Viral Technologies

Company Profile

Gala No. 3, Bldg No. 6, Sector 3, Millennium Business Park,
Mahape, Navi Mumbai, India – 400701

Kamal Kumar Saboo
27/12/2010

Contents

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 web and mobile domain solutions provider focused on providing high quality technical services and creating a strong technical team to meet the needs of a growing internet 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 web based E-commerce solutions, Application Development and Maintenance and web based mobile custom applications which can run on all kinds of hand-held devices, which 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 – *Chairman* - Amar is an engineering graduate from IIT Kanpur and has over 18 years of experience in the internet and wireless space. He possess an in-depth understanding of emerging technologies and applications development and their commercial use in Consumer Services, Messaging, Telecom and Banking domains.

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 7 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.

Yogendra Kumar Goyal – *Director, Chief Technical Architect* – Yogendra is an alumnus of IIT Bombay, graduated as B. Tech. in 2002. Yogendra has been working in IT industry for past 8 years, and has worked in various roles as Project manager and Client co-ordinator. Yogendra has single handedly pulled out many projects for his companies. His avid knowledge in Java technologies has catalyzed the formation of Viral Technologies.

Yogesh Mujumdar – *System Architect* – Yogesh is B. Tech graduate with 8 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 alumunus 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 being a key provider of a growing application services industry brought together the Viral team. The focus was to leverage the collective core technical and business strengths of the team, enabling faster turnaround times and improved application performance.

In the past three years of we have conceptualised quite a few services and product ideas and have worked upon various common extensible enterprise frameworks that enable us to develop faster and provide better stability. Our core product, ZeroDegrees, was built upon one of these frameworks. Since the beginning of Jan 2008, we have pursued this line and have formed strategic partnerships with key corporate houses 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:

- Portal Development and Maintenance

- Application Architecture & Design Consulting

- SMS Based applications

- IVR Based applications

- Mobile WAP Sites

- Mobile Applications

Portal Development and Maintenance

Viral has a well-defined and mature portal development process which comprises the complete SDLC from business case and requirements analysis to support and maintenance of the portal. We have an in-house customized CMS for fast paced delivery of requisite applications with dedicated team for GUI development and UI designing. 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 portal development methodology can be used for:

- New Portal Development

- Existing portal enhancement

- Application migration

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

- Outlining the solution

- Defining the portal architecture

- Developing prototypes for demos to users

- Designing the framework of the solution

- Building the solution

- Validating the solution against requirements

- Dedicated UAT servers for greater visibility on progress

- Rolling out/ deploying the solution

- Providing continuous support

Offerings

- Bespoke Applications

- Enterprise Portal and Applications

- Mobile Applications

- Process Automation and Integration Systems and Modules

- 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

SMS Based Applications

With mobile reaching more and more households in today's' world, everyone is trying to reach their customers via the ubiquitous medium - SMS. Increasing demand from customers to enable them with SMS solutions paved way for Viral to provide SMS based services and bulk SMS-ing solutions. Having developed in-house SMS solutions and powered its customers with various SMS tools, Viral has developed an unparalleled competency in this domain.

Viral now boasts its own in-house SMS portal and have enabled its customers with market competent SMS rates. Its client base ranges from multi-million revenue generating media houses to small SMS vendors who are trying to enter the market with their own unique ideas.

IVR Based Applications

The most recent venture of Viral has been in IVR services. Viral having the required infrastructure for IVR services in-house now assists with its clients in several stages of IVR solutions which includes:

- o Current Analysis

- o IVR Roadmap

- o IVR Infrastructure

- o IVR Migration Plan

This broadly includes identification of business and technology drivers, development of business-IT alignment, definition of technology roadmap, architecture processes and standards. We can also do a complete assessment, analysis, and rationalization of client's IT requirements, with respect to IT strategy, current and future business technology requirements and industry standards.

- Design IVR platform

Under this, we would define the IT architecture required to implement the IVR strategy to enable the business vision and strategy of the organization. It includes definition of solution architecture, analysis of architecture options and planning of architecture / application implementation.

- Development and Deployment of Services

Development and implementation of IVR based systems built using latest platforms, methods and systems.

- Product/Solution Integration to IVR

Viral provides services to transform and modernize legacy applications and methods to business to become IVR-enabled.

- IVR Quality and Testing

Viral provides services to test IVR based systems and engineer the systems for performance.

Mobile WAP Sites

With advent of 3G in mobile space, mobile internet has gained tremendous recognition. More and more people have started accessing portals and websites through their mobile and browsing internet via the small screen.

It has now become essential for every website/portal to make their online face, mobile complaint. Here Viral comes in to picture, enabled with pre-defined code sets and well informed methodologies, gives clients a amazing turn-around time and help them in making their web mobile-

optimized. Viral has till date helped four of its customers to port their website on WAP, which includes:

- Requirement Definition – Helping client in identifying which features should be ported on WAP

- Browser Recognition – Dynamically identifying the request, so that client does not have to keep separate browser for WAP

- GUI designing

- Testing – Testing of WAP site on different hand-sets

- Deployment

Mobile Applications

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. Viral has a dedicated mobile development unit which comprises of expertise in following domains:

- J2ME

- iPhone

- Android

- Blackberry

- Bada

Mobile applications have 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:

- Knight Watch – View schedule and status of IPL matches, iPhone and J2ME compliant

- Travel Search – Allows flight and hotel search and booking, J2ME Compliant

- Property search – Enables real-estate search and enquiry on mobile, J2ME Compliant

- Stocks Portfolio Manager – J2ME Compliant

- M-Shopping – Allows searching for items and display detailed features of shopping items, Android and Blackberry Compliant

Clients & Partners

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

Current Clients

JIGZAW	**Jigzaw.in** Jigsaw is an SMS based platform ideated by a young group of serial entrepreneurs who wish to start their new enterprise in bulk SMS market for schools and colleges. The platform enabled school authorities to directly communicate with students, parents and staff on one to one basis via SMS as medium.
rmg Connect	**RMG Connect** RMG Connect is a media agency network, designed to deliver world class CRM and Activation. As a part of WPP and partners to JWT, they develop direct and digital solution, on a daily basis, converting passion into real business impact. Viral is in agreement with RMG Connect to help in development of various digital solution for its clients.
MoCSh	MoCSh MoCSh is a mobile application which is designed to keep an interactive phone book backup. This application keeps running in the background of users' mobile device post installation and tracks all the incoming and outgoing calls too. The application has a viral feature to synchronize the phone book addresses on the fly. Once registered, it intelligently maps users' contacts with the currently registered users. Viral developed the complete solution and is currently responsible for maintenance of the same.
minglebox	**MingleBox.com** MingleBox.com is an educational website which helps students in finding the best colleges and courses through online admission help and counseling services. Viral is in agreement with MingleBox.com to develop its WAP site

	which would enable it to reach even wider range of students.
	Indigo Consulting Indigo Consulting is a leading interactive technology services company. Indigo, provides its clients with an optimal overlap of marketing communications and technology experience, a testimony of which is provided by our client roster and our portfolio. Viral is in agreement with Indigo to enable it with high-end technology solutions. Viral has worked with Indigo on three assignments till date, including two iPhone solutions.
	RecycleKaro.com RecycleKaro.com is a venture by young group of professionals who intend to bring a change in this world by their own means. Viral has helped recyclekaro.com team to bring this change more effectively by enabling them with power of SMS and IVR technology.
	Asian Exporters Asian Exporters are one of the biggest exporter and importer of medical equipments in India and African countries. To reach their customers in more effective way Asian Exporters were looking for a reliable vendor who has past experience in developing web sites and SMS solutions. Viral with its proven track record in aforesaid technologies is in agreement to provide a full fledged website with payment gateway integration.

Past Clients

	Mobile2win **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.** **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*.**

Paytronic India	

Paytronic India

Paytronic is building India's leading consumer payments acceptance network. **They** are in the business of implementing and operating payment networks for multiple purposes namely – mobile prepaid top-up and bill payment (immediate) and disbursal/acceptance of stored-value vouchers and loyalty cards (pipeline).

Viral has developed and is maintaining a scalable SMS Engine based on J2EE and MySQL which is more efficient and cost effective as compared to the current engine used by Paytronic. The engine can handle the multiple SMS to the tune of approx. 300 messages per min*.

Infrastructure Leasing & Financial Services Limited

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).

Viral has executed two projects for IL&FS which include and 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.

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 has delivered several solutions to MagicBricks like the Content checker for its online portal which was used to check and restrict the usage slang words and spam messages and development of mobile application. Currently viral is responsible for the development of a mobile WAP solution for MagicBricks.com.

BigFlicks.com

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.

Viral is in agreement with BigFlicks to develop its mobile application which would integrate with the online rental portal

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 has been time and again delivering several projects for Tribal which include:

1. Resource outsourcing (Onsite) to provide technical consultation

2. Assistance in paper writing for a project involving Reliance Tech Services

3. Development of online module for Big TV

4. Development of Idea Roadies Flash based game which involved SMS and Voice integrations.

Indirect Clients

Tata – AIG General Insurance Company

Tata AIG General Insurance Company Limited (Tata AIG General) is a joint venture company, formed by the Tata Group and American International Group, Inc. (AIG). Tata AIG General combines the Tata Group's pre-eminent leadership position in India and AIG's global presence as the world's leading international insurance and financial services organization.

Viral (via Indigo Consulting) has developed the current website customizing an open source CMS engine and provided integration with current running policy generators and payment gateway for travel insurance.