

Overview of Herald Logic

- IP driven technology product company **incubated in IIT Bombay**
- Strong leadership team with credentials and industry experience
- Versatile, extensible technology platform, **IntelliRADAR** : Recognized by **Stanford University** for **Disruptive Technology** in 2002 among 183 participating technology companies from across the world
- Focus on providing business service outcomes using robust technology products

Select List of Current Clients



Herald Logic Performance & Incentives Management Service

- Complete business service covering Incentives Payouts (set-up, maintain and run) & Performance Reporting
- Delivered using our IP winning *IntelliRADAR* Channel Management Technology platform – highly configurable
- Service operational in 6-8 weeks

NO

Upfront investment
Users and IT training
Ongoing system or data maintenance

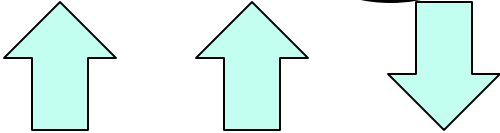
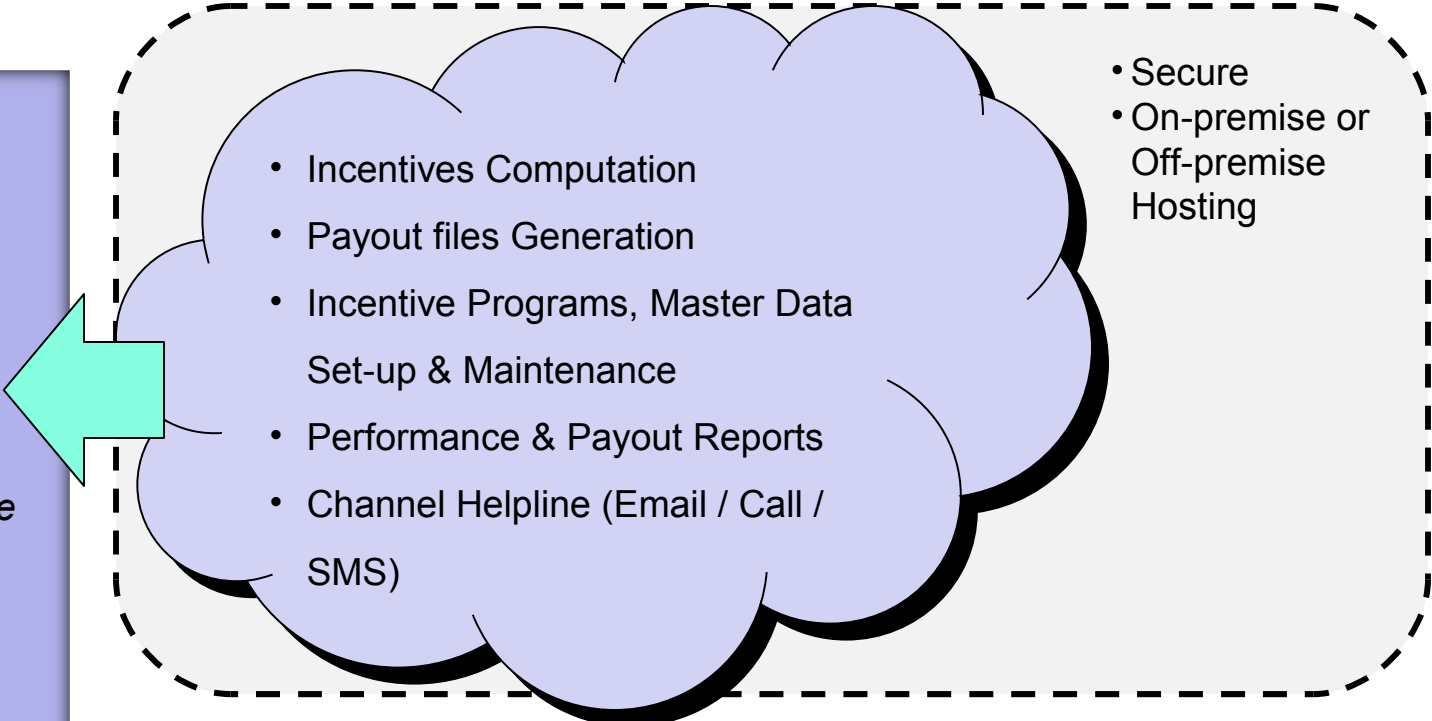
- Scope of services
 - One time set-up of incentive programs & masters as well as ongoing changes / updates
 - Ongoing payout computations
 - Responding to sale force queries
 - Performance tracking and analysis
 - Visual dashboards and reporting

Our Service Model – Outcome Focused & Scalable

Herald Logic Managed Service

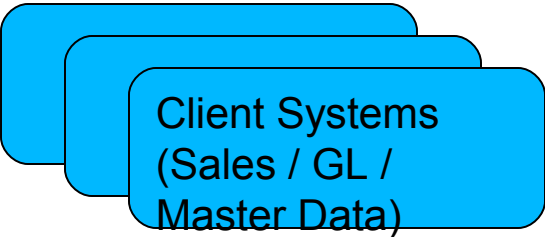
Outcomes

- Incentive Payout Files
- Alerts and Approval Requests
- Sales Performance Analytics & Visual Dashboards
- Web Based Self Service
- Helpline for Queries
- Periodic and Ad-hoc Reports
- Complete Audit Trail

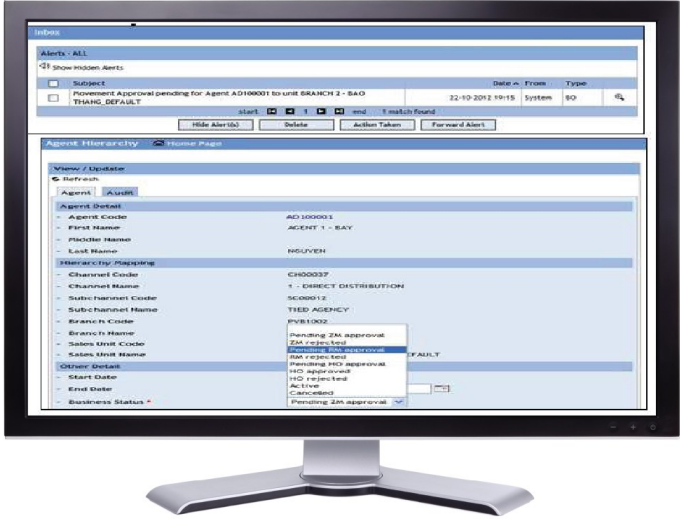


Data transfer

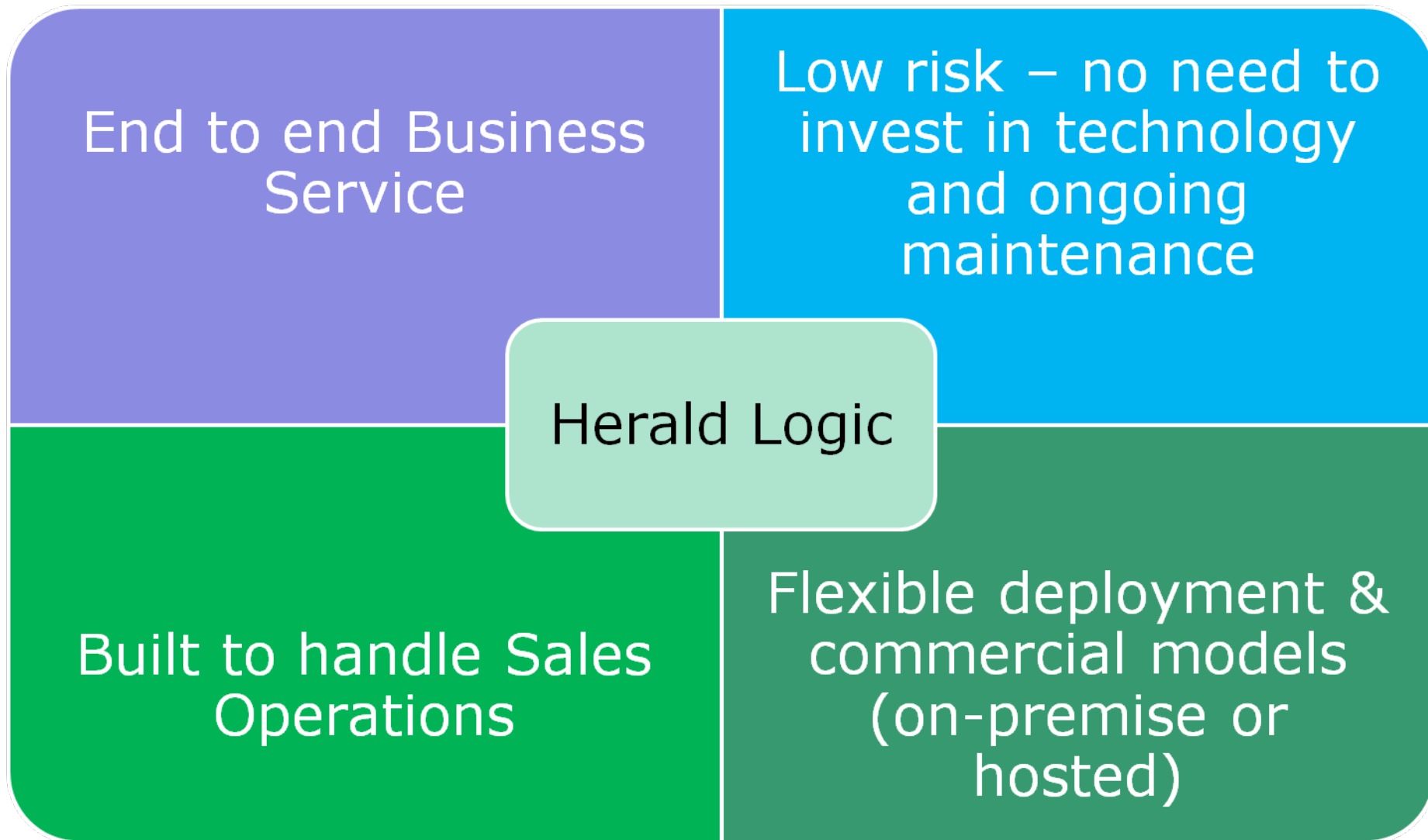
Standard data interfaces / templates
No ongoing client intervention required



Intuitive and Visual Reports/Dashboards



Why Herald Logic



Thank You

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