

Corporate Brochure

Product & Service Offerings

Mascon Computers Services (P) Ltd

www.mascon.biz

WHAT DEFINES MASCON

- More than **35 years** of experience in providing comprehensive solutions related to Education, Healthcare, Electoral Dept, Tax Dept, Banking industry and Digitization for domestic and international clients.
- Mascon has **Global Presence** with clients spread across the United Kingdom, U.S.A., U.A.E., Switzerland, Italy, Netherlands and other European countries.
- Since **1981**, Mascon has handled **500,000+** accounts (Which Includes thousands of branches of SBI, BOI, SBH, PNB, BoM, CBI, Dena Bank and Syndicate Bank.
- **Pan India Network** of Associates which makes us capable of delivering huge volume of work
- **ISO 9001- 2000** is not just a certificate for us but our People, Processes and Technology revolves around Quality

OUR STRENGTHS (AS DEFINED BY OUR EXISTING CUSTOMERS)

Entrepreneurial Culture

- Entrepreneur DNA
- Skin in the game

Broad based Services

- Most balanced portfolio
- Globally competitive

Highly Engaged People

- Leadership commitment
- Employee driven

Customer Aligned

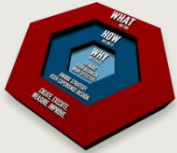
- Aligned with customer's strategy
- Transparency

Business leaders form the Mascon Customer Advisory Council

“*It's good to do business with Mascon*”

WHAT MAKES US DIFFERENT?

Our Differentiators



Process Driven Approach

- Domain led Process repository
- Certified Employees trained on process + Technology skills to deliver value
- Higher effectiveness
- Focus on Solving business problems



Knowledge Driven Aptitude

- Collaborative process creation
- Captured in customer dedicated academy
- Faster Resource Onboarding
- Increased Productivity



Guaranteed Value Creation

- Structured approach to value creation
- Measurable value creation



Accelerated Problem Solving Through Partnerships

- Faster Resolution to issues through direct access & on-campus partner teams
- Accelerators like x-FIT, TFIB



Innovative Integrated Service Delivery

- Drives higher efficiency, lower cost
- Innovations like iOMC
- Apps + Infra, Business Process led Integrated Services
- Report Factory FLSL



Array of pricing models

- T&M
- Fixed Price
- Outcome Based

What Comes Guaranteed ?



Predictable Service



Predictable cost



Continuous Improvement



Measurable value Creation

OUR CAPABILITY & FOCUS AREAS...

- **Business Support Services**
 - Digitization & Document Processing
 - Media Services
 - Contact Centres
- **E-Governance**
 - Banking
 - Education
 - Municipal Corporations
 - Tax Departments
 - Electoral
 - Telecom
- **Software Development**
 - Customised Application
 - Mobile Technology
 - Analytics
 - Smart Innovation

DIGITIZATION & DOCUMENT PROCESSING

Core services

- **Document Production Services**
 - Document scanning and indexing
 - Digitisation of Corporate Presentation
- **Scanning & Imaging Services**
- **Data Capture Services**
- **Call Centre Services**
 - Inbound and Outbound
 - Record management
 - SMM/SEO/SMO
- **Document Processing Services**
 - Form Processing
 - Invoice Document Processing

Support services

- **Document Management System**
- **Document Workflow Management System**
- **Storage & Retrieval Services**
- **Digital Mailroom Services**
- **Disaster Recovery Services**
 - Business Continuity Planning
 - Disaster Recovery

CONTACT CENTERS

■ Inbound Customer Services:

- Inbound Customer Care
 - Queries
 - Complaints
 - Requests
- Tech Support
- Product Support
- Anti-churn Management & Retention
- On-call Authorization
- New Customer Acquisition
- Order Taking/ Reservations

■ Outbound Customer Service

- Appointment Setting
- Lead Generation
- Collections
- Close-Loop Calling
- Survey Services
- Customer Retention
- Cross/ Up-selling
- KYC & Verification Calling
- Survey Services

E-GOVERNANCE

- Education Sector (Pre and Post Examination)
- Banking Sector (Back Office, Pension, Insurance etc.)
- Electoral (ID Cards, Voter ID Card etc.)
- Tax Department
- Municipal Corporations (Digitization)
- Telecom

SOFTWARE DEVELOPMENT

Software Application Services

Customized
Application
Development

Mobile
Application
Development

Software
Integration
Services

Data
Warehousing

Enterprise
Solutions

Managed
Services

Best Practices at Mascon:

1. Recruit skilled and experienced people.
2. Use "leading-edge" not "bleeding-edge," technology.
3. Use the appropriate development process.
4. Provide the right tools.
5. Use source-control management.
6. Apply sound estimating techniques.
7. Break effort into mini-milestone tasks.
8. Track all project hours.
9. Understand the only constant is change.
10. Provide project leadership.

Analytics

Technology enabled functional solutions driving tangible business impact



Business Dashboards

Highly interactive dashboards with rich insights and intuitive user interface to track and monitor KPI's



Marketing Analytics

Drive incremental benefits for your marketing investments leading to accelerated growth and better ROI



Merchandising Analytics

Align your Merchandising decisions with customer expectations leading to increased profits/sales and customer loyalty



Customer Analytics

Leveraging large volumes of customer data to create a unified customer view and predict customer purchase behavior



Digital Analytics

Enables seamless experience to customers across channels leading to deepened Loyalty and engagement



Business Process Analytics

Optimize existing business processes through data and analytics

SMART INNOVATION

- Mobile App for Municipal Corporations & Govt Offices
- Parking Management System
- File Tracking & Management
- Visitor Management System
- Library System
- School and Campus Automation
- Surveillance Management System
- Asset Management
- Toll Plaza Solutions

OUR COMPELLING VALUE PROPOSITION

Extensive Experience Content and Design Excellence

- **Effective Instructional Design** through innovative methodologies
- **Effective tools** for knowledge capture, reusability, and development, and project management
- **In-house pool of subject matter experts** across domains

Blending Creativity with Operational Excellence

- **Creative Talent Pool** – Instructional Designers, Graphic Designers, Creative Writers, Proof Readers/Editors, Programmers, Data entry experts, Scanning and Digitisation experts – with average 5 years of experience
- **Focus On Quality** – Our professionals are trained in lean and six sigma

Productivity Benefit and Easy Updates

- **Reusability Framework** – Reuse of learning objects/media assets for ~15-20% productivity benefit
- **Standardization and consistency** with templates, guidelines
- **XML-based course framework** – for easy updates and maintenance

Flexible and Scalable Delivery Model

- **3-Tier Governance Structure** for clear communication, escalation, and quick turn – around-time (TAT)
- **Ability to scale** and flex for ramp ups, support volume spikes, and adhoc requirements
- **Global presence** for seamless customer experience aligned to customer growth plans

Future growth – continuous improvement and benefits

- **Innovative Automated solutions and initiatives** to drive efficiency and effectiveness not only in terms of cost but also in terms of quality, business insight and best practice adoption
- **Effective knowledge capture and retention** to ensure consistency across courses

QUALITY ASSURANCE

- Mascon has dedicated facilities and competent professionals matching the best in the industry. We have clearly documented procedures and stringent internal quality controls to provide 99.995% accuracy levels with adequate back up arrangements for uninterrupted production.
- Continuous technological up-gradation and adoption of newer technologies have enabled the Company to provide services with consistency and reliability in timely and accurate deliverables.
- At Mascon quality means doing it right the first time every time. This conviction over the last 2 decades has been further enhanced by the ISO 9001-2000 certification. Quality is achieved solely by design and is never an accident. It is always the result of high intention, sincere effort, intelligent direction and skillful execution.

CUSTOMER CARE

- The turnaround time commitment is 100%. The well trained staff takes customer care seriously so that they get the service and support they need round the clock.
- Mascon's dedicated team ensures seamless continuity in your outsourced projects providing a single point contact for all project management issues.

CONTACT INFORMATION

MASCON COMPUTER SERVICES PRIVATE LIMITED

A-21, MAVLANKAR INDUSTRIAL ESTATE, 45 DR.AMBEDKAR ROAD

PUNE - 411001, MAHARASHTRA STATE. INDIA

PHONE: +91-20-40027531

Prajit Varma,

E-mail: pv@mascon.biz

Mobile: +91- 9049999728

Gaurav D Sharma

E-mail: gdsharma@mascon.biz

Mobile: +91-9922111546

Case Study

DOMESTIC

MASCON ON DOMESTIC FRONT

Over the last decade Mascon has evolved itself to provide complete electronic document conversion services with a team of efficient, expert and competent professionals. The company extensively focused on providing computerized solutions for Banking Industry and is well known in the Banking circles for its precision and timeliness.

Some of our Key and Major associations are as under:

■ **State Education Boards**

- Pre and Post examination form processing in respect of Secondary and Higher Secondary Examinations.

■ **Public Sector Banks**

- Scanning, Indexing and Archiving Pension Pay Order, Pensions Data base verification and updating thereof in respect of Defense, Railways, Telecom and Central Civil Pensions, ensuring correct and timely payment of pensions through the authorized branches of the Public Sector Banks.

■ **Education And Research Institutions**

- Scanning, indexing and archiving of rare/old manuscripts, books etc in digital formats. Digitization of Library records, Library cataloging etc.

■ **Identity Cards**

- Preparation, Computerizing, Printing of Examination Hall Cards, Electoral Rolls, Voters Identity cards, Biometric cards etc.

DOMESTIC OPERATIONS

■ Banking Sector

- State Bank of India
- State Bank of Hyderabad
- Bank of India
- National Bank for Agriculture and Rural Development
- Dena Bank

■ Taxation

- Sales Tax Returns - State Government of Maharashtra
- V.A.T. Returns - State Government of Maharashtra

■ Telecom Sector

- Mahanagar Telephone Nigam Ltd.
- Bharat Sanchar Nigam Ltd.

■ Electoral Sector

- Government of Maharashtra
- Government of Karnataka
- Government of Madhya Pradesh

■ Education Sector

- Maharashtra State Council of Examinations
- Board of Secondary Education - Rajasthan
- Board of Secondary Education - Madhya Pradesh
- Karnataka Secondary Education Examination Board
- Maharashtra State Council of Education, Research and Development
- Ferguson College
- MSERT

Client: Secondary and Higher Secondary Education Board (Karnataka, Madhya Pradesh, Rajasthan) & MSCE

Project: State Government Pre and Post Examination

■ Scope of Work

- Secondary & Higher Secondary Education Board:
 - **Karnataka:** Scanning of photograph, data linking & printing of Pre and Post Examination Application Forms.
 - **Madhya Pradesh:** Result Processing job & Scanning and Printing of photographs. The work includes Data Entry, Verification, and Scanning of Photo & Printing of Enrolment Card of X Std.
 - **Rajasthan:** Scanning of photographs, processing and printing for Issuance of Laminated Registration Cards of X & XII Std & certificate printing with photographs.
- Maharashtra State Bureau of Examinations:
 - We generate District-wise, Centre-wise, Subject-wise & Batch-wise allocation of seat numbers, provision of attendance and signature roll for the candidates. Distribution of answer sheets to various Examiners and Moderators is also part of the scope of work. After receiving mark sheets we provide certificates, mark lists and District-wise Merit List.

■ Volume in Units

- **Karnataka:** We handled a volume of 7, 00,000 candidates' records for 2001.
- **Madhya Pradesh:** We handled a volume of 3, 75,000 candidates' records for 2001 and have been given the project for the year 2002 also.
- **Rajasthan:** We handled a volume of 17, 00,000 candidates' records for 2001-2002 and have been given the project for the year 2003 also.
- **Maharashtra:** We handled a volume of 1300,000 candidates' records for 2001. We have also bagged the contract for scholarship exam processing for the consecutive 3 years from 2001 to 2003.

■ Methodology Implemented

- Data Entry of Application Forms
- Scanning of Applications
- Cropping of Scanned Images
- Merging of Images with Data
- Pre - Exam Processing
- Reports for Pre - Exam
- Post Exam Processing
- Reports for Post Exam

Client: **State Bank of India**

Project: **Savings Bank/Term Deposit Accounts Balancing**

■ Scope of Work

- Balancing of the Ledgers in arrears for 2-3 years in the year 1983.
- Computerization of data to be done for several branches.

■ Volume in Units

- There were over 25,000 entries per month per branch. Mascon processed ~1,000,000 entries per bank branch project for the backlog and on-ongoing data till 1992.

■ Methodology Implemented

- Mascon deputed staff to the various branches to collect the data and bring them to Pune. Thereafter, the work involved data preparation, data entry, data tabulation, data validation, database creation and balancing of ledgers. After the ledgers were independently balanced, the data was then taken back to the respective branches and matched with the opening and closing balances of the respective individual accounts in the ledgers as of a particular cutoff date.

Client: National Bank for Agriculture and Rural Development

Project: Lead Bank Returns Processing

■ Scope of Work

- This involved complete tabulation of the lead bank reports like
 - Budgeted Projections - LBR – 1
 - Quarterly Disbursements - LBR – 2
 - Overview of Budgets, Actual and Variance - LBR - 3.

■ Volume in Units

- Approximately 3,00,000 records per month were to be tabulated for NABARD for 6 branches.

■ Methodology Implemented

- LBR forms were collected from individual branches. Data entry, validation and preparation of reports were done strictly as per RBI guidelines.

Client: Department of Telecommunication

Project: Processing and Printing of Telecom Bills

■ **Scope of Work**

- We process, print, arrange and provide subscriber wise detailed bills of STD / ISD calls of E10B, OCB, FETEX, CDOT & EWSD Exchanges. This is an ongoing project.

■ **Volume in Units**

- We have so far processed over 3, 33, 000, 00 STD Bill details running to 500,000 pages

■ **Methodology Implemented**

- Collection of Data from various exchanges of each district is carried out promptly every month. Data collected is restored from various media such as Magnetic Tape Drive (MTD), Cartridge Tape Drive (CTD) & Magneto Optical Drive (MOD). We have facility to convert any type of Data from Binary to ASCII.

Client: **Government of Maharashtra, Government of Karnataka**

Project: Voter Identity Card - Image Processing

■ Scope of Work

- Preparation of Voters Identity Cards for the purpose of elections in 1994-95
- Volume in Units: Over 10,000,000 voters were issued Voters Identity cards.

■ Volume in Units

- We have so far processed over 3, 33, 000, 00 STD Bill details running to 500,000 pages

■ Methodology Implemented

- Through the previously existing technology Images were captured through photography and then mapped them on the computer to prepare the voter identity card. Our personnel were based on the above-mentioned locations to take the photography and data processing work.
- Work on voter identity card was done simultaneously at the respective centres and also at Pune where certain specialized work that was common to all the centres was carried out.

Client: **SBI, SBH, BOI, Dena Bank and PNB**

Project: **Central Government Pension Calculations**

■ Scope of Work

- The pension calculations is an ongoing project requiring data tabulation on a monthly basis and distribute the pension data to 444 branches in total for both State Bank of India, State Bank of Hyderabad, Bank of India, Dena Bank and Punjab National Bank. 600 branches of Bank of India in Bihar were to be computerized to convert all the manual data into database format for the purpose of pension calculations and subsequent transfer to the respective branches' computer section. Dearness Allowance Revision and the 4th and 5th Pay Commission Revisions handled by Mascon successfully.

■ Volume in Units

- For the State Bank Group, 150,000 pensioners' accounts spread over 444 branches in the State of Maharashtra and Andhra Pradesh are processed every month

■ Volume in Units (Cont'd.)

- Many of these branches having a minimum of at least 1,000 pensioners' accounts. For Bank of India nearly 27,000 pensioners' accounts spread over 27 branches were processed in Madhya Pradesh.

■ Methodology Implemented

- The data is sent to Mascon every month regularly through input forms. Work involves collecting the data, creating a master data, process it, make the records available updated and transfer the data back to the bank. Mascon undertakes data preparation, data entry, data tabulation, data validation, database creation and printing a list of containing the amounts to be credited to the individual pensioners in the respective branches. This list is then sent to the respective branches in both hard copy and soft copy for ready incorporation in their database.

DOMESTIC OPERATIONS » PROJECTS

Client	Type of Service
Government of the States of Maharashtra and Karnataka	Preparation and supply of Voters' Identity cards. 5 Million Cards.
Government Telecom	Decoding and printing of STD detail bills
<ul style="list-style-type: none"> ▪ State Bank of India & State Bank of Hyderabad ▪ Dena Bank ▪ Punjab National Bank 	Maintenance of pension accounts for over 300,000 pensioners
Board of Secondary Education <ul style="list-style-type: none"> ▪ States of Rajasthan and Madhya Pradesh. ▪ Karnataka Secondary Education Examination Board 	Pre and post examination processes for Secondary and Higher secondary examinations.
Maharashtra State Bureau of Examination.	Pre and post examination processes for Government Commercial Certificate Examinations & Scholarship Examinations.
The Chief Electoral Officer, Maharashtra State	Laser Printing of Electoral Rolls of 2001 of Assembly Constituencies.
The Chief Electoral Officer, Madhya Pradesh	Computerization of Supplementary Electoral Rolls of Madhya Pradesh for Year 2000-2001
Ferguson College	Library cataloging
Sales Tax Dept. Government of Maharashtra	Challans and Returns