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## **Steria blazes a new trail in India**

*Steria expands service offering to India's domestic market*

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Steria, a leading, European IT-enabled business service provider, today announced its intention to expand the scope of its Indian subsidiary to include the delivery of IT services and solutions to the local market.

Steria India, Steria's long-established service delivery hub for international clients, will now deliver services to local clients who can benefit from the Group's know-how.

To respond to the needs of a fast-growing local market, Steria will rely on the skills of its 5,000 Indian employees and a comprehensive offering developed not only in Europe but also in Asia, through its subsidiary located in Singapore.

"India continues to undergo massive transformation. From air, land and sea, the underlying infrastructure that propels daily life is evolving; firstly, so that it can better serve the lives of the Indian people today; and secondly, to prepare for the strong GDP growth of one of the world's top 12 economies," said Dr. Mukesh Aghi, CEO, Steria India. "This means there is both opportunity and tremendous pressure to modernise India's infrastructure and public services in the fastest and most effective way possible."

In recent years, Steria has made significant investments towards expanding its footprint in India, where local employees now account for 30 per cent of the company's global workforce. This presence dates back to 1989, when IIS Infotech was founded. Today, Steria operates from three strategic locations in Chennai, New Delhi and Pune. Steria India's development of a highly industrialised global service model has delivered more effective IT and BPO services for European customers such as the BBC, BT, the NHS and Tesco. This powerful combination of scale, value-added service and innovation will now be accessible to the Indian market.

Recognising India's role as the world's growth engine, Steria has made strategic hires and mobilised a dedicated team to implement its India go-to-market strategy. Steria India CEO, Aghi will be supported by newly-hired Chief Operating Officer, Asma Aidi, who will oversee the continued evolution of Steria India as a centre of excellence for integrated IT and BPO services. Previously, Aidi played a key role in developing Steria in Singapore, where the company has been delivering innovative, mobility and transport solutions for more than 10 years.



“This is a watershed moment in Steria’s history. We are now making our expertise and our model accessible for the Indian market which has, for many years now, enabled us to provide business solutions and innovative services to our European clients,” according to François Enaud, CEO, Steria Group. “Having achieved buy-in from our very engaged and talented Indian workforce, I am confident that we have all the ingredients for success in this dynamic market.”

IT enabled services (ITeS) – a market which is expected to grow 15% in India in 2010 alone (according to industry analyst firm, IDC), will play a key role in the transformation of India’s national infrastructure. Several areas are earmarked for modernisation; among these, Steria has an impressive track record for developing bespoke solutions for homeland security, mobility and transport. Steria-developed solutions catering to these areas include:

#### ManagAirport

Integrated with flight arrivals and departures, ManagAirport provides intelligence on passengers’ use of airport facilities such as bridges, baggage handling, lounges, trolleys and shuttles, so that airlines can be accurately re-charged cost of maintenance. ManagAirport is also integrated with Steria’s Taxi Management solution, which allows taxi flow to be controlled at different times of the day, ensuring a balanced availability of cabs in the city and at the airport.

#### Steria STORM

A comprehensive solution for police communities which helps manage police station activity in a dynamic way to ensure quicker turn-around time for emergency situations. It enables incident management, identification of suitable resources, deployment of force, messaging, location validation, and real-time information management, including geographical views and GPS, as well as intruder alarm system management.

#### **The Right Stuff**

Steria helps both local and central governments to operate more efficiently and cost-effectively, whilst helping them realise their ambitions through public infrastructure projects enabled and enriched by IT. Steria’s deep sector expertise can deliver benefits to India in several areas, including the following case examples:



#### Healthcare

Steria Spain's Civitas solution enables citizens to be directed to the appropriate health services and integrated management of all human and material resources, enabling healthcare to be provided cost-effectively.

#### Defence

For the last 20 years, Steria has partnered with the British Ministry of Defence (MoD) for the supply of IT systems and services. In addition to the projects managed on behalf of the MoD, the Royal Navy, the British Army and the Royal Air Force, Steria has also collaborated extensively with auxiliary and reserve forces, several defence agencies, British intelligence, and the Foreign and Commonwealth Office. Steria offers a whole portfolio of solutions for logistics information, secure electronic messaging systems, security and intelligence, infrastructure systems in addition to solutions for administration, training and support.

#### Digital ID

Steria was called upon to develop the software, IT infrastructure and services required for the first European electronic ID (eID) card rollout in Belgium. At the close of 2009, the transition from paper-based to electronic identity cards was completed and foreign residents have now also been issued an eID card.

#### Internal security

In Europe, Steria is at the heart of the large-scale IT systems such as Schengen, VISA and Eurodac, enabling safer border control and management of visa applications and requests for asylum.

#### Transportation

Steria took part in the development of an interoperable air transport simulation platform (airplane, airline, traffic control, airport, satellite). This platform is a vector of innovation for modernising the European air transport sector.

A leading traffic management solutions provider in Europe, Steria has also developed a cutting-edge road control system implemented in Switzerland, for the Canton of Zurich. This enables the Canton to supervise major road infrastructures and obtain real-time traffic information. This highly modular and scalable system will incorporate more than 210km of highways, including over 20 tunnels.

In 2008, Steria launched a mobility centre of excellence in Singapore which combines the latest communication technologies (RFID, GPS, GSM, M2M) to create innovative services supporting mobility. The range of applications spans real-time and personalised information



delivery for transport times, fleet management, senior citizen mobility, parcel delivery optimisation and emergency services management.

**About Steria: [www.steria.com](http://www.steria.com)**

Steria delivers IT enabled business services which help organisations in the public and private sectors operate more efficiently and profitably. By combining in depth understanding of our clients' businesses with expertise in IT and business process outsourcing, we take on our clients' challenges and develop innovative solutions to address them. Through our highly collaborative consulting style, we work with our clients to transform their business, enabling them to focus on what they do best. Our 19,000 people, working across 16 countries, support the systems, services and processes that make today's world turn, touching the lives of millions around the globe each day. Founded in 1969, Steria has offices in Europe, India, North Africa and SE Asia and a 2008 revenue of 1.8 billion euros. 16.5% of Steria's capital is owned by its employees. Headquartered in Paris, Steria is listed on the Euronext Paris market.

For more information please visit the Steria Exchange: [www.steria.com/exchange](http://www.steria.com/exchange)

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