

## About SAIGE Solutions

**SAIGE Solutions, Inc.** (SAIGE) provides end-to-end business solutions based on the application of proven, repeatable, and leading business process and information systems design methods, techniques, and tools. This approach is reflective of open communication and collaboration with SAIGE clients, interviews with key client staff, and an experienced consulting team knowledgeable in the application of technology to business process improvement.

### Solutions

SAIGE offers six types of business solutions to assist clients in achieving their strategic business goals:

- Business Process Management
- Marketing Solutions
- Web-based Solutions
- Data Management Solutions
- Technical Integration Services
- Industry Solutions

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### SAIGE Vision

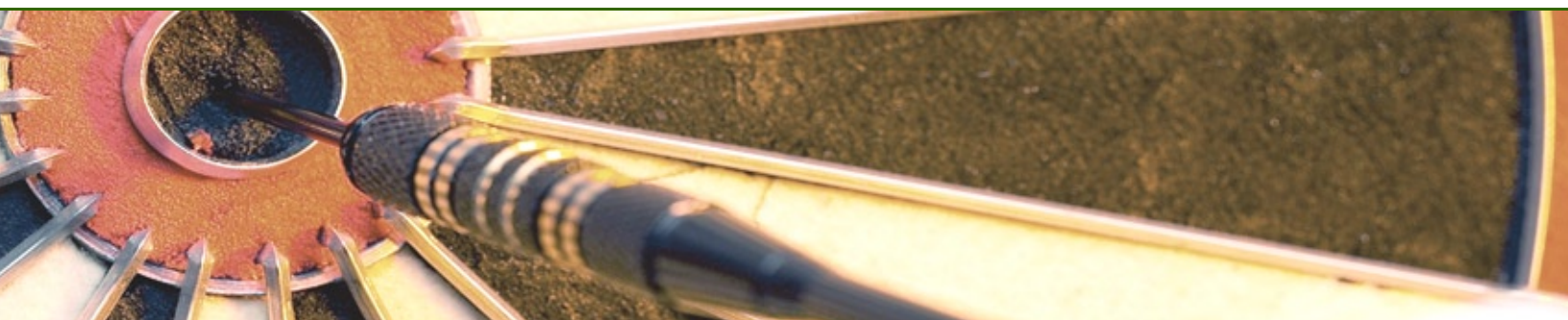
SAIGE Solutions, Inc. (SAIGE) was formed in May 2005 by eight highly motivated professionals whose combined background represents an exceptional blend of business and technical skills and experiences. Their vision for SAIGE is to be a "best-in-class" provider of solutions that satisfy client needs and positively impact strategic and/or financial objectives. SAIGE's core competencies include CRM (Customer Relationship Management) and enterprise data management. Offerings focus on enhancing client capabilities along one or more of four key dimensions – organization, process, data and technology.

The SAIGE team is determined to set the value standard in its market and to be identified for highly responsive, focused competence, and technical savvy. The SAIGE team listens, defines needs, offers ideas, builds plans, implements solutions, and supports clients' successes with personalized service and superior quality at a fair price.

SAIGE sees the three pivotal stakeholders as (1) the clients; (2) the employees; and (3) the owners. SAIGE believes that by ultimately serving the interests of each group individually while striving for balance, all three will succeed beyond expectations. The company's success has and will continue to be built on these straightforward, guiding principles:

- Provide products and services that are "best-in-class", personalized, priced competitively, and that create tangible, positive results for SAIGE's clients.
- Create a corporate environment recognized as an exceptional place to work.
- Base each interaction with all stakeholders on the principles of honesty and integrity.
- Have fun doing it!

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## SAIGE Methodology

SAIGE's 10-stage iterative methodology supports a phased delivery approach which stresses the completion of manageable portions of the total solution in rapid succession. Throughout each iteration, SAIGE works closely with the client to review deliverables and obtain acceptance before progressing to the next stage. The 10 stages are illustrated in the graphic below.

In the Assess stage, SAIGE interviews the key client personnel to assess and document the "as is" state and to define and validate the "to be" state. The result is an end state route map.

During the Planning stage, SAIGE collaborates with the client to define critical success factors, document project scope, develop and complete a detailed project plan, and gather high-level requirements. In the Discover stage, these high-level requirements are expanded into detailed business requirements and functional specifications.

In the Design stage, SAIGE develops an integrated model describing how the business requirements will be implemented. Data requirements and logical models are also finalized.

During the Build stage, SAIGE develops and tests the system and solution components. The UAT (User Acceptance Testing) plan is also finalized. In Test, UAT is completed. SAIGE reviews the results of the test cases with the client before moving onto the Deploy stage.

Once testing is completed and approved, the solution "goes live" in the Deploy stage. During Deploy, training is conducted and a user helpdesk is functional with policies, procedures, and personnel.

For the Production stage, SAIGE offers two alternatives based on the client's preferred method of sustaining the solution. If the client requires sustainment duties be handled by in-house staff, SAIGE will transition all duties to client personnel. If the client prefers to have sustainment duties outsourced, SAIGE will provide the appropriate resources for a predetermined period of time. Whichever alternative is selected, SAIGE tracks system performance in order to deliver metrics for final acceptance. Finally, in the Review and Accept stage, SAIGE compares the solution's performance to business case metrics to ensure project objectives have been met.



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## What's in a Name?

As the founders visualized the new company and how they would enter the market, much thought was given to selecting a name – a brand; the recognizable entity that clients would grow to trust as a respected partner. While normally a thorough business exercise, this process was surprisingly easy when the following acronym naturally formed from the five components of a successful CRM strategy:



- Structure** Essential foundation includes the appropriate organization, data, processes, and technology infrastructure.
- Analytics** A full range of analytics includes standardized performance reporting, elementary data mining, and advanced predictive modeling.
- Insight** Segmentation and targeting of customer base is driven by active analysis of behaviors, interactions, and life cycle data.
- Goals** CRM goals must align upward with the overarching corporate strategy and downward with the employee incentives.
- Execution** Consistent execution through effective channel alignment ensures appropriate offer and services differentiation.



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