













































Introducing Espire Infolabs



# **Espire Family of Brands**





Espire Infolabs is part of Espire family of brands with interest in diverse industries

# **Espire Infrastructure**



- One of the fastest growing real estate developer in India with a presence across Delhi, Gurugram, Bangalore, Hyderabad and many more
- Projects in progress include commercial and ultra luxury residential properties estimated at US\$ 200 Million+
- Set to emerge as a foremost provider of commercial, ultra luxury residential apartments, commercial office space and shopping malls



#### Historic fort spread across 5.5 acre site



www.espireinfra.com

# **Espire Hospitality**



- Chain of hotels & resorts at key tourist locations, such as Amritsar, Bhimtal, Sattal, Kosi, Mussoorie and Jim Corbett
- Caters to international & domestic travelers





# Luxurious resorts spread across key tourist destinations

JIM CORBET

MUSSOORIE









BHIMTAL

KOSI

www.countryinn.in

# **Espire Resorts**



- Six Senses Hotels Resorts Spas operates 11 resorts and 31 spas in 20 countries under the brand names Six Senses, Evason and Six Senses Spas.
- The property has a distinctive personality amidst nature, but shares a commitment to community, sustainability, wellness and design



Historic fort spread across 5.5 acre site



www.sixsenses.in

# **Espire Hospitality**



- The Espire Hospitality Group has recently launched a luxury boutique resort brand 'ZANA'.
- The brand's first property consists of 30-keys lakeside resort with distinctive 'Victorian' service concepts on Udai Sagar Lake, in Udaipur (Rajasthan).
- The property is a confluence of unique experiences, modern hospitality and responsible luxury.



#### ZANA Lake Resort

- 30 Victorian Styled Modern Guestrooms
- Lakefront Rooms with Private Garden
- Surrounded by Udai Sagar Lake
- Bespoke Pre-Arrival Experiences
- Outdoor Pool

- State-of-the-art Fitness facilities
- Creative Event Spaces
- Destination Dining
- Cultural Tour







www.zanaresorts.com

# **Espire Education : Radcliffe School**



- One of the fastest growing K12 Schools with presence in 12 cities across India
- Targeted to middle segment of Society
- Hassle free transfer within any Radcliffe schools across India
- Adoption of technology in the curriculum
- The Group has targeted to increase the number of schools to 50





#### Presence in 12 cities



www.radcliffe.in



**New Zealand** 

**Philippines** 

**Netherlands** 

**Great** 

Place То

Work Certified

ecovadis Sustainability

intertek

QAI

# Digital Business Need for Enterprises: Espire's Total Experience Approach to Unlock Growth



#### **Customer Experience Customer Experience Business Experience Business Experience** Automation **Brand Building Brand Building** Integration Integration Content Management **Content Management** Analytics Analytics Campaign Management Campaign Management Industry specific backend Industry specific backend eCommerce eCommerce enterprise resource enterprise resource management platform Deliver top-notch experience to customers Capture Customer insight and offer elive top-notch Capture Customer insight and offe mi<del>gra</del>ting lega personalized and contextual customer experience Customer experience RIS Multi-Experience: Going Beyond Multi-Channel and Omni Channel $\Box$ **GLOBAL END CUSTOMERS** Collaborate across various departments Sales Marketing Employee Centric IT & HR Finance Multi-Experience Support Operations **Employee Experience**

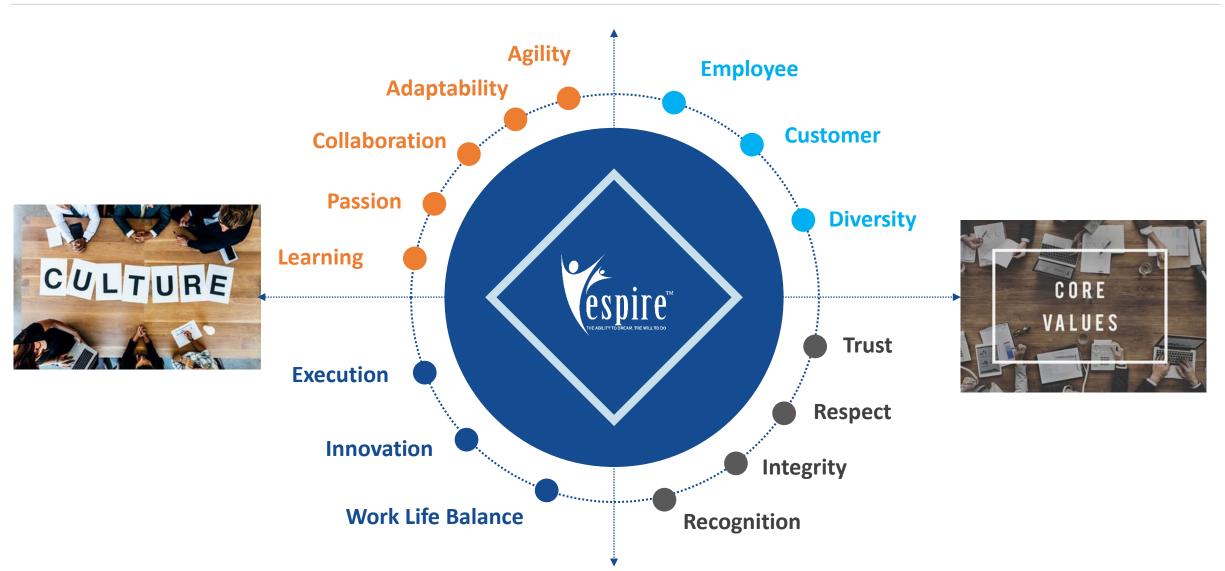
Consultative Approach using CJM, EJM & Business Process Automation

DIGITAL | TOTAL EXPERIENCE | IT SERVICE PROVIDER

Overarching Services: -- Enterprise-Wide Integration --- Automation ---- Analytics --- Scalability --- Security

### Culture & Core Values

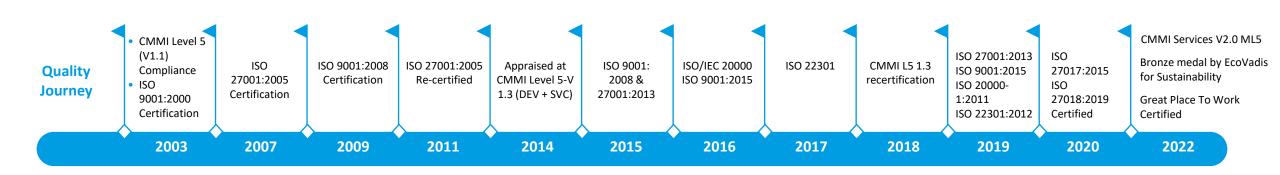




### Our Journey



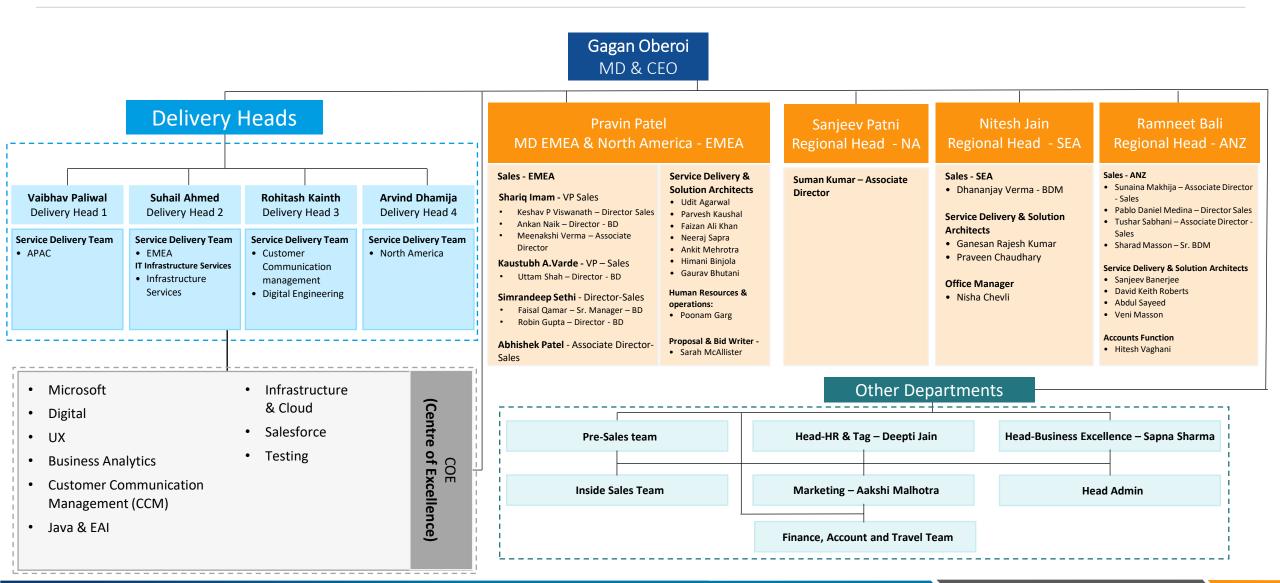






### **Organisation Structure**





### Digital Business Need for Enterprises: Espire's Total Experience Approach to **Unlock Growth**



#### **Customer Experience**

- **Brand Building**
- Content Management
- Campaign Management
- eCommerce

Capture Customer insight and offer personalized and contextual **Customer experience** 

#### **Business Experience**



- Integration
- **Analytics**
- Industry specific backend enterprise resource management platform

Deliver top-notch experience to customers by migrating legacy systems and improving **Business Experience** 

Multi-Experience: Going Beyond Multi-Channel and Omni Channel

### **Employee Experience**

- Collaborate across various departments
- Employee Centric Content management

Eliminate redundancies and streamline



ENTERPRISE

Total Experience

CX + EX + BX = TX



**GLOBAL END CUSTOMERS** 











Multi-Experience

communications to improve Employee Experience

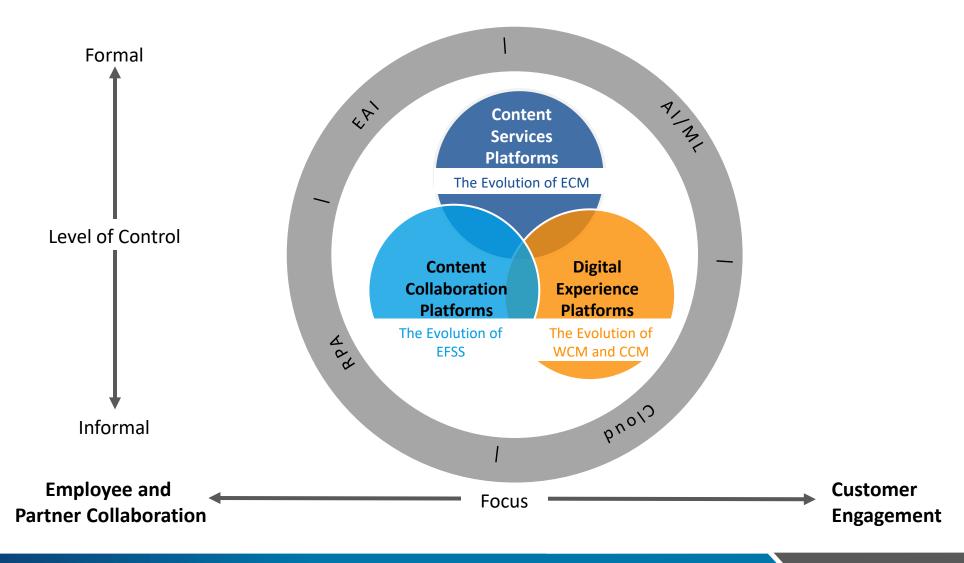
-- Overarching Services: -- Enterprise-Wide Integration --- Automation ---- Analytics --- Scalability ---- Security

Consultative Approach using CJM, EJM & Business Process Automation

Experience

# Espire Focus: Digital Transformation for CX





### Espire Experience Across Industries: Key Customers









<sup>\*</sup> Some of above organizations are serviced as sub-contractor

### We are a Customer Centric Solution Provider



**DXP**: Digital Experience Platform

**MCCCM**: Multi Channel Customer Communication Management

**DWP**: Digital Workplace

**AMS**: Application Management Services

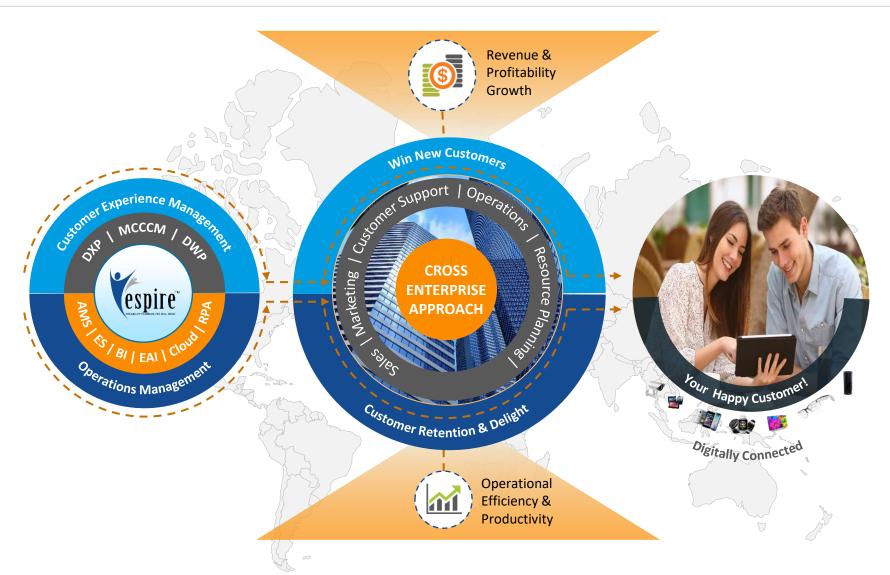
**ES**: Enterprise Software – JDA/Ellucian/Claims

**IS**: Cloud Infrastructure Services

BI: Analytics & ML

**EAI**: Enterprise Application Integration

**RPA**: Robotic Process Automation



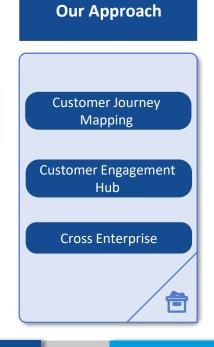
# Espire's Approach for engagement – CJM, Cross Enterprise, CEH driven

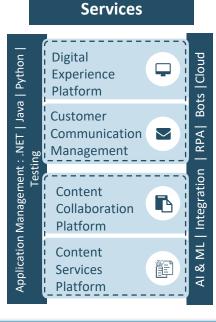


Espire approach looks at Cross Enterprise (CX, EX & BX), understanding Business need/Journey, and utilises our CEH (Customer Engagement Hub)

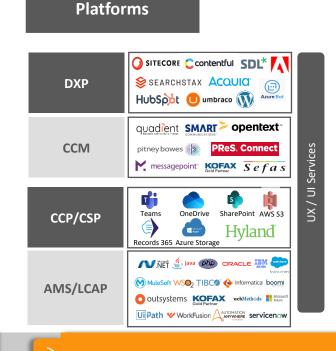
Framework to provide necessary capabilities using right set of technologies/tools







**CX & Content** 



Scaling Business

- Increased Volume of Customers
- Scope of Increased Customer Needs and Personalised Experience

Data Protection

- Open Web Application Security
- Technology and Process Related Security

 Application Development using Agile and DevOps

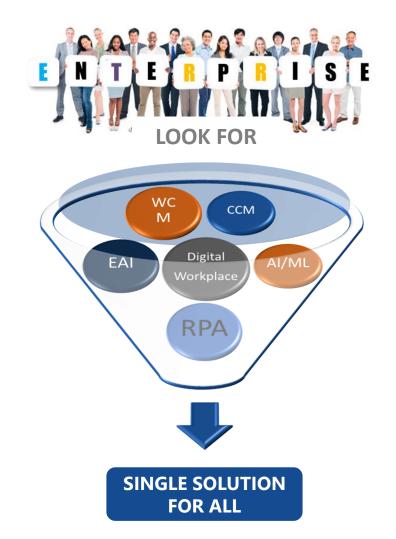
**CONSULTING** 

**IMPLEMENTATION** 

**MANAGED SERVICES** 

### Meeting Customer Expectations for Digital Solution – How?







# Our Services and Solutions – well Aligned to Business



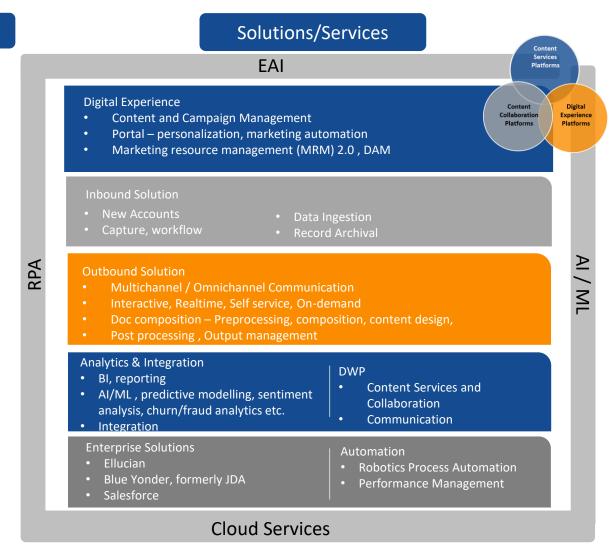
#### **Customer Journey**











#### **Platforms**









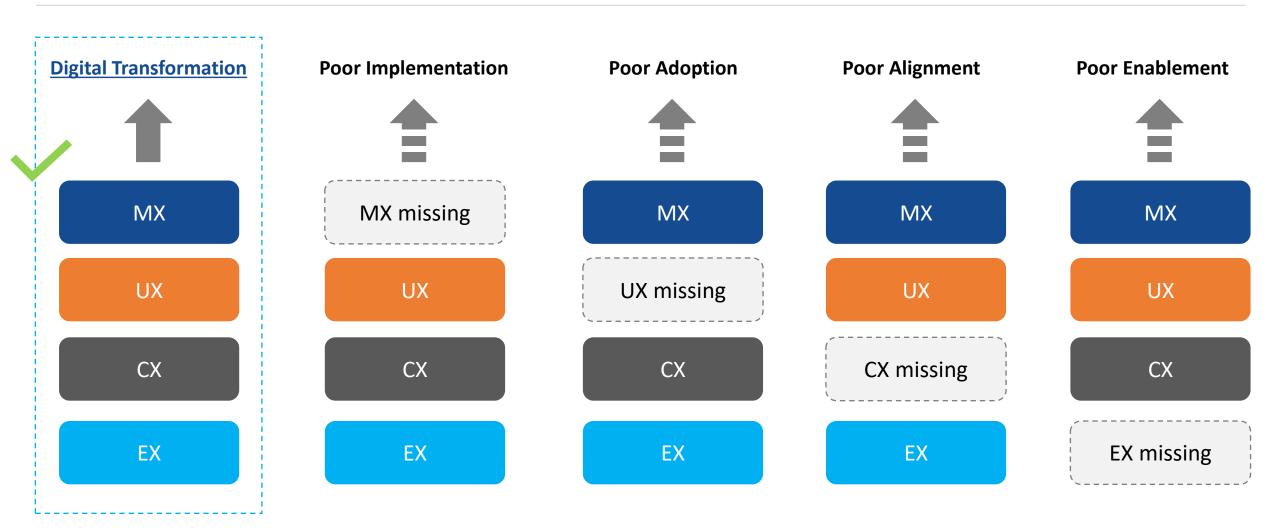


#### Services

- Consulting
- Implementation
- Managed
   Services
- Upgrade
- Migration
- UX/UI
- Testing
- Cloud/DevOps

# Espire focus on Digital Transformation using Total Experience





Total Experience (TX) delivered to organisation by focusing on CX, EX & BX using MX & UX

### **Espire Digital Transformation Services**







### **Multi-Channel Customer Communications**

Web, Mobile, Print, Email, Kiosk



#### **Content Services** Based on Digital Workplace





### **Enterprise Applications**













Custom, Platform, Product











### **Cross Enterprise - DIGITAL TRANSFORMATION SERVICES**

Driving CX, EX & BX using MX & UX across Enterprise to deliver Total Experience

### **Enterprise wide** Integration





www.espire.com



#### **Data & Analytics**







#### **Cloud Services**





Google Cloud

#### **Automation**

RPA, LCAP, Chatbots, CAIP

























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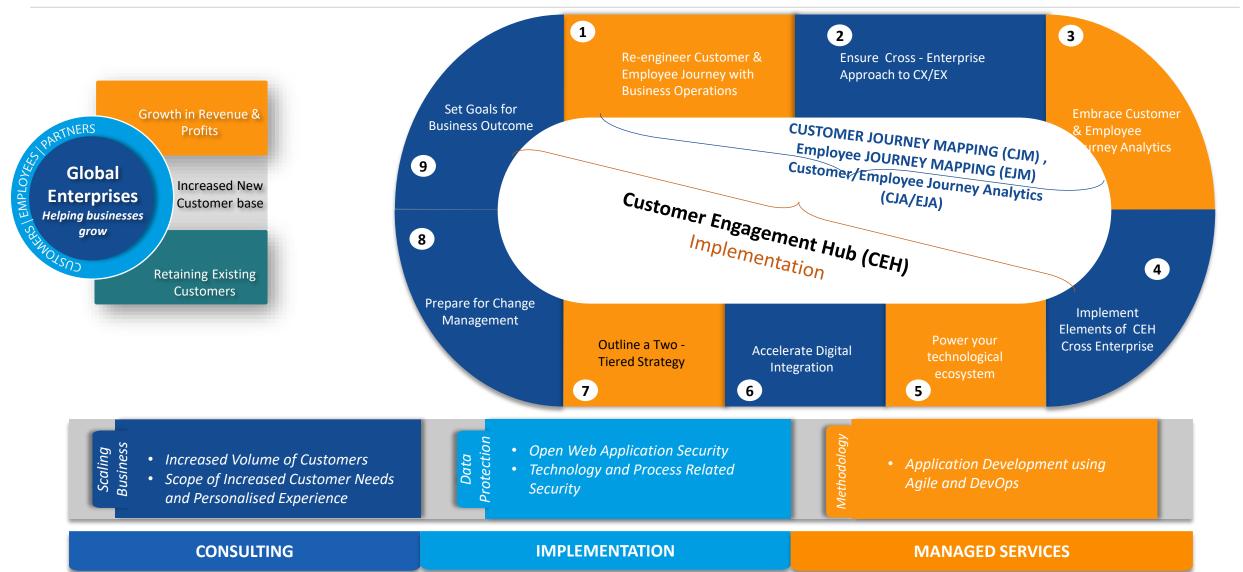
Consulting

Implementation

**Managed Services** 

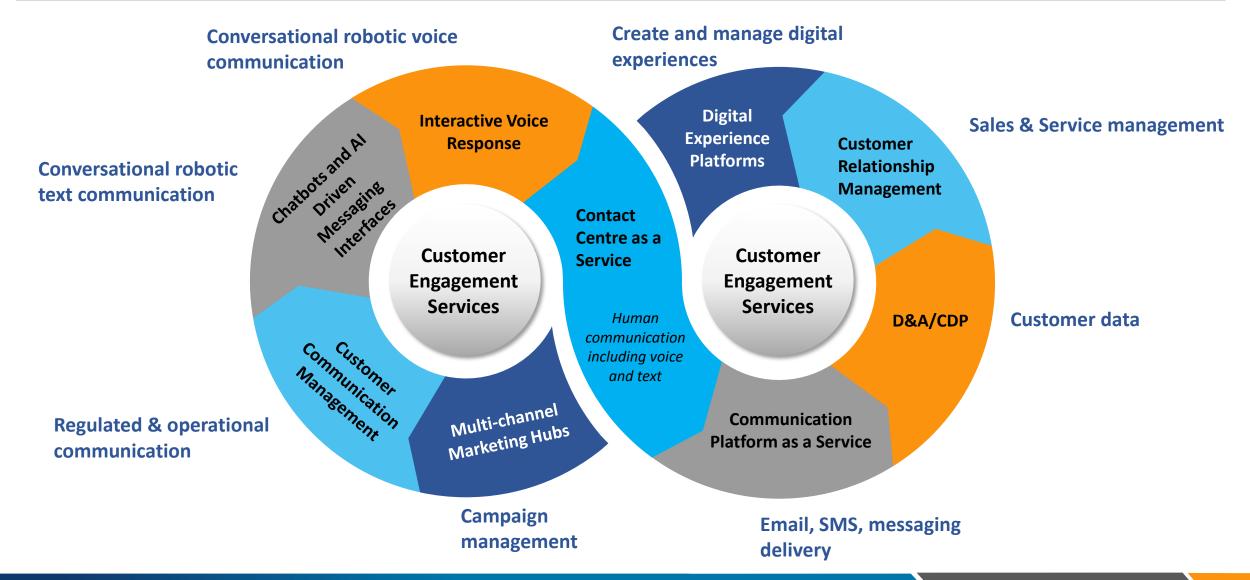
# Espire's Total Experience Approach-CJM/EJM, Cross Enterprise, CEH driven





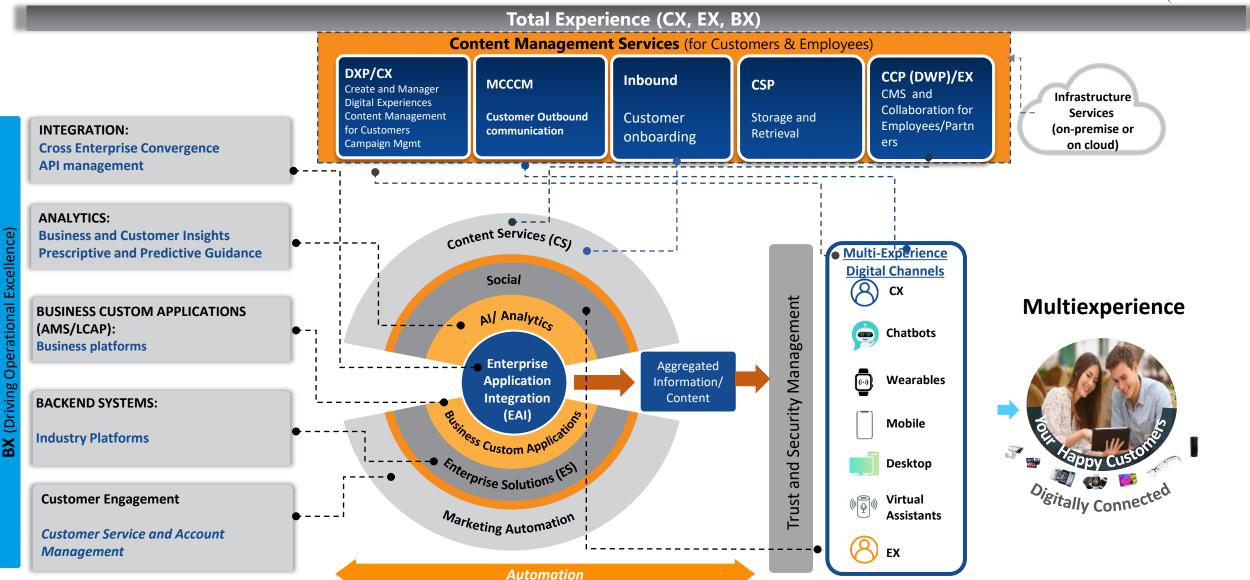
### **Customer Engagement Services**





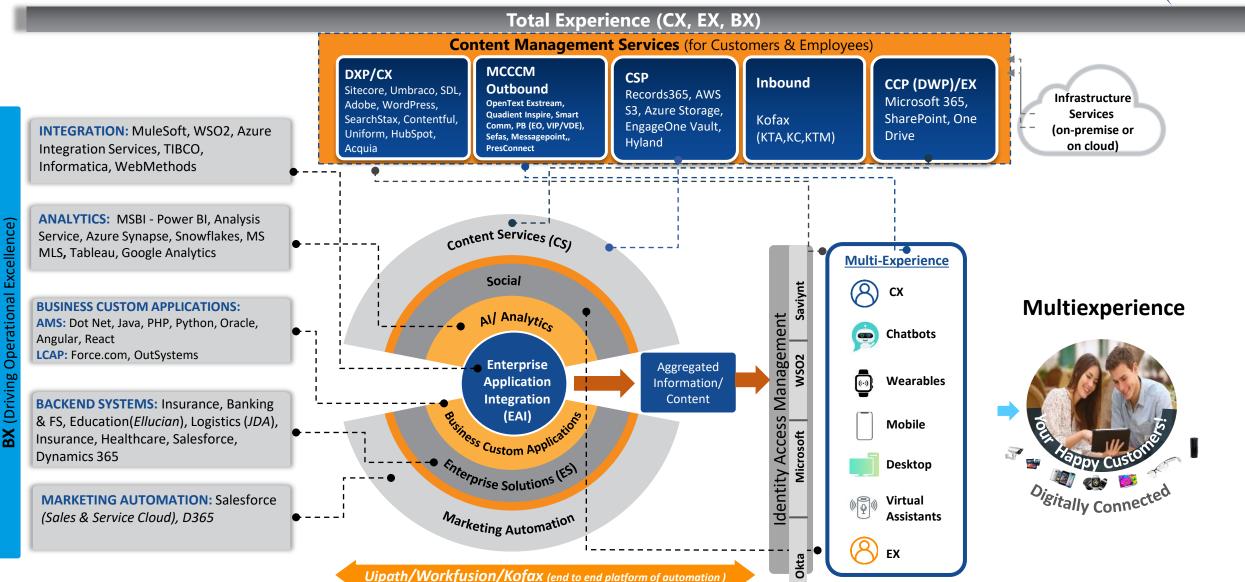
# Espire CEH (Customer Engagement Hub) Solution Framework





# Espire CEH (Customer Engagement Hub) Technology Framework

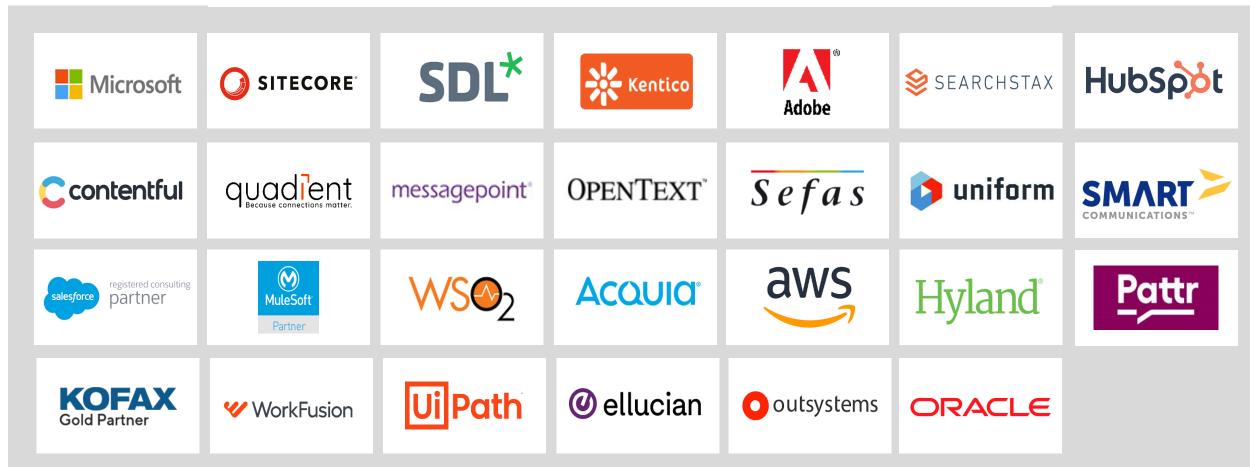




### Our Digital Partners & Competencies



### Total Experience solutions (CX + EX + BX) using below industry-led platforms



### Awards and Accolades











Winner for Best Personalized Experience with ACU

**Recognition by Microsoft & ACU** 

**ACU Digital Workspace Program (DWP)** and Team Awarded Vice-Chancellor's Excellence Award

Winner in SearchStax Partner Excellence Awards for ACU Website

https://www.sitecore.com/customers/education/australian-catholic-university

https://news.microsoft.com/en-au/features/how-robotic-process-automation-is-unlocking-more-efficiencies-and-deeper-insights-for-australian-catholic-university/

https://www.dailyadvent.com/news/amp/16ddb69292 36676e626899889b0720bf-SearchStax-Announces-Winners-of-2021-Partner-Excellence-Award



#### **Awarded by Sitecore : Espire Sitecore Implementation**

It is Bennetts in UK this time - Winner of 2021 for Best Digital Experience Transformation!

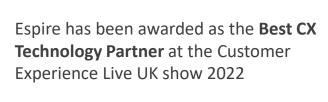


Espire has been chosen as a finalist at the UK Customer Experience

Awards 2022 for delivering Best Digital Transformation to a leading

Insurance as well as a Logistics company







Parvesh Kaushal invited on **Messagepoint Product Advisory Board** 



ASPIRE LEADERBOARD

Espire got Featured in **ASPIRE Leaderboard** 

# **Our Digital Partners**



**Customer Experience** 

Operations



SITECORE°

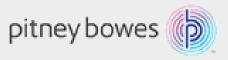














messagepoint\*

**OPENTEXT** 





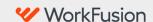






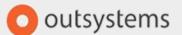












# Business Excellence Policy



Espire is committed to continually improve and strive for excellence in service delivery that will help us to achieve our business objectives of customer satisfaction, growth in revenue and profitability and, employee engagement.

By building a culture of collaboration, teamwork and positive behavioral transformation to align all employees with business goals and objectives of the organization

By adopting process excellence frameworks, that ensure consistency in services and compliance to cost, time and quality objectives, to maximize customer satisfaction as well as Espire's revenue & profitability

By designing and delivering innovative digital customer centric solutions that meet and exceed our customer's business requirements



By strengthening our business ecosystem with strategic partnerships with digital platform providers, which can contribute to our revenue growth and above objectives

By ensuring continuous assessment of client satisfaction metrics and, delivering value added services to maximize customer satisfaction and customer experience

By implementing automation of business processes and building assets for continuous improvement of delivery and services

04

06

By empowering leaders to foster competency build in employees and, manage performance of individuals and teams to maximize employee engagement

07

### **Espire Services**



#### **End-to-End Offerings:** Espire services from Discovery – Development – Change – Support

#### **Discovery/Consulting Phase**

- Business Consulting
- Technical (Functional / Nonfunctional Consulting)
- Design Consultation
- Study AS-IS
- Share Roadmap And Suggestion
- Setup Foundation For Team
- Team Is Onboarded
- Duration : 3-4 Weeks

#### **Projects/Product Dev**

- Requirement management
- Solution and Architecture design
- Project Estimation
- Development, Unit Testing
- Function, integration testing
- Change deployment and early life support

#### **BAU/Changes**

- Business change review
- Impact Analysis
- Estimation
- Change implementation and Unit testing
- Function, integration testing
- Change deployment and early life support

#### **Support Services**

- Incident Management (L1,L2 & L3)
- Service Request
- Problem Management
- Impact and Root cause analysis
- Platform monitoring
- Platform maintenance

#### Govern by: OTD (On time Delivery) & FTR (First Time Right)

**Practice Methodology** 



**Practice Methodology** 



Kanban

### Driven by : **SLA** (Service Level Agreement)

**Practice Methodology** 





#### Commercials

- Fixed Price
- T&M
- Managed Services (SLA based)

#### Support

24\*7

#### Locations

- Onsite (per client location)
- Offshore : India Espire ODC
- GDPR compliant

#### Benefits

- Maximum resource utilization
- Service quality
- Service continuity
- Better ROI, cost based on service
- Easy to use resource pool

### **Espire Services**



### End-to-End Offerings

Espire can provide the following support post delivery using the methodologies specified

#### **PROJECT**

- Requirement management
- Solution and Architecture design
- Project Estimation
- Development, Unit Testing
- Function, integration testing
- Change deployment and early life support

**Practice Methodology** 



#### **BUSINESS AS USUAL(BAU)**

- Business change review
- Impact Analysis
- Estimation
- Change implementation and Unit testing
- Function, integration testing
- Change deployment and early life support

**Practice Methodology** 



#### **SUPPORT SERVICES**

- Incident Management (L1,L2 & L3)
- Service Request
- Problem Management
- Impact and Root cause analysis
- Platform monitoring
- Platform maintenance

**Practice Methodology** 





Govern by: OTD (On time Delivery) & FTR (First Time Right)

Driven by: SLA (Service Level Agreement)

#### **SUPPORT**

24 \* 7

#### **LOCATIONS**

India: Cost effective

Offsite: Nearshore capability & GDPR compliant

#### **BENEFITS**

**Maximum resource utilisation** 

Better ROI, cost based on service

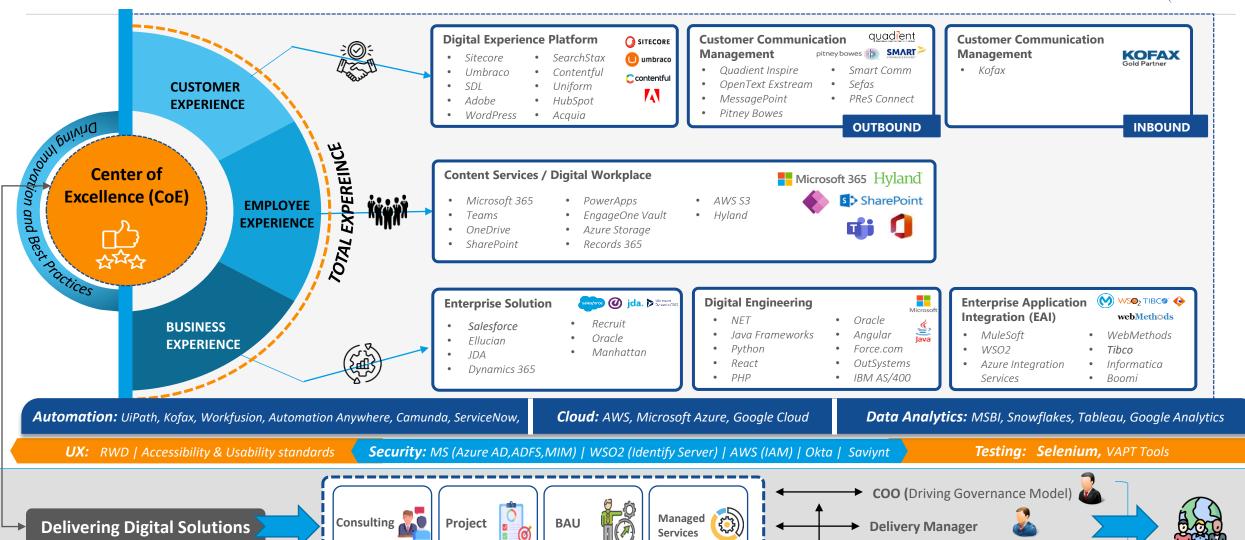
**Service quality** 

**Service continuity** 

Easy to use resource pool

# Our Centre of Excellence: Technology Innovation





Quality Team Q

**Global Clients** 

### **Espire Technology Stack Experience**





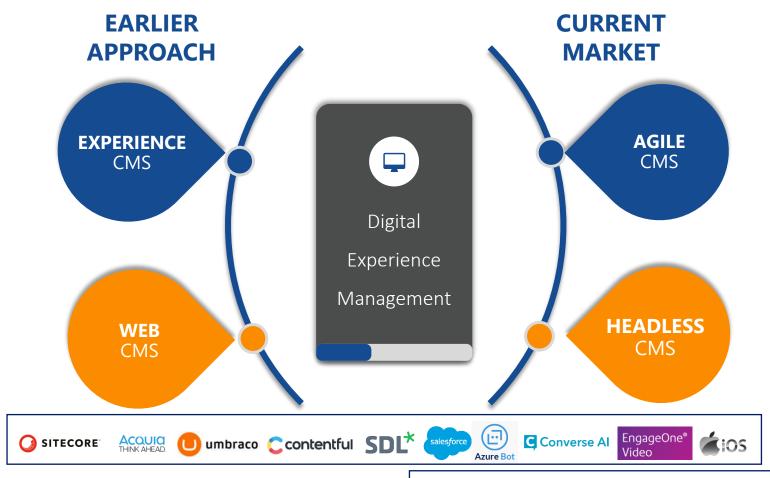
# Client Expectations we deliver on





### Customer Experience Services: Digital Experience Management





#### **FOCUS ON**











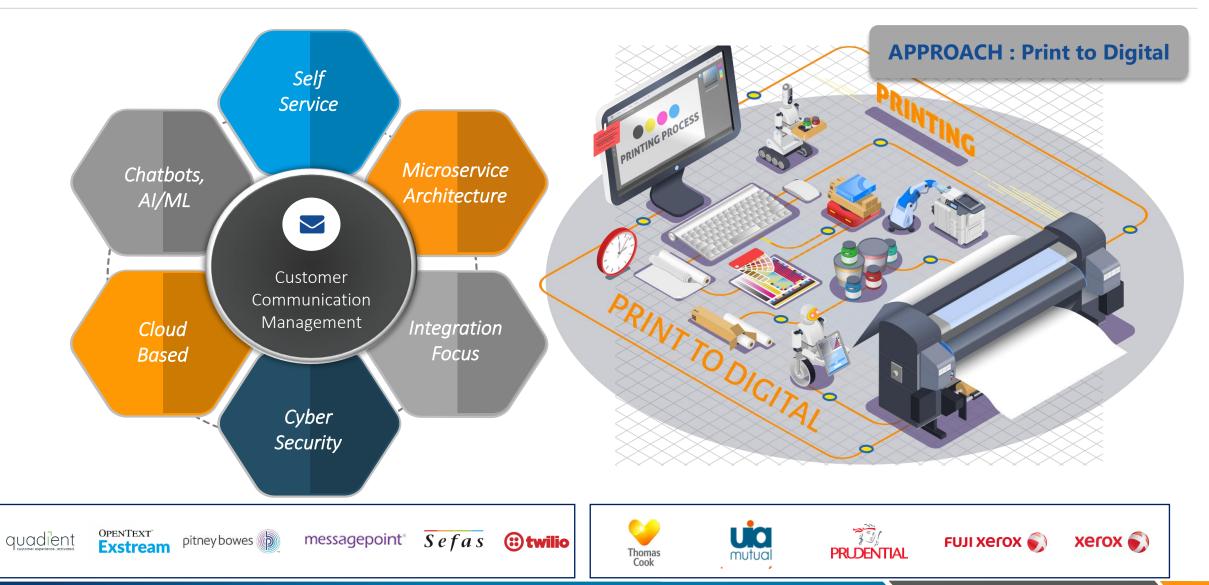






# Customer Experience Services: Customer Communication Management





# CCM – Market Demand & Trend



### **Current and future support**

Feature Categories								
Communication Capabilities					Authoring Tools			
Batch message generation	Ability to support bidirectional communication		Share messages via robotic advisors or chatbots		Ability to create & manage content snippets for reuse across messaging			
Ability to send customized video					Systems can template to automate message creation	The system has a letter correspondence and form library		
	Ability to	Support customer actions on a message		Systems has		The systems		
Ad hoc messages generation	Ability to generate direct messages via social media	gen broa messa	ity to erate adcast ages via media	Support customer actions on a message Alert & notification	message creation	prebuilt integrations with third- party content services platforms	has prebuilt integrations with common line-of-business systems	

# Customer Experience Services: Customer Communication Management (Inbound Process)



### PRODUCT SUITE

**COGNITIVE CAPTURE** 

Kofax Total Agility

Kofax Mobile Capture

ROBOTIC PROCESS AUTOMATION

Kofax RPA

PROCESS ORCHESTRATION

**Kofax Total Agility** 

**ADVANCE ANALYTICS** 

Kofax Process Intelligence

**MOBILITY & ENGAGEMENT** 

Kofax Communication Manager

Kofax Sign Doc

### **TECHNOLOGIES**



www.espire.com

**Machine Learning** 







Google Vision API



Prescriptive and Predictive Analytics

### **Kofax Intelligent Automation – Starter Pack**

- Kofax Total Agility
- Kofax Mobile Capture
- Kofax RPA

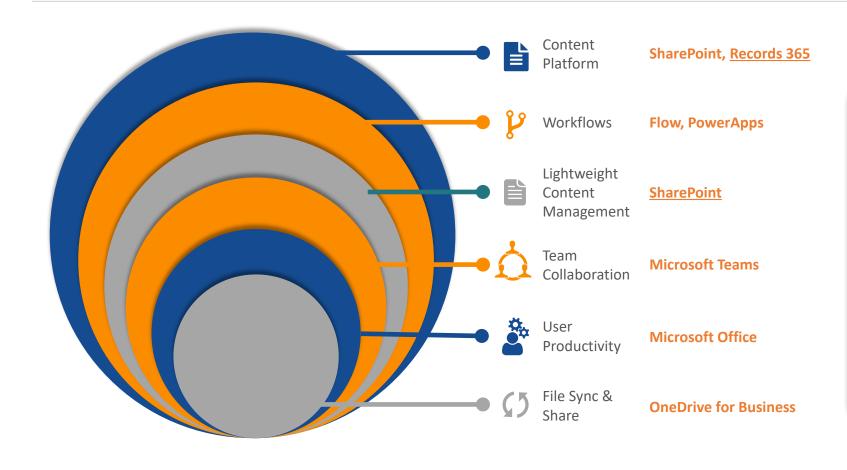
- Kofax CCM
- Kofax Sign Doc
- Kofax Insight

### **ADVANTAGES**

- 1 Unified Platform
- 2 Lower Cost of Ownership
- Open Architecture for Partner Solution Building
- Distinctive Power in Information
  Intensive Business Processes
- Manage Inbound and Outbound Customer Communication
- Handle Structured and Unstructured Information

# Content Services: Content Collaboration Platform (CCP) & Content Services Platform (CSP)



















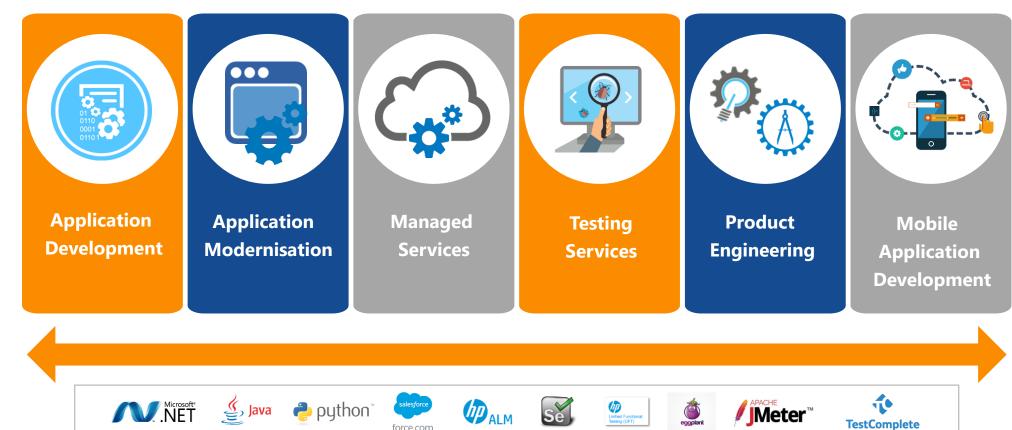


# **Application Management Services**



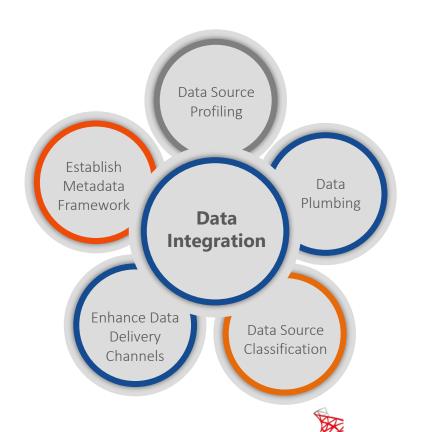
### Espire helps enterprises deliver high quality business applications that are

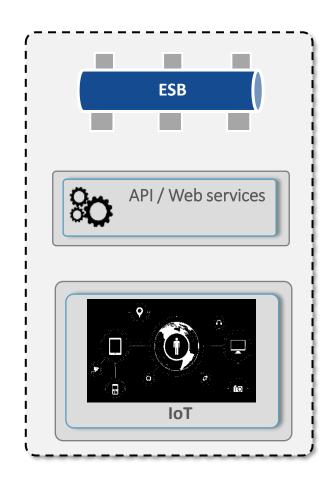
- Scalable
- Robust
- Easy to maintain



# **Integration Services Technology**







Organization wish to stay on top of the data generated in-house and by the environment around its ecosystem. But there is a distance to be covered to make the wish come true.

















# **Espire Integration Service Offerings**



Process Definition & Development

Defining the End Point and Data Structure

Maintenance and Troubleshooting

End to end Application Intégration

Master Data Consolidation (MDM)

API Management

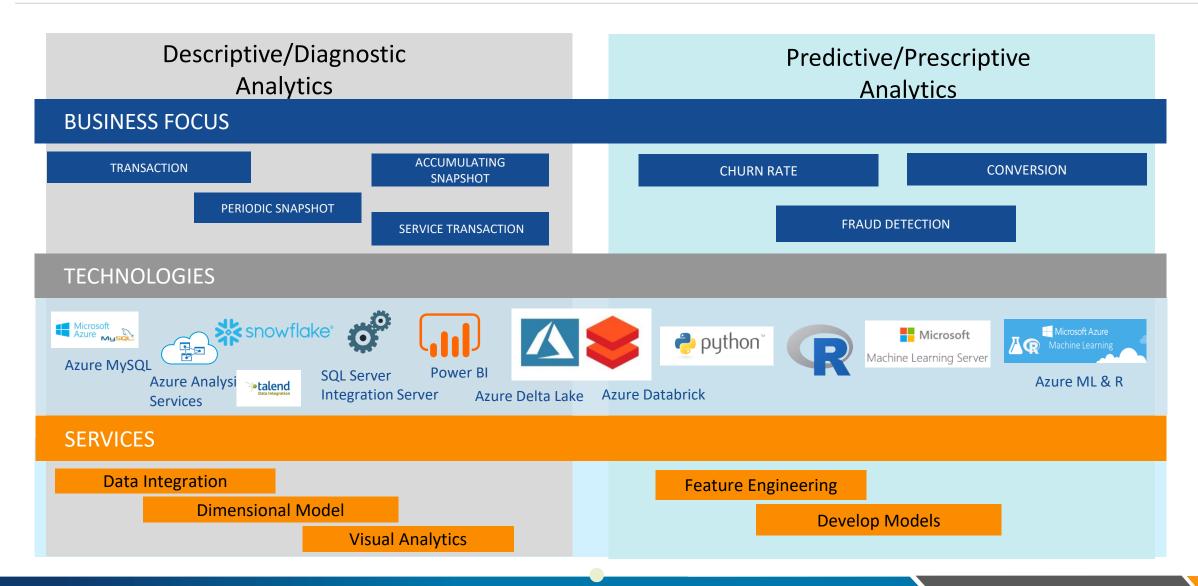
Architectural Review

Evaluation and Assessment



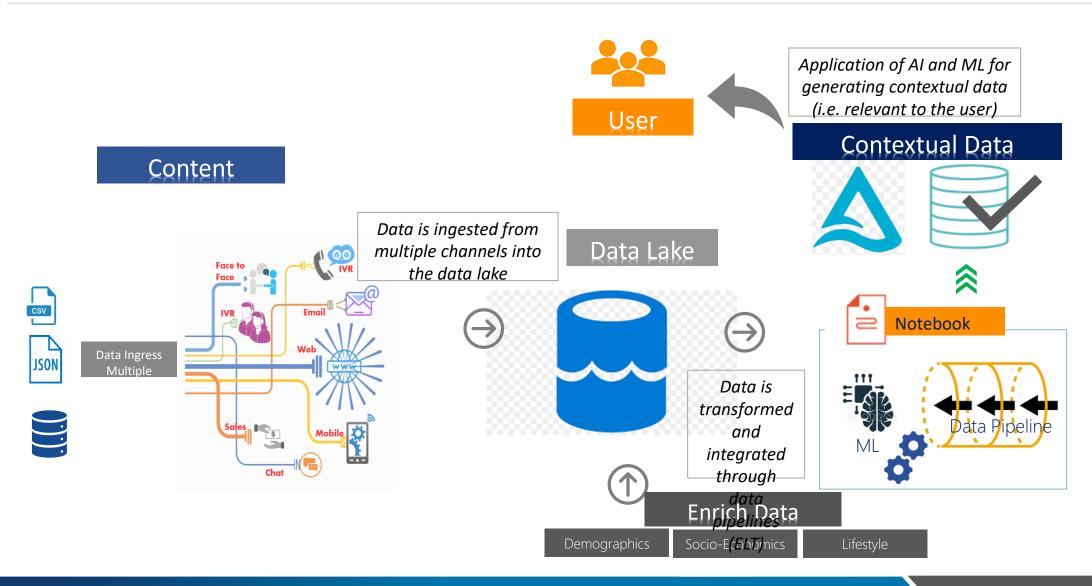
# **Analytics Capability**





## Information Architecture Framework CCM





# **Espire Cloud Adoption Service Offering**



### **Managed Services**

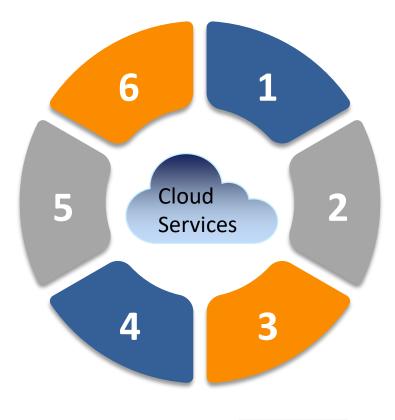
- Fully Managed service offering Hosting and Application Support
- 24x7x365 Monitoring System
- Troubleshooting and issue resolution with industry standard SLAs
- End to End Infrastructure and solution management

### **Cloud Integration and Security**

- · Identity and access management in Cloud
- Application security through AWF (Web Application Firewall)
- Security strategy and risk assessment industry standard tools
- · Data protection with cloud storage

### **Cloud Migration**

- Integration with existing systems and applications in your data center
- Hybrid storage integration with on premise storage
- Migrate without change i.e., Lift-and-Shift
- Migrate Database with rare downtime









### **Cloud Consulting & Planning Services**

- Consultancy at Conceptual level
- Understand the Business Requirements and study existing infrastructure
- Define Cloud Strategy
- Define Roadmap for customers

#### **Cloud Readiness Assessment**

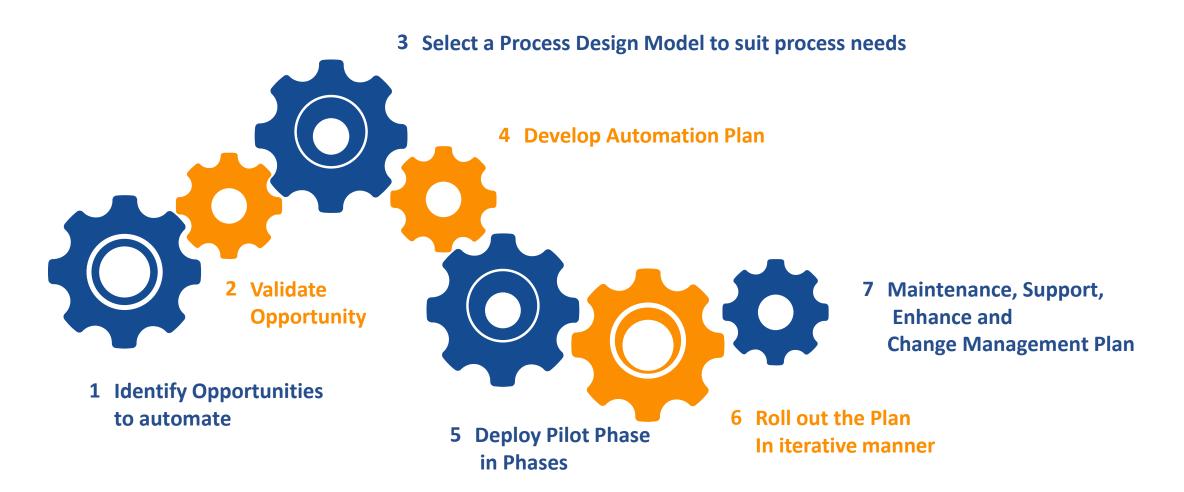
- Identify suitable applications for migration and which cloud solution is best
- Business model and financial Analysis with predictable ROI
- Technology stack and operational/process Analysis
- Suggest the best Cloud offering IaaS / PaaS / SaaS

### **Cloud Implementation**

- Implementation Strategy and roadmap
- Architecture audit and design
- Integration and testing
- DR and BCP with hot/cold DR site deployed in different datacenters

# Espire's RPA Implementation Process





# RPA/IPA Offerings



















Cognitive Intelligence

Computer Vision

### **SERVICES**

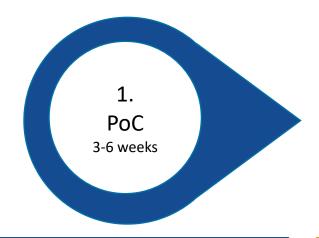
www.espire.com

- RPA Strategy/Process Assessment
- RPA Proof of Value for Selected **Opportunities**
- **RPA Business Case** Development
- **RPA Production Rollout**

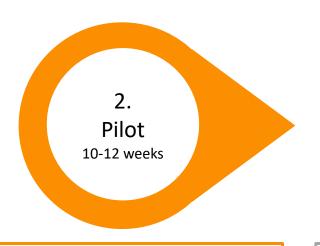
- **RPA Centre of Excellence**
- **RPA Managed Service**

# Intelligent Automation Services (Core RPA) | Typical Approach - How to Execute?

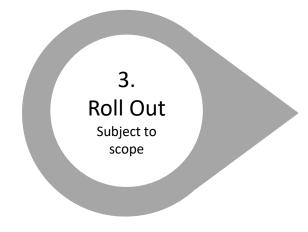




Proof of Concept: A quick 30-day PoC on selected process to validate the applicability of RPA



Piloting of additional processes with a parallel set-up of governance and roll-out planning



Roll-out of the Robots for all relevant business processes and handover to the customer

## How Espire can help:



- Identify Candidate Processes for RPA
- POC Implementation
- Pilot and Production Roll-out Support
- L2 and L3 technical support & maintenance
- Inhouse Competency Enablement
- Infrastructure Support

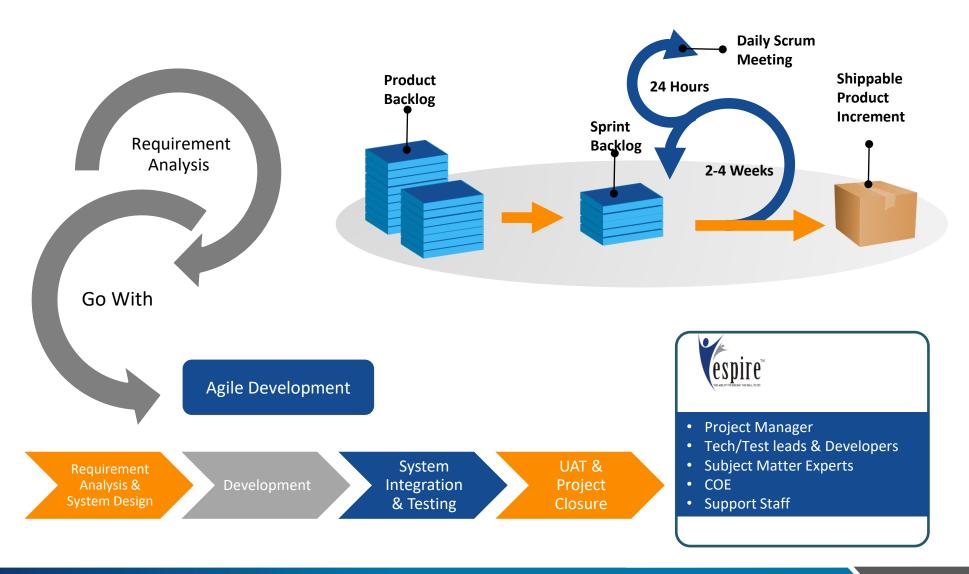
# **Engagement Model**



ENGAGEMENT	PROJECTS	MANAGED SERVICES	PROFESSIONAL SERVICES	
Commercial Model	• Fixed Price • Time &  Material	• Fixed • Price • T&M	T&M	
Management	Espire	Outcome    Espire	Client	
Service Elements	Consult Build  Design Test & Deploy	BAU Production Support  CR IM SR	Any	
Methodology	Agile/Scru m	Scrum/Kanban	Client Driven	
Dev. Standards	CMMi Dev Model     ISO 9001	CMMI SVCs Model     ISO 9001, ISO 20000 &  ITIL	Client Driven	
Key Metric	OTD, FTR, RU	SLAs, KPIs	Any	
Security Standards	ISO 27001 GDPR	ISO 27001 GDPR	Client Driven	
Business Continuity	ISO 22301	ISO 22301	Client Driven	

# Espire Development Model





# DevOps Methodology



### DevOps will be used for Planning, Development & Testing, Release and Monitor of the Solution

It starts with an idea and a plan how to turn this idea into reality

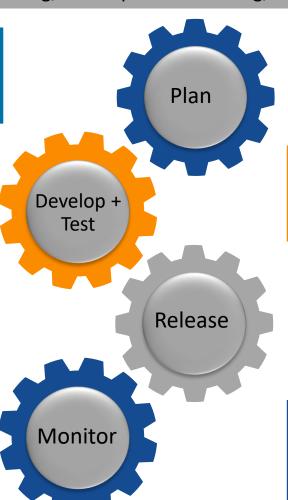
Jenkins =



sonarqube

When all tests pass, the build is deployed to testing environments for each stage in the release process





ŸJIRA ¾Confluence P♪ Indication

Once the iteration starts, developers turn great ideas into features ...





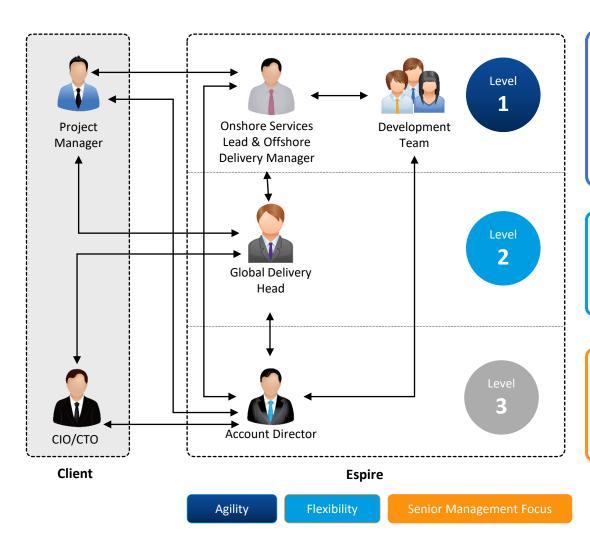




Learn and understand how users use your app, how it reacts and quickly fix issues and bugs

# Espire's IT Governance Framework





#### Level 1

- Espire Delivery Manager will be the single point of contact for the Client and manage all day-to-day activities
- Planning and execution of on-going project activities
- Providing periodic project progress reports while highlighting any risks & issues
- Conducting weekly/periodic calls

#### Level 2

Espire Global Delivery Head is available for any second level escalation

#### Level 3

- Espire Account Director is available for any third level of escalation, and ensure critical business continuity measures are put in place
- Available locally, quicker turn around

CMMI SVC 2.0 Level 5 Appraised Processes | Complaint with our certification on ISO 9001:2015 & 27001:2013 & ITIL Frameworks

# Service Delivery Communication & Reporting





#### **ANNUALLY**



**QUARTERLY** 



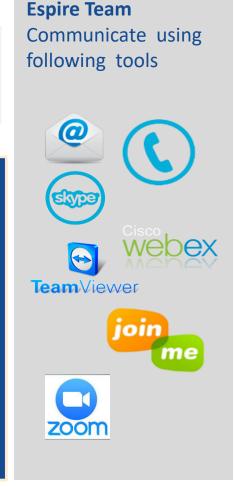
#### MONTHLY

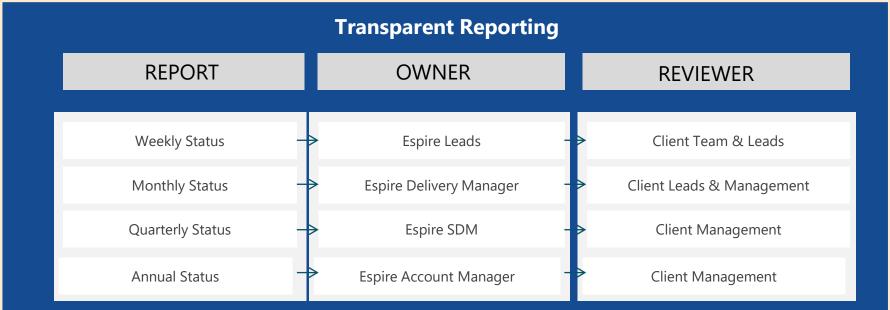


#### **WEEKLY**

 Business Relationship and Engagement Review

- Business Relationship and Engagement Review
- Service Improvement
- Engagement level updates
- Performance metrics
- Engagement update meeting
- Services level interactions

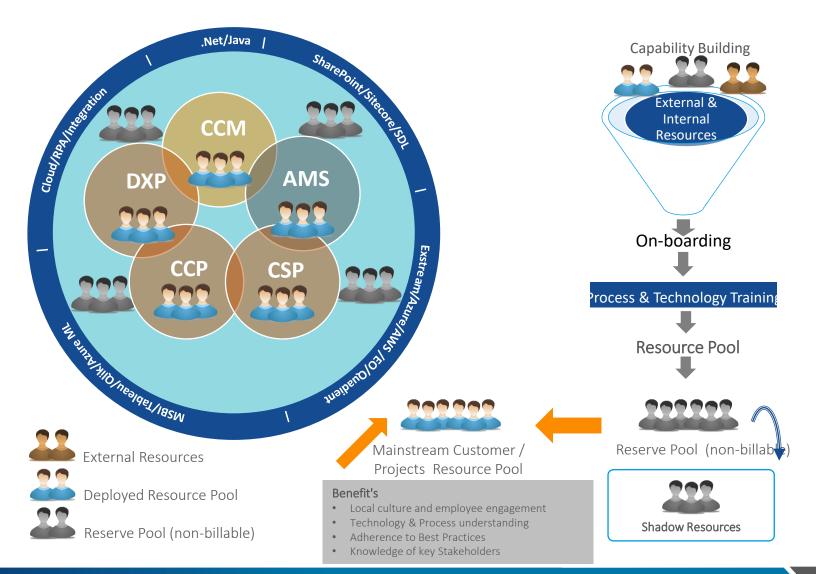




**Espire Team** is comfortable in using client's tools for Service delivery communications

# Talent Management & Deployment

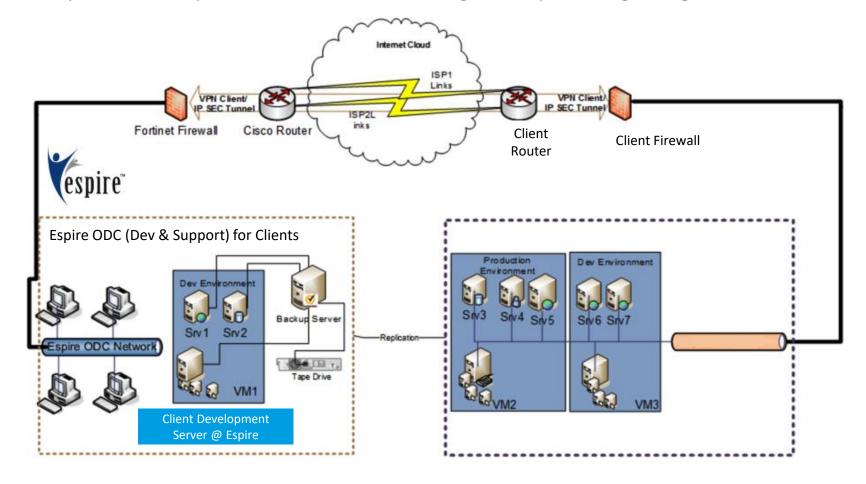




## ITL Framework



In this scenario Espire proposes to host Client Development environment at Espire India DC to provide the high service uptime with low latency. Data will replicate from Espire India DC to Client DC though Batch processing on regular basis.



# **Engagement & Delivery Models**













- Skilled resources and their development effort are billed
- Scope and project specs are not predefined

#### Fixed Price

- Billing as per Predetermined fixed price
- Project milestones, scope & deliverables are pre-decided

### **Managed Services**

 Espire will be responsible for end-to-end delivery and, management of services based on mutually agreed SLAs

### Captive Offshore Centre

- Seamless extension of the customer's IT setup at Espire's premises
- Dedicated data link to customer's IT facilities
- Direct access to Client for the remote project, testing labs



# **Key Customers**

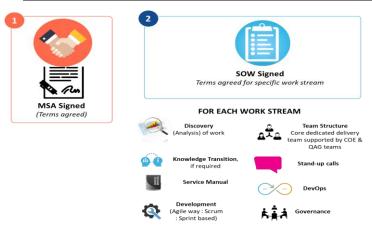




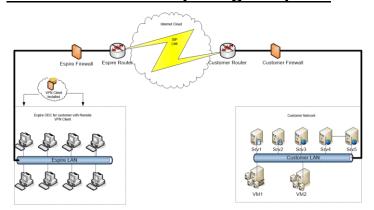
# Key points



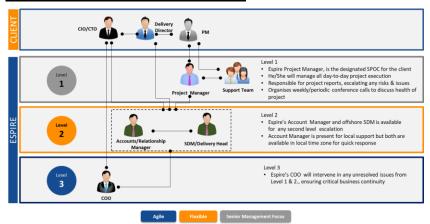
### Well defined and easy Client onboarding process



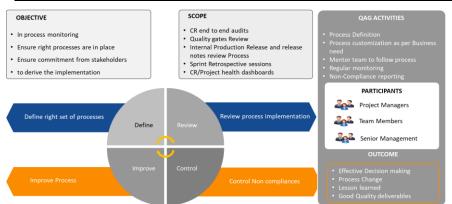
### **Secured connectivity using VPN/VDI**



### **Robust Governance Model**

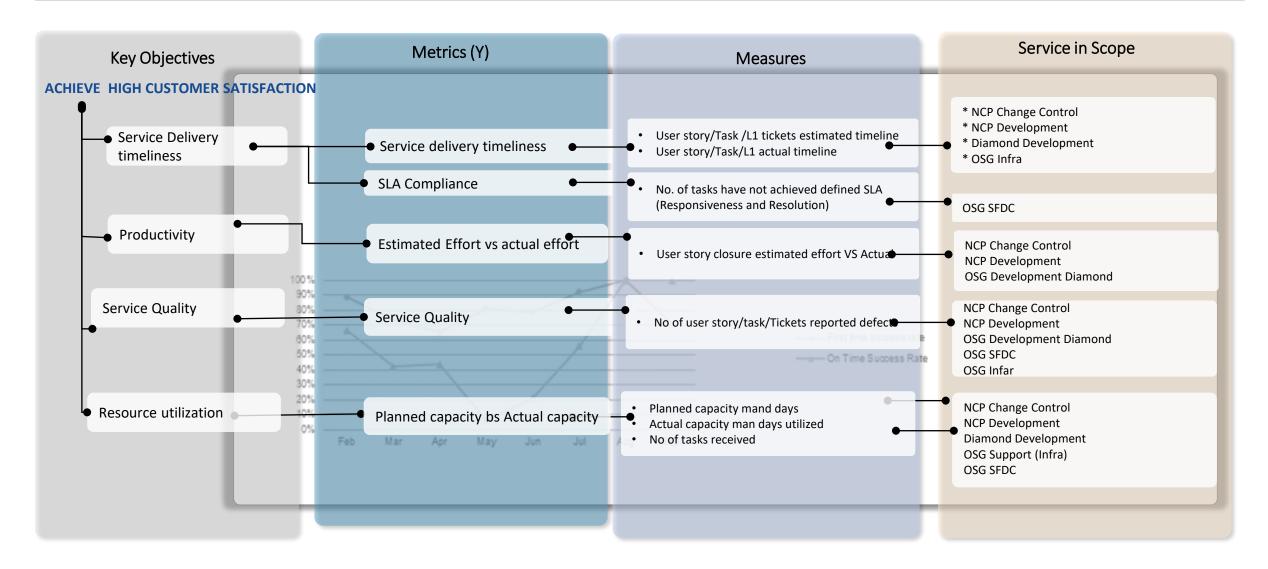


### **QAG** and **COE**: Handholding and regular monitoring



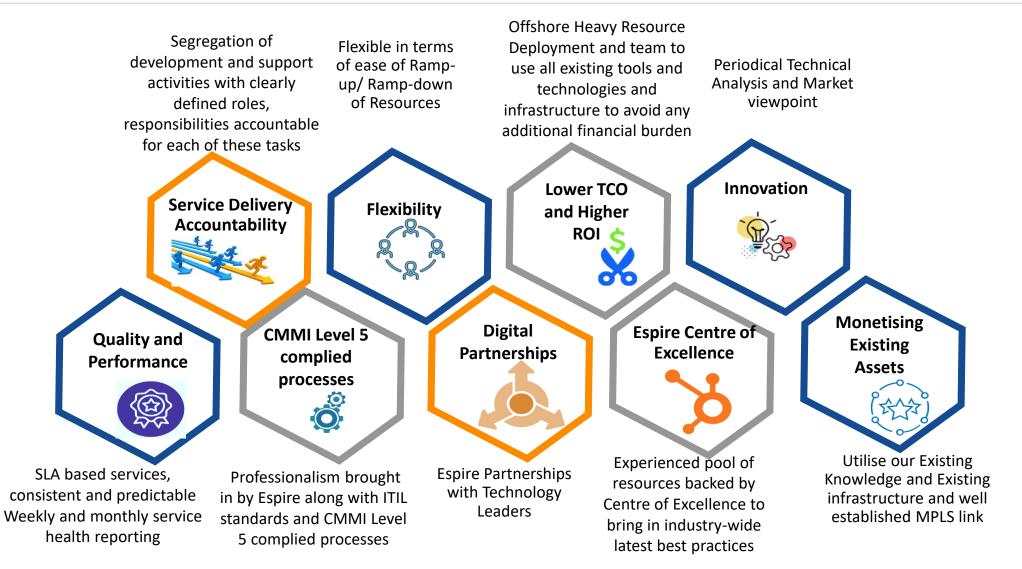
# Performance Management





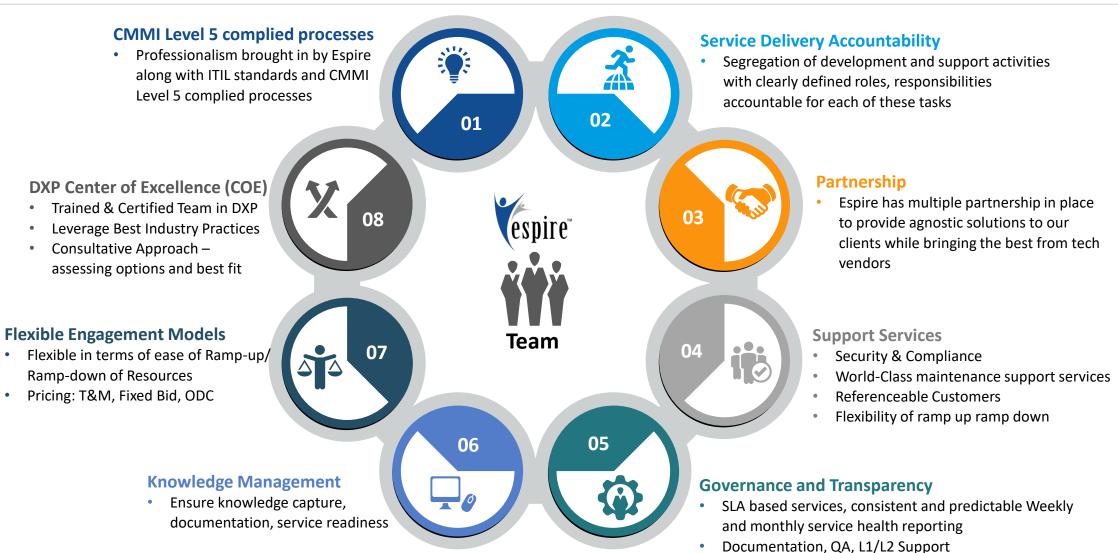
# Why Espire





# Why Espire?





# Espire Agile Approach for Projects



### REQUIREMENT ELICITATION



#### **Activities**

- Requirement clarification
- TS Creation
- Feature Definition
- Feature Triage



#### **DELIVERABLES**

- Business Requirements Document
- Business Concept Document

### Agenda





#### **Activities**



- Impact Analysis
- Creation of Use Case Specification document
- Creation of UX for validation
- Review & Sign off of UCS & UX
- Effort Estimation & Planning
- User Story Creation

#### **DELIVERABLES**

• Use case specification

#### **Activities**

 Iteration Plan / Monitor / control

#### **Deliverables**

 Plan , Schedule , Burn down Charts

#### Tools

• JIRA, TFS ,UML Designer

#### **Activities**

- Code Development & Code Review
- Unit Testing & Bug Fixing
- Developed CI Build
- Integration Test

#### **Deliverables**

- Code, Unit Test Results
- Integrated Incremental tested Built

#### **Tools**

Eclipse, SVN, Rebel, Code Collaboration,
 N-Unit, Code review Checklist, | TFS, SPIRA

#### **Tools Used**

- Service Now
- Fog buzz
- TSO TImesheet
- QA Complete
- TFS
- Visual Code Grepper
- JIRA

