



PeCfy IT Services

Introduction

Founding Team



Jayant Dabadghaon

Finance, Operations and Technology

A Business leader, who enjoys building new business lines and innovative solutions for the customers. 35 plus years of IT Consulting and Global IT delivery experience.

A double post graduate with Masters in Statistics and a Masters in Computer Application.

Last corporate position was as a Sr. Director, Consulting at Cognizant India



<https://rb.gy/bmlryj>



Samudra Sarkhel

Alliances, Business Growth and Marketing

An accomplished leader of 25 years of experience in Marketing, Strategic Alliances, Digital Transformation and Disruptive Technologies.

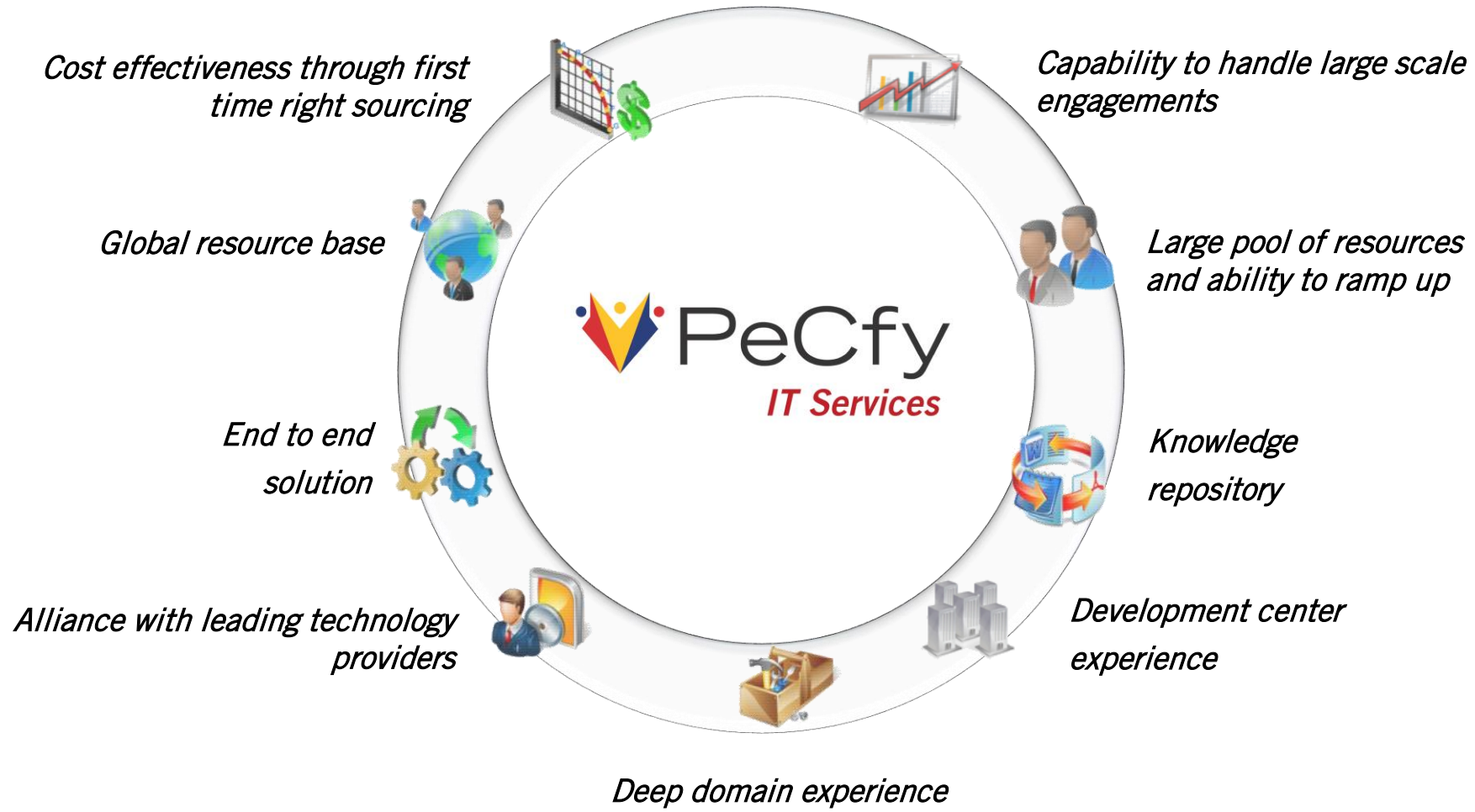
Holds Bachelors degree in Mechanical Engineering and Masters in Marketing Management.

Last corporate position was as a Head, Strategic Alliances at Tech Mahindra



<https://rb.gy/aikc0k>

Value Proposition



Domains



IT Advisory



IT Solutions



IT Services



Sports Tech



Manufacturing



Travel & Hospitality



Retail & CPG



BFSI



Media & Entertainment

Service Offerings



**Mobile App
Strategy &
Advisory**



**Mobile App
Development &
AMS**



**Mobile App E2E
Testing**



**UI / UX Design
Advisory
& Services**



**Custom
eCommerce Web
Development**



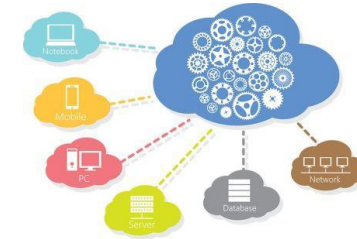
**Data Science &
Analytics**



Enterprise Mobility



**NFT Marketplace
Integration**

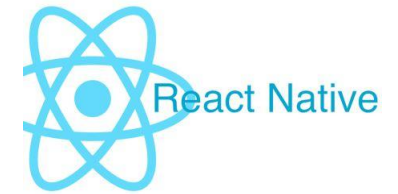


**Cloud Advisory,
Deployment &
Migration**



**Digital Marketing
Advisory &
Services**

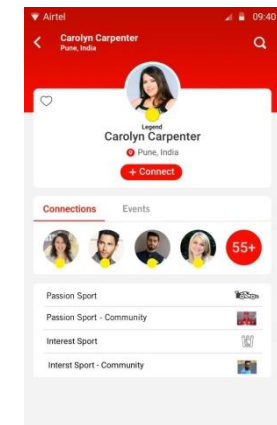
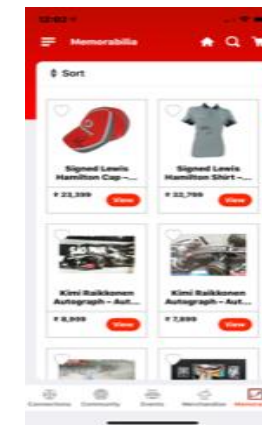
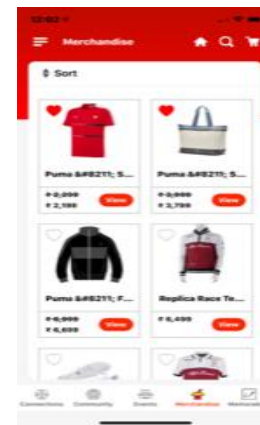
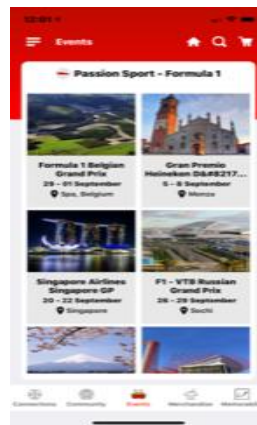
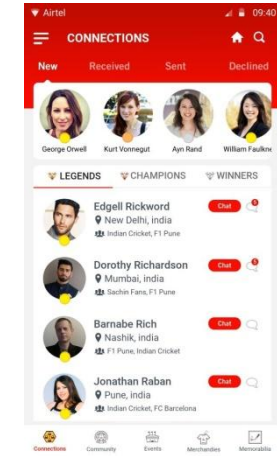
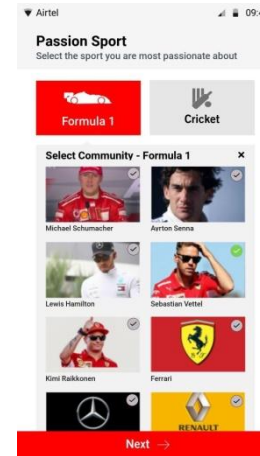
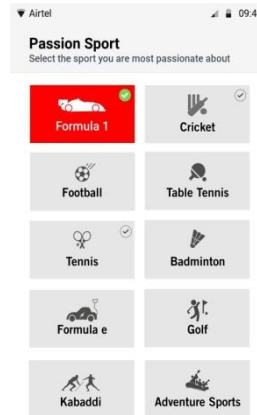
Capabilities (Sample Tools & Technologies)



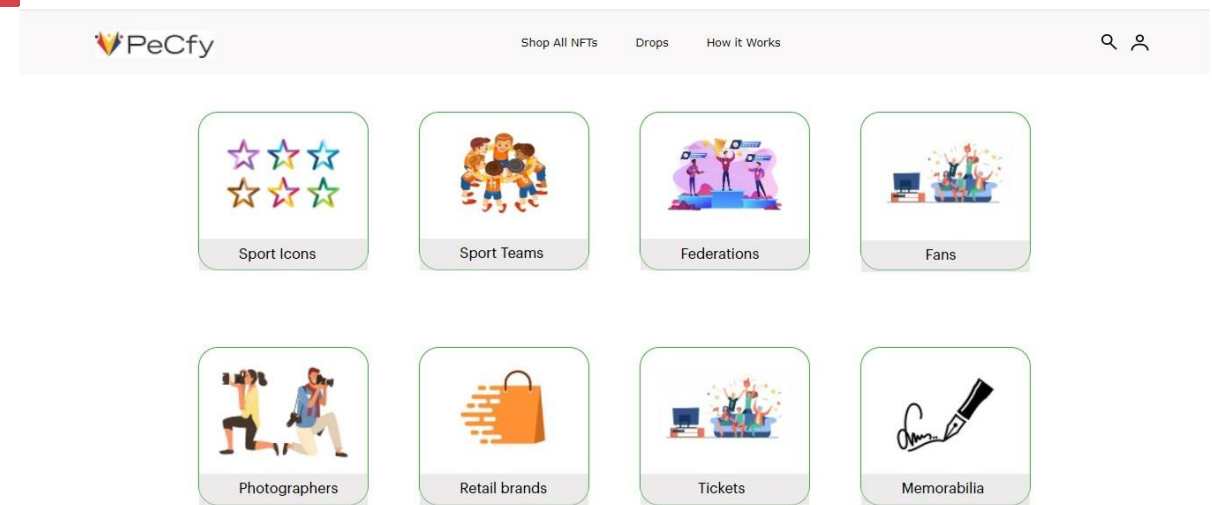
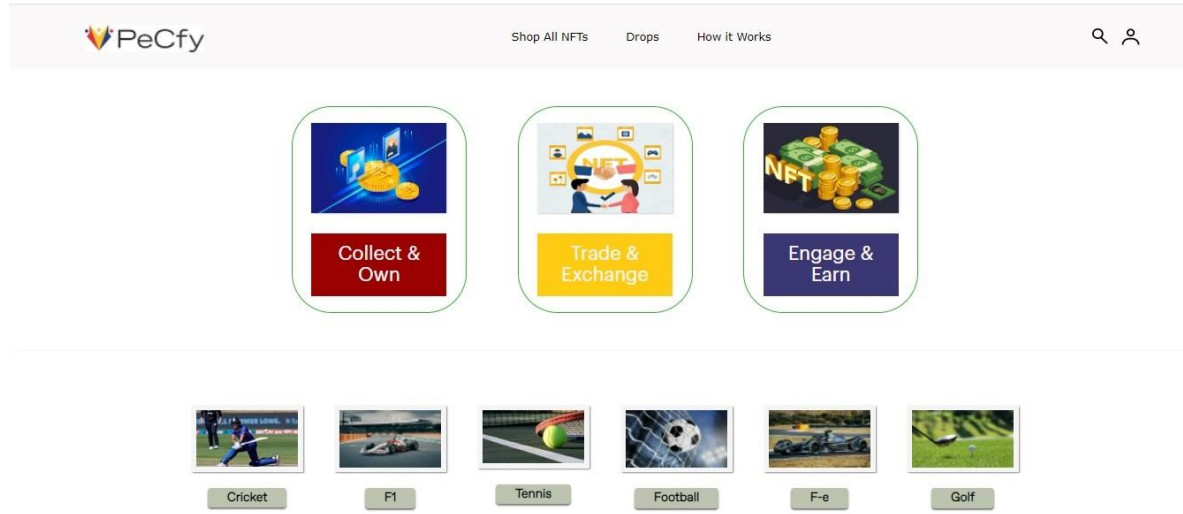
PeCfy Platform – iOS & Android Mobile App



Passion • Experience • Community



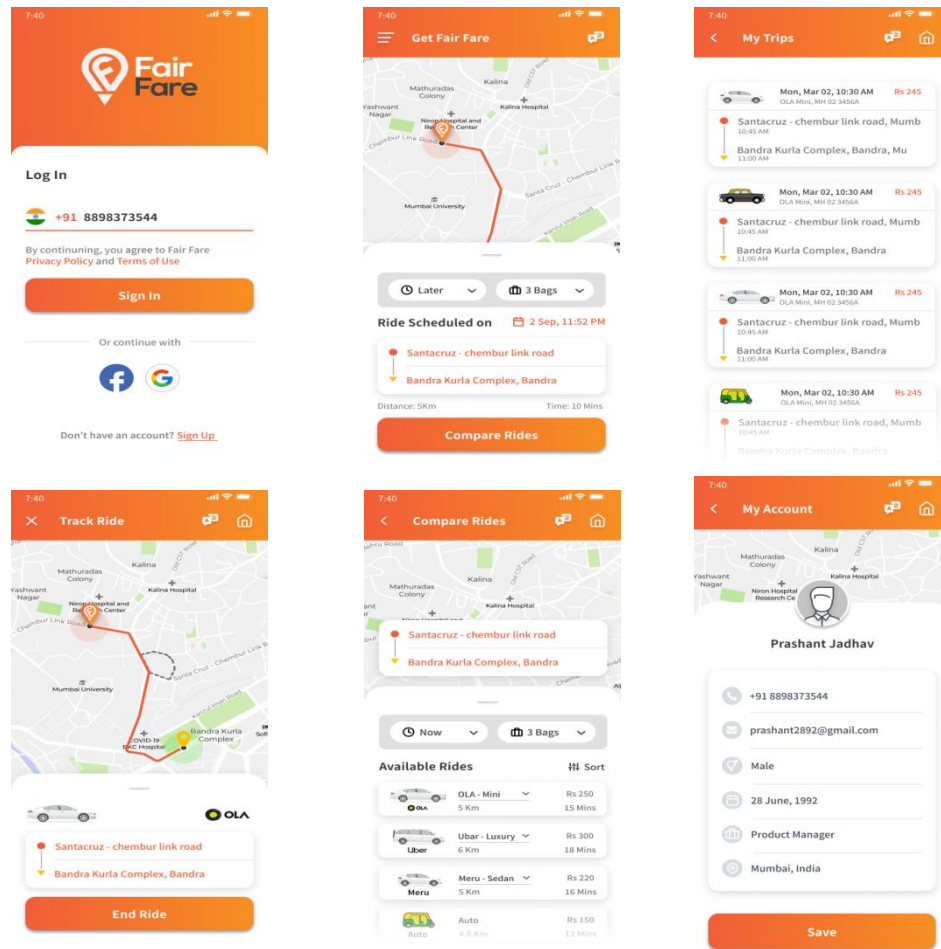
PeCfy Platform – NFT Marketplace BETA (Polygon)



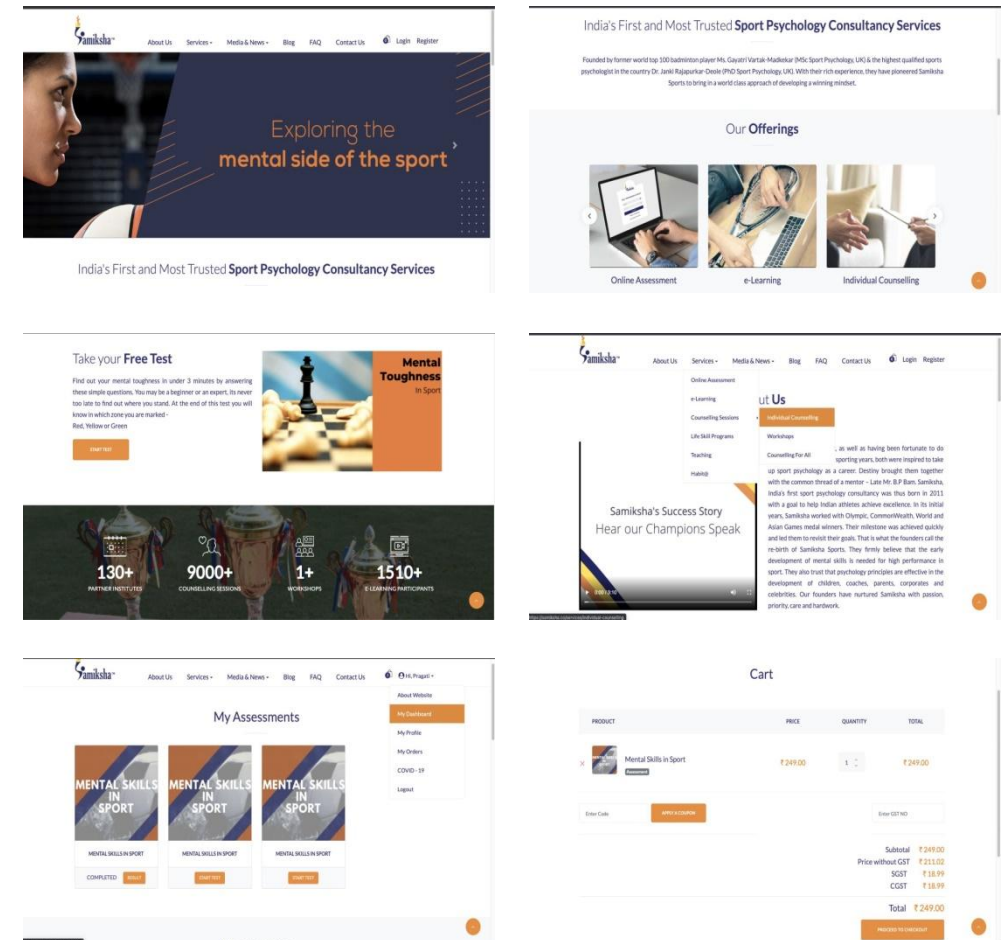
Credentials



Mobile App Development



Custom eCommerce Web Development



Credentials

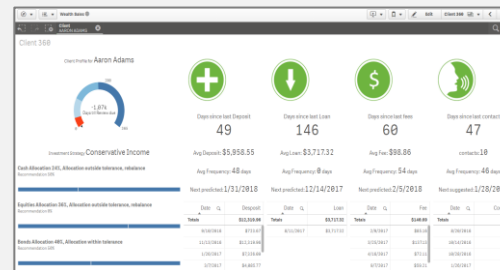


Data Engineering & Visualization

Customer & Product Profitability



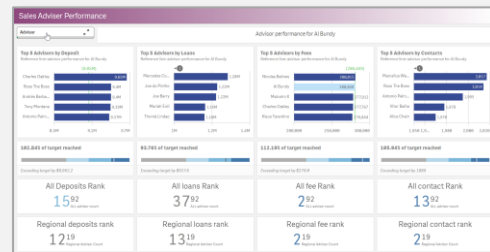
Segmentation, Attrition & Retention



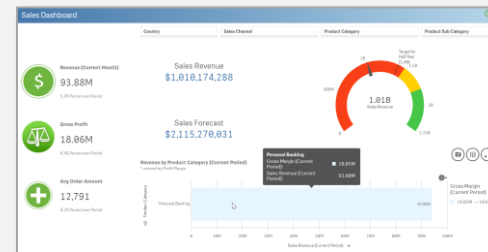
Client Facing Portals



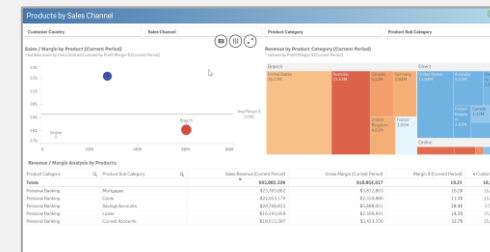
Sales Performance Management



Pipeline Forecasting



Sales Channel Analysis



Solution – Drive EZy



Drive EZy is a mobile based application designed to manage a driver and fleets. The solution features multiple value added services like “Hours of Service (HoS)”, “Driver Engagement’ and “Location based Services” etc.



Business Scenario

- A major part of the cost of a fleet operation is attributed to fuel, driver wages, maintenance and tires
- Vehicle route planning, online scheduling, online vehicle tracking and vehicle management are few pain areas across the industries
- There is lack of coordination and real time insights in fleet management operations
- Smart fleet planning and real time tracking is need of the hour for any business industry requiring fleet management

Solution Highlights

- One touch app that integrates the needs of large fleet operators and drivers
- Hours of Service feature and integration with telematics devices
- Google maps based real time tracking of single / multiple vehicles
- Intelligent Alerts like Opti Fuel, Oil Change, Direction Alerts, SoS
- Smart Routing that includes route optimization

Target Verticals

- Retail & CPG
- Travel & Logistics
- Manufacturing
- Discrete Manufacturing

Business Benefits

- Improved fuel efficiency by vehicle routes monitoring and analysing performance parameters
- Better safety for the driver and vehicle through geo-fencing, real time tracking, alerts and notifications
- Improved productivity, accountability and transparency from the fleet
- Reduction in vehicle maintenance costs with engine diagnostics monitoring
- Accessible across mobile platforms

Solution – VirtualD (Virtual Dealership)



VirtualD is a kiosk solution for Automotive dealerships. The solution will create a virtual showroom which can visit a customer as against the traditional way of a customer visiting a car dealership. The Chromebase kiosk solution is mounted on a pick-up truck or a mini van.



Business Scenario

- A need to enhance customer interaction and touchpoints across various sales channels
- Increasing the sales reach to the new younger audience for selected product in the segment
- Dependency on sales representatives to create brand and product awareness is an issue across the industry
- Creating brand visibility and being embracing newer cloud based technology

Solution Highlights

- Simple, easy and Intuitive navigation across the solution that integrates the needs of large dealership
- Product Portfolio and comparison along with 360° Visualizer, Test Drive, Online Booking, Enquiry & Assistance, Customer Testimonial Videos, Awards & Accolades, Customer Feedback and Customer Enquiry
- Real time video conferencing via the same app

Target Verticals

- Automotive
- Retail & CPG
- Banking

Business Benefits

- Improves customer experience, engagement and customer delight
- Innovative and out of the box approach to traditional way of showing features of a car
- Optimized sale process cost to the dealership
- Faster way to connect with the customers
- Better cross selling opportunities for Auto OEMs
- Effective promotion of services

Solution – StadiaView



StadiaView is a mobile based application that harnesses the power of Google Maps API to offer an end to end ticket booking experience. Integrated with Google Maps, the solution provides services such as “Venue Layout”, “View from the Seat” and enhances the user experience with social media integration.



Business Scenario

- Event ticket booking services don't have the option to see the actual view from the seating position
- With huge sized venues, random seat booking could lead to bad view and un-desired viewing experience
- Without a solution for venue layout and direction guidelines, the viewers end up walking long distances to get to their seats or other venue facilities owing to a number of entry / exit points

Solution Highlights

- User friendly UI with high 360 degree quality stadium views and zoom options
- Ticket booking with an option to see the actual view from the selected seat
- Multiple analytics options
- Real Time routing with Google Maps
- Highly responsive with faster rendering in high user load scenarios

Target Verticals

- Media and Entertainment
- Gaming
- Sports

Business Benefits

- Improved user experience with customised seat booking based on customer's choice of event view
- Continuous user engagement with value added features like event discussions, merchandise selling and friends groups
- Social media integration for status posting and updates

Concept Solution – ImageProML (Image Processing)



			
Business Scenario			
<ul style="list-style-type: none">▪ There is a challenge of tracking the casting components inside the plant during the manufacturing process▪ Previous initiatives of tracking through proven technologies like RFID and BAR coding were unsuccessful▪ Ineffective way of component location and identification around the manufacturing plant▪ Casting pilferage due to incorrect inventory			
Solution Highlights		Target Verticals	Business Benefits
<ul style="list-style-type: none">▪ End to End asset identification and tracking using image processing for manufacturing facilities▪ Model identification using image analysis along with ERP integration▪ Image capture using industrial grade camera for harsh working environments▪ Capable of multi camera feed of images for asset tracking		<ul style="list-style-type: none">▪ Aerospace and Defense▪ Manufacturing▪ Discrete Manufacturing	<ul style="list-style-type: none">▪ Accurate tracking and location detection of casting components▪ Zero pilferage across the facilities▪ Accurate inventory reporting and better utilization of resources

Concept Solution – ViewME (Digital Signages)



		Business Scenario	
		<ul style="list-style-type: none">▪ The need to deliver effective digital content to engage and enhance customer experience▪ To reduce que time, improve the waiting line experience and influence sales▪ Ability for line of businesses to control their content to their customers at any given point in time at any location▪ Allow an admin to run a single app in full screen mode	
Solution Highlights	Target Verticals	Business Benefits	
<ul style="list-style-type: none">▪ Centrally monitored and controlled mobile / fixed digital signages on own fleet or third party providers or across Deutsche Post offices▪ Location and analytics based on actual real time data▪ Contextual marketing using location based and solution generated QR Code▪ Provision for revenue sharing with partners	<ul style="list-style-type: none">▪ Retail▪ Manufacturing▪ Telecom▪ Energy & Utilities▪ Healthcare▪ Media and Entertainment▪ Sports	<ul style="list-style-type: none">▪ Optimized route based advertising for effective engagement▪ Location specific campaign management▪ Creation of a new omnichannels and additional revenue source▪ OpEx model with hardware OEM and any third party	

Concept Solution – eiBranch (Interactive Kiosks)



Business Scenario

- The need to deliver effective digital content to engage and enhance customer experience
- To improve the waiting line experience and influence sales in the queue and at point-of-sale
- Ability for businesses to control their messages to their customers at any given point in time at any location
- Allow an admin to run multiple apps

Solution Highlights

- Centrally monitored and controlled kiosk on a mobile mini van or across Post offices locations
- Location and analytics based on actual data
- Contextual marketing using location based and solution generated QR Code
- Provision for third party revenue sharing

Target Verticals

- Retail
- Telecom
- Energy & Utilities
- Healthcare
- Media and Entertainment
- Sports

Business Benefits

- Optimized route based advertising for effective engagement
- Creation of a new omnichannels and additional revenue source
- OpEx model with hardware OEM and any third party
- Cost-effective computing, Unmatched uptime with Flexibility and choice

NFT Marketplace Integration



Business Scenario		
		
Solution Highlights	Target Verticals	<ul style="list-style-type: none">▪ The need to develop a NFT Marketplace to participate in the creators economy▪ To enhance the user experience and influence sales on the technology platform▪ Ability for businesses to market the service offerings to a new set of diversified customers / users▪ Need of a highly customizable platform with access to set of versatile tools
		<ul style="list-style-type: none">▪ Transparency and NFT ownership is secured by a blockchain▪ Security of the NFT platform in relation to token transactions between traders in the market▪ Decentralization in the NFT platform allows all data to be copied and distributed across various blockchain networks▪ Payments and fees on the NFT marketplace initiate instant payments in cryptocurrency
<ul style="list-style-type: none">▪ Multi chain NFT storefront with no limits or excessive gas fees▪ Buying & selling NFTs with various payment methods including custom token and fiat▪ Self-owned smart contract▪ Integrated marketing measurement tools (Google Analytics, Facebook Pixel, etc)▪ Payment in native & custom tokens	<ul style="list-style-type: none">▪ Sports & Fantasy Games▪ Arts, Media and Entertainment	

Global Delivery Model



Agility, Scalability, Flexibility & Enhanced ROI

Onsite Team

- ➔ Account Management
- ➔ Business Analysis
- ➔ Design
- ➔ Architecture
- ➔ Specifications



Offshore Team

- ➔ Analysis & Development
- ➔ Deployment & Integration
- ➔ Migration & Testing
- ➔ Competency & CoE
- ➔ Maintenance & Support

Project Management

Product Management

Quality Management

Change Management

Domain Experts

Technology Experts

Knowledge Repository

Process Advisory

Customers



The Sports Square





Thank You

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