

Nipuna, the Satyam BPO, Becomes World's First eSCM Level 5 Company

Quality standard instituted and measured by Carnegie Mellon University's prestigious ITSqc

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Nipuna Services Ltd., the Business Process Outsourcing (BPO) arm of Satyam (NYSE:SAY), announced today that it has been certified at Capability Level 5.0—the highest rating—according to the eSourcing Capability Model for Service Providers (eSCM-SP v2.0). The certification was granted by the prestigious IT Services Qualification Center (ITSqc) at Carnegie Mellon University in Pittsburgh, PA. Nipuna is the world's first company to achieve eSCM Level 5, just as it was the first to reach Level 4 in September 2005.

The eSCM-SP is a quality model that addresses critical issues related to BPO. It enables ITES industry organizations to evaluate, select, and monitor service providers based on their level of certification.

'Being the first global Company to achieve eSCM's highest level of certification is a great honor for Nipuna, and a reflection of the talented and dedicated people who work here. eSCM Level 5 certification is a global recognition of our belief in a robust organizational framework and innovation in service delivery,' said Venkatesh Roddam, Nipuna's chief executive officer. 'The certification also demonstrates Nipuna's commitment to operational excellence and to setting the standard for BPO service delivery. In addition, it reaffirms our ability to bring exceptional business value to customers.'

eSCM Level 5 certification will enable Nipuna to differentiate itself in the marketplace. By achieving the highest level, Nipuna, according to ITSqc, has demonstrated measurable, sustained, and consistent performance and improvement for two years — these attributes are very attractive to customers and prospects.

'Nipuna's exceptional achievement of becoming world's first consecutively demonstrates its excellent delivery capability and process adherence across Transaction Processing, Customer Care, and Engineering Services. This certification against the eSourcing Capability Model for Service Providers (eSCM-SP) provides a testimony to Nipuna's capabilities, and should provide enhanced confidence to global clients doing business with Nipuna,' commented Jane Siegel, director - IT Services Qualification Center (ITSqc) at Carnegie Mellon University.

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About Nipuna

Nipuna Services Limited, the BPO arm of Satyam (NYSE:SAY), is the world's first eSCM Capability Level 5 service provider. One of India's leading integrated end-to-end outsourcing service providers, the company offers proven, full-service expertise for multiple industries, including telecom, pharmaceuticals, financial services, and manufacturing. Nipuna's global delivery standards have resulted in numerous longstanding client relationships with Fortune 500 companies. The company operates from its main delivery centers in Hyderabad, Bangalore, and Chennai - apart from onsite delivery teams.

About Carnegie Mellon University

Carnegie Mellon is a private research university with a distinctive mix of programs in engineering, computer science, robotics, business, public policy, fine arts and the humanities. More than 10,000 undergraduate and graduate students receive an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A small student-to-faculty ratio provides an opportunity for close interaction between students and professors. In addition to its 144-acre campus in Pittsburgh, Carnegie Mellon has branch campuses in Silicon Valley, Calif.; Doha, Qatar; and Adelaide, Australia. It has also established educational and research partnerships with institutions around the world, including programs in Brazil, England, Germany, Greece, India, Korea, Mexico, Singapore, South Africa, Switzerland and Taiwan. While technology is pervasive at Carnegie Mellon, the university is also distinctive among leading research universities for the world-renowned programs in its College of Fine Arts. For more, see www.cmu.edu.

About the ITSqc

The Information Technology Services Qualification Centre was founded in 2001 to develop disciplined structures best practices models for rating sourcing firms and clients, as well as providing certification of their capabilities. The eSCM Models and methodologies developed by ITSqc researchers enable sourcing providers to differentiate themselves and reduce risks. Currently, the Centre has 16 member companies in the ITSqc's Research Consortium. For more information on the ITSqc, the eSCM models, and eSCM certification processes, see www.itsqc.cmu.edu.

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