



ZERO TOLERANCE FOR DEFECTS
SUPER RESPONSIVE COMMUNICATIONS
EMPLOYEE OWNERSHIP

AUGUST 2009
VOL - 1



Friends,

I am so thrilled that we are now a large community with a periodic newsletter of our own. At RedEgg, we strive hard to excel in the Triple Cs - communication, cooperation and coordination. The Triple Cs are not easy to accomplish when you are separated by distance, culture, time zones, job responsibilities and working schedules. But, RedEggers seem to develop the knack for the Triple Cs as soon as they come on board.

RedE will help us with the Triple Cs and the launch of it was also a great example of the Triple Cs in action. I was lucky to watch RedE grow from a concept to this final shape within a short period of time. RedE has a beautiful logo, colorful layout, well written articles and useful content. At every phase of the process I witnessed the Triple Cs in action. It was not imposed by management, but it was natural. It was not just a few, but it was the RedEgg community who built this. My congratulations to all of you! Keep up the good work, the vibrant community and your daily dose of the Triple Cs!

And enjoy the newsletter.

Regards,


Gaugarin Oliver



Hello RedEggers,

No words can explain how excited I am to meet you all through our first edition of 'Red-E'. With everyone wanting to contribute, it was no surprise that Red-E was ready in no time.

RedEgg is a combination of enthusiastic youngsters and ambitious yet down to earth promoters. The combination can be nothing but irresistible. Looking back at the day when I had to make one of the biggest decisions of my life, well it did not take me long to realize that I had made the right choice. Not often does seven months seem like seven minutes.

RedEgg is three years old now, the tiny footsteps replaced by a firm march and a swagger. RedEgg today is an example of what a dedicated and enthusiastic bunch of youngsters can do to their locality and to themselves. Each one of you is directly responsible for the world class environment you have helped create with in this organization.

The best part is, we have just started!

The woods are lovely, dark and deep.
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.


Kannan Muthupandian



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THE DRIVE THAT PAINTED THE

■ Jane Hamilton

"I must commend the first few guys who joined us when there was no real infrastructure or system in place. They believed in our vision".

The trainees at Cision are given a list of competitors they should watch out for... and MyMediaInfo is number 2 on the list!



What are the things you could do on a long drive? Well, you could stare at the horizon, count the cars that pass you by on the highway, take a nice nap (if you are not driving!), or, according to Gaugarin Oliver and Eric Hill, start a company!! Whoa! How did that happen? Meeting up on a windy afternoon, we settle into chairs on the fourth floor of the RedEgg office, where interior furnishing is still under way. The smell of fresh paint on the cool breeze wafting in from as yet un'glasses' windows fills us with a sense of excitement as we discuss the birth of RedEgg Solutions.

Well, the story starts with the meeting of two men from very different backgrounds with the same vision. Gaugarin Oliver, a native of Kanyakumari district, has a diverse education with degrees from prestigious Indian and American universities. He began his career in Chennai, and then worked for various American startup companies like Mobixell, Cymfony, Voice Control Systems, Ultiverse, and Lojalis. He even came close to relocating to Japan to start operations for one of the companies. "Cymfony became a turning point for me", says G. It was here that he was first introduced to media products, and where he first met Eric Hill, who then worked for MediaMap (now known as Cision).

Now a little background on Eric Hill. Armed with a degree in accounting from Assumption College, Eric began his career as an accountant, and then a consultant, in the fossil fuels industry for 5 years. Following this, he volunteered for the Peace Corps. "I moved to the Dominican Republic where I helped poor people run businesses and improve healthcare and their commerce. I even learnt to speak Spanish there!", he says. He later returned to the fossil fuels industry for a few more years before switching to technology.

Sharing similar experiences of struggling to sell imperfect media products in a competitive market, both Eric and Gaugarin started thinking about the quality issues in the products they sold. The discussion resurfaced one day when they set out on a long drive from Washington DC to Virginia for a sales call. Describing the drive, G says, "Eric and I were really frustrated about selling these flawed media products. We had to convince customers about products they did not trust. Eric suggested that we could easily start our own media intelligence company, and sell high-quality and well researched media products that could really satisfy customers". Both men agreed it was an idea worth pursuing. Days passed and the idea took a back seat for a while.

One fine day in 2006, a few weeks before Gaugarin was to visit India, Eric brought up the idea of the new company again, over lunch. G agreed that they should definitely start working on it. Both men carried out the market analysis, contacted people, and laid the ground work. When asked how long it took for the concept to turn to reality, Gaugarin exclaims, "It happened very quickly!" dragging out the "veeerrrrrrrrrr" to express his own amazement at how quickly everything happened! Two weeks in India was all it took to hire the first members of the RedEgg family. "I must commend the first few guys who joined us when there was no real infrastructure or system in place. They believed in our vision". "It took us another month to find a place, put up an office, streamline the backend, find the right consultants and work on our first product!" "And MyEdicals was launched 7 months later!" adds Eric.

Why the name 'RedEgg'? Gaugarin has an interesting story for that too! The 'E' is from 'Eric' and the 'G' is from...well...G! Debrah Lee (Eric's wife) suggested the 'red egg', which is a symbol of prosperity and long life in Chinese culture, which is a part of her ancestry. "We felt the 'egg' was also a nice play on words as our biggest competitor in the market was Bacon's!", says Eric with a laugh.

"But why", we ask him, "Why the sudden urge to start your own company when you already had a great career?" "Well, Better to be the head of a cat than the tail of a lion, right?" quips G, quoting an Italian proverb. "I might have been more prosperous if I had gone into... say... investment banking. But, hey! This is more fun! Creating something your own, and more importantly, creating job opportunities for the people in a small town like Nagercoil...it's very satisfying!" Gaugarin quickly adds that Nagercoil was always the first option to set up the company. "I believe in the potential of the Nagercoil. It has unwrapped prospects and resources that the world knows nothing about."

The journey here was not easy, although both men give each other credit for supporting one another through tough times. G says, "Eric's strong background in sales and marketing, his valuable contacts, and his faultless know-how were the backbone of the creation of RedEgg". "I remember one

Our First Employees



- Kabeer Ahamad
- Veera Lakshmi
- Shajju
- Edward Smith
- Thiraviyam

Corporate Social Responsibility

North South Foundation (NSF) is a non-profit organization run by volunteers in US and India. NSF was started in 1989

Provide scholarships to economically deprived but meritorious students in India

Funding - Educational contests are held for children of Indian origin in USA

50 centers in USA

20 Chapters in India - Nagercoil Chapter the latest addition

Over 2,000 scholarships given



TOWN RED!

LOOKING BACK...

particular night when I wanted to pull the plug on the project. But, Gaugarin, being the good partner, talked me into pursuing further," Eric joins in.

Gaugarin's wife Madavi sold the first licensed product since they did not have enough sales people on board. "But we had an advantage. The giants were watching the market grow and not really paying attention to little start-ups like us", reminisces Gaugarin. "We were selling our products for as little as \$500, which the competition just could not beat! We had the element of surprise. Low cost and 'Made in India', was often viewed with suspicion and that is where the market knowledge, US Sales team and the quality of the product came into play." And now, MyMedialInfo has come a long way from there. How do we know? Here's a secret... The trainees at Cision are given a list of competitors they should watch out for... and MyMedialInfo is number 2 on the list!



Gaugarin and Eric share the same vision for RedEgg – to build a global team of experts to deliver the highest quality products at affordable prices. With our research capabilities, it will be no surprise if we are number 1 in a couple of years. "We are approached by bigger companies on potential partnerships and joint ventures on a daily basis. We also have a unique pitch for our company. We tell people we work from Nagercoil, and they go "Naga..what?!" Ha Ha! Soon, though, they realize the advantage they have in working with us. They are interested in working in India, and who better to work with than us?!"

We asked G and Eric, both strong believers in team work, what their expectations from us were. Here is their response: There are basically 3 principles that will perfect the way we work- 'Zero Tolerance to Defects' attitude, 'Strong and Super-responsive communication, and , the most important, 'Taking ownership' where each person makes themselves individually responsible for the success of a project and does not expect detailed instructions from some quarter.

Eric points out, "When you are in the middle of starting a company, in the mad rush, sometimes amazing moments can come and go without being recognized. There are many in RedEgg's short history, but some moments stuck with me. Seeing MyEdcals come up in a Google search for the first time was amazing! Through RedEgg, we were able to provide for our families as well the families of those who worked at RedEgg. That was a cool feeling! Finally, seeing our first NSF scholarship winners getting the education they dreamed of, and the hard work of our RedEgg volunteers in India, the joy was priceless!"

Gaugarin expresses his happiness with, "We made the right decision in starting RedEgg. The company has exceeded our expectations. 100+ employees is a pleasant surprise I'm certain this floor will be filled to capacity in no time! It is exciting, but also nerve-racking... You know, now I have to write out paychecks for 100+ employees!" he laughs. With his joyous laughter, and RedEgg's inspiring story ringing in our ears, we continue our drive on the road to success! ■



First Office , 2006



First Staff , 2006



First Workstation



Today...



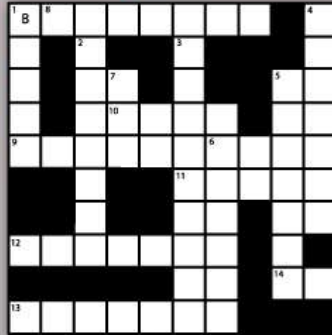
An era in the making...





Eben's Bath - Day Celebrations!

Fun Zone



- V** 1 - An online media (4)
E 2 - One of our biggest clients who manufactures Guitars (6)
R 3 - Usually found on the editorial page of a Newspaper (8)
T 4 - A social media (7)
I 5 - Part of English breakfast (One of our competitors old name) (6)
C 6 - A name of one of our teams, (Found in Desert) (5)
A 7 - Used to calculate Online Ad rates (3)

Horizontal

- 8 - An old man, not a PR (7)
 9 - Tool used by WR for migration (8)
 10 - World's largest organization for PR professionals (4)
 11 - PR professional's favorite free service (4)
 12 - A tool used by Call researchers (5)
 13 - We have an office in a location where wolves roam (7)
 14 - A musical PR Designation (2)

Human Brain Is Too Efficient!

According to a research at Cambridge University, it doesn't matter in what order the letters in a word are written, the only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole.

SNIPPETS

"I have gained a lot of knowledge through working in RedEgg. My team members are also patient; they correct me in a friendly way, and support me through difficulties."
Jeema

"Redegg made me to realize that the growth of the company depends on each individual, so I took charge of my own personal development and now I give my best."
Irin

Today I realize that each and every contact I process reflects the company's name in the US market which in turn reflects the company's growth. I am still amazed at how the work in a small town in India can make an impact in the US Market.
Ezhila Johnilet

At RedEgg, I have the opportunity to talk to different people in the US... I learn interesting lessons every day, on how to convince people to provide information and how to handle difficult callers.
Sahadevan

We are proud to be associated with this company... the company has grown a lot in 3 years and we have grown along with it.
Rajalakshmi

RedEgg allows its employees to take part in many knowledge-enhancing activities. It also motivates the employees to come up with new and different ideas.
Regene

All RedEgg employees know when, where, who, why, what and how to work in the company to keep the quality of the product high.
Binny

I like my days to be busy, full of life and activity, and that's what awaits me in RedEgg... I love the work atmosphere here.
D.Vidya

Surfing the web and gathering information is an interesting and challenging task and I love my working environment, my colleagues and my work.
Angelin Giju

Working in RedEgg is a soothing experience... after 7 months I realize that the secret to that is the way the management takes care of the employees here.
Glory

Our company is growing with every new project, and I'm growing along with my company. The Friday seminars are an added advantage for anyone working in RedEgg.
Rakesh

It's been two weeks since I joined RedEgg... The company has trained me well within a short period of time. I would love to witness each and every leap RedEgg takes.
Miracin

I like my company's policy "Work Hard, Earn More", and if anyone works hard opportunities and promotions automatically knock their door.
Siva Thanu

Gaining more knowledge and personally developing ourselves in terms of various skills are the sign of good experiences at RedEgg.
Jegan

From RedEgg I learnt advanced information searching skills, analytical skills, and interpretation and technical skills, as well as some good judgment and decision-making... RedEgg provides me with opportunities to truly shape my personality.
Sam Gladson

RedEgg is like a community... each employee is deeply related to the company. I strongly recommend RedEgg to all my college juniors!
Godwin

Birthdays!

AUG	1 Regene Morris	12 Jegan	5 Pradeep
	18 Uma Maheswari	16 Prejushya Mohan	6 Aravind
	22 Ezhila Johnilet	17 Ananth Jobin	9 Premlin Dass
	25 Binny John Nelson	26 Asha	21 Baiju
		29 Kingsley	25 Gayathri
SEP			
OCT			

About us

REDEGG InfoExpert Technologies Pvt Ltd, is a fully owned subsidiary of RedEgg Solutions Group with headquarters in USA (located at Waltham, MA, a suburb of Boston). The RedEgg Group offers several market leading solutions and professional services to Fortune 1000 companies in North America. Backed by leading private investors and banks in USA, REDEGG InfoExpert is the backbone of the parent company. Young and vibrant REDEGG InfoExpert has grown into a premier Research and Development company. REDEGG InfoExpert provides services in Research, Knowledge Process Outsourcing and Software. REDEGG develops world class products for clients in North America.