



ASHUNYA
CUSTOMIZED FOR YOU





The Global Frontier

Global eBusiness is no longer a trend — rather an exploding reality. Simply put, it is reshaping how business conducts business. With the advent of the Internet as a medium for business to business (B2B), e-commerce poses a tremendous growth opportunity for both suppliers and customers. In fact, online commercial transactions are projected to hit \$6.9 trillion globally within 4 years, with companies expecting to purchase nearly 30 percent of goods and services electronically by the year 2004.

Because the way of conducting business is changing rapidly, companies are required to develop long-term strategies to link-up with and take full advantage of this dynamic environment. And that's where Ashunya can step in and create a seamless B2B alliance — enabling companies to further penetrate the global marketplace and increase profitability.



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What Makes Ashunya Unique!

Ashunya is a technologically innovative leader in global commerce solutions for business. Through its products, portals and services, Ashunya creates access to worldwide markets, allowing anyone to buy from anyone, anytime, anywhere in the world. Its business-to-business e-commerce site (www.ashunya.com) enables companies to easily and effortlessly procure, manage and streamline their daily operational needs for goods and services. Through a value chain offering, customers have the opportunity to virtually eliminate inventory warehousing and benefit from the increased efficiency in the supply chain. Equally essential in the B2B e-commerce mix is Ashunya's technology consulting services aimed at insuring the smooth running of the client's online operations. Ashunya offers a comprehensive array of turnkey consulting services including systems integration, web design, ERP (enterprise resource planning), e-commerce infrastructure and additional cutting edge network solutions.

In a truly global environment, many of these "costly" programming operations can be performed offshore in order to enhance customer profitability. As a seamless B2B global commerce site, Ashunya provides the business client with full single source accountability — providing value chain solutions (e.g. increased supply chain effectiveness) with real-time end to end connectivity for goods and information technology (IT) services in their day-to-day business operations. Furthermore, Ashunya does NOT commoditize its suppliers as most competitors do; rather, by tapping its network of strategic alliances, Ashunya provides linkage to the most appropriate products and services for its clients. Finally, Ashunya's technology infrastructure is extremely innovative. It's proprietary yet open-ended architectural platform, Vishwa, was developed to further streamline the front end and back office functions which directly impact the bottom line.



1

Procurement

End-to-end single-source performance:

- Seamless purchase of products and services in vertical market inventories (e.g. computer hardware, software, accessories, office etc.).
- Real-time inventory and pricing.
- Guaranteed transportation utilizing strategic carriers.
- Integrated end-to-end visibility of package - full accountability and reporting.
- Integrated reverse logistics - no-nonsense returns through online or offline.
- Customer service - real people, real time to assist your technical and logistic needs.
- Research - obtain technical information about product online to make informed decision.



2

IT Services

Information Technology Services (Internet and technical):

- Technology assessments and integration plans for new or existing e-business infrastructures.
- ERP (enterprise resource planning) consulting.
- Data warehousing and data mining.
- Complete systems integration.
- Customized program and project management plans.
- Implementation plans to perform technology upgrades.
- Detailed infrastructure design that includes all hardware and software components.
- Software configurations for various infrastructure components (hubs, routers, firewalls, DSL, etc.).
- Onsite management and systems architecture.
- All wiring services per IEEE standards.
- Configuration of network equipment.
- Telecommunication services – TI/T3/DSL/frame relays.
- Logistical global business strategy services/ streamlining e-procurement activities (reduce day of sales outstanding and receivables).



3 Consulting

Software consulting, design and development:

- Supply chain management consulting.
- Business process re-engineering to maintain a competitive edge.
- Design of web portals to ERP — consisting of web design, CRM (customer relationship management), financials, transaction engines with XML standards.
- Using state-of-the-art computer languages (i.e. JSP, JAVA, SAP, ORACLE, JAVA, etc.) to implement the design phase.
- Ashunyajobs — on site job placement of contracted programmers, project managers, e-consultants, web architects, etc.



4 VIH (Vishwa Information Hub)


VSP (Vishwa Service Provider) and
ESP (Extranet Service Provider):

- Friendly Web Access to your business process.
- ASP — Host and manage the web applications through Ashunya's data center (Vishwa).
- ESP — Seamless global transactions from Ashunya's hub that utilizes XML as a common communication standard.





The Power of Linkage



Today's global reality is such that companies who partner up and develop strategic alliances; move fluidly and efficiently through the minefield of global business; tap into the ever expanding and available e-commerce resources — will be well-positioned to take advantage of the rapidly changing landscape of the global business environment. Ashunya is the global interface that allows business to create that seamless B2B alliance. Companies will benefit from the Ashunya value chain solutions with one source accountability for all client needs. Its e-procurement solution will enable the client not only to quickly integrate their vendors and service providers but also access a vast selection of already-integrated vendors. Clients will have a real-time leg up with end-to-end connectivity, including order processing, fulfillment and customer service; along with intelligent logistical services and inventory management as part of the value chain offering.

However, any system is only as good as its infrastructure and its ability to manipulate and integrate advanced technology. Ashunya offers a proven array of technology consulting solutions, including customized e-commerce and enterprise infra-structure solutions; expert analysis and recommendations in selecting best-of-breed technology solutions and design; and knowledge of latest e-commerce and enterprise technologies. Ashunya has the ability to deliver field tested and proven solutions and the business intelligence tools to help launch new products and concepts; as well as assist companies in quality control compliance and certification. However complex or challenging your needs, Ashunya can keep you connected to the business of business.





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