



Product Oriented Delivery (POD) Setup Approach

Who We Are?



A trusted global technology partner delivering next-gen digital services, solutions, and consulting service.



1000+
Technology Professionals

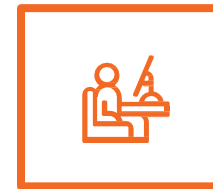
170+
Global Brands
Customers Base

33%
Of our Customers are
Fortune 500 Companies

500+
Digital Transformation
Engagements



GLOBAL FOOTPRINT



INDUSTRIES WE SERVE

Hi-tech
Manufacturing
Healthcare/Life Sciences
Education
Aviation

Energy/Utilities
Automobile
Banking/Finance
Real Estate
Non-profit

What We Do?

TECHNOLOGY SERVICES

- ✓ Digital Transformation
- ✓ Integration Services
- ✓ Salesforce Services & Solutions
- ✓ Oracle Services & Solutions
- ✓ Software Engineering
- ✓ Utilities & Energy
- ✓ Data Analytics
- ✓ Hardware Engineering Services
- ✓ Program Management Services
- ✓ AI/ML & DevSecOps
- ✓ Electrical Engineering
- ✓ IT Business Services

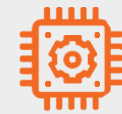
WE EMPOWER GLOBAL CUSTOMERS WITH BUSINESS
OUTCOME-DRIVEN DIGITAL CAPABILITIES



**>80% Speed-to-Market &
<TCO by 30%**
With Pre-built Solutions
Accelerators



9.5/10 CSAT
Customer Satisfaction
Rating



10 Years
Successful Technology
Delivery

Expertise We Deliver

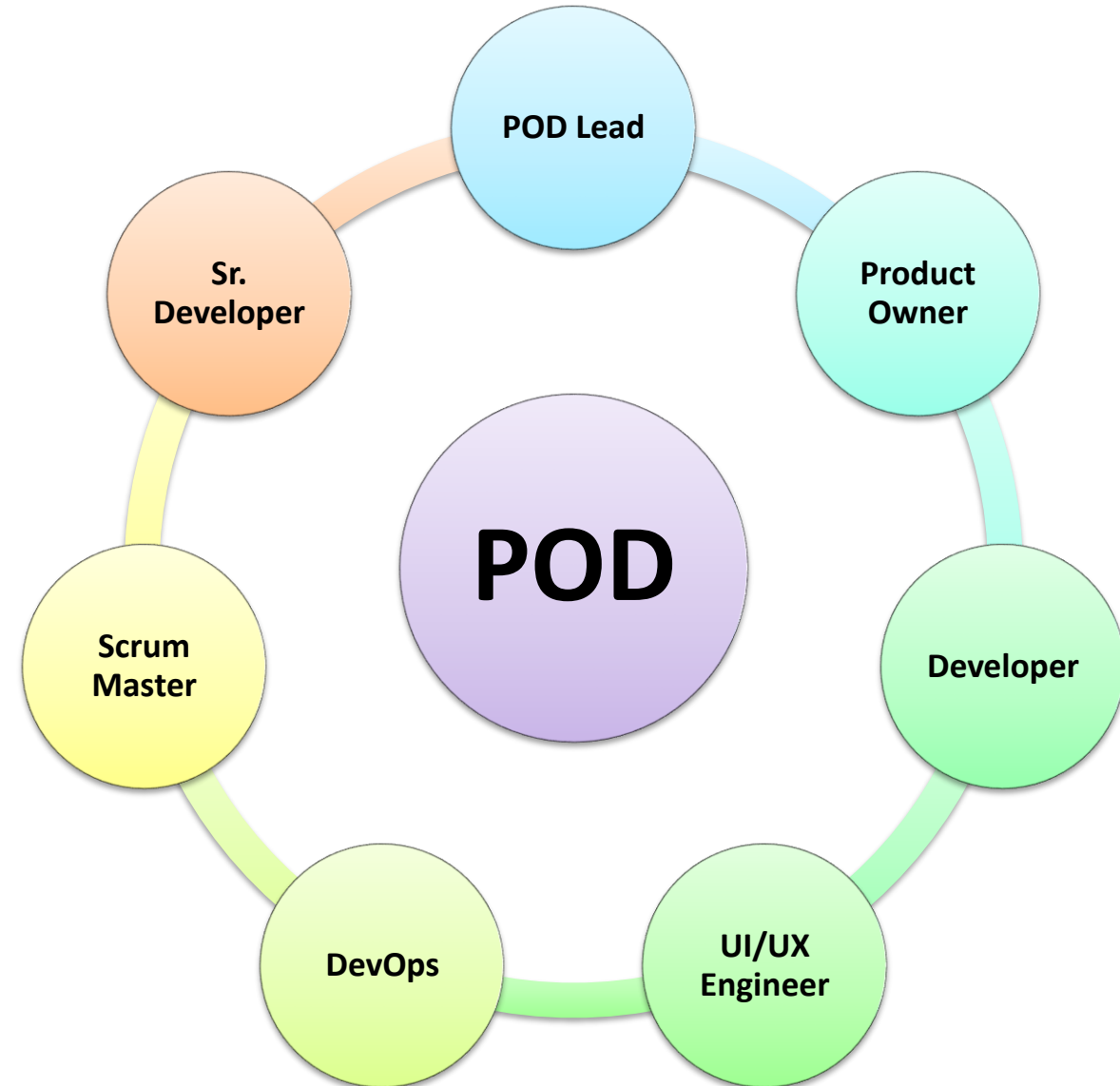
	Technology Services
Platform Solutions	     
Integration Solutions	     
Web / Mobile Applications	     
Cloud Solutions / AI-Enabled Services	   
Data Analytics / Business Intelligence / AI-Enabled BI	     

POD Setup & Approach

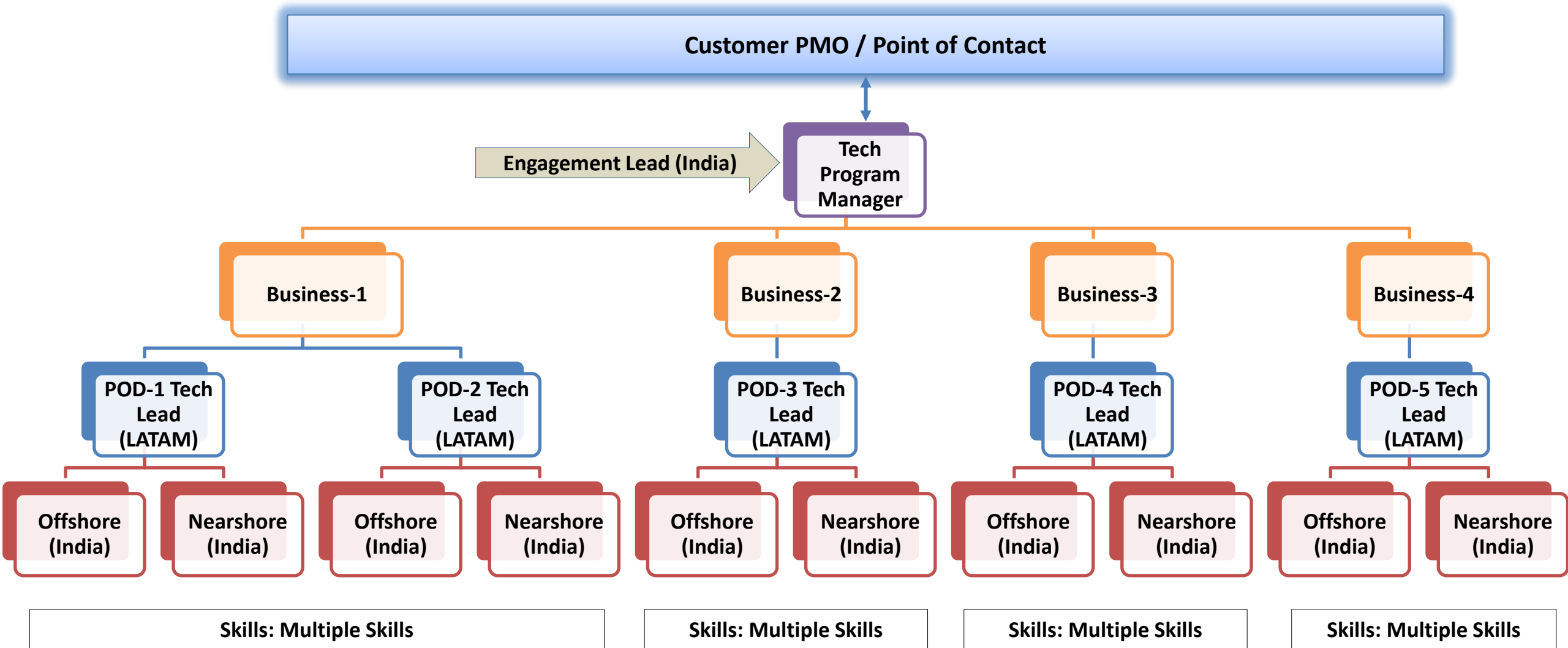
- “Product Oriented Delivery” (POD) refers to a cross-functional team of business and technology professionals who work as a single coordinated team to handle all aspects of development and maintenance.
- An Agile POD team can have three to ten members with a variety of skills, for any workstream that follows primarily scrum methodology or any methodology that suits customer needs.
- Build and Operate any number of PODs as per customer requirements in a shorter span of time.
- Flexible POD team structure, 4 models considered as per customer needs.
 - Offshore only
 - Nearshore only
 - Onshore only
 - Hybrid Model (combination of above)
- The POD team will work alongside customer teams across global with an agreed-upon overlapping working hours between CriticalRiver and Customer teams.

POD Setup Snapshot

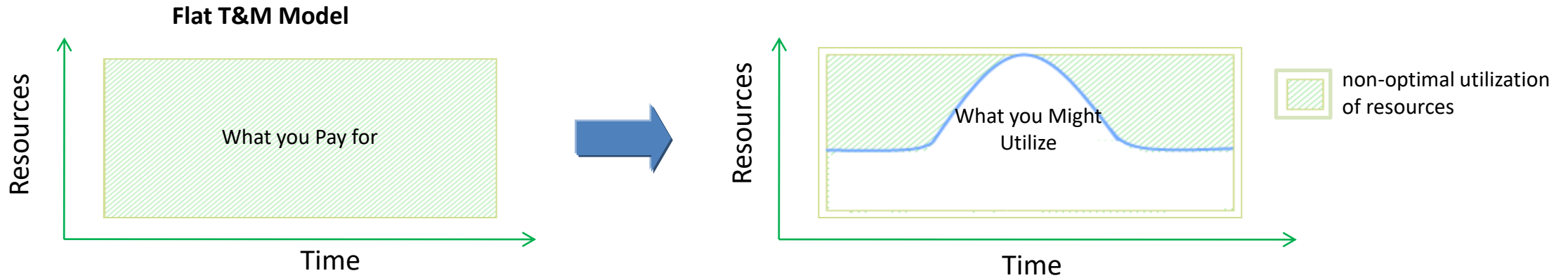
- The POD team co-exists with specialists with different skills and can have different hierarchy.
- Members are grouped by their functionality team members, which consists of:
 - **Core Team:** these team members are fully committed to working for a specific POD.
 - **Part-time specialists:** these team members are available as a part-time resource to help different PODs with their specialized project needs, like UI/UX Designer etc.,
 - **POD Leader:** will prioritize work with the business management team, clarify requirements, and periodically replenish the backlog for upcoming projects.



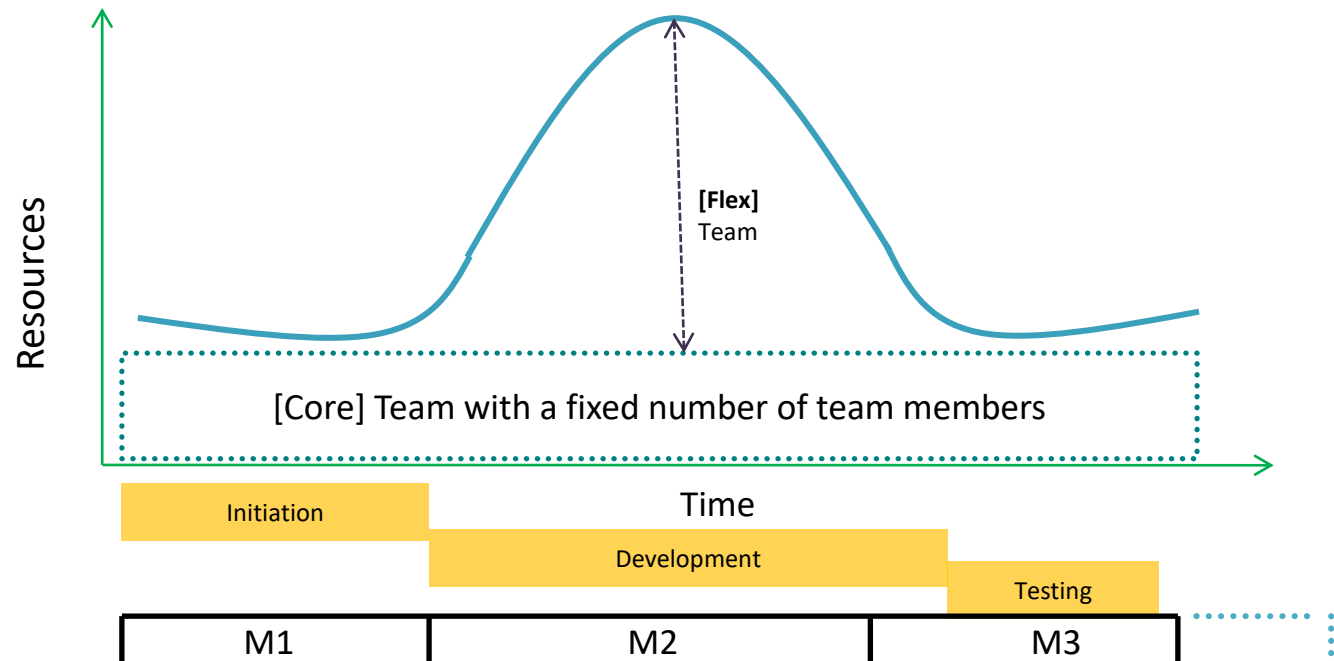
Delivery Model Snapshot – Hybrid *(One of the Models)*



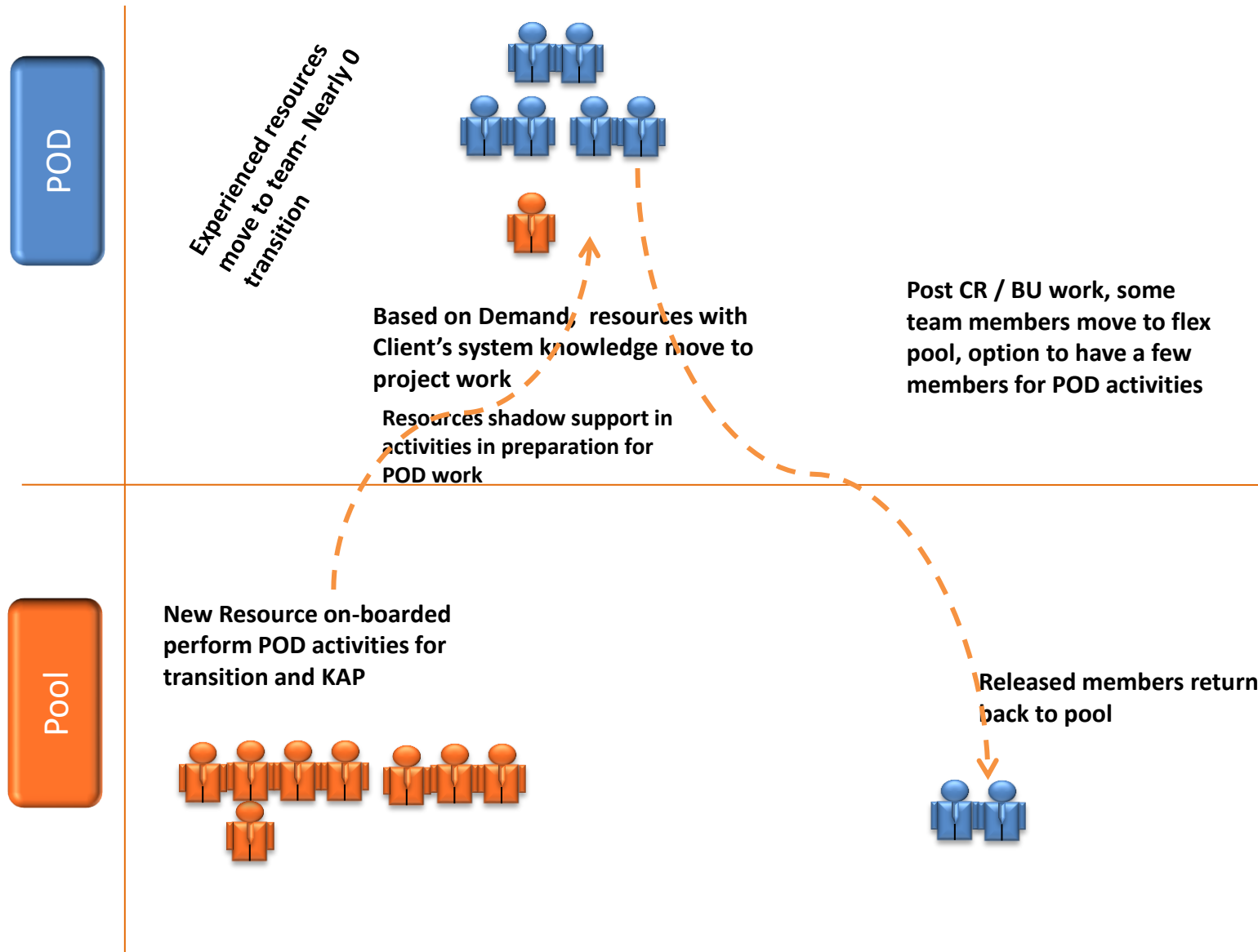
Core-Flex Model Overview



- ✓ CriticalRiver **[Core + Flex]** Model – to provide optimum resource utilization and cost
- ✓ The **[Flex]** bulge will depend on the project work considered by the customer for each iteration/release.



POD Setup – Resource Utilization @ its Summit



- ### Highlights
- Near Zero transition cost – since team members are experienced with customer environment leveraged
 - Capacity and demand planning in place as per Flex processes
 - Nearly Zero transition
 - Upfront planning required

POD Setup - Benefits for Customer



Cost

- Core flex model



Resource Management

- Retention of key team members and knowledge
- Ability to expand the team quickly as the business grows
- Flexibility in location preference
- Option to interview team members



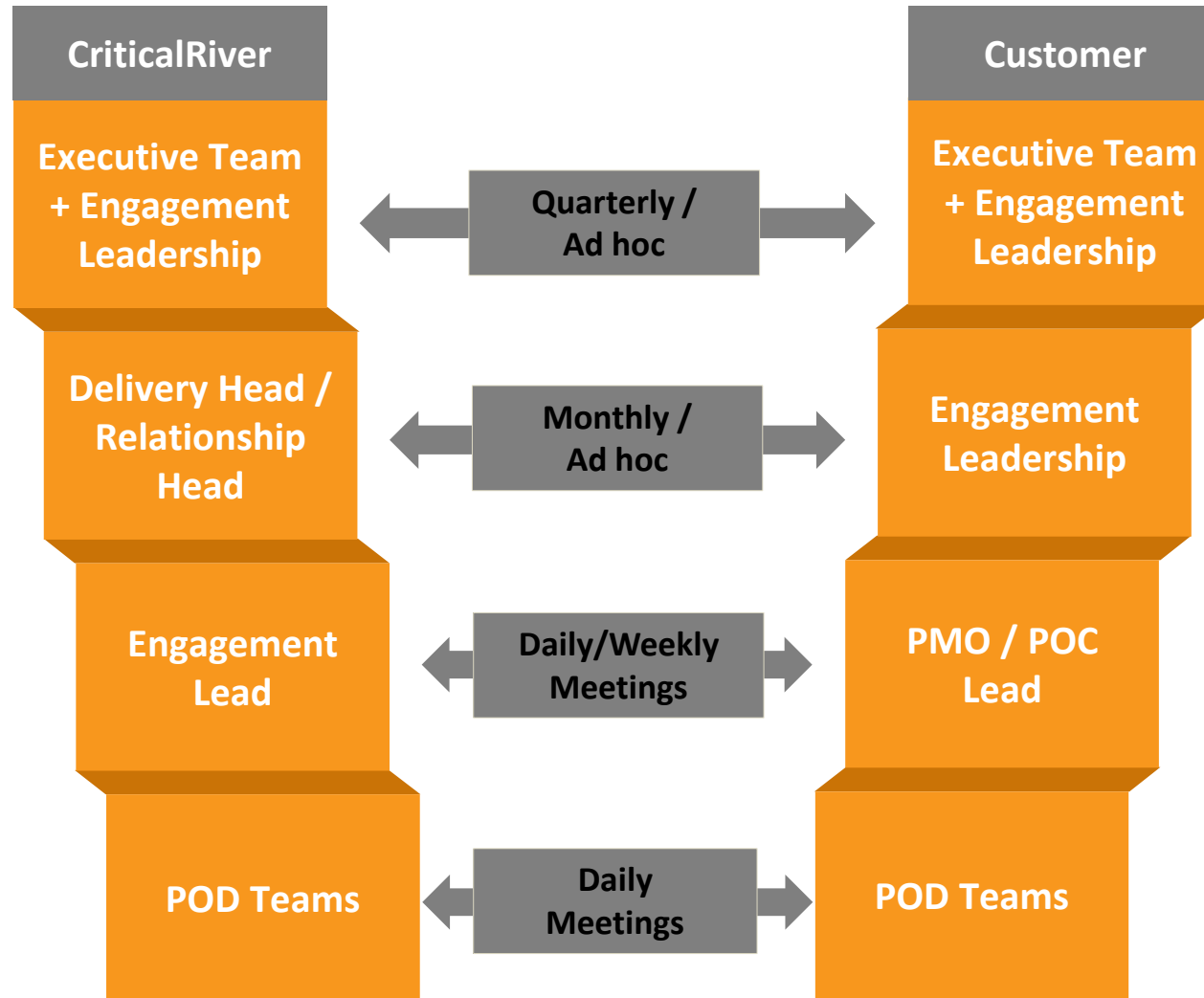
Fund Management

- Better control of funds for customer
- Faster execution & quality of deliverables

Communication Structure

Operational

- **Daily Calls**
 - Between CriticalRiver teams
 - Publish daily status report
 - Prioritization of tasks
 - Addressing any challenges
- **Weekly Review**
 - Between CriticalRiver and Customer teams
 - Publish Weekly Status Report
 - Review tasks and project status and realign of priority of deliverables
 - Addressing any challenges
- **Monthly Review**
 - Monthly stakeholder call to review metrics & issues

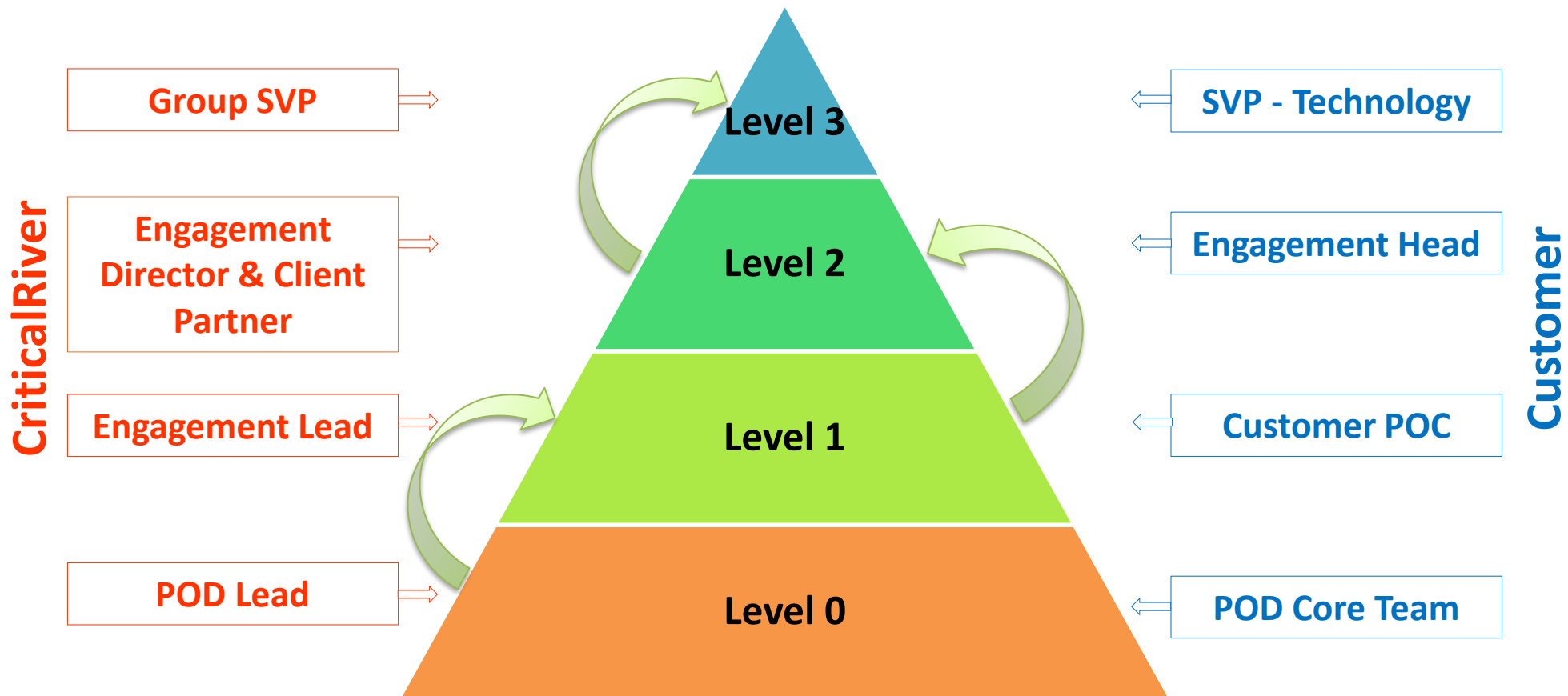


Executive Reporting

- **Quarterly**
 - Between CriticalRiver and Customer Management
 - Quarterly review of all the major tasks performed during this period
 - Highlight any concerns from either side and make necessary improvements
 - Review resource requirements for upcoming projects
 - Discuss administrative updates
 - Proactive Advice
 - Periodic engagement strategy and service review

Escalation Matrix

The primary purpose of an escalation system is to provide guidelines to support the adherence to customer expectations, to ensure that actions are taken accordingly, and to agree to the handling of potential breaches of agreed outcomes.



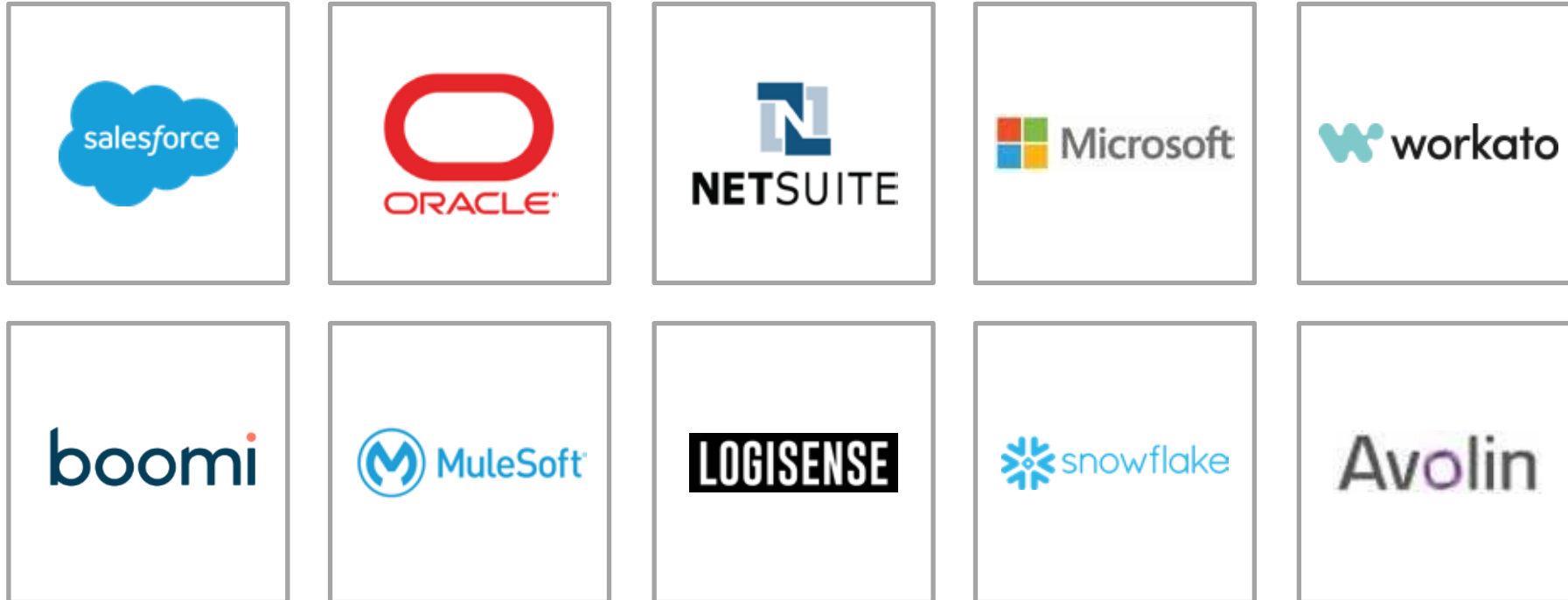
Escalation triggers:

- Delivery issues
- Compliance issues
- Resource challenges
- Delay in addressing issues
- Unavailability of key resources during critical support hours
- Delay in response to high-priority requests

Accolades And Recognition



Our Technology Partners



Few of Our Global Customers



Customers' Speak



Bill Vanderwall

Vice President, Business Applications
Malwarebytes

“CriticalRiver has consistently delivered a high-quality offshore environment with significant contributions and clear communication over the years. As an extension of our team and given their expertise, CriticalRiver is the first partner we turn to for our consulting needs.”



Dinakar Makam

Director, Business Applications
Salesforce Engineering, Guidewire

“In conjunction with CriticalRiver, we took new experience designs developed by our marketing team and built an entirely new front-end for the Marketplace from scratch. CriticalRiver is a true partner with an expert, dedicated staff that you enjoy working with.”



Chris Cook

CMO
Cypress Semiconductors Corp

“CriticalRiver is a technology partner that can deliver on its commitments. They have proved it by implementing the Pardot marketing automation platform in 6 weeks and brought value to our business.”



Chandresh Chhatpar

Chief Technology Officer,
UWorld

“CriticalRiver has been able to navigate key challenges and help us in these turbulent times. The collaboration has been very successful, and we hope to continue this partnership.”

Worldwide Presence

Begin Your Journey to Digital Success

Enabling the customers to connect the digital dots. Unlock the Potential & Power of Digital.



USA INDIA UAE AUSTRALIA QATAR PHILIPPINES BRAZIL COSTARICA URUGUAY

THANK YOU



Please contact for any questions

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www.criticalriver.com