



PROVEN SOLUTIONS
FOR CONNECTING
BUSINESS AND
TECHNOLOGY

engage.
execute.
empower.

SDLC Partners, Headquarters
2790 Mossdale Boulevard, Suite 705
Monroeville, PA 15146

SDLC Partners, Solution Center
Three Gateway Center
401 Liberty Avenue, Suite 400
Pittsburgh, PA 15222

www.sd|cpartners.com



Business and IT. They operate in the same company, and while organizational success is the priority for both, the unique language they speak and how they measure success is sometimes the challenge. In their respective functions, both are trying to keep up with the accelerating change around them while trying to find a way to collaborate and achieve success. The solution is to build a bridge between business and IT; blending goals, using common measures and strengthening trust in order for the entire organization to adapt quickly to change and accelerate growth. How can you adapt and grow more quickly? How can you become better, faster and leaner? How can you become a fierce competitor in the market?

Consider SDLC Partners your bridge to alignment.

SDLC Partners offers strategy and execution services through three practices; Business Transformation, Business Intelligence and Technology Solutions. The three practice areas serve process, information and technology needs across multiple industries. The organizational structure is built around flexibility for the customer. Viewed holistically, SDLC practices place your organization in complete harmony, allowing each department to work efficiently while still sharing the organization's goals and operating like one well-oiled machine. Viewed individually, each practice, or even a service within a practice, can be applied to a specific area in your organization that needs the most immediate results.

WE ARE DIFFERENT. HERE IS WHY.

WE ENGAGE (HOW DO WE DO IT?)

In every project, we work with business and IT to drive results throughout the organization. And it all begins with collaboration – whether it's between our organization and yours, between departments within your organization or between people within a department. In order for collaboration to work, relationship building is essential. That is why we believe the most valuable asset to a project is the people. We maintain a full-time staff of consultants with a diverse set of experience across multiple industries to provide a wide-range of capabilities. The prerequisites for joining our team differentiate us and add true value to each project:

- Someone who is business-experienced, who can perform detailed cost analysis and business cases yet understands the requirements of technology. Someone who can translate business needs into technology needs.
- Our team members are multi-dimensional; they have the demonstrated ability to fit within our client-first mindset.
- A professional team-player, who is creative and eager to roll up their sleeves and dig into the task.

Next, we align the right people with the right processes and technologies based upon your specific needs. We strive to understand your organization and culture to facilitate dialogue between business and IT. We listen, actively. We ask insightful questions all the while forging an honest relationship based on trust and mutual respect. While our focus is driving business results throughout the organization, there is also a human and emotional side that is needed when working on a team, striving for success.

WE EXECUTE

(OUR UNIQUE APPROACH TO YOUR UNIQUE NEEDS)

Our highly experienced professionals work collaboratively with your company as a whole. Our unique approach includes the participation of our leadership team throughout the entire project, not just the beginning. And it is based on proven principles such as Six Sigma, CMMI and Service Oriented Architecture that can be applied successfully to an industry, while still allowing flexibility. This approach allows us to leverage our deep experience in building a solution that fits, not only your overall strategy, but also your culture.

From day one, we are focused on execution – meaning we roll up our sleeves and work with you to complete projects on time, on budget, while ensuring the highest quality. At SDLC, we pride ourselves on the details. We don't just hand over a high-level plan and wish you luck. We bring in our industry best-practice frameworks, toolkits and proven techniques and supplement them with full assessments, interviews, business cases and cost analysis. Then we develop a customized roadmap and detailed plan that ensures success for today and for future growth. When we leave, the organization will have the tools, artifacts and frameworks needed to accomplish their current and future goals.

WE EMPOWER

(OR, WHERE YOU BECOME FASTER, SMARTER, LEANER AND ONE, FIERCE COMPETITOR)

In each practice, our experienced consultants focus on gaining maximum efficiency, improving discipline, developing insight and enabling organization alignment to help our clients achieve success. No matter the practice or service, we set goals and work collaboratively to achieve them.

Our ultimate objective is that every successful solution we complete:

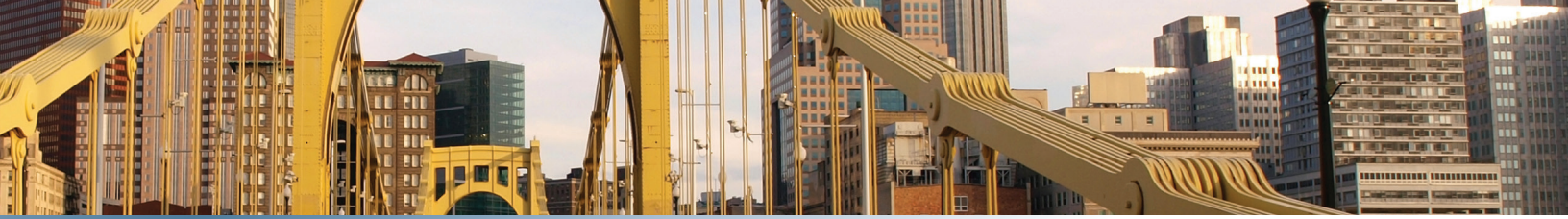
Offers more than just a high-level strategic plan or recommendation. We present specific actions, we build and implement solutions and we are there to ensure a smooth transition. We train throughout the transition, including the client in the process so they know how the solution was built and what it will take to maintain and support the solution going forward.

Ignites excitement. We want the solution to go beyond incremental and capture the emotions of the employees. When everyone is a part of the 'why' of the organization, everyone can connect what they do to the big picture.

Touches all aspects of the organization. We deliver a tangible solution. But we also build business skills within IT and technical awareness within business. This understanding and alignment affects all strategic, tactical and operational levels. The right information enables better decision-making throughout the entire organization... from top to bottom.

Delivers results for today, tomorrow and the changes in between. The pace of change in our economy and culture is accelerating. Innovation initiatives that used to take months now take days. Competitors are growing and entering new markets. The organizations that will excel will be those ready to adapt, succeed and repeat, because once is not enough. It is critical for business to have the capability to adapt quickly to changes that are still to come. We deliver today's best information that helps you to understand past trends and to predict the future. Our solutions will allow you to be agile, to adapt to market conditions, economic uncertainties and competitor strategies in a seasoned way.





BUSINESS TRANSFORMATION



CHANGE. SHIFT. ADAPT.
SMALL WORDS, BIG IMPACT.

We know that change, moving into unknown territory, may cause fear. But we also know that change is good. Change is needed in order to improve, to grow. But since change is not comfortably predictable, businesses may become idle in 'play it safe' mode. However, innovation thrives on the unseen, the unpredictable. It's time to let go of nostalgia and create something new. Enter a new market. Institute a new revenue generator within an existing market. Tackle process improvement to better adapt to a turbulent economy.

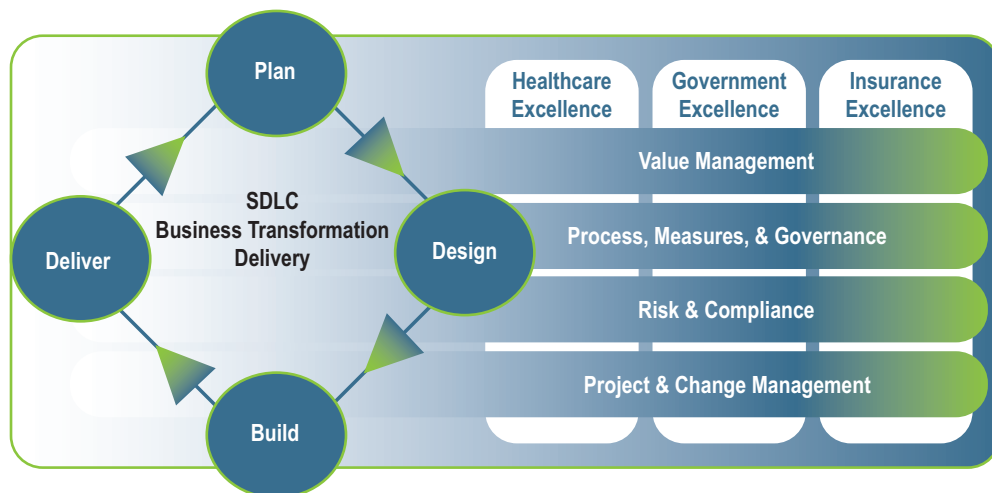
Uncertainty, accountability, issue convergence and factors beyond control will continue to transform healthcare, energy, government and most businesses in the foreseeable future. Understanding the transformation, how it impacts the overall business and what to do about it enables organizations to use those changes to their advantage.

ENGAGE

Business is always in a state of continuous improvement. This affects many, if not all parts of the organization. It is crucial, yet difficult, to keep processes consistent with the changes. It is crucial to modernize internal conditions, but without updating and modernizing procedures, the investment could fail.

Rely on our versatile, industry-specific expertise in business process, today's technology and in risk management. Once we have the plan implemented, we have the unique ability to build trusted relationships to broker change, top-down and bottom-up and across the business and IT organizations.

We start by working with clients to ensure that we utilize the right methodology at the right time to deliver consistency. We do this by performing subject matter expert interviews and due diligence and by reviewing past projects and lessons learned. We review stakeholder expectations and identify project-related costs and savings.



EXECUTE

Our data-driven approach, versatile experience and techniques to broker change achieve a value-driven desired state at an accelerated pace. We do this by implementing industry-specific solutions using rapid optimization techniques, integrated across a common framework to determine immediate impact to an organization's bottom line.

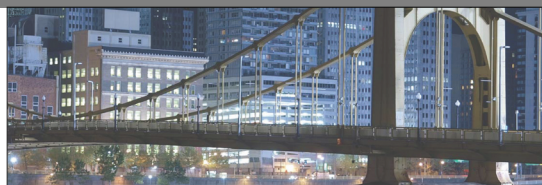
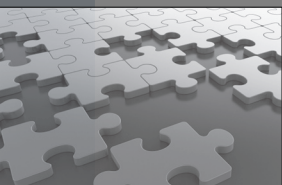
Our thorough plan in Business Transformation focuses on clear communication throughout the process and with that, detailed deliverables at each phase:

1. Identify Scope and Areas of Change. We will discuss corporate objectives and concerns. From there, we determine the project scope and develop a work plan.
2. Understand Existing Capabilities. We discover and incorporate capabilities into the project through a current state analysis and mapping connections across functions, developing detailed process flows and finally, identifying allocation and estimated time spent on tasks.
3. Identify Change Levers. Next, we determine the process-level success factors, success measures and identified key performance measures. We benchmark these capabilities against leading practices and customer requirements.
4. Design and Build New Structures. Now we reengineer processes to streamline and eliminate redundancy by removing non-value-added steps. We develop process governance models and associated staffing.

EMPOWER

Our practical, reusable, data-driven approaches enable rapid implementation of strategy initiatives. After implementation, we develop a roadmap for future state designs. We leave behind data to confidently predict outcomes that help meet or go beyond corporate objectives. And, as an organization moves forward, they will experience improved cycle time, improved quality, customer satisfaction, increased productivity and improved employee morale. We provide the training and monitoring of cut-over activities during post-implementation support.

Change. Shift. Adapt.





BUSINESS INTELLIGENCE



Simplify the complexities. Sounds simple enough. Yet, simplicity is far harder to achieve than complexity.

Business Intelligence plays an instrumental role in monitoring and managing performance, driving effectiveness and innovation and developing strategies. It means having access to the right information to allow for greater agility, perception and confidence in today's fast changing business environment. It simplifies the components of complex activities.

There are many challenges to having the right information. Most often, the root cause is requirements that are incomplete, inaccurate or wrong. The process of creating requirements around business intelligence is complex. Leaders work tirelessly to identify and access the information they need to do their job, to drive innovation, to differentiate and outperform the competition. As competition grows, technology evolves and market demands intensify, utilizing Business Intelligence to improve decision-making becomes essential. Our methods are designed to synthesize this complexity and deliver a clear set of information requirements that can enable the organization.

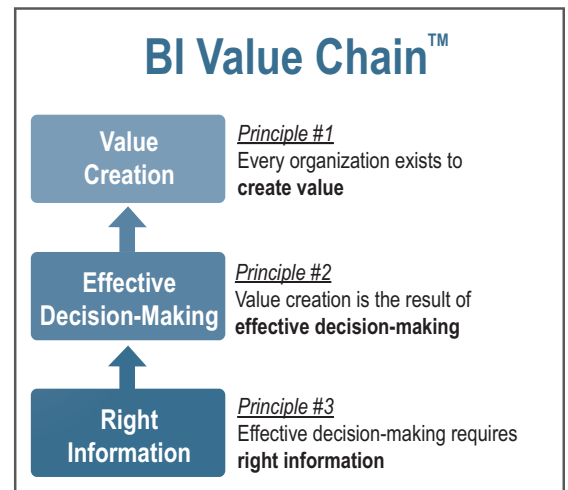
In addition, decision makers are continuously bombarded by the market with specific tool solutions that are often great out of the box, but rarely are the single solution. Unfortunately, this is only discovered after significant capital has been invested. Weeding through the tools and widgets takes time and expertise and pulls resources away from revenue-generating projects. Simplifying overnight what has taken years to complicate becomes a tangled web of useless tools, reports and data. Our approach focuses only on the areas that bring the most value and fast.

ENGAGE

Our approach is strategy-focused and business-centric. It focuses attention on the Business Intelligence capabilities that are needed the most. It fosters collaboration in order to effectively bridge business and IT and recognizes the real role that People, Process and Technology play in making Business Intelligence work.

Business Intelligence is not a one-size-fits-all template. Successful programs are customized to the needs of their specific environments and cultures. SDLC Partners works closely with executives in identifying the stakeholders' expectations and the business drivers they should really care about. We begin by distinguishing a fundamental understanding of roles and responsibilities, because Business Intelligence only works when business and IT work together. We spend a significant amount of time in this preparation phase of developing the strategy because it is a mission critical piece of any requirements-gathering process.

We do all this by putting the Business Intelligence Value Chain (BI Value Chain) into action. The BI Value Chain represents a series of business principles that, when properly linked, enables business leaders to harness the power of information in order to create and maximize value.



Value creation is the result of purposeful, well-thought-out decisions made possible by a decision support hierarchy called the BI Value Chain.

EXECUTE

Our method is process-oriented and requirements-driven. It brings People, Process and Technology together for a successful Business Intelligence strategy.

The value of any Business Intelligence initiative is ultimately driven, not by the sophistication of reporting tools or the number of dashboards deployed, but by the insight it provides and the impact it creates. We focus only on the imperatives that make Business Intelligence work – relevant data and meaningful information that will lead to insight that is actionable.

To ensure focus on the areas that will deliver the most value, we utilize a requirements framework called the Right Thinking Model. The model, designed specifically for Business Intelligence, is to support the BI Value Chain by helping to define and deliver only the business insight that is relevant, timely and actionable. It also ensures the right approach and proven methods for guiding the requirements-gathering effort and orchestrating proper deliver. The Right Thinking Model focuses on three Business Intelligence competencies of People, Process and Technology and achieving the related capabilities.

Once we have established the ideal business model for your organization, we then translate it into IT terms, where it is incrementally developed by building and expanding capability slowly, over time, thus minimizing exposure and risk. This approach also allows for last-minute, business-critical changes to requirements that have minimal impact on schedule or cost.

EMPOWER

The SDLC Business Intelligence approach and delivery empowers executives and their teams with the information they need to better manage, optimize, discover and innovate. The mission-critical information delivered is clear, concise and customized through a controlled point of entry. Organizations can be confident in the data they are monitoring and measuring and can effectively predict and support changing business needs.

We develop a Business Intelligence solution that empowers our clients with valuable capabilities centered on People, Process and Technology:

People: Improved performance of human capital to maximize Business Intelligence-driven creation with a company-wide respect for fact-based decision-making and a new foundation for building of leadership structure that encourages and supports Business Intelligence. Empowered employees and executives with access to data and insights improve day-to-day operations that simultaneously assist in future strategies.

Process: Experience effective utilization of relevant data for creating value by having performance measures in place, properly and securely managed data and alignment of execution with strategy while maintaining stakeholders' expectations.

Technology: Assurance in the right technology infrastructure to support the adoption and use of high quality information in the organization and having best practices implemented to control, protect, enhance and deliver timely, accurate, relevant information.

Once the solution is developed and has been successfully implemented, we ensure a smooth transition through education and training. It's the alignment of aware, knowledgeable and engaged users that ultimately drives the Business Intelligence solution that will transform the business.

Simplicity. Achieved.





TECHNOLOGY SOLUTIONS



Competitive differentiator, revenue enabler...IT has a new reputation.

The new vision for IT is to drive business differentiation by enabling products, operations and business model innovations. With this new heroism comes a tough challenge of meeting business goals and keeping up with changes.

Business is always in a state of change and almost all business changes will impact IT applications, infrastructure and operations that support the business. There is a delicate balance between efficiency and innovation, cost and quality, so IT must ensure that their services are driving speed to market while reducing time/cost to value. IT must excel at covering the lifecycle from solidifying business requirements that drive development and implementation of critical business applications. As well, they must consistently assess and improve their processes against best practices that are crucial to allowing the business to sustain and grow.

In addition, IT must continually be advancing itself to best support the business by maintaining a balance of strong governance, ongoing process and practice improvement, effective technology use and appropriate organizational development and alignment.

Technology Solutions

IT Effectiveness
Application Development
QA Testing

ENGAGE

Our initial approach to any Technology Solutions project is to determine the needs and characteristics that drive the business's use of technology. We are focused on building a trusted relationship through a thorough understanding of an organization's culture and specific goals. To accommodate this process, we maintain a full-time staff of consultants that have a diverse set of experience and competencies that would best meet the needs of the organization. We also offer, according to project needs, development individuals or teams, onsite or offsite and flexible pricing options.

We begin by evaluating an organization's IT effectiveness in practice, process and integration with the business and benchmark the organization's ability against the industry's best practices. We also take into consideration the use of technology to operate itself and program/project management.

Next, we gather requirements and strategy. Creating effective requirements for business solutions is a tough, yet vital part of the process. It requires strong collaboration and expert technique to elicit and ensure traceability through systems development.

Our versatile methodology and technology expertise can be applied to many beneficial services: business process analysis, key technologies use, systems design, development, integration and implementation and project management techniques.

EXECUTE

We approach all of our services from a perspective of both strategy and execution. We are practical, so we provide roadmaps along with advice that clarifies, fulfills and executes on our client's vision. Our methodologies and expertise in applications development (legacy, web and mobile), integration and QA/Testing support an enterprise project needs by providing individuals or teams, onsite and/or offsite – all experienced with a variety of technology platforms across the development lifecycle.

Application Development – Our iterative development approach, versatile experience and techniques drive clarity and broker change to a value-driven desired state at an accelerated pace.

QA/Testing – We utilize a variety of manual and automated testing tools and techniques.

IT Effectiveness – SDLC service offerings provide clients with flexible engagement choices that can be creatively combined or selected a-la-carte as best fits the individual client's needs. Offerings include; capability assessment, quality management jump-start, quality program management and improvement project delivery.

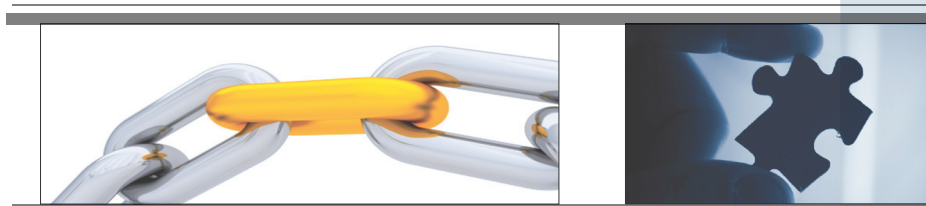
We implement each solution with complete stakeholder/user participation and acceptance. This ensures that all stakeholders and users have the knowledge and skills needed to continue to maintain and enhance the technology. Our delivery is disciplined, on time and on budget.

EMPOWER

Ultimately, SDLC Partners provides overall value to an organization by improving IT's ability to create value for their customers, both internal and external. Whether one or a variety of our services is utilized, they will transform an organization into a consistent, strategic business asset. The benefits of our services, solutions and expertise include:

- **IT Effectiveness assessments and best practices:** Baselines the client's current capabilities and identifies gaps between current and industry-best practices. The results are a vision of future capabilities and a directional recommendations roadmap.
- **Program and Project Management guidance and support:** SDLC provides a holistic management of services, investments, demand and capacity position in order for an IT organization to maximize return from limited resources and proactively adapt to disruptive events.
Our services allow clients to drastically increase project successes and overcome risk and change by institutionalizing a full suite of disciplined project management practices.
- **Requirements definition, management and traceability best practices and support:** Improved requirements and quality practices for application development testing and support.
- **Applications development, integration and support for legacy, web and mobile:** SDLC delivers applications, technology and architecture that best support a client's business strategy. Our client's gain the knowledge and use of lean and agile methods to transform application development and delivery.
- **QA/Testing best practices and support across legacy, web, mobile and functional, system integration and performance:** SDLC delivers results with end-to-end software testing. We take on the responsibility for testing using industry leading software tools, proven industry best practices and tangible benefits. Our service aligns QA proportionally to business usage and eliminates redundant testing of the same features across different website/software application instances.

Make IT the hero today.



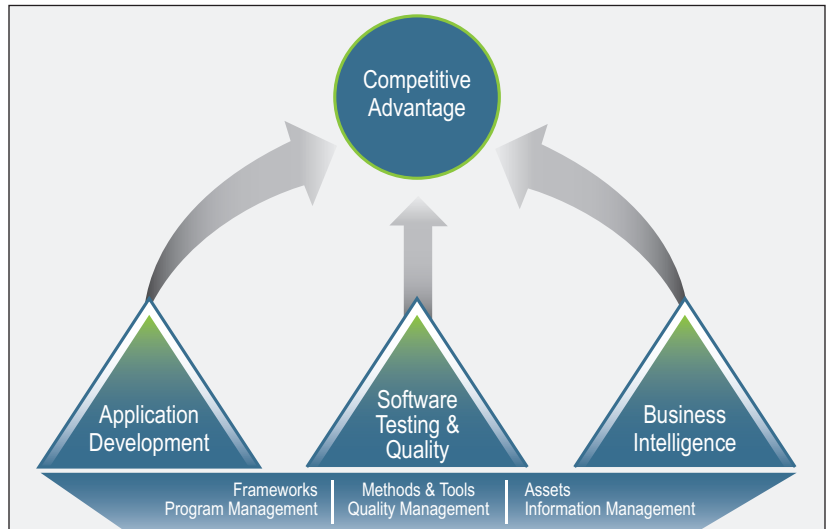


DOMESTIC SOLUTIONS CENTER

In the world of business, disruption is the new norm. Organizations now face levels of global uncertainty, market volatility, and regulatory compliance that make it increasingly difficult to manage strategic imperatives like innovation, differentiation and efficiency. If you're concerned that a lack of flexibility, capability and capacity could hinder the acceleration of your business strategy, SDLC Partners offer a unique experience at our Pittsburgh based Solution Center.

Located in the heart of Pittsburgh's Golden Triangle, the SDLC Solution Center focuses on retaining exceptional local talent while leveraging our proven business and technology deliver experience in providing clients a competitive onshore option that can enhance IT delivery capability in;

- Custom web development
- Custom mobile application development
- Outsourced testing
- Outsourced Business Intelligence



When developing and improving internal processes, communication is key, especially in the same time zone and even face-to-face work. And no matter how detailed the requirements for off-shore projects, assumptions and misconceptions from language and culture barriers tend to sneak into the development, prolonging release dates. By utilizing an onshore solution center, clients receive domestic resources that possess the contextual knowledge of US businesses, which translates to increased speed to market and enhanced quality. The Solution Center specializes in local and regional workers who will be on site when it is time to immerse themselves into your company, your culture and your challenges – hands-on.

The SDLC Solution Center enables clients to focus on their core competencies while extending their capabilities and capacities across the high-demand areas of mobile and web development, software testing and quality and business intelligence. Our Right Thinking™ model is a collaborative approach that utilizes tools and processes to ensure our work delivers direct, significant and lasting impact for your competitive advantage. We consider it the next generation in technology outsourcing.

SDLC Partners, Headquarters
2790 Mosside Boulevard
Suite 705
Monroeville, PA 15146

SDLC Partners, Solution Center
Three Gateway Center
401 Liberty Avenue, Suite 400
Pittsburgh, PA 15222



WWW.SDLCPARTNERS.COM