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## Overview



Our developers are leading service providers of network solutions and software development, and have been established in Shanghai since 1989. Our ongoing technical and business training programmes, client and industry research and investment in specialised network equipment and project design and implementation ensure that we stay at the forefront of the networking and software development industry.

### We can offer:

E-business systems, ASP/ERP/CRM systems, website solutions, network integration solutions, bespoke software development

### Our team are:

Microsoft Partners, Novell Partners, Oracle Certified Solution Partners working to WDP (Oracle Workforce Development Program), Sun Partners with a Java J2EE development centre, IBM partners, Cisco Partners

### We work regularly with these development tools:

- ▶ Operating systems: Unix, Linux, WIN NT
- ▶ Databases: Sybase, Oracle, SQL Server, DB2, MySQL e.t.c.
- ▶ Development languages: VC, C, C++, C#, ASP, JSP, PHP, Perl, Java, VBScript, JavaScript, EJB e.t.c
- ▶ Development Solutions: J2EE, .NET, CGI

### Price:

We can usually out-price UK competitors by up to **30%** on bespoke software and up to **40%** on e-commerce systems.

### Quality:

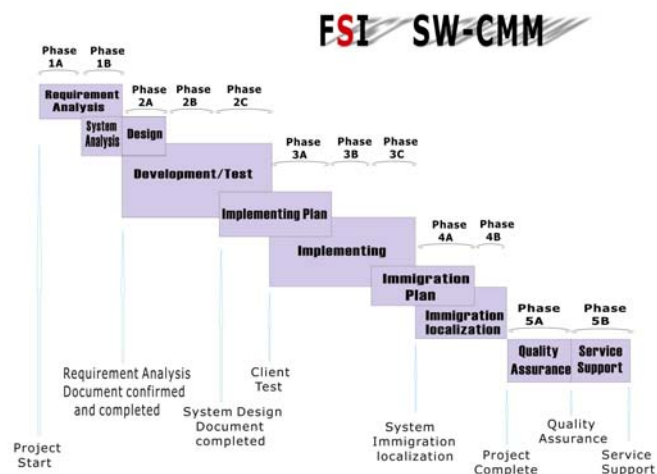
Our software engineers operate a peer review policy which means that they test and analyse one another's work before it is passed on to our second tier of quality control, which consists of localisation and further product testing in the UK. Full technical support, aftercare and upgrades are available on request.

### Case studies:

We have handled projects for European and Asian clients and built a reputation for solid, disciplined software outsourcing work that is delivered on time, and to budget (demo versions are available on request).

### Benefits of choosing FSI:

- ▶ Up to **30%** cheaper than our competitors.
- ▶ Quality assurance.
- ▶ Access to specialist skills and resources.
- ▶ Improved use of existing IT resources.
- ▶ More time to focus on core business activities.



FourSquare Innovations Software-Capability Mature Model



## Introduction



Our developers are leading service providers of network solutions and software development, and have been established in Shanghai since 1989. Our ongoing technical and business training programmes, client and industry research and investment in specialised network equipment and project design and implementation ensure that we stay at the forefront of the networking and software development industry.

Our teams consist of several senior software engineers with a proven history in software development and project design and implementation. All are qualified engineers with certifications from industry-leading vendors including; Microsoft, Oracle, IBM, Sun, Novell and Cisco. Our main development languages are Sun Java and Microsoft C#/.NET (we can, however, work in the development language of your choice). Access to previous projects is granted on request and sample code can usually be provided in the language of your choice. All current team members possess five years + industry experience in their fields.

The standard of our work is exemplary and we can usually out-price UK competitors by up to **30%** on bespoke software and up to **40%** on e-commerce systems. We can guarantee that you will be satisfied with our elite service, since our payment structure is indexed directly to the project life cycle. Therefore, you are invoiced at the completion of phases 2-5 once you have signed an agreement that the relevant specifications have been met to your satisfaction. This allows you to spread out the cost of the project, thereby minimising the impact upon your cash flow and the day-to-day running of your business.

### Identifying your needs

The first question that you should ask is, "why do I need a bespoke solution?", since it may be the case that your aspirations for developing and streamlining your business can be performed with technologies already present or with off-the-shelf software. We can help you identify whether this is the case and, if you are unsure, you should read Appendix I, "Systems Analysis Retrospect", which will outline for you some potential scenarios for harnessing dormant technological capabilities within your business.

### Benefits of Choosing FSI

- ▶ **Offshore developers bring a saving of up to 30% against equivalent products.**
- ▶ **Onshore experts facilitate seamless integration of your system.**
- ▶ **Multi-layered quality assurance.**
- ▶ **Access to specialist skills and resources.**
- ▶ **Improved use of existing IT resources.**
- ▶ **More time to focus on core business activity.**
- ▶ **Improved business flexibility.**



- ▶ Access to new IT technologies.
- ▶ Release of capital for investment elsewhere, particularly revenue-producing activities.
- ▶ Guarantee of an ethically sound product.

**FSI provides the following range of services:**

- ▶ client-server and n-tier architecture applications
- ▶ Windows, Linux and Unix applications
- ▶ cross-platform development
- ▶ internet application development
- ▶ database solutions
- ▶ we specialise in .NET and Java development on various platforms
- ▶ ASP, ERP, CRM systems
- ▶ network integration solutions



**We work regularly with the following development tools:**

- ▶ Operating systems: Unix, Linux, WIN NT
- ▶ Databases: SYBASE, Oracle, SQL Server, MySQL e.t.c.
- ▶ Development languages: VC, C, C#, ASP, JSP, PHP, Perl, Java, VBScript, JavaScript, EJB and more.
- ▶ Development Solutions: J2EE, .NET, CGI

**Our team are:**

- ▶ Microsoft Partners
- ▶ Novell Partners
- ▶ Oracle Certified Solution Partners working to WDP (Oracle Workforce Development Program)
- ▶ Sun Solution Gold Partners with a Java J2EE development centre
- ▶ IBM partners
- ▶ Cisco Solution Partners



### Technical Skills

<b>Programming Languages</b>	<b>Web Servers</b>	<b>Databases</b>
<ul style="list-style-type: none"> <li>- C, C++, C#</li> <li>- Java, JSP, Servlets</li> <li>- Delphi</li> <li>- Visual Basic, VB.NET, VBA</li> <li>- JavaScript, VBScript</li> <li>- PHP</li> <li>- ASP, ASP.Net</li> <li>- HTML, DHTML</li> <li>- XML, XSL, XHTML</li> <li>- SVG,RDF,RSS</li> <li>- Macromedia Flash, Action Script</li> <li>- Perl</li> <li>- BPEL</li> </ul>	<ul style="list-style-type: none"> <li>- BEA WebLogic</li> <li>- Oracle Application Server</li> <li>- Borland Enterprise Server</li> <li>- Jrun</li> <li>- Caucho Resin</li> <li>- J boss</li> <li>- Apache Tomcat</li> <li>- Microsoft Exchange 2000</li> <li>- Microsoft IIS</li> <li>- Microsoft Share Point Service</li> </ul>	<ul style="list-style-type: none"> <li>- Oracle</li> <li>- DB2</li> <li>- Sybase</li> <li>- MS SQL Sever</li> <li>- MS Access</li> <li>- MySQL</li> <li>- Interbase</li> <li>- Postgres</li> </ul>
<b>Platform</b>	<b>Open Source Projects</b>	<b>Technical Unit Testing</b>
<ul style="list-style-type: none"> <li>- Windows NT / 95 / 98 / 2000 / XP / 2003</li> <li>- FreeBSD</li> <li>- Linux [RedHat, Mandrake, Debian]</li> <li>- Solaris</li> <li>- Palm OS, Pocket PC</li> <li>- HP Unix</li> </ul>	<ul style="list-style-type: none"> <li>- ALL JARKATA projects (STRUTS, COCOON ... )</li> <li>- HIBERNATE</li> <li>- iBATIS</li> <li>- BATIK</li> <li>- PEAR</li> </ul>	<ul style="list-style-type: none"> <li>- XUnit</li> <li>- JUnit</li> <li>- VJUnit</li> <li>- NETUnit</li> <li>- PHPUnit</li> </ul>
<b>Software Engineering Tools</b>	<b>Version Control Tools</b>	<b>Programming Tools</b>
<ul style="list-style-type: none"> <li>- Microsoft Project</li> <li>- Microsoft SharePoint</li> <li>- SeverVisual SourceSafe</li> <li>- Rational SUITE Developer 2000</li> <li>- WIN CVS</li> </ul>	<ul style="list-style-type: none"> <li>- VSS</li> <li>- CVS</li> <li>- Rational Clear Case</li> </ul>	<ul style="list-style-type: none"> <li>- Borland J Builder</li> <li>- MS Visual Studio</li> <li>- Ant</li> <li>- Install Shield</li> </ul>
<b>Report tools</b>	<b>UML Tools</b>	<b>Testing Tools</b>
<ul style="list-style-type: none"> <li>- Crystal reports</li> <li>- JReport</li> <li>- Microsoft Reporting Service</li> </ul>	<ul style="list-style-type: none"> <li>- Together</li> <li>- Rational Rose</li> </ul>	<ul style="list-style-type: none"> <li>- Rational test suite</li> <li>- Test Director</li> </ul>



**Our project life-cycle is divided into five phases, comprising eight main stages:**

Phase 1

- ▶ **Evaluation** (specifications verified and quotation submitted following completion)
- ▶ **Initial requirement analysis**
- ▶ **Demo version** (free non-critical pilot projects are available subject to verification that they will take less than twenty man-hours)

Phase 2

- ▶ **Finalisation of requirement analysis** (specifications to be signed off upon completion followed by invoice for 15% of total sale price)

Phase 3

- ▶ **Modeling design** (specifications to be signed off upon completion followed by invoice for 20% of total sale price)

Phase 4

- ▶ **Coding** (specifications to be signed off upon completion followed by invoice for 30% of total sale price)

Phase 5

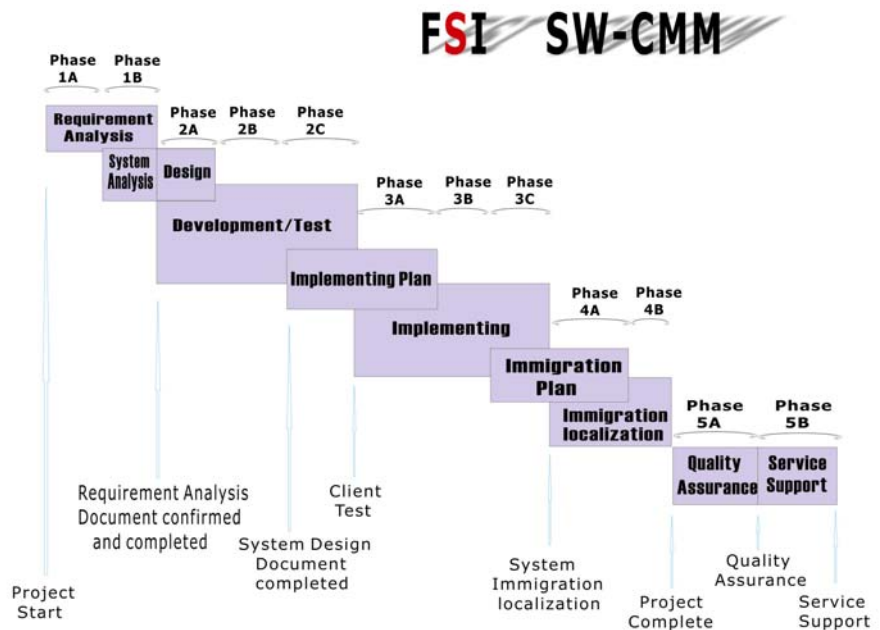
- ▶ **Testing** (specifications to be signed off upon completion followed by invoice for 25% of total sale price)
- ▶ **Quality assurance** (specifications to be signed off upon completion followed by invoice for 10% of total sale price)

Post-project

- ▶ **Service support**

Certain projects may require more phases or less than this. We tailor our procedures to the specific project and, most importantly, to your specifications. For more information please contact us or request a quote.

Full technical support, aftercare and upgrades are available on request.



FourSquare Innovations Software-Capability Mature Model



### Alternative fixed payment method

You can also opt for an alternative fixed payment method whereby you pay for time and materials. This model is suitable for companies who need quick access to resources and where requirements are not clearly defined. It is usually applied to large projects, specifications for which might change significantly during the development process. Here, you pay a weekly/monthly development fee which is agreed mutually prior to signing a contract, so that the cost is indexed directly to the time and resources required. With this model, we offer project scalability in terms of numbers of dedicated team members, equipment, infrastructure and other resources based on contingent project requirements.

Service contracts are compiled according to the specific model chosen. The contract secures the general terms and conditions, including those of confidentiality and transfer of intellectual property rights.

### Bespoke Documentation model

All processes are documented and evaluated as follows:

<b>Phase</b>	<b>Documentation</b>
<u>Startup</u>	Configuration repository application
	Project development plan
<u>Requirement</u>	System requirement specification
	Requirement traceability table
	Detailed project development plan
	Draft test cases
<u>Design</u>	Preliminary design document
	Detailed design document
<u>Development</u>	Completed requirement traceability table
	Weekly work reports
	Weekly work plan
	Daily work reports (as needed)
<u>Test</u>	Test plan document
	Manual test cases document
	Automated test cases document
	Load test cases document
	Test report
<u>Deployment</u>	Configuration document
	Deployment document
<u>Completion</u>	Project "lessons learnt" document



### Starting-up with us

The following is a brief, non-technical overview of the initial stages of working with us and pertains to stages 1-3 (i.e. Phase 1) of the project life-cycle model:

1. Contact us and tell us your requirements and expectations. If you don't have detailed specifications ready for the system you want, we can work with you to develop these so long as you have a clear idea about what you really need.
2. Once we receive this initial information, our analysts will approach you to learn as much as possible about your particular specifications.
3. When you are satisfied with the specifications we can, on request, submit to you the resumes of relevant employees with required skills and experience for evaluation.
4. For the protection of your intellectual property and any sensitive information which may be made available to us during the course of working with you, we are happy to sign a Non-Disclosure Agreement (NDA) in advance. Enhanced Disclosure can also be obtained where necessary.
5. Provided that this takes no more than twenty man hours, we will offer you a free non-critical pilot project.

### E-business systems



E-business systems are available for as little as £2,000. We offer secure payment facilities and shopping carts and work always to W3C guidelines for coding and accessibility ensuring that you reach closer to 100% of your prospects than many of your competitors who are doubtlessly either ignoring or merely paying lip service to these standards; according to the Disability Rights Commission, for instance, less than one third of web sites are presently accessible to the visually impaired. While we can offer stylish, attractive interfaces of exceptional quality (samples of our dedicated designer's work are available on request), we also ensure that our work is accessible in non-graphical media and that the other potential special requirements of your prospects are accommodated also.

We can provide you with:

- ▶ website design and development
- ▶ website content management
- ▶ portal solutions
- ▶ web enablement of legacy applications
- ▶ e-mail systems automation and custom-built e-mail applications
- ▶ website maintenance and enhancement
- ▶ corporate intranet systems for business processes and workflow automation



With one of our e-business systems you can:

- ▶ increase engagement with your customers
- ▶ dynamically manage relationships with your workforce and suppliers
- ▶ reduce the time it takes to bring you products and services into the marketplace
- ▶ Grab more of the market share cost-effectively
- ▶ Benefit from the security provided by authorisation and access control
- ▶ Enjoy a consistent, automatic, accurate and timely flow of information

#### **Working to specification, estimates and deadlines**

Our development teams work to specifications and deadlines with remarkable accuracy, above and beyond what can usually be expected of a vendor working exclusively from the UK (over sixty percent of software development projects in the UK presently exceed estimated costs and deadlines). The efficient and dedicated culture which underpins FSI's development program ensures that we will never join this majority. In order to achieve this end we promise that our estimates will be accurate, our development procedures transparent and our assessment of your needs thorough and complete. Our developers have been established for nearly fifteen years, and since we offer full aftercare and upgrade packages you know we will still be there for you to provide support, technical assistance and consultancy services in the future.

The first stage of our project life cycle is requirement analysis, based around your initial specification set. Once a full initial analysis is complete we will return to you for further requirements and modifications thereby finalising the development strategy and specifications. Following this stage we will assume that we have your full specifications confirmed and expect you to sign them off once you have accepted both these and our quotation for the work.

At the completion of each following stage of the project cycle you will also be asked to sign off for each relevant point of specification. Significant changes to specification, beyond completion of stage one will be charged at an additional premium rate, so please make sure that you are thorough and comprehensive when providing this. You will be invoiced for a percentage of total cost of the project following acceptance of phases 2-5 (see project life-cycle model), so please ensure that you are 100% satisfied before you return a completed specifications form.

Once the project is complete you will own the copyright so you don't need to worry about gaining approval before you make any modifications.

#### **Successful Delivery**

FSI is focused on ensuring that all projects meet your requirements and expectations. The following failsafe methodologies are in place to ensure your peace of mind:



#### Code Quality Assurance

FSI has a complete set of internal code review and functions walkthrough policies including co-worker reviews, peer reviews, cross walkthroughs, and group walkthroughs which ensure premium code quality at the point of delivery.

#### Schedule Assurance

Our running progress is made transparent to you, enabling you to monitor any deviations from schedule. Every week we release a project status report and a plan for the following week. This provides your project manager with a weekly control point for timetabling.

#### Budget Control

We recognise that our quotation process is critical to ensuring overall project success. Our weekly work reports will detail clearly how the project is tracking against the agreed budget. Any defect fixes during the 3 month warranty period are free of charge.

#### Confidentiality

All our clients' sensitive information and data remains strictly confidential. We use Active Directory to manage users' authorities so that sensitive data can only be viewed by the authorised personnel, and all the data versions are logged. We are happy to sign confidentiality agreements and Enhanced Disclosure can be obtained for key staff where necessary.

#### **Case Study**

Hisense CRM is the latest of our successful projects, done to time and to spec. It is built using C#, .NET, XML and Oracle. This set of systems has over 3000 end users daily across China and handles over 1000 burst/ subsequent connections. Other previous projects include, a web application solution for Jonson & Jonson Medical (China) Ltd. (C#, ASP.Net), a Virus Scanning Engine (VC), Global Booking (Java, J2EE, WEB SERVICE). For further information please see our Hisense case study booklet.

#### **Why China?**

China is the ideal offshore location for the hands-on developmental side of FSI's operations. The country is set to become the next global outsourcing hotspot for software development and establishing business relationships there is fast becoming a recognised means to do business efficiently and cost-effectively. The Chinese are renowned for their exemplary work ethic, professionalism and the pride they take in the quality of their work, not to mention that the government is now highly proactive in, and supportive of, growth and development in the Information Technology sector. Moreover, ethical concerns about working conditions are



gradually being addressed in many sectors in which bad practices have persisted for many years, and although skill shortages exist in many other sectors, this is not the case here. Hence, companies are becoming more comfortable with looking to China for their goods and services. By comparison, many companies have had bad experiences outsourcing software development projects to other countries where the IT sector has recently begun to expand and it has often been found that many providers focus exclusively on winning contracts on cost and have a “fast and dirty” approach to specifications and quality control. Hence companies outsourcing abroad purely driven by cost-cutting frequently encounter problems.

Outsourcing to ourselves is the perfect way to achieve highly competitive prices without taking such chances with the standard of your end-product. Furthermore, you have the benefit of an “on the ground” team of experts in England who handle localisation, add a second tier of quality control, and who can work with you to integrate new technologies and applications within your present business structure. This offshore and onsite approach to bespoke development and e-business solutions ensures that you get the best of both worlds when it comes to price, quality, support, consultation and aftercare.

This methodology also gives us a clear advantage over resellers who often act purely as brokers between UK clients and developers overseas, and who often function simply as intermediaries without the benefit of the technical expertise necessary to ensure that clear lines of communication and collaboration are maintained throughout. Outsourcing to an exclusively offshore provider or a reseller offering to introduce you to the same, moreover, poses real risks where the communicability of your requirements is concerned. Examining the marketing materials of even the best of our exclusively overseas competitors reveals flaws in the way their ideas translate from one language to another. This poses a real danger that your specifications might be misinterpreted or ineffectively conveyed and that the commenting of your source code will be less lucid than it should be, thereby hampering upgrades and maintenance when these needs arise. If your vendor has any input into your copy, confusion may also arise between the usage of British and American English, and this small discrepancy may have even larger implications since it is a good indicator that the copywriter is also unclear about the macro and micro demographics of your target audience.

### Why Leeds?



Leeds is the fastest growing UK city and the perfect location to develop our business. We have close ties with both Leeds University and Leeds Metropolitan University

and enjoy the benefits of being situated in the midst of the UK’s second largest financial and economic centre, which is also a major player in the UK IT industry.



The Universities provide us with a rich source of expertise and technical know-how in all aspects of our business which, for instance, has been especially beneficial to our approach to ethical computing. Our close affiliation with these institutions also allows us the opportunity to fulfill many of our academic interests. Chris Boswell, for instance, is presenting a paper on 'Electronic Publication, Usability, Accessibility and the Law' at the Annual RSA conference held in Cambridge, 7-9th April 2005. Leeds is also a great place to live and work, with a vibrant city centre and many of the facilities enjoyed by London as well as beautiful rural outskirts and historical outer suburbs. We are also situated conveniently in the centre of the UK with excellent transport facilities to the rest of the country and beyond available to us.

### Quality assurance

Our software engineers operate a peer review policy which means that they test and analyse one another's work before it is passed on to our second tier of quality control, which consists of localisation and further product testing in the UK. Dr Chris Boswell (senior partner) handles localisation himself. He has a PhD in English Literature and will work to ensure exceedingly seamless demographic integration for your end-users. Xuhua Ji, our technical manager, provides on the ground support in the UK at each stage of the development cycle, and maintains point-to-point contact with our offshore developers. Ji is reading for a PhD in network security at Leeds Metropolitan University and has exceptional industry credentials.

### Ethical computing

Unlike many of our competitors it is now our company policy to meet industry standards and accessibility guidelines for all our projects and to exceed legal requirements, as outlined in the October 2004 revisions to the 1995 Disability Discrimination Act, by working exactly to W3C standards. Unlike the intranet and internet applications used by many of your competitors, you will be able to successfully validate your product's source code against the W3C's guidelines for HTML/XHTML and CSS where applicable. We also adhere closely to the W3C's guidelines for accessibility. This means that; for intranet packages you will meet with industry guidelines and, for web applications, you will reach closer to 100% of your target prospects than otherwise possible, because your package will be compatible with current assistive technologies. Working in this way also has some benefits for search engine optimisation and web marketing, and will help enhance your performance in the area of equal opportunities employment.

We appreciate your time in reviewing the information provided here and we look forward to working with you in the future.

*Xuhua Ji and Chris Boswell .*



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Windows98, Windows2000, Windows2003 are registered trademarks of Microsoft Corporation, in the United States and other countries.



## Appendix I: FSI Systems Analysis Retrospect

This service allows you to streamline the efficiency of your workplace procedures. Your network has already been designed and implemented and your hardware and software chosen and installed. Are you getting the most out of them and are your procedures working to their full potential? The chances are that, if many of your daily working tasks are performed manually, you have a dormant technological capacity to significantly enhance your productivity by automating these tasks and that this potential can be harnessed with our help.

Two quite common examples here are:

1. Tasks which involve manually printing, photocopying and then scanning information into databases rather than importing it directly. Such flows of data from source to destination represent an unnecessary cost for any organisation and poor use of your staff's time - in even a medium-sized company this might mean a potential wastage of at least £40-50,000 p/a.
2. Tasks which involve manually extracting information from databases to produce reports and statistics, when these processes can be automated using existing systems and technologies.

Where such practices relate directly to the main revenue raising activities of a company, as is often the case in the financial sector, huge savings can be made with minimal intervention in existing working methodologies and negligible additional staff training. We can offer an appraisal of the efficiency of your procedures, help you to bring them into harmony with the technologies already in place and provide supplementary solutions where necessary. We can even work in partnership with your financial director or accountant here to bring a pragmatic approach to company procedures which will save your company money and streamline your productivity.

[www.foursquareinnovations.co.uk](http://www.foursquareinnovations.co.uk)



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