

# TSOC CONSULTING

*We reverse your cost*



## ABOUT US

TSOC, based in Mumbai (INDIA), specializes in providing offshore outsourcing services for small to midsize businesses in U.S. We specialize in providing quality services and skilled manpower resources for software development, engineering, web design, technical support, call center operations, sales and marketing, customer service, research, and back-office accounting and administration.

We are a newly formed company with sound leadership, a focused vision and an undying passion as we are committed to deliver consistent results that not only meet but exceed the expectations of our clients and their customers.

Hiten Sachdev, founder of TSOC Consulting, is an extremely talented and finely focused entrepreneur providing strategic decision and a sound vision to the company. Mr. Sachdev has completed his Graduation Degree from MUMBAI UNIVERSITY and has Post Graduated from INDIAN MERCHANT CHAMBERS specializing in INTERNATIONAL MARKETING in the year 2001.

For over 6 years being into business and competing with the larger companies, he has realized that cost plays a vital role. Larger companies usually have deeper pockets for spending as well as the benefit of mass production which helps them to be cost efficient. Mr. Sachdev realized that small and mid size businesses need to be cost effective to increase profits and be competitive with the larger companies.

TSOC makes offshoring possible for small to midsize businesses. We understand that offshoring till now was possible only for the larger companies. Looking at the tremendous savings a business can have through offshoring and how it can help small businesses in reducing costs and increasing profitability, we have created an unmatched model. TSOC can help quickly, easily, and affordably, deploy the right people, projects, and infrastructure to meet your objectives.

We strive to build lasting relationships with our clients based on consistent high-quality service delivery, trust, and confidence that is unparalleled in the ITES - BPO industry today.

## WHY INDIA

Every business has a potential to grow, whether large or small. But growth comes by doing smart business, getting the work done differently, smartly and efficiently in a cost effective way. Offshore outsourcing has become a necessity as well as a culture now, not only for larger giants but also for small to mid-sized businesses in America. Offshoring some part of the business can cut down the running cost of the business considerably. Among the other countries, India has its own advantages to be considered as your company's offshoring destination.



### RESOURCE BASE

India offers a large pool of highly skilled and educated workforce, proficient in the English language and IT literate. The constantly increasing number of college graduates and the hugely successful private training industry will ensure that these resources continue to grow every year.

### GEOGRAPHY

A 12 hour time difference with North America enables overnight delivery of services. This unique advantage helps American organizations achieve true 24\*7 internal operations and customer service. The "time zone" advantage provided by India can also become a strategic enabler for many West Europe and Asia Pacific based organizations.

### FAVORABLE POLICY

The Government of India has committed its support to this activity by establishing a task force for developing a world class knowledge based outsourcing industry (IT Enabled Services), allowing duty free imports of capital goods and providing tax exemption on export of IT enabled services. Software Technology Parks (STPs) with state-of-the-art IT infrastructure and telecom facilities providing a "single window clearance" for all regulatory compliances have helped India emerge as a prominent outsourcing hub.

### INFRASTRUCTURE

With privatization and drastic reduction in the tariff of basic telecom, paging, cellular and internet services, India enjoys an infrastructural advantage like never before. And it's getting better with every day.

### COST

The relatively low cost of manpower makes India a very attractive base for sourcing cross-border IT-enabled services. India has been the largest provider of software engineers to Silicon Valley, West Europe and the Asian Pacific IT industry and will now be the most cost effective location for offshore Business Process and Customer Contact services outsourcing.

### PROVEN CAPABILITY

Large global corporations have already begun to outsource from India. Organizations such as General Electric,



## MONEY SAVING EMPLOYEE MODEL (MSE)

Offshoring was earlier possible for either larger business houses or for businesses which had deeper pockets for spending. Our MSE (money saving employee) model is a unique concept specifically designed to make offshoring easy for small to mid-size businesses.

There are many jobs, tasks, or roles in most organizations that simply do not require a physical presence in any particular location to get the work done. Such tasks may require only a computer, a telephone, an internet connection, a desk, certain language and cultural skills, limited training, and an education/experience in a particular field.

Our MSE (money saving employee) model comes into picture where the work does not require physical presence in the office. TSOC provides you with MSE's (money saving employee) who will do that work for you at just 1/3 of the fully loaded cost that you would have to otherwise pay them in the US.

The MSE's that you hire with us are specifically working for you and will follow your guidelines. So, you have the benefit of a custom-built team as per your specifications.

Since we don't have people sitting on bench, the cost of operation is considerably lower as compared to other organizations, as there is no bench time for employees and they come on bench as and when you have a requirement.

Usually, an offshoring company specializes in only one to two areas.... But we, TSOC Consulting, help you create your own team under one roof without going to different companies for different jobs and thereby there is no risk for your company information to pass out through different hands.

The MSE model best suits for businesses which have **long-term full-time requirement** for resources.



## BENEFITS OF OUR CONCEPT

- Hire 3 employees in INDIA at the cost of 1 in the US.
- Save upto 70% of the employee cost, this comes over \$35000.00 per employee per year.
- You can start offshoring without any significant amount of risk and investment.
- You can start offshoring with just one employee to start with.
- You get a chance to interview the candidate and only on your approval the employee works for you.
- Since we have multiple practice areas, you do not have to look for different companies for different tasks. We will become your one-stop-shop for all your offshoring needs.
- You and only **you** get the right to manage the productivity of the offshored employee.
- As the employee is on TSOC's payroll, you need not worry about taxes, medical insurance and other government formalities for the employee.
- It gives international leverage and global vision to your business.
- Cutting down expenses increases the profitability of the business.
- Reduced cost makes business cost effective, financially strong as well as helps to compete with the giants in the market.



## WHERE WILL YOU SAVE

Apart from the above mentioned benefits, our model would definitely benefit your company in four major areas:-

- Recruitment
- Infrastructure
- Service Manager
- Finance and Payroll
- To hire an employee in your company, you would either give the requirement to your own recruitment team or some placement agency. This would definitely cost you considerably.
- Also since the employee is working from your office you need to provide him with necessary infrastructure like a computer, a desk, phone and internet connection.
- You need to manager to keep a tab on employees operational activities, to check his reporting and departure time.
- You also have to pay taxes, dental and medical insurance for this employee.

So, when you actually calculate the cost of hiring 1 employee in US, it is usually his salary + 40% Loaded cost ( as mentioned above)

We, at TSOC, would provide you with employees with savings of over 60% which comes upto around 35,000\$ per year per employee.



## HOW IT ACTUALLY WORKS

- **Recruitment**

As soon as we get the job specifications of the requirement that you have (by filling our JOB DESCRIPTION FORM), Our HR team starts screening through the resumes from our company's databank, job portals, through placement consultants and also by putting advertisement in local or national newspapers if required. This process takes atleast 1 week.

In the second week we interview, test and shortlist around 4-5 qualified candidates which match your requirement.

In the third week we forward the qualified resumes to you for your review. You too get a chance to interview the candidates through three way conference or even through video conference as required by you. Only upon your confirmation we extend the offer letter to the candidate. (If you are not satisfied with all the candidates then we will start with the recruitment process again to get you fresh candidates).

The candidate will have to give a notice period to the earlier employer and then will join us after a week. It is estimated that it takes around 4 weeks for the best MSE (money saving employee) to come on board.

- **Infrastructure**

Once the employee comes on board, he works in our Mumbai office. He is provided with a desk, table, a personal computer, a local US phone number with unlimited talk time to have easy access with you, etc. with the best infrastructure to meet the US standards. You can imagine the savings you will have on the infrastructure which you would have to otherwise have to provide your employees with.

- **Service manager**

You may offshore 1 MSE or even 10 MSE, but we will provide you with service manager for even a single MSE offshored. There is no extra cost for the service manager. This service manager will keep a check on your money saving employee's attendance, login and logout time, small day-to-day needs, makes sure of the maximum productive hours by your MSE. He will be like your eyes and ears and report to you on weekly, daily or even on hourly basis as required by you.

- **Finance & payroll**

At the end of the month you don't even have to worry about the employee taxes like FICA, FUTA or the 401K plan. Since the employee is in TSOC's payroll, everything will be taken care of by TSOC as per the Indian government rules and regulations.



## HOW TO GET STARTED

There are three simple steps to get started with us and you can start saving a considerable amount of cost :-

- Just fill our online Job Description Form. It will just take 4-5 minutes of your time. Answer simple questions like what type of MSE do you want, the qualification requirement, number of years experience required, the job profile, etc.
- As soon as we get the job specifications of the requirement that you have (by filling our JOB DESCRIPTION FORM), our team will do an initial research and get back to you within 24 hours with a customized proposal i.e. the cost you will have for that MSE (money saving employee).
- Once we receive the duly signed and accepted proposal from your side, our HR team starts screening through the resumes from our company's databank, job portals, through placement consultants and also by putting advertisement in local or national newspapers if required.



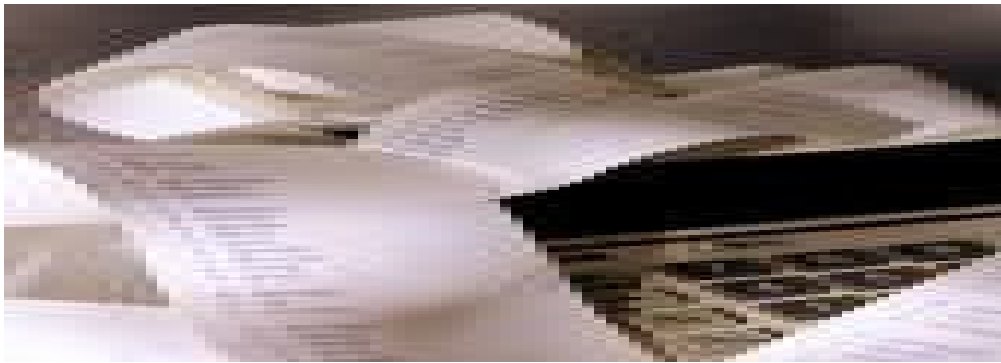


## **SERVICES OUR COMPANY PROVIDES**

We just do not specialize in one area like other companies do, but practice in different areas or job positions that your company might require at any point of time for any job where the work can be done without the physical presence of employees maybe over the internet and phone.

The major areas in which our company specializes are:-

- ACCOUNTS AND FINANCE
- HR AND ADMINISTRATION
- R & D ( SOFTWARE & IT)
- SERVICE AND TECH SUPPORT
- WEB DESIGN AND DEVELOPMENT
- DESIGN AND MULTIMEDIA
- LEGAL
- SALES AND MARKETING
- TRAINING
- WRITING AND TRANSLATION



## ACCOUNTS AND FINANCE

<b>Outsourcing Tasks</b>	<b>Positions/Job Titles</b>
Audit Preparation	Accountant
Bank Reconciliation	Accounts Payable/Receivable clerk
Bookkeeping	Actuary
Budgeting & Forecasting	Auditor
Commission Reports	Billing Clerk
Cost Analysis & Reduction	Bookkeeper
Credit Card Authorizations	Budget Analyst
Credit Reports	Budgeting Executive
Customer Collections	Budgeting Supervisor
Due Diligence Support	Business Development Officer
Employee Reimbursements	Chief Finance Officer
ERP Configuration	Claims Analyst
Financial Statements	Claims Executive
Fixed Assets	Collateral Appraiser
Foreign Exchange	Collections Executive
Fraud Prevention & Detection	Controller
Investments	Cost Accountant
Invoicing & Billing	Credit Analyst
Online Banking	Credit and Collections Clerk
Payroll	Credit and Collections Executive
Raising Venture Capital	Credit Supervisor
Risk Analysis	Customer Relationship Manager
Statutory Filing	Financial Analysis Executive
Tax Planning & Structuring	Financial Analyst
Vendor Quotations & Negotiation	Financial Officer
	Foreign Exchange Executive
	Foreign Exchange Manager
	Fraud Detection Associate
	Internal Auditor
	Loan Collection/Recovery Clerk
	Loss Prevention Auditor
	Payment Processing Clerk
	Payroll Clerk
	Risk Management Executive
	Tax Accountant



## HR AND ADMINISTRATION

<b>Outsourcing Tasks</b>	<b>Positions/Job Titles</b>
Archiving	Adjustment Clerk
Claims Processing	Administrative Assistant
Competitive Price Shopping	Advertising Clerk
Customer Response	Benefits Clerk
Data Conversion	Billing Clerk
Data Entry	Claims Clerk
Data Processing	Compliance Coordinator
E-Mail Response	Conference Coordinator
Executive Assistance	Cooperative Program Coordinator
Fact Checking	Credit and Collections Clerk
Form Filling	Customer Information Center Representative
Loan Processing	Customer Service Representative
Mailing List Development	Data Control Clerk
Meeting/Event Planning	Data Entry Clerk
Online Ordering	Document Security Administrator
Order Entry	Executive Assistant
Order Processing	Fundraising Executive
Printing & Fulfillment Transcription	HRIS Clerk
Scheduling & Reservations	Human Resources Assistant
Strategic Planning	Human Resources Coordinator
Telephone Operator/Attendant	Human Resources Manager
Web Research	Human Resources Recruiter
Word Processing	Information Systems Generalist
	Installation Manager
	Internet Research Assistant
	Meeting/Event Planner
	Office Automation Analyst
	Office Manager
	Personal Assistant
	Program Director
	Project Administrator
	Project Manager
	Records Clerk
	Relationship Manager
	Surfer - Web
	Travel Clerk
	Web Customer Support Clerk
	Wordprocessing Operator



## R&D (SOFTWARE AND IT)

<b>Outsourcing Tasks</b>	<b>Positions/Job Titles</b>
Alpha & Beta Program	Client/Server Programmer
Application Development	Content Engineer
Application Porting	CRM Application Administrator
Business Intelligence	CRM Application Architect
Client/Server Applications	CRM Business Data Analyst
Code Review	CRM Integration Specialist
Customizations	CRM Program Director
Data Conversion	CRM Targeted Marketing Campaign Manager
Data Processing	Data Architect
Database Development	Documentation Specialist
Design	ERP Analyst
Dot Net Applications	ERP Programmer
Enterprise Systems	Graphical User Interface (GUI) Programmer
Feasibility Study	Interface Designer
Functional Specifications	IT Quality Assurance Manager
Internet/Web Applications	Mainframe Programmer
Linux Development	Midrange Programmer
Mainframes	Operating Systems Programmer
Maintenance & Patches	Product Development Manager
N-tier Applications	Programmer
PDA's	Software Engineer
Programming	Software Engineering Director
Prototyping	Software Quality Assurance
Quality Assurance	Technical Librarian
Release Management	Test Engineer
Report Writing	
Research	
SQL Queries	
Technical Specifications	
Testing	
Usability Testing	
Utilities	
Windows Development	



## SERVICE AND TECH SUPPORT

Outsourcing Tasks	Positions/Job Titles
Chat Support	Customer Service Manager
Customer Service	Customer Service Rep
Data Conversion	Hardware Engineer
Data Import/Export/Manipulation	Help Desk Representative
E-Mail Support	PC Support Manager
Escalated Support	Tech Support Manager
Help Desk	Tech Support Representative
Level 1 Support	Technical Support Analyst
Level 2 Support	
Online Training	
Remote Control/Dial-in	
Return Merchandise Authorization	
Telephone Support	
Troubleshooting	



## WEB DESIGN AND DEVELOPMENT

Outsourcing Tasks	Positions/Job Titles
E-Commerce Website	Art Director - Web
E-mail Campaign Management	Associate Editor - Web
Flash Animation	Copy Editor
Search Engine Optimization	Copy Editor - Web
Web Design	Creative Director - Web
Web Development	Creative Executive - Web
Web Hosting	Designer Web
Web Marketing	Editor
Web Programming	Editor - Web
Website Maintenance	Editorial Assistant - Web
	Graphic Design Specialist
	Interface Designer - Web
	Intranet Applications Manager - Web
	Line Producer Web
	Managing Editor - Web
	Photo Editor - Web
	Producer - Web
	Production Artist - Web
	Production Assistant - Web
	Section Editor - Web
	Technical Producer- Web
	Web Customer Support Specialist
	Web Designer
	Web Product Manager
	Web Software Developer
	Web Systems Director
	Webmaster
	Writer Web



## DESIGN AND MULTIMEDIA

Outsourcing Tasks	Positions/Job Titles
3D Graphics	Animator
Animation	Art Director
Audio & Video	Art Manager
Banner Ads	Artist
Brochures	Cartoonist
Business Cards & Letterhead	Creative Director
Corporate Identity	Designer
Desktop Publishing	Desktop Publisher
Graphics Design	Drafter
Icons	Drawing Specialist
Illustration	Graphic Artist
Logos	Graphic Designer
Music	Illustrator
Package Design	Industrial Designer
Page Layout	Mechanical Drafter
Painting	Multimedia Designer
Photo Retouching	Multimedia Producer
Photography	Multimedia Programmer
Poster Design	Multimedia Services Manager
Presentations	Presentation Specialist
Print Ads	Print Production Manager
Product Design	Production Coordinator
Signage	Production Editor
Stationery	Project Manager
	Script Writer
	Visualizer



## LEGAL

<b>Outsourcing Tasks</b>	<b>Positions/Job Titles</b>
Case Law Research	Attorney
Contracts and Agreements	Expert Witness
Copyrights	Legal Administrative Assistant
Customer & Vendor Letters	Legal Marketing Manager
Customer & Vendor Negotiations	Legal Recruiter
Employment	Legal Secretary
Environmental	Paralegal
Immigration Forms	Research Assistant
Incorporation	
Investigation	
Litigation Support	
Paralegal Support	
Patents	
Policy Enforcement	
Regulatory Compliance	
Taxation	
Trademark Registration	





## SALES AND MARKETING

Outsourcing Tasks	Positions/Job Titles
Advertising	Account Executive
Branding	Advertising Clerk
Business Development	Advertising Coordinator
Business Feasibility	Art Director
Business Plans	Art Director (Advertising)
Call Center Operations	Artist
Channel Sales/Partner Program	Audio Visual Technician
Commission Calculation	Call Center Representative - Inbound
Commission Reports	Call Center Representative Outbound
Competitive Analysis	Channel Sales Representative
Competitor Analysis	Communications Manager
Consulting	Contracts Administrator
Content Writing	CopyWriter
Credit Card Processing	CRM Application Administrator
CRM	CRM Business Data Analyst
Customer Surveys	CRM Integration Specialist
Direct Marketing	Customer Segment Manager
E-Commerce	Desktop Publishing Operator
Focus Groups	Exhibit Display Coordinator
Grassroots Marketing	Market Integration Manager
International Expansion	Market Research Analyst
International Marketing	Marketing Assistant
Lead Generation	Media Buyer
Mailing Lists	Media Supervisor
Market Research	Print Production Coordinator
Marketing Communications	Product Management Director - Web
Marketing Plans	Product Marketing Analyst
Online Marketing	Product/Brand Manager
Pay for Ranking	Proofreader
Product Management	Public Relations Clerk
Public Relations	Sales Analyst
Sales Force Automation	Sales and Marketing Director
Sales Presentations	
Strategic Alliances	
Technical Marketing	
Telemarketing	
Telesales	
Tradeshows & Events	
Up-selling and Cross-selling	
Webex Demos	



## TRAINING

Outsourcing Tasks	Positions/Job Titles
Corporate Training	Online Trainer
Diversity Training	Technical Trainer
Leadership Development	Trainer
Management Training	Training Administrator
Remote Training	Training Consultant
Sales Training Team Building	Training Content Writer
Technical Training	Training Coordinator
Training Content	Training Manager
Tutoring	Training Specialist
Web-based Training	Tutor



## WRITING AND TRANSLATION

Outsourcing Tasks	Positions/Job Titles
Copy Writing	Business Writer
Creative Writing	Communications Director
Documentation & Manuals	Communications Manager
Editing & Proofreading	Content Writer
News Articles	Copyeditor
Newsletters	Copywriter
Online Help	Creative Director
Proposals/RFPs	Documentation Specialist
Speeches	Editorial Assistant
Technical Writing	Editorial Director
Translation	Editorial Proofreader
Web Content	Managing Editor
White Papers	Medical Writer
	PA/PR Writer
	Presentation Specialist
	Production Editor
	Proofreader
	Proposal Writer
	Publication Manager
	Publications Director
	Technical Documentation Specialist
	Technical Editor
	Technical Writer
	Transcriber
	Translator

## CONTACT US

### **ADDRESS:-**

TSOC Consulting  
Room No: 13, Mahakali Mandir,  
Service Road, Prabhat Colony.  
Santacruz (East). Mumbai – 400 055. INDIA.

**Phone:** - +1 (315) 683-3555.

**Email:** - [info@tsocconsulting.com](mailto:info@tsocconsulting.com)

**Website:** - [www.tsocconsulting.com](http://www.tsocconsulting.com)