



*We POWER
informed business decisions*

Our Core Values

You Inspire Us

You are not just a client but the center of our attention. Supporting your growth and success is the main purpose of our business. We're not here just to deliver a service, but to do so at such a depth as to empower you to attain self-dependency. As your custodians, it is our connection to you that drives us. Our work is motivated by your success, and in turn your success is the focus of our work. This exchange is the embodiment of the relationship we work hard to build.

Work to Become

In any endeavor, success is measured not by what is accomplished, but how the accomplishment is earned. In Elbert Hubbard's words; "we work to become, not to acquire." This is how our skills converge with your expectations, leaving no stone unturned and no corner unchecked—not just because we need to, but because it is who we are. At every checkpoint of our journey, we reevaluate ourselves and strive for every succeeding triumph to be better than the last. That is how you know that you are in the right hands.

Technology Is an Art

Since the beginning of the Information Age, people have been using technology to create "the perfect system". But sometimes, even a perfect system isn't enough. There are many popular methods of approach in the IT industry, but it takes a truly creative human mind to transcend the empirical. We know that doing business is a tumultuous and sporadic task, and the only way to adapt is to recognize that computers are not the most important asset of technology; it's ideas.

Focus On What Is Important

In his book 'The Seven Habits of Highly Effective People', Stephen Covey wrote: "Most of us spend too much time on what is urgent and not enough time on what is important." Many have failed in the past simply because they became fixated with what they were doing rather than why they were doing it, and lost sight of the essentials. To focus is to understand value. We first deliver what you need the most, because we make it our priority to know yours.



Who We Are

RED CORE INFORMATION TECHNOLOGY SOLUTIONS INCORPORATED

first embarked on its journey in Mandaluyong, Philippines in 2005.

Throughout our humble beginnings, our flagship service was automating customized reports for our multinational clientele. Our knack for business intelligence translated into numerous referrals and we soon found ourselves evolving as business grew. Soon we were being asked to employ our talents for other industries and initiatives, engaging in new projects and technologies that we were very excited to try. What started as a report automation company has now exploded into a full service software engineering enterprise that brings quality, high impact solutions to industry leaders around the world.

Today, Red Core is known as a specialized high-end information technology corporation that is focused, innovative, and results-driven. We utilize state of the art IT engineering methods that embrace a high level of transparency and interaction with clients, employing technologies that bring into perspective the importance of maintaining a strategic balance of durable and practical solutions. Most importantly, Red Core brings to you a dedicated commitment and sensitive understanding of your business.



Our **mission** is to support every client partner by striving to achieve its full potential by delivering practical solutions in a timely and cost efficient manner.

It is our **vision** to become the preferred business solutions provider enabling organizations to make highly informed competitive business decisions.

Our **role** as an agile strategic partner revolves around an appreciation of our clients' holistic needs and an understanding of their internal working processes. We are a goal-focused organization that embraces change and welcomes these ever-changing realities with tangible solutions.

Our **unique values** set us apart from others. We expend effort to understand your situation before engineering a solution to deliberately meet your needs. Our experience with a variety of businesses has broadened our minds to many possibilities. We use engagement insight to overcome boundaries, bridge industries, and permit ourselves to pave the way to unique and creative solutions while confronting daunting challenges. Our diversified talent pool brings results, innovation, and revolutionary thinking to each and every project that we have.

***We are not just in the business of technology;
we are the technologies of business.***

What We Do

We deliver different customer software solutions, lend support for technology deployment, and provide continuous operational support. At Red Core, we are proud of our delivery track record, which has led to regular ongoing service requests. We constantly assess technological advances and use those that make practical sense and result in positive value for our clients. It's through this dedicated client-centric commitment that we remain the go-to solution provider where commodity solutions are not the choice.

By combining progressive technical expertise with creative methods and ideas, Red Core engineers tailored IT solutions that put you in control of your business. We draw inspiration from your specifications. We advocate continuous improvement. We address new problems with new approaches. We concentrate on your priorities. We do this through:



Technology Enabled Solutions

as supporting enablers for business in platforms such as application development and software testing; and



Business Intelligence & Analytics

to establish a structure of continuous Business Intelligence from which to draw insight and iterative Business Analytics to facilitate strategic development;



Enterprise Process Optimization

to review the ever-changing value of operational infrastructure and enhance it by leveraging on our experience and expertise.

Even if you're not entirely sure which solutions your business is currently in need of the most, you can count on us to find out. That's what we do after all.

We POWER informed business decisions.

Points to Ponder

- ❖ WHY should you increase your business value?
- ❖ WHAT information is relevant in making decisions?
- ❖ WHEN and how often is the information needed?
- ❖ WHERE will the information be coming from?
- ❖ HOW can the information be used?

Business Intelligence and Analytics

"The price of light is less than the cost of darkness."

~ Arthur C. Nielsen

Running a business is anything but easy. One decision could mean the difference between bankruptcy and victory. Ignorance is expensive and success all boils down to sound decision-making.

Knowledge is power!
Savvy intelligent analytics unlock insight and information that can maximize strategic business potential.

Arthur Nielsen knew this when he ventured into radio market analysis in the 1930s. He wanted to know things like people's favorite radio shows and what time of day most people were tuned in. This curiosity eventually manifested into an audience measurement system known as the Nielsen ratings. They began by fastening "audimeters" to radios and televisions, which recorded whenever they were switched on or off, and how long certain channels were viewed by the minute. Since then, they could tell good shows from bad ones and adjust program rosters accordingly. It allowed them to decide things like what to air during primetime and how much to charge for commercials.

Nielsen's success was largely dependent on collecting data—and this, when scaled up, exemplifies today's business needs. Knowledge is power, whatever industry you're in, whatever department you're handling. If you're in Sales, you need to know what products sell most and when. If you're in Accounting, you need to know where all the money comes and goes. If you're in manufacturing, you need to know your daily output and how to increase it. All this knowledge is constantly just flowing around us. But how do we make the most of it?

The realm of business is unforgiving to the complacent. The key is to understand the natural flow of data all around your industry, and to respect its value. Now that the cost of technology is falling almost as fast as its benefits are rising, everyone from big multinational companies to small entrepreneurs can take advantage of these systems and techniques to get ahead of the competition.

Business Intelligence (BI) is the act of transforming massive amounts of raw unstructured data into meaningful information. Like Nielsen, heavyweight companies all around the world use BI systems like automated reports, performance metrics, scorecards, and executive dashboards to allow them to access up-to-date information, and to alert them of urgencies as they occur. In fact, so much information can now be collected thanks to technology that the uninitiated often don't even know what to do with it. But there's a solution to that problem too...

Business Analytics (BA) is a relatively recent trend that refers to the iterative technology-assisted analysis of past, present, and future business data, transforming the results into actionable solutions. It is a next-level supplement to BI, where the data collected from BI is explored at greater depth to proactively address problems seemingly too abstract for ordinary data intelligence. This includes statistical and quantitative analysis, explanatory modelling, predictive simulations, and target optimization.

The more you know, the more empowered you are to make the right choices.

Business Intelligence and Analytics is more than just a process, or a technology, or an automated tool; it is a science that drives effective decision making. It presents new insight and information that can steer strategic business planning in your organization's favor. Like Nielsen, we can design relevant and reliable BI and BA systems for you that allow you to work with actionable knowledge by identifying, collecting, managing, interpreting, and utilizing data to energize your business with information.

Technology Enabled Solutions

Smarter Technology. Simpler Solutions

Every task requires the right technology. You need tools to build a house, fire to cook food, needles to sew clothes, and water to grow crops. If investing in technology is such an absolute necessity just to do these simple everyday things, what more is the need for technology when operating a company? In fact, business and technology are so indisputably inseparable that the first computer ever built was created for use in commerce. That computer was built five thousand years ago, and it's called the abacus.

Work smart!

Let technology shoulder all the grunt work so you can focus on more important things.

Fast-forward a few millennia and present-day business has grown into something insurmountably more elaborate compared to what it was during the days of the abaci. Our needs have now become so multifaceted that it would be unimaginable not to rely on the solutions that the modern world has developed over the last fifty centuries. From calculators to desktops, laptops, mobile phones, smart phones, tablets, and the cloud; technology has rapidly evolved to the rhythm of human demand, so rapidly in fact that it has become largely underutilized by the unacquainted—most of the time becoming their biggest faux pas and ultimately causing their downfall. You don't need to be one of them.

Make your life simple. Take things like human error and processing time away from the equation and let technology not only shoulder the bulk of the grunt work, but also improve on both its effectiveness and efficiency. Technology Enabled Solutions is a whole family of services designed to provide you with holistic results-based solutions targeted for your exacting needs.

Enterprise Process Optimization

Transforming Value-Driven Strategies to Performance

There are many challenges in today's precarious business atmosphere. The escalating complexity and propagation of high-impact technologies like Big Data, mobility, Software as a Service (SaaS), cloud computing, and real-time analytics create unprecedented confusion for IT decision makers. Obtaining objective and unbiased guidance is essential when navigating the waters of change, while still addressing the day-to-day operational needs of business. This is where Red Core's optimization services can come into play.

Improvement starts with I! Outsourcing a business process is only half the battle.

According to the latest ^[1]Tholons Top 100 Outsourcing Destinations, the Metro Manila region outperforms Mumbai and is a strong challenger of Bangalore as the number one outsourcing destination in the world. It is also noted that the Philippines offers a "diverse community of outsourcing service providers", meaning that it has continued to reinforce and build its position as a location "capable of fulfilling the largest scale requirements".

Red Core, strategically situated at the heart of Metro Manila, takes this as a vantage point to promote its unique blend of skills in business optimization, IT management, and work ethics. We are proud that we made the commitment and established ourselves before the trend became a reality and not on the heels of others who also contributed to this outcome.

A 2010-2016 ^[2]projection from the Commission on Information and Communications Technology (CICT) estimated that the compound annual growth rate (CAGR) of the IT-ESO sector of the Philippines is between 11-16%, a notch higher than the global CAGR which is within 10-15%. This outlook means that there are lots of opportunities for outsourcing IT companies in the Philippines, to flourish and do business with different companies in various industries. Red Core seizes this economic momentum as a means to diversify its consultative services to current and future clients and projects. While expanding our horizon in the field of IT consultation and outsourcing, Red Core is prominent because of our unique value-centric methods for optimization.

We don't just do "lift and drop" outsourcing. We optimize processes.

We provide consultative outsourcing—examine what is in play, evaluate how and what we can do to make it better, propose solutions, and put them forth to implement the technology-based changes.

Red Core's value-driven approach, **Enterprise Process Optimization (EPO)**, transforms business strategy into effective and energized performance, using process as the crucial connection to help you recognize immediate and considerable results. We aim to be your strategic technology partner by providing you with our exceptional consulting services, a combination of skills, technology, knowledge, and tools, to rapidly produce value, deliver evaluated results, and design better process on the whole.

^[1]Tholons, December 2013

^[2]Philippine IT-BPO Road Map 2016: Driving to Global Leadership, 2010

Business Intelligence & Analytics

Challenges Addressed

- ❖ Identifying factors which measure business performance.
- ❖ Making business decisions that effectively resolve issues and problems.
- ❖ Combining operational data with institutionalized metrics and ultimately measuring against global competitive information, without excessive manual intervention.
- ❖ Utilizing readily-available or existing software for data collection and reporting purposes.
- ❖ Integrating all available data into one complete report.
- ❖ Transforming raw data into quality reports needed in strategic decisions.

Benefits

- ❖ Gain data visibility to achieve better cost-benefit analysis.
- ❖ Make effective business decisions through informative data analysis.
- ❖ Improved information quality, consistently harvested with expedient visibility.
- ❖ Simplify work complexities through a well-defined, systematic and optimal integration of data.
- ❖ Enhance performance through increased ability to access, share, and use timely information.
- ❖ Integrate data with highly-scalable and powerful tools for analysis.
- ❖ Attain reliable information quality and operational compliance by minimizing manual data entry.
- ❖ Improve operational productivity and efficiency through time saving process automation.
- ❖ Have more time to focus on main business activities than data consolidation.
- ❖ Create reports and queries with flexible presentations and extensive data management.

Technology Enabled Solutions

Applications Solution Engineering

- ❖ New construction
- ❖ Reengineering
- ❖ Commodity application adaption
- ❖ Maintenance/sustainment support
- ❖ Reach enhancements (Web and Mobile)

Test Verification Engineering

- ❖ Independent third-party testing
- ❖ Alpha/beta program administration
- ❖ Feature and functional confirmation
- ❖ Advanced testing services (performance, capacity, penetration, etc.)
- ❖ Expert testimony services

Enterprise Process Optimization

Challenges Addressed

- ❖ Gauging the existing state of your system or processes (as-is)
- ❖ Establishing a new strategic image (to-be) of your system
- ❖ Designing a roadmap of change programs intended to help your organization grow
- ❖ Steering innovation and managing a set of applications without hidden costs
- ❖ Reducing the operation cycle time by supplying your workforce with tools for efficient knowledge sharing and collaboration

Benefits

- ❖ Identify the consequences of the application of new technologies
- ❖ Evaluate existing infrastructure to pinpoint improvement options
- ❖ Outline a customized strategy to address your organization's specific requirements
- ❖ Apply market-leading solutions that help you develop and succeed
- ❖ Administer the whole functionality of the entire project
- ❖ Establish highly mobile, flexible personnel, empowered to collaborate and connect in real-time
- ❖ Increased productivity and improvements within the enterprise

How to Reach Us

Our senior executives would be thrilled to meet you, and to understand your needs with depth and precision. There's still so much we would like to discuss with you about our company and how we can work together to empower YOUR informed business decisions. So let's get this ball rolling!



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