

enrich iT's 2010 Trusted Advisor Program (TAP) For External Consultants

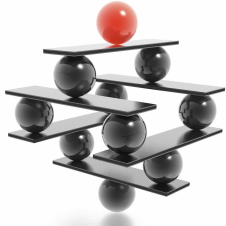
INTRODUCTION

enrich IT is looking to expand its business by reaching out to executives and consultants who have an understanding or are related to the IT business. We believe that there are executives and consultants all over who desire to work for a world-class company and desire the opportunity to gain the professional and financial respect that they deserve. This is why enrich IT is offering a program to the IT community that was previously offered only to our own employee base.

TAP (or Trusted Advisor Program) is gaining momentum and we would like you to consider becoming a part of it. The program is based around the understanding that good IT professionals are trusted advisors to their clients; clients like to talk to you because you bring value to them and provide the solutions that they need. You are a respected member of their team. We view you as a critical part of our extended sales force. You are important not only getting prospective leads, but also in winning the clients. We understand what it takes to build a good relationship with a client and become a key member of the client team. It is with this in mind that enrich IT offers TAP. TAP is a referral program offered to professionals who may know of a client that needs enrich IT services.

enrich IT is an IT services firm specialized in extending Oracle solutions. We are Oracle experts; this is our passion, and this is what we do! We manage the full software deployment lifecycle and provide assistance from selection and implementation, to configuration, process optimization and managed services for both applications and business operations. We save our clients time and money because we know Oracle products inside and out. *We turn technology into effective business solutions.* We provide both modular and comprehensive **solutions-as-a-service** so you pay as you use and avoid the need for large capital investments. Our lines of business are Application Services, Procurement Platform BPO, Talent Sourcing, and Software Licensing (DB, Fusion Middleware, BI, EBS).

The program works in various ways depending on your needs as a consultant and the needs of the particular client you are referring. You may just provide the referral and maintain the relationship with the client so you would benefit from incentive for the initial contract the client signs and also incentive for any additional projects or services sold to the client that you brought to us. In addition, you may have the skills required to be a member of the project team as a project manager, functional lead or technical consultant. In this case, you would be remunerated both from the referral fee on the sale of the project and for your billable time as a member of the project team.



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If you want to work on the project, then you can do it in any of the following capacities:

- 1.) Become an enrich IT salaried employee
- 2.) Become an hourly employee for an agreed upon hourly rate
- 3.) Work as an independent consultant for an agreed upon hourly rate

We look forward to working with you.

WHAT DOES THE TAP CONSULTANT DO?

The TAP professional introduces clients to enrich IT's wide range of products and services. The TAP consultant is looking to meet the needs of his/her clients through enrich IT's service offerings.

HOW IS THE TAP CONSULTANT REWARDED?

Where a consultant provides a qualified lead resulting in a successful sale, enrich IT will pay the referring consultant a \$2,000 flat rate bonus. If the initial sale is worth over \$1,000,000 the consultant will receive a \$5000 bonus.

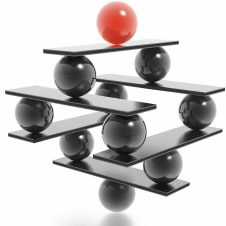
Note: A qualified lead is one that results in a sale.

In this package, you will find additional information on the TAP Program. If you have any questions or need anything, please feel free to contact any member of your enrich IT corporate team. We look forward to working with our TAP consultants and growing enrich IT together.

MORE ABOUT THE TAP PROGRAM

This incentive program is applicable for Application Services. For other services, enrich IT offers a 1-time referral bonus based on the contract value and duration of the contract. For Talent Sourcing (staffing), we offer a \$500 per quarter bonus if you provide a lead in placing any of the consultant's onsite. If they work for a year, you will be paid \$2000 in total.

enrich IT has now begun to sell Oracle licenses and our consultants will get a \$2000.00 incentive for helping us sell licenses as well.



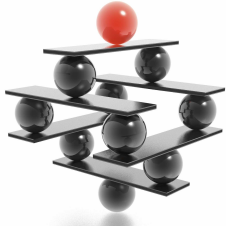
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It is our goal to have our consultants advising our clients and prospective clients on enrich IT's Application Services and how it can improve their business. You are the chief expert to your clients and by being an expert to them you are creating additional value to them and to their organizations.

We have several tools and documents available to you to help you sell and promote enrich IT's services. Should you need any of these resources, please look online and/or contact Nikki Sharma at nikki@enrichit.com for assistance.

Some of the resources available to you include:

Application Services Profile	This brochure gives an overview about our application services
Extended Apps-IT Data Sheet	This PDF document goes in detail about various services within Extended Apps-IT services
Extended Apps-IT Presentation	This is a detailed presentation on our Extended Apps-IT Services
Call Script	This call script gives guidelines/tips when you are talking to clients about our Extended Apps-IT services. (Implementation/Upgrade Services and Extended Apps-IT). Extended Apps-IT (Application Management Services) is one of our service offerings, which is designed to provide application/DBA support remotely from our offshore development center or onsite.



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HOW DO YOU GET STARTED?

PROCESS FOR REGISTERING THE CLIENT LEADS

The process for registering client leads is simple. Send an email with client information tap.referral@enrichit.com We will then start the sales process and contact you for additional information. You may also register leads online at <http://enrichit.com/TAP.aspx>

SALES TEAM RESOURCES

Our team is dedicated to selling our Application Services. We are 100% behind you and are looking forward to your continued success in this area. If you have any questions or need anything do not hesitate to contact any one of us.

Rishi Shirale

Sales Manager (Hyderabad – Covers Northeast, Southeast, Southwest, West and Central regions)

rishi@enrichit.com

770-574-4163

Sanchit Mago

Business Development Manager (Hyderabad – covers Apps Services for Central and Midwest regions, and Nationwide Oracle licensing sales)

sanchit@enrichit.com

678-810-1235)

Madhusudan Yadati

Practice Director (DC – covers Northeast region)

madhu@enrichit.com

770-573-4199

Steven Field

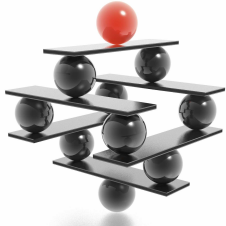
Director, Sales (Chicago – covers Midwest)

steven@enrichit.com

630-414-3181

Sakitha Viswanathan

Market research, list generation and cold calling



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Michael Sharp

Director of Procurement BPO (Atlanta)

michael@enrichit.com

770-667-0506

Venkatesh Ganesh (GV) – VP of Service Delivery (Hyderabad) for pre-sales support along with his team of Oracle functional, technical and DBA consultants. GV and Madhu, as Practice Directors will be responsible for both sales and delivery and contribute during pre-sales activities.

We have entered into the Indian Market selling Oracle licenses, application services and Procurement BPO. Vasant Soman leads this initiative. He works from our Hyderabad office and may be reached at vasant@enrichit.com.

OTHER TOOLS AND OPPORTUNITIES

Meeting/Audio Conference

We have dedicated WebEx account available to all of our consultants for arranging any demos, presentations or simply an audio conference. You may contact Nikki Sharma at nikki@enrichit.com for any assistance on arranging any type meeting/call in web ex or any other marketing support you may require.

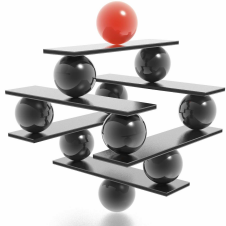
We have our own data center with R12 Vision instance and pre-configured procurement BPO instance. You can work with GV to arrange any demo on R12 instance to our clients. GV may be reached at gv@enrichit.com.

RECOMMENDATIONS/TIPS

Let friends/clients/peers know that enrich IT is in the Application Services business and that we sell Oracle licenses.

Make a list of all your former clients/other clients you might know directly or indirectly and start calling them.

Participate in networking events and seminars.



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Extensively use social networking – LinkedIn is a good start. Update your status and let people know what you are doing. Ask your friends and friend's friends to refer clients with whom they have worked.

Submit white papers (You can start publishing internally to enrich IT and we will post in our website and then slowly present externally).

Start a BLOG with your area of interest within Oracle.

Ask questions at your current assignment related to:

- Managing IT in the current environment of financial uncertainty and volatility
- Optimizing and extending the life of their current Oracle Investments
- Applying existing resources to the highest value-added functions to increase productivity
- Controlling the growth of resources to avoid hiring or laying off resources during spikes or slow downs of work
- Surviving cost-cutting pressures

Get Rishi involved as soon as you discover an opportunity.

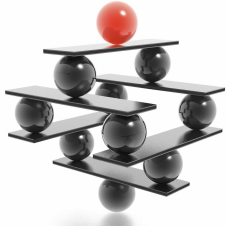
If you find that progress is not being made, please escalate the sales lead to Arul Murugan, President & CEO.

It is our desire to assist you in being successful with this program. If you have any questions, comments or suggestions, please let us know as we welcome your feedback. Together we can build client relationships that allow for the continued success of everyone. As always, please continue to give us feedback and any input you believe would be helpful in furthering this program.

CASE STUDY

TAP Program Leads to Successful Engagement with Take-Two

Enrich IT has just concluded a successful consulting engagement with Take-Two Interactive Software Solutions, Inc. One of our consultants, Tim Clinton, was able to effectively utilize the TAP program, when he identified a prospective client, assisted with contract closure and then designated as the principal consultant



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providing support and enhancement services to them for their current Demantra forecasting model requirements. Take Two is a billion dollar company in the video gaming industry.

enrich IT has now been invited to bid on a new Phase of a multi phase Demantra project to develop a Statistical Sell through Forecasting Model. This opportunity came as a result of Tim's initial relationship with the client and then enrich IT having the opportunity to establish us as a credible Oracle vendor with Take two. Our proposal includes complete outsourcing of the Take-Two Demantra environment.

TAP is Successful through Outstanding Consultants

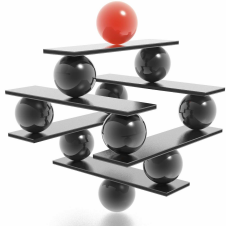
Prior to joining enrich IT, Tim Clinton worked for Oracle Corporation and implemented Demantra for many clients including Take-Two. He provided us the lead for the Demantra opportunity with Take-Two based on his prior relationship with them. His expertise and the relationship he developed allowed us the opportunity to present our additional services. We won the engagement purely based on Tim's credibility as he truly acted as a trusted advisor to this client. After he started the engagement, enrich IT over time consistently demonstrated our capabilities, built a strong relationship and became a credible Oracle / Demantra service provider.

TAP Success Takes Teamwork

Ajay Manglani (Oracle Practice Director) did an outstanding job in putting a great proposal together with input from both Tim Clinton and Sandeep Goyal (Our long time Demantra / ASCP expert). Tim has been instrumental with his technical expertise and customer insights as we prepared our RFP response for Phase 1 Statistical Sell through Forecasting Model proposal . A special thanks to Sandeep for his insight and valuable contribution to the RFP process.

About Take-Two Interactive Solutions, Inc.

Take-Two Interactive Software, Inc. engages in the development, publication and distribution of interactive software games designed for personal computers, video game consoles and handheld platforms worldwide. It operates



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in two segments, Publishing and Distribution. The Publishing segment develops, markets and publishes software titles for the gaming and entertainment hardware platforms, such as Sony's PlayStation2 and PLAYSTATION3 computer entertainment systems; Sony's PSP system; Microsoft's Xbox and Xbox 360 video game and entertainment systems; Nintendo's Wii, GameCube, DS and Game Boy Advance; and for personal computers. Its products consist of Rockstar Games, 2K Games, 2K Sports and Global Star Software.