Cynoteck Technology Solutions Pvt. Ltd.

Company Profile

Microsoft Partner
Gold Application Development
Silver Windows and Devices

CERTIFIED
SALESFORCE
PLATFORM DEVELOPER I

Microsoft
CERTIFIED
Professional

bing ads
Accredited Professional

Google
AdWords
Certified Partner

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Introduction

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About Us

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

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.

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Industry Affiliations

Certifications

Microsoft Certified Professional

bing ads Accredited Professional

Google AdWords Certified Individual

Google Digital Unlocked

Salesforce Certified Salesforce Platform Developer I

Partnerships

Microsoft Partner — Gold Application Development, Silver Windows and Devices

Google AdWords Certified Partner

resco.net Professional Partner

Accounting Seed

db sync

Microsoft Preferred Vendor

salesforce appexchange partner

Memberships

NASSCOM Member

ESC

ISO 9001:2008

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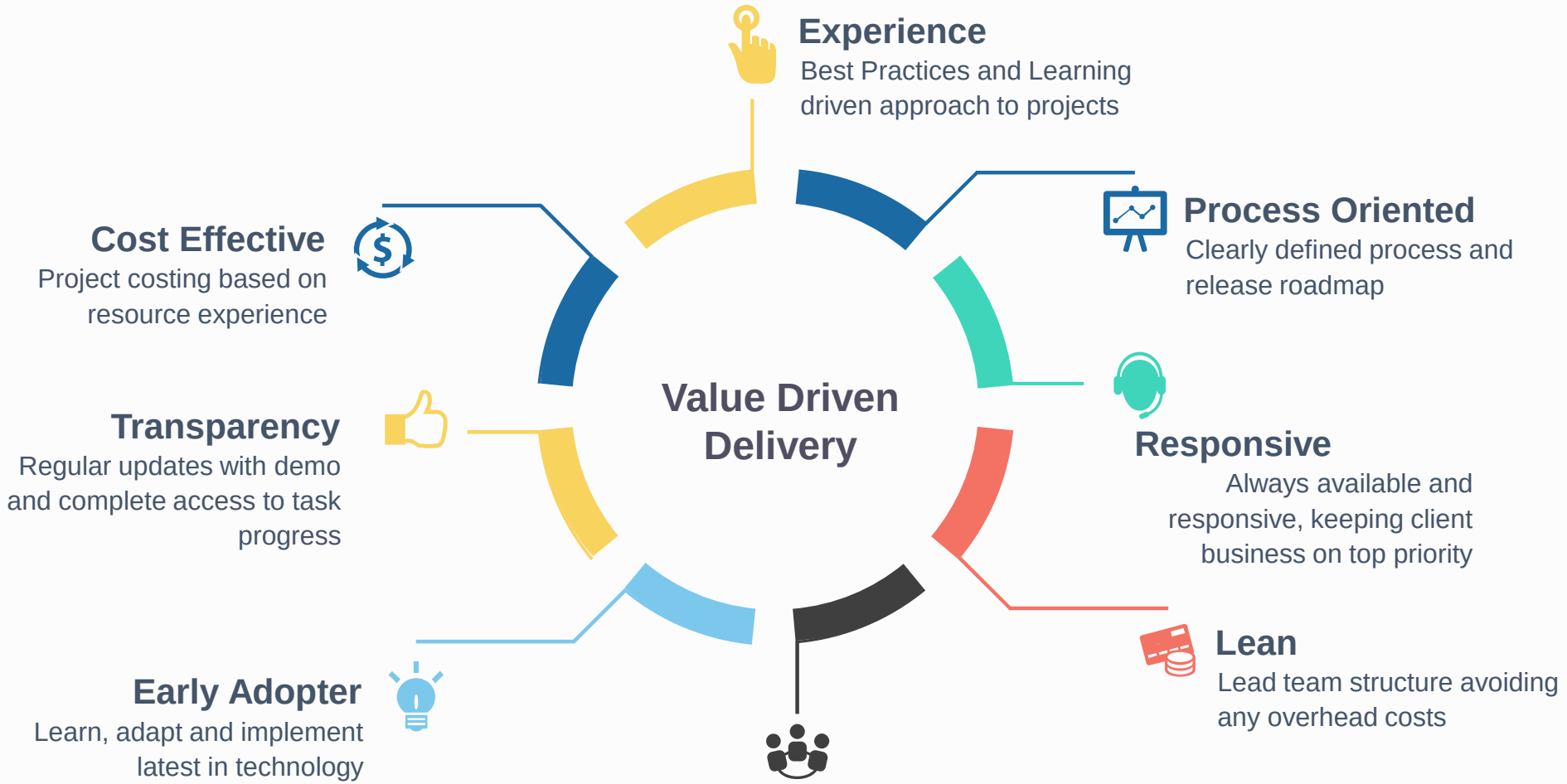
Value Proposition



Experience
Best Practices and Learning driven approach to projects

Process Oriented
Clearly defined process and release roadmap

Responsive
Always available and responsive, keeping client business on top priority

Lean
Lead team structure avoiding any overhead costs

Collaborative
Collaborate and Partner with client to deliver optimum solution

Early Adopter
Learn, adapt and implement latest in technology innovations

Transparency
Regular updates with demo and complete access to task progress

Cost Effective
Project costing based on resource experience

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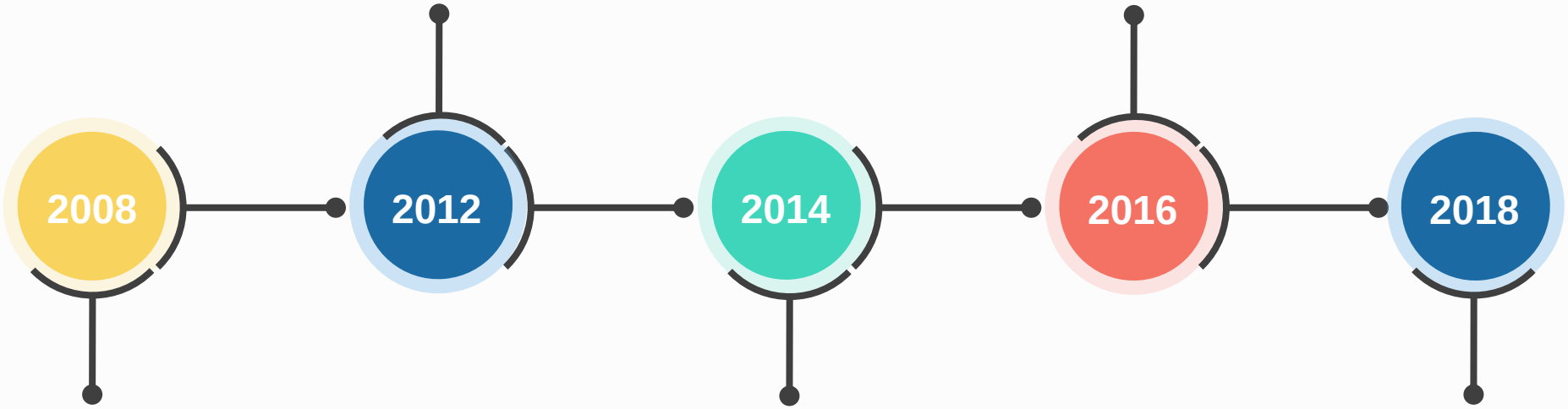
Company Timeline



- Company Established
- Team of 2 Developers

- Microsoft Small Business Partner
- Changed from Proprietorship to Pvt. Ltd.

- ISO 9001:2008 Certified
- Microsoft Silver Partner

- ESC Member
- NASSCOM Member

- Microsoft Preferred Vendor
- Microsoft Gold Partner

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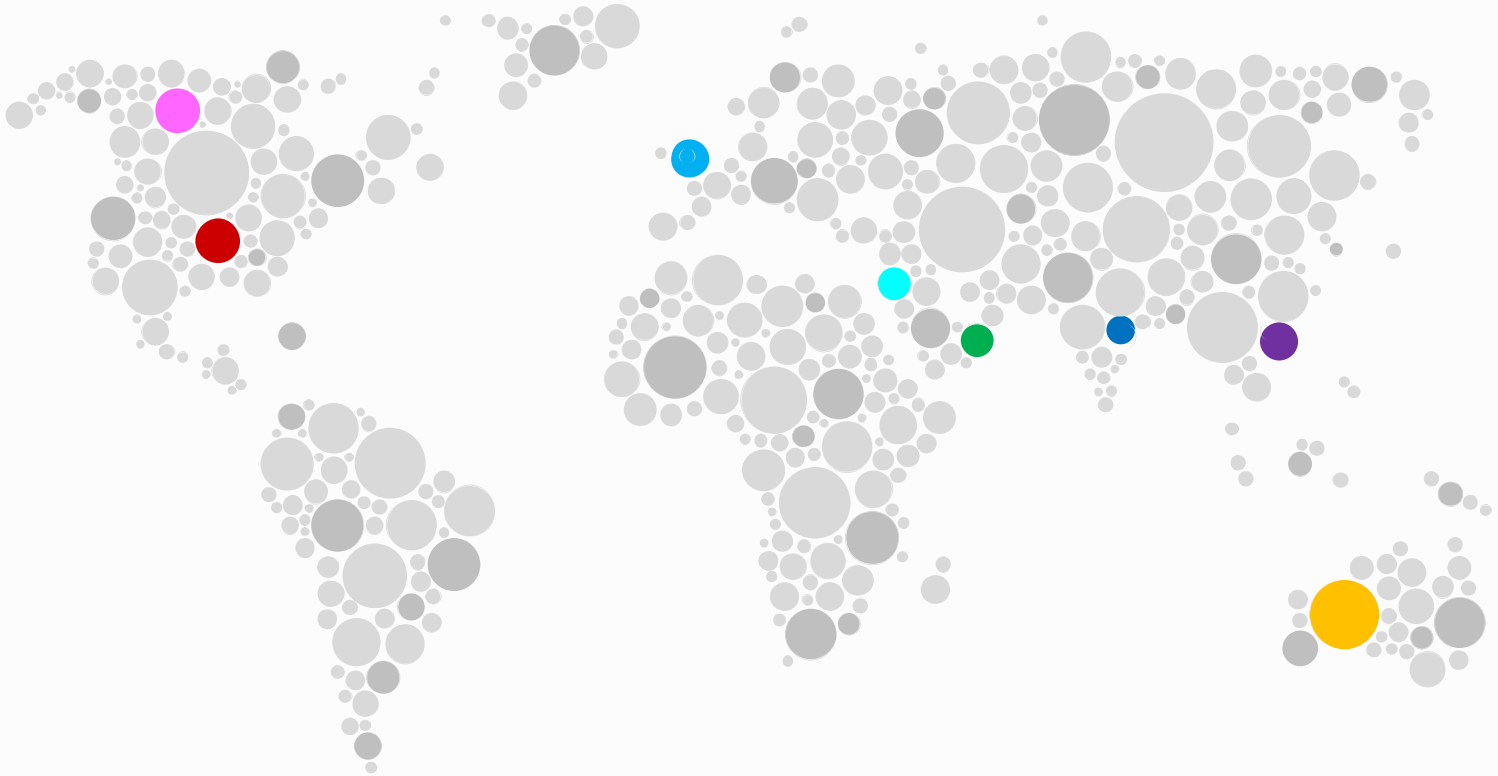
Geographies Served

United States

Canada

United Kingdom

Australia



India

U.A.E.

Israel

Hong Kong

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Experience

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Industry Exposure

Real Estate	Travel	Education	Utilities	Finance	Services
Clients: 3	**Clients:** 2	**Clients:** 2	**Clients:** 1	**Clients:** 5	**Clients:** 15
Projects: • CRM • Website	**Projects:** • CRM • Mobile App • Website	**Projects:** • CRM • Mobile App • Web App • Website	**Projects:** • CRM • Website	**Projects:** • CRM • Website	**Projects:** • CRM • Mobile App • Web App • Website

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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

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Clients

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Our Clients

ALTA ENVIRONMENTAL

BLOOD HOUND
Underground Utility Locators

Real China
Immersion Trips by Insiders

CADENCE POWER

JLL

Requestky

Cuttly

PILOTZEUS

Microsoft

SCHOOLY

Art, Frankly;

FITNESSVT

JORDAN CAPITAL FINANCE

INTELLISTRUCTURES™

TaxTrim
Lower Your Property Taxes

mGO

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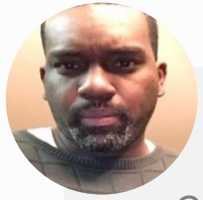
Clients Testimonials

I've been working closely with the Cynoteck team for well over a year now. They've helped our team in all phases of product development from concept to launch. This team has always been available for me to brainstorm with as well as shed light on new ideas I had not thought about…

Alexander Castillo
Founder – Requestky, LLC

I hired Cynoteck to develop an UWP app for us, by converting from iOS to Windows. The developer and manager did a very god job. The developer team was good to keep deadlines and was good at testing and we got a well tested product....

Robert Radut
CEO – Webia



Cynoteck's expertise working on Android and iOS platforms are second to none. They are also outstanding in all aspects of website development and maintenance. Their team is extremely knowledgeable, dedicated, hardworking and competitive…

Justin Jackson
CTO – ACSG, LLC

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Technologies

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Technology Expertise

CRM & ERP

- Salesforce
- MS Dynamics 365
- Resco Mobile CRM

Emerging

- Ethereum
- RaspberryPi
- iBeacons
- Eddystone

Development

- ASP.NET MVC
- Node JS
- Angular & React
- Ruby on Rails
- PHP

Cloud

- Amazon Web Services
- Microsoft Azure
- MS Office 365

Mobility

- Android
- iOS
- Ionic
- Windows Phone

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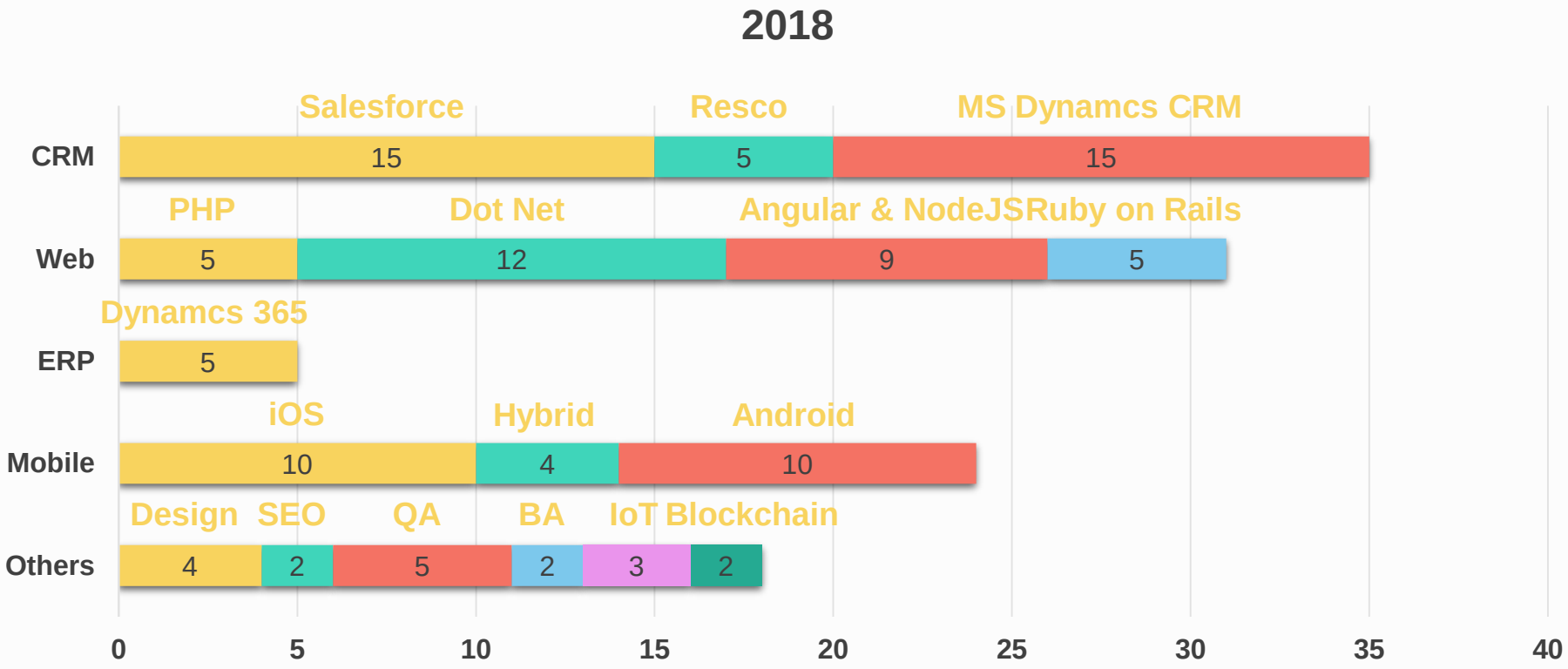
Our Employees



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

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Services

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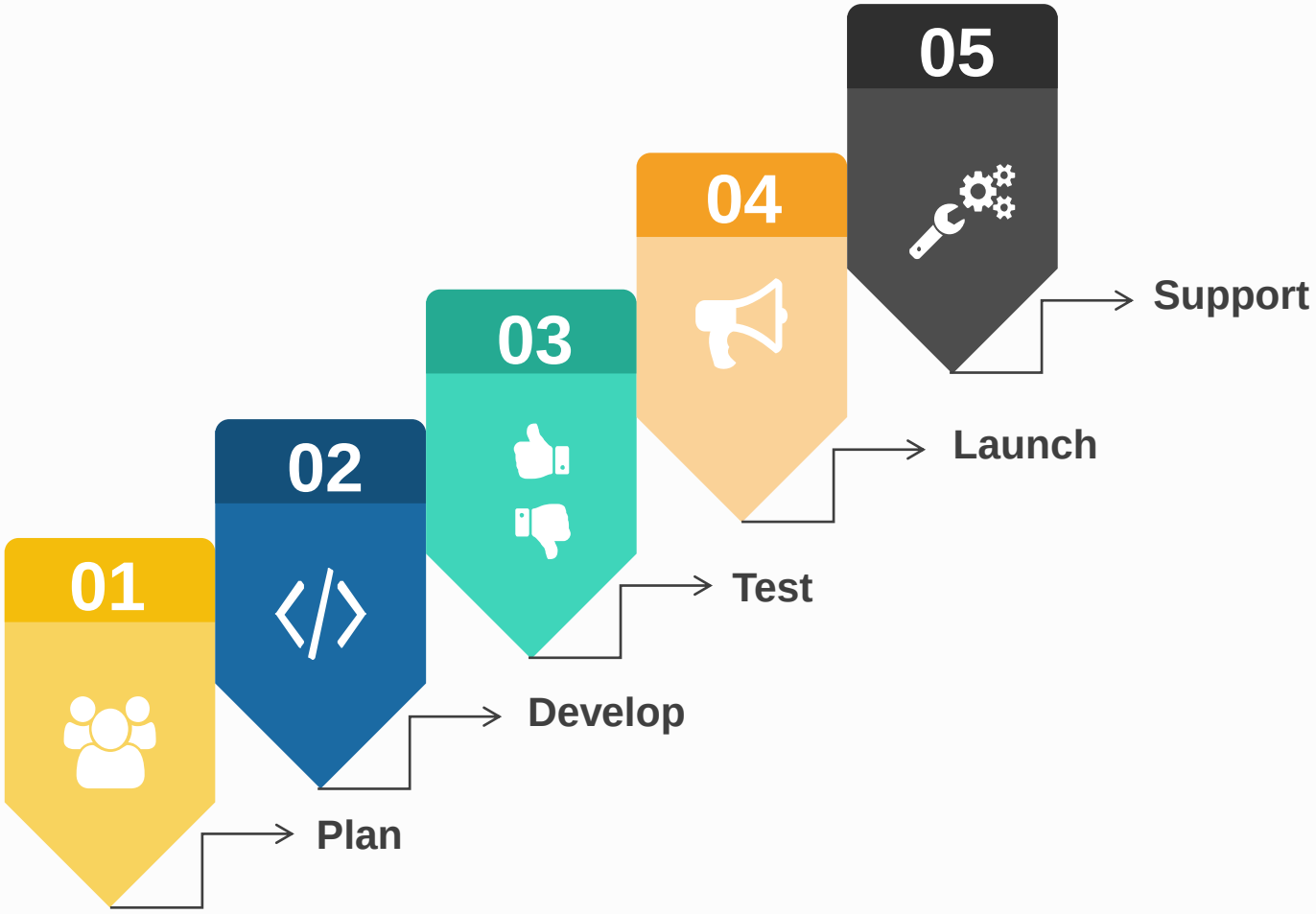
Project Lifecycle – Waterfall Approach

- Cynoteck teams work as Partner with the client during all stages of the project delivery lifecycle.
- Starting even before the start of the project and after the project ends
- We closely work with business to understand their core challenges, to be addressed by desired solution and help them understand platform essentials
- With a clearly laid out project roadmap we set correct expectations with all stakeholders



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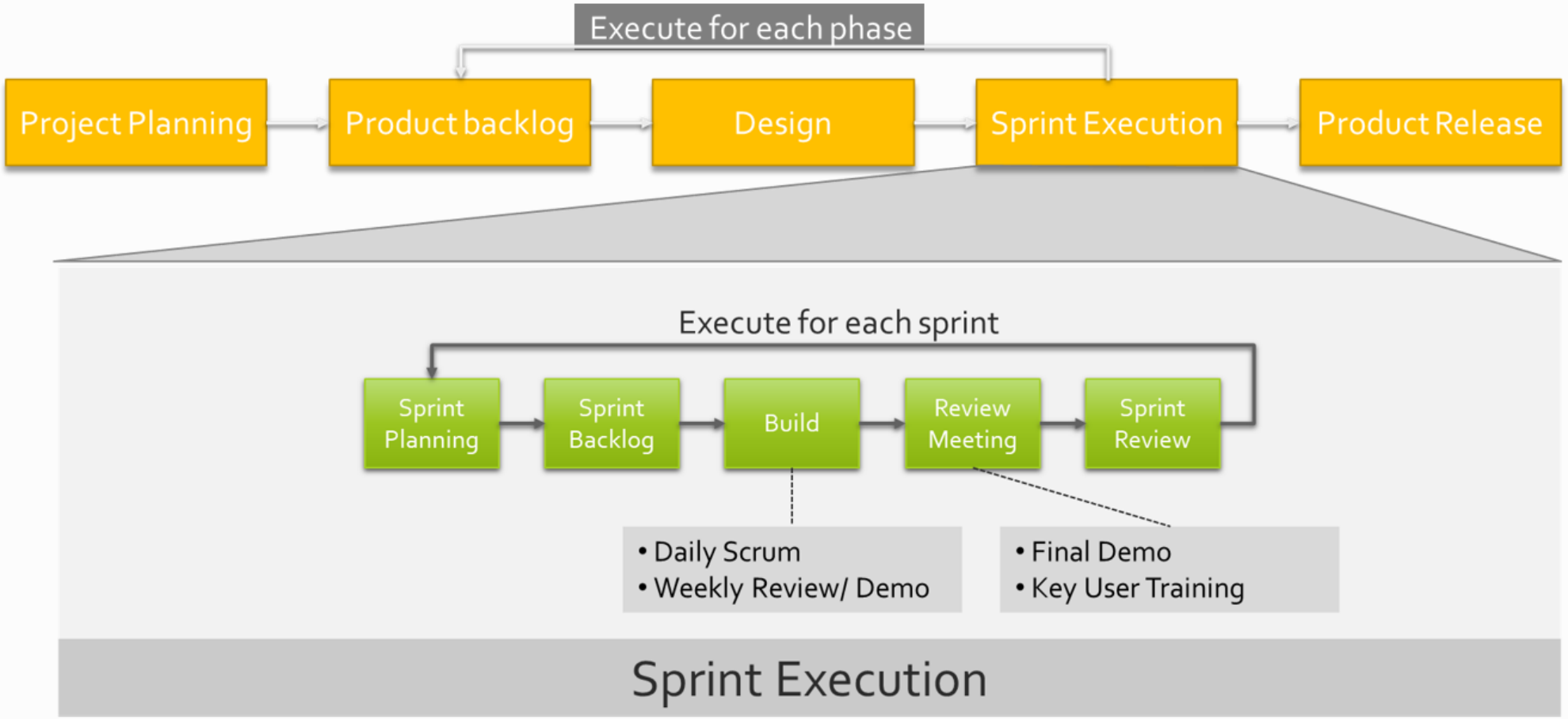
Project Execution – Hybrid Model



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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		40 hrs per month		$2500

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Web

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Development Services

Social Media Logins

SEO Friendly

Web Services

Responsive Design

Secure

Payment and Wallet Gateway Integration

Seamless Integration

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Web App Development Services

Introduction to Web App Development

In simple terms a program residing on a server and the end user accessing it via web clients (web browsers) are known as web applications. Websites serve the data in a uniform way to all requests, while web applications returns results based on user inputs.

- **Options for Open-source and Closed-source**
- **Code and Data is Stored on Servers**
- **Centralized Hosting for Webpages and Databases**

Why Your Business Needs a Web App

Web applications have become an essential component of businesses in today's world. These applications can help target and serve numerous clientele and customers at the same time. Rich set of analytics tools are available, which helps businesses take strategic future decisions.

- **Branding and Customer Service**
- **Competitive Edge**
- **Customer needs a Web Browser to Access Web Apps**

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Mobile

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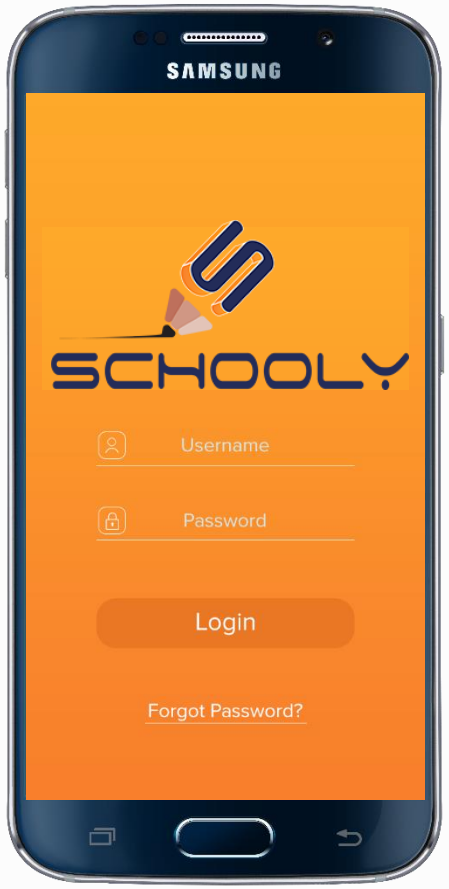
Apps Development

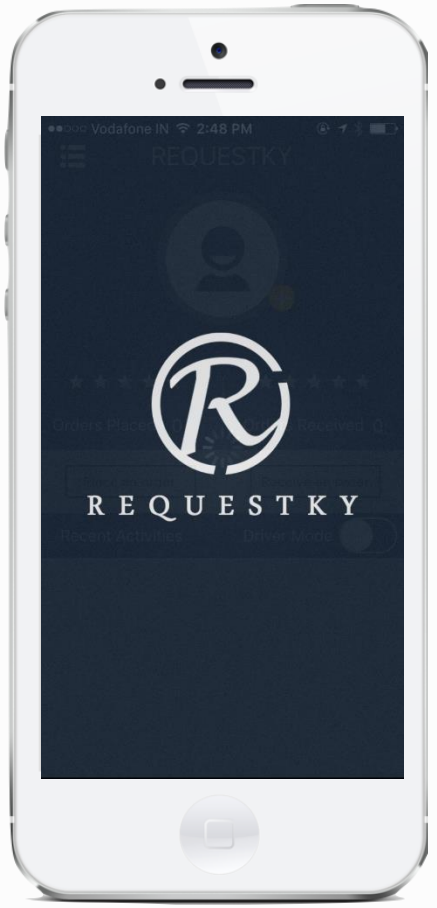


Multi-Platform
& Multi-Device

Secure Payment
and Wallet Gateway

Social Media Login
and Integration

Geolocation
and Maps



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Mobile Apps Development Services

Introduction to Mobile App Development

Mobile application development is the process of developing an application software for mobile devices. These applications can be pre-installed on phones during manufacturing or delivered as a web application or package.

- High performance and Security
- Responsive Design for Varying Screen Sizes
- Options for Enterprise and Consumer End-users

Why Your Business Needs a Mobile App

Today, more and more organizations are having a mobile app developed for their business and customers. They understand the importance of a dedicated mobile app over just a mobile-friendly website.

- Direct Marketing Channel
- Better Customer Engagement
- Stand Out From the Competition

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CRM & ERP

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CRM Services

Introduction to CRM Systems

A CRM manages a company's interaction with current and potential customers. It helps drive sales growth uses Data Analysis of data from a range of different communication channels, like company's website, telephone, email, live chat, marketing materials, social media, etc.

- **Sales and Marketing Process Automation**
- **Integration with Sales and Marketing Systems**
- **Cloud-based System with Higher Data Security**

Why Your Business Needs a CRM

Research shows that use of CRM can increase revenue by 41% per sales rep and improve customer retention, by 27%. Happy customers tell the world… and so do the unhappy ones. Companies are realizing this and are opting for a CRM system to manage their Sales and Marketing effectively.

- **Forward View of Your Business**
- **Accessible on-the-go via Web and Mobile**
- **Improved Customer Engagements and Service**

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Microsoft Dynamics 365

ERP Services

Introduction to ERP Systems

An ERP is a business-management software that organizations use to collect, store, manage and interpret data from various business processes and departments in the organization.

- Business Process Automation
- Integration with Multiple Business Systems
- Cloud-based System with Higher Data Security

Why Your Business Needs an ERP

ERP systems are being used by organizations globally for managing their operations like production, accounting, inventory control and order management, etc. Managing resources efficiently and integration of organizational activities are some of the major features of ERP.

- 360° View of the Entire Organization
- Accessible on-the-go via Web and Mobile
- Improved Productivity and Resource Management

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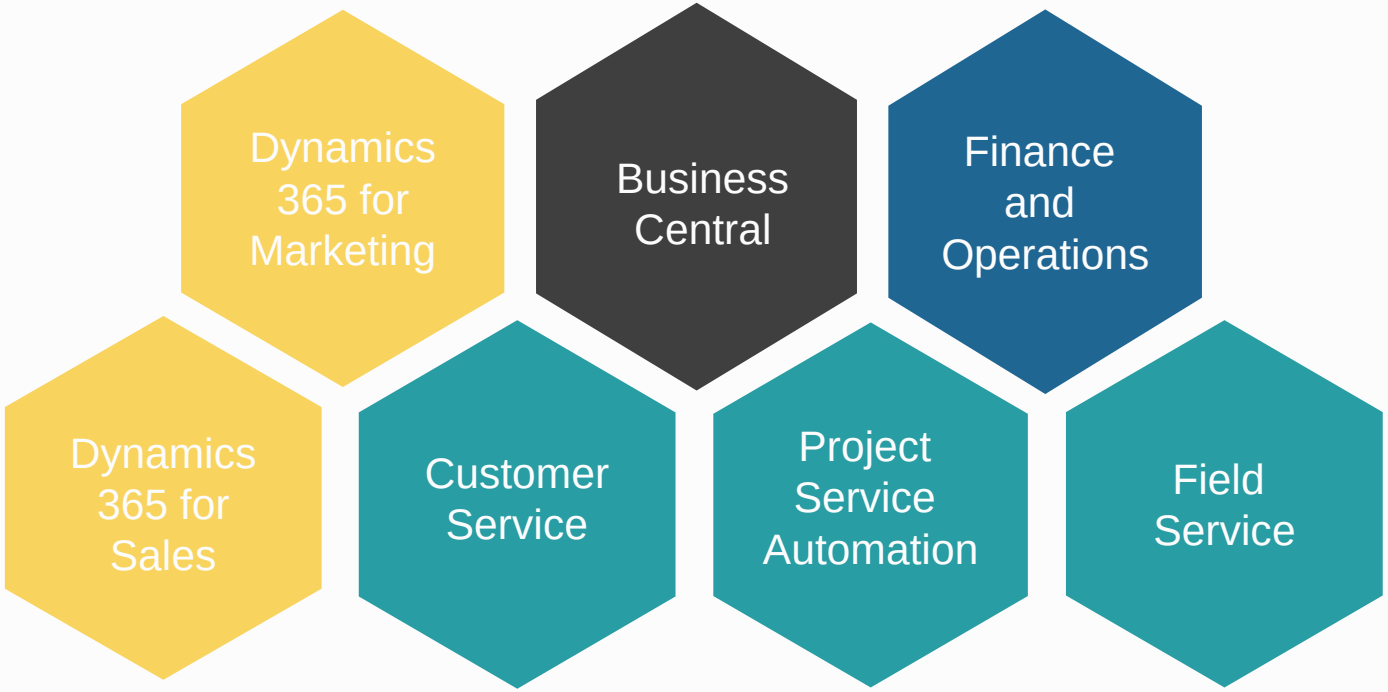
MS Dynamics 365 – Functional Landscape



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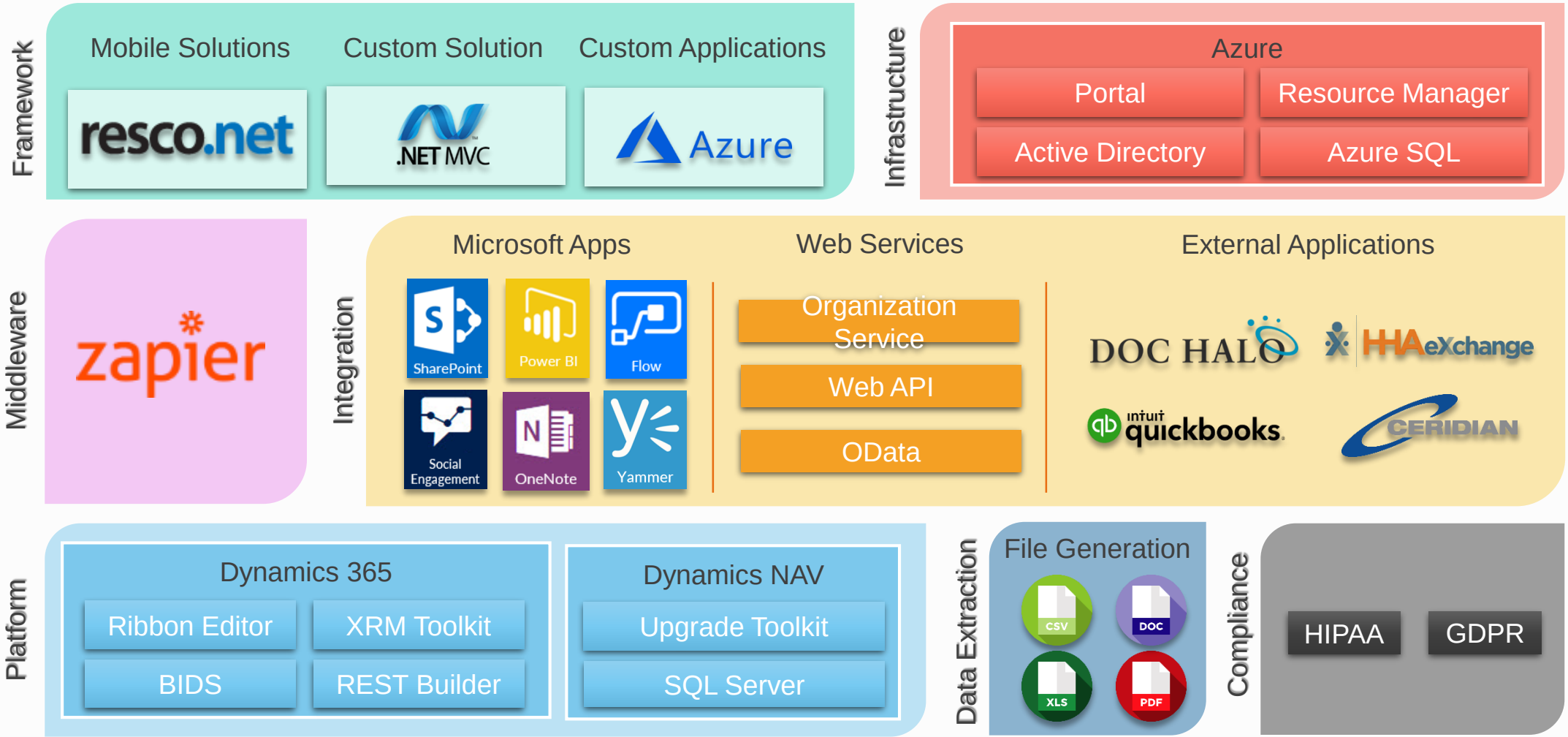
MS Dynamics 365 – Technical Landscape



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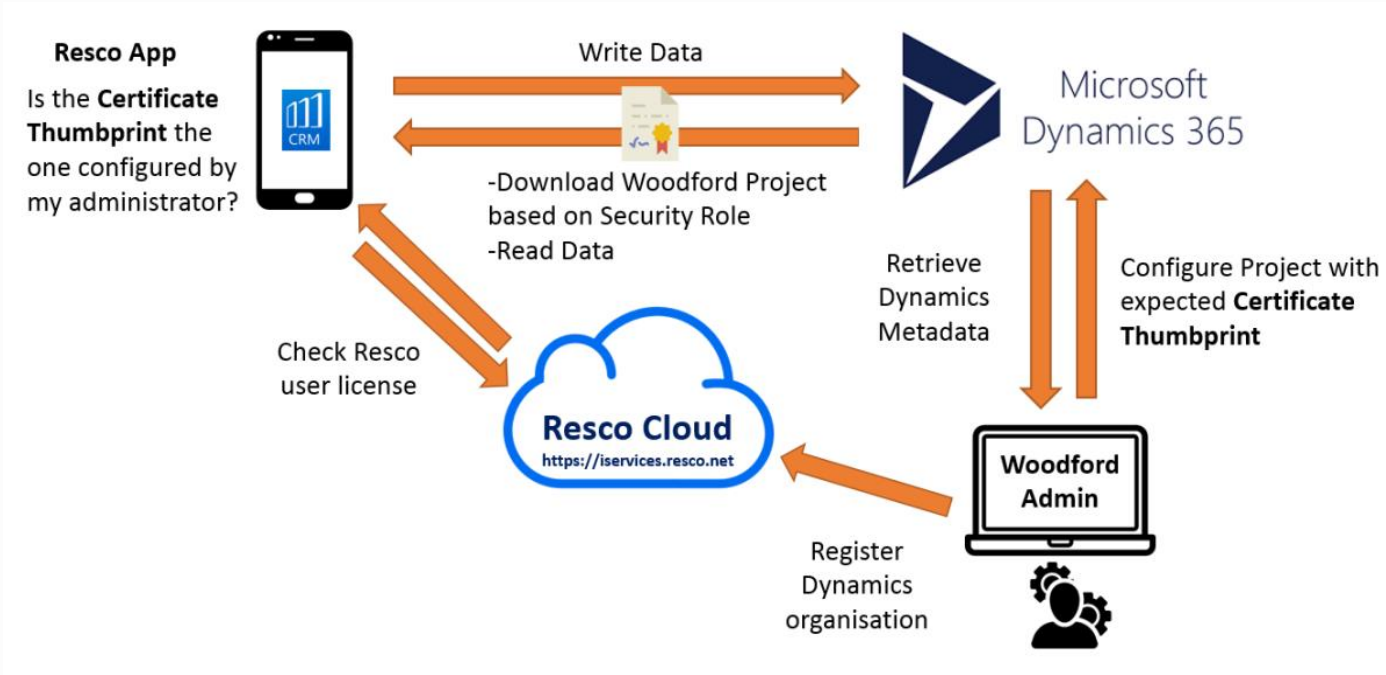
Resco Mobile CRM

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

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Salesforce CRM

25+ clients serviced | 8+ years in operations | 10+ consultants | 70+ projects delivered

Sales Cloud | Service Cloud | Salesforce Communities | Force.com

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 force.com
- 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
- Force.com 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

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Salesforce – Technical Landscape

Market Applications

Accounting Seed · Jira Software · PayPal · Dropbox · QuickBooks · DocuSign · box · MailChimp · twilio · Chargent (Payment Processing for Salesforce)

Analytics

- Dashboard
- Reports
- BIME

Security

- SAML
- OAuth
- Encryption

Integration

API: SOAP · REST · OData

Middleware: Dell Boomi · zapier · Microsoft Flow · dbsync

Development

Apex · Visualforce · Lightning · Force.com Site · Flow · Process Builder

salesforce sales cloud · salesforce service cloud · salesforce community cloud · salesforce marketing cloud

salesforce app cloud · HEROKU

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Digital Marketing

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Google AdWords

facebook business

Digital Marketing Services

Introduction to Digital Marketing

Digital Marketing is an organization's online marketing efforts using channels such as online search, social media, email and their websites to increase their visibility and connect with their current and prospective customers.

- **Search Engine Optimization and Marketing**
- **Social Media Marketing and Advertising**
- **Marketing Automation and Outreach**

Why Your Business Needs Digital Marketing

Research shows that people spend twice as much time online as they used to 12 years ago and 37% of B2B buyers ask questions on social media sites when looking for answers. Businesses are using Digital channels to engage better with customers.

- **Increase Revenue and Market-share**
- **Cost-effective than Traditional Marketing**
- **Better Online Presence and Engagement**

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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

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Digital Marketing Services

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Thank You

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