





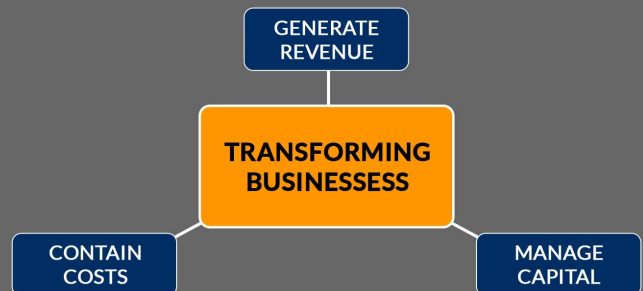
## MEETING CHANGING BUSINESS NEEDS

The pace of change continues to accelerate. There are pressures to increase revenue with current customers and to add new customers, to contain costs by being more efficient and to better manage limited capital resources. At the same time, companies that stay at the top recognize that business processes must evolve to meet changing customer needs or counter competitive challenges.

Business transformation is achieved by one or more of the following – how the core product or service portfolio of the business is used, how technology is used, by realigning the way staff work or , how the organization is structured.

Historically, IT was solely focused on infrastructure. By 90's, the focus was on automation for cost reduction and it remains an important mission.

However, with the emergence of the Internet, a clear awakening occurred with the recognition that technology can leapfrog competitors and introduce new businesses. Technology solutions, built to your needs, you can help transform your business in many ways.



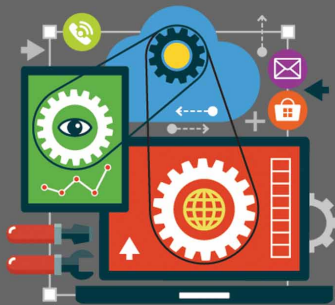
## #1 PROVIDE RAPID, ACCURATE CUSTOMER RESPONSE

In the information age, rapidly providing information to business customers can be as important as providing products and services. More and more companies, banks are a great example, are providing information online.

A significant way to achieve rapid customer response is to integrate your website with your internal systems and data bases and to allow for fast customer self-service. This enables your company to

- Quickly provide information online
- The information is likely to be more accurate due to fewer human errors
- This automates selected customer service processes, and usually reduces costs

It cannot be overstressed that a key is to provide easy human interfaces so that customers find the portals easy to use and a positive experience.



## #2 ENSURE FAST “ON-THE-MOVE” ACCESS TO INFORMATION

Mobile Technology has been growing rapidly with an increasing proportion of the US population, including the workforce, now having mobile communication capability. Today over 64% of the US population has a smart phone and the number has grown rapidly. High speed networks have proliferated.

We've only started to see how mobile technology can impact business. Better, faster and more meaningful communication can provide new functionality, improve customer loyalty, increase worker productivity and directly impact the bottom line. Companies that have begun to truly embrace mobile technologies recognize that they are gaining competitive advantage. Some of the key ways to achieve this are:

- Linking mobile workers and customers to information by integrating mobile solutions with internal systems and data bases.
- Use technology for location, notification and tasks.
- Give workers and customers the data they want, where they want it - on their computer, phone, tablet, etc.

It is the rapid, real-time availability or exchange that can have the greatest impact on your business. Examples include price quotes, order booking, tracking shipments, signature exchanges, filing claims easily and quickly, etc.





### #3 REDUCE RECEIVABLES WITH FASTER PROCESSING

An important outcome of mobile solutions has been the faster online exchange of signatures and documents that enable faster processing of invoices. The greatest impact has been on businesses with fleets and workers on the move such as delivery personnel with trucks, service providers such as electricians, plumbers, HVAC providers, medical aid workers, etc.

This is most powerful when you

- Automate invoicing with signature & document capture and link this to internal systems, and
- Eliminate data entry/transposition errors and their cost



### #4 INTERCONNECT WORKERS AND CUSTOMERS TO STREAMLINE & AUTOMATE PROCESSES

Interconnecting workers to streamline and automate processes better manages risk and allows faster response to customers. This can be in logistics and warehousing environments as well as on fast-paced manufacturing locations. The benefits are significantly greater when you.

- Customize communication solutions to your requirements.
- Integrate these into your keys business systems such as purchasing, inventory and financial for real-time availability and to eliminate duplicate work

### #5 LEVERAGE WEB FOR ANYWHERE, ANYTIME ACCESS

One of the most widely noted change in the way we live is that the world-wide-web allows anytime, anywhere access to information. This 24/7 access for customers, employees and suppliers can have a dramatic impact on your business. It has dramatically increased the pace at which we operate.

Companies have begun to truly embrace this are recognizing that they are gaining competitive advantage.

This is especially important, even essential for multinational and global companies working in multiple time zones. It is critical for companies that are expanding geographically or just venturing outside their home to consider the advantages of leverage the anywhere, anytime access that the web provides.



## #6 MEASURE PROCESSES TO DRAMATICALLY IMPROVE RESULTS

The bottom line on process improvements, whether 5S, Six Sigma, Lean or continuous improvement, is that if you do not measure it you will not see results.

In today's business environment containing costs is important for all business. Technology can help by providing the right information when it is needed or on a continuous basis. This includes:

- Analyzing manufacturing processes,
- Cutting excessive inventory,
- Measuring productivity and production influencing factors.
- Determining automation needs
- Outsourcing and subcontracting
- Improving freight and logistics
- Better Layouts / space optimization for manufacturing flow improvements

The right technology can also help businesses gain insights into customers and sales channels by identifying patterns, key consumer segments and important channel partners, helping, for example, identify top and bottom

## #7 UPGRADE SYSTEMS TO MEET CHANGING CUSTOMER REQUIREMENTS

Amazon.com has raised the bar for all businesses. Customers now expect same service, the same responsiveness, regardless of the complexity. And Amazon.com continues to raise the bar even further testing the use of drones for delivery!

Most businesses cannot afford to remain static. Continuously adding features and functionalities is critical to meeting evolving customer needs and to staying ahead of competition. Off the shelf systems can only go so far. You need to identify the specific features and functionality that will advance your business and keep you ahead of the pack. Keeping customers satisfied and understanding their changing needs is a key to success – even survival.





## THE HUMAN INTERFACE

Critical to this process, as Apple and Steve Jobs have clearly taught us, is to provide the appropriate human interface, and make it a great user experience. As we develop systems we must optimize them for human interaction so that people can get the most value. Some of the key factors are:

- Be visually appealing.
- Anticipate what a user wants based on the context (smart phones have spoiled us).
- Automate tasks the user is trying to accomplish.
- Reduce time needed for the process – speed is becoming increasingly important.
- Easy access to controls.
- Automated reporting when certain conditions are met

## SELECTING THE RIGHT SUPPLIER

Finally selecting the right is very important. Using technology to enable your business goals requires a committed team of professionals with a wide skill set. This team must possess the requisite knowledge and experience in order to bring about a successful outcome. Usually the team include employees and outside partners. These partners need:

- Broad experience in highly scalable systems, high-volume transaction processing, and network optimization.
- Knowledge and use of developmental best practices.
- Experience with state-of-the-art technologies such as Java and .Net.
- Experience with business intelligence, reporting systems, business metrics, key performance indicators (KPIs), and executive dashboards.
- Understanding of application integration and experience with integrating systems in a wide range of environments.
- Certifications in all the leading technologies





# KEY LANGUAGES



## JAVA

JSF/Primefaces  
J2EE  
Spring / JSP  
Struts

- Core Application Development elements for the Java environment
- Includes frameworks and components for User Interface design, relational object and database mapping, and Enterprise level application management

## MIRCOSOF .NET

VB.NET  
ASP.NET  
C#  
Web Services

- Microsoft approach to Enterprise level development.
- Object and logic languages, web and windows based user interface design, application and data exchange communication components

## MOBILE TECHNOLOGIES

Objective-C (iOS)  
Swift (iOS)  
Java (Android)  
Apple Watch

- Application development languages for both Android and Apple iOS platforms
- Includes HTML5 based user interface systems designed for smart device accessibility

## WEB TECHNOLOGIES

Ajax  
JavaScript  
CSS  
jQuery

- Tools to facilitate powerful, web based interface features and functionality
- Allows developers to model more effective user experiences when using their applications
- Creates efficiency during the development process to streamline interface creation efforts

## DATABASE PLATFORMS

Oracle  
Microsoft SQL Server  
MySQL  
DB2

- Includes the primary database platforms used for enterprise level softwaresystems
- Fully versed in development techniques to properly utilize these platforms in designing, building and maintaining robust data stores.



## ABOUT GUILFORD GROUP

*Guilford Group has over 20 years of experience providing expertise in custom developed software solutions for businesses, on-going maintenance & support and developing software products.*

- Focused on business driven software solutions to generate revenue, contain costs and manage capital.
- Deep capabilities in business improvement, mobile technologies and custom web applications.
- Overall industry focus is Transportation/Trucking, Logistics/Warehousing, Industrial and Manufacturing.
- Customer base includes Fortune 500 companies.
- Nearly 30 associates in the USA with off-shore sourcing capabilities to flex resources as needed.
- Headquartered in Carmel, Indiana (Indianapolis).



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