

We **work** on your **ideas**

while you  
*play* with them !



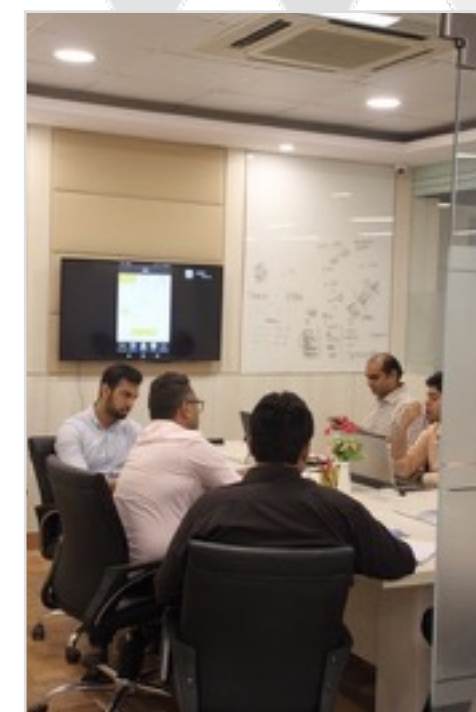
Technology driven Digital Agency



**80+** DEV team

SACRAMENTO, LONDON, DELHI AND now in **Dubai**

**100+** brands across Asia



Centre of  
**Excellence**

sirez

apptology  
ideas to apps

kontentcort  
global content marketplace

AppAfter

omni enabler



## Leadership Team



Gaurav Dalal **TEDx** Speaker **LinkedIn**

Gary has 10+ years of experience in a variety of software engineering, product management, technical support and IT consulting positions at leading technology companies and educational institutions. He is an expert in executing full life cycle delivery of technology projects as a project manager, is a business analyst, systems analyst, and test analyst who enjoys working with clients across many industries.



Rich Foreman **LinkedIn**

Rich has 20 years of experience in leadership, engineering, mobile application development and sales. Rich has a BS in Industrial Engineering from the University of Washington, an MPA from Troy State University and was an officer in the U.S. Navy. Rich recently co-authored his first book, "[Tap into the Mobile Economy](#)." His [blog](#) has been listed in the top [20 Mobile Marketing Blogs of 2014](#).



Nikhil Bajaj **LinkedIn**

Certified Scrum Master and Prince2 Practitioner with consistent success of over 15 years in the areas of Project Management, Product Development, Service Delivery, & Business Operations. He possesses deftness in handling complex projects within fast paced environments and exceeding customer expectations. His expertise lies in managing relationships at the executive levels and his proficiency in managing & leading global delivery teams.



# Core Competencies



## Mobile Applications Development

Apptology specializes in developing mobile applications by using Native and Hybrid platforms. Powered by a well-versed team, we use current trends to design mobile applications to provide rich and specialised content on the small screen, thus, create an enriching brand experience.



## Web Applications Development

At Apptology, we create revolutionary ways of connecting consumers with businesses. Every web app development project at Apptology is a result of massive research, analysis and a well thought-out execution consisting of:

- Technology Plan
- Content Development
- Wireframes and Navigation
- Project Launch



## Digital Marketing

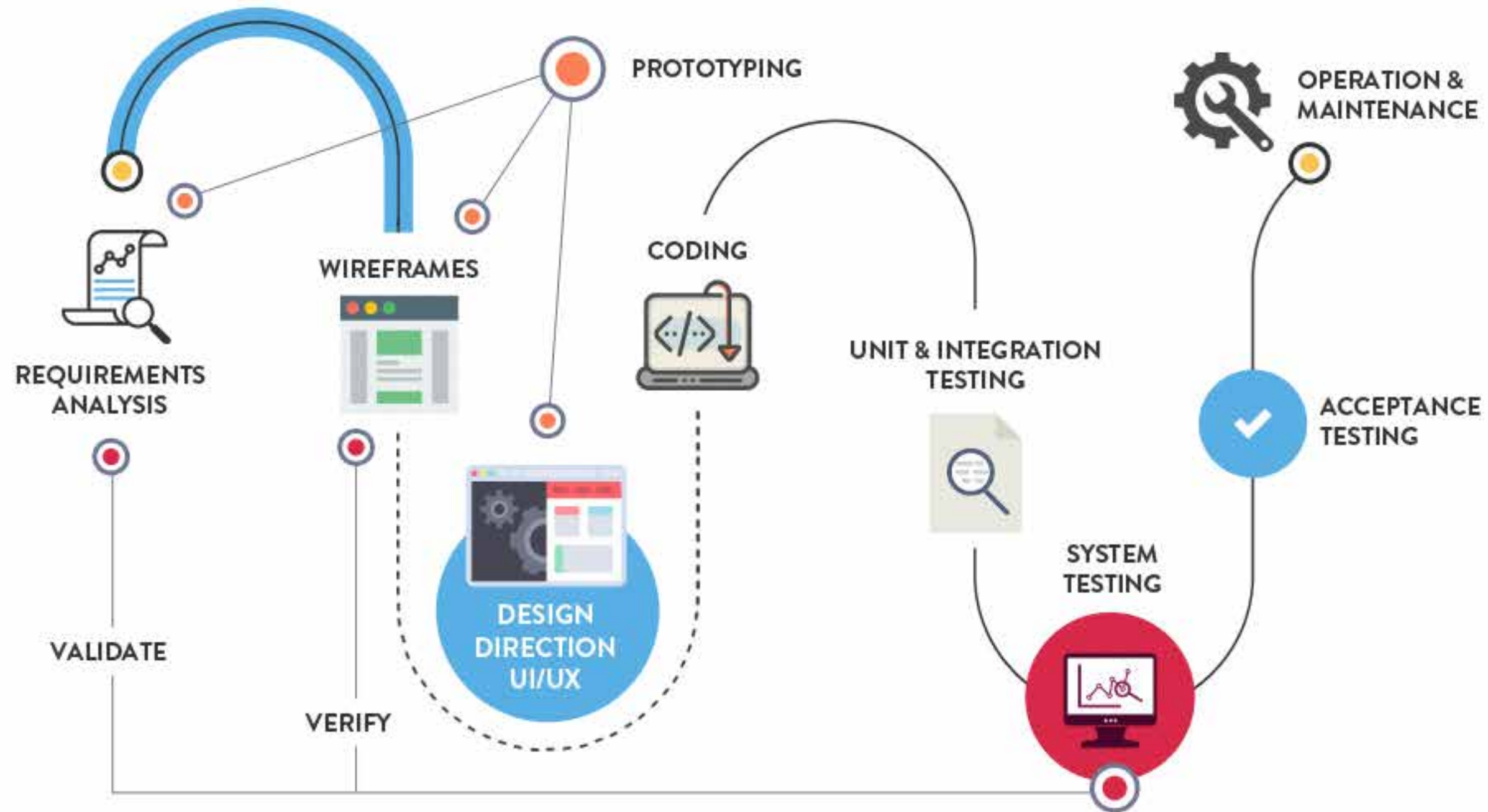
At Apptology, we empower our clients to convert their customers into loyalists and give the best ROI for their digital spends. We deliver creative and result driven solutions for companies ranging from startups to Fortune 500 and empowering them with products and services that prepare them for the digital economy.



## Consulting

Apptology acts as a catalyst to provide that extra edge to our clients in the competitive market. We function as a full business partner, offering tech and digital marketing solutions that build brand reputation and offer real solutions to business challenges. We expedite our client's most important goals and make lasting improvements to their performance.

# Our App Development Process





## Our Clientele

MAGPIE

**WNEPZY**  
WE MAKE THINGS EASY



**Panasonic**

**mk<sup>u</sup>**

**IR** Ingersoll Rand  
Inspiring Progress™



**xerox**

**SIEMENS**

**NINE**   
THE URAGENCY

iOrderFresh

what's in YOUR dream?  
**dream**  
**moods**

LiveNutriFit

**chicco**

wherever there's a baby

**SOUTHERN**  
TRAVELS  
happy holidaying...

  
**BLACKBERRY'S**

RenewBuy.com

**HOTEL**  
**SOUTHERN**  
style. comfort. enjoy.

**airstryk**

**'Barkr**  
It's a dog meet dog world.

CLICK 

 **eroomsforrent.com**

**HOPE**  
HOLD ON. PAIN ENDS.

  
**BLACKBERRY'S**

**chicco**

wherever there's a baby

# Our work

Mobile Applications





# PPS India

HP PPS is seamless and swift mobile application with an interactive user interface which has helped HP sales team to raise their brand image noticeably. The mobile application is built for both iOS and Android platforms.

## Technology

Java, Objective C, PHP

## Category

Enterprise







## American Medical Association

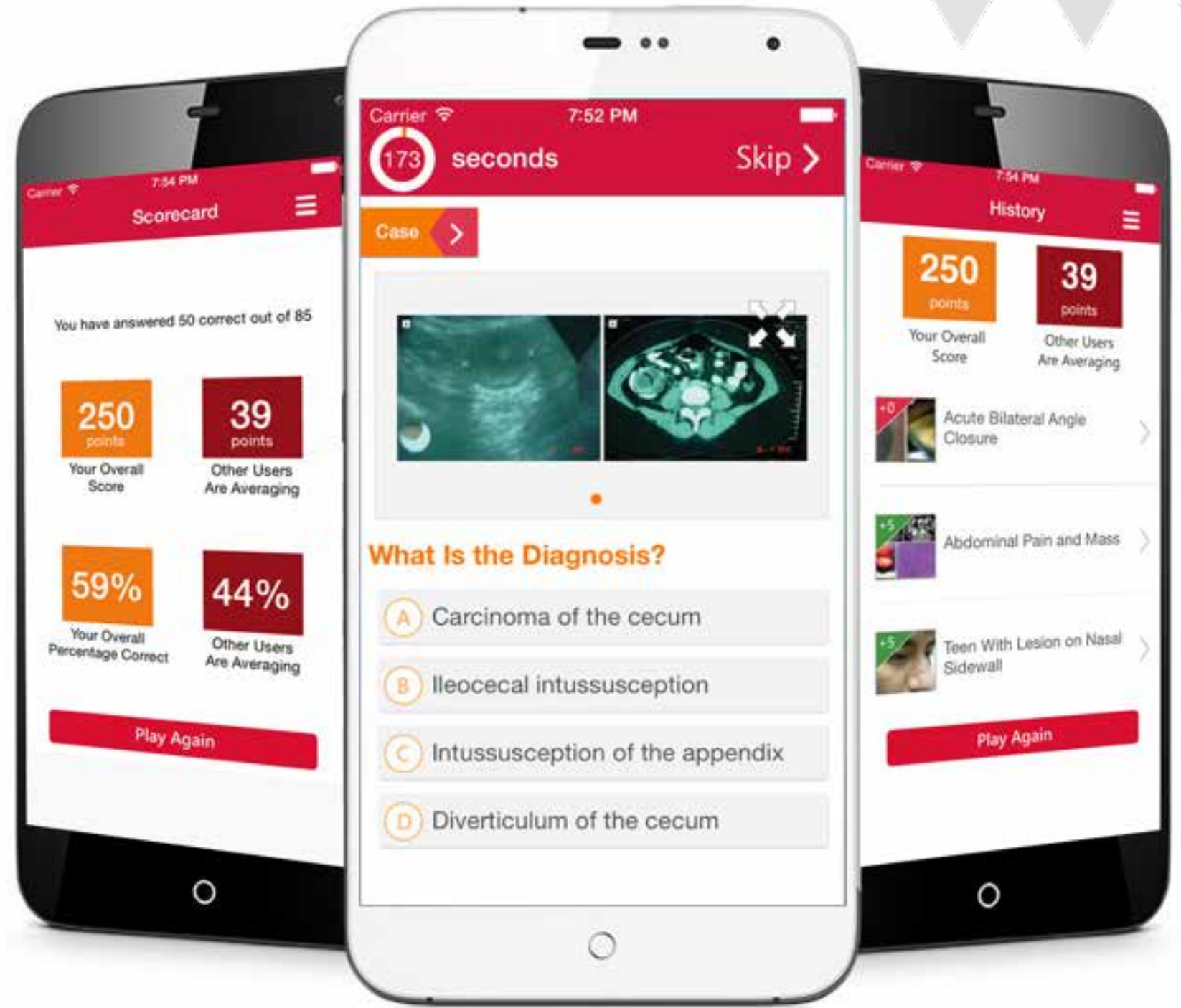
The JAMA Network Challenge is a fun, challenging way to hone your diagnostic and management skills using case reports and images from across The JAMA Network®. Test yourself against the clock and against your peers, and get the answers in real time as you work through each challenge, deciding what you would do next. Based on case studies from JAMA, JAMA Dermatology, JAMA Surgery, and JAMA Ophthalmology, the app allows you to improve your score – and your diagnostic skills – by allowing you to review the questions you missed.

## Technology

Java, Swift, Code Igniter Framework

## Category

Healthcare





Whether you're a Caller seeking out services, or a service Provider offering your work, Be a Boss™ allows you to do just that...be a boss.

#### Features:

- Split Payments through Braintree
- Voice/ Video calls and Chat
- Uber like location services
- Service Categories
- Community Groups
- Scalable and Secure AWS Infrastructure

## Technology

Java, Swift, Code Igniter Framework, Third Party Integrations

## Category

Service on Demand







## Live Nutri Fit

LiveNutriFit is a Preventive and Integrative Healthcare Organization, with main focus on Lifestyle Modification, Nutrition Optimization and Functional Fitness under strict evidence based Medical Protocols. LiveNutriFit is committed to Empowering People to Eradicate Metabolic Diseases for Longevity.

We are an organization operating under the leadership of our CMD- Dr Anjali Hooda Sangwan (MBBS, MD) one of the most renowned Obesity, Metabolic Medicine and Clinical Nutrition Specialist in India and USA. Dr Anjali is MD in Internal Medicine from Lincoln Medical Centre (affiliate of Weill Cornell Medical College) New York, USA. She has done her Fellowship in Obesity Medicine and Clinical Nutrition from Geisinger Health System, Danville, USA. Dr Anjali is assisted by her team of Doctors, Nutritionists & Dieticians.

## Technology

Java, Swift, Code Igniter Framework, Third Party Integrations

## Category

Service on Demand





# Our work

Web Applications



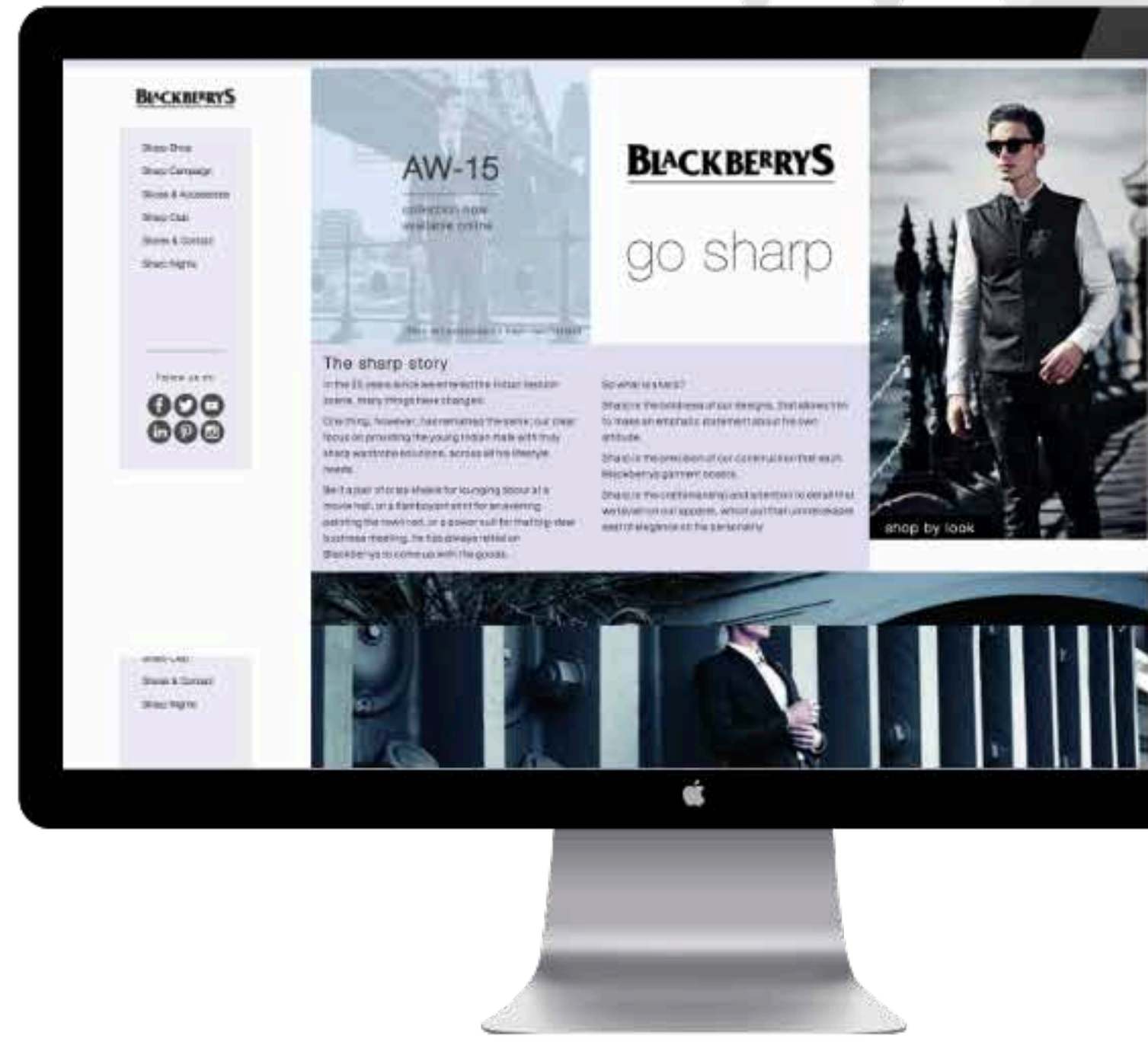
# BLACKBERRYS

The new online store has been designed keeping in view the current fashion trends and the variety of content that needs to be showcased to the consumers.

The online store has been built with the following features:

- Seamless experience from Campaign to Online Shopping.
- **Magento Commerce Engine** was customised to suit the brands imagery and thought process.
- A Customised Module '**Shop by Look**' is created to let users shop by the recommendation of their Stylists.
- Fully responsive on Mobile and Tablets

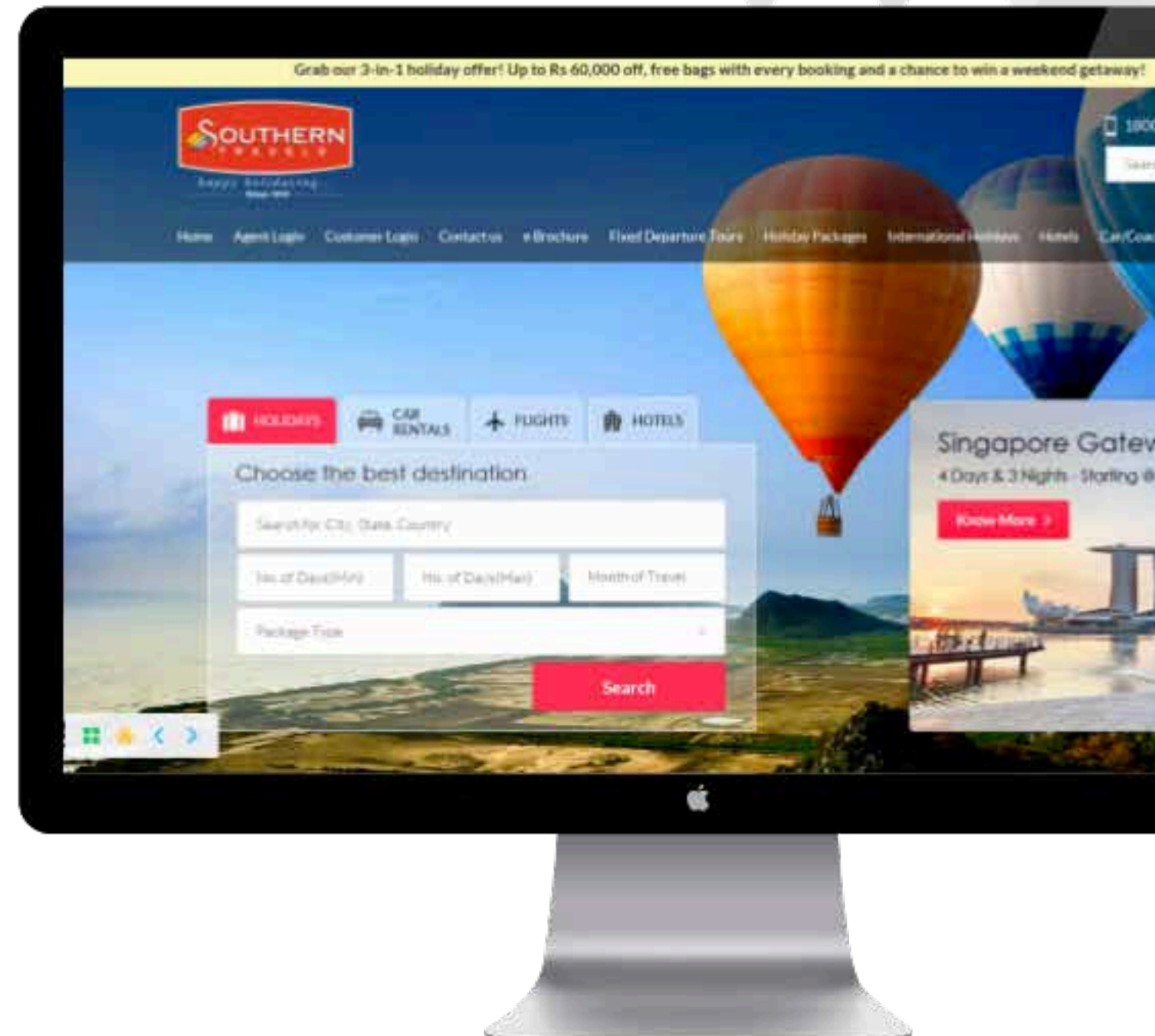
A sharp, crisp and up-to-date website that is perfectly in sync with Blackberrys craftsmanship and elegant wardrobe solutions.





## Southern Travels

- An e-commerce engine using which the users are able to choose from 25 fixed tours, 100 Holiday packages and 70 International Tours provided by Southern Travels and make their payment online to book tours
- Online booking facility for over 3500 hotels across 240 cities of India
- A search engine to search for tour packages, flights and hotels
- Multi Language Support - The website can be browsed in English, 5 Indian regional languages and 14 International Languages
- Tours are booked online with real time inventory on seat-in-coach basis
- Options to check availability of seats in each tour and also select preferential seats in coaches
- IVRS booking facility
- Google Map Integration for each tour depicting the routes each tour would follow



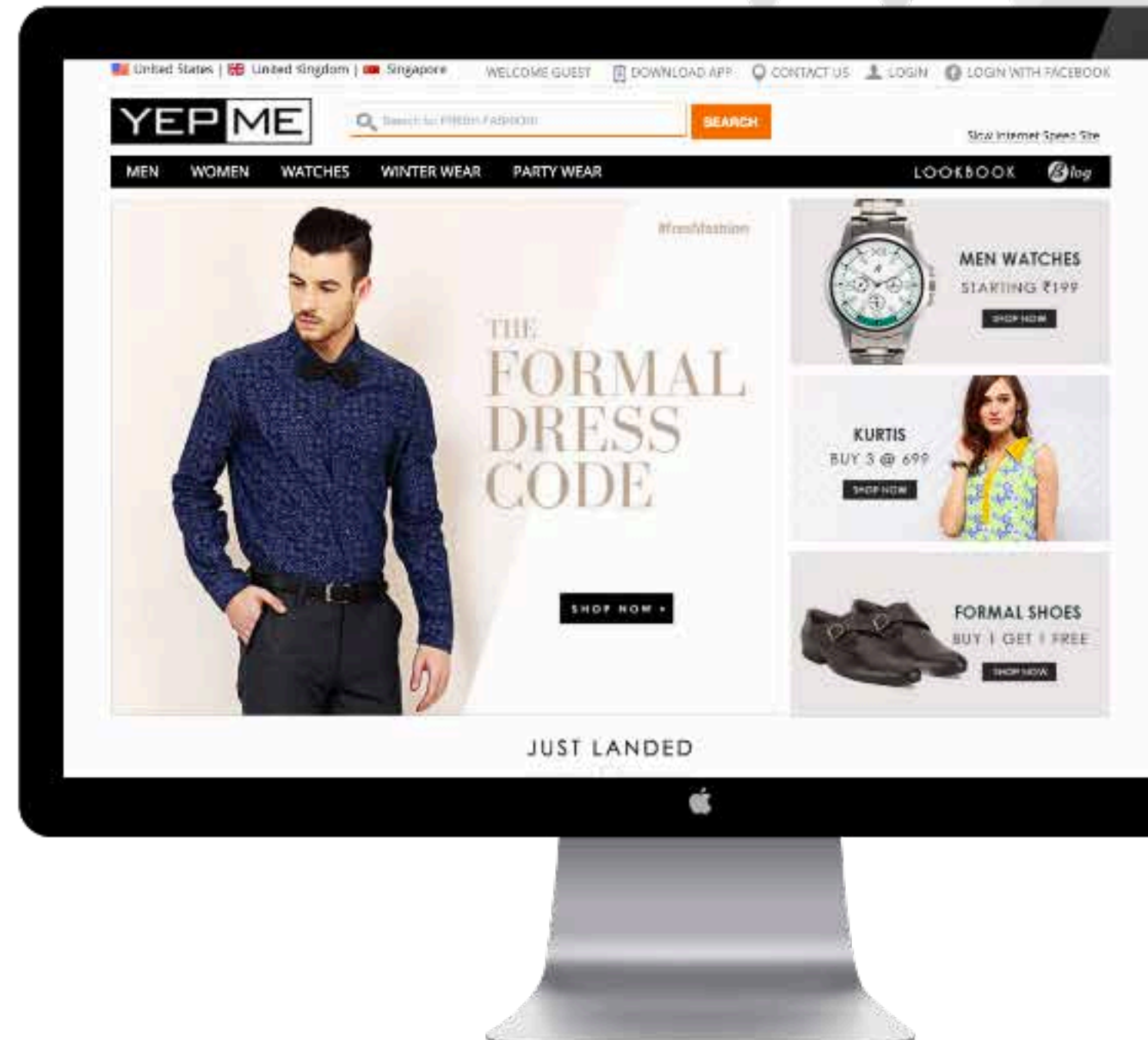




Yepme World's journey of 8 years with Apptology has proven to be a fruitful venture. Initially, the website only offered to buy one product at a time and now, it has a Shopping Cart feature which allows the customer to buy multiple products in one go. Including to that, all the processes have been turned automatic like automatic courier dispatch, automatic verification, etc.

Operations like warehouse management, order management, etc. are transferred to online platforms to make the workings easier for the company. Their website now, showcases and sells wide range of products offered and also simplifies the various logistics involved in the process using automated systems.

- The website has been optimized to handle traffic, as high as 1,00,000 visitors a day effectively
- Self-confirmation of COD orders using a verification SMS to avoid physical confirmation calls for the orders
- A Virtual Trial Room where users can create ensembles from various categories of products and accessories and order them together
- A module for inventory and warehouse management of the products sold on
- An automatic dispatch system at the warehouse using Bar Codes that prints the details of the user – name, address, contact no. etc directly on the parcels



# Our work

Digital Marketing



# WILLS LIFESTYLE

## The Debut

The Debut for Wills Lifestyle, Apptology came up with an interactive Facebook contest for amateur fashion designers where they could showcase their creativity and designing skill to win a wild card entry to the regional rounds of 'The Debut.' The participants could upload their sketches and/or photos of their physical garment designs through the application

## Result

- The 2012 edition of 'The Debut' received 300 entries
- A total of 26,506 votes and 5278 comments were received on the entries combined
- The contest page received over 60,000 visits during the contest period
- Getting an immensely positive result through Facebook, Wills Lifestyle has kept this contest as a regular feature on its official facebook page







Apptology came up with an interesting campaign for Canon, 'What makes us Click' revolving around spontaneously clicking all the interesting moments of everyday life. The TVC of this campaign mentioned a clicking moment corresponding to each letter of the English alphabet.

## Results

- The Contest ran for a duration of 20 days from April 11 to April 30, 2012
- The Canon India Facebook page received over 96,000 new Likes during the Campaign
- Over 31,300 people participated in this Contest

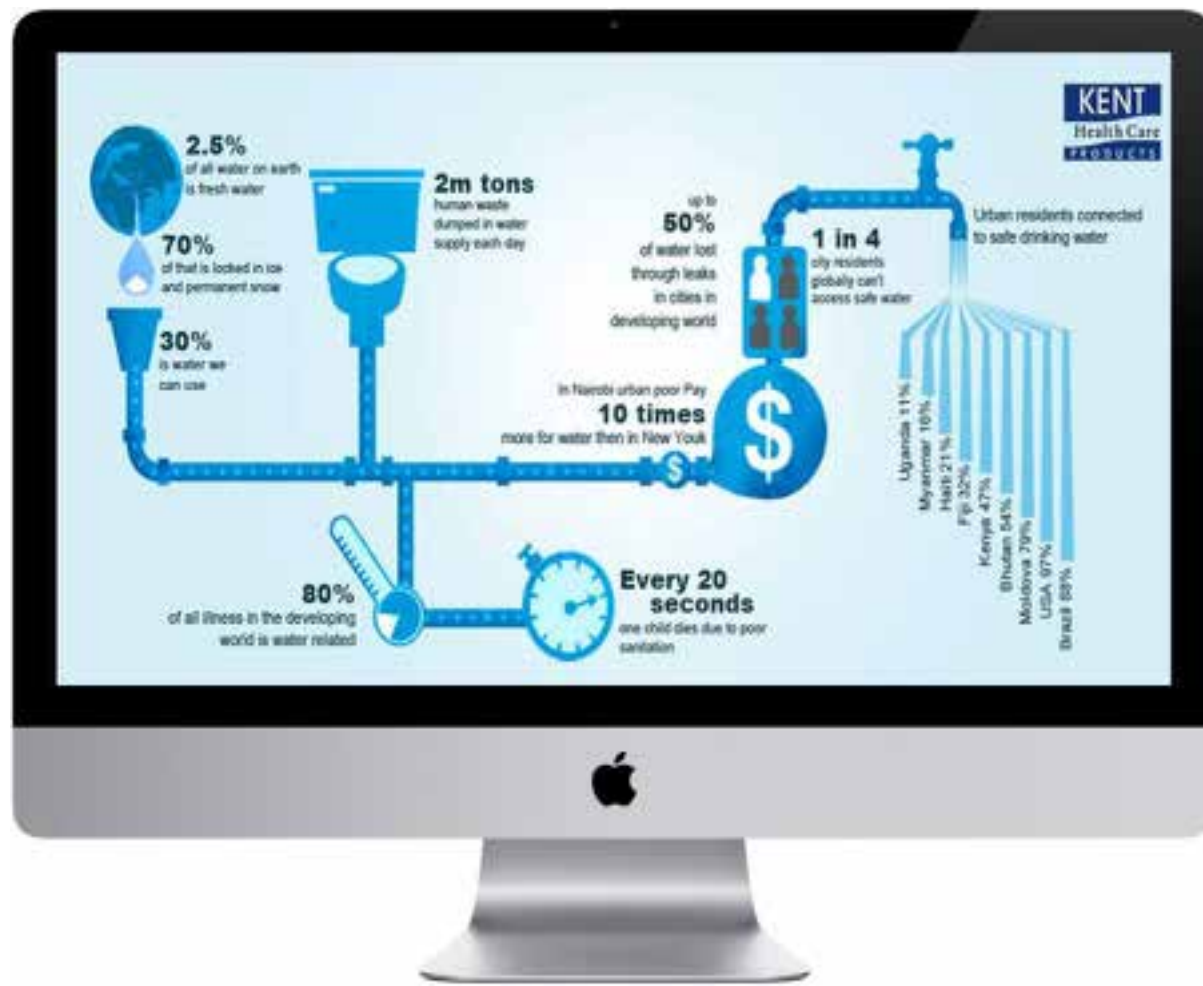




## Kent RO

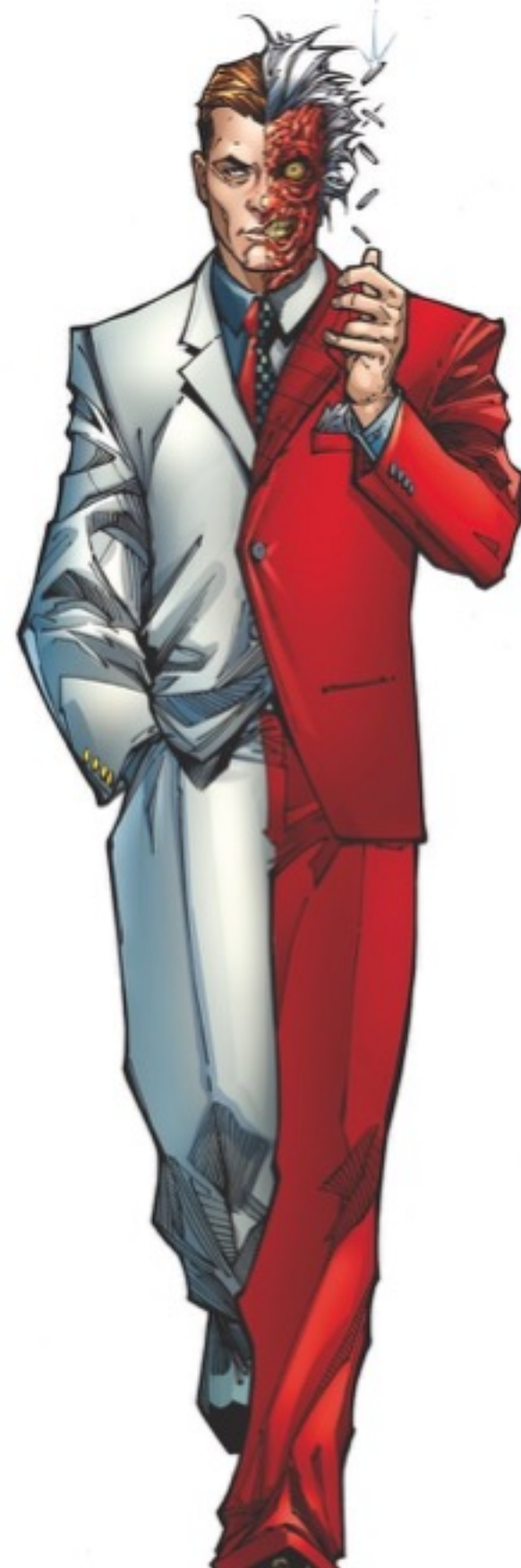


One of India's first RO Water Purifier manufacturers, Kent RO owns a fair share of the water purifier market in India. Apptology came up with the concept of using infographics to show the problem instead of just writing facts and figures. A series of infographics were created by collating and processing world-wide statistics.





TECH



AGENCY

**BEST OF BOTH WORLDS**





# Thank You

“The Future Of Mobile Is The Future Of Everything”

**By Matt Galligan**

SACRAMENTO | LONDON | NEW DELHI | DUBAI

APPTOLOGY FZCO

“Formed pursuant to law no.16 of 2005 with limited liability  
ذات مسؤولية محدودة تأسست بموجب القانون رقم 16 لسنة 2005