



## PRESS RELEASE

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## **APEX ANNOUNCES FORMATION OF TECHNOLOGY PRODUCTS AND SOLUTIONS (TPS) GROUP**

### ***Aravind Natarajan is Promoted to Chief Technology Officer to Lead New Unit***

**HERNDON, VA – November 4, 2008** - Apex CoVantage, a leading knowledge process outsourcing (KPO) company, announced today the formation of the Technology Products and Solutions (TPS) group, consolidating enterprise-wide technology and software development in a single organization. The formation of the TPS group is a significant step toward achieving Apex's mission of delivering knowledge services from anywhere to anywhere in the world by leveraging the latest telecommunications and software technologies.

The flagship product of the TPS group is ProField™, Apex's Field Asset Management Technology, which was launched with much success on October 22-23 at the OSP EXPO in Baltimore. ProField promises to revolutionize the way field services for telcos, electric and gas utilities are performed. In a recent 13-state project for a major telco, 500+ field technicians achieved an unprecedented 50% higher productivity translating to a 25% increase in net margin.

In addition, ProField delivered exceptional quality. Historically a tough challenge in field work, ProField delivered 99% quality as certified by the customer.

The 13-state project was performed using a dozen vendors, as well as the customer's own crews – all managed centrally by ProField – with Apex serving as the systems integrator and quality manager. An integrated quality workflow was used, connecting work done by quality inspectors in the USA with work done by quality specialists in India.

“Apex has a long history of technological innovation and through the years we have developed outstanding technology solutions that have been the cornerstone of our service delivery excellence,” said Apex President and Co-Founder Dr. Shashikant Gupta. “In support of furthering Apex's mission, I am pleased to announce that Mr. Aravind Natarajan, who led the revolutionary development of ProField, has been promoted to CTO and will lead the new TPS entity.”

Mr. Natarajan, a 16-year veteran of Apex and one of its leading technologists, has experience in strategy, planning and new product development with industry skills spanning telecommunications, electric and gas utilities and electronic content solutions. Responsible for many of the innovative technologies developed by Apex over the years, Mr. Natarajan has successfully executed numerous multi-million dollar projects. He holds an M.S. in Computer Science from the University of Maryland and a B.S. in Computer Engineering from the University of Bombay.

"I am excited to be at the helm of the TPS group and with the opportunity to take Apex's technology to the next level – completing the customer-interface layer of our 3-tier technology platform and updating the other layers to the most current technology. The TPS group's mission will include harnessing the full power of Web 2.0 and developing new, licensable products replicating the success of ProField," said Mr. Natarajan.

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**About Apex CoVantage**

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide engineering and content solutions from a global network of state-of-the-art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.