          |
|                           | Basel II       | <b>Languages</b>             |                    |
| <b>Content Management</b> |                |                              | C\C++              |
|                           | Documentum     |                              | SQL                |
|                           | Broadvision    |                              | Cobol II           |
|                           | MS Sharepoint  |                              | C#                 |
|                           | Interwoven     |                              | VB\VC++            |
| <b>Operating Systems</b>  |                |                              | JAVA\J2EE          |
|                           | Z\OS           |                              | FLEX\Flash         |
|                           | Z\VM           | <b>ERP</b>                   |                    |
|                           | Z\VSE          |                              | SAP                |
|                           | Linux          |                              | Oracle             |
|                           | Solaris        |                              | IBM                |
|                           | Windows        |                              | Siebel             |
| <b>Open Source</b>        |                |                              | Peoplesoft         |
|                           | J2EE           | <b>CEP</b>                   |                    |
|                           | JAVA           |                              | Coral8             |
|                           | JBOSS          |                              | Streambase         |
|                           | Eclipse        | <b>SOA/EAI</b>               |                    |
|                           | Hibernate      |                              | Weblogic           |
|                           | AJAX           |                              | Websphere          |
|                           | Apache         |                              | Supply Chain Mgmnt |
|                           | Python         |                              | CRM                |
|                           | Spring         |                              | Webmethods         |
|                           | Ruby on Rails  |                              | Rational           |
|                           | XML            |                              | Tivoli             |

## OUR METHODOLOGY

LineBeyond's offshore development process methodology has been refined from years of outsourcing experience. Our FlexSource™ methodology offers a proven combination of on and offshore resources to significantly reduce the complexity and risk of outsourcing. Throughout our engagement, the emphasis is on knowledge transfer to enable client self-sufficiency and knowledge utilization to leverage existing resources effectively across the enterprise.

This five-step process makes it easy for our customers to transition work offshore and realize significant advantages in a timely and cost effective manner.

### Step 1. **Advocacy**

Using our on and offshore partner network, LineBeyond represents the interests and objectives of our clients to ensure the highest possible level of collaborative support. Activities in this area include:

- Understand clients' position in their marketplace as well their vision, and long and short-term business objectives.
- Understand clients-specific challenges from commercial and cultural perspective and how these challenges affect their IT strategy.
- Develop a concept for business improvement through IT adoption that reflects client's vision and objectives.
- Distill the business improvement concept into a roadmap that connects the client's IT vision to the current practical reality.
- Vendor due diligence and product selection.

### Step 2. **Discovery and Definition**

LineBeyond fully describes the roadmap towards business improvement through IT adoption.

- Position for success:
  - Identify winnable situations where obvious benefit can be derived with minimal effort.
  - Look for areas that can generate a quick return from an off-shore strategy.
- Define project scope.
- Identify and measure project benefits.
- Develop requirements specifications that reflect business imperatives, the formal concept for business improvement.
- Develop a plan; include schedules, budget, resources, and prototyping efforts.
- Involve the business and prepare to overcome resistance to change.
- Cultivate business sponsors to help with change management.

### Step 3. **Solution Preparation**

We mobilize and organize the assigned assets to achieve the defined project objectives.

- Identify and address organizational change management issues that may impede or otherwise put a project at risk.
- Develop an architecture that accommodates legacy in a non-disruptive way, while enabling the introduction of an integration infrastructure and service abstraction layer.
- Identify and segment key development efforts such as:
  - Integration infrastructure development and product validation
  - Core business applications
  - Security structure
  - Management and monitoring
  - Fault tolerance and redundancy
  - Localization and encoding
  - Database and Mainframe administration
- Provide in-house and out-sourced resources for project management, development, integration, testing and deployment.
- Establish a service level agreement for production support.

### Step 4. **Execution**

We deploy the allotted resources to the project, implement the feature set (outlined in well-documented functional and technical specifications), and deliver in strict adherence to the organization's expectations.

- Manage schedules and compare against planned targets.
- Develop features in parallel and in adherence to defined specifications.
- Develop test plans, harnesses and code promotion strategy.
- Develop release, support and operations processes.
- Execute test plans.
- Promote solution to user acceptance test and production.

### Step 5. **Support**

Provide on-going solution support services. Respond and re-align as necessary in response to post-production service requirements and budgetary issues.

- Define and establish service level activities that align vendors and projects participants with established SLA's.
- Implement and staff call centers.
- Deploy management and monitoring facilities.
- Implement escalation procedures.