

Formerly INVERTO INDIA

- Online survey management



- CRM



- e-contor – e-procurement tool



- Marketing & Complex Data Management



- HaxNFlax

▶ Some of our Microsoft Technologies Success Story



# Microsoft Technologies Success Story

GeoTech™  
RightSource IT

## ONLINE SURVEY MANAGEMENT

### Client:

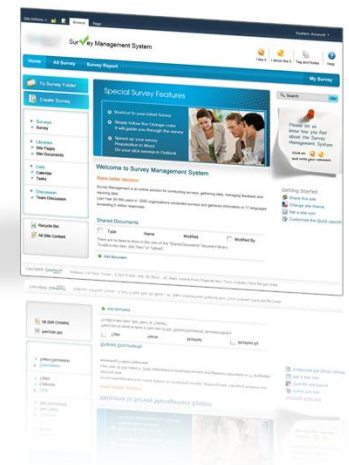
Eminent Nordic Client

### Business Purpose:

To develop An **online solution** for conducting surveys, gathering data, managing feedback, and reporting data.

### Solution:

- 1) A robust online survey solution for managing feedback, and reporting data
- 2) Results routed through analytics module - helps in decision making
- 3) Can be integrated easily into different administrative systems



### Features:

- ALL Type of Questions
- e-Learning
- Template based
- Analytic Reports
- SMS

### Technologies:

- MS platform**
- ASP.NET 3.5
  - SQL SERVER 2008

**Project Duration:** June 2009 - Present

**Team size:** 14 -15

### Client Speak:

*"With following I want to recommend GeoTech,*

*GeoTech became a key partner to us. It is entirely due to true professionalism, zero error attitude and fast leverage that made impact. Even after bringing our projects home, we want to tighten our business relations with GeoTech."*

- **Director**



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## CRM SOFTWARE

### Client:

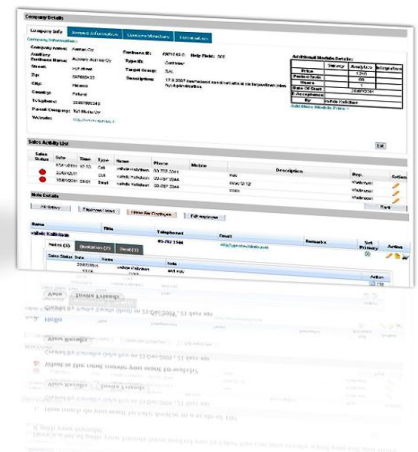
Eminent Nordic Client

### Business Purpose:

The CRM software has a streamlined approach and takes care of all business aspects including User management, scheduling trainings, order invoicing, and licensing and report generation.

### Solution:

- 1) Helps to create customers from a primary contact person
- 2) Make scheduled calls to new customers via call list
- 3) Orders various products and generate invoicing for each of them.
- 4) Follow up process of the entire sales
- 5) Full tracking



### Features:

- User Management, Company Management
- Call List
- Licensing, Ordering
- Invoicing, Report Generation
- Training

### Technologies:

#### MS platform

- ASP.NET 3.5
- SQL SERVER 2008
- c#3.0
- SQL SERVER 2008

**Project Duration:** November 2009 - Present

**Team size:** 3

### Client Speak:

Thank you very much. This was extremely important and the delivery was like è “a-finger-snap-and-we-have-information”.

- **Director.**



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## e-contor

### Client:

INVERTO AG, Germany

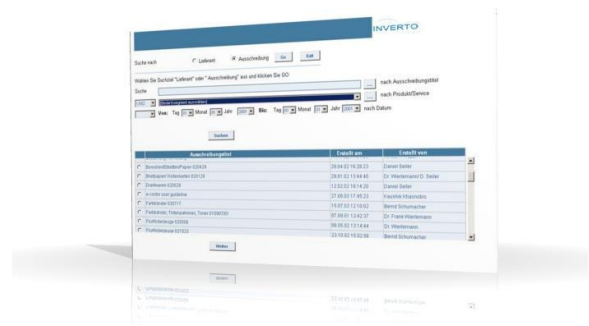


### Business Purpose:

To develop an e-procurement tool to serve domains like retail, pharmaceuticals, automotive supply, logistics and so on

### Solution:

- 1) Powerful and intuitive web based e-procurement tool
- 2) Standardizes the strategic sourcing process, lowers the purchasing costs
- 3) Successful in sectors like retail, pharmaceuticals, automotive, logistics etc.



### Features:

- Tender Management
- Auction
- Contract Management
- Supplier Management
- Supplier Portal
- Project Management
- Language Management

### Technologies:

#### MS platform

- ASP, ASP.NET
- SQL Server
- Aspose Excel

**Project Duration:** May 2002 - Dec 2007

**Team size:** 25-30 (including 4 onsite)

### Client Speak

*"The implementation of e-contor on PLUS went very well, thanks to the good work ... The customer is satisfied and so are all of us, who were involved here. All of you have done an excellent job. Keep up the good work..."*

**- Dr Kiran Mazumdar, Director, Inverto AG.**

**Software Users** (in association with Inverto AG)





# Microsoft Technologies Success Story

GeoTech™  
RightSource IT

## Email Marketing & Complex Data Management

### Client:

US based Email marketing Company, USA

### Business Purpose:

Email-campaign management tool for sending newsletters.

### Solution:

- 1) To collect the email addresses from the customers through widgets
- 2) To send promotionals with free offers to propel people register and provide their information for marketing purposes
- 3) Blacklist management, target groups and mailing list management
- 4) To get detailed report of all the subscribers and people who have opted out

### Features:

- Mailing lists
- Target groups.
- Forms & actions
- Template management
- Advanced statistics

**Project Duration:** Oct 2011- Ongoing

**Team size:** 2member

### Client Speak:

GeoTech is contributing a lot! I'm looking forward to getting OpenEMM fully wired up into the platform.”.

- CTO.



### Technologies:

#### MS Platform

- ASP, ASP.NET
- SQL Server
- Aspose Excel



# Microsoft Technologies Success Story

GeoTech™  
RightSource IT

## HaxNFlax

### Client:

Big Hassle, USA

### Business Purpose:

To develop a simple web based interface to make it easier for journalists to locate an artist's publicist, request media kits, product, interviews and reviewer tickets;

### Solution:

- 1) An easy Interface between publicist, journalist & the client
- 2) Mostly used for promotional campaigning through various assets

### Features:

- User Management section
- Payment Method
- Customized Site theme
- Mobile accessibility
- Site Localization
- Activity management
- Manage email marketing
- Managing client with details and reports
- Client assets management
- Online interview management
- Client Email/RSS Marketing section
- Client billing and invoicing section

**Project Duration:** May 2011 - Ongoing

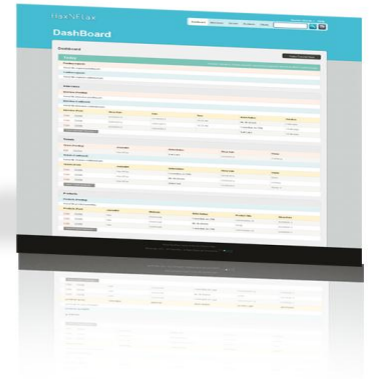
**Team size:** 6 members

### Client Speak

"I am very pleased with the progress we have made over these last few months and I want to thank you for helping realize my vision. I am very grateful."

- **Owner**

## HaxNFlax



### Technologies:

#### MS Platform

- ASP.NET
- AJAX
- SQL Server
- Cloud computing