



## Contact:

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# Corporate Backgrounder

## Who We Are

iYogi, the leading, independent, technical support service for consumers and small businesses, was established in May, 2005 and is a privately owned company headquartered in Gurgaon, India. iYogi's executive team is comprised of co-founders with extensive experience in technical support and business management, and a customer support staff that is passionate about raising the bar on service quality. Funded by Canaan Partners and Silicon Valley Bank, among others, iYogi has recently expanded its operations to include an administrative and marketing office in New York.

## What We Do

iYogi is a next-generation computer support company, providing superior technical assistance to home and small business consumers via phone and remote online access. iYogi is leading the way for a new breed of service providers from India, developing a direct-to-consumer model for reaching customers worldwide. Live 24/7 support coverage extends to technologies that we use everyday and is currently available to customers in the United States and the United Kingdom with plans to expand services to additional regions later this year. iYogi offers yearly subscription plans for \$119.99 or "per incident" and "quick fix" support options starting at \$9.99.

## How We Do It

iYogi combines superior talent and training with its proprietary iMantra technology to deliver superior, cost-effective computer support services to individuals and small businesses.

*Our Talent:* iYogi's customer support staff undergoes an intensive three-month training program that includes Voice & Accent, Technical Skills, and mandatory Microsoft Certification for Desktop Support Technicians. Above all, iYogi focuses on each technician's ability to listen to customers as they define their problems and then communicate an effective resolution.

*Our Technology:* Once a problem is identified, iYogi's technicians use the iMantra knowledge database and a personalization engine to provide a customized service. The knowledge database grows with every interaction by capturing the customer's problem, the solution and the specifications of the computer hardware, software and any relevant peripherals involved. The database also contains customer demographic information as well as a call history so that the customer support technician can provide assistance that is specific to the individual caller's needs and equipment.

iYogi's **customer satisfaction rate of 93%** and **resolution rate of 84%** ranks it as the highest benchmarked company in the computer support industry.

## Management Team

### Uday Challu

Uday Challu, iYogi co-founder and CEO, has an extensive background in desktop support and business management. Uday co-founded a third-party desktop support business in 1986, the early years of the Indian IT industry. He has held several key roles in startup and growth companies, including Newgen Software Technologies Pvt. Ltd., and as the Head of Operations at a mid-size SAP Implementation in the US in the late 1990's. In 1999, Uday co-founded Concordia Consulting, a boutique management consultancy firm that helped companies merge their technology and media strategies. Most recently, Uday co-founded IQ Resource, an outsourcing company focusing on B2B media. He has mentored three start-ups in the enterprise applications and media industries and currently serves on the board of Wizcraft, an entertainment media company. Uday is an honours graduate from Delhi University with a degree in Economics.

### Vishal Dhar

iYogi's co-founder and head of US operations, Vishal Dhar, has extensive background with both start-ups and established firms in the communications and media industries. As a founding team member and Managing Director of Text 100 India, a Public Relations firm focused on the technology industry, Vishal worked with leading technology providers such as Microsoft, British Telecom, SAP, Internet World, Hutch, Motorola, Compaq and others. He also served as CEO of the Friday Corporation, the largest information services provider in India, managing over 230 sources of editorial, profiles and real-time company and market research information. Vishal is also a co-founder of IQ Resource, a niche BPO (Business Process Outsourcing) business focused on the business media industry. He studied in the Bachelors of Business Administration Marketing program at Pace University in New York and attended the Lawrence School Sanawar in India.

For additional information on iYogi visit [www.iyogi.net](http://www.iyogi.net).