



Viral Technologies

Company Profile

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We all die. The goal isn't to live forever,
The goal is to create something that will.



Company Overview

Viral Technologies Private Limited is a mobile domain solutions provider focused on providing high quality technical services and creating a strong technical team to meet the needs of a growing mobile and hand held device industry. Established in April 2007, we are currently based out of the Millennium Business Park which is one of the leading IT hubs in the city of Mumbai. Our recent projects focus on M-commerce solutions and SMS/GPRS based custom mobile applications which can run on all kinds of hand-held devices, and can handle scalability, security and future up gradations with minimum re-engineering of the solution. We have also worked on streaming video applications and central server based peer to peer solutions for our clients.

Viral Technologies primarily works with clients who, due to the sheer pace of their growth and diverse range of automation needs, require specialized information technology support that is either not available internally or that does not justify permanent increase in personnel for time-specific project requirements. To these clients, our highly qualified, professionally trained and experienced team of Engineers and Project Consultants deliver consistent, high-quality and timely services on a continual and progressive basis.

Through its pursuit to continually deliver timely, cost-effective, and quality services, the company is looking forward to be able to develop a long-term Client relationship that proves to be a mutually beneficial relationship for both the involved parties. We at Viral believe in the philosophy that these relationships will form the basis through which the company continues to pursue new clients and projects. Our efforts are progressively focused on building a client-base of respected names, resulting in dynamic and consistent growth for the company, its people, as well as its business partners.

Mission

Viral aims to build a strong team of talented and motivated professionals providing high quality and cost effective technology services enabling creation of innovative solutions and ingenious products, globally.

Vision

To establish Viral as an international brand through its products and solutions with a strong focus on customer relationship and end user satisfaction, through upholding our core values – **passion, commitment and integrity.**



Core Team

Viral's core team consists of software professional from various domains in the software industry bringing along with them varied range of experiences.

Amar Sinha – *Director* – Amar is an alumnus of IIT Kanpur. He comes with over 15 years of experience in the technology and applications development domain in the internet and wireless spaces. He possess an in-depth understanding of emerging technologies and applications development and their commercial use in Consumer Services, Messaging, Telecom and Banking domains. He is experienced in building, leading and motivating teams to implement multi million dollar technology projects.

Kamal Kumar Saboo – *Director, Chief Executive Officer* - Kamal is an alumnus of IIT Bombay, graduated as B. Tech. in 2003. He has worked in IT industry for 5 years and has a varying range of experiences which includes Business Analyst, Project Management and client interaction. In this tenure he has worked with several big clients directly and indirectly like Vodafone, Cable & Wireless and Times of India.

Deviraja Shetty – *Director, Chief Technical Officer* – Deviraja is a B. Tech. graduate with an exhaustive experience of 10 years in the IT Industry. With his in depth knowledge of Java and related technologies, he provided the much needed back bone to Viral Technologies.

Yogesh Mujumdar – *System Architect* – Yogesh is B. Tech graduate with 6 years of strong start-up IT experience during which he has worked on varied technologies ranging from telecom to card solutions. Yogesh's in-depth understanding of problems and innovative solutions has led Viral to tackle even the most difficult tasks easily.

Kishore Chauhan – *System Analyst* – Kishore is an alumnus of IIT Bombay, graduated as B. Tech. in 2004. Kishore's observant nature and insightful problem solving skills has provided Viral with much needed support during tight dead-lines.



The Viral Journey

The single vision of a growing as a mobile services/product industry brought together the Viral team. While most industries were rapidly turning towards the common hand held device as a convenient mode to conduct/promote their businesses, there was a severe shortage of standard products that businesses could adopt or use. The focus was to create products that could be quickly customised for industrial use and improve their turnaround time in adapting to the hand held device.

In the past two years of our existence we have conceptualised quite a few product ideas and have built a common extensible framework to enable us develop faster. Our core product, ZeroDegrees, was built upon this framework. This product has been built with a vision to port several portal and SMB on to mobile device with minimum efforts. Since the inception, we have pursued services and products simultaneously and have formed strategic partnerships and struck several service deals that have helped establish our credentials.

Services

In the past few years the very definition of innovation has changed. With new communication channels the barrier of geography has come down, and as a result innovation has become more collaborative in nature. Earlier, great minds could work in isolation, but now great companies are focusing on identifying channels to enable shorter cycles from innovation to market delivery

We are focused to utilize the power of our thought and creativity to create solutions and products that will redefine future. With an exceptional team and a collaborative approach we would be able to build and deliver ingenious solutions, applications and products. Following the footprints of visionary organizations in the sands of time, we would like to build innovative concepts and products that will create a better tomorrow. Viral is one such journey...from thought to action, from creativity to innovation, from the unknown to the well known....

We offer services in the areas mentioned below:

- Application Development and Maintenance
- Application Architecture & Design Consulting
- Product Engineering
- M-Commerce
- Mobile Applications & M-Commerce
- Mobile Games

Application Development and Maintenance

Viral has a well-defined and mature application development process which comprises the complete SDLC from business case and requirements analysis to support and maintenance of the application. This process supports a transparent delivery environment wherein each of the development phases



can be defined with metrics and subsequently tracked with the web based tools that are easily accessible to our customers.

The application development methodology can be used for:

- New Application Development
- Existing application enhancement
- Application migration

Viral has the requisite skills and expertise to collaborate with the client for:

- Outlining the solution
- Defining the solution architecture
- Developing prototypes for demos to users
- Designing the framework of the solution
- Building the solution
- Validating the solution against requirements
- Rolling out the solution
- Providing continuous support

Offerings

- Bespoke Applications
- Enterprise SMS based Applications
- Mobile Applications
- Process Automation and Integration Systems
- System Integration

Application Architecture and Consulting

Viral helps its clients define their IT strategies. Our Consultants collaborate with client organizations to craft strategies aimed towards technology's alignment with business vision, technology investments, technology standards, infrastructure, and governance at large.

Viral can help you to:

- Identify emerging technology trends that will impact business
- Evolve a standard with respect to technologies



- Evaluate technology options available and recommend the most suitable option
- Cost Benefit analysis of technology options
- Recommendation of the most suitable option based on ROI and TCO analysis

Viral also provides Consulting on open source adoption in which we offer a comprehensive set of services to enable organizations to adopt the Open Source technologies/products. Services range from Suitability/Fitment Analysis, Business Case development, Technologies/products evaluation, Solution Architecture to Implementation roadmap.

Here Viral can help you to:

- Build a business case – open source suitability analysis
- Evaluate product/technology to achieve this
- Draw out the architecture and model framework
- Evolve implementation roadmap/migration plan along with critical success factors
- Build proof of concept/pilot

Solution architecture definition

This service provides end-to-end Solution Architecture for addressing complex business problems requiring usage of multiple, best of breed and cost effective technologies.

We work to deliver:

- Solution architecture covering conceptual, logical/application, information/data and technology/deployment architecture views
- Technology/technical risks and mitigation strategies
- Architecture principles, guidelines, standards and best practices
- Implementation roadmap

Product Engineering

Viral offers Product Engineering services to clients developing mobile software products and solutions. Other than assisting clients with Product Strategy, Product Roadmap and Functional Requirement definitions, Virals' Product Engineering group can collaborate with clients to provide product architecture, innovating design, development, testing, identifying new revenue streams and porting services.

Other core Product Engineering offerings include:

- Requirements definition – This includes understanding of the clients' business model and framing and document the business requirement.



- Configuration – This includes identification of best possible hardware and software keeping in clients’ budget in consideration.
- Customization – This includes design and development of the modules.
- Integration – This includes integrating clients’ product with external online/offline processes.
- Deployment

m-Commerce

With the emergence of the mobile as a uniting force across geographies and economies, and globalisation of organisations, mobile enabling of applications has become a mainstay of strategy for companies globally. M-Commerce solutions encompass complex intranet enterprise solutions, mobile based ecommerce solutions based on B2B and B2C models, sales integration, vendor integration, automated mobile billing systems, gateway integration and more.

Viral develops multi-tiered, e-business solutions using a variety of development platforms like J2EE, .Net, etc. Using RAD methodology we ensure that the systems meet our clients’ most pressing business objectives at an economical cost. Viral focuses on delivering most cost-effective and high-quality solutions within specified time frames.

Mobile Application and Games

With the growing reach of the mobile users in India and Abroad alike, mobile has become the easiest, fastest and the most reliable way to reach the end user. Mobile/WAP enabling of applications has become a mainstay of strategy for companies globally. M-Commerce solutions encompass WAP based solutions, m-commerce mobile applications, sales integration, vendor integration, automated mobile billing systems, gateway integration and more.

Viral develops simple and elegant mobile user interface with multi-tiered back end solutions using a variety of development platforms like J2EE, JSON integration etc. With prime focus on scalability and timely delivery, Viral has time and again delivered most cost-effective and high-quality solutions. The seamless integration with online module ensures smooth and efficient transfer of user’s online profile on his mobile device.

Viral’s flexible mobile framework helps in easy portability on all standard mobile phones available in the market. Viral’s portfolio has following ready-made applications which are easily deployable after integration with online database:

- Travel Search – Allows flight and hotel search and booking
- Property search – Enables real-estate search and enquiry on mobile
- Stocks Portfolio Manager
- M-Shopping – Allows searching for items and home delivery
- Jobs on Mobile – Allows job search, resume updation and application submission



- Cricket Score – View live scores of popular series.



Clients & Partners

In a short span of year's time, Viral has worked for some major industry giants and have acquired some good partners

Clients

	<p>Mobile2win</p> <p>Mobile2Win is a leading mobile VAS company in India that provides - Contests & Interactivity, Music and Infotainment to mobile consumers through its proprietary Consumer Services Delivery Platform.</p> <p>Viral delivered a scalable Marshall Engine based on J2EE and MySQL which was cost effective. The engine is used to handle the various SMS based contests that are handled by M2W and is designed to handle approx. load of 600 messages per min*.</p>
	<p>BigFlicks.com</p> <p>BigFlicks is the outcome of the Reliance ADAG's vision to source and deliver premium home entertainment content to the consumer within the convenience and comfort of his home.</p> <p>Viral is in agreement with BigFlicks to develop its mobile application which would integrate with the online rental portal</p>
	<p>Infrastructure Leasing & Financial Services Limited</p> <p>IL&FS is one of India's leading infrastructure development and finance companies. IL&FS was promoted by the Central Bank of India (CBI), Housing Development Finance Corporation Limited (HDFC) and Unit Trust of India (UTI).</p> <p>Viral has executed two projects for IL&FS which include an online Common Services Centre (CSC) through which govt. plans to distribute internet in villages across India and KYAN network monitoring tool which is used for monitoring the usage of the intuitional knowledge distribution tool of IL&FS through mobile.</p>
	<p>Tribal DDB India</p> <p>Born from DDB Worldwide, acting as the online media offshoot of Mudra Interactive and the most awarded networking agency of the year, Tribal operates from 30 full service offices in 17 countries spread across America, Europe and Asia Pacific.</p> <ol style="list-style-type: none"> 1. Viral has been time and again delivering several projects for



Tribal.

Partners

eIntellect Solutions



eIntellect solutions is a UK based outsourcing company that deals in outsourcing of web based and mobile based projects.

Viral is in mobile partnership with eIntellect to deliver the mobile outsourcing solutions.

Tribal DDB India



Born from DDB Worldwide, acting as the online media offshoot of Mudra Interactive and the most awarded networking agency of the year, Tribal operates from 30 full service offices in 17 countries spread across America, Europe and Asia Pacific.

Viral is in mobile partnership with TDDB, to deliver mobile solutions to all the clients of TDDB.

Indirect Clients



MagicBricks.com

Magicbricks.com is an initiative of Times Business Solutions Limited to enable property rentals and purchase online along with other features such as loan application. It was the first of its kind service in India in property rentals.

Viral was responsible for development of MagicBricks.com mobile application which was integrated with the live database.