



## COMPANY PROFILE

## Introduction

MetaOption was founded to achieve global IT services leadership in providing value-added high quality IT solutions to the clients in selected horizontal and vertical segments by combining technology skills, domain expertise and focus commitment to long-term client. MetaOption has outstanding competences and accumulated an impressive experience in highly reliable & critical application development, real-time industrial solution, data warehousing, system integration and business intelligence solutions.

MetaOption is offshore process consulting, application design, development, project management and implementation of application software and software Development Company. We offer a fully managed process through the software development and deployment lifecycle, including total Project Management. Our software development approach also looks at Business Application Integration and Business Intelligence in order to weave our solutions into the Business environment. Our team has the expertise, creativity and experience for turning your concepts and business needs into reality.

## Our Vision

Superior solutions require superior knowledge of industries, of issues, of business processes. It demands constant research and systematic presentation of insights gained through intensive experience. Among its products is something we call thought leadership, our expertise has been built through thought leadership that delivers great value to our clients.

## Overview



The jury is still out on whether technology has made companies more competitive. It has certainly given a number of company's parity with each other. Some have invested in technology and simply lost a lot of money. ROI is never easy to measure. Many technologies fail and the price of failure are difficult to assess.

When technology works, there seems to be no debate. Dell, on-line brokerages, eBay and others have shown what innovative technology initiatives can do – wonders, if one were to pick the one word.

The global technology sector has fueled tremendous growth and wealth creation around the world. In a relatively short time, technology players – from software and service providers, to consumer and enterprise, to wireless and telecommunications companies – have moved quickly across borders to establish leadership positions.

MetaOption has geared itself to address the needs of today's changing technology landscape - software and services, consumer technology, internet computing, wireless, networking and telecoms. As amongst the one of the growing technology solutions player in the world, MetaOption provides services to large, medium and small organizations globally.

The firm has multidisciplinary teams of technocrats, with industry expertise and knowledge in all facets of technology. This specialized knowledge is integrated with local market knowledge and expertise in consulting to provide end-to-end business relevant technology enabled solutions. MetaOption has powerful domain skills but its growth vector has an integral technology component in it. People come to us because we strive hard to make technology work. We are committed to innovation. With our clients, we are committed to Growing Together.

## J2EE

The move to open standards and distributed applications that Java 2 Enterprise Edition (J2EE) began and supports even today, is now well underway. In its wake follow many of other technologies. The most common reason for adopting J2EE is application component reuse, which significantly reduces development time and costs. Businesses can also achieve greater developer productivity and faster returns on their IT investment.

MetaOption provides software design and development services that leverages the services available from Java™ application servers and the J2EE™ framework, including Java Server Pages™, Java's Messaging Services and JDBC. The firm enables organizations to save development time and cost by leveraging the core capabilities of J2EE application services to build reusable components and frameworks that can be re-deployed in the development of many applications.

MetaOption helps to ensure the highest application quality and reduced development cycles by employing the best-in-class J2EE application framework in its development work, facilitating a consistent development approach, and promoting adherence to industry standards and best practices

### **Its technical expertise includes:**

- J2EE™ compliant architecture design
- EJB (entity, session, message)
- JSP, Servlets, Hibernate, Struts
- Security management
- Secure high volume transactions
- JMS
- Web services
- J2EE Design Patterns
- WDSL, UDDI, SOAP, Web XML, JCA
- SUN ONE, BEA WebLogic, IBM Web Sphere, and JBOSS
- B2B Integration (Web XML, EDIFACT & X12)
- ANT, JUnit, JAVA DOC

## Microsoft

Microsoft has been a leader in desktop and server technologies and is constantly innovating in new and improved product offerings. The Microsoft .NET platform is having a significant impact on the way applications are developed for the Internet. Employing open standards and Web service protocols, .NET greatly improves the interoperability of systems and eases communication across organizations and platforms. Companies can more easily leverage applications and data from customers, suppliers and partners, and to connect to business partners more efficiently and cost effectively.

By employing Microsoft architecture, businesses can better leverage the software assets they already have, and more rapidly add new software services and make them productive. These technologies can help companies streamline their applications, reducing complexity and the related costs of developing and maintaining software.

MetaOption provides development, implementation and maintenance support to Microsoft based application systems. MetaOption's development center is staffed with certified Microsoft professionals who have been providing cutting edge technology solutions to our customers globally.

MetaOption expertise in Microsoft technologies includes the following:

### Platforms:

- Microsoft Office SharePoint Portal Server
- Microsoft Dynamics CRM 3.0/4.0
- Active Directory
- Windows Server Technology
- BizTalk Orchestration Services
- SQL Server 2005, SQL Server Reporting Services
- SQL Server Analysis Services (SSAS), SQL Server Integration Services (SSIS)
- Pocket PC

### Languages:

- VB

- VB.NET
- ASP
- ASP.NET
- AJAX
- Web Forms
- Win Forms
- Web Services
- Web Server Controls
- C#, managed/unmanaged C++
- ADO.NET
- XML
- Reflection
- COM Interop
- Security
- .NET Windows Services
- WMI (Windows Management Interface) on .NET
- SQL Server .NET
- Mobile Internet Toolkit

#### **Applications:**

- Microsoft Dynamics CRM 3.0/4.0
- Microsoft Dynamics Great Plains
- Microsoft Office SharePoint Portal Server

#### **Client–Server**

As companies move to a genuinely global model, Information Technology plays a critical role to ensure that information and other technology assets are efficiently linked and available for quick access. This includes customer databases, product databases, and associated information systems.

The scope and scale of infrastructure required to support such global sharing of resources is growing at a rapid pace day after day posing major challenges to most organizations in managing and supporting their existing client/server systems. Thus an understanding of how to access, generate, apply and transfer data is required in order to continue to remain successful.

To support this need, MetaOption has put together a team of experts who have successfully helped large organizations create new client/server apps, as well as migrate existing client/server systems to new technologies from established players such as IBM, Microsoft, Sun, Oracle and BEA. MetaOption also provides maintenance and support for existing client/server applications.

### **Technologies:**

- Hardware
  - Sun
  - RS/6000
  - HP
  - Intel
- Operating Systems:
  - Unix
  - Windows/NT/2000
  - AIX
  - Linux
- Databases:
  - Oracle 7.x/8i/9i/10g
  - Sybase 12
  - DB2
  - UDB
  - SQL Server
  - MySQL
  - PostgreSQL
- Application Server:
  - Oracle 9iAS
  - OAS 4.x
  - Oracle 10g App Server
- Design Tools:

- Oracle Case Tools & Generator
- Designer/2000/6i
- Development Tools:
  - Oracle Developer Suite
  - Oracle Dev/2000 (Forms 4.x/5.0/6i Reports 2.x/3.x/6i/10g)
  - PL/SQL
  - Reports 6i/9i
  - Crystal Reports
  - Visual Studio .Net
  - Eclipse
  - Macromedia Dreamweaver, HomeSite+
  - Xcode (Macintosh)
- GUI Tools:
  - Visual Basic 5.x/6.x
  - Visual Basic.net
  - Power Builder
  - 4D and VC++
- Web Based Development:
  - ASP, ASP.Net
  - JSP, Servlets
  - ColdFusion MX

## Data Warehousing

Given the volume of data and information that global organizations have to analyze and decipher today, information organization and extraction remains a constant challenge. Data warehousing technologies with its collection of integrated, subject-oriented database(s) provide organizations with a strong Decision Support System function, where each unit of data is relevant to some moment in time.

MetaOption has expertise in a multitude of vertical and technical domains to deliver scalable, reliable, robust, secure and easy to maintain Business Intelligence and Data Warehousing applications.

The firm helps large organizations build and maintain their decision support systems.

### **Technologies:**

- Hardware:
  - Sun
  - RS/6000
  - HP
  - Intel
- Operating Systems:
  - Unix
  - Windows/NT
  - AIX
  - Linux
- Languages:
  - PL/SQL
- Databases:
  - Oracle 7.x/8/x/9i
  - Sybase
  - DB2/UDB
  - MySQL

- SQL Server
- PostGres
- Application Server:
  - Oracle 9iAS
  - OAS 4.x
  - Web Logic
  - IBM Web sphere
- Design Tools:
  - ER-Win and Designer/2000/6I
- Development Tools:
  - Informatica
  - COGNOS
  - SAS
  - Genio
  - Oracle Data Warehousing

## Methodology, Processes and Standards



MetaOption development methodology provides a structured, repeatable, predictable framework for delivering high quality software solutions to clients, while meeting their business needs through decreased technological risk and accelerated development schedules. Over the past experience MetaOption has developed a store of knowledge, best practices, and expertise gained through various development projects. Our standards-based methodology captures and



applies that knowledge to increase the long-term sustainability of the solutions we deliver. Our software development is based on flexible and adapted to working in small teams of up to 10 members. The methodology is focused on standards for:

**Project management**  
**Development methodology**  
**Quality Assurance**  
**Security**

The customer is a part of the project team, and will have access to all information related to the project, being able to fine-tune the process based on particular requirements. We believe that following a standard development process is a condition for the successfully completion of our projects.

### **Development Process**

- Requirements gathering
- Analysis
- Planning
- Module design
- Source code implementation
- Testing
- Deployment
- Customer acceptance
- Maintenance / support
- Training

## **Project Management**

With extended enterprises, companies cannot afford IT project failures, nor can they afford to implement a less than superior solution. As a project company, we are very aware of these dynamics. MetaOption has found that effective project management requires a balance between control and communication; therefore, we utilize a unique combination of technological and solid communications skills to establish strict management and visible processes. You'll know what we're doing. You'll be confident we'll get it done.



A-92C, 3<sup>rd</sup>& 4<sup>th</sup> FLOOR, TAIMOOR NAGAR, NEW FRIENDS COLONY,  
NEW DELHI – 110065; PH: +91-11-65189464  
EMAIL: [info@metaoption.com](mailto:info@metaoption.com); WEB SITE: [www.metaoption.com](http://www.metaoption.com)

---

Our proven, tested approach manages risk effectively by utilizing the following:

### **Best Practices**

MetaOption employs control procedures to manage escalation, risk, time/budget, scope change, scheduling, and estimation. Careful management of each of these is imperative to successful project completion.

### **Project Management Tools**

MetaOption uses a combination of off-the-shelf and proprietary tools to keep track of project progress and to keep the project on track. These tools include MetaOption's in house project management process methodology, and applications for time, cost, and issue tracking. This in turn provides consistent and timely project status reporting (financial and otherwise), assistance with issue tracking and project plan maintenance, and support. The administration services of MetaOption enables the Project Manager to focus their efforts on the essential "soft" skills of communication, issue resolution, negotiation, diplomacy, and project management while ensuring the "hard" skills, such as tracking, monitoring, and reporting, take place.

### **Communications Plans**

All this information is worth little until it has been communicated. That is why MetaOption develops a comprehensive communication plan for each and every project. This communication plan consists of a proprietary Vital Signs Report that gives our clients a snapshot of their projects' progress at any given time, project management reports such as issues logs, scope logs, and milestones reached, and finally status meetings. The Vital Signs Report is typically of the most interest to our clients because it answers the question "where are we?" in an easy to understand fashion. It is essentially a dashboard of information that provides quick and easy access to critical project information such as earned value, budgeted vs. actual, milestone "hit rate," open issues, and open change requests.

## Quality Assurance

**Quality** - "The totality of features and characteristics of a product or service that bears on its ability to satisfy given features" - (American Society for Quality, 1978)

We at MetaOption have very rigorous testing processes which are best available in industry which includes testing standards, documentation standards and coding standards.

### Testing Standards

- Unit tests - developers are responsible to write these tests
- Integration tests - the QA's team (or person) is responsible to write, run and communicate the results of the tests.
- Functional tests – explore the application key features and functions based on specification and system design.
- Scenario tests – specific series of actions that together detect a specific defect.
- Regression tests – retests for old functionalities which are possible to be influenced by new ones.
- Automated tests in all types of tests – tools involved in test automation are used to improve test quality and speed.
- Defect reports in a bug tracking database – each defect is described in the bug tracking database and the status of it is verified at periodic intervals.

#### **Documentation standards**

Requirements document  
Functional requirements  
Non-functional requirements  
Software Requirement Specifications

#### **Design documentation**

LLD document  
HLD document

#### **New and modified modules specification**

**Screens layout**  
**Report layout**

**Project schedule**

Daily Update Document  
Weekly Update Document

**User documents, as required**

Deployment instructions and release notes,  
System Administration manuals  
User reference and  
User guide manuals

**Internal technical documentation**

Source code comments,  
Project management notes and  
Schedules

**Coding Standards**

Specify the language in which the code is to be written and define any restrictions on use of language features. Then define legal language structures, style conventions, rules for data structures and interfaces, and internal code documentation.

## Delivery Model

### MetaOption Offshore Development Center (MODC)

For organizations to stay ahead in today's fast changing business scenario, time is the single biggest factor -Time to market, time to respond to customers, time to launch new products etc. MetaOption's Offshore Development Center (MODC) helps organizations gain time advantage at competitive costs by leveraging resources and expertise from anywhere in the world round the clock. Binary's ODC acts as an enabler for Global Workplace using methodologies and processes in an integrated manner to address customer's needs.

### Offerings

- Flexible Development Environment.

- Project Monitoring and Control.
- Methodology to ensure Robust Production Environment.
- Round the clock and Around the World Availability.
- Cost effectiveness.
- Quick Resource Mobilization of required skills and expertise levels.
- Security and confidentiality of client's proprietary through built in processes to ensure security and integrity of client's information and data.
- The development services are provided on Time and Material basis (dedicated resources) or on a Fixed Cost basis (Project basis). Customers can also opt between earmarking/having an exclusive facility for themselves and marshalling resources at a notice.

## Advantages

We at MetaOption, make the offshore development very cost-effective by choosing right processes, staff and facilities. We have a rich experience and invested heavily in all of these areas to ensure thorough quality exists at all levels.

The major benefits of offshore development for our clients are summarized below:

### Cost effectiveness

MetaOption has a cost effective offshore methodology that provides significant savings of approximately 30 to 45% (compared to on-site rates) through the utilization of software resources.

### Resource efficiency

Provision of highly skilled technical resources, only when needed and for the exact duration for which needed, from our large resource pool, makes this a very flexible and cost-efficient model to our clients.

### Confidentiality

We are committed to meet all confidentiality requirements of its clients.

### **Proximity**

MetaOption has a global presence; therefore, our clients are assured of a local interface.

### **24x7 Benefits**

Since we are located in India, the overseas clients can additionally exploit major time zone advantages - a virtual round-the-clock office concept.

### **Project Management**

We adopt industry best practice to manage both onsite and offshore development projects and resources. This allows us to support the substantial economic gains with quality.

### **Quality**

Our philosophy is one of total quality. We are continually investing in an infrastructure to support industry best practice in everything we deliver.

### **Technical talent**

India has a vast pool of technical talent, graduating over 80,000 qualified technical graduates per year, many of whom are certified in software programming for diverse languages and operating platforms.

### **Skill**

A wide variety of skills exist. Additionally Indian software professionals endeavor to be current on the latest languages and technologies.

### **Language**

English is the established business language in India.

### **Government Policies**

The Indian government has made the software outsourcing business financially attractive by offering an economical telecommunications infrastructure as well as a significantly large tax-break to firms executing software business in India.

### **MODC Infrastructure and Capabilities**

Our existing state-of-the-art software development facilities spanning over 2500 sq. ft. of covered area situated in New Delhi. In anticipation of future growth, we have plans to develop shortly, yet another facility having covered area of 16,000 sq. ft. to base over 150 professionals.

### High Speed Communication Links

- Dedicated 64 KBPS satellite links to internet.
- 64 KBPS ISDN dial-up lines.
- Option of a dedicated point to point communication link in 12 to 16 week's time between client's office anywhere in the world and our facilities, to have a virtual extension of client's overseas facility.

### Hardware

- Our ODC is equipped with latest Rack mounted Intel based Compaq Servers besides an IBM AS/400 and several high ends IBM, Compaq and HP make Intel servers.
- Facilities for Video Conferencing and tele conferencing.
- Active environment includes Windows 2000 Server /Advanced Server, NT, UNIX/ LINUX and NetWare with a TCP/IP based network of Pentium based nodes.  
We have provisions for installation of proprietary and additional hardware to meet specific customer needs.

### Software

#### Operating Systems:

Windows2000/Advanced Server, UNIX/LINUX, NT, Netware, OS/2, OS/400

#### Internet and Web Development:

Microsoft, Sun/Java, Oracle

#### RDBMS:

Oracle 8i, Sybase, MS SQL Server 2000, DB/400

**GUI Tools:**

Dev 2000, Visual Basic, Power Builder, VC++, MS Access

**Programming Languages:**

C, C++, COBOL, Assembly, PL/1

**Case/Design Tools:**

Designer 2000, Rational Rose

**RAD Tools:**

Delphi, C++ Builder, Visual FoxPro

**Group Ware:**

Lotus Domino Server and Lotus Notes Rel. 4.x/5

**Project Management:**

MetaOption PMS (mPMS), Microsoft Project, Microsoft Excel, SharePoint Portal Server

**Version Control Software:**

SVN (Subversion), Visual Source-Safe

**Bug Tracker Software:**

Internal PMS System (mPMS)

**Data Warehouse tools:**

Informatica, Ab-initio, Business Objects, SQL Server Integration Services

**Business Intelligence tools:**

Cognos, Business Objects, SQL Server Analysis Services

## On-site Software Development and Consultancy

Whether you are a consulting firm looking for a business partner, a client looking for eBusiness solutions or a company pursuing a web based application, or looking Intelligent Business (BI) solutions.

MetaOption offers services of their trained consultants at respective client locations for on-site software development and consultancy requirements of our valued clients. As new technologies emerge



Binary is dedicated to training its work force and recruiting people experienced in the cutting edge technologies. We presently offer on-site consultancy in the following areas:

**Internet and Web Development:**

Microsoft, Sun/Java, Oracle

**RDBMS:**

Oracle 8i, Sybase, MS SQL Server 2000, DB/400

**GUI Tools:**

Dev 2000, Visual Basic, Power Builder, VC++, MS Access

**Programming Languages:**

C, C++, COBOL, Assembly, PL/1

**Data Warehouse tools:**

Informatica, Ab-initio, B.O

**Business Intelligence tools:**

Cognos, B.O



A-92C, 3<sup>rd</sup>& 4<sup>th</sup> FLOOR, TAIMOOR NAGAR, NEW FRIENDS COLONY,  
NEW DELHI – 110065; PH: +91-11-65189464  
EMAIL: [info@metaoption.com](mailto:info@metaoption.com); WEB SITE: [www.metaoption.com](http://www.metaoption.com)

---