



You are invited as Counsel. Help shape our MID-MARKET ADVISORY COUNCIL

**We seek your expertise in our mission to recast
US mid market's business technology adoption**

A BLUEPRINT TO TRANSFORM MID-MARKET EDGE THROUGH TECHNOLOGY SERVICES

To this end, we have set up the Mid-Market Advisory Council! **An elite, by invitation forum comprising CXOs/Business Technology Leaders – Who bring first hand experience of assembling outsourcing/offshoring/global source-shore initiatives for mid-market enterprises.** These leaders will offer counsel, insights around its relevance, applicability & limitations in peer group interactions as well as specific advisory briefings. To broadly outline a charter for this Council,

1. Define, Outline Existing Needs & Challenges

Help set direction for Psiog Digital in the efforts to address and custom develop programs which address current, specific mid-market IT sourcing needs and challenges

2. Define, Develop Digital Transformation Offerings

Guide and Counsel Psiog Digital's ongoing efforts in designing and developing engagement approaches, workshop templates, competency development initiatives focused on supporting mid-market enterprise journey in digital transformation across customer experience and operational excellence streams

3. Expand Mid-Market Engagement Foot Print

Mentor specific engagement pursuits across mid-market sub segments to deliver our core offerings thru the offshore delivery model.

NEXT STEPS

1. Queries and clarifications
2. NDA, contracts review & execution
3. Counsel Onboard!

CONTEXT

Psiog Digital was set up in 2014 with a mission to bring global best practices in IT Services Outsourcing and Offshoring Programs, customized exclusively for North America's Mid-Market Landscape.

Historically, extensive leverage and broad impact of these best practices have been largely confined to the FORTUNE Enterprises, thanks to their needs around coping with dispersed scale, multi-regional focus and standardization of processes. Driving development of an 'eco-system' spanning competency build measures, synergistic product alliances, domain-centric solutions and business technology initiatives – Against the backdrop of predictable and long-term engagement channels with service providers

Having acquired an intimate understanding of how this ecosystem evolves when leading relationships with Fortune 100 organizations for Tier 1 IT Service Providers, the Founding Team of Psiog Digital subsequently ran into and worked with couple of segment leaders in North America's Mid-Market under fortuitous circumstances. These engagement experiences delivered invaluable learnings for both sides – With the Clients integrating offshore service model into their sourcing strategy (having failed previously) to successfully meet

cost optimization targets yet simultaneously deliver time to market imperatives. Our founding team developed a 'recipe' to 'customize' traditional best practices and make IT Services Outsourcing & Offshoring programs just as relevant and impactful for the discerning mid-market, as the case with FORTUNE class – Above All, rendering these programs viable at a much lower scale than traditionally possible!

We have since resolved to purposefully work with North America's vastly under-served mid-market segment (Firms with 100MUSD to 3BUSD in Revenues) in configuring and delivering these customized programs. Bringing along competency specialization in the areas of Marketing Technology, Online Commerce, Web/Mobile Analytics and Custom Application Development focused on Manufacturing, Specialty (& Online) Retail, Travel & Logistics, Healthcare and Hi-Tech vertical segments.

COUNSEL FOR COUNCIL

Translating resolve to results call for a set of initiatives that can sustain accelerated ecosystem development contextual to mid-market needs. Even as we strive to broaden the outreach process and offer pilot initiatives for first hand experience and assessments of the global delivery model