

# e-enabling businesses

Empower your Business through dynamic Solutions Development



**E DOT SOLUTIONS INDIA PVT LTD**  
A Corporate Profile

DC Processors 2<sup>nd</sup> Floor, 5, Chunawala  
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Andheri East, Mumbai 400059, INDIA

**To be at the forefront of technology and develop 'user-friendly' solutions, which delight the user and add exponential value to our customers businesses**

## COMPANY BACKGROUND

**We are Interactive Architects that seek to transform the way companies conduct E - Business.**

**The company was formed in April 2000 as a web solutions company with just 5 people including the promoters. During the last year, the business has rapidly grown in size. Today it has a prestigious list of clientele and a versatile portfolio to go with it.**

**We traditionally believe in working closely with our customers, in understanding his requirements minutely and providing complete end-to-end solutions for all his needs.**

# product offering

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**Using a proven, multi- disciplined methodology; we offer a full range of services that allow us to deliver end-to-end solutions enabling companies to capitalize on the reach and efficiency of the Internet.**

**Our key competencies include:**

- **Strategic Consulting**--creating specialized business plans and models to enable our clients to operate and improve their E-Businesses;
- **Creative design** -- developing robust visual and interactive web site content and graphics;
- **Data Migration/Manipulation** – Creating interfaces between archaic 3GL, 4GL Databases and present day RDBMS and OORDBMS for migrating at first and then on manipulating data to give customised views.
- **Technology integration**--combining third-party products with our customized technology applications and components to create a specialized, technical infrastructure for our clients; and
- **Business transformation**--implementing and integrating new eBusiness models and technology with our clients' existing operations.

Our strategic, technical and creative personnel collaborate to address the full range of end-to-end solutions required to meet the increasingly large and complex needs of an expanding, sophisticated client base. The industry in which we operate is time-to-market sensitive, and we believe that we provide faster project delivery than many of our competitors due to our ability to use previously developed technology applications for multiple client engagements. Our proven methodology provides a framework to assess and execute each stage of a client engagement. By delivering our services in a seamless and integrated fashion, we guide our clients from concept to launch and deployment of their eBusinesses.

**We have won several prestigious international awards in the past. These include BIMA in UK, Milia d'Or in Cannes, Promax 2000 in New Orleans, Ad Awards in Cannes, Abby Awards in Bombay and several other nominations.**

Our clients are a combination of multinational corporations, mid-to-large-sized companies and startups operating in various industries such as, Financial Services, Media Houses, E Market Places, Knowledge Management Solutions across a variety of business environments. Clients include IDBI Capital Market Services Ltd, CNBC India, SUN F&C AMC, Raft International PLC, Ebusinessedge.com, Geodesic Info Systems and others.



# our approach

**Systems and Process came naturally to us due to the many years of experience the promoters brought-in in project execution and interaction with customers in India and abroad for large and small projects**

- **Business requirements assessment:** Typically, we begin an engagement by gathering information, performing research and analysis and gaining a comprehensive understanding of the project scope. This forms the foundation for a series of client workshops, which are led by our strategic services team. The workshops are customized to the client's needs and desired outcomes and allow us to create a blueprint and program from which our multidisciplinary teams can establish a successful Internet-related initiative. Our clients are actively involved in this initial step. Upon completion of the business requirements assessment process, we provide the client with a strategic and tactical plan for its E Business.
- **Specifications:** Using the information gathered during the business requirements assessment process and the blueprint and program created during the client workshops, we develop detailed functional and technical specifications that are designed to meet the client's business vision. By creating specifications, we seek to ensure that all of the details related to the creation of a web site are accounted for prior to beginning work on the project. Our combination of technical and creative talent reduces the overall risk associated with large-scale development efforts. .
- **Creative development and branding:** Using state-of-the-art technologies and ideas, our creative team extends or establishes the client's brand online, while developing a user experience that meets the client's business requirements and expectations. Through an interactive and collaborative effort, we work with the client to refine a complete image while developing plans to execute public relations, advertising and marketing needs. We have extensive experience in developing visual and interactive content and creating electronic brand campaigns that enhance and extend our clients' relationships with their customers. Our creative design professionals assess and analyze our clients' existing brands, identify opportunities and provide user-focused solutions that help our clients build sustainable, long-term relationships with their customers. To keep up with the increasing complexity of the creative solutions required, we have developed expertise in editorial creation, content management, information architecture, user-interface and rich-media technologies.
- **Functional prototype:** Before full-scale development takes place, we produce a prototype that combines user specifications and an agreed-upon image. The prototype allows the client to test the systems that we have developed to ensure that all of its requirements and expectations have been met.
- **Application development and system integration:** We develop, integrate and test all of the necessary components, including third-party hardware, software and custom applications for the final launch of the online effort. During this stage, our developers and technologists seek to ensure that the client's business requirements and expectations are fully aligned with the technological infrastructure we have created. Once the initial project has been completed, our methodology can be periodically reapplied to maintain and refine the client's e Business. We believe that our methodology clarifies client expectations, helps our clients achieve faster time to market, reduces the risks associated with the application and integration of emerging technologies, provides consistent procedures for all engagement phases, provides a higher



**Using our extensive in-depth knowledge of the Internet and emerging technologies, we translate strategic, creative and business requirements into sophisticated and functional technology platforms.**

Recognizing that technical infrastructure is the foundation for clients' Internet solutions, we develop infrastructures designed to be reliable, robust, secure and scalable. Our principal technology services include the design, architecture and development of e-commerce platforms, customer relationship management systems, sales automation systems, electronic markets and exchanges, data migration and manipulation, Internet and intranet portals, as well as the implementation of enterprise middleware and the integration of Internet solutions with legacy systems. .

Usability and customer focus is extremely high on our priority. This helps us constantly innovate using the latest technologies to achieve optimal performance. We have developed an expertise in file system based data structuring, which is being successfully used in different forms in all our projects for various kinds of applications. Our present deployments are in the field of what we call 'Web EXEs'. These EXEs directly derive data and programming knowledge from the Internet.

We specialize in the following technologies:

**Platforms:**

Microsoft, Linux (Redhat and Caldera), Sun Solaris

**Databases:**

Oracle (8i,9i), MS SQL (7.0, 2000), MySQL

**Server Side Environments**

Java Enterprise Architecture, MS Transaction Server, MS Message Queues, COM, DCOM, SSL, CGI

**Framework**

dot net Framework, EJB framework

**Languages**

C, C++, VB, VC++, Java, C#, Perl

**Scripting Languages**

ASP, ASP.net, PHP, Javascript, VBScript, HTML, DHTML

**Other Web Development Skills**

Flash, Cold Fusion

**Web Solution Integrations**

Net.Commerce, Microsoft Commerce Server



**In the digital universe, Interface and Experience build brand loyalty. They etches ‘the’ message onto the customer’s mind. Our background in multi faceted design helps us create interfaces and interactions that are compelling, emotionally reactive. And above all, Usable. E Dot’s UI goes beyond the cliché of cold, lifeless technology and creates wonderment and rewards.**

#### **Communications strategy and planning**

Communication is at the heart of any visible medium. At E Dot Communication Design is considered the most fundamental driver in the success (or failure) of a digital product or service. In the digital world of constantly shifting standards, it is extremely important that be is a software product or an interactive TV advertisement or an e-learning solution, the product first needs to communicate to a user about the way it is meant to be used.

#### **Graphic design**

Our graphic design practice has the expertise to support all of the above. We draw from a talented pool of designers to ensure distinctive and original graphic design. Our Brand Consultancy practice covers the traditional areas of brand strategy, positioning and research. A powerful resource to help you to stay one step ahead of your competitors.

#### **Animation**

On-screen communication throws up many challenges. On the other hand, it also provides us with many solutions which were hitherto unavailable to traditional media. Motion picture and animation brings life and dynamism to any communication piece and facilitates learning and comprehension. E Dot draws upon its rich experience of its design team’s multiple media background to weave powerful communication (or learning) objects. We marry music television to balance-sheets if it is needed or is relevant.

#### **Brand and identity guidelines**

An identity is the most powerful expression of a brand. Whether it's creating a new identity or evolving an existing one - our designers create distinctive and memorable identities that help build great brands. A powerful identity consistently implemented is essential to strong brand performance at corporate and consumer level. Clear, easy to follow guidelines are essential to achieving this.

#### **Collateral materials**

We are experienced at designing literature systems and other collateral to reinforce the power of your brand.



## **Sandipan Chattopadhyay**

Sandipan has always been a mathematician for as long as the Indian fauna remembers. Sandipan graduated with his B.Stat. from the prestigious Indian Statistical Institute in Calcutta with a specialization in Numerical Analysis and Sociology in 1994. Having picked up his weirdness at ISI, Sandipan went on to temper it down by studying management at the Indian Institute of Management where he completed his MBA in Systems and Operations in 1996.

Sandipan sharply swerved his life soon afterwards by not taking up management as a career and opting for technology instead. He developed the country's 1<sup>st</sup> POP kiosk for ICI Paints. Back in 1996 consumers could try out various paint combinations for their interiors on a virtual projection and get a real cost estimate. Sandipan has been working with multimedia ever since. He joined Tata Interactive Systems in 1997 and was instrumental in setting up the company's web division that year.

Sandipan was invited to CSO to give a seminar on an alternate approach to Regression thru Neural Networks, one of his own research works. He has been a key consultant in the steering committee of Tata Industries' plans for their web policies till 1999 when he left TIS to join Channel [v] as CTO for the web division.

Sandipan is a founder Director of E Dot Solutions. He looks at Strategy, Risk Management, Business Development, Forecasting and Technology.

## **Sanjay Sarkar**

A designer by background, Sanjay completed his design education in Communication Design with Information Graphics as a specialization from the prestigious National Institute of Design (NID, Ahmedabad), India.

Sanjay has worked with Interactive media since 1995 where he joined his first job at Tata Interactive Systems, India's largest multimedia company. Sanjay introduced several new areas of business during his 4 years at TIS. These include TIS's venture into CD ROM development in early 1994 and web design in 1997. Being interested in Process and Methodology, he was also responsible for drafting and implementing TIS's Design Procedures as a part of the organization's drive towards ISO 9001 certification. It is worth mentioning at this stage that TIS is the world's first multimedia company to be awarded ISO 9001 in 1997. Before he resigned in 1999 as Senior Manager, Design, Sanjay had won the organization the prestigious BIMA award in UK and a nomination for Milia d'Or at Cannes in 1996.

Sanjay joined Channel [v] in March 1999 as Head of Off Air promotions in a brief stint to structure a non-existent department for a chaotic media company. Later in June, Sanjay together with Sandipan set up Channel [v]'s massive Internet venture, vIndia.com. Everything including recruitment, Design, administration, budgets were handled by them.

Sanjay has also served as an official representative to I.D. Magazine, NY under their invitation for research and jury for their special ID40 annual issue. The project involved networking with many design groups working in high and low technology areas in India. It also involved numerous discussions with the country's two design institutes. The responsibility included submitting a paper to ID on the current state of the Design industry in India and to nominate 6 top Design groups/individuals to be featured in the issue.

Sanjay has helped design and develop a 2-year Post-Graduate education curriculum on an invitation from the National Institute of Design for their proposed Interactive Media Communications in the capacity of a consultant. This 1 year long 'set-up' project included policy development as well as research on both national and international level regarding educational requirements; workplace needs, teaching methods, networking with organizations and institutes. Besides this, sometimes he also teaches Interactive Media Communications at the institute whenever feasible.

Sanjay is a founder Director for E Dot Solutions and looks into the areas of Design, Finance, Business Development, Projects, Performance Analysis and Operations.

Here are some of our delighted customers with whom we have been working now more a very long time. Most of E Dot's business comes from existing customers. *We are obviously doing something right!*

**IDBI Capital Market Services (idbicapital.com) – ongoing project**

The project involves design & development of a sprawling multi-instrument investment transactions online service. E Dots scope mainly includes, design, technical development, UI, usability testing, branding, flash demos, simulation based training and communication strategy.

**Business Standard Limited (business-standard.com) – ongoing project**

We are designing and developing an international standard website cum CMS for the publications online news service.

**CNBC, India (moneycontrol.com)**

India's number Business News site was designed and developed by E Dot from scratch.

**ICICI -Treasury**

We developed a complex training solution for this customer. This was a simulated Bonds Exchange. The solution was meant to work over LANs and is portable.

**Zeus Learning Systems**

E Dot is designing and developing a large set of simulation based 'software' tutorials and a LMS for one of Zeus' overseas clients.

**Standard Chartered MF**

E Dot has developed several things for Standard Chartered AMC. These include the company's corporate website and CD ROM based educational and financial planning tools for investors.

**Sun F & C AMC**

E Dot has developed several things for Standard Chartered AMC. These include the company's corporate website, web based tools for distributors.

**Raft International PLC, UK**

A knowledge management system was developed for this UK based financial software manufacturer. With the help of our KMS, Raft was able to synchronise learning content across its offices around the world on a real time basis.

**Ebusinessedge, Canada**

EBusinessEdge is a Canada based IT Sourcing hub. Their entire solution and the website front end was conceived, designed and developed by us.

**There are certain factors that makes E Dot Solutions a powerhouse of innovation and sets it apart from its competitors. It stems from the inner strive each employee at E Dot brings to the work they do. Be it design, technology or process, optimization is the mantra.**

We work with unprecedented Quality Benchmarks. Key employees of E Dot have been awardees of several distinctions in their own fields. Hence, our strive for quality is understandable. Nothing but the best does for us. Global Benchmarks are simply the starting points at E Dot. The focus is to do better than the best.

In the field of work we are in, the best is not a function of any one function alone. It is the synergy of different fields that makes good solutions come to life. Everyone at E Dot not only understands and adapts to each others' skill sets and specializations but goes much beyond that. They push each other to give their best and try to fulfill each other's dreams.

Time is the other god that we worship. A 92% on time delivery rate in solutions development field is enviable by any standards. And if interlinked to complex nature of the projects undertaken from where these have been achieved then the achievements seem all the more stunning. What less can you expect from a thorough professional bunch of guys who say in every second sentence time is money?

But we at E Dot consider these as basic and fundamental strengths. Its prides on its main strength of understanding and analyzing real needs and then give the appropriate solution for the need manifested. Historically right from the very first day, we have worked in total tandem with our customers. We believe that listening is the very first step of solving. We invest in understanding your needs. It's a mindset. Our people integrate and empathize with your needs at all levels. While this is hard to explain, it's best experienced by talking to our existing clients.

We help our customers dream, to see a different way, we give them the option to choose the best fit. How can we do this if we did not listen. So it is not surprising that our customers treat us as partners more than developers naturally. Result? 82% of our business comes from existing customers. We have grown with our customers and it would not be wrong on our part to take pride that we have had significant contributions to our customer's growth. Ask them.



# Business with E Dot

**E Dot Solutions offers a number of options to its prospective customers for working on outsourced projects.**

#### **Fixed price and time frame contracts**

In this type of contract E Dot Solutions would typically quote a fixed price for the entire task, which usually comprises the whole software development lifecycle. Activities like requirements definition and associated customer sign off, design presentation, installation and rapid-reaction warranty are performed at the customer site. Design, review, programming, code walkthrough, program testing, module testing, integration testing and volume testing are performed at E Dot's development center in Bombay.

Typically, this type of contract is to maximize the value added by the development centres while containing the cost.

#### **Time and materials contracts**

In this type of contract, E Dot Solutions charges the customer on an hourly or monthly basis, depending on the contract. The scope of engagement is often less clearly specified in these contracts. This normally happens for large software development projects where it is not possible to clearly project all Requirement Specifications for a future date.

Time and materials contracts are used when specifications may be variable or when completion of the work is dependent on third parties.

#### **Software maintenance contracts.**

Under Software maintenance contracts E Dot Solutions would accept complete responsibility for maintaining a suite of software for your company. This type of outsourcing contract allows the customer's software team to concentrate efforts on new development while the E Dot team functions as a low-cost maintenance facility for existing software.

#### **Dedicated offshore development centres (OSDC)**

An OSDC is a dedicated set of computing and human resources within E Dot Solutions working specifically for the customers' company. Our team would use the same technology, tools, processes and methodologies that the customer uses, allowing the entire project to operate as a virtual extension of the customer's software team. It is an ideal option for extending the size of a software team at reduced costs and increased productivity.

The main advantage of this model is that it allows E Dot Solutions to develop of a long-term relationship with the customer, allowing that us to gain specific business expertise and provide better long-term solutions. Another advantage is that these contracts allow customers to 'lock in' our software softwa

# Do Get in Touch ...

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