

Corporate Presentation

The Digital Innovation Company

| Who we are

We are a global technology company delivering digital, web and mobile apps development solutions at scale. We team up with Startups, SMEs & Large Organizations to build and deliver user-centric products and solutions.

We do it by infusing our technical expertise with design-thinking, enabling businesses to transform the way they work.

Our approach is backed by agile-centric processes and exceptional engineering minds who excel at what they do.

Our Core Values



Culture of Constant Improvement



Innovation and Excellence

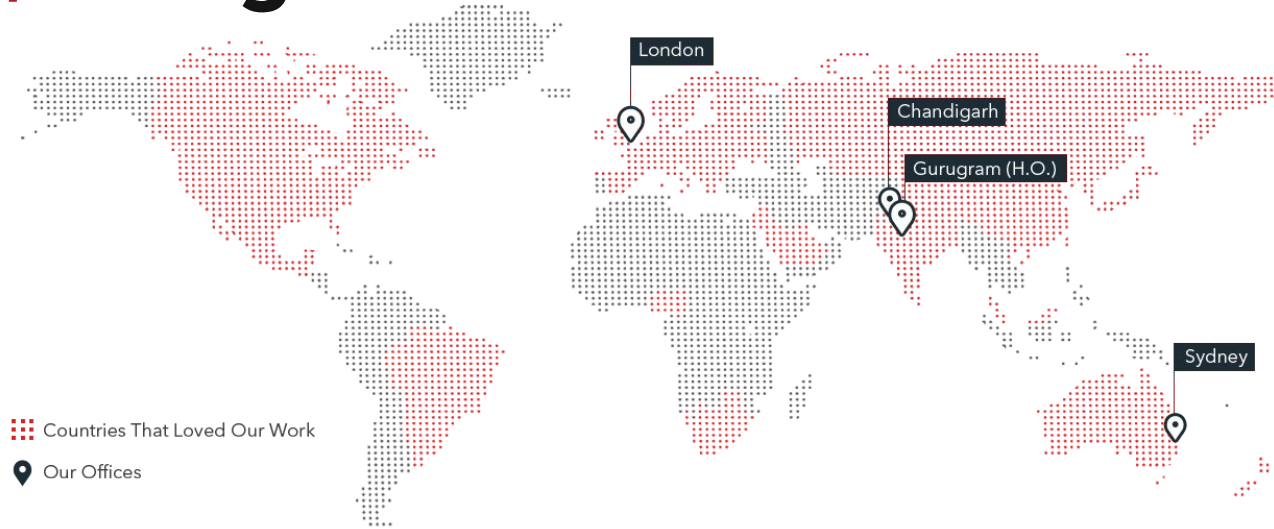


Sheer Customer Delight



Transparency and Openness

At a glance



17+ Years In business

200+ People Onboard

500+ Satisfied Clients

We are born, a global web dev company based in **New Delhi**.

2005

We extend our expertise to **mobile app** development.

2010

We open a new sales office in the heart of **London**.

2016

Expand to include a new office in **Sydney**

2019

2002

Opens new office in **Chandigarh**, grows to 40. Major customers in **North America & Europe**.

2009

We expand our services in the **UK**; participate in many global trade shows.

2013

Classic Informatics is joined by its sister company - **Zonka technologies** - SaaS Platform

2017

We move our headquarters to **Gurugram**

Technologies and Services

We leverage the latest & proven tech stack to build high-performance & beautiful-looking products & apps.

Technologies We Love



Web Development

- UI/UX and Front-end Dev
- Back-end Development
- SaaS and Cloud Apps
- B2B and B2C Portals
- eCommerce & CMS



Mobile App Development

- iOS App Development
- Android App Development
- Hybrid App Development
- React Native Development
- IoT and Wearables



Product Engineering

- Project Management
- Business Analysis
- Prototyping & Wireframing
- MVP Development
- Product Development



Digital Marketing

- Go-to-Market Strategy
- Organic & Paid Marketing
- Inbound Marketing
- Performance Marketing
- Demand Generation

| Our Development Expertise

We can be your development partners for your diverse project needs - from implementing new digital solutions, efficient tech stack migration, developing scalable & secure infrastructure to service-oriented architecture & beyond.



**Agile Development
Practices**



**Scalable Architecture
Development**



**Full Stack
Development**



**Manual &
Automated Testing**



**DevOps &
Automation**



**Cloud & Server
Administration**



**Improving & Refactoring
Existing Code**



**Product Support &
Maintenance**

Engaging with us

End to End Product Development

On demand agile teams for end to end product engineering starting from conceptualization, rapid MVPs, development to scaling and more.

Extended Teams & Developers

Have specific requirements? Hire one of our expert developers or set up an entire team with us. They will work as you wish them to, in any project of your choice.

01

Our Experienced Project Management Team can effectively manage complete product engineering lifecycle for you

02

We change working based on your requirements. You can be hands-on and involved in every step or just leave it to us!

03

With our Extended Teams and Developers Offerings, you can scale up your teams in matter of days!

04

Our developers are experienced, knowledgeable and get started in no time. We enjoy working with in-house and distributed agile teams.

End to End Product Development

Looking to outsource a project? We help startups and enterprises with end to end product engineering including project management, documentation, development, testing & growth.



Ideate

- Product Strategy & Roadmap
- Prototyping and UI-UX
- Rapid MVP Development



Develop

- Enterprise Architecture & Scaling
- APIs, Web, Mobile & Cloud Apps
- DevOps & Automation



Grow

- Go-to-market Strategy
- Content & Inbound Marketing
- Demand Generation

Your Idea + Our World-class Team + People-centric Process = Brilliant Digital Products

| Extended Teams & Developers

Hire 1 to 25 developers based on your project & program needs. **CTOs & Product Owners** can easily extend teams with our experts to fill in short-term technology gaps or build long-term outsourced, cost effective center of excellence.



**On-demand
Teams & Talent**



**Your extended
Dev team**



**Top-notch
Developers**



**Team adapts your
processes & work culture**

Get started in 3 simple steps

01

Tell us your requirements & we'll share handpicked profiles.

02

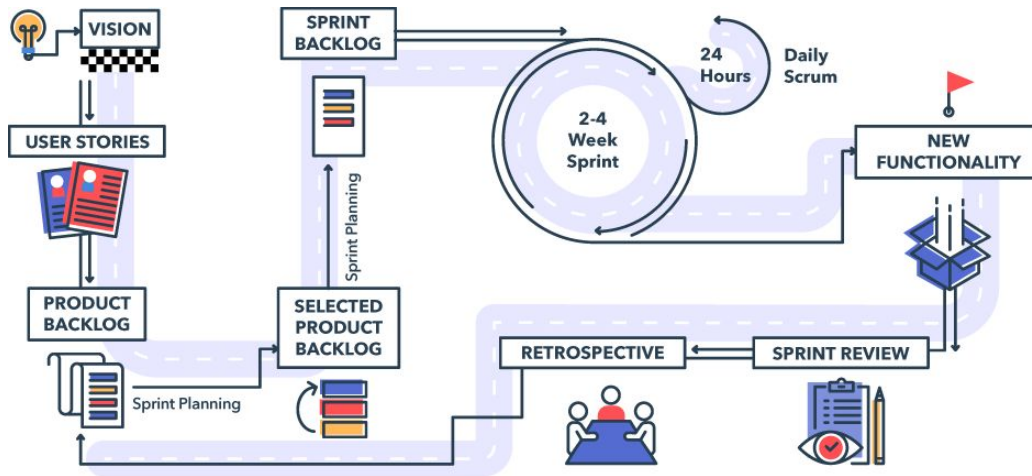
Interview who you want to. Together, we build a dream product team.

03

We start the project. Increase or decrease team size as per project demands

Build Fast. Test Often. Measure. Repeat.

Rather than going for a “one size fits all” approach, we customize process for every single project that we take on. We work hand in hand with our clients using effective, sustainable Agile practices & strict quality control to develop & launch high-quality products within weeks.



Best Coding Practices

Strict Quality Assurance Policies

DevOps and Automation

Iterative Development

| Industries we serve

We have extensive experience partnering with organizations from varied domains to create, scale & transform web & apps catering towards delivering memorable digital experiences.



Healthcare



**eCommerce
& Retail**



Logistics



**Banking
& FinTech**



**Hospitality, Travel &
Tourism**



Real Estate



Education



**Software, SaaS &
Digital Economy**

Our Differentiators

Maintaining an obsession with quality excellence and constant augmentation, we stand as an unsurpassed choice for all your IT needs. We are also proudly ranked amongst the top outsourcing providers across the globe!

1

We take IP Protection, Non Disclosure, Data Protection seriously

2

We believe in Long-term Relationship & Repeat Customers

3

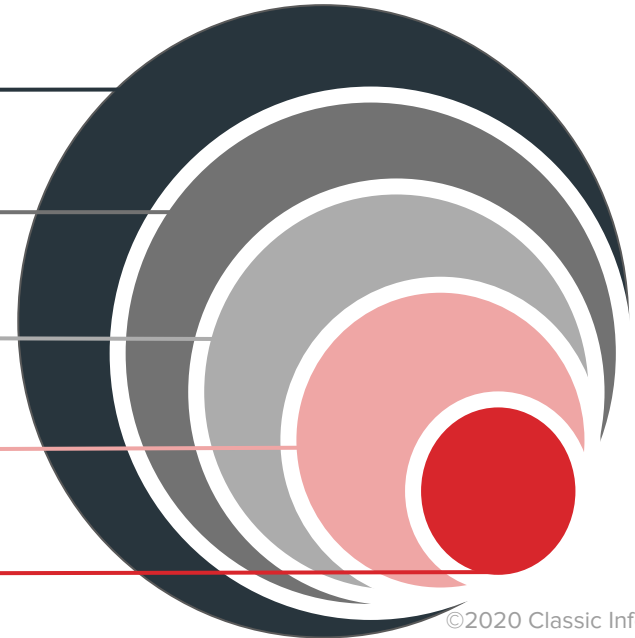
We have flexible engagement models; we like to grow with you

4

We have strict quality control including peer reviews, dedicated QA Engineers

5

We strive for Customer Delight & Employee Happiness



Key Customers



& many others...

Case Studies

Interdent



Interdent Inc. is a pioneer oral care organization with over 200 affiliated dental offices.

We helped develop a complete Business Intelligence app with textual & visual reporting which facilitates better decision making, improved business performance, at every level. Complex ETL processes were designed to build data warehouse. .NET, C# and Microsoft BI stack was used to develop and pull data from 20+ legacy systems providing real-time dashboards.

The application adhered to adheres to HIPAA compliances.

MarketMeter



Customer is a renowned leader in Australian financial market research and analysis. They are partnered with the Australasian Investor Relations Association (AIRA) to conduct the corporate research.

Classic Informatics helped the customer launch a revolutionary cloud platform geared towards easy survey collection and financial market insights for ASX listed companies, giving the customer a critical advantage in the market. It is an easy to use platform, synced for both web & mobile and developed using React Native and MEAN Stack.

Calibrand



Calibrand is a well known e-assessment solution provider to organizations in a range of market sectors. The company provides top quality software applications and services that help assess, monitor, test, evaluate and measure resources.

We revamped their assessment player to run on browsers using modern JavaScript tech stack, recreating the offline user experience to its online mode as well. The transition offered is smooth & secure, preventing possible time-lags & possible question paper leaks.

Zonka Feedback



Zonka Feedback is bootstrapped, SaaS-based startup that is now one of the leading multi-channel customer and employee feedback software, It has over 200 brands spread over 30+ countries.

We developed an easy to use survey builder with real-time analytics engine. It is lightweight and can be used by anyone very effortlessly. The idea was to create a scalable application that is fast & could keep up with the increasing user base. The product integrates with many popular 3rd party applications. It extensively uses AWS Services and is developed using MERN Stack.

Case Studies

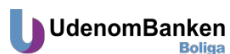
Roaming Duck



This startup is the brainchild of three friends - travelers by nature and Entrepreneurs by passion. Their aim is to make travel planning easier & quicker, without sacrificing our experiences.

We built a powerful online platform that helped travelers plan trips with proper guidance, be it through a travel expert or via traveler's own friends. You can now chat, plan trip, allocate budget & take help - all with a single app. It runs on both mobile and web. Technologies such as Node, React, MongoDB and TypeScript were used to develop the platform.

UdenomBanken



UdenomBanken is a mortgage broker that connects borrowers in Denmark with institutional and professional investors. They had been previously working offline and had garnered a respectable number of clients.

We built them a easy to use loan application portal geared towards a smoother, secure loaning process, therefore bringing their services online to wider audience.

Open Source PHP Stack was used. Over 20+ different services were integrated to bring seamless experience online. The interface supported Danish and English.

Franklin Covey



The Customer is a global leader in providing growth-driven organizations with content, tools, methodology, training and thought leadership based on human behavior.

We helped Franklin Covey build multiple interactive websites each supporting their unique programs to target audiences & geographies. The idea was to take up the user engagement to a notch thanks to the personalized messaging and easy translation features.

Customer engaged a dedicated team of Front-end Devs.

Hubbed



Hubbed is a provider of collection point networks and parcel management solutions for the eCommerce and carrier industry.

Hubbed needed a reliable technology partner for development of their platform. Classic Informatics took up the challenge and ensured application is scaled up to handle nationwide traffic and large number of transactions.

Technologies such as Scala, .NET, Node, Microservices, AWS, and Kubernetes for development and DevOps.

Client Testimonials



“Through their high-level execution, flawless customer support, and responsive approach, Classic Informatics delivered a website that effectively generates income.”

Ligouri Publications



“Classic Informatics delivers solid code within tight deadlines. I'm impressed by their speed. They also offer affordable pricing and easy collaboration.”

Franklin Covey



Public reviews

Clutch Profile

GoodFirms Profile



What's Next? _____

Book a meeting with us!

Request more information

OR

Reach us out at
hello@classicinformatics.com