

# BUSINESS PROFILE

NetProphets Cyberworks Pvt.Ltd. New Delhi

## 2017

*[www.netprophetsglobal.com](http://www.netprophetsglobal.com)*

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**[www.netprophetsglobal.com](http://www.netprophetsglobal.com)**

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## COMPANY INFORMATION

***Our Vision at NetProphets is to build a people's company that values innovation and whose brand will be recognized, globally.***

We began this journey in the year 2000, and continue to add to our knowledge capabilities, our focus on people, processes and best practices. Today, NetProphets is respected in our industry as a fast growing, intelligent and people-friendly organization.

NetProphets has its offices in Noida (Delhi NCR) and a staff strength of over 100 professionals, including management, engineers and creative artists.

Our business suite of products and services include:

1. Custom Application Development
2. Digital Services
3. Mobile Apps Development
4. Business Intelligence & Data warehousing
5. E-Learning – Dragonfly Education Pvt. Ltd.

### **Our Business Suite:**

1. CUSTOM APPLICATION DEVELOPMENT

This is our mainline service and we offer business process automation software development, ecommerce and portal design services. We work largely in the area of custom development with server and system integration as part of the bespoke contract.

2. DIGITAL SERVICES

To complete and complement our enterprise software services, NPs digital services division caters to entrepreneurs and SME firms looking to use the internet for business and brand transformation. This includes the development, management and digital promotion of portals and websites using our combined expertise in technology, creative and communication.

3. MOBILE APPLICATION DEVELOPMENT

Horizontally integrating our software capabilities is our mobile team. Our work combines proprietary platforms as well as bespoke mobile apps for clients, on Android and iOS.

4. BUSINESS INTELLIGENCE & DATAWAREHOUSING

As businesses automation systems mature, clients are demanding increasing intelligence and analytics from their databases. NP has, over the years, developed this expertise and grown enterprise businesses into more profitable ventures as a result of its work.

5. E-LEARNING

NetProphets has floated an independent subsidiary company, Dragonfly Education Pvt. Ltd, for this purpose. Dragonfly Education is an e-learning and technology company, that is building proprietary content and e-learning products, in the engineering space.

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## CUSTOM APPLICATION DEVELOPMENT

Offshore and domestic technical services in Java, DotNet and PHP platforms. These services include technical consulting, custom software development, system support and infrastructure management.

NetProphets is proud to have on its client roster leading names in both India and international regions. *Presented here are a few cases, with due regard to those we may have left out.*

### 1. CUSTOM DEVELOPED APPLICATIONS

#### a. Symantec, USA

Symantec Corporation is our lead customer for this product, called INROAD. The corporation has authorized NetProphets as its exclusive digital reseller partner and deployed the INROAD solution to distribute Norton subscriptions in India. The solution went live in June 2016.

As a result, the company is able to reach out to the vast market of Indian customers who do not own international credit cards and instead can make payment via India Debit cards, Credit Cards and Net banking facilities.

The solution is fully compliant with legal, financial and technical requirements as prescribed by the Central Bank of India (RBI) for International sales and remittances. For Symantec, the solution supports one time sales and recurring sales and is fully extensible.

Inroad is a solution that enables International organizations to distribute digital goods and services into the Indian market. Primarily a B2C platform, the solution can also be considered for B2B sales. INROAD is a platform that will need integration with the business/brand website in order to make the sales a completely seamless experience.

#### b. Reckitt Benckiser: EXPLODE

With the rise of eCommerce based transactions in India, it has become imperative for organizations to track the performance of their products on various eCommerce platforms.

Explode, for RB India, is a solution that enables organizations to track the performance of their products on the major eCommerce platforms available in India. Customers can also track the performance of their competitors using customizable plugins.

The solution also enables the organization to upload customizable sales reports to correlate online presence performance with actual sales.

The product is being used by RB India to track the digital presence and performance of their brands with respect to their competitors across important digital parameters: Positioning on Ecommerce websites; Product Positioning based on keywords, Product Status (In-Stock/Out of Stock) for different vendors, Selling Price & Variation, Product Ranking Score for Ratings & Reviews.

#### c. Fusion, Dubai

Fusion is a software suite of products comprising of a number of useful applications for businesses in general, and the aviation industry in particular. The primary goal of the software suite is to provide the Airline Industry a low cost, high efficiency, extremely modular Quality Audit/Reporting system. However, as a software system it also caters to other organisations who may want to automate and report on their Quality and Document processes. Fusion is available on SAAS as a secure and easy to access cloud based system as well as a ready-to-be-hosted On-Premise solution.

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The modules under the Fusion umbrella include:

- a. A QMS (Quality Management System) - the first Fusion app currently ready for roll out.
- b. DMS (Document Management System)
- c. SMS (Safety Management System).
- d. Some of the other apps planned are Flight Operations, Finance, Electronic Flight Bag, HR, Inventory, Aircraft Maintenance etc.

Highlights:

- a. An outstanding feature of Fusion is its ability to take certain functions across apps *Offline* and sync to the central databases when back *Online*, enabling the work to be done on the move. This feature is under development and should be rolled out soon.
- b. User access across all modules is governed by a centralized User Management providing software administrators a wide spectrum to control user access.
- c. The software configuration area is also centralized for all apps making admin lives easier.

**d. Airtel**

Software platform developed and managed for Airtel Broadband include:

- a. Volume Tracker Application: strategic platform deployed over its entire subscriber base of 4 million users in India. Providing on-demand speed and download capacity.
- b. Access Control System: which hosts integrated and custom developed applications for this subscriber base, providing its customer a wide range of products to choose from and its vendors a base to showcase their products.
- c. Google mail: Email system integrated with Google used by the Airtel subscribers. Our work with Airtel includes building these platforms and applications and supporting them through new integrations and maintenance of the software and databases.

**e. Marathon Client Insurance System, South Africa**

Developed for Serenity Life and Insurance, South Africa, has been built using a SAS framework. It is a complete web solution for South African insurance companies. Continuous updates of the system through 2016 keep the solution current and comprehensive.

**f. Netless™ for Museums: Lucknow State Museum.**

Netless for the Museums is a content management application that creates a localized Wi-Fi solution and allows for streaming of videos directly into user smart phones. The interactive application helps users navigate through the museum's galleries and gain insight into its significant artefacts via the videos.

Video based entertainment is outranking audio in popularity and Netless/NetProphets is a pioneer in the cultural space in India. Our first installation is the Lucknow State Museum, U.P.

NetProphets has also set up a similar video and audio based entertainment solution at 10 leading bus stations in the state of U.P.

**g. TeleCRM**

NP has developed a custom CRM system for broadband services providers in India. The need is to integrate into the sales processes of Telecom companies and give real time feedback to marketing and customer services on profile, usage, billing, and complaints/redressal.

The product is a completely configurable system that is being used by 3 TELECOM CLIENTS:

1. RI Networks
2. Siti Cable and
3. Nextra Broadband

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The product comprises the following lead modules:

- a. Lead Management System - For capturing and processing leads
  - b. Installation and Activation - For onboarding customers
  - c. My Account - The customer facing section
  - d. QRC (Query, Request and Complaints) - For tracking and processing customer tickets
  - e. Finance module - For billing related information
  - f. Reporting - For generating reports for the different users.
  - g. The system is completely role based to ensure easy deployment across customers.
  - h. The system can be integrated with any standard billing solution.
- h. **Retail Point of Sale/ERP system: Backbone™** is Point of Sale software and Backbone™ back-office is the inventory and supply chain automation software, offered individually as well as a complete automation suite, to retailers and brands both at the enterprise and small and medium level. It's unique in its framework of development that allows for immediacy of cost savings and scalability.
- i. **Helicopter Service Management System, Nepal**

A bespoke Helicopter service automation and management tool manages the key operations for our client Shree Airlines in Nepal. The solution comprises features for management of Inventory, Flight plan, Daily activity, Spares Management, Daily collections, Parts tracking, etc.

## 2. CRM

a. **Emaar MGF, a subsidiary of the Emaar Group, Dubai**

InSync is engaged in developing a comprehensive Lead and Query management software for the Group's real estate businesses in the country. As such this is a proprietary CRM tool that can be customized for other Real Estate brands in India.

b. **Unicon Financial Services**

We are also engaged in the deployment and maintenance of a Lead and Query Management software with Unicon. Here, the Query Management processes are more complex. Both systems are designed to map with the Company's customer processes and comprehensively manage sales leads and customer queries.

c. **Toshiba**

We manage the **sales enquiries** for the Notebook brand of Toshiba. Our service includes lead processing, profiling, followed with an online customer newsletter and support service. We also manage their **channel incentive program** in India. Our work includes Claims processing over our portal, channel relationship management through a call-center and Claims MIS/Reports.

## 3. BROADCAST SOLUTIONS: IPTV and MOBILE

a. **IPTV integration : Smart Digivision Pvt. Ltd (SDPL)**

Under the brand MyWay, the company is broadcasting IPTV services to broadband households, over the BSNL and MTNL networks. Our work enables these services connecting the middleware on the web with the set-top box in the household – thereby powering up live channels, TV guide, on demand services and a host of other related services for the brand to be a preferred media service.

b. **Live TV on Mobile:** NP and Digivision Solutions have recently launched a Live TV platform on the MTNL phone and wireless networks. The platform allows MTNL subscribers to receive live feed of a host of TV channels on a free and pay for view basis.

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## DIGITAL SERVICES

Our Digital Studio enables clients to outsource Portal & Ecommerce development, Online marketing, Search marketing and Creative services.

### 360 degree services suite:

- Established processes for quick turnaround of projects
- Combination of software with core design concept
- Low cost option to international resources
- Post-development promotion services including management & site maintenance
- Remote infrastructure management and hosting

### SELECT CASE STUDIES:

- Genpact** is one of the largest BPO companies in the world. We are an authorized vendor to Genpact, and have been involved in a number of application projects; extranets; the global website and the Company's career portal and Business Intelligence and Marketing Tools such as Email Marketing Campaigns and SEO.
- [www.rbexplode.com](http://www.rbexplode.com)  
Design and Development of a Business Intelligence Tool/Site for Reckitt Benckiser a world's leading global FMCG Company. The tool captures results on the brand's digital performance on eCommerce platforms and provides marketing dashboards with insights to the team with the objective of improving their digital campaigns and increasing sales results.
- Rain Forest Challenge**, since 2014 we manage the Digital Marketing Campaign on GDN, Youtube, Facebook and Instagram to promote their annual event and to drive leads as well. RoI of Digital Marketing Campaign is really fruitful as it reaches the target audience efficiently.
- DEN Networks** and DEN Boomband, we are managing the SEO for both portal since portal launch and played key role in driving organic traffic and in achieving and retaining the top position on google search result pages.
- Salaam Baalak Trust**, trust us to manage their Digital Presence on facebook, twitter, LinkedIn and Youtube to increase their reach spread the good work they are doing. We increased the interaction and traffic using these Digital Platforms which resulted in improving the donations as well.
- [www.crmasia.org/](http://www.crmasia.org/)  
CRM Asia help clients unbolt outstanding performance through customer relationship enhancement; this website is developed using WordPress CMS. NP is involved in the management of the website including creating and conducting a Digital Marketing campaign for them. We also manage LinkedIn and Facebook pages for CRM Asia.
- Centre for Budget And Governance Accountability Portal**  
Centre for Budget and Governance Accountability (CBGA) is a one of India's leading think-tanks focusing on public policies and government finances. For its new website, CBGA wanted to create a completely new look that reflects a young, vibrant and dynamic organization. NP created a bold, large format look that uses contemporary typography and rich colors and focuses on dynamic content to engage returning visitors. The site has received excellent reviews from inside and outside the country.  
URL: <http://www.cbgaindia.org/>  
Services: Information architecture development, website design & development  
Platform: WordPress  
Technologies: HTML5, CSS3, JavaScript, PHP 5, MySQL 5

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**h. Getyourmakeup.com Makeup Artist Portal**

Getyourmakeup.com is a portal for leading makeup artists from around India to showcase their profiles, skill set, work samples and make their services available to the general public. The portal was developed from scratch by NP and includes functionality for makeup artists to sign up and create and manage their detailed profile including a portfolio gallery. It also allows visitors to book the artist of their choice through a simple form.

URL: <http://www.getyourmakeup.com/>

Services: Logo design, content development, portal design and development

Technologies: HTML5, CSS3, JavaScript, PHP 5, MySQL 5

**i. Smile Train India Website**

NetProphets developed Smile Train India's latest website to meet its multiple goals of providing information about its goals and activities, educating people about cleft defects, their management and treatment, and providing up-to-date contact details of its partner hospital. The site also encourages visitors to donate by providing striking visuals and messages related to the problems of clefts. The site is fully responsive, and includes a blog, an online donation system and a custom-built crowdfunding platform. It seamlessly integrates with the CRM to provide latest information about its partner hospitals.

URL: <http://www.smiletrainindia.org/>

Services: Content development, website design and development, CRM integration

Platforms: Core PHP, CodeIgniter, WordPress

Technologies: PHP5, MySQL 5, HTML5, CSS3, JavaScript

**j. Green Schools Programme, Centre for Science and Environment (CSE)**

NetProphets has developed from scratch the portal for CSE's Green School Programme that takes the message of environment awareness and conservation to schools across India. The goal was to create a dynamic portal that engages the various stakeholders - schools, teachers and students - and keeps them coming back. NP has also developed two allied portals, the Community Portal and Audit Portal, for the Green Schools Programme.

URL: <http://www.greenschoolsprogramme.org/>

Platform: WordPress, Yii Framework, CorePHP, CodeIgniter

Technologies: HTML5, CSS3, JavaScript, PHP 5, MySQL 5

**k. Skill2Win Poker Portal**

Skill2Win is a portal dedicated to popularizing the game of Poker in India. The goal of the young entrepreneurs behind the venture was to create an exciting presence that would capture the spirit of the game and fire up interest of visitors. The portal developed by NP leverages the colors and imagery associated with the game to create a bold and striking look.

URL: <http://www.skill2win.in/>

Services: Logo design, content development, responsive website design and development

Technologies: HTML5, CSS3, JavaScript

**i. Good4Looks.com**

Good4looks.com is an ecommerce site focused specifically on quality cosmetics and grooming products. The goal was to create an attractive looking ecommerce store that is in sync with the look and feel of the makeup industry. Key features include product quick-view, product zoom, single click add to cart, single page checkout and a make-up tips blog.

URL: <http://www.good4looks.com/>

Services: Portal design, integration with OpenCart platform and payment gateway

Platform: OpenCart

Technologies: PHP4, MySQL 5, HTML5, CSS3, JavaScript

**j. [www.dragonflyglobal.com/store](http://www.dragonflyglobal.com/store)**

Home Furnishings Company that essentially exports its products, decided to allow for custom retail creation and purchase of a very select of designs for direct B2C sale.



k. **www.forestofchintz.com**

Luxury lifestyle products from this exciting, new brand in India. Purpose of the site is to showcase their work and offering for the season. The portal is managed via a robust ecom administration solution.

l. **Toshiba Laptops** [www.toshiba-india.com/laptop/](http://www.toshiba-india.com/laptop/)

The brand strategy for this new website is specifically to facilitate Toshiba brand preference and purchase.

## EMAIL MARKETING

NetProphets' has developed a proprietary Email and Newsletter Mailing and Management System. This product is offered as both:

- a) a product that can be franchised as a hosted solution to clients or
- b) As a service where we also offer back-office support to clients for their bulk mailing programs.

In all cases, we do not offer our system for spam mail or for any other unauthorized mailing. And, our servers are white-labeled, for the world's leading email systems.

Most such systems available in the US and the UK and tend to be a bit more costly than ours, simply because our cost of managing this infrastructure is relatively lower. As such, when a client is mailing upwards of a million mails or more a month, these savings can go into tens of thousands of dollars.

### Features at a glance:

1. Setting Up A Campaign
2. Campaign Relay
3. Database And Activity Level Reporting
4. Managing Subscription Lists
5. User Management – remote administration module

You are invited to call us for an online demonstration of the system.

## INFRASTRUCTURE/SERVER MANAGEMENT

### a. **Reckitt Benckiser, UK**

- 21 servers leased in the US and the UK Datacenter
- 24 x 7 support, managed by our global team in India
- Centralised management for greater transparency and advantage of consolidation.
- Greater integration of technical platforms
- Database support, backups and managed services

### b. **Genpact**

- 04 servers on lease in the US Datacenter
- 24 x 7 support, managed by our global team in India
- Database support and managed services
- Troubleshooting
- SSL Integration with web application
- Built redundancy for uptime of portal and web application
- Bi-weekly security check for malware and viruses infection

### c. **Ranbaxy**

- 03 servers on lease in the India Datacenter
- 24 x 7 support, managed by our global team in India
- Transition from obsolete hardware and software environment to latest hardware and software environment

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## **BUSINESS INTELLIGENCE & DATAWAREHOUSING SERVICES**

As businesses automation systems mature, clients are demanding increasing intelligence and analytics from their databases. NP has, over the years, developed this expertise and grown enterprise businesses into more profitable ventures as a result of its work.

### **FABINDIA**

- *Case Study: Custom ERP development and BI integration*

- **Introduction**

Our retail practice today also boasts of one of the largest Indian retailing networks, FabIndia, with 100,000+ Suppliers; 175,000 SKUs; 170+ retail stores across India

NetProphets has been engaged with FabIndia, as an exclusive IT partner, for 6 years and our work for the business has included Process Consulting and development of a wholly integrated software that manages its entire operation from purchase to sale: Supply Chain, PoS, Ecommerce and Procurement functions, along with and Integration of finance and Human Resources functions.

- **Solution**

- Re-classification of SKU Structure
- Re-engineering of some critical processes to allow for more transparency and accountability within the network
- Development of critical Business Intelligence Analytical functions
  - Retail Operations Analytics
    - An array of reports and analysis on retail operations w.r.t three dimensions of SKU, Geography (locations) and Time (duration of reports).
  - Sales Performance Analytics
    - Various tools and reports including dashboards to analyze Customers, Products, Margins etc.
  - Supply Chain Performance Analytics
    - Detailed Analysis on Suppliers, Rejected Materials, Profitable associations, Shipments & Deliveries etc.
- Product & Supplier Management
  - From Planning to Execution
- Store Operations
  - Sale / Inventory / Stock Transfers
- Supply Chain Processes
  - Complete Automation of all SCM processes
- Stock Replenishment
  - Auto Replenishment of Perennial Products and Distribution of Collections
- HR and Payroll Functions
  - Attendance / Leave / KRAs / Appraisals / Training & Staffing / Payroll & Exit Mgmt.
- Integration of Financial Module with the SCM & Retail system
  - Close integration of Tally (3<sup>rd</sup> party Finance Module) with the core Retail and SCM

### **Results**

- Speed of billing at store improves.

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- Real time data is now available company-wide and across departments.
- Auto-replenishment enables 100% growth in sales of perennials
- Inventory optimized to 3 months of stock, across organization
- Average Time to market reduced by 15 days (from 45 to 30)
- Near Real-Time update of Centralized MIS (10 min frequency)
- 360 degree view of the organization available on MIS Portal.
- Flexible Architecture facilitating faster changes to underlying Business Processes
- Complete Transparency on Stock movement across the organization
- Increase in average bill value by 26%
- FOPL is able to close its books and prepares the balance sheet for the entire financial year within the first 15 days of the end of the year.

## **RECKITT BENCKISER**

- *Case Study: Online data warehouse of global media, with analytical and monitoring capabilities*

Arguably, one of the world's, if not the world's-leading media tracking and analytical software – Televident™ - is one of our big successes. The application is an Online Data Warehouse of media spends across all its Brand countries, worldwide, called Televident. The system allows RB and its agencies to Import raw data, analyses and report over 24 media functions. Televident, today tracks over One Billion pounds of media spends, across 40 countries, multiple product lines and 20+ RB brands (Dettol, Mortein, Veet, Vanish etc.)

### **Introduction:**

- The web based software system Televident has been developed for Reckitt Benckiser (RB), one of the world's fastest growing and most innovative, home and health & personal care marketer.
- RB brands are available in over 180 countries and has operations in over 60 countries that span continents.
- Televident helps the Global Media Team of Reckitt Benckiser Inc.
- Televident helps the Global Media Team of Reckitt Benckiser Inc.
  - To collect data on total media expenditure across 8 media categories, worldwide
  - To create a current year as well as historical data warehouse of entire media spend, worldwide
  - To analyze the data using data-warehousing platform with various slicing and dicing options to get multi-dimensional view
  - System hosts global Media Spends of over 3.0 billion GBP including competitive spends.

### **Solution**

- An Online Data Warehouse of global media spends for all RB brands, 180 countries, all media, including digital.
  - Centralized analysis and reporting of media efficiency, globally (24 parameters for report analytics).
    - Across regions
    - Brands
    - TA Universe
    - Currency

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- Multi-level Analytical Reports and Dashboards for Extensive Analysis and Slicing of Data basis filters (regions / categories / brands / duration etc.
- Measure the performance of the media buying agency and benchmark RBs annual global media pitch based on this data.
- Minimization of data dependency from media agencies globally.
- Data integrity and consistency across Brands and Media Vehicles
- ETL (Extraction Transformation and Loading) scripts / components for Data Import, Robust Data Validation and Error Correction, across Country data.
- Microsoft SSIS, SSAS and SSRS based technology platform

#### **Results:**

- Titled Televident, the system is now in its 4th version, after 4 years of management and technical development.
- Televident has become the backbone of global media budgetary planning.
- The development proves to be a huge cost saver for RB.

### **HOME SHOP 18**

- *HomeShop18, is a TV Channel and a leading ecommerce portal. Our solution consolidates past sales records and provides trend analysis and transactional reports, allowing management to manage inventory and make decisions on potential sales trends.*

#### **Introduction**

- The data warehousing system gets data from three different systems, and organizes them to produce a 3-dimensional view of the data. Cubes are created and presented to users through an effective user interface of text and graphical form. The user is provided with options of slicing and dicing the reporting measures to analyze data in various forms.

#### **Solution**

- NP develops a data warehouse solution that analyzes volumes of data that Home Shop 18 has collected over the years.
- The analysis is combined with transactional reports allowing management to manage inventory, receive sales trends and make related business decisions.
- The data warehousing system gets data from multiple systems, and organizes them to produce a 3-dimensional view of the data.
- Cubes are created and presented to users through an effective user interface of text and graphical form.
- The user is provided with options of slicing and dicing the reporting measures to analyze data in various forms.
- The Process Involved
  - Data Extraction from multiple heterogeneous sources
  - Data Transformation
  - Data Loading
  - Cubes and Dimensions
  - Reporting Services by Measures, Dimensions, etc.
  - Microsoft SSIS, SSAS and SSRS based technology
  - Integration with Dundas Charts for reporting.

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## Results

- Increase in sales because of better positioning of products.
- A category manager driven system that leveraged the trend analysis, and allowed him to decide what to sell and when.
- A highly efficient decision making tool on
  - Product positioning on web
  - Product positioning on TV
  - Product positioning by region

## **CENTRAL SQUARE FOUNDATION – Case 1: Teacher Training**

- *Data warehousing and data collation and reporting for India's Teacher Training and School information.*

## Introduction

- Central Square Foundation, looking to develop a comprehensive data portal on School education in India and Teachers Education in India.
- Huge amount of data, collected from various government sources.
- Data in all shapes and formats, coming from various technology platforms, including the print form
- Need for generation of reports in a real time mode
- Various multidimensional views of the data

## Solution

- Teacher Education data portal to report on:
  - Processes
  - Process Performance
  - Financial Indicators
  - Other Indicators including Infrastructure, Staff, etc.
- Sources of Data include:
  - Government Institutes
  - DIET, SCERT, CTE, BITE, IASE
  - Private Institutes
  - Total about 13,500 institutes
- A comprehensive database created for all Institutes
- Redshift columnar DB used for ease of organizing and reporting
- The user is provided with options of slicing and dicing the reporting measures to analyze data in various forms.

## **CENTRAL SQUARE FOUNDATION – Case 2: School Data**

- *There are approx. 200 million students in Indian schools today. This is probably the single largest, most comprehensive source of all information on Indian Schools under one roof.*

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- School Information:
  - Expenditure
  - Learning Outcomes
  - School Characteristics
- A comprehensive database by:
  - City
  - District
  - State
  - National
- The Solution consolidates and organizes a tremendous volume of data across necessary parameters and reporting formats.

*The solution went live as [www.prashikshak.in](http://www.prashikshak.in) in July 2016. Inaugurated by the Honble' Minister of Human Resources and Development, Shrimati Smriti Irani.*

*However, since the portal is still the exclusive domain of members of the ministry, it remains under a password protected domain. The opening of the site and its contents to the public is slated for early 2017.*

## **MOBILE APPLICATION DEVELOPMENT**

NP Mobile focusses on innovation on application development, having developed both proprietary NP products as well as apps for our clients.

Our expertise includes end-to-end Mobile Application Development on Android, iOS, J2ME, Blackberry, Windows Phone and WAP/xHTML platforms.

The entire UI and UX of all our products and solutions are done by a dedicated in house team. The team also will be creating special UI components to support tablet devices.

The in-house test lab ensures functionality, performance and behavior of our applications on all targeted device platforms to make them high quality.

### **Netless™**

Netless is a Wi-Fi enabled, Out-of-Home, Personal Entertainment and Information Channel. It is a Media Channel without the Internet. Using the Netless App, users of smartphones don't need a 2G or a 3G connection. The State Museum, Lucknow, U.P has set up localised Wi-Fi within the galleries of the Museum. Visitors can download the Netless Mobile App and stream video stories of the significant artefacts at the museum. This enhancement of the cultural experience via video stories, streamed directly on user phones is a nationally pioneering achievement by the Govt of U.P.

### **Fourtap**

This solution has been developed based on a patent where two parties can transfer funds without knowing each other's personal details. The solution was developed keeping in mind the core concept of the patent. The apps were developed for Android and iOS phones.

### **A2Milk**

Here, we developed an app to be deployed onto tablets which would be used by sales personnel of the client to promote their products and to capture customer data. The app was developed as a game to be played by customers. The app also contained features where the client could

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personalize the game prizes which would then be distributed to the players based on a custom distribution algorithm.

### **Airtel sales app**

This is a Customer Marketing Application, used by the sales personnel at Airtel, a leading Telecom brand in India, who use it to work out the best plans for Airtel's broadband customers based on their usage.

### **GharPeTutor**

This was a solution developed to create a marketplace for Home Tutors and Parents/School going students. The app allows for search for tutors across Education Boards, Subjects and Location, along with allied features such as a chat, rating and action/notifications. The first version rollout is over Android phones.

### **Siti LMS**

Developed for Siticable, a broadband telecom business, the customer end of the App is integrated into a bespoke CRM solution and business end of the App is used by sales and marketing personnel out in the field to get and store information of the customers and prospective customers.

### **Center for Science and Environment**

Developed for CSE, under collaboration with the Environment and Pollution Control Authority of India, the App allows citizens of Delhi NCR to report dust violations across the City. The second part of the solution is another App on the phones of the EPCA officials to resolve and close cases. The central console of the solution provides features to monitor control and manage the cases received by the EPCA personnel. These Apps have been developed for Android and iOS phones.

### **STRETCH HD<sup>®</sup>**

A very handy Video App that guides users on Stretch exercises both as routine stretches as well as particular muscle stretches. Developed under the guidance of Karn Ghosh an Australian physiotherapist, this app is available on Android and iOS platforms.

### **Epilepsy Diagnosis Aid<sup>®</sup>**

This project is a "world's first" and has been developed in collaboration Dr Victor Patterson, the founder of Synapse Tele Neurology, UK. While the W.H.O have suggested that health workers diagnose and treat epilepsy, among nations where access to qualified physicians is next to none, this App actually looks to do so. Particularly, the App deploys a proprietary algorithm to report whether an episode of altered consciousness is due to epilepsy or to other conditions which can mimic epilepsy. Here is a high level of agreement between the findings of and the clinical diagnosis by epilepsy specialists. This is available on the Apple store and Google Play.

### **Sharable<sup>™</sup>**

Sharable is a File Sharing platform developed and patented by NP. The application has been created for iPhones, iPads, Android phones and Tablets, Windows and Mac platforms. The App easily transfers files and folders between different platforms over a Wi-Fi or hotspot connection. The App is live on all stores.

### **Mobile TV and Video-on-Demand**

Stay connected with your favorite programs on TV or gets the best of video-on-demand while you are on the move. NP Mobile's TV and On-Demand Video platform makes it possible for everyone to access these services. With our multi-platform service running on mobile browsers (WAP), iPhone and Android now you can get your subscribers to benefit from the wider 3G pipe on mobile.

#### *Confidential*

## **Ktext Secure SMS Application**

Phone messaging using SMS is used extensively by people around the world. Inherently the current SMS infrastructure and applications are not secure and can be hacked very easily. We felt that a need existed for a private and secure SMS channel, where people could send, receive and store sensitive information using the underlying SMS infrastructure. Our product Ktext addresses this issue and uses the regular SMS infrastructure to transmit secure messages.

NP Mobile is headed by **Gaurav Arora**. Gaurav will be happy to hear from clients and partners on his email id: [gaurav.arora@netprophetsglobal.com](mailto:gaurav.arora@netprophetsglobal.com)

## **E-LEARNING : DRAGONFLY EDUCATION PVT LTD**

NetProphets has floated an independent subsidiary company, Dragonfly Education Pvt. Ltd, for this purpose. Dragonfly Education is an e-learning and technology company that is building proprietary content and e-learning products, in the engineering space.

### **Vision**

This is a unique initiative in India, which is struggling with managing learnability in its colleges around the country. In keeping with the wave to teach students using modern aids and internet technologies, our work will not only be pioneering but also a tangible tool that will help both professors and students directly.

Our vision is to eventually improve the learnability of more than a million engineering students pursuing these studies in India, and then go global with our efforts and do the same with not only other emerging nations but also advanced nations struggling with out-reach and scalability of engineering education.

### **Our Mission**

To enhance the Learnability Quotient of Engineering Institutes by improving and sustaining interest and motivation levels of students, towards their subjects. We will do this through multimedia products and services that complement the professor and the Institution, and ensure that the students are encouraged to study the subject in such a manner that retains their attitude towards learning, learn key concepts and gain practical skills in a manner that not only results in an enhanced ability to get higher marks in the internal and end of term examinations but also equip them for interviews with end user companies.

### **Our Products**

A suite of products called MasterClass™ and MasterBoard™ will present e-learning content on engineering syllabus followed by Technical Universities, in India.

Dragonfly will be developing proprietary content that has been planned, designed and executed around our own Content Framework, called MasterClass™.

We will be looking to develop this content across 4 popular engineering streams:

- Electronic
- Electrical
- Mechanical
- Computer Sciences

Core Subjects of each stream has been divided into learnable topics for which digital, multimedia material called MasterBoards™ are being prepared.

Our MasterClasses will comprise both digital content called MasterBoards as well as textual material and web-services. These will be delivered both via in-classroom aids for College Professors as well as in College Laboratories and over CD-ROM and the Internet using latest web-based technologies.

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**MANAGEMENT TEAM****Amitabh Vira: Director and Chief Executive Officer**

Amitabh has an MA in Advertising Management from Michigan State University with 15 years of experience in the Indian Advertising Industry, in both Bombay and Delhi. In this period, Amitabh was involved with brand launches for Jet Airways, Pillsbury (Atta), P&G (Camay), among other brand strategy assignments for Johnson & Johnson, HLL, Braun and Oracle. Amitabh has also led the rediff.com office in New Delhi, being an early migrant to the internet industry. Today, his primary role is in building NetProphets into a global provider of e-business solutions.

**Saurabh Rajpal: Director and Chief Technology Officer**

A Post-Graduate in Computer Applications from IMT, Ghaziabad, Saurabh is our CTO and joint-founding partner. He brings a 'third-eye' understanding of web software and use of these technologies for client applications. He is essentially a technical architect with a deep understanding of building web-based systems and applications.

Among his significant successes are: FabIndia, helping the business with its business processes and architecting and developing their enterprise solution; Reckitt & Benckiser, UK, in developing the business's global media buying platform directly with the UK office; IPTV engagements with both Digivive and Nextra. Under Saurabh, NP has managed to create a second line business team across all our divisions.

**Ramesh Malhotra, Chief Operating Officer**

Ramesh has more than 20 years of varied experience in Operations, Delivery, Quality and Client management with various IT organizations. He has spearheaded various quality initiatives and has great understanding and practical implementation of industry best practices. He has worked in various capacities from General Manager to Chief Operating Officer (COO) with varied companies. His expertise in general management, operations and client management comes as a great asset. Ramesh holds an Engineering degree from REC, Jaipur

**Sudhir Mittal: Director and Chief Financial Advisor**

Sudhir has over 14 years' experience in project finance space. After graduating with an MBA from INSEAD, Sudhir worked for International Finance Corporation, Washington DC. During his time with IFC, he was responsible for IFC investments in businesses in Argentina, Brazil, Mexico, S. Korea, Indonesia, Thailand, Vietnam, Cambodia, the Philippines, Vanuatu, India, Bangladesh, Sri Lanka, Nepal etc. He was also responsible for managing IFC's portfolio of close to US\$1 billion investments in South Asia.

Sudhir also runs Shree Air, a helicopter/airline in Nepal and is involved with the Central Square Foundation, a private fund, towards improving primary education in India.

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## **DEVELOPMENT CENTER**

NetProphets is based in Delhi NCR, Noida, India. Our offices are situated over 10,000 sq. ft. of independently leased premises. The infrastructure is totally equipped with company owned computers, LAN and Broadband facilities, with a seating capacity of over 120 people.

### **Capabilities:**

Our team comprises Technical Analysts, Business Heads/Relationship managers, Project and Programming teams. Our programming team forms the bulk of our strength, with skills ranging from front-end integration to back-office database and development expertise across multiple languages and platforms, making us an organization capable of providing the required IT consultancy, architecture and development capacity to Indian and International clients.

### **CONTACT:**

For all Business enquiries, alliances and partnerships:

Please contact AMITABH VIRA: Mobile: 9873455554 email: [amitabh@NetProphetsglobal.com](mailto:amitabh@NetProphetsglobal.com)

For all Technical enquiries:

Please contact SAURABH RAJPAL: Mobile: 9811988854 email: [saurabh@NetProphetsglobal.com](mailto:saurabh@NetProphetsglobal.com)

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