

2017

CORPORATE PROFILE

Vibrant **WorX**
Delivering Solutions That Empower

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ISO 9001:2008 Certified

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ABOUT US

VibrantWorx (Registered as VibrantWorx TechServe Pvt Ltd) helps its Global customers remain at the forefront of their industries with innovative uses of technology to operate their businesses more efficiently. We deliver flexible and custom Information Technology solutions that improve quality and drastically reduce costs. Innovation and excellence is in our DNA and we explore, develop and adapt new ways to accomplish the same.

Headquartered in Noida, the vibrant industrial township of North India, VibrantWorx combines proven expertise and a deep domain understanding of Technology to deliver a range of IT outsourcing services from specialized Offshore Product Development, Mobile App Development, Software Product Development, Custom Web Application, and Web 2.0 Application Development to enterprises spread across the globe. We are **ISO 9001:2008 certified** organization with clear focus on customer delight.

We work with our customers to help them proficiently deliver products to their end-users and ultimately, to maximize their core business. We specialize in helping companies realize their ideas and improve their processes. We work on the motto 'your success is our success'. Our services are an astute blend of extreme engineering, complete project transparency, focused and experienced talent and guaranteed on-budget and on-time delivery. We offer full spectrum offshore development company, offering scalable software outsourcing solutions.

Vision:

To be the most preferred provider innovative solutions to our customers in our chosen streams and markets.

Mission:

Building a high value organization: by providing appropriate growth opportunities to all associates and inculcating high ethical values.

Values:

VibrantWorx adheres to a strict business philosophy based on the following:

- Honesty
- Innovation
- Performance
- Persistence
- Respect for individuals



Since its inception in the 2010, VibrantWorx has consistently endeavored to create tangible business value for its clients & partners through seamless integration of innovative processes and robust technology solutions

Our Services:



1. Application Development & Maintenance

VibrantWorx develops next-generation applications for online businesses and web startups. VibrantWorx partners with Start-up, Emerging and Established technology companies to increase product quality while dramatically reducing timelines and operating costs (often by more than 60%). We provides an all-inclusive suite of Application Development and Maintenance offshore outsourcing services that minimize time to market and help manage resources, cost and technology risk.

Our Application Development & Maintenance services include:

- Custom Application Development
- Application Management
- Re-engineering and Migration

Benefits:

- ❖ New Functionality Development
- ❖ Support and Enhancement for the existing applications
- ❖ Application Porting to multiple platforms
- ❖ Reduced Costs and Time to Market
- ❖ Improved service levels for customers

Our team has extensive experience on these tools/applications:



Since Inception, VibrantWorx has focused in delivering cutting edge solutions to its valued customers at low cost, thus making its customers more competitive. This is the reason behind its success even in tough economic climate.



The Indian IT and BPO industry is expected to grow in the present financial year, aggregating revenues of \$150 billion

-- Report by NASSCOM, 2015

Technologies	Description
OS	Windows, Unix, Linux
Languages	Java, PHP, C#, ASP, .NET, RoR, Scala
Database	Oracle, MS SQL Server, MySql, MongoDB, noSQL
Tools	Eclipse, JBuilder, Toad, StarTeam, ANT, MS Project, Pentaho
Frameworks	ROR, Hibernate, Spring, GWT, Joomla, Drupal, iBatis, Hadoop
Protocols	SMPP, UCP, PAP, Diameter, IMAP, OSA and OMA Parley
Servers	WebSphere, Weblogic, JBoss, Apache, Tomcat(External/Inmemory)

2. ERP Services and Mobility Solutions:

In the fast changing global markets, organizations strive to achieve clarity in the flow of information, and have lower response times to be able to make strategic and innovative decision. We primarily serve SME sector towards their ERP needs with fast and cost effective Solution like **OpenERP (now Odoo)**.

VibrantWorx leverages its experience across domains and technology platforms to deliver faster returns on investment. VibrantWorx's ERP application portfolio includes:

- Implementation
- Post-implementation support
- Enhancement
- Version upgrades
- Master Data Management
- Ad hoc consultancy

We specialize in configuration and customization of the following major modules:

HRMS, Finance and Accounting, Project Management, Sales and Distribution, CRM, Purchase, Inventory Timesheets and Invoicing, Ecommerce

Mobility: We have deep experience in developing mobile enterprise solutions that are easy to use and provide real time access to information with accuracy and complete security. We ensure that all database files are compatible for mobile viewing and, most importantly, the databases are tightly knit to avoid information leaks.

Benefits of choosing our mobility solutions

- Customized mobile enterprise solution to solve your business challenges
- Cross-solution expertise with talented team of CRM developers / database experts
- Experienced app developers for iPhone, iPad, android and cross platform app development

The cloud ERP adoption in SME segment is expected to grow at a CAGR of 23.9%, whereas large enterprise segment is expected to grow at a CAGR of 27.6% during the forecasted years 2015-2020

Over the last 4 years, the sector in India grew by 20% CAGR and the mobile subscriber base crossed 900 million, second to China. The telecom contributes about 3% to India's GDP.

In 2015 mobile ad spending accounts for 49% of digital ad spending. As on Dec 2014, mobile and tablet penetration was 52% as compared to laptop and desktop which was limited to 46% in internet access.

"Mobile-tech-today"

- Mobility software solutions that comply with international quality standards
- Tested for possible security leaks and ease of use
- Our developers promise on-time delivery and quality
- On-demand support to help you and your staff effectively use mobility solution
- Information confidentiality and copyright on source code with non-disclosure agreement

3. Big Data/BI Services:

We help our customers to take data from different sources, harness relevant data and analyze it to find answers that enable:

- 1) cost and time reductions,
- 2) new product development
- 3) smarter business decision making

We provide consulting offerings to our customers to derive business value from unstructured data. We also help them in migrating of Data Center to Hadoop platform and analysis of unstructured data (social media analytics for predictive models and sentiment analysis).

Business Intelligence Solutions:

- Data mining.
- Big data/Peta data analysis on Hadoop.
- Discovery and analysis of data.
- What if analysis based on star schema or big data analysis.
- Reporting.
- Slicing dicing of data to analyze data over web browser.
- Integrating Google map in dashboard reporting
- Data access / extraction and migration of data

4. Quality Assurance and Testing:

VibrantWorx provides the complete solution to all Quality services its clients/partners. The Quality of Software remains one of the most crucial factors determining the success or failure of a business. VibrantWorx has a well-equipped infrastructure and a proven methodology to provide software product testing services in a controlled environment.

Our Quality Assurance and Testing services include:

- ❖ Set up of Test Environments
- ❖ Test Plan Creation and Validation
- ❖ UI, Accessibility, and Usability Testing
- ❖ White Box and Black Box testing
- ❖ Functional Testing
- ❖ Stress & Performance Testing
- ❖ Regression Testing

According to **NASSCOM reports**, Global Analytics to grow at 12 per cent CAGR from USD 96 billion in 2014 to USD 121 billion in 2016.

According to IDC, data technology and services growth is expected to grow by 23 percent CAGR over four years, with annual spending predicted to reach \$48.6 billion in 2019.

The worldwide software testing outsourcing market is expected to grow from \$30 Billion in 2010 to \$50 Billion in 2020 and India is expected to be the biggest beneficiary of this growth according to a NASSCOM report on the testing industry. In 2010 India accounted for only \$3.2 Billion of the overall software testing market but is expected to grow to \$15 Billion by 2020. --"NASSCOM 2013 (Step In Summit)"

❖ I18N/ L10N/ Compatibility/ Interoperability Testing

Our team has extensive experience on these testing tools:

Functional Testing Tools: QEngine, WebTest, Compuware, QARun, Mercury Quicktest Pro, TestComplete, SilkTest, RFT

Performance Testing Tools: JMeter, LoadRunner, Astra Load Test

Unit Testing Tools: JUnit, NUnit, SQLUnit, J2MEUnit



Resource augmentation is the process of hiring a dedicated team of additional (often contractual) staff to bring better efficiency and effectiveness in the work process, VibrantWorx is the reliable name in this area.

5. Training and Resource Augmentation

Our training and placement initiative **CareerMate** (www.careermate.in) has special focus of providing low cost highly trained manpower at the entry and middle level. We have large pool of experienced trainers for various IT and behavioral skills like:

Languages	Java, C#, C++, PHP, Ruby
UI Technologies	Java Script, JQuery, Ajax, Angular, Node JS
Testing Tools	Loadrunner, Selenium, JMeter, Silk Test
Operating System	Windows 7/8, Linux, Unix
BI & Reporting	SSIS, SSRS, Pentaho, Jasper
Management	PMP, QMS, 6 Sigma, Supply Chain
Behavioral Skills	Basket of 25+ trainings, MBTI, NLP, Psychometrics

Our Staff Augmentation services enables our customers in getting qualified and experienced personnel to suit their requirements working exclusively for them from our offices or the customer's location. We provide resources in the following areas:

- Application Development:** Java/ J2EE/ .NET and related technologies
- Testing Services:** Manual and Test Automation (HP/ Rational/ Open Source)
- Investment Banking Tools:** Clear Vision, Ransys, SunGuard GMI
- UI Experts:** HTML/ JavaScript, CSS, Graphics Tools
- Database Experts:** DB Analysts and DBAs in Oracle/MS SQL Server/ My SQL
- Domestic and International BPO:** Voice and Non Voice based resources
- Retail and Marketing:** Highly trained resources in Retail and Marketing
- Automobile and Manufacturing:** Supervisor and Manager Level

Resource augmentation provides the following **benefits to the customers:**

Cost Effectiveness: No hiring or separation cost, no training cost, reduced infrastructure cost, easy resource replacement

Time Effectiveness: Just in time resources, quick replacement



The Indian IT outsourcing industry is aiming to achieve \$225 billion in export and domestic revenues by 2020, up from \$101 billion this year (2013), for which Nasscom says it needs to achieve 13 to 14% average growth over the next eight years.

6. Digital Marketing

At VibrantWorx we primarily deal with internet based technologies to promote business of our customers. Digital Marketing, also called online marketing or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Building a global brand in a cost effective way is possible only through digital marketing. For quick results to promote our customers' business, we primarily deal with email marketing, search engine marketing (SEM), social media marketing and mobile advertising.

Following are the major service in digital marketing:

Search Engine Optimization:

- Organic SEO Site Analysis Campaign
- On-Page Optimization
- Off-Page Optimization
- Pay Per Click (Google and Facebook PPC)

Social Media Marketing:

- Creating good write-ups / articles
- Creating high quality graphics with correct message
- Optimizing and linking website to popular social platforms
- Free and Paid targeted campaigns
- Interlinking of social platforms for optimized results

Content Marketing:

VibrantWorx complements the SEO and SMO services very well with its content offering. Content marketing is a strategic marketing approach focused on creating and distributing unique, valuable and relevant content to attract targeted traffic for business benefit through following

- Infographics
- Blogs/ articles
- Videos/ PPTs

Bulk Mail Campaigns:

VibrantWorx provides the industry leading cost effective solution through email marketing. We have a team of content writers and graphic designers to create variety of creative mailers. Data is the heart of email marketing and we have categorized data for this purpose. We handle each campaign with care to ensure maximum delivery. Following are the distinctive highlights of our mail campaign services:

- Industry Leading Deliverability
- Subscription Management
- Campaign Tracking
- Open / Bounced Tracking
- Message Scheduling

The impact of integrated campaigns increased by 84% from 31% in 2011 to 57% in 2015. With 54% Travel Marketers and 69% BFSI Marketers leveraging the most from these types of campaigns.

Content Marketing is earning its place with India Marketers. 61% marketers believe 'Blogs and Newsletter' is the most effective content marketing tool. However for Education (63%), Retail & e-Commerce (71%) and Travel (55%) sectors, Social Media acts like a more robust tool for content marketing.

33% India Marketers think that over 50% of emails are viewed on mobile devices, seeing a YoY growth of 25%. BFSI sector is on the forefront with 39% BFSI Marketers' reporting the same.

-OctaneResearch

Management Team:

Rajiv Mehrotra:

Technology and Operations leader with more than 20 years of success managing the implementation and delivery of Multi-Channel Commerce, E-Commerce and Advanced Supply Chain Planning projects for clients in Retail, Consumer Packaged Goods, Telecom and Finance industry vertical. Accomplished professional, leading teams across diverse business divisions and multiple domains, developing systems solutions by utilizing business value framework and manage the expectations of C-suite Executives and Project Sponsors'. He is pursuing Executive MBA at USC and received Bachelor of Technology from IIT, Kanpur, India and Masters of Science from Alabama University. At VibrantWorx, Rajiv is the CEO and heading US operations.

Punit Srivastav:

Punit is co-founder and Executive Director. He is a Mechanical Engineering graduate from Indian Institute of Technology, Kanpur. He has over 20 years of rich experience in Mechanical and IT industry. His interests include Business Networking and Delivery Processes Consultancy. Punit directs the Corporate Management and the execution of its strategic processes. Before incorporating VibrantWorx Punit worked for leading technical brands like HCL Technologies, NIIT Technologies and BPCL.

Avinash:

Mr. Avinash Londe is a Director of Business Development. He is responsible for the company's global manpower requirement apart from account growth and new customer acquisition. He has over 18 years of experience in Technology and manpower management. He has expertise in technical sales and Recruitment consulting and has dealt with International as well as domestic markets. He has served brands like NIIT Tech, British Airways, Sonata Software etc in India and UK. Currently he is based at Bangalore.

Surojit Ghosh:

Surojit has an experience of over 11 years in the sphere of HR, Training, Quality, Operations and Acquisition. He is an expert in Soft Skills, Corporate and Behavioral Training and has been conducting such sessions across India as well as internationally for over 8 years. Before joining VibrantWorx as head of operations, he served Wipro, Hero, Syscom and Hyper Quality India. He is a post graduate in Management and is a certified NLP trainer.

N. Jagadish:

Jagadish is an Advisory Director at VibrantWorx. Jagadish has over 10 years of rich experience in IT industry and management consultancy. He has done extensive work in strategic management consultancy. Jagadish holds a B. Tech from IIT Mumbai and MBA from IIM Calcutta. He has worked for the global top consultancy brands like A.T Kearney and Techspan and major multinationals in real estate and telecom.



We are living in a highly competitive world which is changing every day. We believe in having high performance team which delivers value for the single penny spent. We respect and nurture talent.

High quality talent needs to be available across the globe. Unfortunately, this is not currently the case. We have a large pool of talented and educated youth. It is our responsibility to invest in them — intelligently.

Vineet Nayyar, CEO, HCL Technologies

Our Esteemed Customers:



“It takes less effort to keep an old customer satisfied than to get a new customer interested”

“In the world of internet customer service, we always remember that our competitor is only a mouse click away.”

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