



# Company Profile

Microsoft  
Partner

Gold Application Development  
Silver Windows and Devices  
Silver ISV

**Microsoft**  
**CERTIFIED**  
*Professional*

**Microsoft**  
*Preferred Vendor*





# Introduction

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# About Us



Hello, we are **Cynoteck Technology Solutions Pvt. Ltd.**

More than 10 years of strong industry exposure

Clients in North America, Europe, Australia, Middle East and India

100,000+ man-hours worked on projects with global clients

Multiple Industries Exposure

**Cynosure + Technology = Cynoteck**

Cynosure stands for something that is the center of attention or admiration and our technology innovations keep up with our name to create a WOW factor for our clients.



# Industry Affiliations



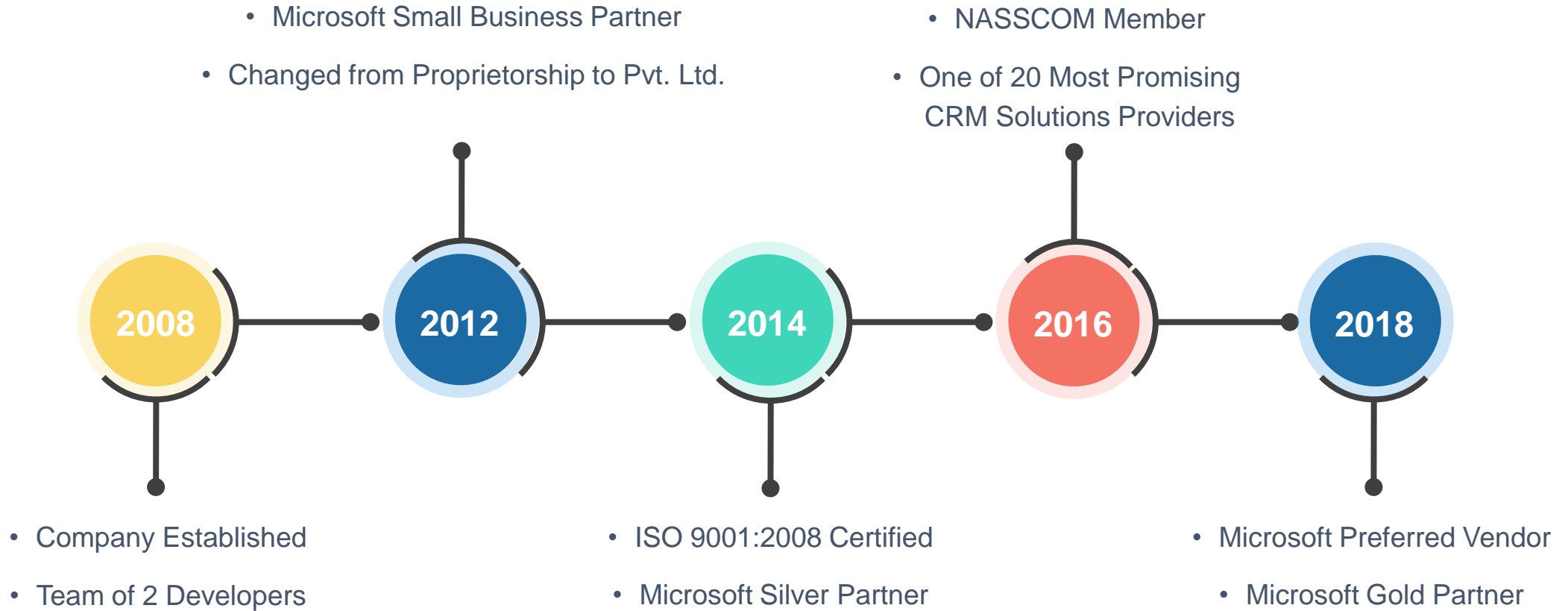
## Certifications

## Partnerships





# Company Timeline











# Experience

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# Industry Exposure



 <b>Real Estate</b>	 <b>Travel</b>	 <b>Education</b>	 <b>Utilities</b>	 <b>Finance</b>	 <b>Services</b>
<b><u>Clients:</u> 5</b>	<b><u>Clients:</u> 12</b>	<b><u>Clients:</u> 8</b>	<b><u>Clients:</u> 12</b>	<b><u>Clients:</u> 14</b>	<b><u>Clients:</u> 20</b>
<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Website</li></ul>	<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Mobile App</li><li>• Website</li></ul>	<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Mobile App</li><li>• Web App</li><li>• Website</li></ul>	<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Website</li></ul>	<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Website</li></ul>	<b><u>Projects:</u></b> <ul style="list-style-type: none"><li>• CRM</li><li>• Mobile App</li><li>• Web App</li><li>• Website</li></ul>



# Major Achievements



PilotZeus was awarded the best Field Service Mobile App on Windows Phone platform by Microsoft in 2015



Recognized as one of “20 Most Promising CRM Solutions Providers” by ERP Insights Magazine in 2016



Achieved Gold Partner status for Application Development competency by Microsoft in 2018





# Clients

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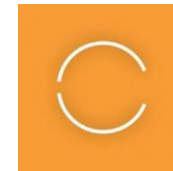




# Our Clients



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Cuttly



Art,  
Frankly;





# Clients Testimonials



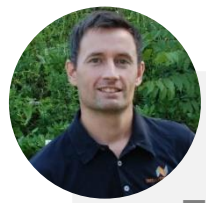
“ Team Cynotek is professional, efficient, and extremely helpful. They all are very proficient in Dynamics CRM and have help guided our firm for the last year. Each of the team members at Cynotek that we have interacted with are a real team player.. ”

**Cindy Wyly**  
Marketing Manager – MGO, LLP



“ We are very thankful for the exceptionally high service level that your team offered and the results that it delivered. The Dynamics NAV system plays a very significant role in our expansion plans and is absolutely crucial to improve our operational efficiency... ”

**Daniel Binder**  
Founder - Superlative Foods



“ The Cynotek team has been great to work since we started more than a year ago. Their work on the project has made a significant difference to daily operations of our business and has made things more efficient and profitable. I’ve been delighted with their innovative approach.... ”

**Charles Byrd**  
President – IntelliStructures, Inc.

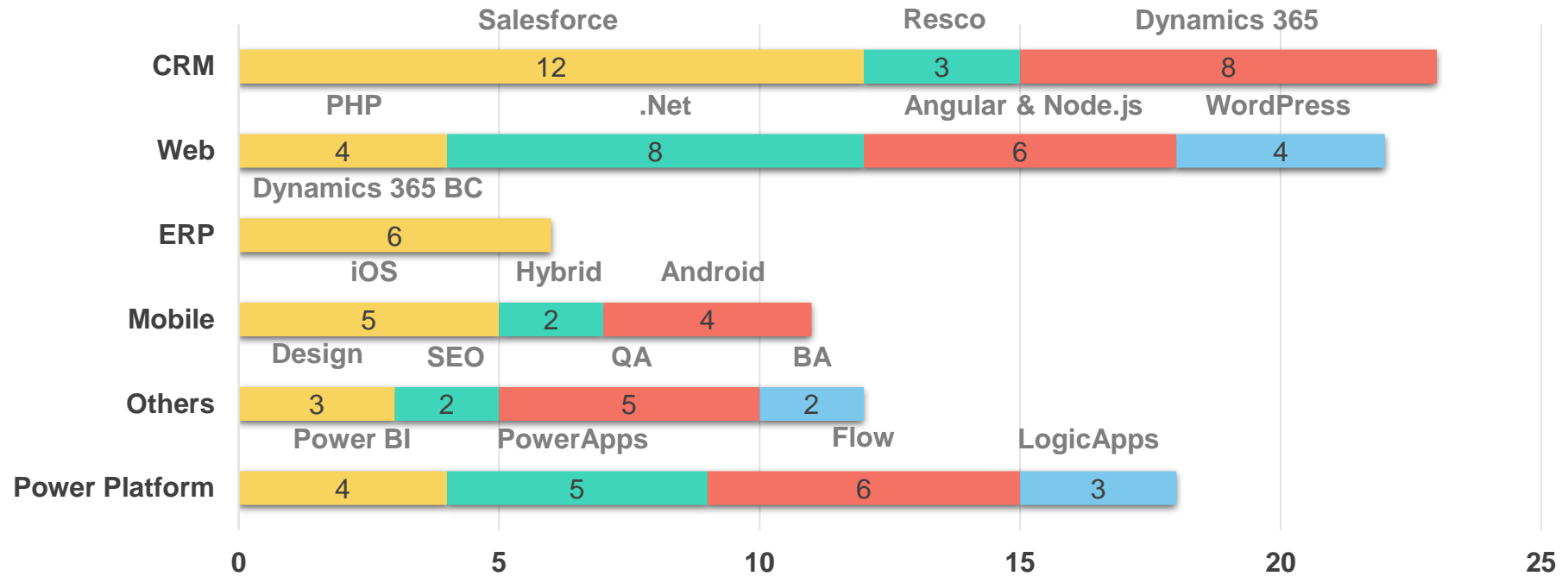




# Our Employees



2019



At Cynoteck, we encourage learning and our employees keep themselves up-to-date with the latest versions of their respective technologies by appearing for certifications and tests for their technologies.





# Implementation Approach



	Discovery	Build	Rollout	Stabilization
Activities	<ul style="list-style-type: none"><li>Discovery workshops</li><li>User Interviews</li><li>Gap identification</li><li>Prototype Development</li><li>Blueprint/ Roadmap development</li></ul>	<ul style="list-style-type: none"><li>Plan Development sprints</li><li>Sprint Execution</li><li>System Integration Testing</li><li>Quality Assessment</li><li>UAT</li></ul>	<ul style="list-style-type: none"><li>Deployment Scripts development</li><li>Production deployment</li><li>Train the Trainer</li><li>User setup</li></ul>	<ul style="list-style-type: none"><li>Production Support</li><li>Issue analysis</li><li>Fix deployments</li></ul>
Deliverables	<ul style="list-style-type: none"><li>Business Requirements Document</li><li>Solution Roadmap</li><li>Project plan</li></ul>	<ul style="list-style-type: none"><li>Sprint plan</li><li>Sprint Completion report</li><li>Show and tell for each phase</li><li>QA Test logs</li><li>Working functionalities as part of each phase</li><li>Source code/ configurations</li></ul>	<ul style="list-style-type: none"><li>Deployment Checklist</li><li>Live System</li><li>Training for Trainers</li></ul>	<ul style="list-style-type: none"><li>Issue Fixes</li></ul>

# Service Delivery – Project Management



## Planning

- **Milestones** to be defined and tracked. Team to identify and document scope of Release
- **Effort estimation** — estimating the probable duration of individually schedulable tasks and activities

## Control

- **Bug Tracking, code versioning and task management** using Zoho Projects
- **Quality:** Make sure the quality objectives are met throughout the project

## Communicate

- **Timesheets:** Maintain and share weekly work timesheets with client team
- **Organization & Communications :** Daily reporting on progress via mail, Zoho and weekly meetings on overall status.

## Execute

- **Team Management:** Determine roles and responsibilities of the project team
- **Risk Management:** Identify risks, assess impact and identify appropriate risk mitigation plan.

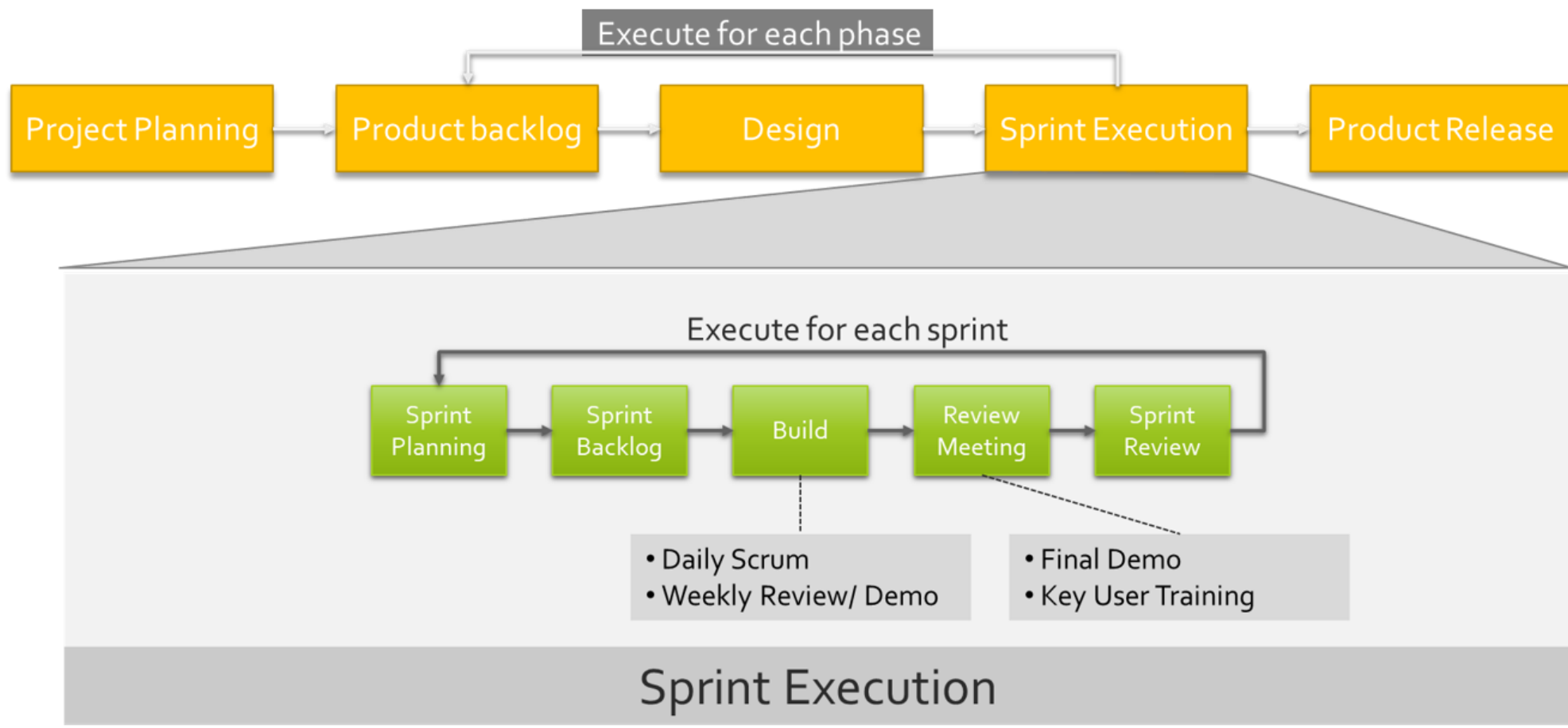




# Service Delivery – Project Execution Model



Cynoteck proposes to use industry acclaimed agile based project execution. This helps in making visible and measurable progress within projects while ensuring end product aligns well with business expectations.





# Team Engagement Models



	Dedicated	Popular Shared	On-Demand	Fixed
Model Description	Dedicated resources allocated to project. Billing based on resource allocation	Resource shared across multiple projects/ clients. Billing based on timesheet reports	Resource identified on assignment basis. Billing based on timesheet reports	Resource moved in-out based on requirements. Billing based on pre-defined milestones
Best For	Staff Augmentation Projects Product Development	Regular Support Maintenance	Occasional development/ support needs	Fixed Scope project/ product development
Vendor Responsibility				
Resource Availability				
Engagement Duration	Mid to Long Term	Long Term	Long Term	Short Term
Pricing				Project Basis
Minimum Commitment	160 hrs per month	40 hrs per month		\$2500







# Technologies

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# Technology Expertise







## CRM & ERP


- Salesforce
- Dynamics 365
- Resco Mobile CRM




Power BI



PowerApps



Azure Logic Apps



Microsoft Flow

## Emerging

- PowerBI
- PowerApps
- Flow
- LogicApps






## Development

- ASP.NET MVC
- Node.js
- Angular
- PHP & WordPress







## Cloud

- Amazon Web Services
- Microsoft Azure
- Microsoft Office 365





## Mobility

- Android
- iOS
- Ionic





# Web

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# Development Services



Social Media Logins



SEO Friendly



Web Services



Responsive Design



Secure



Payment and Wallet Gateway Integration



Seamless Integration

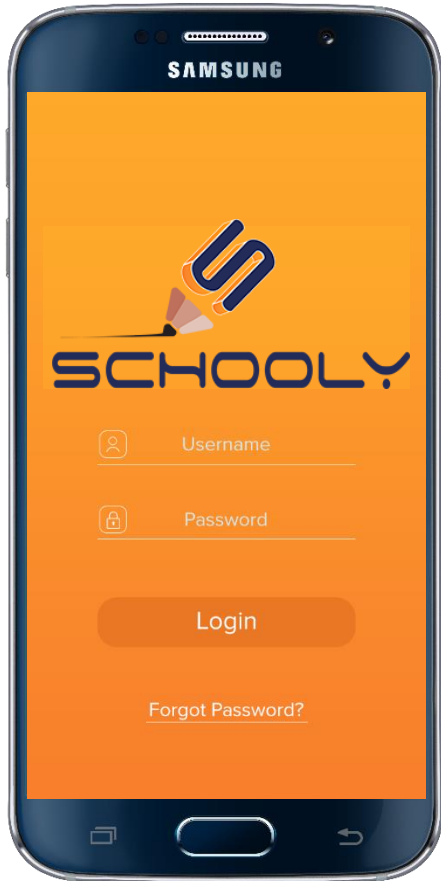


# Mobile

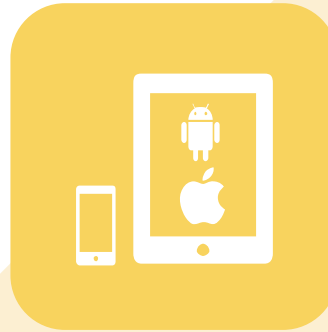
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# Apps Development



Multi-Platform  
& Multi-Device



Secure Payment  
and Wallet Gateway



Social Media Login  
and Integration

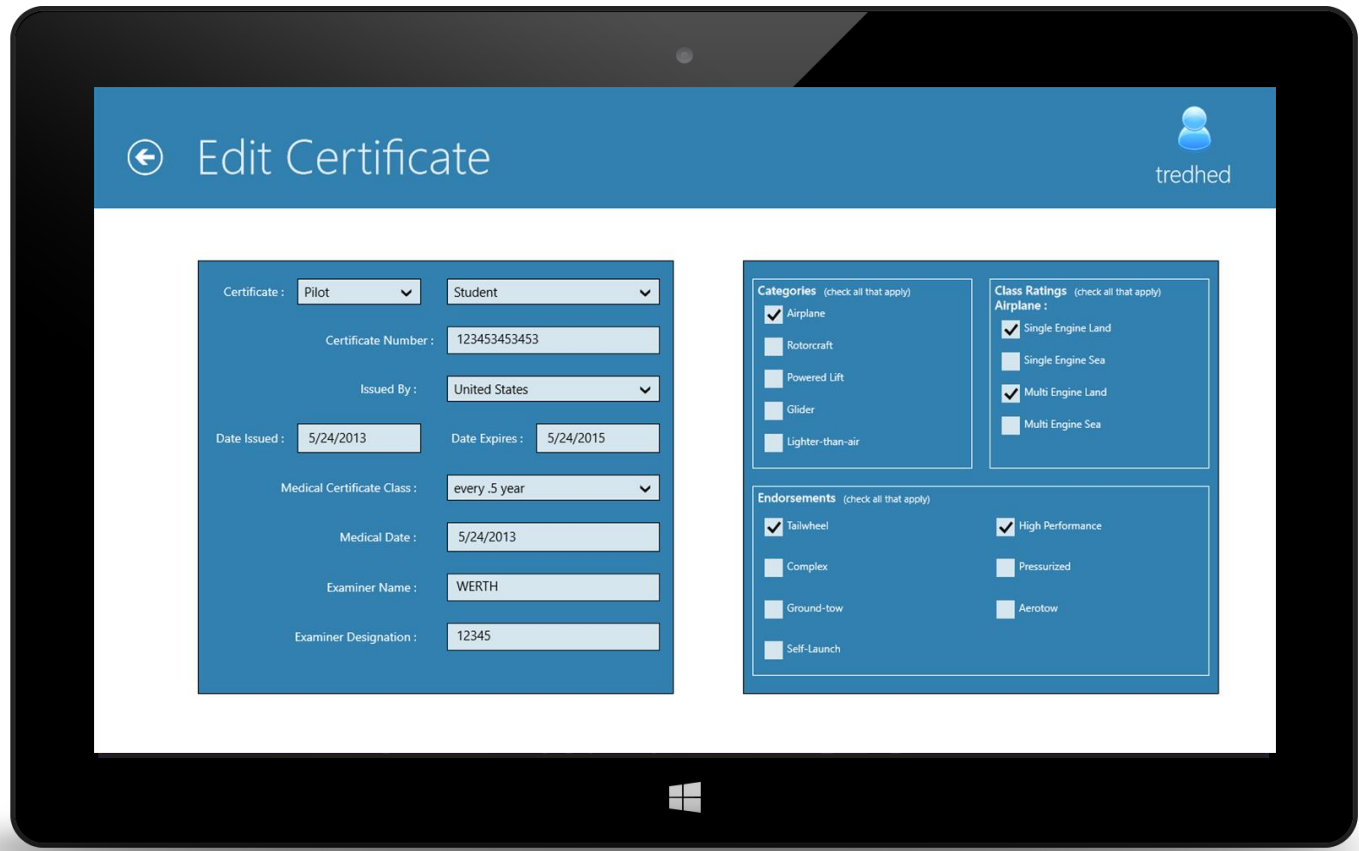


Geolocation  
and Maps





# PilotZeus Windows Phone App





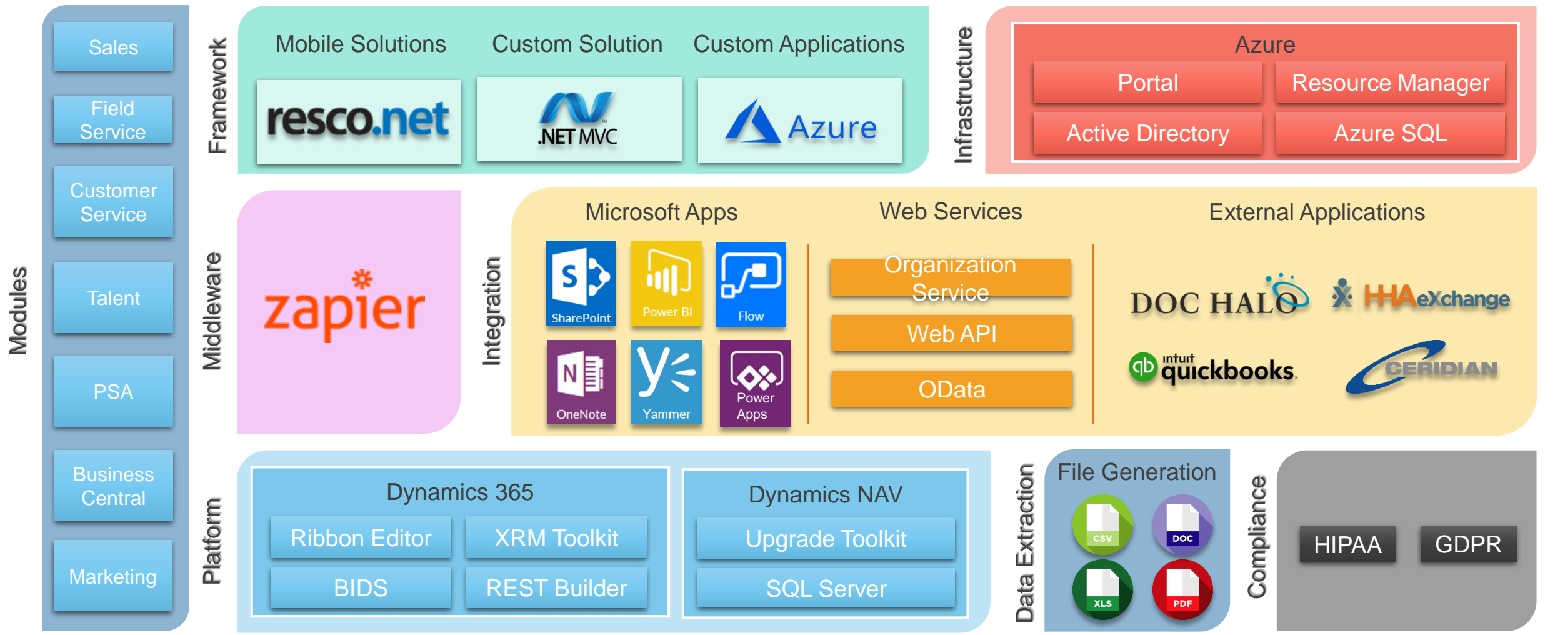
# Dynamics 365

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# MS Dynamics 365 – Technical Landscape





# Resco Mobile CRM



Mobile CRM for MS Dynamics 365 (CRM)

**Full offline capability**

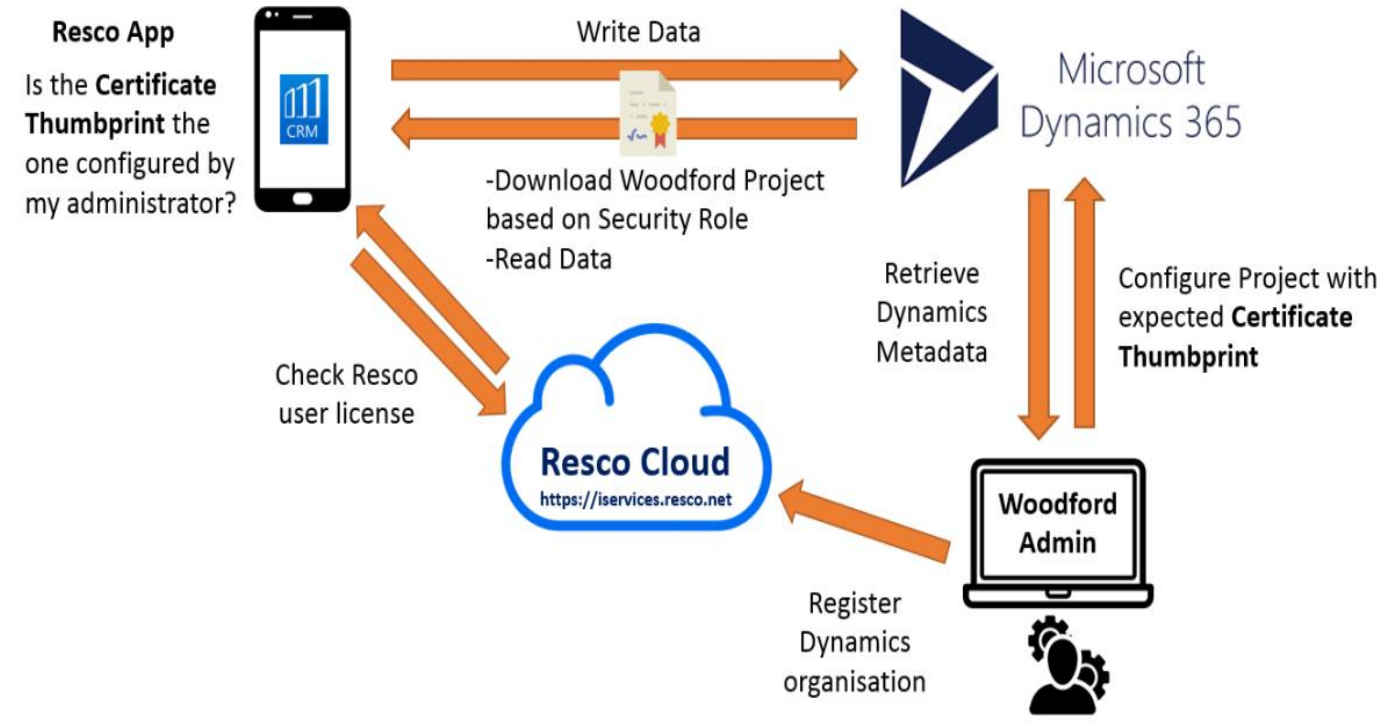
**Direct connection to Dynamics 365**

**Information on-the-go**

**Support for custom entities**

**Integration with all Dynamics 365 types**

**100+ features**





# Salesforce

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# Salesforce CRM



25+ clients serviced

8+ years in operations

10+ consultants

70+ projects delivered

Sales Cloud

Service Cloud

Salesforce Communities

Lightning Platform

Services

### MANAGED SUPPORT

- Managed Services
- End to End Support



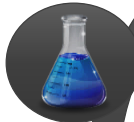
### SALESFORCE CONSULTING

- Cloud Discovery Workshop
- Cloud Business Strategy



### TRAINING

- Train the Trainer
- End User Training



### APPLICATION MIGRATION

- Cloud Migration Roadmap
- Application Migration to Lightning Platform
- Data Migration



### INTEGRATION

- Batch & P2P integration
- Middleware/Applications
- Email & MS Office Plug-ins



### APPLICATION ENABLEMENT

- Configuration / Customization using Lightning, Apex Code, Visual force, & Ajax Tool Kit
- Lightning Platform sites
- Tool Kit for Java, VB, .NET, PHP



### TRAINING

- Train the Trainer
- End User Training



### MOBILE

- Mobile CRM Solution
- Salesforce1
- Native IOS, Android and Windows





# Salesforce – Technical Landscape



## Market Applications

Accounting See Jira Software PayPal Dropbox Intuit QuickBooks

DocuSign box MailChimp twilio Chargent PAYMENT PROCESSING FOR SALESFORCE

### Analytics

- Dashboard
- Reports
- BIME

### Security

- SAML
- OAuth
- Encryption

### Integration

API SOAP REST OData

Middleware Boomi Microsoft Flow

### Development

- Apex
- Visualforce
- Lightning
- Lightning Platform Site
- Flow
- Process Builder

- salesforce sales cloud
- salesforce service cloud
- salesforce community cloud
- salesforce marketing cloud

salesforce app cloud





# Digital

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# Digital Marketing Channels



**Social Media Marketing**



**Company Website SEO / SEM**



**PR and Reviews**



**Blogs and Infographics**



**eBooks and Whitepapers**



**Company Branding**



**Newsletters and Emails**





# Digital Marketing Services







# Connect With Us



 **Corporate Office** 



**53A,  
Rajpur Road,  
Dehradun,  
Uttarakhand,  
248001**

**India**

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# Thank You

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