



Case Study

The Long & Foster (L&F) Companies is the largest privately owned Real Estate Services firm in the seven-state, Mid-Atlantic region. L&F services include Mortgage, Title Services, Insurance, Relocation, Property Management and Resort Rental domains. L&F recorded total sales of US \$ 65.8 billion in 2005. L&F has over 215 real estate sales offices staffed by over 14,000 highly trained Sales Associates.

**Business Requirements**

- Establish initial offshore presence and build a solid baseline for scalable growth
- Leverage and maximize the offshore benefits for all its IS activities viz. Development, Application Support, Migration, Sustenance & Testing
- Faster releases with new features & functionality

**Benefits**

- Rolling out 6 major applications to support main business processes for real estate services
- Adopting to new technologies
- Improved L&F's ability to attract large clients & contracts
- Delivering offshore advantages in terms of cost, quality & faster releases for numerous applications for clients
- Improving business processes
- Enabling higher efficiency of IS division
- Increasing speed of operation through on-line web based solutions

**Challenges**

- Co-ordination with different L&F Divisions (IS, Businesses, Operations...)
- Aligning with client's business priorities
- Client driven framework
- Differential time zones

**The L&F - Ness Association**  
**Inception:** December 2002  
**Current Team Size:** 50

- Ness' scope of work :**
- Application Support
  - Application Migrations
  - Sustenance
  - New Developments Across Multiple Geographies
  - Automation Testing

**Ness' Solutions**

- Geographical divide bridged through collaborative communication channels such as periodic calls, instant messaging, multi level management interactions and e-reporting
- Enabling IS division with migration / deployment to new technology solutions
- Business model maturity resulting in alignment with client's business priorities and adaptation to client driven framework

**Best Practices**

- All CMMi level 3 engineering processes followed, metrics calculated & shared with client
- Centralized Work-flow & Issue Tracker Dev-Partner for code review
- Consistent communication channels across levels established
- Microsoft recommended layer architecture for the solutions
- Source control across locations through SVN for development & support
- Single point of escalation on all delivery issues on both sides

**Customer Speak**



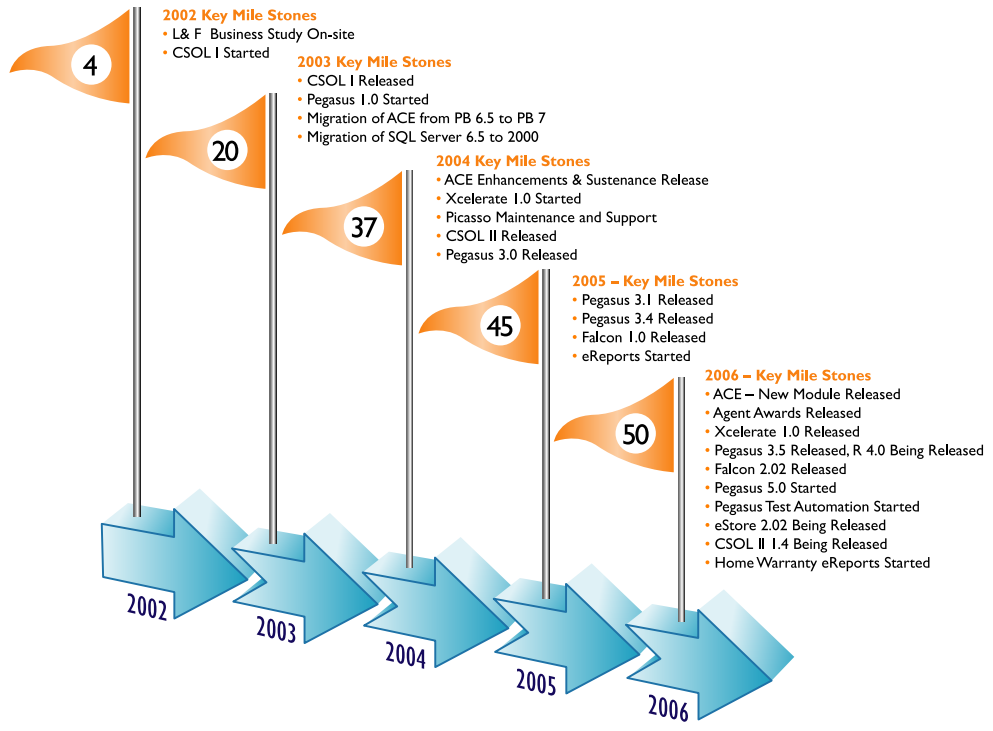
“ As you can see, this was truly a team effort. Every team in Information Services pitched in, worked closely with one another and vendors (on-shore and offshore) to develop a high value product. The team was truly global in nature, proving the world is flat :-)

While we have many more miles to go as we release new features and functionality, I thank you for all the extraordinary efforts to bring this product to life.

**Mayur Raichura**  
 Managing Director  
 Information Services  
 Long & Foster Companies, Inc.



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Technical Environment

- **Hardware**  
Pentium Workstations & Unisys Servers on MS Windows XP, MS Windows 2000 / Server 2003 platform
- **Application Server**  
IIS Server 6.0, Share Point Server 2003
- **Database**  
MS SQL Server 2000 & 2005
- **Language**  
C#, ASP.Net
- **Tools**  
MS .Net Framework v1.1, ERwin, Rational XDE, VSS, PBN, Mercury QTP, Crystal Report 9.0, NUnit 2.1 and MS Application Blocks, Power Builder 7.0, MS SQL Reporting Services 2000 & 2005, SVN

About Ness Managed Labs

Ness Managed Labs is a flagship division of Ness Technologies Inc., (NASDAQ: NSTC), providing Independent Software Vendors (ISVs), their best opportunity to leverage Offshoring for R&D transformation. Managed Labs operates as an Extended Model (EDC - Extended Development Center) with Client-ISV and replicates Client-Lab-Culture Offshore.

With operations across India in Bangalore and Mumbai and over 1600 employee strength, the division services marquee clients that include Business Objects(France), Cartesis (France), Chordiant (UK), MicroMuse (UK), BridgeCo (Swiss), Human Inference (NL), Portal Software (US), Indus International (US), Cobalt Group (US).

About Ness Technologies

Ness Technologies (NASDAQ: NSTC) is a global provider of end-to-end IT services and solutions designed to help clients improve competitiveness and efficiency. Specializing in outsourcing and offshore, systems integration and application development, software and consulting, and quality assurance and training, Ness serves a blue-chip client base of over 500 public- and private-sector customers. With over 7,000 employees, Ness maintains operations in 15 countries across North America, Europe and Asia Pacific, and more than 100 alliances and partnerships around the world.

I N N O V A T I N G T O G E T H E R