

# Capabilities Deck 2025

Technology | Recruitment | Digital

India | USA | UAE | Nigeria | Australia



# Agenda

Who are we?

**01**

Our Journey

**02**

Our Solutions

**03**

Technology & Products

**04**

Our Tech Stack

**05**

Our Clientele

**06**



# A Trusted Transformation partner

## Introduction

For over a decade, we've helped businesses grow smarter and faster with tailored solutions in Technology, Staffing and Digital Marketing. Powered by innovation and built on trust, we connect you with the right tools, the right talent, and the right strategies to scale with impact.



### 100+

#### Applications Developed & Delivered

Reflection of our vast technical expertise, deep industry knowledge and unwavering commitment to excellence. Every project we undertake is guided by precision, innovation and a strong focus on outcomes.

### 50+

#### Recruitment Partnerships with Clients

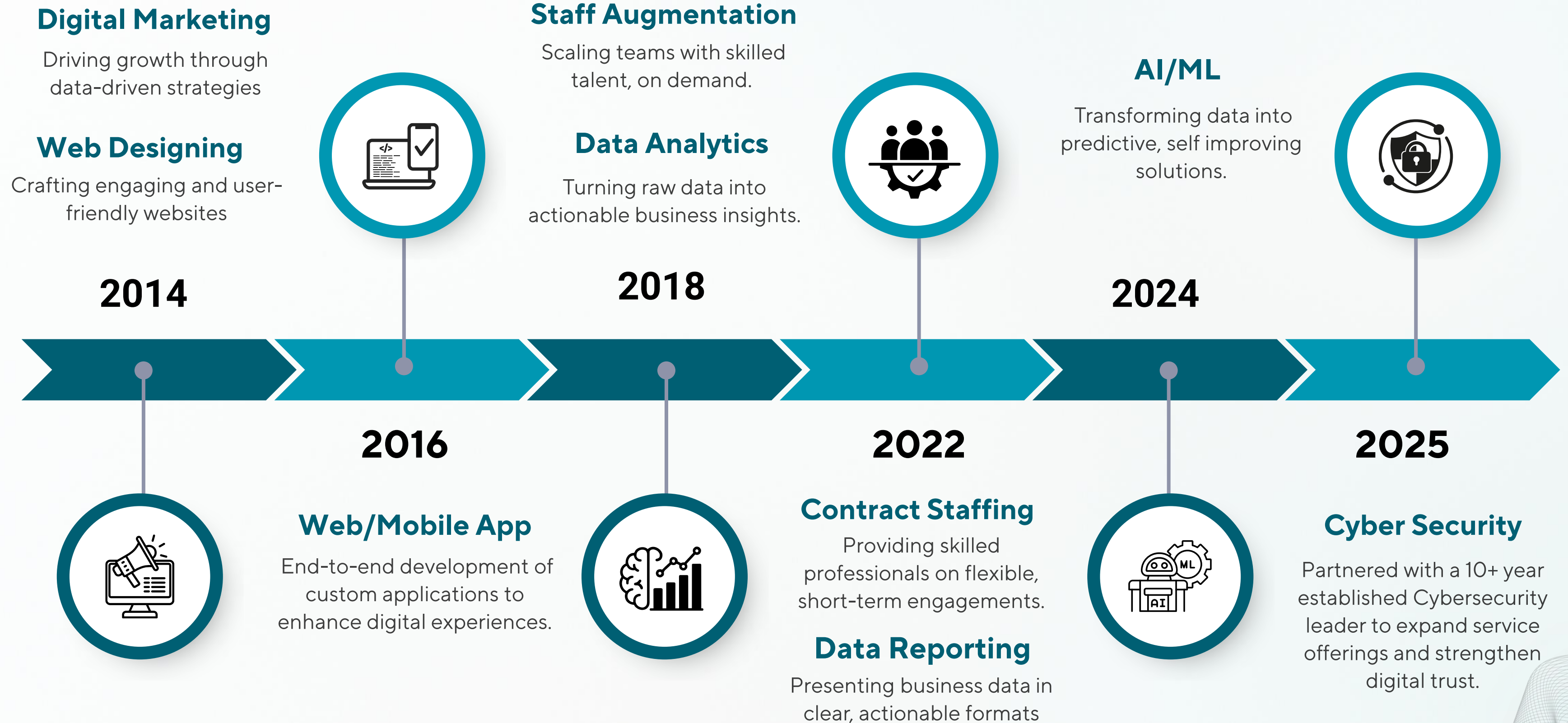
Demonstrates our strong commitment to fulfilling client requirements and our relentless drive for customer satisfaction

### 50+

#### Digital Clients Served Globally

Indicates that our ability to gather client requirements and strategically position them online to accelerate business growth.

# A Decade+ of Innovation, Transformation and Impact







# The Solution We Offer

Our solution is designed to optimize operational processes, reduce costs, and improve decision-making through real-time data insights. We provide a powerful platform that automates data management and enhances efficiency with advanced AI capabilities.



01.

## TECHNOLOGY

AI-powered platform for data management, process automation, and business intelligence.

02.

## RECRUITMENT

Low-cost, highly skilled staff augmentation with faster hire - remote India or onsite.

03.

## DIGITAL

Data-driven use of digital channels to engage, influence, and grow target audiences more effectively



# TECHNOLOGY

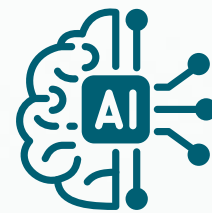
**Smart.  
Scalable.  
Secure.**



**Enterprise  
Solutions**



**Advanced Analytics  
& Reporting**



**Artificial  
Intelligence**



**Cloud/ DevOps  
Engineering**



**Cyber Security**

# TURNKEY PRODUCTS



## iCafe

Cafeteria Management, Restaurant  
& Point of Sale Software



## RECOP

Recruitment Operations Platform



## KEY Suite

Handle end-to-end Employee  
Onboarding, Payroll, Statutory  
Compliance & HR activities



## Easy Marketplace

Multitenant E-Commerce platform



## iQMS

Quality Management Software



## GoFetch

Delivery Application Platform

# TAILOR MADE PRODUCTS

Our tailored solutions are engineered for your business – designed to scale, integrate and create lasting competitive edge.

## Discovery & Needs Assessment

Understand business objectives, processes and challenges to define clear requirements.



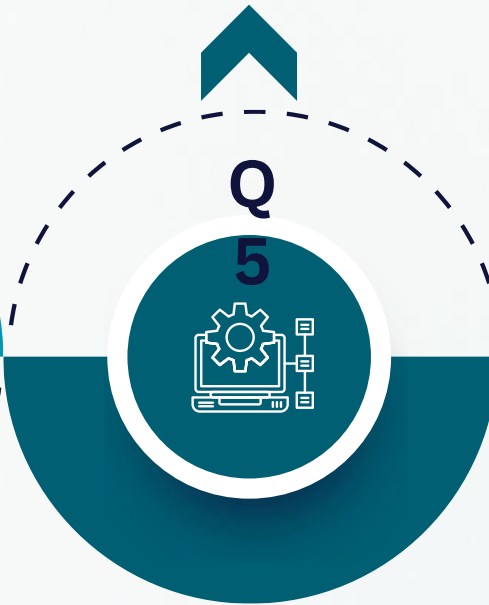
## Development & Configuration

Build and configure the solution with custom code, integrations, and business logic tailored to the client.



## Deployment & Integration

Roll out the solution into the client's environment, ensuring smooth integration with existing systems.



## Solution Architecture & Design

Translate requirements into a technology blueprint - defining system architecture



## Testing & Validation

Conduct functional, performance, and security testing to ensure reliability and scalability.



## Optimization & Improvement

Monitor performance, collect feedback and enhance features to keep the solution aligned with evolving business needs





# TECHNOLOGY | Advanced Analytics & Reporting

## Insight Visualization & Storytelling

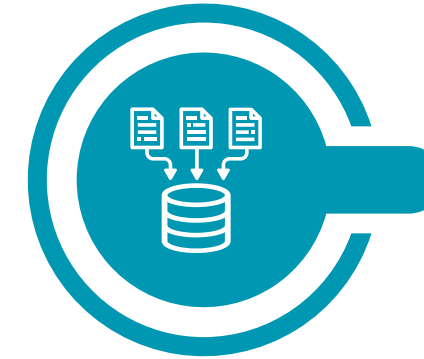
Transform data into clear, compelling business stories for faster decisions.

Interactive Power BI Dashboards · Smart Scorecards · Executive Cockpits



## Segmentation & Targeting Intelligence

Uncover granular customer clusters and behavioural patterns for data-driven marketing.  
Persona Modelling · Propensity Scoring · Cross-Sell/Up-Sell Modelling



## Predictive & Forecast Modelling

Anticipate business outcomes and market movements with advanced algorithms.

Demand Forecasting · Trend Modelling · Churn Prediction · Market Mix Analytics



## Advanced Reporting & Simulation Models

Deliver robust, dynamic reporting frameworks tailored for decision support.  
Automated Excel Dashboards · Scenario Planning Tools · Financial & Volume Simulators



## Prescriptive & Optimization Engines

Turn insights into action — recommend the best decisions to maximize ROI and minimize risk.

Pricing Optimization · Resource Planning · Scenario Simulations



## Intelligence that Predicts, Optimizes and Visualizes Performance.

## KPI Frameworks & Governance Layer

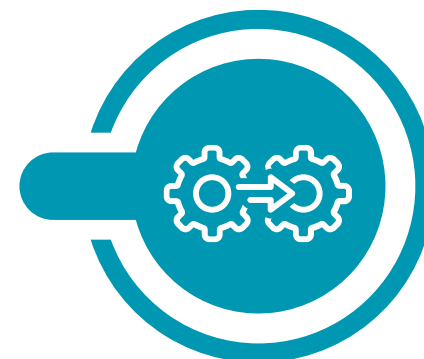
Define, monitor, and standardize performance metrics across teams and systems.  
KPI Mapping · Data Quality Controls · Performance Governance Dashboard



## Text & Voice Analytics

Decode consumer perceptions from social, survey, and unstructured text data.

Social Listening · Brand Emotion Mapping · NLP & Voice Analytics



## Knowledge Base Update

Measure true marketing impact and investment efficiency across all channels.

ROI Modelling · Funnel Analysis · Multi-Touch Attribution



# Technology | Artificial Intelligence

"Enable automation and intelligent decision-making with AI that learns and improves over time."

## AGENTIC AI

### ▶ AI AGENTS

Independent software entities that can perceive inputs, make decisions, and take actions toward defined goals.

### ▶ AGENTIC WORKFLOWS

Connected chains of AI-driven tasks that operate seamlessly across systems, automating multi-step processes end-to-end.

### ▶ COPILOTS

Embedded AI copilots integrated into applications or platforms, guiding users, suggesting actions, and automating repetitive tasks.

### ▶ AI ASSISTANTS

Conversational interfaces or digital assistants designed to interact with humans, answer questions, and execute commands.

## CORE AI

### ▶ COMPUTER VISION

AI systems that interpret and analyze images or video to detect, classify and act on visual data

### ▶ VOICE AGENTS

AI-powered conversational systems using speech recognition and natural language understanding to enable hands-free interaction.

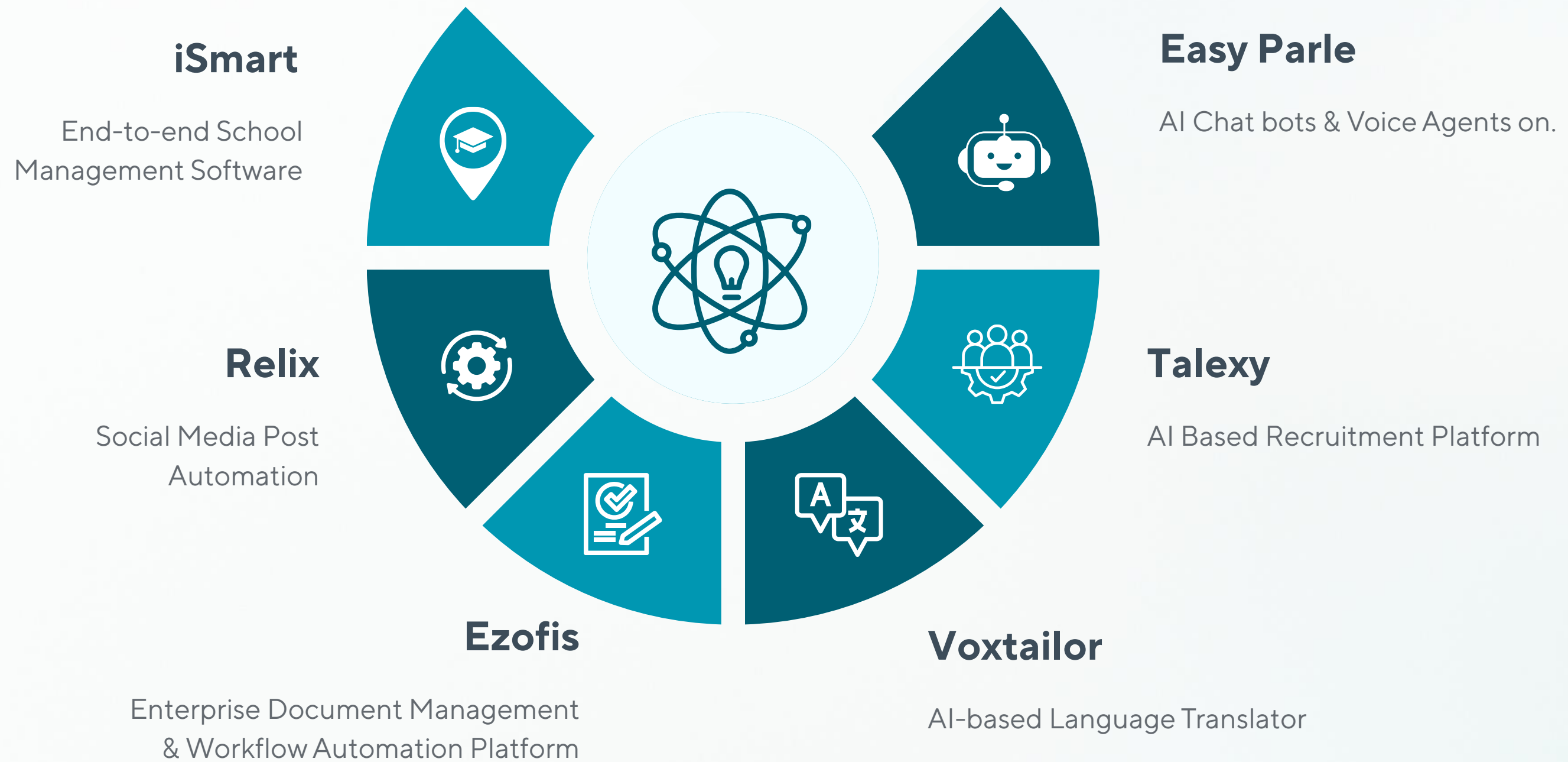
### ▶ AI SAAS

Cloud-based AI applications delivered as software services, offering ready-to-use intelligence without heavy infrastructure setup.

### ▶ AI ASSISTANTS

Large-scale AI platforms integrated into enterprise systems (ERP, CRM, SCM), enabling automation, insights and decision intelligence.

# Intelligence Apps



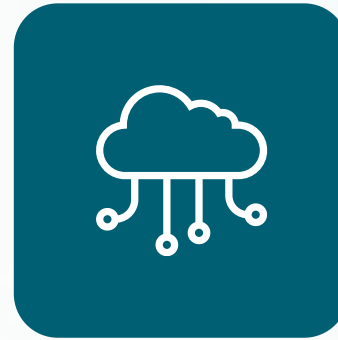


# Cloud/DevOps Engineering

"Seamless migration of on-premise workloads to the cloud with minimal downtime and maximum scalability, security, and efficiency."

## Cloud Architecture & Modernization

Design and migrate scalable, secure, and cloud-native systems aligned with enterprise growth.



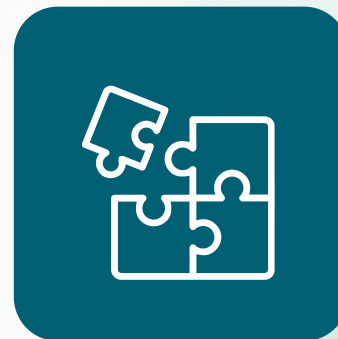
## Data Engineering & Integration

Build automated ETL/ELT pipelines, APIs, and real-time streaming solutions for seamless data flow across platforms.



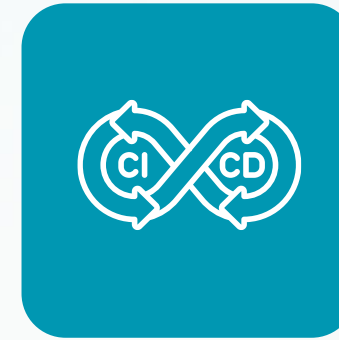
## Data Lake & Warehouse Solutions

Centralize structured and unstructured data into unified, analytics-ready environments.



## Data Governance & Quality Management

Ensure accuracy, compliance, and consistency through metadata, MDM, and governance frameworks.



## DevOps Automation & CI/CD

Streamline software delivery with automated build, test, and deployment pipelines integrated with version control and release management.



## Infrastructure as Code (IaC)

Provision and manage infrastructure using code-based automation for consistency and scalability.



## Monitoring, Security & Compliance

Enable proactive monitoring, observability, and automated security enforcement across cloud environments.



## Performance & Cost Optimization

Continuously improve system efficiency, scalability, and cost-effectiveness through intelligent resource management.

# CYBER SECURITY

## Application Security

### (Vulnerability Assessment & Penetration Testing)

#### DAST

- Web Application
- Mobile Application
- API

#### SAST

- Source Code Review
- Software Composition Analysis
- Network VAPT

## Cloud Security

- Cloud Configuration Review
- Architecture Review
- Cloud Penetration Testing



## Managed Services

- SOC Implementation
  - SOC as a Service
    - EDR/MDR
  - Threat Hunting
  - Cyber Forensics

## Consulting and more

- GRC
- vCISO
- Blockchain Security
  - IoT Security
  - Training

# CSaaS : CYBER SECURITY-AS-A-SERVICE

## Continuous Monitoring

Stay one step ahead with real-time insights into your security gaps and vulnerabilities.



## Threat Intelligence

Empowering enterprises to identify and neutralize threats before they impact critical assets.

## Intelligent Threat Response

AI automates detection to resolution, minimizing downtime and boosting security efficiency



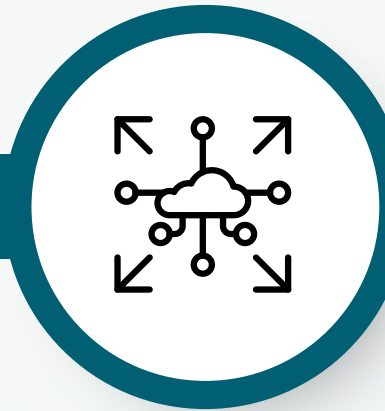
## Intelligent Compliance Reporting

Streamlines audits and ensures continuous adherence to evolving regulations.



## Scalable SaaS

Adapts seamlessly to organisational growth-delivering secure, reliable solutions at any scale.



## End-to-End Security Flow

Streamlines every stage-from user connection to insight reporting - providing unified protection across all touchpoints.





# RECRUITMENT



## Remote Teams (India)

- Build and manage remote delivery teams
- Seamless integration with global workflows



## GCC Hire (Build-Operate-Transfer)

- Permanent Hire: Long-term workforce under GCC entity
- Contract-to-Hire: Evaluate before conversion
- Contract Resources: Flexible, project-based scaling



## Staff Augmentation

- On-demand tech talent (onsite / offshore)
- Specialized skill pods (AI/ML, Cloud, ERP, Analytics)



## RPO Model

- Flexible recruitment support for permanent, project, or on-demand needs.
- Faster hiring cycles with reduced cost-per-hire.
- Consistent talent pipeline aligned with culture and regulations.



# DIGITAL MARKETING

**Engage. Influence. Convert.**



## **Brand & Identity**

- Branding & Design
- Content Strategy
- Reputation Management



## **Website & SEO**

- Website Development
- SEO Optimization
- Google Business Profile



## **Social Media & Community**

- Social Growth Campaigns
- Content Marketing
- Community Engagement

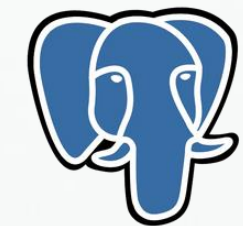
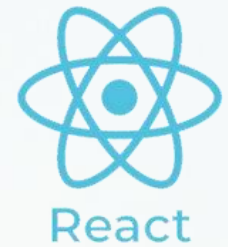


## **Paid Media & Performance**

- Paid Advertising (Google, Meta, etc.)
- ROI & Performance Analytics



# TECH STACK IN USE



PostgreSQL



AngularJS





# OUR CLIENTELE





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