

SCRUMSTART

Understanding

TRUST BUSINESS EXCELLENCE MODEL

A business model developed by ScrumStart that has foundation of values and competency with unparalleled transparency.



It is not about profit

**88% BUSINESS
VALUE 'TRUST' THE
MOST IN ANY
BUSINESS DEALING**

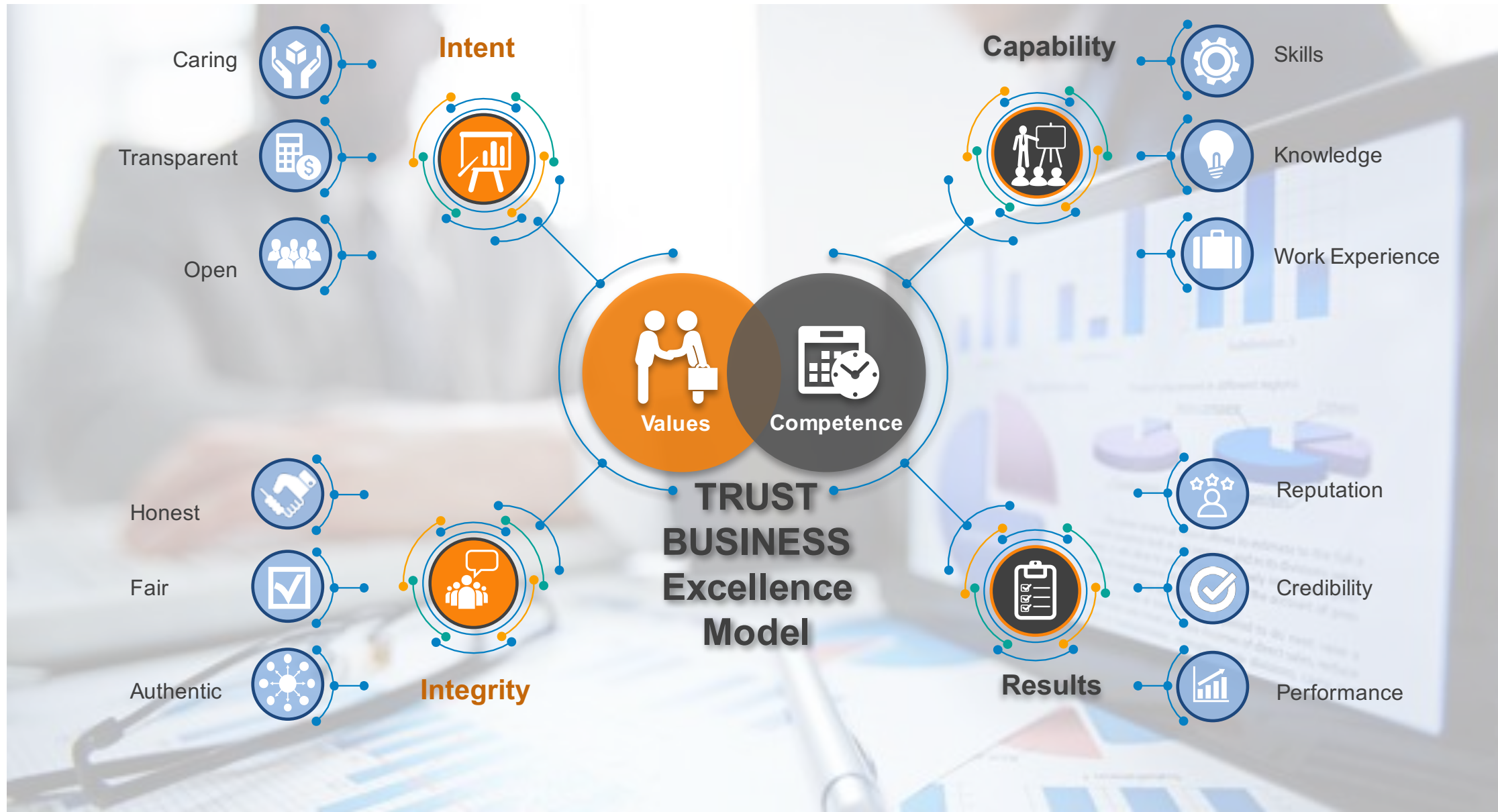
- Trust comes as top most attribute for every business dealing
- Adherence to values and demonstrating competency are the two key elements in building trust
- Best employees, best business partners and best customers develop high level of 'Trust' amongst themselves.

Trust can be truly achieved only when it is practiced in totality without any pre-condition. The foundation of this most important element that becomes the basis not only for any business dealing but also for relationships has a strong links in the culture and upbringing of every individual who creates & defines a society in which we live and grow.

ScrumStart embarked upon a two year journey to find what will make a difference to a customer more than anything else. The answer repeatedly came out loud and clear "TRUST". The journey to achieve high level of trust however is not simple but a combination of several elements that instills this feeling amongst the people who deal with each other over a period of time. It has been truly said 'Trust is earned'.

The survey conducted by ScrumStart comes out with findings that helped define the Trust Excellence Model that is now the basis of ScrumStart business dealings with each of their customer. This model has been immensely liked by every customer who was approached and resulted in making ScrumStart the fastest growing startup in India that expanded in three other countries within two years of its existence.

'Trust takes years to build, seconds to break and forever to repair'



ScrumStart TEBM (Trust Business Excellence Model) key components

TBEM constitutes of two key elements that has been developed by ScrumStart to ensure highest level of customer satisfaction and experience.

VALUES: Intent and integrity is taught and practiced. While some elements are our behaviours, transparency has been

codified to bring a major differentiation in the way of doing business.

COMPETENCE: Immense focus is given to build strong foundation of capabilities and results are regularly measured. SRKay Talent Academy and R&D Lab helps build a strong foundation for trust with customers.

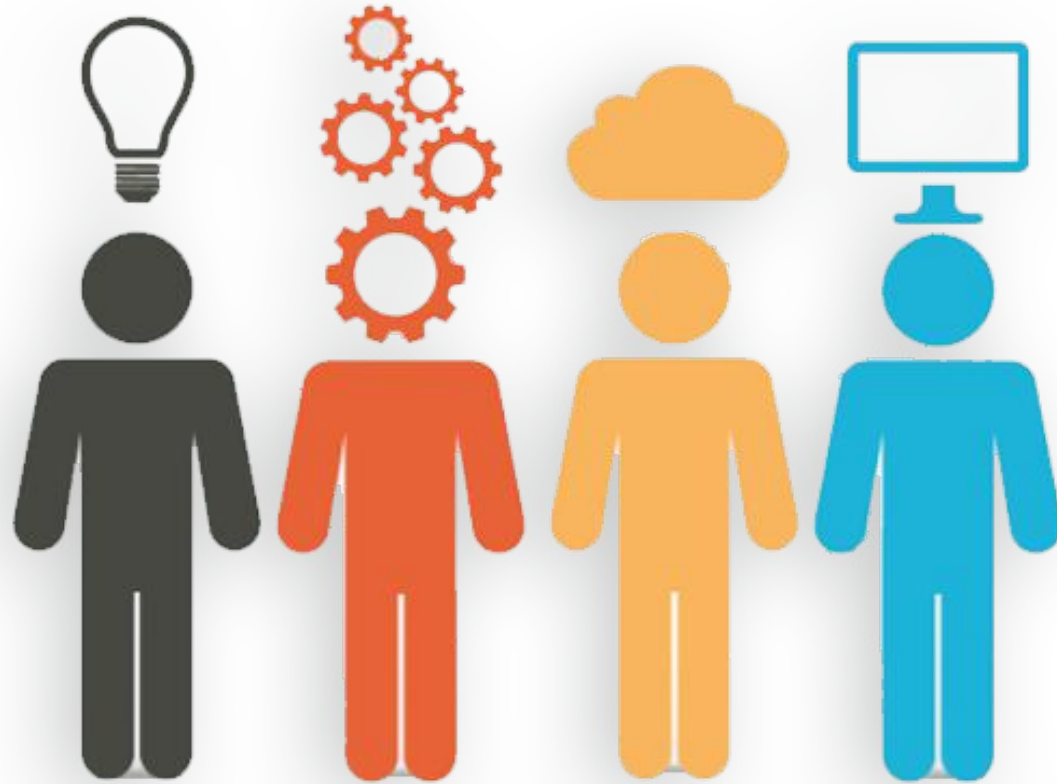


TRANSPARENCY & OPENNESS

Trust Pricing: TBEM emphasises on creating the basis of trust through an open costing & pricing model that is shared with customer and allows them to understand how they are being charged. This gives them immense flexibility to manage their expense. ScrumStart experiences minimum 25% reduction in prevailing costs over what TBEM Trust pricing can achieve for technology services. This transparency leaves the delivery organisation to focus completely on deploying the best resources without worrying about maintaining the margins.

Trust Benefits: It is not just focussed on customers, but at the employees of ScrumStart as well. It starts with open salaries where everyone can inquire and know what their colleagues and even CEO are earning and question them. It moves to self promotion where transparent policies help them understand and plan their growth themselves. Finally, the model supports employees in having a say in deciding their own salaries and benefits. TBEM relies heavily on creating stronger relationship between the customers and executives doing work for them, thereby making customer feedback as the key element for employee growth.





CAPABILITY & RESULTS

SRKay Talent Academy: Building the right talent starts from creating a great culture of learning. This is what SRKay Talent academy does by using its patented SciKey-MindMatch engine to find the best suited talent and put them under rigorous learning process. The process does not stop with one time academy but a regular testing and competing that measures their skills and encourages the employees to push for better skills and knowledge. Academy fund parallel to their work and ensures that they keep learning & improving while on work and prove themselves to be great value to their clients.

R&D Centre (Helsinki-Finland): TBEM makes ScrumStart one of the very few companies that has its own R&D that not only tests & develop its own products but also co-innovates for its customers. The changing trend where most of the businesses cannot either afford or do not have the skills to create their own custom intellectual properties that can help their businesses stand out in market; ScrumStart provides its R&D Lab and resources for the customers to innovate and create IPs for their own business.



Trust Business Model

Unique model of Business engagement, based on complete transparency and aimed at simplifying and reducing risk, in any technology & consulting engagement. This model takes away the focus from margin making, shifting it to the best outcomes.

- 100% Transparent Pricing
- Zero Capex
- Select Talent with us
- Expertise Beyond Technology
- Risk Free Engagements
- Operational Transparency Through Automation



ScrumStart is a venture of SRKay Consulting Group that provides technology services to clients across the world through its path-breaking Trust Business model and 'Virtual Captive' delivery to give more than significant cost savings and more talented workforce. Its ecosystem of world class infrastructure in the city of Pune and Surat in India houses hundreds of engineers that support several global clients in four continents. ScrumStart talent ecosystem is supported by its SRKay Talent Academy that churns out high quality software engineers and its R&D Lab and ecosystem in the most innovative city of Helsinki in Finland where the team works continuously to remain ahead of technology knowledge curve. The London and Chicago office in the USA helps develop a strong support base for its Europe and American clients.

LONDON | PUNE | MUMBAI | SURAT | BANGALORE | CHICAGO | HELSINKI | KUALA LUMPUR

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