

Case Study 1 - Logistics

Client Profile:

- **Industry/Company:** Australia based reverse logistics company
- **IT Needs:** Java Springboot, Microservices, GITHUB, JavaScript, PHP, Symphony, Laravel, CakePHP, React.js, Angular.js, PL/SQL, ITIL, Docker, Ansible, CI/CD, Jenkins, Linux, AWS
- **Non-IT Needs:** MIS, DataAnalytics, MS Excel, AP, AR, Accounting, NetSuite

Problem Statement:

- **Rapid Scaling:** Immediate need to scale resources for multiple teams across IT and non-IT domains.
- **Operational Efficiency:** Requirement for efficient MIS, Data Analytics, and accounting systems to improve operational workflows.
- **Technology Gaps:** Lack of in-house expertise in critical technologies like Java Springboot, Microservices, Docker, Ansible, and AWS.

Proposed Solution:

- **IT Staff Augmentation:**
 - Tech Specialists: Hire 30 skilled IT professionals with expertise in Java Springboot, Microservices, Docker, Ansible, and AWS.

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Case Study 1 - Logistics

- Development Support: Provide resources proficient in GITHUB, JavaScript, PHP, Symphony, Laravel, CakePHP, React.js, and Angular.js.
- Operations Support: Engage experts in PL/SQL, ITIL, and CI/CD to streamline processes.
- **Non-IT Staff Augmentation:**
 - MIS and Data Analytics: Add 6 professionals skilled in MIS, Data Analytics and MS Excel.
 - Finance: Recruit 10 specialists in AP, AR, and NetSuite to enhance financial operations

Benefits

- Team Expansion: Scaled from **0 to 45 resources within 14 months.**
- Cost Efficiency: Achieved a **40% reduction in operational costs.**
- Project Delivery: Increased **project delivery timelines by 25%.**
- Quality Assurance: Improved software quality with a **98% success rate in deployments.**
- Efficiency: Boosted operational efficiency by **30% through streamlined workflows.**
- Feedback: Achieved a **95% client satisfaction** rate.

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Case Study 2 - Media

Client Profile:

- **Industry/Company:** UAE Based Maritime Shipping & Logistics
- **Marketing Needs:** LinkedIn, Website SEO, Google Business Profile
- **Vision:** Increase Organic Brand Visibility & reach on Search Engines to generate traffic & on social Media platforms to build a strong community of followers

Problem Statement:

- **Maximizing the organic digital reach of company and visibility of the brand to create more efficient user engagements**

Proposed Solution:

- **Content Development:** Create high-quality content with interactive images to post regularly on-site to build a sense of helpfulness to users. Create useful off-page blogs to post on famous blogging websites to drive traffic using backlinks and create an analytics report by keeping track of likes, comments & reshares to be able to take data-driven decisions in future
- **Social Media Interactions:** Foster two-way interactions on LinkedIn as well as Google business profile to build community and encourage user-generated content, which can amplify the brand's reach

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Case Study 2 - Media

- **SEO Audits:** Conduct in-depth SEO technical audits to identify and fix issues that may be hindering the website's performance in search using SEO tools like Google search console & Semrush
- **Managing Reviews:** Work on your review presence by encouraging satisfied customers to leave positive feedback on Google Business Profile which can boost credibility and digital PR

Benefits

- Website Traffic: **41% Traffic increase on the website.**
- LinkedIn Followers: **63% Followers Increased.**
- Cost Reduction: **35% reduction in operational costs.**
- Client Satisfaction: **99% satisfaction rate achieved.**