



[ Your Partner for Success ]

# Prologue

- Company Overview
- Infrastructure
- Progress Track
- Business / Global Service Practices
- Value Proposition
- Why BRANDSOFT
- Delight Clients
- Summary

# Company Overview

- Started in 2001
- Offices in US and India
- Global alliances with renowned companies
- 40+ experienced software engineers and growing
- Proven Methodology and strong Project Management Team
- Evolved from a software development to a full service, “One Stop Solution” organization

## Infrastructure

- **Physical Infrastructure** : 2,000 sq. ft facility at Kolkata, with marketing/liaison office in California
- **Networking Infrastructure** : LAN with structured cabling, High speed link to internet, Redundant power support
- **People** : BE/MCA/MSc professionals enriched with strong functional knowledge in industry verticals, having cumulative experience of over 100 man years
- **Training** : People Induction training, Multi-skill sets training of our manpower resources, Personality Development training with efforts for individual skill enhancement

## Progress Track

- Implemented projects in Web Design and Web Graphics
- Successfully Rolled out Business Software Solutions on ERP, CRM
- Expertise built across Industry Verticals and Horizontal Technology Domains
- Over 60+ Satisfied and Loyal Customers

# Business Practices

- Business Application Practice
- Web and Multimedia Practice
- Consulting Service Practice

# Business Application Practice

- Enterprise Business Solutions
  - Custom Business Software Development
  - ERP, CRM, SCM, BPM, EAI, e-business solutions
- Application Re-engineering & Integration
- Data Warehousing and Maintenance

## Web & Multimedia Practice

- Corporate Website Development
- Portal Creations – B2B / B2C
- Web Hosting
- Multimedia CD Creations
- Icon Design
- Animations and Graphic Design
- Kiosk Information Management System



# Consulting Practice

- Business Consulting – Onsite
- Project Management Consulting – Onsite & Offshore
- Staff Augmentation to Projects – Contract to Hire
- Corporate Training – Onsite & Offshore

# Global Service Practices

- Offshore Development Center
- Onsite Consulting
- Business Process Outsourcing

# Offshore Development Center

- Extended development center
- Collaborative onsite-offshore model
- Setup for a single seat to multi seating
- Scalability in short notice
- Deliverables in phases for immediate business value
- Proven Project Management practices
- Confidentiality and IPR Protection

## Onsite Consulting

- Experts with domain knowledge and technology skill sets
- Developer to Manager level
- Flexible model to mix onsite-offshore development
- Mobile resources in short notice
- Competitive pricing

# Business Process Outsourcing

- Customer Contact Management : E-mail support / Web chat / Technical Help Desk
- Document Management : Data conversion/Data Digitization / Database services
- Transaction Processing : Orders / Claims processing
- Financing and Accounting : Account payable / receivable, General transaction processing, General Ledger entries, Account Reconciliation
- HR Processing Services : Payroll processing, HR IS-IT Management

## Our Value Proposition

To provide high quality services at globally competitive cost through PPT - People, Processes and Technology.

## Why BrandSoft ?

- Availability of competent technical resources on multiple technology platforms – Domestic & International
- Proven ability to embrace best practices in project management, and in working across language and cultural barriers
- Constant support and be an extended development centre to clients' business

# BrandSoft - Quality Hexagon





# Some of our Clients:



Hindustan Unilever Limited



www.brandsoftsolutions.com

## Summary – RESPECT to our clients

- **Responsive, Prompt and Quality Oriented**
- **Experienced and Expertise Team**
- **Software Solutions Spectrum**
- **Pricing model to beat the competition**
- **Efficient and Proven Project Management practices**
- **Committed in Delivering Value**
- **Timely Delivery of our services**

**THANK YOU**



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