



# BUSINESS PROFILE

“WE ARE SOFTWARE PEOPLE”

An ISO/IEC 20000-1:2018 & 27001:2013 Certified Company



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# ABOUT US

Founded in 2012, SoftServ is a pioneering global tech firm that is reshaping enterprises for the digital age. Operating from offices in both the USA and India, we specialize in delivering state-of-the-art technology products and services. Our ethos is built on innovation, a customer-centric mindset, and strategic partnerships with key industries such as Automobile, HSE, Mining, HealthCare, FinTech, Cyber Security, Power, Retail, and E-Commerce, guaranteeing unmatched solutions and outcomes.



COLLABORATION



COOPERATION



CONSENSUS





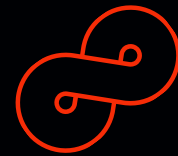
# CORE VALUES

Our guiding ethos is reflected in the fundamental beliefs that our core values embody.



## UNITY

UNITY EMPOWERS US;  
IT'S OUR GREATEST  
STRENGTH IN EVERY  
ENDEAVOR.



## LIMITLESS

LIMITLESS PASSION  
DRIVES OUR  
PROGRAMMING TO  
UNPARALLELED  
HEIGHTS.



## VERSATILITY

OUR EAGERNESS TO  
LEARN IS A SIGNIFICANT  
ADVANTAGE WE  
POSSESS.



## CULTURE

CULTIVATING A  
SERVICE-CENTERED  
CULTURE IS  
PARAMOUNT.



## RESPONSIBILITY

WE TAKE COMPLETE  
RESPONSIBILITY FOR  
OUR ACTIONS WITHOUT  
HESITATION.



## TRUST

FUNDAMENTAL TO US,  
STRENGTHENS  
RELATIONSHIPS WITH  
CLIENTS, PARTNERS,  
ASSOCIATES.



## INTEGRITY

CORNERSTONE OF OUR  
VALUES, GUIDING  
EVERY DECISION &  
ACTION WE TAKE.



# OUR STORY

## Trust

OUR INAUGURAL ASSOCIATE AND CLIENT, BOTH ACQUIRED IN 2014, REMAIN WITH US.

## Leadership

AVERAGE 22 YEARS OF INDUSTRY EXPERIENCE

## Clients

16+ ONGOING ENTERPRISE CLIENTS

## Infrastructure

1700 SQ. MTR SELF OWNED IT LAND

## Exposure

CLIENTS FROM 8+ COUNTRIES

## Delivery

46+ PROJECTS DELIVERED

## Team

55+ STRONG TEAM





# D4 METHODOLOGY



## D1 - Define

Long before we write even a single line of code and before we decide on a plan of action – we work in collaboration with you to define the nature and scope of the project.



## D2 - Design

Armed with a detailed understanding of requirements, a design outline is created that is easy to comprehend and illustrates the full functionality of a new system.



## D3 - Develop

An exciting phase is when a project begins to take on life! Using exclusive processes, tools & proven techniques, code is professionally written, meticulously documented & thoroughly tested.



## D4 - Deploy

Upon completion of all development milestones; we take the final step and deploy new software on your system, be it Cloud or on-premises. Our services include data migration and hands-on training.



# INDUSTRIES SERVED

## HEALTHCARE, HSE & CYBER SECURITY

We've achieved success in delivering a high-profile project for the Saudi Arabian Government, aimed at managing Financial Cyber Fraud. Drawing upon our extensive experience in Healthcare and Safety, we assist clients in developing cutting-edge and secure products. Additionally, our Health, Safety, and Environment (HSE) solution is utilized by over 100 organizations in North America.





# INDUSTRIES SERVED

## FINTECH, BPM & POWER

Our expertise lies in PCI DSS compliance, seamlessly integrating multiple Payment Gateways with stringent safety protocols to ensure secure transactions and regulatory compliance. Additionally, we have effectively implemented a Crowd Fund Management solution for a leading client in the Middle East. Also, We've delivered mobility and portal solutions to a smart meter manufacturer.





# INDUSTRIES SERVED

## AUTOMOBILE & MINING



Continuing partnerships are upheld with clients in the Automobile and Mining sectors, where we have successfully automated numerous industry operations. Notably, we have automated processes at an Australian coking coal mine. Moreover, our Roadside Assistance and Extended Warranties solutions are relied upon and utilized by PAN Australia in the automobile industry.

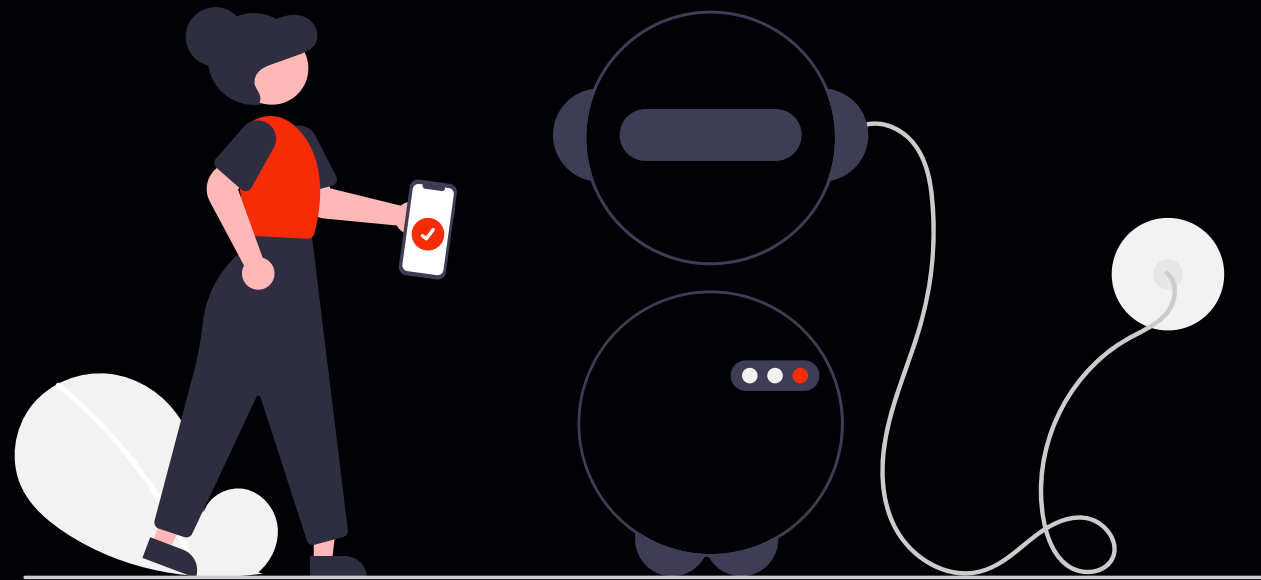




# INDUSTRIES SERVED

## AI/ML & LOGISTICS

We've developed the Bluedart mobile app, integrating functionalities like order tracking and delivery management. Additionally, we've used AI in Proof of Concept (PoC) apps to monitor sewer water quality with advanced image processing. ML techniques were employed to scan and print QR code labels for a leading smart meter manufacturer.



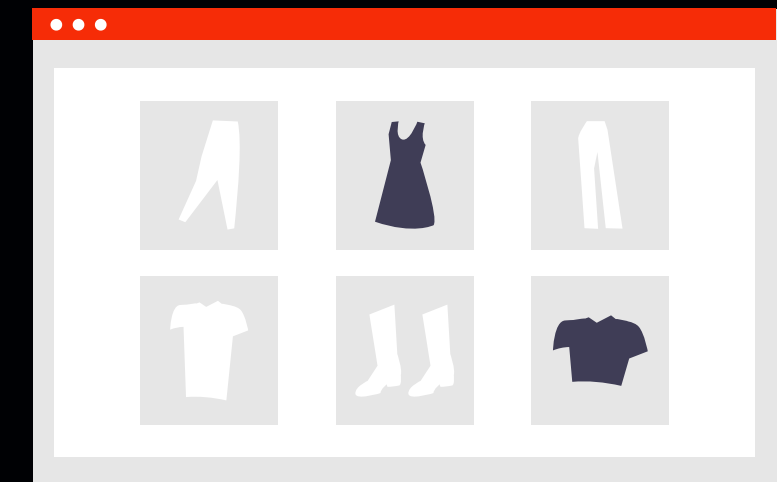


# INDUSTRIES SERVED

## RETAIL & E-COMMERCE



Our vast experience and proficiency in the field of retail and e-commerce are exemplified by our track record of delivering exceptional web portals and mobile applications. This is evidenced by our successful partnerships with prestigious clients like Panasonic and RCM.





# SERVICES

WE MOVE FAST, ITERATE QUICKLY AND SHIP CONSTANTLY.



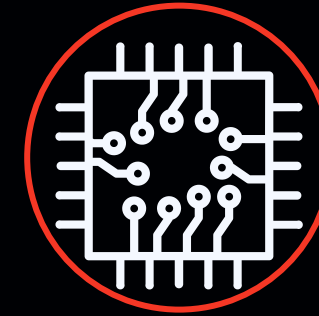
## Mobility

We are experts in developing enterprise mobile apps that enable businesses to leverage the power of mobile technology. Our solutions empower organizations to enhance productivity, optimize processes, and engage customers effectively on mobile platforms.



## Web

We specialize in assisting businesses with enterprise web portal development, providing comprehensive solutions that empower organizations to streamline operations, enhance collaboration, and improve efficiency across their internal and external processes.

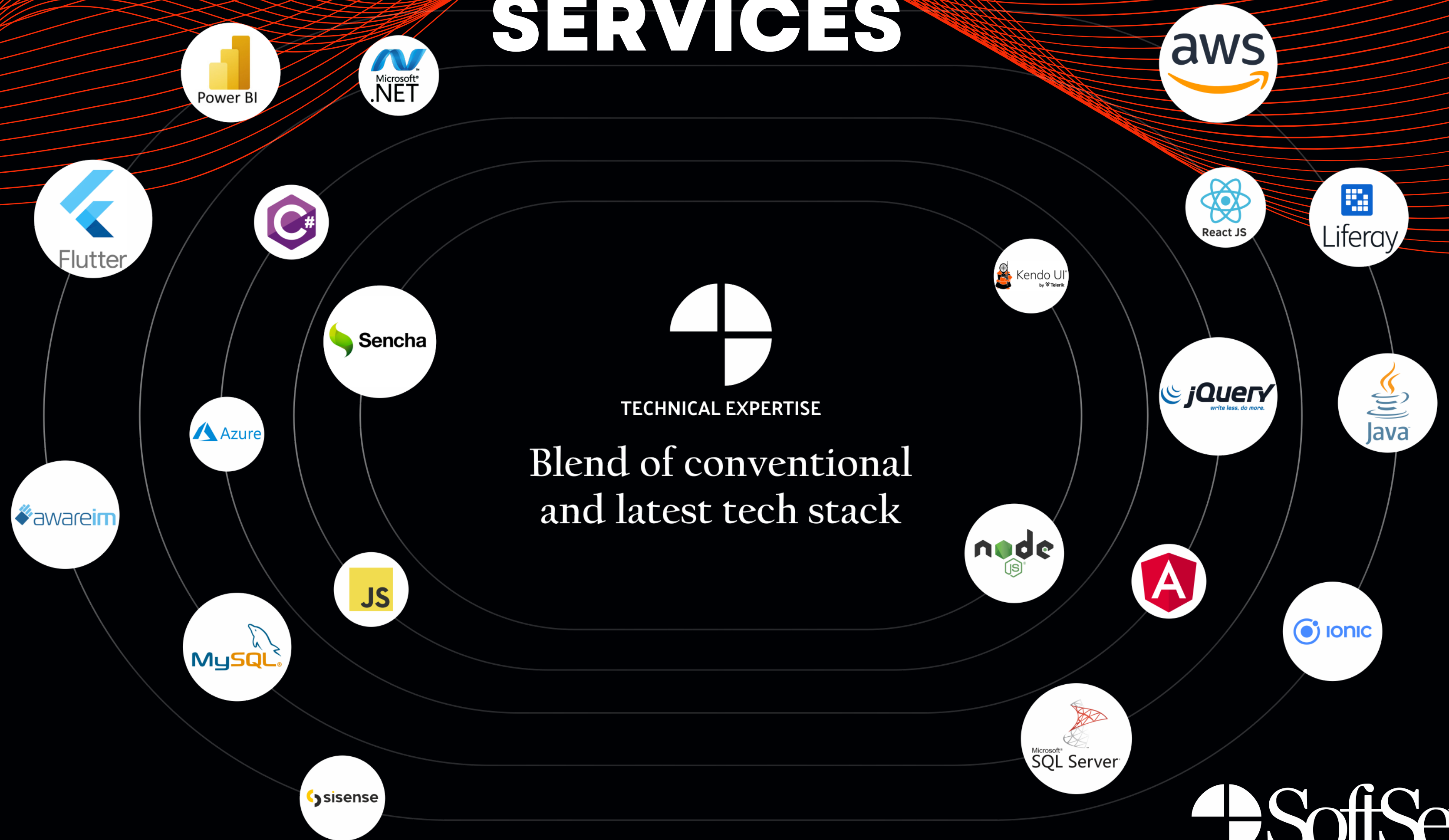


## Hardware

We specialize in delivering end-to-end solutions that cover various aspects, including web and mobile applications, as well as seamless integration with hardware technologies like Internet of Things (IoT), Radio Frequency Identification (RFID), Printers, and Bluetooth Low Energy (BLE) devices.



# SERVICES





# PRODUCTS



Under the business category "Blackbar," we specialize in barcode consumables including labels, tags, printers, scanners, RFID, and associated solutions. With over 15 years of experience, our unique selling point is our partial adhesive tag for jewelry, designed without adhesive in the middle to prevent contact with metal and allowing for easy loop creation. Browse <https://blackbar.in> for more details.

The logo for snapfingr is presented in a white rounded rectangle. The word "snapfingr" is written in a bold, lowercase sans-serif font, with "snap" in black and "fingr" in orange.

"print instant receipts"

SnapFingr, our product, is freely accessible on the Google Play Store. This offering is our contribution to the AIDC community. With this app, you can effortlessly print proof of sale receipts, compile product lists, customize receipt headers and footers, and more, anytime and anywhere. Browse <https://snapfingr.com> for more details.





# LEADERSHIP



**CEO / Founder**

Manoj Pipersania

Manoj brings over 22 years of IT consulting experience, encompassing roles in account management, client partnership, project management, and technical expertise. His focus on "Business Automation" aims to optimize businesses through strategic technology application. He has extensive experience in systems integration across various industries, including collaborations with MNCs like UnitedHealth Group and Electronic Data Systems. Manoj's primary focus includes integrating cloud communication capabilities with BPM applications and fostering expertise in Rapid Application Development tools. He values learning as a personal journey and respects everyone's time. Additionally, he enjoys shooting and holds qualifications in Mining Engineering and M.Tech in IT.



**CTO / Co - Founder**

Ashutosh Vyas

A technical consultant by profession, is fueled by a profound passion for software development and an unwavering enthusiasm for technology. With over two decades of experience, he has adeptly translated lines of binary code into practical, real-world solutions for industry challenges. His extensive background predominantly centers on Microsoft Technologies, spanning from legacy VB6.0 systems to the latest iterations of the .NET framework and AngularJS. He maintains a keen eye on the most recent trends in IT development and has played a pivotal role in delivering robust solutions to address the most intricate issues across various industries, including Healthcare, Insurance, Retail, E-Commerce, Engineering, Mining, Sports, and Security. Notably, Ashutosh holds qualifications in Mining Engineering and M.Tech in IT.





# LEADERSHIP



## **VP - Engineering**

Vineet Bhargava

21+ years of IT & Consulting experience across all sections of product development. His experience span across working with organizations like Xerox, HCL & UnitedHealth Group. Vineet is a B.Tech, PGDBA & has done resident leadership programs with IIM & ISB. Vineet comes with plethora of experience with Legal, Publishing, Healthcare, E-Commerce, Public Health & Welfare domains. Vineet has managed annual projects with budgets ranging from \$10Mn to \$30Mn. His expertise lies in Product Management, customer experience and driving operational efficiencies for medium to large scale applications.



## **VP - Sales**

Vivek Chadha

Vivek, an accomplished entrepreneur, brings expertise in Results, Business, Thought, and People Leadership. His experience includes starting, turning around, and growing businesses, market development, partnerships, team building, strategic deals, and online/offline channels. Passionate about technology's positive impact on business transformation, he values long-term, mutually beneficial relationships. Vivek co-founded LinkedIn Local India across 18 cities, supporting 50k professionals in their career journeys. He is a TiE Charter Member and an alum of Delhi College of Engineering & UCLA Anderson.



## **VP - Engineering**

Dr. Jagdish Prasad Sharma

Dr. Sharma boasts over 19 years of experience in industry, academia, and consulting. Starting as an Assistant Engineer at Chhattisgarh State Power Distribution Company Limited, he later worked with Genus Power Infrastructure Limited and various academic institutions. Driven by a focus on optimizing power utilities processes, his expertise includes AT&C loss reduction, revenue management, smart meter data analytics and AMISP solutions. His research has earned recognition from Pusan National University, Frankfurt University of Applied Sciences, SERB New Delhi, and ERDA Vadodara.





# CLIENTELE



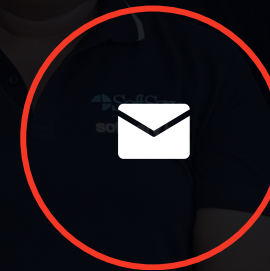


# OUR CONTACT



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## Youtube

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