

# APTSOURCE – KEY STRATEGIES



**INNOVATION**

## \* Engineering innovation to enhance productivity and reduce cost

- We promote innovation to enhance productivity as the only feasible way to reduce cost - without compromising quality of resource or deliverables
- We utilize innovation to bring better value to all stakeholders. It is precisely and deliberately engineered to bring predictability & precision in our deliverables and to optimize effort and cost



**Reliability**

## \* Reuse of assets including extension of Open Sources

- With the huge reserve of software already in existence, Aptsource follows a *green* strategy to *renovate, redeploy and reuse* existing software assets as much as possible
- In its drive for software reuse and with a conscious effort never to rediscover wheels, Aptsource has also embraced the Opensource software initiative and builds business solutions by extending leading open source products



**Transparency**

## \* Partner Network for quick ramp up of Delivery capacity

- Aptsource has invested in building an ecosystem of partners with both supplementary and complementary technology which enables us to scale up capacity on demand.
- This optimizes utilization and reduces 'bench cost' and thereby allows us to pass on the benefits to our customers



**Productivity**

## \* Engagements led by SMEs

- Since we try to solve business problems or improve business processes, it is imperative that engagements are led by experts in the domain who become effective bridges between the business and technology.
- Our subject matter experts healthcare, insurance, or manufacturing are always at the forefront of all engagements, communicating clearly with the users and the developers and ensure that nothing important falls through the cracks.