

Corporate Business Model



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Our Genesis

Star Knowledge Global Holdings is Joint Business Venture among **The Knowledge Compass, Inc.** of Florida, USA and **Starsoft-India** of Mysore, India



Established 1997: providing strategic and business consulting services to Fortune 500 organizations globally.



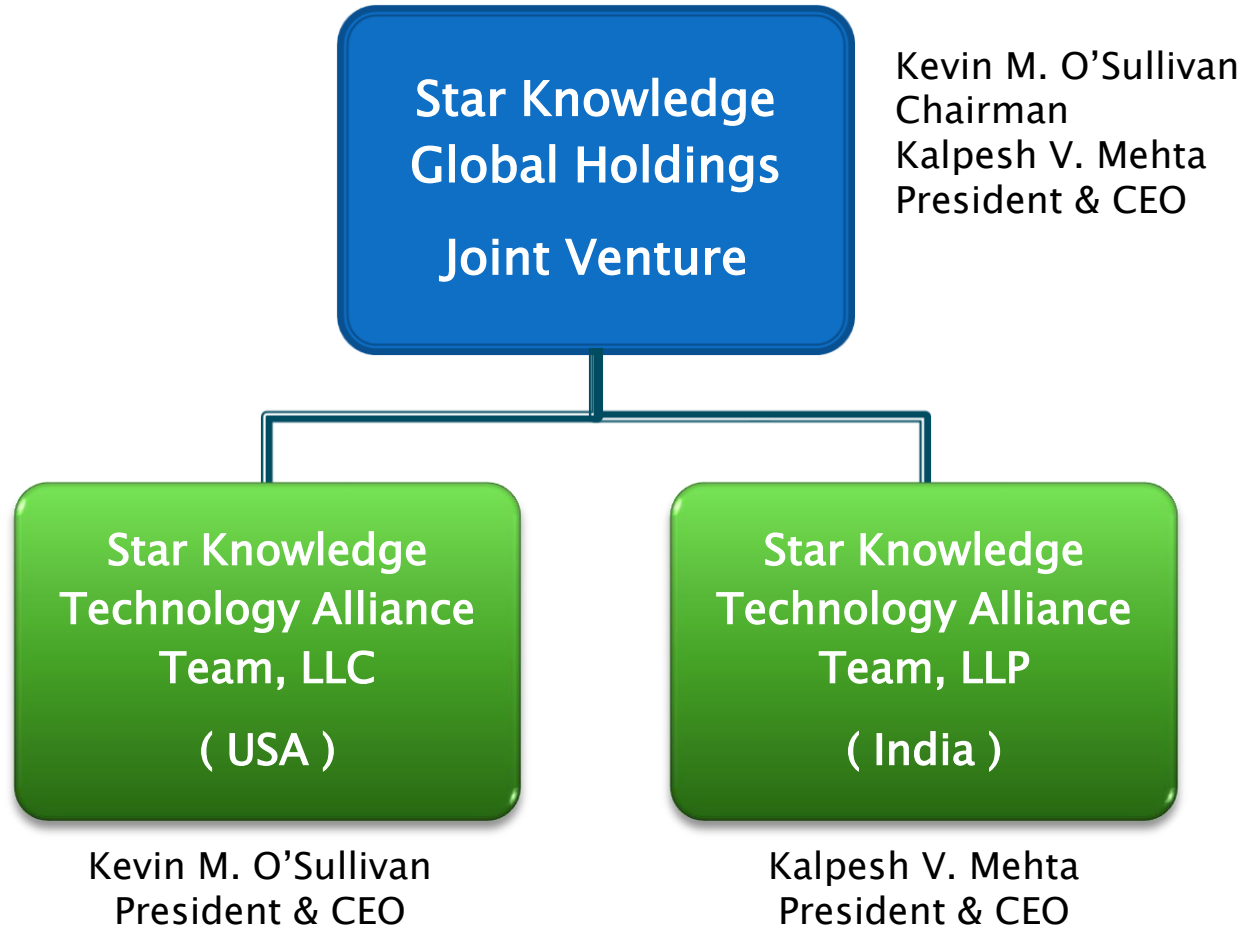
Established 2001: providing software services & solution to Indian and international customers.

Synergy

Strategic & Business Consulting
www.knowledgecompass.com

Software Services & Solutions
www.starsoft-india.com

Organization & Governance



Strategic Framework

▶ Vision

Star Knowledge's vision is to help small to medium software companies and industry consultants attain and maintain a competitive market advantage by developing and supporting leading-edge, creative and high-quality services and software solutions.

▶ Mission

Star Knowledge' mission is to establish a corporate infrastructure to provide high-quality and professional development and support of all leading software technical environments in a professional and best practices manner.

Star Knowledge Business Model – 1



Star Knowledge Business Model – 2

▶ Services

- Offer software and support services that support all leading technical environments

▶ Solutions

- Offer full feature and template software focused on creative and competitive business solutions

▶ Technical Resources

- Provide skilled and experienced technical resources to support Star Knowledge Services & Solutions

▶ Marketing

- Promote Star Knowledge Services & Solutions and Partners continually within e-based Marketplace

▶ Alliance Partners

- Sell Star Knowledge Services and Solutions to their customer base and,
- Support Star Knowledge Services & Solutions in targeted geographies

Star Knowledge Value Proposition

- ▶ Star-Knowledge's value is always on display in our corporate assets :
 - Recognized Microsoft Gold Partner & Intel Partner
 - Highly competitive price list
 - Best practice-centric project, quality and software development practices
 - Highly experienced, educated and accredited technical resources
 - Dedicated Project Governance Teams
 - Formal IP and Security Controls

Alliance Partner Program

- ▶ The Program goal is to develop high-value relationships with small to medium software providers and industry consultants to:
 - **Augment their software technical capabilities for current offerings**
 - **Expand their market, product, and service span with new services and solutions**
 - **Provide an additional sales channel to sell their existing services and solutions**
- ▶ Organizations can leverage the power and reach of the Program to enrich and / or develop new products that are right for their target audience.
- ▶ The Program creates economic incentives at a disproportionately higher rate than competitor offerings when Partners engage in focused value behaviors – demand creation and Partner enablement.

Centers of Excellence



Mysore, India

Global Software Development & Support Center

Customer Contact & Sales Center