



Nathan Research

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Victor,

It was a pleasure speaking to you. We are delighted to provide you with an opportunity to work with us at Nathan Research. Your start date will be on or around 7th June, 2021. In this position, you will be working closely with the Company's management team and our Delivery, Prod Mgt, & Business Development teams to execute projects to develop and enhance our product platform ReMAP. We expect you to get familiar with and contribute to various business functions including Product Marketing, Product Management, Pre-Sales, Development/ Engineering, Project Management, Customer Support as well as Internal support as appropriate from time to time– (ex: Training & Infrastructure).

As part of this engagement, you will work both virtually and in our offices in Chennai. There may be a need / opportunity to travel to the US, to visit with key customers. Most of the work however will be conducted virtually.

Nathan Research is a niche enterprise software / technology firm and is in the business of providing a portfolio of software products to specific industry verticals such as Retail, Construction, Logistics and Telecom Services. These products are offered as services on the cloud and serve a range of business functions to handle Planning, Execution and Monitoring of business operations. We are in our 4th generation of the platform under the brand **ReMAP 4.0**. The specific products include

- **ReMAP Leads, Sales, Jobs, Reports** (formerly Lead Management System, Sales Management System, Fulfillment Management System, Product/Price Management System and Analytics Management System). Together they address the complete business flow from Lead acquisition/management to Sales to Fulfillment of services for niche verticals such as Home Improvement Services, Home Building and Telecom.
- **ReMAP Workflow Bundles (Basic, Standard and Custom)** – Customized bundles of various modules, integrated to perform the function of and comprising of CRM, Leads, Sales and Job Management and Reporting
- **ReMAP Contacts and Marketing** are targeted at retail andetail brand managers to effectively track pursuits, create content, organize, launch and track marketing campaigns.
- **ReMAP Catalog, EC** (Electronic Commerce Framework) are targeted at retail andetail businesses to define, establish, e-branding, create buy-side and sell-side catalogs, online storefronts, and online fulfillment methodologies.
- **ReMAP FTZsoft**. This portfolio of software supports the operation of 'Foreign Trade Zones' (or FTZ) for retailers that import products from overseas and perform value added functions in designated zones within their warehouses in order to claim certain incentives from the US Government. FTZsoft is a cloud based offering and targeted at retailers with their own FTZs or licensed 3rd party FTZ operators.
- **ReMAP Design, Visualize, AI** - This portfolio of solutions addresses emerging needs / opportunities in the marketplace for Workflow Automation, Customer Experience, and Ecosystem Enablement using advanced technologies in AR, AI, ML, Imaging, Vision and Conversational AI. The use cases involve Customer self design of home interiors, auto recognition, classification and measurement of objects, staging for real estate professionals, process automation, and smart contracts between supply chain participants.

In addition, we have strategic relationships with leaders in software such as Google, Salesforce, Freshworks and Thoughtspot which include resell and OEM contracts with them.

We are launching aggressive marketing, sales and deployment campaigns for this entire portfolio. There are additional products under consideration for building and offering to the marketplace, that take advantage of our core strengths in Supply Chain Planning, Sales & Operations Planning and Analytics. Our strategy has been to understand a business pain point, design, develop and deploy a solution for an anchor customer, productize the solution and take it to a broader market.

We are at a unique inflection point in the company, and offer a combination of

- Stability and history of satisfied customers (including the Fortune 50) we have worked with for a number of years, and a proven business model, positioning us for a rapid period of growth ahead of us, with significant opportunities for those that have the passion, right initiative and talent.
- Entrepreneurial culture, and small teams empowered to develop ideas and solutions to implement.
- Rapid learning, Design, Development and Deployment of Large Scale Systems utilizing leading edge technology platforms (including open source – Ruby on Rails, PHP, MySQL, Apache, js, SQL server, Ionic, Mobile iOS, Android, Python etc), emerging areas such as AI/ML and Blockchain.
- Exposure to real and relevant business problems enterprises face every day, and business processes.

In your role, you are expected to provide support to the business in various ways deemed fit and necessary by management. More specifically, your responsibilities include the **highlighted** areas in the following list and support for other non-highlighted areas:

Pre-Sales

- Meeting with prospects, understanding their needs and defining solutions, conducting demos
- Developing proposals based on prospect's input and our portfolio as the base
- Working with our partners and their solutions (such as Five9's Virtual Contact Center solutions, Salesforce, Thoughtspot, Freshworks, Google etc)

Sales

- Developing a pipeline of prospects, 'hunt' for business at the small, medium and enterprise levels
- Calling, meeting prospects, articulating the NR value proposition and closing business contracts
- Maintaining and developing relationships for renewals and add-on business
- Providing feedback for product roadmap
- Laying the infrastructure for a long-term sales practice (conversion rates, funnels, lead gen, etc.)
- Developing process for customer upsells/cross-sells (scripts/procedure for how/when to sell)
- Balance local (DFW/US) targets vs non-local targets
- Establish targets for small, medium, large companies (with emphasis on large) and set goals

Marketing

- Reviewing the current Marketing collateral and refining them (including our web and social media presence), individual product datasheets/slides, multimedia content
- Refining our sales and partnership channels – with VARs, with industry organizations such as NARI, NAHB etc, leveraging our solutions across multiple, diversified vertical sectors

Product Management

- Studying and assessing the current product portfolio, product roadmaps and refining them

Engineering

- **Work with the core Development/Engineering team on Product Development, Release and Support.**
- **Working with customers on the requirements definition, design, development and testing of products and applications**
- **Designing and developing web/cloud based product module/components for a variety of business processes/applications related across platforms – Ruby, PHP/MySQL, Mobile, Microservices etc**
- **Researching and architecting platforms and design principles for efficient, effective and rapid prototyping and development of applications, implementing DevOps, CI/CD, onboarding and deployment automation**
- **Defining and implementing infrastructure requirements for having our SaaS applications hosted at third party hosting companies; interacting with these companies for regular upkeep and maintenance of applications**
- **Code Management lifecycle – from design to development to testing to deployment**

Delivery Management

- Defining and executing project and program plans for various initiatives
- Familiarity with our software product stack that we have running for our key customers across Lead Management, Sales, Admin/Operations, and Reporting – Leads, Sales Configurators, Visualizers, Fulfillment etc.
- Keeping track of the current state of implementation, planned roadmap, business/user requests, prioritization of needs
- Working with various business users on brainstorming their needs (Merchant teams, Sales, Fulfillment, Admins); rationalize functions and features against available functionality and planned roadmaps, with periodic visits to customer sites
- Working with customer's Project Management organization and IT on the architectural and integration aspects into various legacy systems
- Helping bring up to speed / train fresh resources (both business and IT) – that customers add to teams

Customer Support

- Providing email and phone support to customers (helpdesk)
- Working with the Development/Engineering team to trace issues and solutions

Administration

- Working with management on various internal initiatives such as Identifying hiring needs, Recruitment on and off campus, Team formation, Productivity tools etc.
- Improving infrastructure and tools for growth – including Networks, Communication (audio/video/text), Collaboration, and internal Project Management
- Providing assistance to management from time to time on needs related to presentations, reports etc,

Your compensation structure will be as follows

- INR 15000 for the first two months which will be considered a training/internship period
- INR 40000 for the first year after the first two months
- Potential incentives to be determined from time to time – beginning as early as the third month

Terms and Conditions

- All work being performed is confidential in nature and you are expected to treat all documents, deliverables, presentations, reports, web applications, data and any other material being provided to you in the same manner, as confidential to Nathan Research and its customers.
- You are expected to work 6 days a week, with the working hours expected roughly to be between 9:30 am to 7:30 pm, Monday through Friday and 9:30 am to 3:30 pm on Saturdays (unless an alternative Saturday schedule is agreed to by Management). You are expected to put in the effort necessary to develop and complete certain deliverables agreed upon mutually during the internship. We have daily standup meetings every day at 7:30 am US Central (6:00 pm IST (Mar-Nov) and 7:00 pm IST (Nov-Mar)) which we need you to participate in. Occasionally there may be a need to attend to requests for overseas customers requiring support at late evening/night hours and weekends. In these situations, you may be permitted to take time off on other days of the week in consultation with company management.
- A daily log will be maintained, of work being done and shared with management as appropriate. At the end of every week and the month, a brief summary should be provided to management. A weekly plan will be necessary to keep track of progress being made. The format and template for this will be made available to you. Example/Template of [Activity Tracker](#)
- Normal holiday schedules will be kept and days off will be agreed upon on an as-needed basis and is expected to be within reasonable limits. Days off for visits or medical purposes will be agreed upon on an as-needed basis and is expected to be within reasonable limits. Unless it is an emergency, at least a week's notice is to be provided to the company for time off. If in management's opinion this comes in the way of

company objectives being met, remedial actions may be needed such as having you make up for lost time/productivity.

- The company offers the flexibility to have you work from home or offsite from time to time, especially for support purposes. Our company principle is to be 'always connected'. Accordingly, it is expected that our team members are available and accessible through voice and data (email) at any time and be responsive to company and client questions/needs as appropriate.
- This is an employment at-will. While we expect this relationship to continue for a long period, if reasons permit, we can terminate employment with a 30-day notice.
- Your compensation package will be reviewed and adjusted based upon performance at least once a year or more frequently (ex: 90 days) as appropriate and discussed with you.
- You are generally expected to work exclusively for Nathan Research during the period of this employment.
- Benefit plans are available for company staff, such as PF (Provident Fund). Details including company and employee contributions for these benefits will be provided separately.
- Your team-lead will be Dhanasekar. You will also be working with company management including Ram Viswanathan, our President.

This opportunity is being made available to you based on our understanding of your specific interest and aptitude, your technical and business abilities. Strong mutual trust and loyalty, a go-getter, problem solving attitude, multi-tasking, flexibility, ability to work well with people across organizations, ability to withstand pressure, effective communication, in addition to your technology skills, motivation and drive are all key success factors in this relationship, for you and for Nathan Research. We look forward to this journey with you. An email address will be set up for you which should be used for all company related communication. The email will be victor.a@nathanresearch.com and it can be accessed at mail.nathanresearch.com. In addition, you are expected to be online on tools such as MS Teams and WhatsApp which are used extensively to stay connected and to collaborate. Additional information related to orientation can be found at this link (accessible after your email is setup) – [NR / ReMAP Orientation Document for Developers/Engineers](#) .You will be required to complete certain HR formalities, as described at this link - [NR / ReMAP HR Paperwork for India Hires](#)

This offer may be subject to your successful clearing of background checks, references and providing proof of prior employment (not applicable to interns or campus hires).

Please sign this offer letter as an indication of your acceptance, scan and return this to info@nathanresearch.com

Thank you and we look forward to working with you.

Regards



(Ram Viswanathan)
Director
Nathan Research

I have read, understood and accept the offer as
stated above

(Victor Abilash)
Date :