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1. COMPANY OVERVIEW

About the turn of the millennium, in 1998, Suyog Computech was instituted as a solution provider in Information technology. Today, it has emerged as a premier service provider in the field of eCommerce application development and IT Business Outsourcing.

- **Company summary:**

- Based out of Bhubaneswar, India, Suyog Computech has its subsidiaries Suyog Computech Limited at Harrow, United Kingdom & Mucheco LLC in New Jersey, USA. It boasts of 100+ employees passionate about making sales happen on online platforms with state of art solutions like MucheCo®.
 - We build intelligent solutions for healthcare and education industry. DR4U, eDoctor+ and eExam are some of our most successful proprietary products.
 - We craft smart management solutions like Smart-Q for multifarious organisations, in addition to developing customized web-based, desktop-based & mobile applications.
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- **Mission statement:**

- The essence of our work reflects the drive for thriving transformations. We are set out to lead the way in the country in carrying out digital transformations and process optimisations for private and public bodies.
- Highlighting the organisation's commitment to adherence to best practices and stringent focus on quality control, the Company has been ISO 9001-2015 certified by TUV ~ NORD for Design and Development of E-Commerce Solutions for the last ten years running.
- Our guiding principles focus on People, Product and Process. Our professionals here are provided with state-of-the-art facilities ensuring our attention to establishing a conducive environment for facilitating development of innovative solutions that transform organisations.
- With sincere effort on learning and growth, each of us strive towards a bright organisational future where we focus on walking that extra mile to ensure customer delight.

- **Company history:**

- The company made its humble beginnings in the year 1998 as a solution provider in Information Technology with significant expertise in the field of IT Education & Training as a Master Franchisee of NIIT.
- Subsequently, the company expanded its horizon to the field of eCommerce Application Development with an exclusive branch office, T/A 247 TopSeller at London in the year 2004, specializing in bespoke integration and managed services for multichannel eCommerce businesses.
- Suyog Computech was founded by the visionary Late Mr. Manoranjan Mahapatra, who had 23 years of experience in the Telecom, IT & Education sectors holding a wide client base & a strong contact network in India as well as abroad. Given the dynamic leadership in the past two decades, we have grown not just in numbers but also in our offerings and market presence.

- **Financial goals:**

- Although starting on a meagre budget in its initial days, the organisation clocked tremendous growth over the past two decades of its transformative journey.
- While innovative solutions and recurring businesses both add to the organisational profit, the focus has always been upon securing the maximum business through new ideas.
- Given the recovering market and given the efforts we have put in on redefining strategies and reorganising processes in the last couple of years, we are looking forward to a targeted growth of an ambitious 50%.

2. ACCOLADES

● Our Accreditation & Membership:

- The Company has been ISO 9001-2015 QMS certified by TUV ~ NORD for Design and Development of eCommerce Solutions for the last ten years running.
 - The Company has also been awarded ISO 20000 ITSMS certification and ISO 27001-2013 ISMS Certification.
 - Suyog Computech is registered under STPI (Software Technology Park of India is a society set up by the Ministry of Communications and Information Technology, Government of India in 1991, with the objective of encouraging, promoting and boosting the Software Exports from India).
 - Suyog Computech is an active member of NASSCOM (the National Association of Software and Services Companies is a trade association of the Indian Information Technology and Business Process Outsourcing industry. Established in 1988, NASSCOM is a non-profit organization).
 - Life Member of CITE (Confederation of Information Technology Entrepreneur of Odisha).
 - Suyog Computech is actively empanelled with IDCOL Software Limited & National Small Industries Corporation (NSIC) Limited is an ISO 9001:2015 certified Government of India Enterprise under the Ministry of Micro, Small and Medium Enterprises (MSME).
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● Awards:

- Awarded by NASSCOM for Enterprise IT Services in the Eastern Region.
 - Awarded by Principal Secretary, MSME & Governor, Government of Odisha for the year 2020-21 as best technology partner at MSME Trade Fair.
 - Felicitated by DGP Odisha for the contribution to <https://odishapolice.gov.in> in achieving the Gold Medal in 52nd SKOCH Summit 2018.
 - Export Award for 2016 -17 by Directorate of Export Promotion and Marketing, MSME Department, Govt. of Odisha.
 - Awarded by STPI for the year 2015-16 as leading IT Product Exporting Unit on SME/MSME Category.
 - Awarded by STPI for the year 2014-15 as leading IT Product Exporting Unit on SME/MSME Category.
 - Awarded by STPI for the year 2013-14 as leading IT Product Exporting Unit on SME/MSME Category.
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3. BUSINESS DESCRIPTION

- **Markets and services:**

- In 2005 Suyog Computech launched its first multichannel software solution for eCommerce sellers to allow stock control across multiple marketplaces and easy order processing. The annual turnover of the company exceeded 1.2M USD for the financial Year Ending 2016.
 - Since then, we have had multiple offerings in the eCommerce space many of which are highly customised applications. Our portfolio of services expanded by leaps and bounds when we began offering managed services, bespoke solutions and digital marketing to international clients.
 - Beginning 2019, we ventured into designing innovative solutions for public bodies. We have devised several digitisation solutions and smart management solutions for the departments of the State Government.
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- **Operational structure:**

- The organisation has a purpose-built IT development centre with 60,000 sq. ft. of floor space, located in Bhubaneshwar, Orissa, India ascertaining adherence to complete green building requirements and state of the art infrastructure.
- We possess a talent pool of over 100 professionals with expertise across a spectrum of technologies.
- As a responsible partner, for carrying out massive transformation processes for the State Government, we have deployed numerous support executives to ensure smooth operation of our solutions.

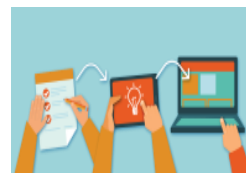
Meet Our Teams



Full Stack Product Developers



UX Designers



Software Architect and Database Administrator



QA & Testing Team



Managed Services Team



Digital Marketing, Content Developers & SEO Strategist



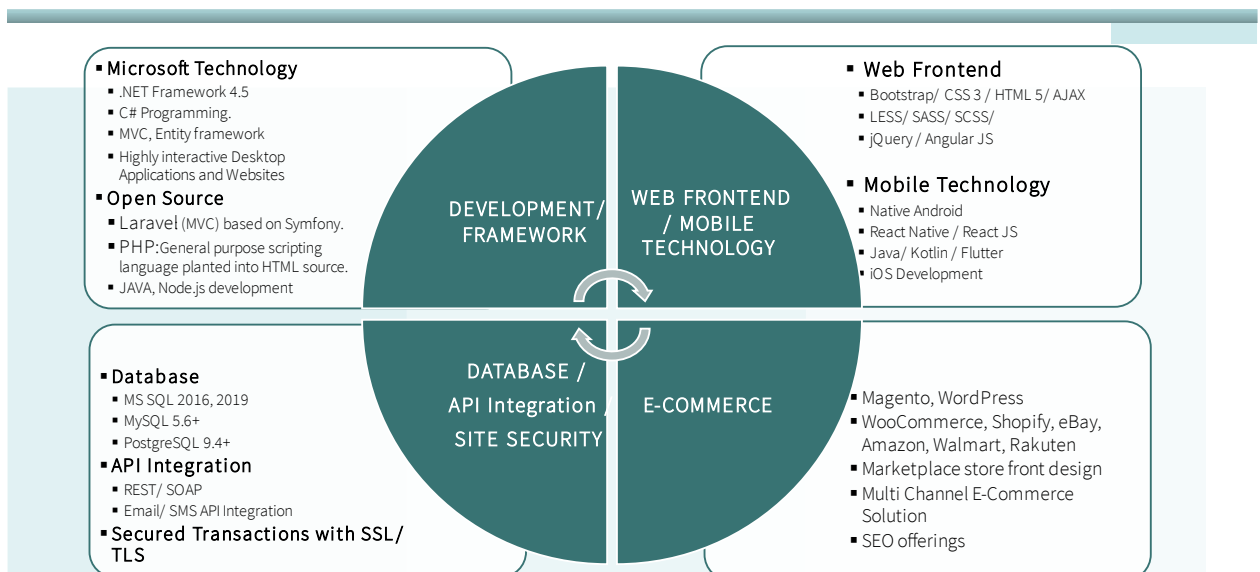
Infrastructure Management Support



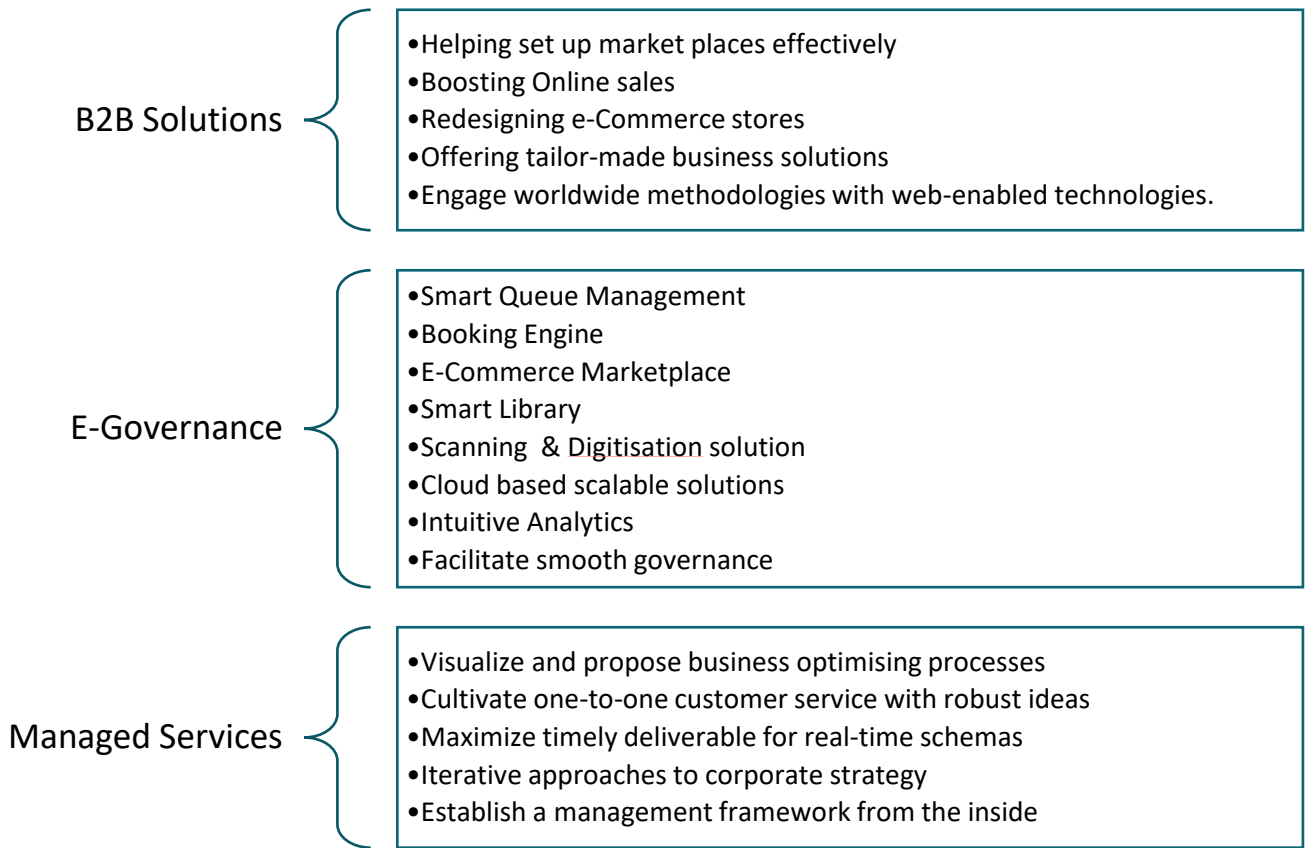
Domestic & International Business Development

● Technologies:

- We develop applications and solutions with both open source and proprietary technologies. Our solutions are crafted in multiple programming languages viz., PHP, C#, React.js, Node.js, Android Native.
- Combined with integrated APIs and databases like MS-SQL, MySQL, PostgreSQL, we use latest development frameworks in solution development – technologies including, but not limited to Laravel, .Net Core, MVC etc.
- Primarily, we follow the Agile model while developing solutions. Extensive Testing, Quality Control, Risk Management Analysis, all form a part of our development processes.
- We design eCommerce solutions with Magento, WordPress, WooCommerce and other prevalent technologies as needed by the customer. Our services pertaining to eCommerce include Web graphics design, solutions for CubeCart, XCart, Shopify, osCommerce, BigCommerce, Facebook Store, Mobile Store, eCommerce Service, Amazon, eBay, Rakuten, FNAC, Cdiscount, Walmart, Jet, Esty, NewEgg, TradeMe, Pixmania Marketplaces, etc.
- Our offerings help sellers establish their online presence in addition to drastically boosting their sales. Amazon webstore design, eBay store front design, Amazon listing, etc., in addition to support for digital marketing strategies are among the most popular services offered.
- Being well conversant with cloud technologies, unless requested against specifically, our entire range of products and services are cloud based, secured and highly scalable solutions that ensure ease of maintenance.



• **Work at a glance:**



• **Time & Material:**

Cost-effective model (Money spent = Work delivered)

Flexibility to change requirements on the fly

Work gets done in-time and within the budget



• **Value Based Pricing Model / Fixed Price:**

Fixed price implies fixed scope, requirements, as well as deadlines.

Requires initial planning, estimation and analysis sessions.

Milestones & deliverables approach.

Minimized risks with better vision or project needs and terms.



- **Dedicated Team:**

Extension of your team

Good for long term-relationships & long-term projects

Cost-effective

Flexible & scalable

- **SWOT analysis:**

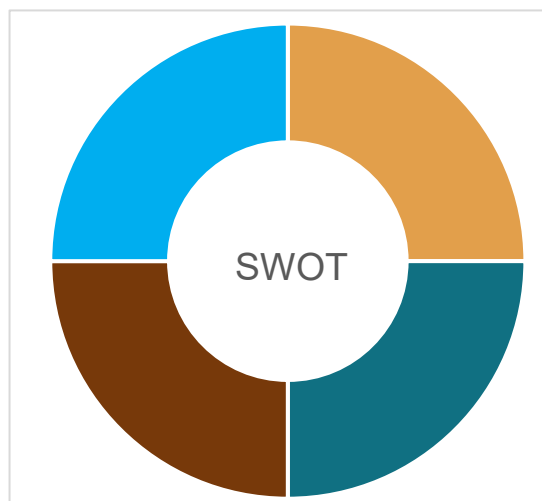
- With over two decades of expertise in serving clients with state-of-the-art solutions, the organisation has established itself as a trusted brand in the market. We boast of a very stable growth throughout our journey.
- The facilities, festivities and learning sessions at the workplace provide interpersonal growth opportunities to every member of our organisation.
- The organisation workplace speaks volumes in promoting gender equality and multi-cultural work environment.

STRENGTHS

- Stable Establishment
- Strong Networking
- New Technologies
- Huge Talent Pool
- Multi-Tech Expertise
- Agile Model
- Recurring Businesses
- Financial Reserve
- Trusted Brand
- Multi-cultural workplace

OPPORTUNITIES

- New Verticals
- Bench Strength
- New Products
- Key Partnerships



WEAKNESSES

- Challenge in securing local talents
- Sales influenced by other sectors.

THREATS

- Economy Movement
- Global Pandemic
- Fluctuating Market

4. PRODUCTS AND SERVICES

- **Mucheco:**



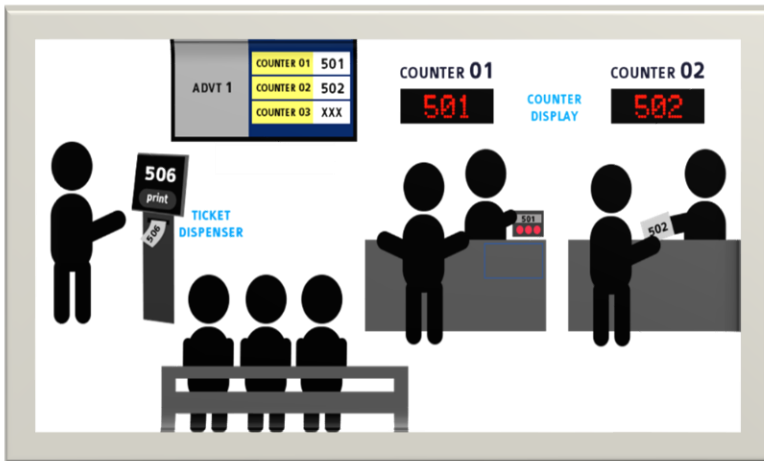
- **Marketplaces**
 - o eBay (UK, FR, DE, IT, ES, US, CA)
 - o Amazon (UK, FR, DE, IT, ES, US)
 - o Rakuten (UK & US)
 - o Sears
 - o Jet.com
- **Automate Your Stock Management**
 - o Centralize your stock control.
 - o Promote all of your products.
 - o Improve your 'Best Match' feedback.
- **Listing Management**
 - o One place to manage your listings.
 - o eBay, Amazon and Play listing management.
 - o Capture more sales and grow.
- **Order Processing**
 - o Streamline your order processing.
 - o Boost repeat business with branded invoices.
 - o Don't waste time, dispatch in one place.
 - o Returns & Refund

- **Integrate Your Webstore**
 - o Integrate with your chosen web store.
 - o One login to all your sales channels.
 - o Saving you time, by being more convenient.
- **Warehouse Management**
 - o Multiple Warehouse Management
 - o Purchase Order Management
 - o Dropship / Supplier Management
- **Online Courier Integration**
 - o Automatically export customer information.
 - o Automatically generate consignments.
 - o Print courier labels in bulk.



• Smart-Q Management Solution – Road Transport Offices:

- Highly Scalable
- Multi-Counter Display
- Seamless integration with hardware
- Contact-free, automated QR scanning solution



1. **DYNAMIC TOKEN ALLOCATION** for Applicants; intimated through SMS.

2. Applicants only with a **MATCHING SLOT TIME** are allowed entry at RTO.

3. With effective crowd management Customer **WAIT-TIME** is **DRASTICALLY REDUCED**.

4. At any given time only a **PRE-SET NUMBER OF APPLICANTS** may be present at the RTO.

5. Applicants may need to **'STAND-IN-QUEUE' ONLY WHEN CALLED**.

6. There is only a **SINGLE APPLICANT AT A COUNTER** at any given moment.

7. Effectiveness of Service Delivery Mechanism is measured with **FEEDBACK-KIOSKS**.


8. Authorities **VISUALISE REPORTS** of Applicants served through Smart-Q.

9. Smart-Q helps authorities **CALCULATE EMPLOYEE EFFICIENCY** at the RTOs.


10. Intuitive reports used to **FURTHER OPTIMISE PROCESSES**.

• Tourism Online Portal:


Web Portal

 Interactive web portal for reservation management system


Booking Engine

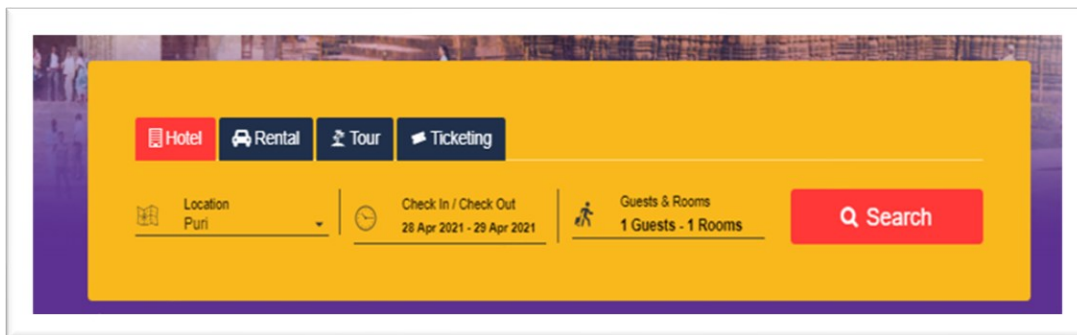
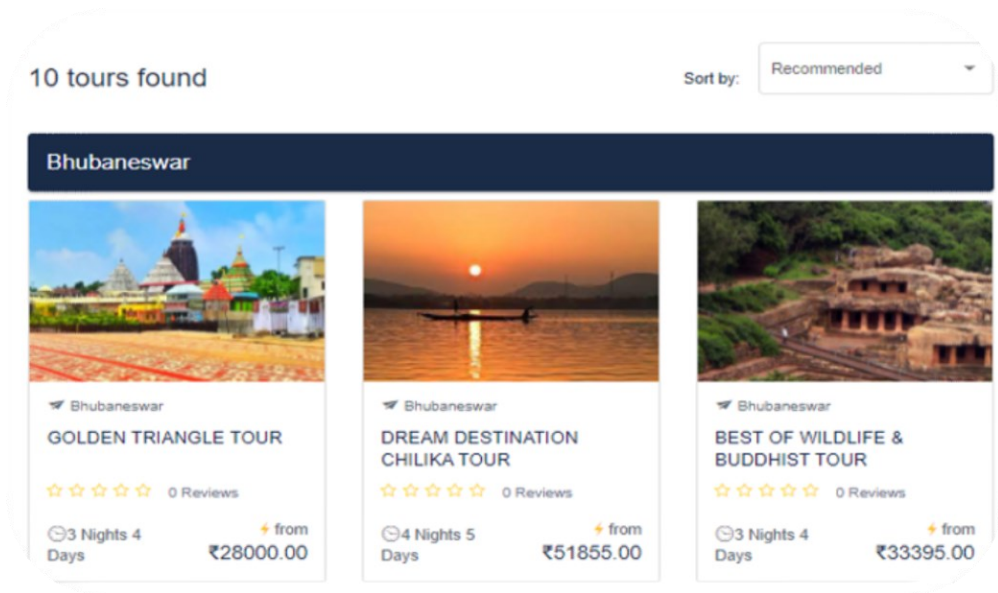
 Comprehensive Booking Engine for an array of services

RBAC

 Secure Role Based Access Control comprising Admin/Sub admin/User

Integration

 SMS/Email integration
Integrated payment gateway



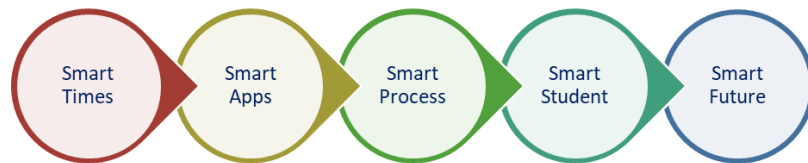
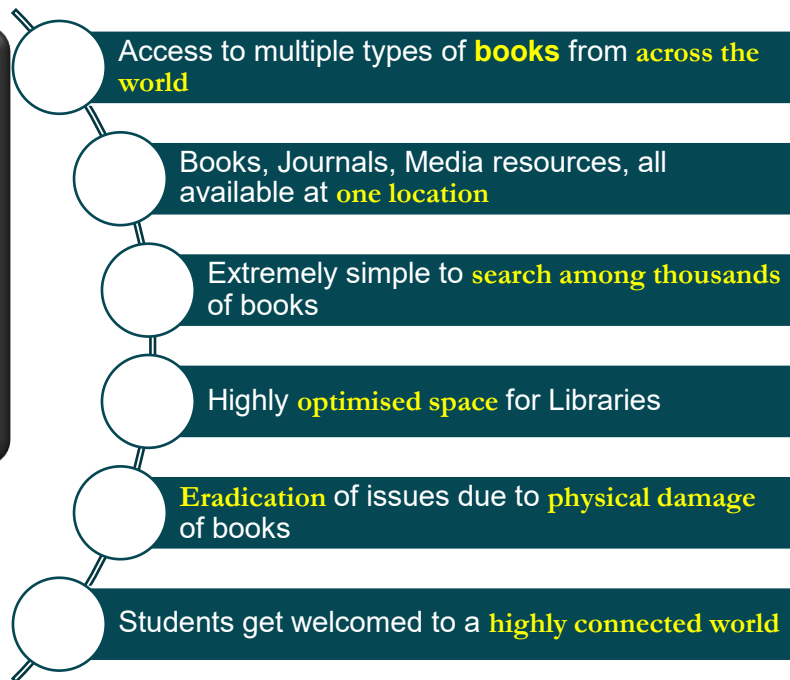
- Online reservation system.
- Panthanivas integration.
- Events booking, place ticketing.
- Intelligent Tour planner
- E-commerce platform for online ordering.
- Merchandise and souvenir ordering.
- Multi channel payment gateway support.

- Intuitive feedback mechanism.
- Cloud hosted application ensuring easy scalability.
- Intuitive CMS integration.
- Powerful Admin panels.
- Easy Vendor Management.
- Simple Inventory Management.
- MIS Reports for authorities.

• Smart Library – Interactive Learning Portal:



1. Manage Institutions, Students, Teachers.
2. Manage books, media, interactive content.
3. Fun-learn content for students.
4. Student-Teacher interactive portal.
5. Save personalized notes.
6. Bookmark pages.
7. Receive personalised recommendations.
8. Integrated with other learning portals.
9. Review reports and analytics.



• Digital Marketing:

- Catalog Creation
- Inventory Optimisation
- Search Engine Optimisation
- Google Exclusive
- Social Media Optimisation
- Paid Online Advertising
- Shopping Feed Management
- Shopping Cart Optimisation
- Marketplace Optimisation
- Cross Channel Marketing
- Email / SMS Marketing
- Classified

- **Agri Link – Food Processing Mobile App**



[Agri Link - Google Play Store](#)

- Food Processing Android App
- Technology: React Native, ReactJS
- Agro produce and products management
- End-to-End solution
- Cold and dry supply chain
- Manage Agro products with cold stores and bulk warehouses

- **RENTAL BI – Rental Business**



[Rental BI - Apple Store](#)

- Rental Business iOS App
- Technology: React Native, ReactJS
- Tool for equipment rental business
- KPI dashboards
- Rates and availability searches
- Activity feed viewing
- Customer search feature

- **The Closer – Android App**



[The Closer - Google Play Store](#)

- ERS Employees Android App
- Technology: React Native, ReactJS
- Intuitive tool for ERS Employees
- Cooling and Heating calculator
- Analytic tool for determining equipment capacity
- Manager portal to track Employee revenue
- Reports and Analytics for framing business strategies

- **CHIGARI – Android & iOS**



Chigari - iOS

Urban Transport bus under BRTS

Technology: React Native

Plan out journey

Live bus status

Route details

Future journey planning

SOS feature



Chigari - Android

- **Patrosoft – Android App**



Patrosoft - Google Play Store

Powergrid Inspection App

Monitor complex electrical grids

Real time monitoring from generation to consumption

Detect Malfunctions

Identify towers based on GPS

Biometrics authentication

Reports and analytics

- **Mucheco Accountancy Automator**



Packs-in a cloud-based, multi-user, web application that uses Open source technology

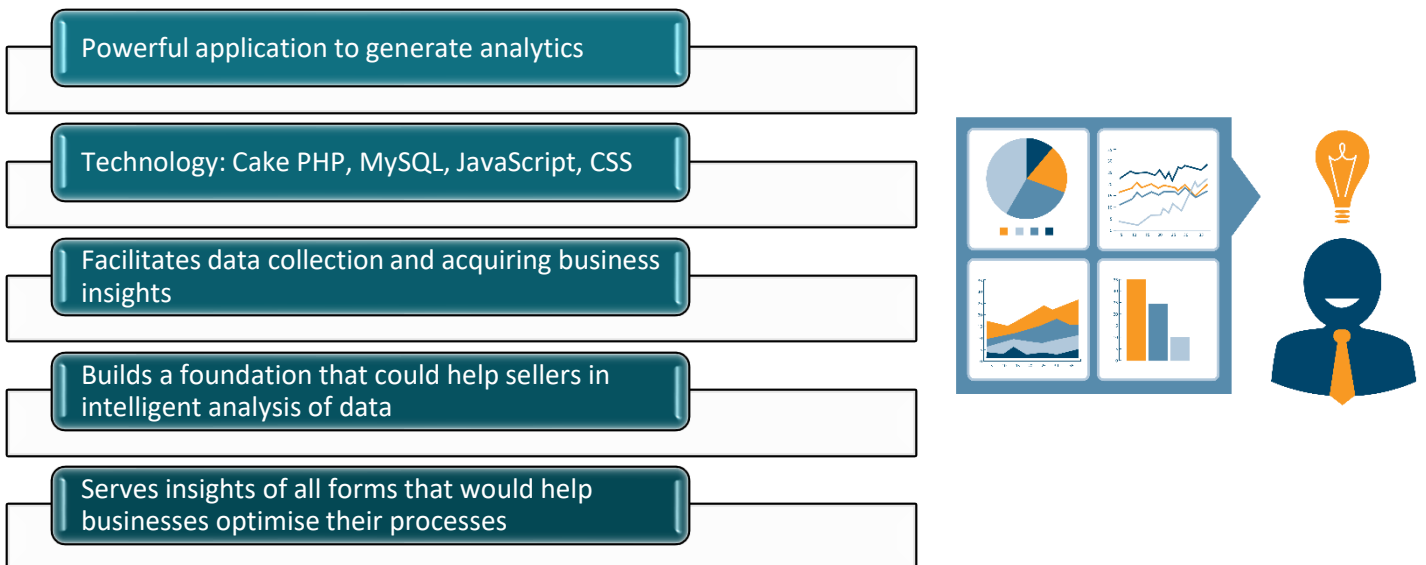
Silent yet powerful platform that synchronises the inventory, generates invoices and updates ledgers

Highly cost effective solution for the Small and Medium Scale Enterprises

Amalgamation of multiple technologies provides the best of both worlds

Gives SMRs an edge over their competitors by redefining their working model

- **Mucheco Business Insights**



Customisable reports give a microscopic as well as a macroscopic overview of the business and help sellers analyse the future potential for growth

With the highly intuitive interface, business owners/ sellers can themselves assess where their business is headed

For ease of access, the Application features dashboard with details pertaining to Total Selling Value, Active SKU Value, Total Profit etc.

Profits for varying timeframes, viz. monthly, daily, yearly, etc. can be viewed to the minutest details and be downloaded and shared

Numerous Application Programming Interfaces have been set up to collect reports on orders and sales of products on multiple channels

The analytic reports allow sellers generate reports based on any desired combination, viz. brands, categories, suppliers, etc.

• Urban Inspiration



Amazon Repricing Tool

Technology: Cake PHP, MySQL, JavaScript, CSS

Feature-packed Business Intelligence Solution

Determine lowest competitor price

Cloud based, highly scalable web application - AWS - Amazon EC2

Intuitive Dashboard

Dynamically changing pricing of Amazon listed products

Calculate price considering relative variables like, shipping price, seller rating location, etc.

Extensive integration with APIs

Comprehensive analytic reports

Seller and Store Management

Pricing Rules based on shipping rate, commision rate, product category, shipping weight and more

Repricing tool job automation

Inventory/ Category Management

- **Mercatoplace**

Platform for Manufacturers, Distributors and Designers to collaborate on.

Technology: Magento, PHP

Easy search and ordering for getting desired samples

Organise materials for design projects

Save favorite materials in palettes



MERCATO PLACE™

Intuitive dashboard

Cloud based scalable solution - AWS EC2, AWS S3

Role based access control

Multi vendor/ Sub-vendor management

Products/ Inventory/ Brands management

Comprehensive analytic reports - Weekly/ Monthly reports

Support integration

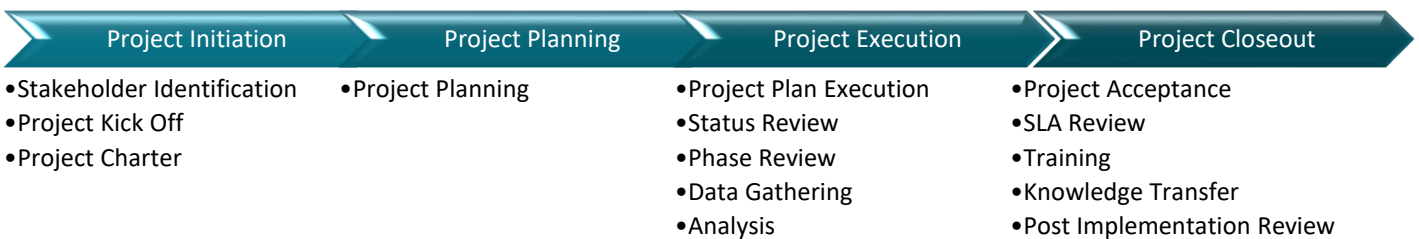
5. OPERATING PLAN

An operating plan essentially helps us in giving an insight into our workings. It helps the stakeholders assess the credibility and to understand the structure of our operations. This offers itself as a manual that can be referred to for predicting the financial requirements.

This works as a guide for our managers and team leaders for them to know their responsibilities. It helps one visualise how our operations affect revenue and gives an idea of how and when to implement new strategies to maximise profits.

• Project Management:

In the initial phase of the project, a detailed work support structure is developed and presented outlining stakeholders’ responsibilities and tasks in the project. A work plan is drafted and followed up throughout the project.



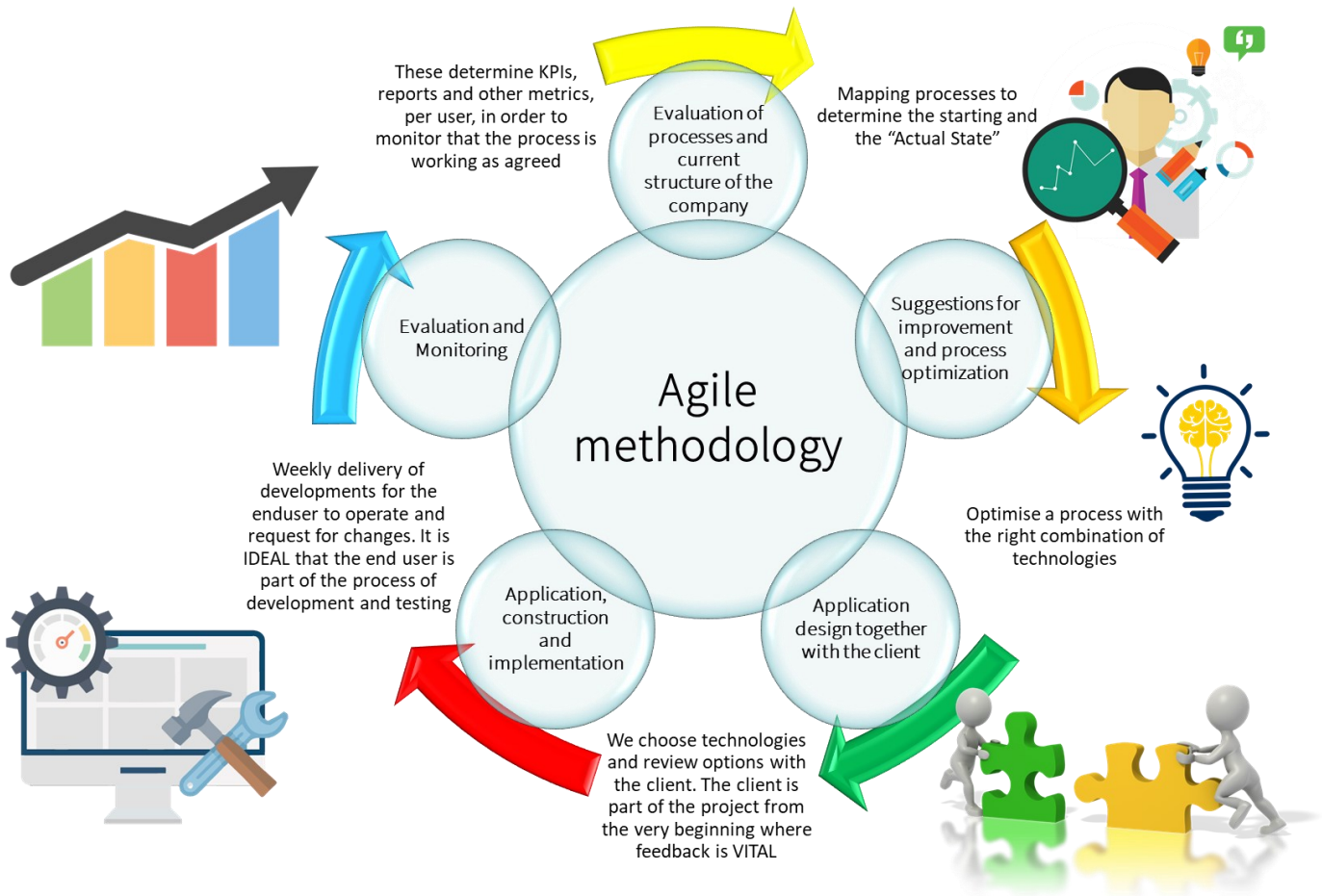
• Quality Assurance:

The Quality Assurance (QA) methodology is designed to meet the client’s diverse and demanding needs. The QA services aim to mitigate potential issues to help ensure the quality of projects by providing the following:

- A quality master plan for each assignment that details the work products, reviews, methodology, time frames, resources and expected outcomes.
- Recommendations for QA best practices, tools and techniques.
- Project plan input contributes to building QA best practices.

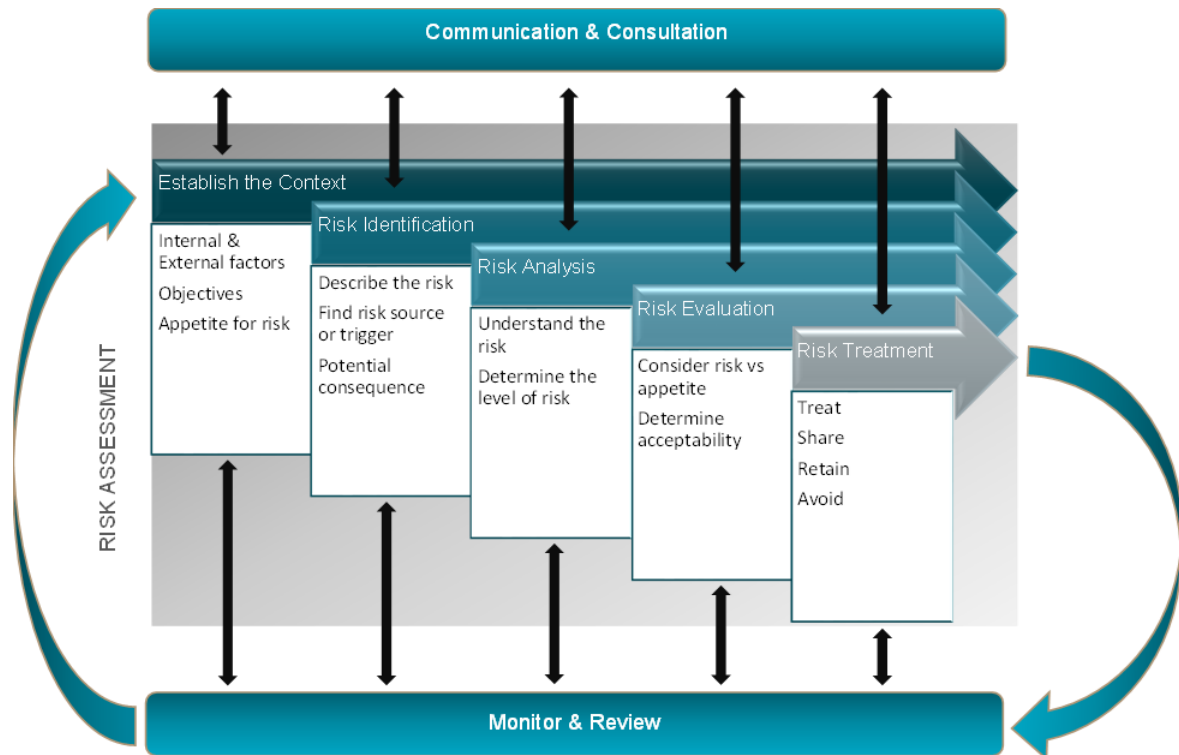


- **Development Model:**



- **Risk Management:**

- An integral part of controlling a project is to have an established risk management process. This process is one of the primary aspects of project planning and management activities.
- The key to risk management is having an understanding of all the potential risks to the project, and ensuring that these potential risks and risk mitigation strategies are communicated to key project stakeholders regularly. A sample checklist of the action plan for risk management is shown below.



• Change Request Management:

While working on any project, one needs to take into account the prospective changes that might be required to be implemented in the solution. A detailed framework needs to be put in place to prevent any hindrance in project development as per the desired delivery.

- Identification and documentation of change request is carried out.
- Effort estimation is calculated based on the asked scope of work.
- The change request is finalised upon discussion with the client.



