Who We Are

Thinking Minds, Inc. is an international company with offices in California on the West Coast , Rhode Island on East Coast in US and Maharashtra, India.

We provide on-site support for SAP/PeopleSoft/Oracle Apps. and IT projects, and have an extensive off-site development capability. In addition to PeopleSoft we have extensive experience with Oracle, Java development, portal design and implementation, and workflow solutions. We also have a growing competitive intelligence group that supports marketing over the Internet.

Our clients are divided between universities and commercial enterprises, and our multi-national team is completely integrated into a coherent service delivery organization.

Thinking Minds Core Capabilities: University Clients

Our core capabilities in the university environment are PeopleSoft integration and support. We have a proven track record in two long term engagements for U.S. East Coast universities, including:

- Capacity planning and platform sizing for an upgrade to PeopleSoft 8.4 (Student Administration, HR and Financials). Our detailed analysis of PeopleSoft Internet Architecture capacity requirements resulted in a significant savings to our client by selecting the most cost-effective server suite that would meet requirements for 1,000 concurrent users with a margin for growth, while ensuring that the platform was neither over- or undersized. The net savings from the analysis was in excess of $500K, which represented the difference between the cost of the platform configuration that was initially under consideration and the platform that was demonstrated to meet requirements.
- Installation and upgrade from Peoplesoft 7.5 to 8.0.
- Design of a web-based graduate admissions application that is integrated into PeopleSoft 8.4, including modules supporting the admissions process workflow and data administration.
- Development of a change and release process to support PeopleSoft fix and patch management.
- LDAP-to-PeopleSoft integration.
- Development and implementation of custom SQR reports using a process we've developed to capture requirements, manage the workflow of the development and testing process and implement into production using PeopleSoft's process scheduler.
- Ongoing system and database administration support in the 8.4 environment under a vendor agreement for technical services.

Thinking Minds Core Capabilities: Commercial Clients

Our core capabilities in the commercial environment include:

- Development of an integrated e-mail workflow system for a major international corporation. Currently this system is being used by 23000 employees across the world for customer service and corporate communication.
- Competitive intelligence operations on the behalf of a commercial client that has attained 150% increase in sales during the past ten months. Operations include using Thinking Minds' developed processes, procedures and programs to monitor competition, search engine placement, data mining , monitoring marketing statistics, customer support etc.
- Development of several components for e-learning solutions maintaining OSHA guidelines.
- Development of components for large Gas company in South for in-house applications.

Our Model

We use a hybrid model that places local resources on client sites to manage our international team's activities in the following areas:

- Custom software development
- Support services (issue resolution using on-site resources for coordination and client interaction)
- Project management, integrating on- and off-site resources into client project teams

Our Value Proposition

Provide low-risk software products to clients at an attractive cost/point by:

- Validating both business and technical requirements
- Integrating with the client's project team
- Thinking Minds will assume responsibility for delivery of product and components within the scope of the client's methodology, using the same tools and techniques employed by the client
- Thinking Minds becomes a control account (a control account is the intersection of an organizational breakdown structure and the work breakdown structure)
- Preparing the client for production and support realities after the product or component(s) are delivered
- Maximize value points with a 60% value target

How We Overcome Barriers and Risks

The following table depicts some of the more common barriers and risks (real and perceived) that are associated with off-shore development:

Barrier/Risk	How TMINC's Model Overcomes It
Lack of control over the development process once a work order is initiated	- Fulltime engagement manager on client site who liaison's with client stakeholders (client PM, project sponsor, business and technical stakeholders) and Thinking Minds resources - Deliverables-based development with weekly status reports - Integration into client's team by using same tools and methodology
Perception that development is being performed in "sweatshop environment" with exploitation of workers	- Thinking Minds values its human resources company-wide. One of the first initiatives when forming the company was to focus on SEI's People Capability Maturity Model, which measures the maturity of an organization with respect to

	workforce management that embodies the principles of employee satisfaction, individual professional growth, and respect for the individual • Thinking Minds recognizes that its most valuable asset is its people and treats all employees equally regardless of their geographic location • Thinking Minds' goal is to develop a company that has a stable, motivated and professional workforce in which there are open communications and a spirit of common purpose and teamwork.
Rigid adherence to specifications	• Thinking Minds has a change management process that provides flexibility to change specifications after work proceeds • Any specifications associated with a work order will be validated by tracing to requirements, technical feasibility and context of overall project before work proceeds. This is why we assign an engagement manager to be on the client's site at all times
Quality concerns	• Thinking Minds assumes responsibility for all unit testing and plays an active role in integration testing and the build/release process. • We use software configuration management to assure product integrity • We track defects and perform defect density analysis • Build analysis and release notes are provided to client product test and pre-production test teams

How to Contact Us

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