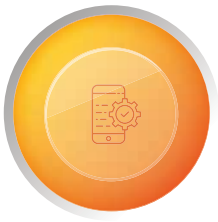# DELIVERING GROWTH WITH SPEED

www.swaransoft.com

Our Journey
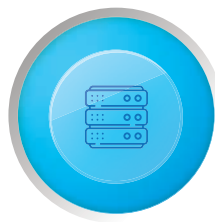
2002

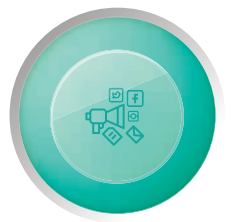Foundation of Swaran Soft in New Delhi & Gurugram

2004

Achieved First 100 Clients including GE, Saudi Aramco, Bausch & Lomb
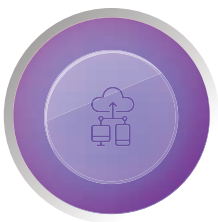
2006

Incorporated Private Limited Company under Indian Company's Act

2008

Handled e-Governance Project worth 800 Crore for Haryana

2010

Registered "Swaran Soft" Brand in Indian Trademark Registry & Reached 1 Mn USD in revenues.

2012

Bagged Long Term Contracts from DMRC Ltd & Indian Railways for ERP

2014

Launched Enterprise Channel Management Platform for Konica Minolta.

2016

Started Product Development of Smart Retail IoT Platform.

2018

Launched Analytics-Driven Retail Intelligence Network in Finland's Malls & Retails

From The Director's Desk

I strongly believe that company's growth is built on technology. The birth of swaran soft has definite purpose to become one of the strongest visible options for enterprises to maximize their business output by rendering rare convenience through IT solutions & comfort through support thereafter. Ours is a young company, in years and in attitude, henceforth we dare to dream big being unafraid to try out even apparent impossible ideas. We see ourselves associated with the third millennium for being ignited with the spirit to set new benchmarks in every field that we enter. We are sometimes impatient with ourselves but we have no fear of failure. We realize that some of the most significant lessons are the outcome of our failures. And these have become stepping stones in our numerous success stories.

We firmly believe in smart solutions that provide automation & growth to our client's business processes & problem. We live up to the worthy principle stating "End to End Services & Solutions" to meet diversified customers' needs. "Carrying out business with transparency & Quality" phrases our code of conduct.

Our value proposition is delivered via our people, Technology, Methodology, Product, Solutions, Alliances and Services. We keep ourselves abreast with the latest technology pertaining to World Wide Web by investing massive energy into research & development. Our attitude of "constant learning to be always ahead" helps us to reach SME level.

Regards
Yogesh Huja, Managing Director
Swaransoft Support Solutions Pvt. Ltd

Our Vision

A Places where smart people think collaborate, innovate and convert the ideas into action. We believe in people, who think win win or no deal.

We believe in excellence with self honesty to admit when we are wrong the courage to change

Our Mission

Performing business services, with best customers experience in market, which is committed to providing excellence with pride.

Become Growth catalyst for our customers.

Our Business

We firmly believe in Smart Solution that Provide automation & Growth to our Client's business processes & problem. We live up to the worthy principle stating

"End of end Services & Solutions" to meet diversified customers' needs.

Our Value

We believe that companies are made out of people and every member is important to us.

Our value proposition is delivered via our People, Technology, Methodology, product, solutions, Alliance and Service.

SMART CITY

Smart City is an industry-wide term used to infer the informational and communicational technologies to enhance the quality and process of urban day-to-day services which includes industries like Agriculture, Logistics, Retail, Security, Healthcare and much more.

1. Smart Cities

2. Smart Environment

3. Smart Water

4. Smart Metering

5. Security & Emergencies

6. Retail
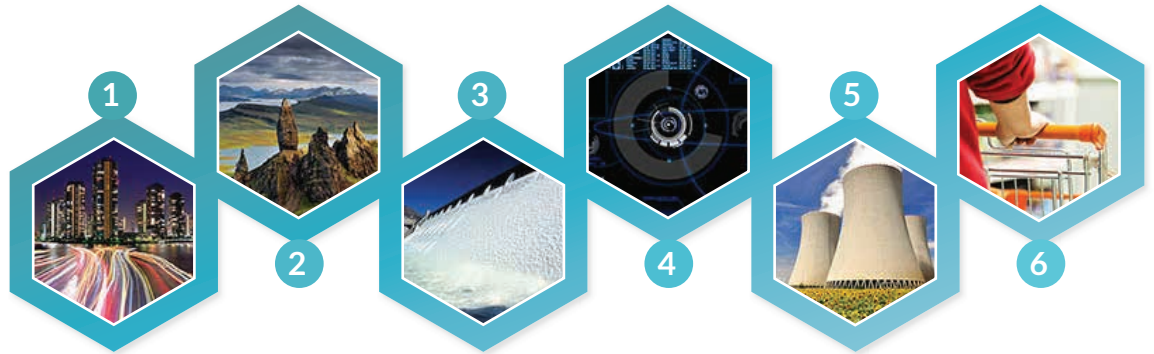
7. Logistics

8. Industrial Control

9. Smart Agriculture

10. Smart Animal Farming

11. Home Automation

12. e-Health

A Glimpse of a Smart City in The Near Future

- Monitoring High Alerts Areas of Crime
- Early Warning Predictions before any Calamity
- Efficient Public Utilities
- Improved Logistics & Transportation
- Reduced Environmental Footprint
- Structural Health of Buildings
- More Effective, Data-Driven decision making
- Enhanced Citizen and Government Engagement
- Safer & Reliable Community

Annurag Batra
Chairman & Editor in Chief - BW Businessworld

Yogesh is very entrepreneurial and comes across detail oriented and relationship driven. Yogesh understands technology.

Digital Transformation

Mobile Application Development

We are one of the longest-serving App Developers and we have not only crafted some awesome, beautifully designed applications but also engaged our target customers for long-term business.

We offer consultancy & guidance throughout the entire process from initial idea generation to launch success.

Native -
Swift
Java
Kotlin
Android Studio

Hybrid -
XAMARIN
Flutter
C#
React Native
Ionic
PhoneGap

Strategic UX
Design Thinking, Service Design, Features & Functionality

User Research
Competitive Analysis, Usability Assessment, Personas & Scenarios

Interaction Design
Information Architecture, Sketching & Wireframes, User Flows, Specifications & Documentations

Understand & Identify
Understanding a customer journey in all the channels

Implement
Changes to Improve the CX for an ongoing cross-channel interaction and conversations.

Measure
Results of changes & how much money users are ready to spend on the mobile app or website

Web Application Development

Swaransoft Solutions is committed to helping business improve the profitability of their Software and Web Applications. We are proud to say that we have achieved 90% customer retention rate as every of our project runs through a streamlined quality insurance process before it gets delivered.

Technologies our Engineers Work On

Back-end
- Python
- Node JS
- .NET MVC
- .NET CORE
- PHP

Front-End
- Angular JS
- React JS
- Bootstrap
- JQuery
- Wordpress

Our Projects

Digital Transformation

Business Intelligence

Business Intelligence is essential for organizations that believe in adapting quickly to market changes and customer requirements.

Swaran Soft's BI Team delivers you Business Intelligence Dashboards and Balanced Scorecards to analyze operational processes and corporate performance management issues. We comprehensively leverage BI technology to deliver better end-user productivity to access, integrate, and deliver data across the enterprise.

Our dashboards and reports will display configurable industry-specific KPIs in easy to understand way for the business users which will help in higher decision making. We have a proven track record of BI implementation for Dashboards, Scorecards and Reports.

What we do

✓ We provide complete end-to-end solutions for Business Intelligence and Management Decision-making Applications including data collection, data contextualization, data warehousing, KPI definition, KPI reporting, Real-time dash-boarding with drill-downs and Custom on-demand reporting.

✓ We provide Balanced Scorecards and Business Intelligence Dashboards to analyze corporate performance management issues and operational processes which supports better decision-making and also enables Competitive Intelligence.

✓ We process & convert data through Extradition, Transforming, cleansing and messaging process with the help of Data Warehousing solutions.

Solutions & Implementations

Enterprise Application Software

In today's competitive and fast-changing business scenarios, it is imperative for all businesses and enterprises to be highly efficient in their business processes and deliveries. This has resulted in massive dependencies of enterprises on their IT especially on systems directly supporting their businesses. We, with our massive experience on automating the various business-critical processes, can be your partner for providing and implementing various Enterprise Applications like ERP, SCM, and CRM. We provide scalable, comprehensive, efficient and cost-effective Enterprise Solutions

Integration Solution

• System integration in an efficient & secure manner in order to streamline confidential information sharing among the business partners across web.

• Enterprise-Application-Integration (EAI) by employing an Integration Framework which comprises numerous technologies and services forming a middleware driver.

• Assisting structured communications between organizations (by electronic means) with the help of EDI technology.

• Mapping of electronic data into XML documents by using competent software on order to reduce cost.

Enterprise Content Management

Documents, statements and reports pertaining to the business are the backbone of any business. During the initial phase of business, it is easy to maintain the transactions, however when the number of registers and books of accounts increases it becomes a herculean task to search for an old record. On further expansion of the business more people, activities grow and this is where the Enterprise Content Management or ECM comes very handy.

Enterprise Content Management is a software system for managing all the document related activities of the company. It is an extremely software based system consisting of tools to record, accumulate, preserve and save the data.

Digital Marketing

We consult, strategize and deliver growth to your business with our 360 marketing and brand reputation services.

• Search Engine Optimization (SEO)

• Search Engine Marketing (SEM)

• Pay Per Click Advertising

• Social Media Optimization (SMO)

• Social Media Marketing Campaigns

• Email Marketing

• Affiliate / Associate Programs

• Content Generation and Optimization

• Online Reputation Management
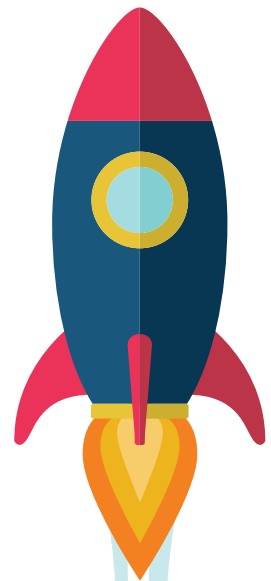
Data Analytics and AI

This small word "Data" holds within the key to business insights, customer acquisition, product development, innovation, you name it. Big data can lead to valuable insights that can determine leads to increase sales, fraud detection, pattern recognition and risk prediction in various domains. Data Analytics is the intersection of business and data science, offering new opportunities for a competitive advantage. It unlocks the predictive potential for advanced analytics to improve financial performance, strategic management, and operational efficiency

Why Us

• Our Analytics is helping organizations predict their buying patterns, customers behaviors, lifestyle choices, and offering them hyper-personalized prepositions.

• Guaranteed increase in revenue through our niche analytics using R, SAS, Python.

• We have a strong workforce for our digital analytics services which includes omnichannel analytics, web analytics, big data analytics, digital ROI, market research, sales analytics - to truly visualize the potential of digital technology.

• From core architecture design, business requirement analysis, conceptual-solution strategizing to execution and maintenance support, we lead the complete intelligence.

Our Areas of expertise

Data Analytics

• Business Analytics

• Business Intelligence

• Exploratory Analysis

• Financial Data Analysis

• Performace Data Analysis

AI & Predictive Analytics

• Data manipulation & Data Visualization

• Inferential Statistics

• Text Mining

• Linear Models Computation

• Probability Analytics

GLOBAL DELIVERY MODEL

Swaran Soft's Global Delivery Model (GDM) ensures exceptional quality, risk management and visibility in order to determine the success of complex enterprise projects. Our unparalleled "Local Management Global Delivery" enhances transparent communication, gains visibility and mitigates risk through robust, unique and customizable onsite/offshore methodology supported with top notch Infrastructure, quality orientation and diverse culture focused on client satisfaction.

Key Components

Engagement Models

- Fixed Cost
- Time and Material
- Resource Based

Knowledge Transfer

- Learn
- Create
- Deploy knowledge base across resource Document technology & process

Project Management

- Agile Scrum. XP
- Waterfall
- RU

Risk Management & Business Continuity

- Data Backup and Storage
- 24x7 Business Continuity
- Disaster Recovery Strategy

Quality Process

- ISO 9001 and CMMi standards

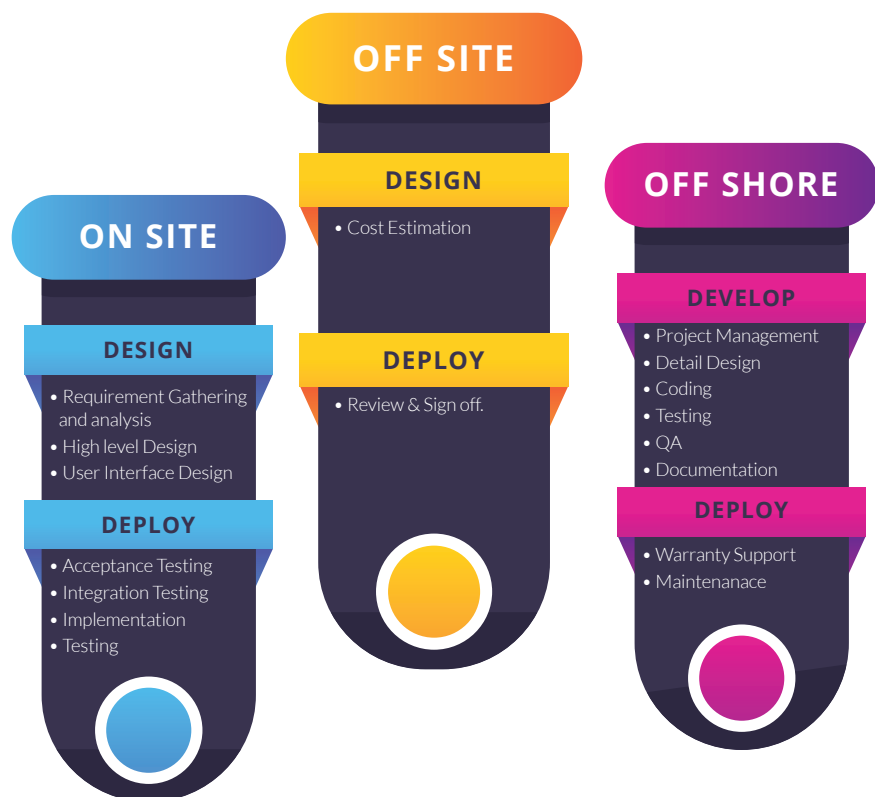### Infrastructure Compliance Security

- State-of-the-art communication Facilities with complete Data Security and Internet Links
- Cisco ASA Appliances coupled with Intrusion Detection Systems and Alarms
- Client specific security implementation

Human Resource

- Continuous Capability Development
- High Reaction Rate

How does model works?

Swaran Soft's onsite-offshore GDM with its exclusive 3D ('Design-Develop-Deploy) strategy is flexible enough to Suit each and every project. The inherent objectives of the model guide our consultants to recommend bespoke Delivery methodology that can be effectively implemented in your geographical space across the globe. Swaran Soft's 3D ("Design-Develop Deploy) Model typically follows these steps:

OFF SITE

DESIGN
- Cost Estimation

DEPLOY
- Review & Sign off.

ON SITE

DESIGN
- Requirement Gathering and analysis
- High level Design
- User Interface Design

DEPLOY
- Acceptance Testing
- Integration Testing
- Implementation
- Testing

OFF SHORE

DEVELOP
- Project Management
- Detail Design
- Coding
- Testing
- QA
- Documentation

DEPLOY
- Warranty Support
- Maintenanace

ENGAGEMENT MODEL

Based on the volatile nature of today's market environment enterprise software projects are becoming complex day by day. Business users are demanding transparent approach towards their project promising shorter delivery cycle and testing at regular intervals.

Swaran Soft's engagement models are uniquely combined with the business necessities to craft all kinds of projects outstandingly. Clients can choose either any of the below Engagement Models or any of the combinations of these models:

	Fixed Cost	Time & Material	Resource Based
Basis	Based on the specification encompassing cost i.e. the budget of the total project deliverables and Timelines to ensure all needs are met within stipulated timeline.	Based on the cost incurred by the source utilization in a particular time period	Based on the need for a dedicated pool of IT resources as per the requirement, preference and expectation. (Build Your Team SwaranSolt)
Applicability	Well Defined and specified solutions with relatively lesser to medium levels of complexities. Projects with dearly identified risks and Assumption Projects with a little scope for changes and enhancements during execution actively participating clients with very strong decision making capabilities.	Due to projects with variable scopes the accurate cost estimation becomes complex task. Projects with evolving specifications lead to longer implementation phase. Large scale and complex projects are best ex executed using this approach	Scarcity of good resources. Inadequate IT and rare skill re source. Hiring & training issues. High employee attrition rate. High Employee Cost and inflation. Improper utilization of resources.
How it works	Based on the specifications received from the client we will prepare a proposal that will cover documentation, application design, testing, and warranty period, change management, communication protocols, milestones, timelines and commercial detail.	This model can be adapted at any phase of the project that post specification Pre-specification, post architectural design,.	The model initiates with the identification of client requirements in term of project volume, complexity, technology and infrastructure which is followed by SLA (Service Level Agreements) in order to define team composition.
Benefits	• Risk mitigation • Delivery within stipulated time-frame • Calculated cost with design quality.	• Adequate modification scope during execution • Regular update on process and progress based on which clients can plan forward to squeeze or expend the project.	• Access to highly competent resource pool having expertise across a range of technologies and industry verticals • Optimized cost & Timelines

Case Studies

Business Requirement

HMSI marketing department handles the creative merchandising of all India dealer outlets whenever there is a product launch or event at local or pan India level. Creative were sent using CD/DVDS via postal mode this was huge cost for company, and delay in logistics usually caused missing of deadlines. HMSI approached us for finding a way using IT

Our Solution

We drafted a concept of Digital Asset Management where in users from HMSI can upload the final creative for each event or product launch i.e. Dangler Standees, etc which can further be downloaded at dealers end using secure passwords.

Outcome

HMSI logistics creative management came online which made communication easier and channelized. Also creative searching and archival gave them complete control over digital asset management. Today client has complete control using which dealer can downloaded at creative

---

Business Requirement

DMRC has a training centre at Shastri Park where all employees go through training curriculum prior to serving on stations line. DMRC wanted to automate the entire training centre including curriculum, classroom, attendance, library, examination and feedback in Phase - 1. Further DMRC wanted to scale up the system for ROI of Training Centre by imparting trainings to other organizations in Phase - 2

Our Solution

We proposed DMRC a complete SDLC based automation training process for which we did proper requirement analysis. Our project gave a template based learning management system which was further upgraded in phase 2 to topic bank based free by customizing curriculum approach.

Outcome

We started the project in 2008 for DMRC finished the Phase -1 ahead of timeframe Thereafter an annual support/warranty was served to the client. Further in 2011 an open tender was invited by DMRC wherein we bagged the repeat order for being the L1 party which had already successfully delivered the state of art learning environment for DMRC.

Business Requirement

Supplier Business.com was intended to be an e-commerce web portal of research reports for Auto Industry. Company has team of researcher's analyst's managers operating from various parts of globe. It was required to develop a web portal & content management system to have collaborative environment for work

Our Solution

Our techies have been instrumental enough to create e-commerce platforms using ASP SQL both for Website & CMS. The website thereafter has been upgraded to ASP.net & SQL 2008 with various BI logics & other new programs. Corporate licensing based on IP based model & intranet access via AES encryption were a few strong innovations for IHS Global Insight.

Outcome

We leverage the e-commerce price from few reports to few million dollars sales annually. The company was acquire in 2008 by worlds No. 1 research house 1H thereafter we are serving the same brand under HIS brand.

Case Studies

Business Requirement

Confederation of NGOs (iCongo) is an autonomous body working on many social issues for building a society which has power to write every wrong stand by. In order to mobilize youth & all denizens iCongo wanted to have digital presence over internet & mobile. They approached us for maximizing their social reach.

Our Solution

We contributed to the entire project in shape of Corporate Social Responsibility (CSR) Initiative of Swaran Soft. We conceptualized several programs & portals to take care of each issue. Right Every Wrong, Karmayuga, iDishoom, Hallabolo & REX Conclave are few ongoing portals which address user conversations, engagement & mobilization.

Outcome

iCongo's digital presence of web, mobile social platforms have reached immensely & with the use of proper technology social conversations have become very convenient among peer groups. From 2012 onwards Karmayoga award will be given the basis of the number of votes, comments plus moderator's decision.

Business Requirement

Tulip Infratech, one of the leading names in Indian Real Estate, wanted to address the basic challenges of communication & customer relation management using IT. The organization to grow from brick by brick for which the solutions strategy were needed to be designed to fit the same, Need for IT was to collaborate on email, project management, cu customer relationship management, lead generation with the use of internet, social media & mobile

Our Solution

We started with basic web presence strategy by creating an effective Social campaign using scriber based reach out programs like monthly newsletters, Thereof For we graduated the users for Zimbra collaboration tool for email messaging CRA extensive range of analytics ensured customer effective value for their investments.

Outcome

Tulip's customer queries dropped by huge percentage & led Funnel Shot up. Effective engagement using creative contests around IPL season gave viable digital presence to its brand image. Company has today launched more than 12 real estate projects & Swaransoft has been instrumental in its success journey so far.

Business Requirement

GE wanted to supply MIS Tool to Saudi Aramco, Bahrain's - one of the largest Company of Saudi. They wanted to develop Business Intelligent ROI Tool to enable them with the logical decision making power on Investments for plant machinery this tool was required to store the data of all plants across Saudi, which included 60.000 machines with detailed specifications. Based on this GE wanted Aramco's team to identify the need of investment on any of the particular machines

Our Solution

This was MIS BI project wherein we create effective business intelligent modules to enable senior management to analyze each of the machineries of their plant & thus invest right amount using PRODUCT Risk analysis. Working on six sigma benchmark was another big standard of software which was supplied to Saudi Aramco.

Outcome

GE successfully implemented ROI Tool which gave a remarkable return of 150 Thousand US Dollars in 1 year of service. GE further implemented this specific tool where we service the client for 5 consecutive years

SWARANSOFT

— Delivering Growth with Speed —