THE FUTURE OF INDIAN IT

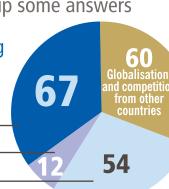
A BT-NASSCOM-Perot survey of visitors to NASSCOM 2008 throws up some answers

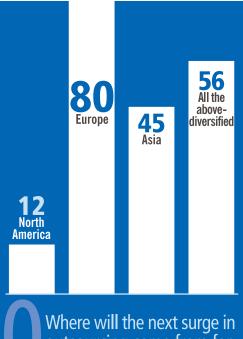
Cost structure

What is the chief operating challenge for Indian software companies?

Staffing (recruitment and retention of workforce)

Providing customised industry solutions versus "off-the-shelf" solutions





outsourcing come from for Indian IT companies?

2007 will best be remembered (in the IT market in India) for the:

Consolidation of Indian/multinational service providers

155 Inability or difficulty of Indiabased service providers to sustain past growth percentages

India-based service providers' dominance against multinationals

Increased competition from China

How important are industry-specific vs nonindustry-specific BPO solutions?

Moderately important

14

Not a consideration

What motivated organisations to implement an outsourcing strategy in 2007?

When there is a compelling value proposition

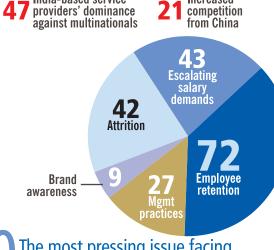
When executive management demands it due to market

When cost-reduction is paramount

When competitors are doing it

What is the criteria in buying decision?





The most pressing issue facing Indian IT firms related to staffing is:

2007, how did IT firms distinguish emselves on infrastructure?

Extending capacity and capabilities

Providing greater utilisation

Deployment (e.g. mobility)

Security advancements



42 Exchange value: (e.g. value of the rupee to the dollar)

Political challenge: (e.g. national data protection legislation, job loss └ Technical challenge: (e.g. network latency, bandwidth and reliability of support

Which issue facing India seems to offer IT its greatest challenge? What growth do you anticipate for infrastructure services delivered from India in 2008?

66

39 >25%

What percentage of business contributes to innovation vs meeting customer demands?

10% to 25%

Less than 10% 25% to 50% More than 50%

10

0%

How many senior-level women professionals are there in your company?

6 10% to 25%

56 5% to 10 %

Less than 5%

23 25% to 50%

More than 50%

25%

Are new and innovative solutions rewarded?

97 **Sometimes**

75 Often Rarely

4 Not at all

What are the hottest Tier II cities for IT in India?

 $\Lambda\Lambda$

25%-50% of new

36 Coimbatore

61

More than 50%

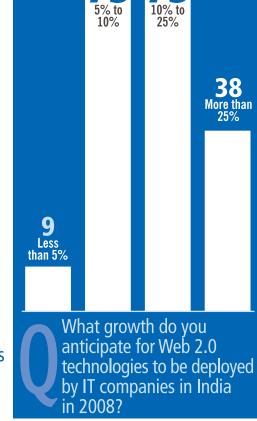
of new contracts

Kolkata

Kochi

8 Any other





Sample Size: 193