



Netfotech Solutions
Turn Ideas Into Reality

Netfotech Solutions

Content Management Service Offering

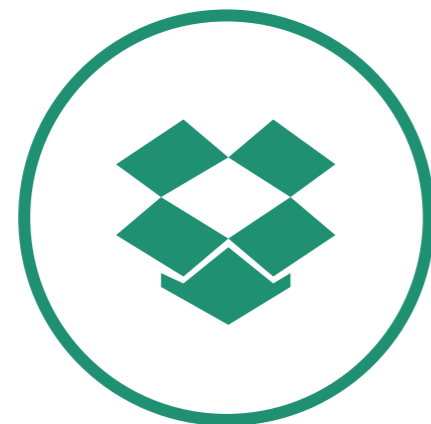
- Cognitive Services
- Digital Services
- Business Services

Who We Are ...?

Netfotech Solutions offers services across industry with a skilled and energetic workforce with the capabilities to serve Solutions, Offshore & Workforce across the various technologies and Industries

Netfotech Solutions has years of experience in IT Solutions and Services globally with a robust and well experienced team of professionals , platforms and automation systems in place that can cater most of the technology.

Solutions and Services



Offshore and Nearshore

Netfotech Solutions has been successfully implementing best industry practices that exceeds client request by providing them with top notch quality, cost effective pricing and prompt turn around time SLAs. We provide a strong combination of business and technically skilled workforce with industry recognized methods and procedures, supported by our global distributed delivery team

The key to successful outsourcing of your project lies in your choice of an experienced IT outsourcing service provider who can satisfy the critical business and technical criteria match your expectations. Our Unique approach to define the outsourcing relationship is something that eventually results into a successful long term strategic outsourcing partnerships.

Workforce and TA



Netfotech Solutions Core Service Offerings

Advisory | Consulting | Transformation

Business Services

- Applications Development & Maintenance
- Infrastructure Management Service
- Cyber Security
- Enterprise Application Integration
- Product Engineering
- Quality Assurance and Testing
- IT Consulting
- Enterprise Product Platforms



Digital Services

- UI / UX Design
- Digital Marketing
- eCommerce
- Mobility
- Internet Of Things
- Data Analytics
- Automation
- Cloud Computing

Cognitive Services

- Robotics Process Automation (RPA)
- Artificial Intelligence
- Data Science
- Blockchain

Deployment | Orchestration | Security | Monitoring | Single Sign-On | Backup | Scaling

Cloud Transformation



Google Cloud



On Premise

End to End Digital Channel Transformation Expertise

Application Development & Maintenance

Digital Channel Strategy

- Current & Future State Discovery
- Analysis & Benchmarking of priorities
- Digital Initiatives Identification & prioritization
- Technology Evaluation & Recommendation
- Solution Framework & Architecture definition
- Execution Roadmap

Digital Experience Delivery

- Solution Architecture & Solution Mapping
- End to end solution implementation using reusable component approach
- CI/CD pipeline driven build & deployment for code coverage & quality
- Automated Functional & Non-Functional Testing

Front End Experience Delivery

- Omnichannel front end experience implementation
- Approach for built in Analytics & SEO enablement
- Highly interactive front-end interface development
- Code coverage & quality assurance using automated CI/CD pipeline

Digital Full Stack Implementation

- End to end implementation across presentation, application, business & integration layers
- Design thinking-based approach to drive flexible & scalable solutions
- CI/CD pipeline driven build & deployment for code coverage & quality
- Implementation driven by best practices

Technology



Services

Strategy & Consulting

End to End Implementation

Migration/ Upgrade

Maintenance & Operations

Netfotech Solutions : Content Management Service Offerings

Application Development & Maintenance

Analyse

Edit & Collaborate

Publish & Share

Re-Use / Archive

Expire / Destroy

Content Readiness & Content Strategy Mapping

Content/Platform Integration & Migration

Ongoing Support & Maintenance

- Content Audit & Readiness Assessment
- Gap Analysis and Change Management Strategy Development
- Define content acceptance criteria/business guidelines & policies
- Analyse and develop strategy roadmap to increase content effectiveness
- Estimated costs and Timeline Projections

- Image & Data Capture/Content Migration
- Workflow and process development
- Cross-platform migration
- Version upgrades & CMS extensions
- Integration with CRM/BI/ERP and Custom legacy systems(in-house or third party)
- Integration with translation services
- Mobility & Social Media Integration

- Multi-Channel Publishing
- Multisite Support
- Content Migration
- Optimization & Personalization
- A/B Testing
- Workflow Management
- Digital Asset Management
- Content Analytics
- Fast and real time update

3 Big Challenges of WCM

Application Development & Maintenance



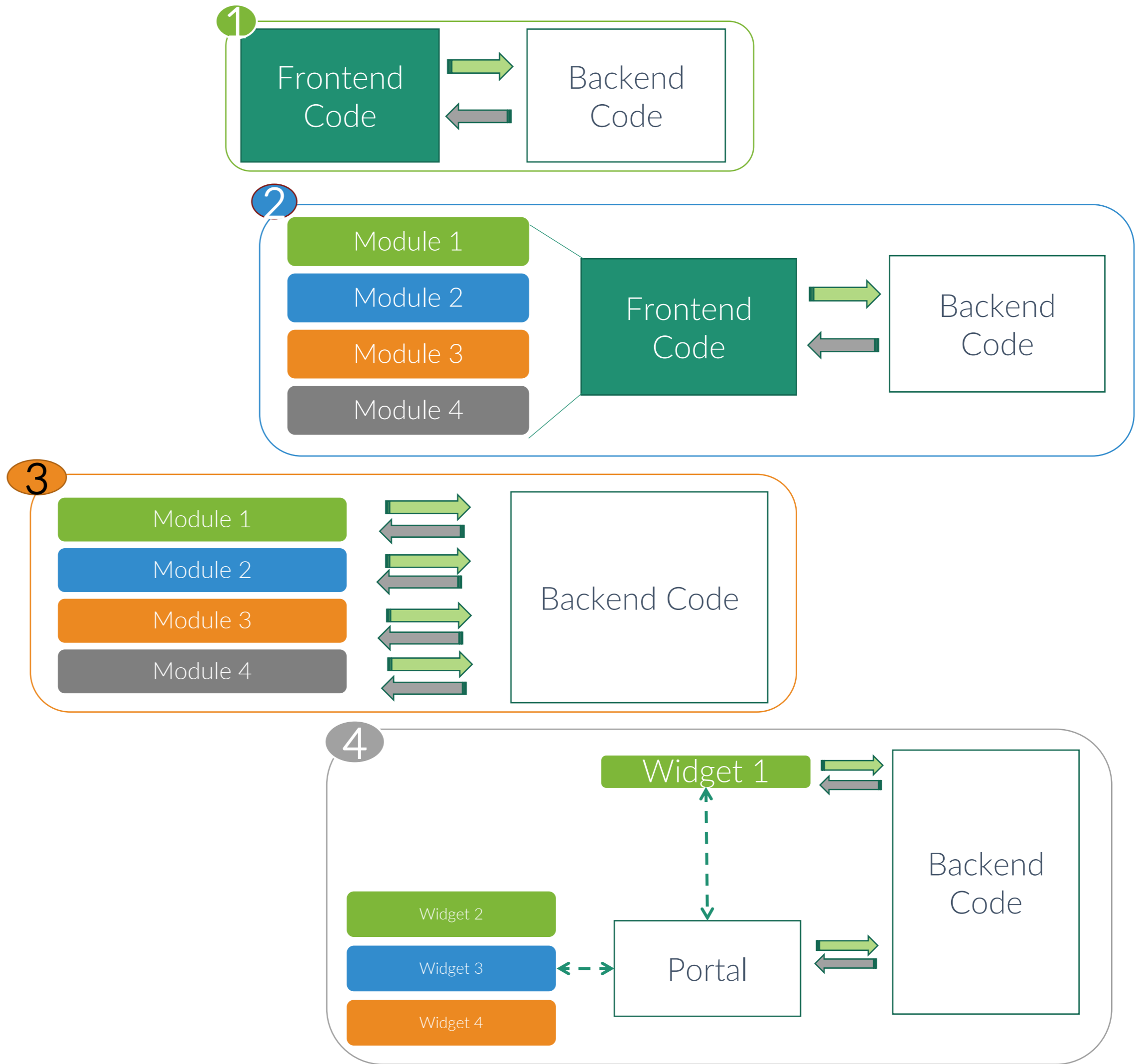
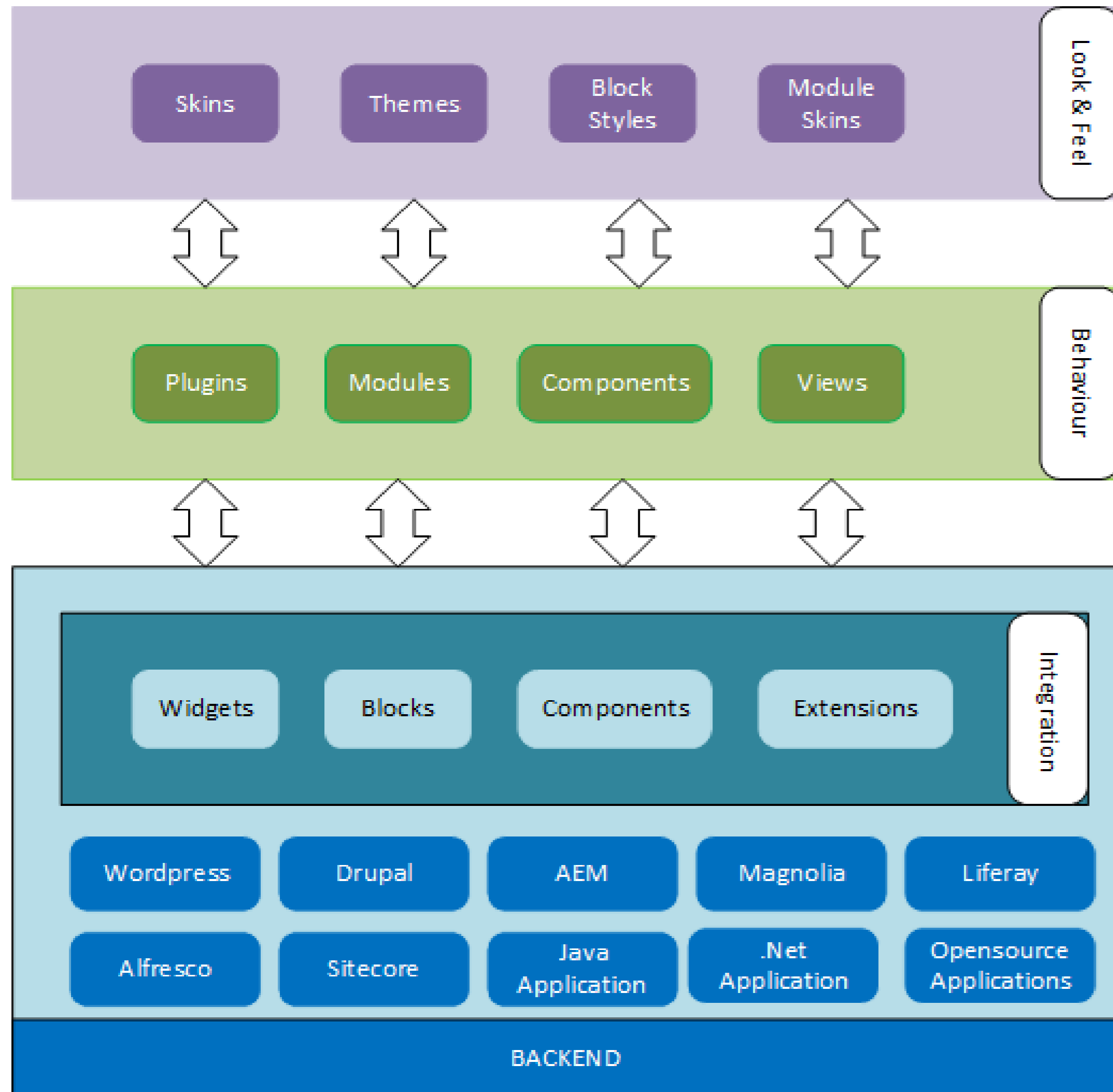
01 Create a great content

02 Own every screen : Online & Offline

03 Reduce time to market & complexity

Component Driven Immersive Experience Across Channels

Application Development & Maintenance



Flexibility in choosing best-fit Implementation & Pricing models

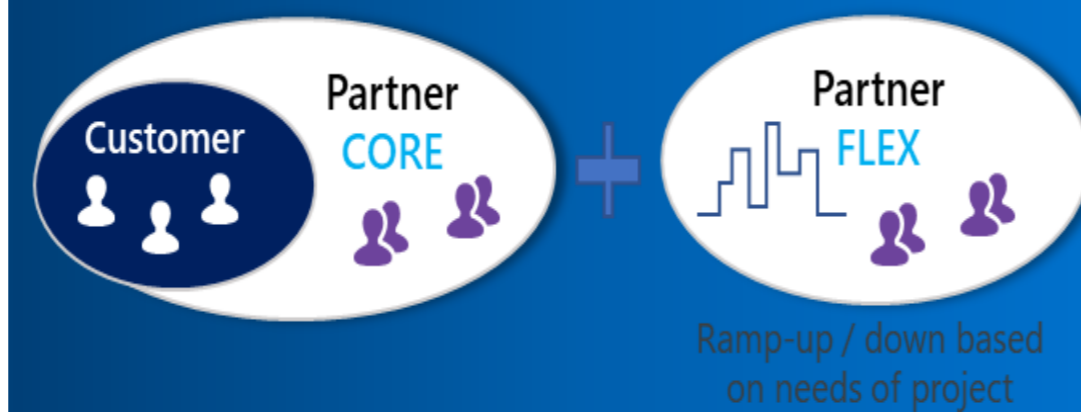
Application Development & Maintenance

Staffing – Time & Material



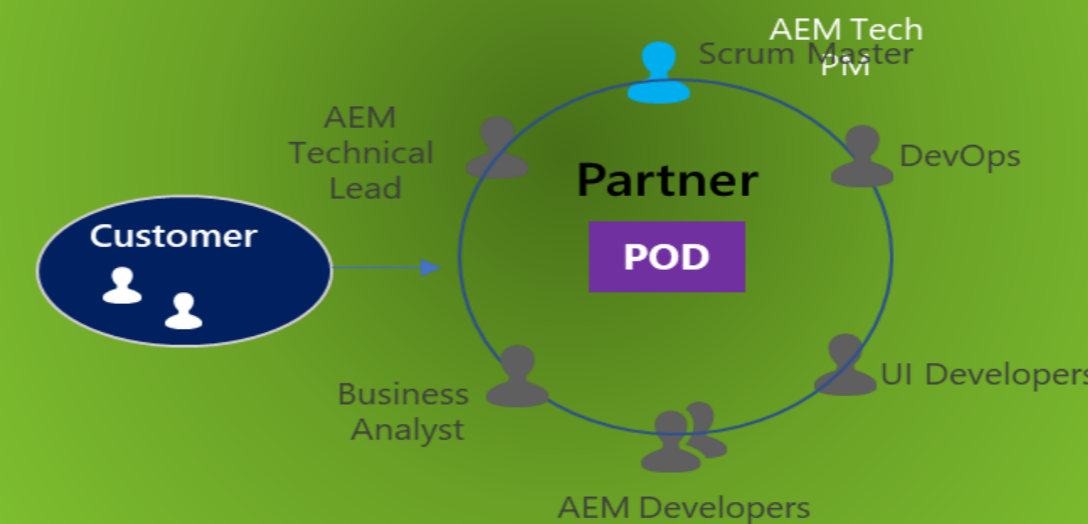
- Partner provides consultants as per skills required
- Project management and SLAs driven by Persistent

Co-Managed Core-Flex Model



- Partner builds a Core team that stays for duration of the project and provides Flex team as needed
- Cost optimization

POD based Capacity Model



- Persistent engages Partner for a building self-contained POD for delivery
- Agile based delivery
- Ability to scale by adding additional PODs (Dev & Support)

Fixed Price Milestone based



- Agreed contract Value based on Project Scope defined by Customer, typically driven by RFP
- Delivery Ownership with Partner

Engagement Management for Transformation journey

Application Development & Maintenance



**LEVEL 1
INITIATE**

Growing awareness

**LEVEL 2
DEVELOP**

Localized and repeatable practices

**LEVEL 3
STANDARIZE**

Common processes and approaches

**LEVEL 4
OPTIMIZE**

Measured and adaptive

**LEVEL 5
INNOVATE**

Continuously improving practices

As-Is

To-Be

Enablers *

Data Analytics and Insights

Customer Experience

Content

People & Processes

CMS Tools & Platforms

Co-Creation, POCs

CMS Academy

Certified Resources and Applied Knowledge

KPIs, Security and Risk Mitigation

CMS Tools & Accelerators

Continuous Improvement

Best Practices

Knowledge Management

AI/ML Enabled Systems

KPIs, Security and Risk Mitigation

- Integrated omnichannel data
- Develop insights in high-value segments
- Data-driven optimized business outcomes.

- Cohesive customer experiences across channels.
- AI enable Personalization, Automation

- Scalable with consistent taxonomy
- Designed for omni-channel personalization

- Digital governance for scale, security, and compliance
- KPIs and incentives tied to customer outcomes
- Agile and iterative

- End to End Integration Marketing Platforms with other systems

* Not exhaustive

Netfotech Solutions – Value Additions

Application Development & Maintenance

Component Factory

Industry needs built into workable artifacts, ready to be deployed

- Web components/controls
- Website templates & Layouts
- Data driven components
- Social components
- Form components
- Profile components



Tools and Kits focused on rapid development

- Connectors
- Developer Tools/Accelerators
- Content Migrators
- Reusable components
- Forms generators
- Social Connectors
- Analytics



JumpStart Kits

Concepts & Frameworks

Concepts and frameworks around based on enterprise use and application

- Proof of Concepts
- UX
- WCM and Publishing
- Document management
- Integration Services
- Mobility
- Automation - Bots



Industry trends and Best practices to deliver future proof solutions

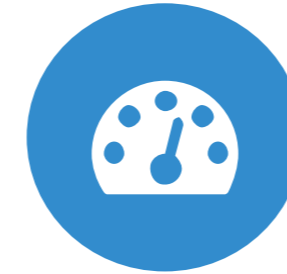
- Product Best practices
- Implementation guidelines
- Coding guidelines
- Domain – Industry trends
- Product roadmap and technology trends



Industry Trends & Best Practice

When Do Clients Turn to Netfotech Solutions

Application Development & Maintenance



Seek to build solutions with complex integrations & business processes

Working under rigid 'Go-live' deadlines



Scalability & performance become bottle necks due to poor architectural decisions

Migration becomes a pain due to poor code development



Dearth of technology expertise & lack of right implementation partner





Success Stories

Organize the world's information and make it universally accessible and useful.

Case Studies

Manufacturer of Industrial Testing Equipment



Description

A world-leading manufacturer of industrial testing equipment.

Business Problems

- Client wanted to establish web presence to promote product families, individual product information , regional promotion or products family etc.
- The objective was to simplify promotions and products information sharing among the fluke distributors to increase the sales

Solution Details

- Netfotech Solutions developed an Information Portal using Drupal 9 which publishes content in Spanish, Brazilian – Portuguese, English.
- The solution comprised of an integrated content creation module and Drupal Views that eased the process of displaying different contents in specific layouts

Results

- This website increased business communication and sharing of best business practices amongst customer distributors.
- Spiked up delivery of promotions leading to better campaign effectiveness.
- Enhanced distributor collaboration and better promotion strategies increased product sales to a considerable extent friendly.
- Quicker turnaround on newly added segment attributes and content rollout

Delivers Networking Solutions



Description

A leading network solution company based in US.

Business Problems

- A new look & feel for their website, make it CMS-driven and evolve as an online platform for the management. The critical requirements were
 - Search Engine Optimization with Awstat integration
 - Automatic cronjob
 - Report generation and management
 - Document protection

Solution Details

- Netfotech Solutions proposed implementation of an integrated Web based portal which facilitates collaborative participation between their customers.
- This portal would be built on Joomla CMS to easily regulate and manage
- The entire process of sharing the information related to products, featured promotion, archived products and documents which can be used to increase their sales figure along with the contact related Info

Results

- The portal became a one-stop solution for getting information of new products, promotions etc.
- The platform integration with CRM not only share the product information and documents but also track the leads.
- The new look and feel allowed scalable information architecture and addition of new products on-demand.

Leading Manufacturer in Industrial Ink Jet Systems



Results

- User friendly user-interface / In-context editing
- Multilingual pages based on the on the country / region selected.
- Well structured information categorization catering to all target audiences
- Dramatically reduced infrastructure because of the repository-based architecture of AEM
- Easy to configure out-of-the-box solutions (segmentation-based campaigns, built-in DAM, support for mobile and social collaboration features)
- The new Information Architecture helped client in increasing the usage of the intranet as the site was more user friendly.

Description

A world-leading manufacturer of industrial ink jet systems, fluids, and accessories for the product identification industry

Business Problems

- No uniformity in template style, content & design hierarchy
- Difficulty in maintaining the content & publishing lifecycle
- Multilingual contents based on region/country.
- Specific knowledge require to update the web pages, they want their business users / marketing persons to be able to make changes on any pages as and when required.
- Portals for Managing Suppliers, Distributors and New Hires, process to manage defective parts, raising of SCAR
- Supplier Corrective Action Request) and RMA (Return Material Authorization) to be migrated on the new platform

Solution Details

- Leverage Adobe Experience Manager solution within Adobe Marketing Cloud for robust, flexible content management throughout the organization
- Use Adobe Experience Manager to create and publish rich, dynamic content delivered via traditional online and mobile-optimized channels, including mobile apps, customized for 10 distinct operating Identities
- New UI design based on corporate guidelines
- Developed various custom components to meet the business need under AEM

A Leading Technology Comparison Engine



Results

- Faster Campaign & Promotion management
- Reduced operational IT cost by moving content administration and configurations to business users.
- Quicker revenue realization and enhanced productivity
- Improved user efficiency.
- Process driven content workflow for better quality
- A highly scalable solution.

Description

A leading technology comparison engine in UK.

Business Problems

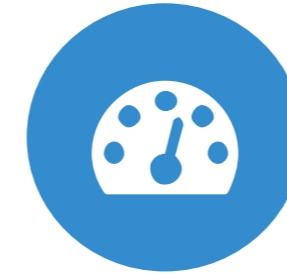
- A leading comparison website for comparing health, life and car insurance products within Australia. Based on this success the customer wanted to
 - Develop a robust platform to extend comparison services in other verticals as an expansion plan.
 - Make business users self sufficient to manage content of various verticals and other being to provide scalable platform.
 - Provide a platform where users could post their experiences

Solution Details

- Netfotech Solutions evaluated CMS using Pugh (also called Criteria-based) matrix and selected dotCMS – as a platform.
- Netfotech Solutions CMS capabilities helped learn and built a solution around dotCMS
- The team helped design , develop & integrate the blog with main comparison website
- Built a CMIS compliant solution with Product Management, culling & scoring, and comparison engine features along with integration with web analytics (Omniture) and power reviews..

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Thank You

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