

nrit
Intelligent Solutions for Enterprises

Telecom **B**usiness **I**ntelligence **S**ystem



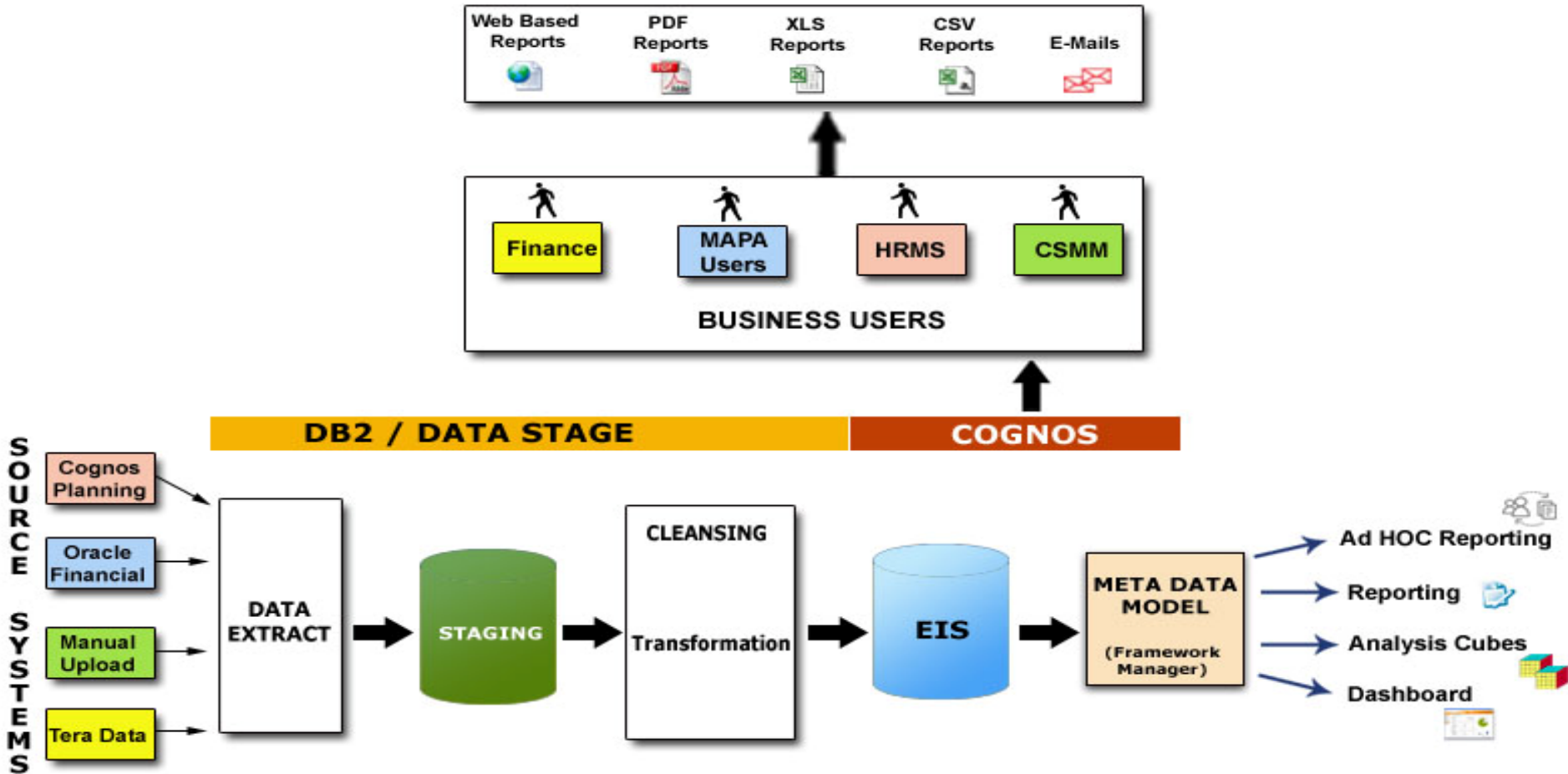
Overview

- Established in 1998, NRIT is one of the fastest growing Business Intelligence company, which has been delivering high-end BI solutions to several companies in US, Europe & Asia Pacific. It is our mandate to provide top quality solution and services that deliver value and enhance our customer's ability to achieve better corporate performance management and competitive advantage.
- NRIT provides Business Intelligence and Data Warehousing solutions to premier middle market companies and specialized, targeted solutions to the Fortune 500 companies. **NRIT has a state of the art office and Development Center in New Jersey, USA.**
- NRIT offers Business Intelligence and Data Warehousing solutions through its onsite and offshore model to customers across the globe. We work in blended team models hence providing customer best of both world's i.e. cost effectiveness along with a robust and scalable architecture.
- NRIT's BI solutions have helped companies realize a very high ROI and have received repeat business from its customer's thereby proving the high commitment, domain and technical knowledge of its people. NRIT stands for professionalism, responsibility, and commitment in all aspects of our interaction with clients.

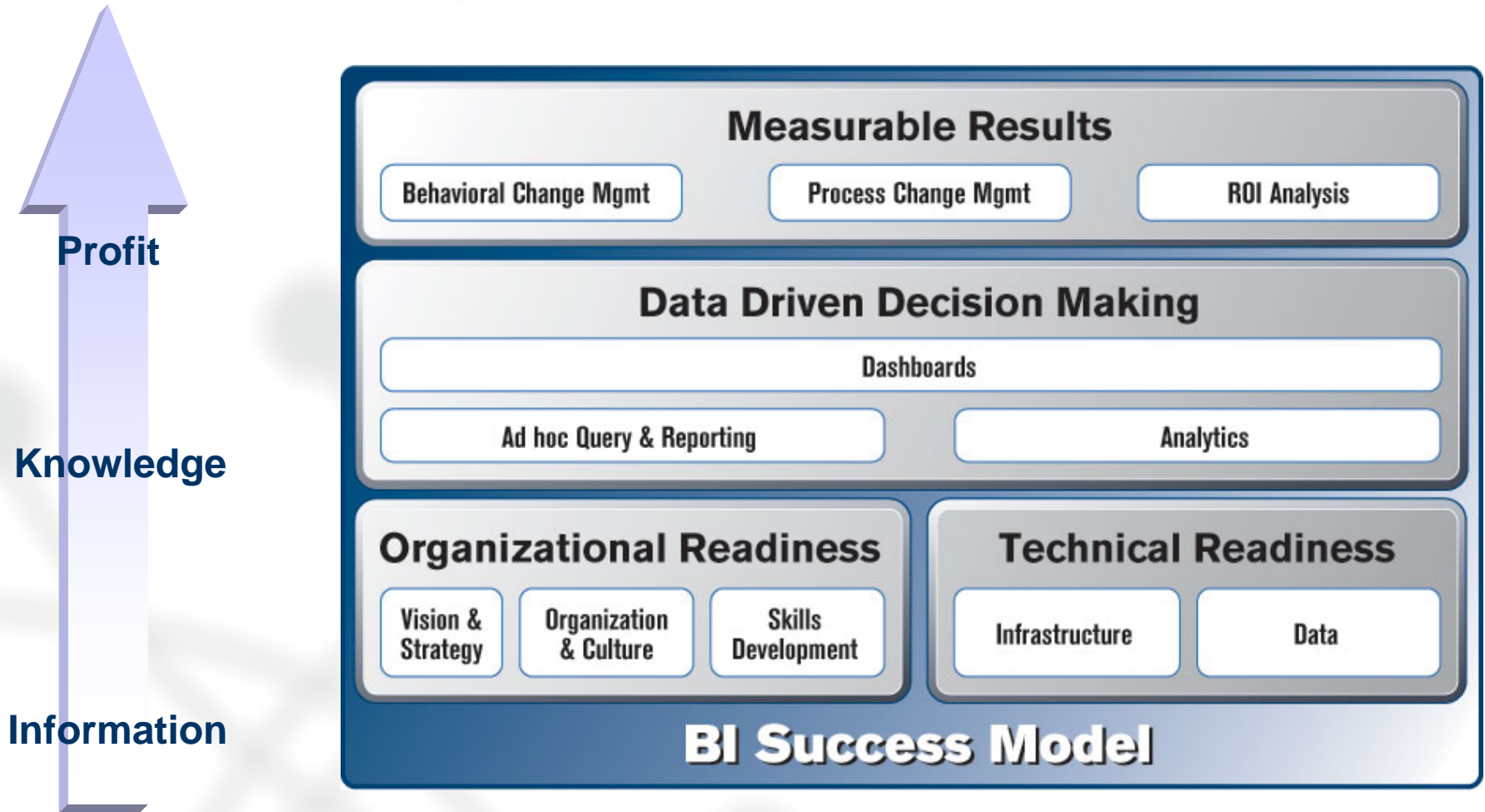
Capabilities, Expertise & Quality

- NRIT is one of the fastest growing BI consulting companies in USA. With a design and development center in New Jersey, NRIT has demonstrated industry experience in a number of industries such as:
 - Healthcare
 - Banking
 - Logistical
 - Systems Research
 - Insurance
 - Telecom
 - Financial
 - Automotive
 - Market Research
 - Government
- NRIT is committed to adhering to well-established international standards (ISO 9001:2000 and SEI/CMM) and processes in all its delivered information system solutions. The processes and methodologies used by NRIT in any one particular client project can be easily extended to other projects / activities for that client. Thus outsourcing to NRIT can be a channel to seamlessly integrate well-tested processes and methodologies into any client's business processes as required.

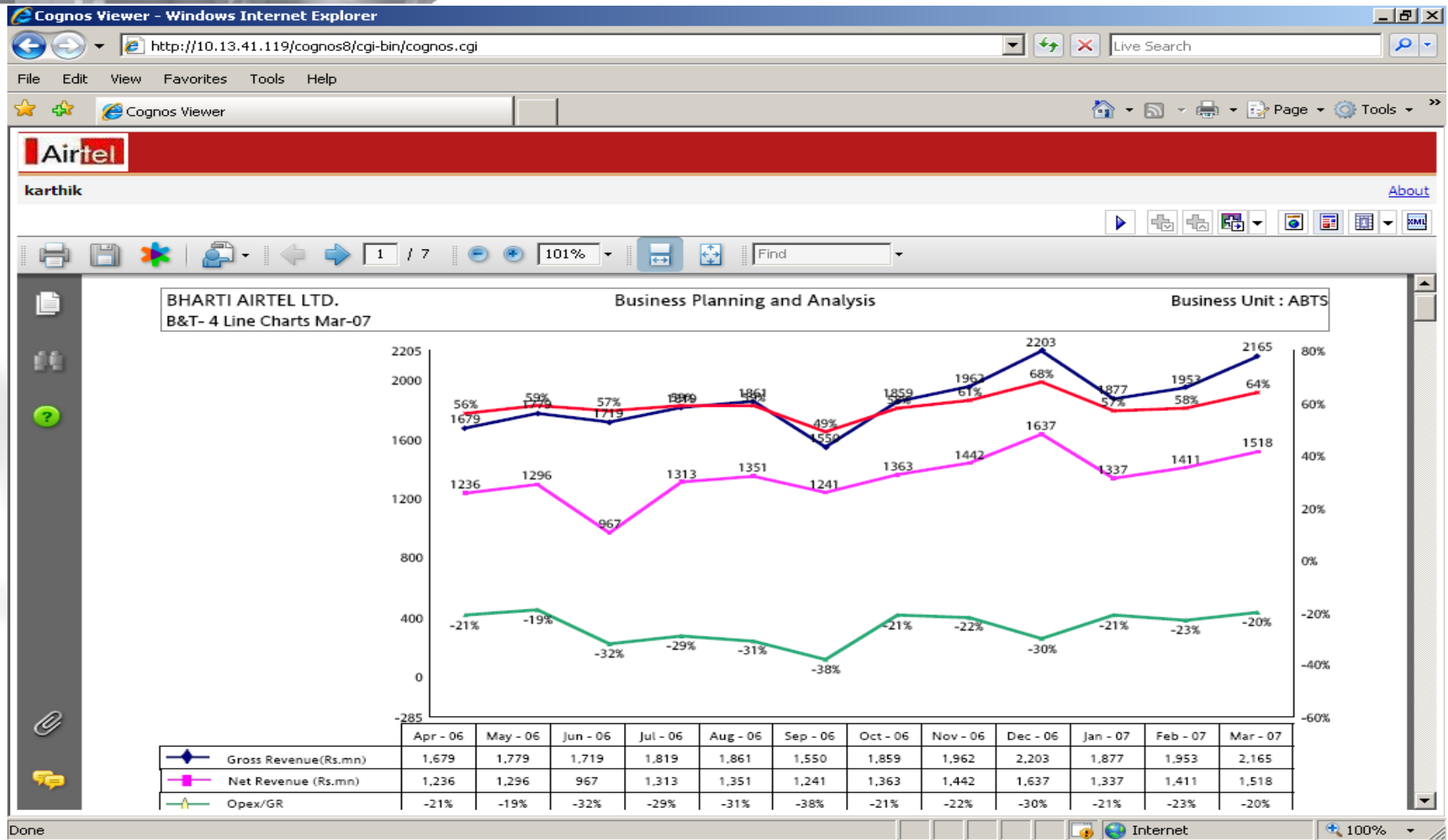
Typical BI Architecture



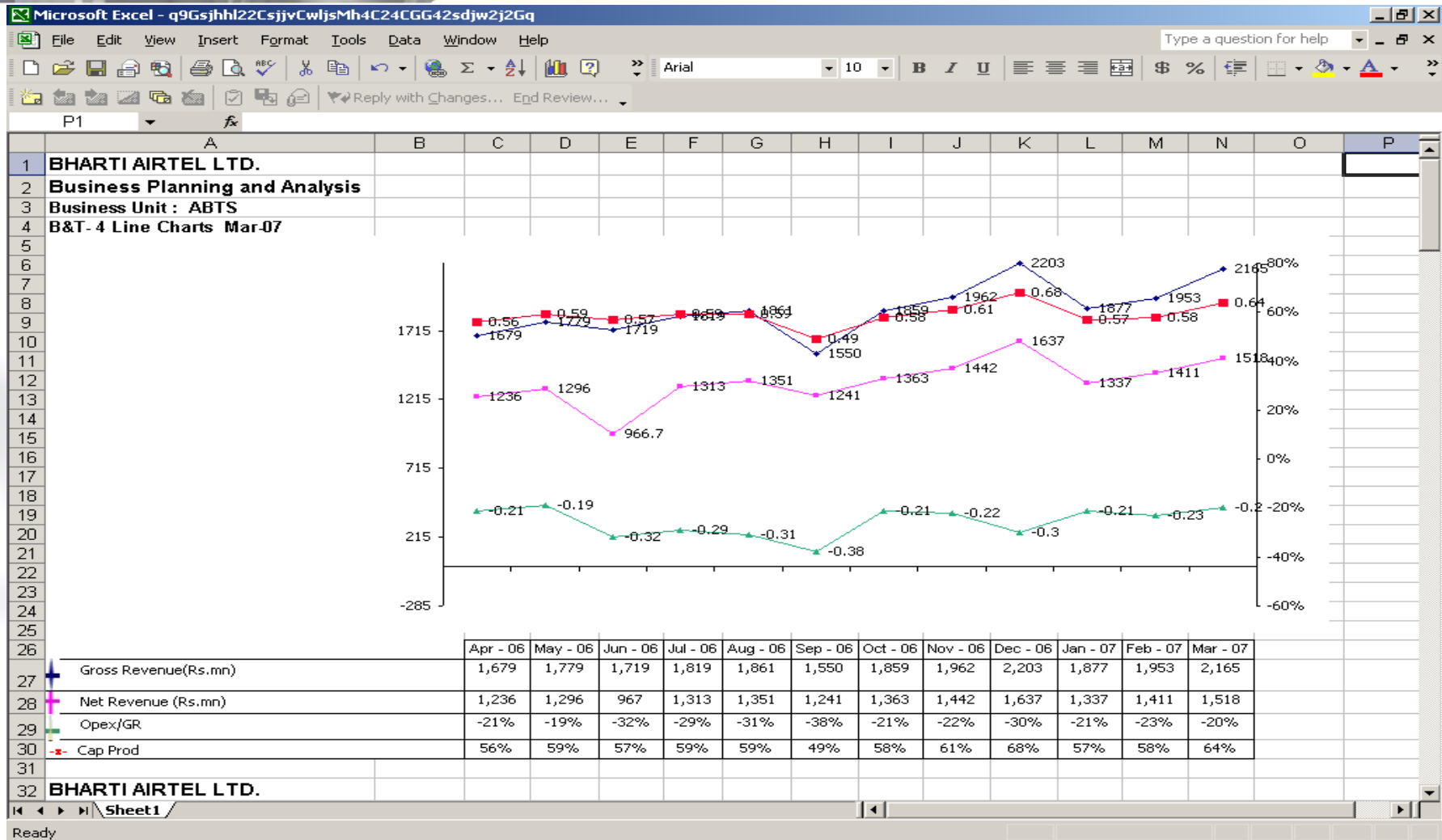
The BI Success Model



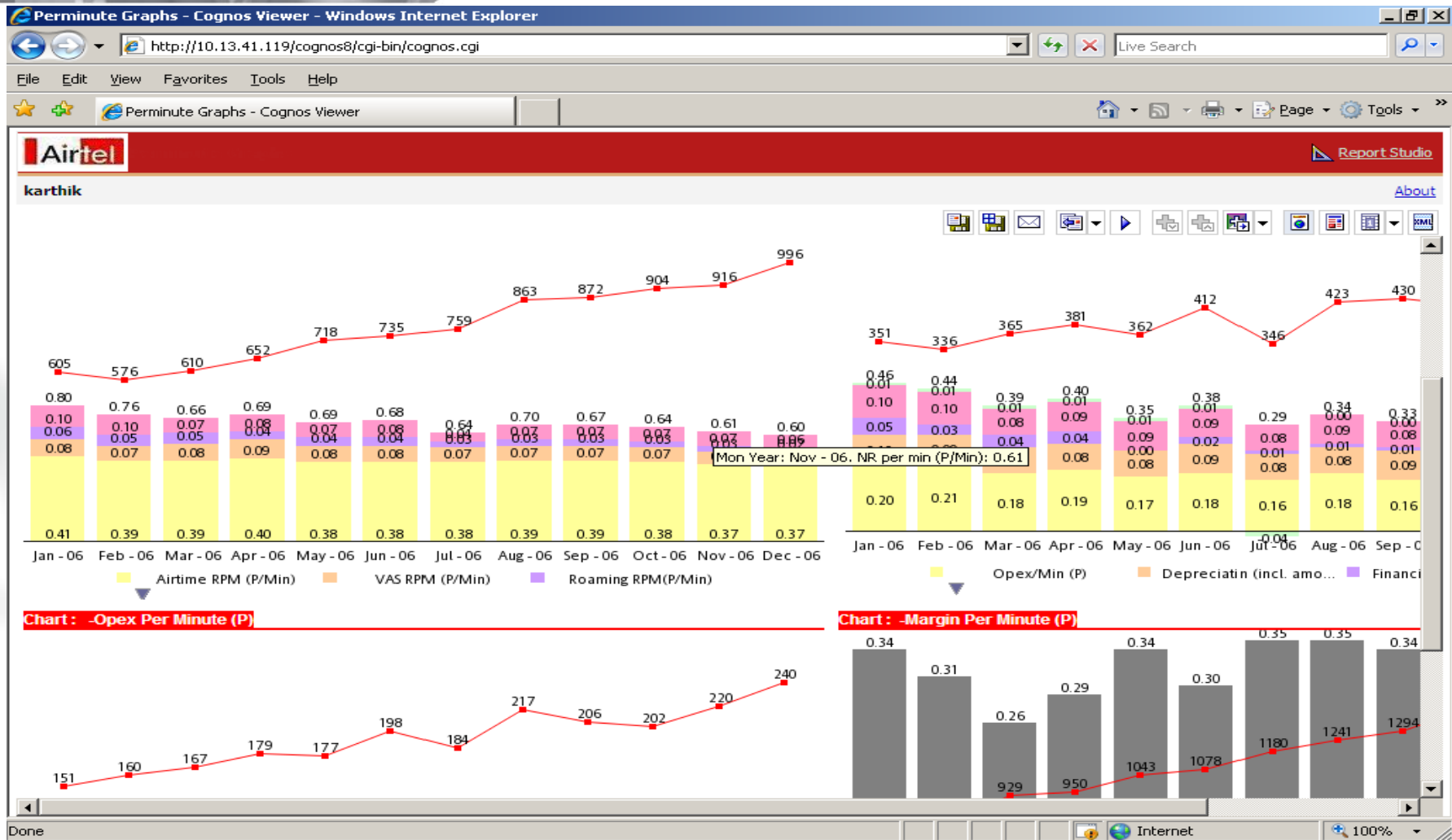
Revenue Performance (PDF) - Airtel



Revenue Performance (Excel) - Airtel



Perminute Indicator (HTML) - Airtel



Performance Tracker (HTML) - Airtel

Cognos Viewer - Windows Internet Explorer

http://10.13.41.119/cognos8/cgi-bin/cognos.cgi

File Edit View Favorites Tools Help

Cognos Viewer

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BHARTI AIRTEL LIMITED Business Planning and Analysis Mobile - Marcl

Snap Shot Composite Gross Revenue Capex Productivity Opex Productivity Incremental RMS Excel View PDF View

Ranking - Gross Revenue by Circle Segments

Circle	Average OND 2007 (a)	Average JFM 2007 (b)	Gross Revenue (c)	% Gross Revenue (d)=(b)/(a)-1	NPI (e)=(d)*(c)	Rank
Metros						
Chennai	543	570	27	4.9%	1.3	17
Delhi	1641	1786	145	8.8%	12.8	7
Kolkata	370	420	50	13.5%	6.8	11
Mumbai	925	990	66	7.1%	4.7	14
Leaders						
Andhra Pradesh	1189	1387	198	16.6%	32.9	1
Himachal Pradesh	200	194	(6)	-3.0%	(0.2)	20
Karnataka	1595	1794	199	12.5%	24.8	3
Punjab	955	986	31	3.3%	1.0	18
Challengers						
Gujarat	369	417	48	13.1%	6.3	12
Haryana	226	231	5	2.0%	0.1	19
Kerala	296	336	41	13.7%	5.6	13
Maharashtra	787	900	113	14.4%	16.2	5
Tamilnadu	593	665	72	12.1%	8.6	10
UP West	304	340	35	11.6%	4.1	15
New Comers						
Assam	0	0	0	0.0%	0.0	21
Bihar	335	398	63	18.9%	11.9	9
Jammu & Kashmir	225	245	21	9.2%	1.9	16
North East	73	103	30	41.8%	12.7	8
Orissa	258	316	58	22.7%	13.3	6
UP East	409	525	115	28.2%	32.5	2
West Bengal	192	256	65	33.7%	21.8	4

Gross Revenue Trends

Circle	January 2007	February 2007	March 2007	Performance vs February 2007
Metros				
Chennai	18	18	17	
Delhi	12	12	7	
Kolkata	10	10	11	
Mumbai	9	9	14	
Leaders				
Andhra Pradesh	3	2	1	
Himachal Pradesh	19	19	20	
Karnataka	4	5	3	
Punjab	15	16	18	
Challengers				
Gujarat	1	1	12	
Haryana	16	17	19	
Kerala	17	14	13	
Maharashtra	2	4	5	
Tamilnadu	13	11	10	
UP West	11	13	15	
New Comers				
Assam	21	21	21	
Bihar	20	20	9	
Jammu & Kashmir	14	15	16	
North East	6	7	8	
Orissa	8	8	6	
UP East	7	3	2	
West Bengal	5	6	4	

Done Internet 100%

Partners



Some of our Clients

headstrong



John Hancock



Airtel



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