



2014

New York Business Consultants  
IT Capabilities April 2014  
Chrysler Building, 405 Lexington Ave, NY 10174  
**Building Bridges to New Markets**



## Building Bridges to New Markets

1

*What we stand for.  
Our Values and Team.*

2

*Our Services*

3

*The Way Forward*



BUSINESS  
EXCELLENCE IN IT,  
CONSULTING &  
BUSINESS  
DEVELOPOMENT

BUILDING BRIDGES TO NEW MARKETS  
FROM NEW YORK TO NEW DELHI



# Our Values Partnership for GROWTH

## Trust

- Open communication
- Commitment
- Fully informed and engaged



## Respect

- Value differences
- Appreciate uniqueness of qualities
- Transparency

## Passion

- Challenge the status quo
- Desire for continuous improvement
- Business Excellence

## Innovation

- Creating first-in-class solutions
- Emerging trends adoption - process & implementation

## Integrity

- Adherence to highest ethical standards
- Always do the right thing
- Putting the customer first



# THE TEAM MAKING IT HAPPEN

Malko Ebers



CEO, NY  
Strategy

Shihab Abdula



New York, NY  
IT Management

Arun Prasad



New York, NY  
IT Solutions

## Core Competencies:

- Align Strategy, Process and Implementation to ensure success.
- Business enabling solution frameworks (IP) development.
- Leadership and management expertise to mentor, guide and support multiple teams within diverse geographies.
- Experience within diverse industry segments – Healthcare, New Media, Retail, Insurance, Marketing, Aviation, Pharmaceuticals, Healthcare Informatics, Consumer Electronics, Market Research, Educational Services, Telecommunications, Financial Services etc.
- Enterprise Architecture & Process Alignment
- Technology / Process Assessment, Recommendation, Roadmaps



# Malco Ebers



## Strengths / Talents

Strategic thinker and business leader with experience in various industries in the US, Europe and Asia

Communicator, trainer, author and course lecturer (NYU, Yale, Constance University)

Expert in transformational leadership, change management, governance and branding

## Professional Experience

Founder and CEO of New York Business Consultants LLC

Governance and policy expert, ivox

Business Analyst, Glass Lewis Wall Street

Group Risk Management AXA

Author, public speaker, trainer and course lecturer

## Education

M.A. Change Management Yale School of Management, Constance University

M.A. public policy, organizational sociology, economics ETH Zurich, Constance University

Stanford Summer School, Summer School JNU New Delhi



# Arun Prasad



## Strengths / Talents

Technology solutions architect with 25+ years of success in architecting, managing and delivering world class solutions across diverse industry verticals.

Productively identify and understand business challenges to develop scalable architectures and to aid in solution fulfillment.

Effective program management, team and relationship building, mentoring and communication strengths.

Cultivate industry wide technical partnerships and maintain pro-active client relationships.

## Professional Experience

Enterprise application delivery - strong emphasis on e-business solutions, service enablement and web security.

Technology leadership - lead teams in discovery, assessment, architecture, security, recommendations and roadmaps.

Entrepreneur - technical leadership for a variety of startups.

Consulting - Principle Architect for a global services enterprise.

## Education

B.E. - Instrumentation & Computer Process Controls, Bangalore University, India



# Shihab Abdulla

## Strengths / Talents

An enterprising leader with proven ability to motivate personnel towards achieving organizational objectives and adherence to industry's best practice.



Ability to interface and closely align multiple, dispersed work groups to strategic goals of the organization. Successfully created new business channels of high net worth clients in the Middle East, Ireland and US. Work with cross-cultural, multi-national teams ensuring optimal utilization of resources leading to overall profitability; Strong problem-solving, planning, team-building and management skills

## Professional Experience

Quality Analyst with demonstrated expertise in test planning & management of quality efforts and quality standards throughout the SDLC, including implementation & management of critical processes, standards & tools necessary to perform software quality assurance functions, ensuring compliance of company's IT quality control standards & policies.

## Education

Post graduate diploma in Business studies ( Dublin Business School) Ireland  
Information Technology, University of Gloucestershire UK







Best Practices

Industry Experience

# Industry Experience



## Pharmaceuticals

- Adverse Event Management
- Cloud Based ERP/CRM/SFA

## Financial Services

- Risk & Compliance

## Insurance

- 300+ applications assessment & SOA Readiness

## Aviation

- Inventory, Maintenance & Scheduling System

## Retail

- Risk & Compliance
- Centralized Authorization
- Integrated Services Platform
- Leads Management & SFA
- eCommerce Platform

## Market Research

- Desktop Analyzer and Data Viz
- Auto Information Network
- Sale & Service Data Viz
- Social Media Acquisition & Sentiment Analysis

## Healthcare

- Architecture assessment for LOBs
- Senior Enrollment
- Behavior Health
- Health Informatics Portal
- Benefits Enrollment
- Healthcare Intelligence
- EMR Adoption
- Care Management
- Telemedicine
- Hospital Management Solution



Key Benefits for our  
clients

# Services & Solutions



## 01. Strategy

Strategic positioning  
Gap analysis and value mapping.  
Business Process Optimization.



## 02. Implementation

Enterprise Architecture – definition  
and assessment.  
Technical Process optimization.



## 03. Program Management

Project Management  
Mentoring, Coaching & Guidance  
Governance

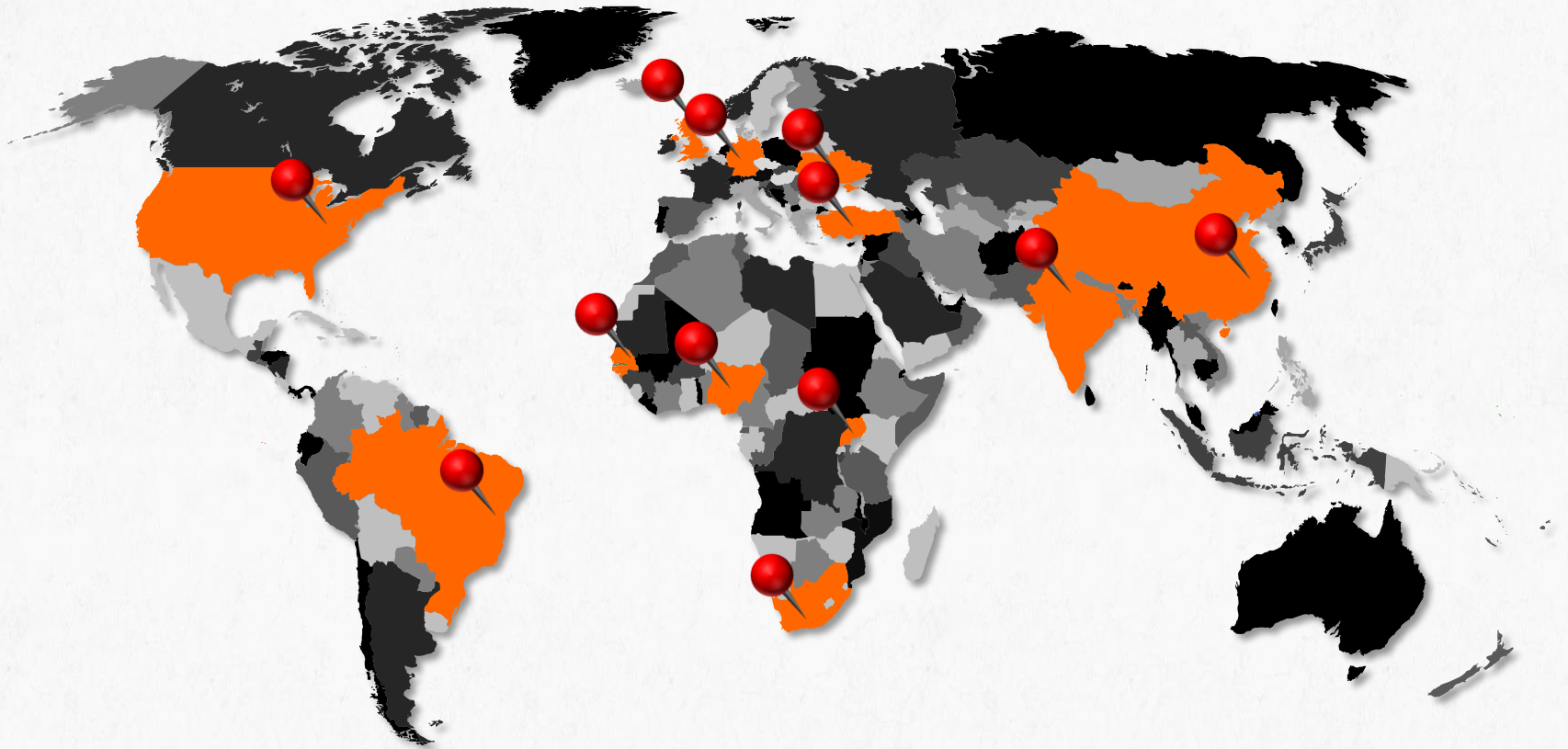


## 03. Other Services

Management Consulting, Strategy  
Int. Business Development  
Market Research  
Business Training and coaching  
Finance

# NYBC Global Network

## Building Partnerships for Growth





# Let's work together

## QUOTE

*'We are passionate about solving challenging problems for our clients, international business development and helping clients achieve sustainable performance. We Are excited about the opportunity to work with you.'*

NYBC CEO Malko Ebers



# CONTACT INFORMATION, NY

Our dedicated team wants to help you with your IT/Technology, business consulting and other professional business needs. Let us connect you and bring your business to the next level!



N

**New York Business Consultants LLC**

Y

Chrysler Building,  
705 Lexington Ave  
New York, NY 10174 NY

B

Office 315-572-1938  
FAX 📠 917-368-8005

C

info@newyorkbusinessconsultants.com  
www.newyorkbusinessconsultants.com

