



Go *for* Gold



Leaders keep their eyes on the horizon,
not just the bar...



Cranes accelerates in the direction
of being a preferred global
Analytics and Engineering Simulations
Technology Partner

- Decision support systems
- Secured data capture, analysis and reporting
- Leading technology combined with superior maths and science skills

An Overview

Cranes Software International Limited is a company that provides Data Analytics and Engineering Simulation Software Products and Solutions across the globe. Cranes Software has a portfolio of intellectual properties that spawn products and diverse applications in the areas of Data Analytics and Engineering Simulations.

We understand that in today's highly competitive market environment, organisations need reliable and easy to use tools to manage intricate business scenarios involving a multitude of variables. The need for ways to understand underlining relationships, identify trends more clearly and make predictions with greater confidence is imperative to long term survival and growth. Cranes with its extensive expertise in helping scientists and engineers to analyse their findings and predict future outcomes is perfectly poised to address the decision-support enabled analytical needs of enterprises across almost all segments, thus effectively 'Analytics-Enabling' the future.

Cranes addresses the needs of large multinationals, governments, defence establishments, educational and research institutions and individuals in a variety of fields inclusive of but not limited to, medical research, psychological research, environmental sciences, criminological sciences, geo sciences, life sciences, chemistry, aerospace, biotech, telecommunication, automotive, physics, quality control, biology, materials characteristics, pathology, engineering, oil exploration, automotive engineering, remote sensing, empirical analysis, bioinformatics, material sciences, electronics engineering, signal processing, consumer research and marketing, and many more.

Our strong credentials as an innovation-driven organisation attracts top intellectual talent to our fold. The Company also actively invests in R&D in some promising emerging technology areas.

Main Segments of Activity				USD Mn
Year Ended	31-Mar-05	31-Mar-06	31-Mar-07	31-Mar-08
Proprietary Products	30	36	50	82
Product Alliances	6	9	11	15
Training Services	1	2	2	2
Total	37	47	63	99
International Operations	28	36	50	80
Indian Operations	9	11	13	19



Products



Systat® has been declared the most capable and nimble Windows statistics and analytical graphics package currently



TableCurve 2D is the first and only program that completely eliminates endless trial and error by automating the curve fitting process.



TableCurve 3D is the first and only program that combines a powerful surface filter with the ability to find the ideal equation to describe three dimensional empirical data.



XID - a powerful software tool that extracts and analyzes identities represented by names and addresses



The most comprehensive Computer Aided Engineering (CAE) suites available globally



Focused on the analysis and presentation of scientific data



iCapella® Intelligent Information Management solution helps extract personalized tangible information and convert it into knowledge to deliver maximum benefits and advantages to customers.



InventX® is an Strategic Project Portfolio Management (SP2M) solution that supports total communication, collaboration, and coordination of an organisation's diverse personnel and project resources to maximize the potential for project success across globally dispersed project teams.



NISA is one of the most comprehensive engineering analysis suites available globally to address the Automotive, Aerospace, Energy & Power, Civil, Electronics and Sporting Goods industries.



PeakFit's state - of - the - art nonlinear curve fitting is essential for accurate peak analysis and conclusive findings.



SigmaScan's comprehensive list of image types ensures image compatibility - including up to 16-bit gray scale images.

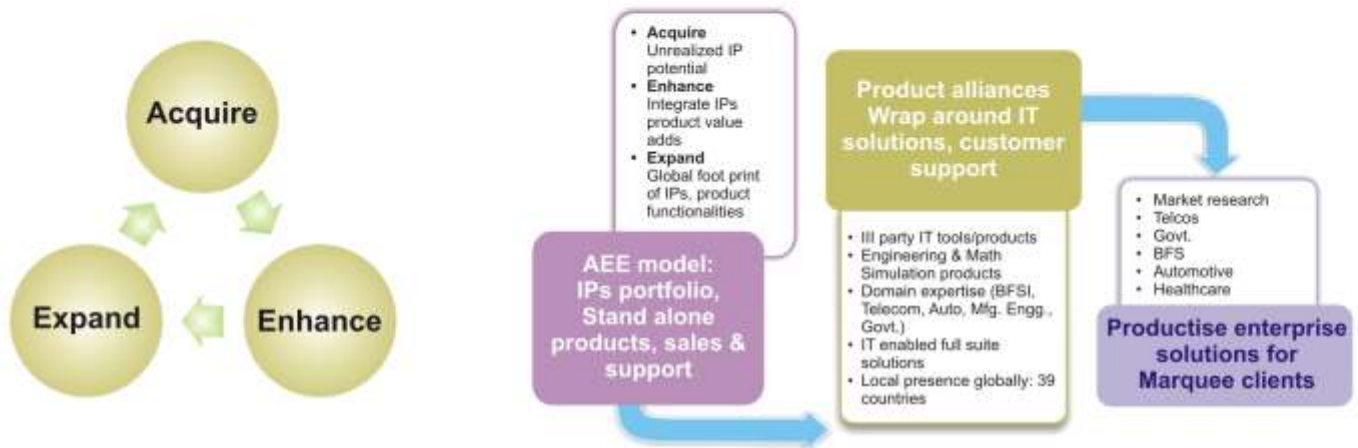


SigmaPlot graphing software takes one beyond simple spreadsheets to help show off work clearly and precisely.



SigmaStat is the program, research scientists turn to... when they want to be expertly guided through the analysis of their data.

The Cranes Economic Engine



The Acquire-Enhance-Expand Model

With the knowledge and insights gained over the years and a keen understanding of the market, the company forayed into the products space by acquiring promising technology assets, moving them up the customer's value chain using India's latent talent pool, and expanding the user base to potential markets globally. The initiative was honed into the Acquire-Enhance-Expand business model that has found repeat success over the years, clearly reflected in the growth the company enjoys. Cranes has expanded revenues and PAT by CAGR of 52.9% & 54.5% respectively between FY02 and FY07.

Dunn Solutions Group (DSG)

DSG is a US-based technology company specializing in business intelligence and knowledge solutions along with capabilities in providing training on products and quality management. Dunn has proven intellectual property on web based training materials, providing e learning capabilities and IPs to develop BI related solutions around Legal Dashboard, Six Sigma Business Scorecard, etc. These IPs provide robust wrap around solutions around renowned BI tools. DSG has substantial expertise in productizing solutions and will continue to develop domain specific variants of Cranes suite of product IPs.

Caravel Info Systems

Caravel Info Systems (CIS) now a wholly owned subsidiary of Cranes provides consulting services in the areas of complete embedded product development, hardware design, embedded software design, intranet based applications development, GroupWare application development and customization services. Caravel has a suite of IPs that can help reverse engineer outdated designs and reengineer them to better performance standards. These IPs can help in quick recalibrating the designs and integrate quite a lot of logic on to a common platform.

Tilak Autotech Private Limited

Tilak Autotech Private Limited (TAT), now a wholly owned subsidiary of Cranes is a Pune based company focusing on research, development and design of software and hardware products and solutions in the broad area of automotive electronics like Body Control Modules, Engine Management Systems and Service tools. The solutions developed by TAT are specialized in hardware-in-the-loop simulation and adheres to industry standards and best practices. The synergies here will address other embedded control opportunities like power generation controls, aerospace, industrial controls and measurement systems by applying same core technology to these allied verticals.

Engineering Technology Associates (ETA)

Engineering Technology Associates (ETA), now a wholly owned subsidiary of Cranes is a US based specialized auto consulting and product development firm. ETA's is a tier one vendor to the top three US car manufacturers and their expertise lies in developing Computer Aided Engineering (CAE) centric products for auto safety, vibration, and noise testing under simulated conditions. ETA caters to the growing safety needs of the auto industry and is recognized for its proven expertise in simulation testing. ETA products are bundled with LS Dyna, a leading global software provider in CAE space.

Cubeware

Cubeware is a Rosenheim, Germany based leading provider of BusinessIntelligence software and performance management Solutions. Its portfolio covers a powerful, fully-integrated, end-to-end package for analysis, planning, reporting and connectivity tools for importing data from different upstream systems. Cubeware Analysis System delivers a modular package of building intuitive Business Intelligence solutions which is fast to implement yet flexible enough to meet the individual requirements.

Growing Band of Global Customers

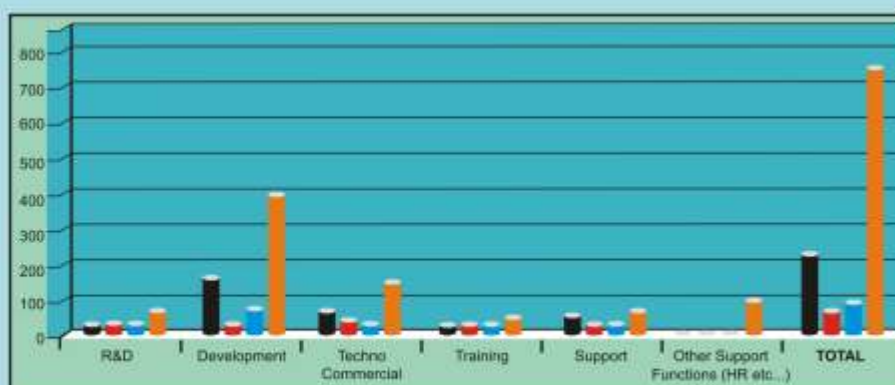
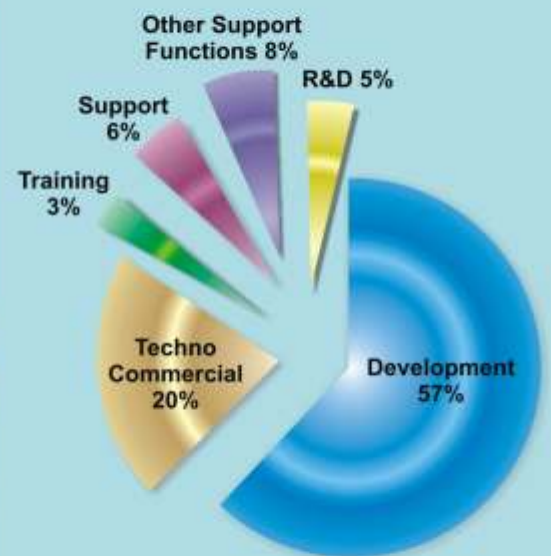


The Spirit of Teamwork



- Majority of resources focused on R&D and Engineering
- Strong requirement assessment & techno commercial team

Profile	North America	Europe	Asia Pacific	INDIA	Total
R&D	1	0	0	59	60
Development	155	6	61	395	617
Techno Commercial	51	20	7	151	229
Training	0	0	0	35	35
Support	25	3	5	30	63
Other Support Functions (HR etc...)	0	0	0	87	87
TOTAL	232	29	73	757	1091

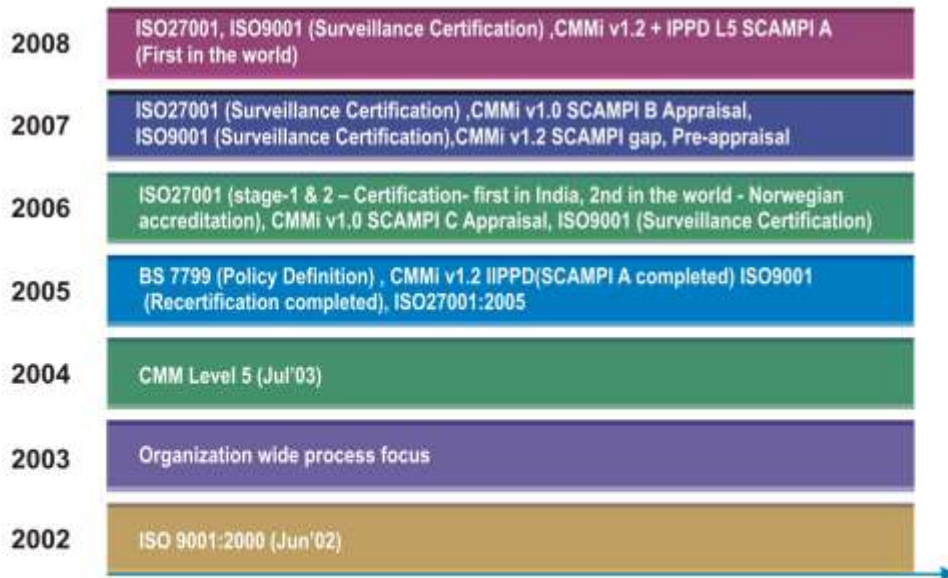


■ North America ■ Asia Pacific
■ Europe ■ India

Striking the Right Balance between Process and Prowess...

Quality

- Robust processes driven by benchmarked quality standards
- Highly process oriented culture driving continuous improvement
- High level of commitment to information security
- Metrics driven environment




Business Contingency

- Business Continuity Plan
- Active Directory Servers having backup at 4 locations replicating every 30 mins for all the servers
- Data recovery of all servers on DVDs and Hard drives over VPN (MS & Fortigate)
- Local & offshore data backup capabilities
- Code Server is backed up with 3 backup locations (2 locally, 1 offshore)

Awards & Recognition



Lauded as the Value Multiplier Business Model by Microsoft at their India is Innovation summit - 2006, for the Acquire-Enhance-Expand business model.



Named one of the Fastest Growing Indian Technology Companies by Deloitte Touche Tohmatsu Asia Pacific Fast 500 in 2003, 2004 and 2005.



Awarded New Market Entrant of the Year : UK Trade and Investment India Business Awards 2006 - conferred on an Indian or UK SME company demonstrating start-up success in the UK.



Bagged Distinguished Application Product Company Award at NASSCOM Product Summit 2005 by Indian Institute of Management, Bangalore, in conjunction with NASSCOM.

Challenging the Limits



The Future

- Cranes focuses on creating solutions around IPs or key components/modules culled out of its own proprietary products to create end-to-end solutions for a wider set of clientele across industries like telecommunications, FMCG, BFS etc.
- Cranes analytics-enabled solutions model leads to stronger client relationships and increases sales effectiveness
- The Company is creating an industry-wide analytics eco-system in partnership with stakeholders like research establishments and universities



Global Presence

★ Direct Offices

USA
UK
Germany
India

★ Distributors

USA
UK
Germany
Finland
Hungary
Poland
Norway
Spain
Portugal
Greece
Italy
Turkey
Romania
South Africa
Russia
Denmark
Korea
Malaysia
Japan
China
Philippines
Hong Kong
Israel
Taiwan
New Zealand
Australia
Dubai
Sweden
Switzerland
Singapore

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Global Scientific & Engineering Software Products Provider



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