

Mahindra Satyam



The Official IT Services Provider of the 2010 FIFA World Cup™

Powering IT for the greatest game on earth

Mahindra Satyam is the Official IT Services Provider of the 2010 FIFA World Cup™, South Africa.

Mahindra Satyam is entrusted with the responsibility of developing the core IT Event Management System for FIFA and the Local Organizing Committee of South Africa.

Our engagement is focused on enhancing the FIFA sporting event experience to be the best in the world, thereby proliferating FIFA as a brand. The objectives to be met were:

- Develop a world-class event execution model with a repeatable quotient
- Leverage IT to ensure best practices from FIFA are implemented effectively and uniformly across geographies and languages
- Ensure that the sport is spread to all geographies without compromising event quality
- Build highly scalable solutions to service events of various magnitudes
- Ensure accuracy and predictability in operations
- Provide a secure platform to take care of physical and IT risks



Mahindra Satyam's solution to achieve the set objectives was :

- Development of a world-class Event Management Solution (with various software modules focusing on specific areas such as Accreditation, Transportation, Volunteer Management and Space & Material Management)
- Deployment of highly efficient and well-tuned infrastructure and support for events
- Creation of a robust Extranet Platform for various stake holders of FIFA that facilitates collaboration and content exchange between them
- Fixing a Team Services Support System (TSSS) for efficiently managing team movements
- Providing helpdesk services for the event

The solution developed by Mahindra Satyam team will demonstrate to the world, IT systems enabled on some of the most innovative technologies, yet to be rolled-out at any major event. These solutions will enrich the experience of fans arriving in the stadia to watch the 64 matches and ensure seamless movement of all delegates, staff and volunteers. Additionally, these solutions will effectively manage assets, making them available at the right place and the right time, thus leaving a lasting impression in the world of sports and a legacy in South Africa. This will demonstrate Mahindra Satyam's technology prowess, to enhance the 2010 FIFA World Cup™ experience from the end-user perspective.

Mahindra Satyam is leveraging its deep industry and functional expertise, leading technology practices and an advanced global delivery model, to help FIFA transform their solutions and provide a unique experience to football fans across the globe.

The Event Management Solution exclusively, caters to:

- Over 250,000 accreditations
- Over 130,000 volunteers who will use the Volunteer Management Systems
- Transportation, including VIP and Protocol services
- Managing of Space and Material Systems for over \$1 Billion of assets

Mahindra Satyam ...

- ... is the first Indian company to join FIFA as the Official IT Services Provider of the 2010 FIFA World Cup™
- ... has developed the core IT event management system for FIFA and the LOC
- ... has developed the Event Management Solutions system focusing on
 - Accreditation
 - Transportation
 - Volunteer Management
 - Space & Material Management

About Mahindra Satyam

Mahindra Satyam (NYSE: SAY) is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The Company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the \$6.3 billion Mahindra Group, a global industrial conglomerate and one of the top 10 industrial firms based in India. The Group's interests span financial services, automotive products, trade, retail and logistics, information technology and infrastructure development.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.