



Tegra<sup>®</sup>

# OFFSHORE DELIVERY CENTRE

Innovation & Performance

TEGRA'S  
UNIQUE ENGAGEMENT  
PROPOSITION

*Offshore Delivery Centre*



## INTRODUCTION

Tegra Premedia, a leading provider of world class premedia services offers a new, flexible engagement model for execution of premedia assignments - the Offshore Delivery Centre Model or the ODC Model. Under the ODC model, Tegra will nominate a dedicated development team that will act as an extension to your in-house premedia team. This team will comprise of prepress experts, visual designers, colour specialists, layout and design experts, graphic artists and quality assurance engineers. The whole team will be under the supervision of a dedicated coordinator who will be the primary source of contact for you. The coordinator will ensure periodical communication of the status and progress of the assignments. The development team will be stationed at our ODC campus in India.



# TEAM ORGANISATION CHART

## TEAM ORGANISATION CHART

The following schematic diagram gives an indication of the team organisation. The Tegra ODC team will act as an extension of your premedia team. The team will comprise of experts in the respective functions with specialised skill sets. The whole team will report to your premedia project manager and the work flow will adhere to your standards and guidelines.



## REPORTING AND ESCALATION MECHANISM

The reporting and escalation mechanism will be defined prior to the start of the engagement. Periodical interaction between your premedia team and Tegra ODC team will be carried out to ensure regular status tracking and progress tracking of the engagement.



## ADVANTAGES OF THE ODC MODEL

### Cost effective resource pool

The ODC model will offer you substantial resource cost benefits. Our offshore campus is located in India where you can have access to cost effective resources and best of class talent.

### Dedicated team

Tegra will nominate a dedicated team for you. The team will report directly to your Program head.

### Flexibility of team size and composition

You will have the flexibility of determining the size and composition of the ODC team.

### Ramp up/down

You will have the flexibility to ramp up / ramp down the size of the team to suit to your business requirements at any point of time.

### 24x7 working team

You will have an added advantage of a 24x7 working ODC team. Tegra can work out a three roster framework wherein employees report to work in a 3 shift system. This kind of a set-up is very advantageous when it involves your team interacting with our team that is at a different geographical location.

### Infrastructural resources

The ODC team will be stationed at our campus in India. All infrastructures such as work stations, standard hardware/software and network connectivity will provided by Tegra.

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## ADVANTAGES OF THE ODC MODEL

### Well defined communication plan

Tegra ODC team will hold weekly review meetings with your program head. The objective of the meetings will be to identify and resolve issues impacting the offshore development process.

### Dedicated Coordinator

Tegra will provide an offshore coordinator to manage the offshore team and coordinate delivery schedules and project communication with your team and program head.

### Selection by the client

You will have the option to specify the skill set / qualifications / experience of the team members. Our HR team will make the resources available for the interview process. Upon your approval, the resources will be inducted into the project team. All recruitment costs will be borne by Tegra.

### Training to team

Training on any particular technology / tool / skill will be provided to the ODC team members upon specification.





## ADVANTAGES OF THE ODC MODEL

### Indicative Characteristics of the ODC team

- Sound understanding and experience in premedia production lifecycle
- Working knowledge of all premedia tools
- The team will adapt itself to the client's workflow methodology and adhere to the standards and guidelines specified by you through the course of the engagement.
- The resources will ensure that the client's policies in terms of communication methodology, standards and guidelines, and so on are followed.
- All resources will sign a non-disclosure agreement prior to the start of the engagement. This is to ensure that the client's confidential information remains secure.
- Resources will have prior experience of working with international clients.
- In case of performance related issues, the project coordinator will identify the lacunae and ensure a quick counteractive procedure for the same.
- In event of a requirement for specific training in a new software or skill, the project coordinator will discuss it with Tegra's training department and offer suggestions on training the resource in the lowest possible time.
- Tegra has continually provided world-class premedia solutions and services and we will leverage our experience and best practices of our prior engagements to global publishers to support the client's needs.

### Sample Profile of Project Coordinator

- Experience in managing large national and international customer accounts
- Excels at maximising team performance, customer bonding and the business value of technology
- Significant experience in premedia project execution
- Sound knowledge of project analysis, planning and management
- Undertaking undivided responsibility of delivery and team management

# ADVANTAGES OF THE ODC MODEL

## Sample Profile of ODC Team Member

- Hands-on experience in using wide range of design tools and trained in application of colour theory, typography, design standards and usability.
- Ability to create and execute design concepts and artwork for a variety of needs.
- Graphic design skills comprising drawing/sketching, typography, concept ideation, colour theory, use of texture, spacing and scale.

## Key Highlights of the ODC Model

- Cost effective resource pool
- Flexibility to determine team size and composition
- Flexibility to ramp up / ramp down as per business needs
- Production at our state-of-the-art delivery centre
- Access to best of class human talent
- Zero infrastructural investment
- Negotiate and choose appropriate skills to meet your requirements
- Complete devotion to your business objectives
- Full control over the run, capability to manage it dynamically
- Possibility to select team members, motivate and manage them
- Seamless communication with any team member
- Privacy and confidentiality

## Connectivity

Tegra is connected to the Internet backbone through the International Data Centre of Tata Communications located in Hyderabad, India. The connection has a guaranteed 24X7 uptime. Tegra accesses the Internet at a speed of up to 100 Mbps. The available connectivity is sufficient for efficient and effective transfer of digital files across the globe. Data is stored in high-end servers at multiple locations with mirror facility ensuring zero loss of data. Suitable firewalls and other security devices have been installed to achieve 100% data security. Access to the servers is biometric.



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