

mearas_

Your software **solutions**
& **services** partner



About Us



Mearas Technologies is an IT solutions & services company that is driven by its customers' business and technology imperatives.

With adoption of AI/ML technologies as part of our expertise, our service deliverables help our customers meet the objectives for which they make time & money investments with us as their IT partner.

Our expertise is backed by our product DNA and strong domain understanding & experience of the customers' side of the business. This innate understanding helps Mearas in delivering solutions & services that help meet business goals.

Our Vision

Our vision is that of an agile, integrated & technology-enabled business world, where leaders are focused on strategy & business growth with the assurance that their technology infrastructure intelligently aligns and scales up with their changing and growing business needs

Our Mission

We are on a mission to enable technology constantly align with and serve our customers' business goals. We enable our customers to leverage digital transformation and seamlessly grow their businesses. We endeavor to deliver digital, technology & data management solutions to help our customers make effective decisions to scale their growth while ensuring their customer's satisfaction

Our Differentiators



We comprehend the ultimate business purpose that the customer's stakeholders would like to achieve.



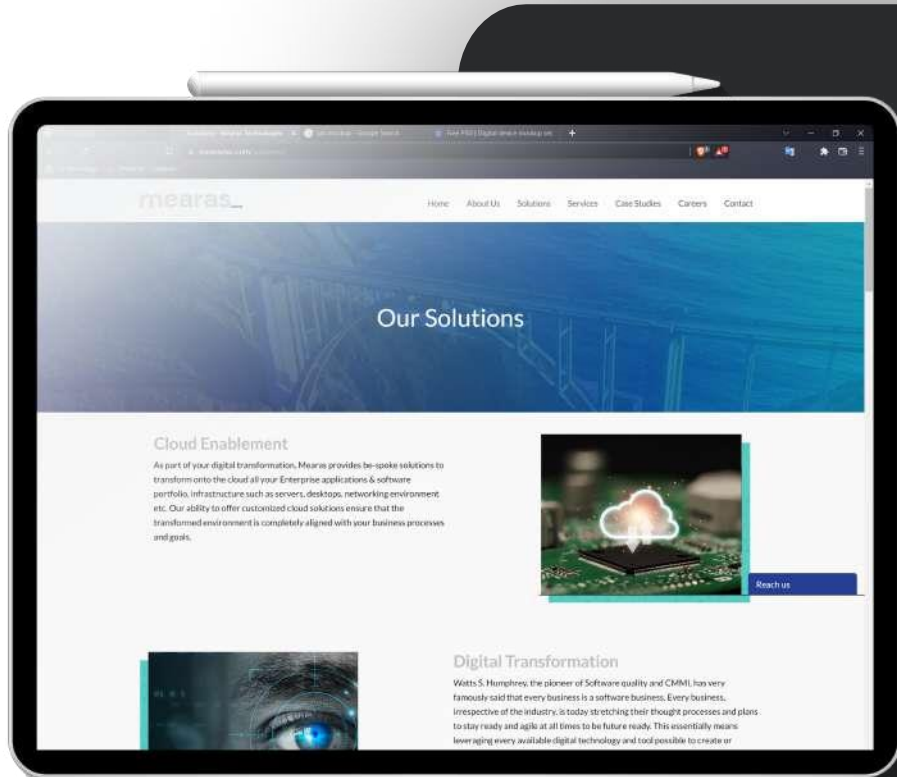
We help IT buyers align their scope of work & deliverables with the expectations of their internal users/business stakeholders.



A process-driven culture of high productivity across teams & profiles, thereby endeavoring to deliver more outcomes & value for the customer's investment

Technology
focused software
solutions and services

Our Solutions



Our Solutions Expertise

Focused on catering to our customers' need to continue scaling up with agility in the midst of the rapid technology evolution.



Cloud Computing



Data Modernization



Digital Transformation



Mobile Computing

Our Services



Application Development and Maintenance



Outsourced Product Development (ISV)



Managed Services (IT Infrastructure)



Dashboards for Analytics & Business Intelligence



E-Commerce Portal Development



Resources Outsourcing & Staff Augmentation



Verification & Validation, QA & Testing



Technology

The choice of technologies we use to build solutions is driven by our customer's need for robust and scalable software infrastructure

Technology Stack

•Platforms

Linux Servers
Windows Server 2012

•Web Server

Apache Server
Parallels Remote Application
Server (RAS)
IIS 7.0+

•Front-End Programing

HTML5 , CSS3, AJAX, React, Angular JS,
Node JS, JQUERY, BootStrap, JavaScript

•Back-End Programing

Python, Java, PHP, Ruby, R Programming,
Scala, NET framework/ .NET Core

•Database

MySql, Amazon RDS

•IDE

Eclipse
Visual Studio Online

•Version Management

GIT
TFS now known as Visual Studio Team
Service

Cloud Expertise

AWS
Microsoft Azure
Google Cloud Platform(GCP)

•Cloud Services

Software, Platform and
Infrastructure

•Other Cloud Capabilities

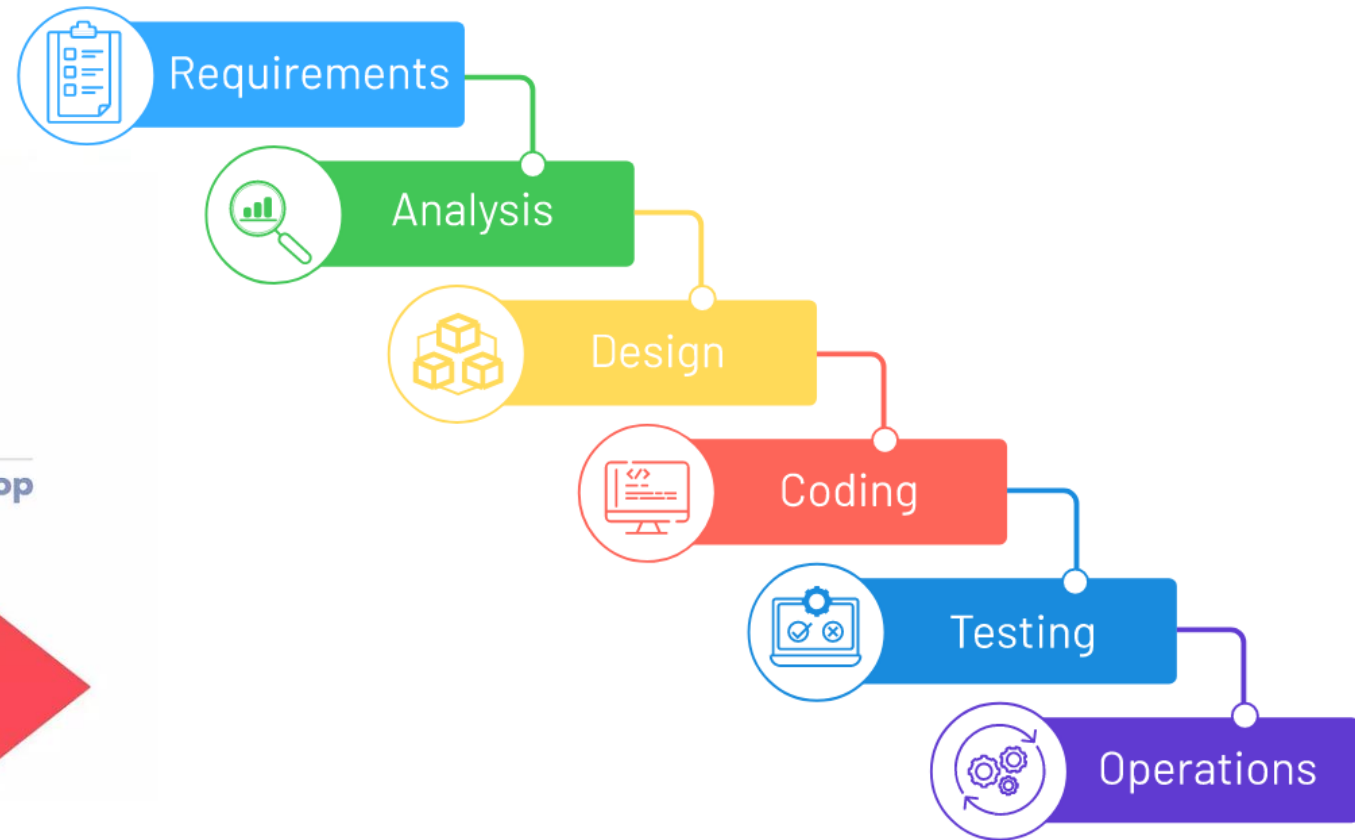
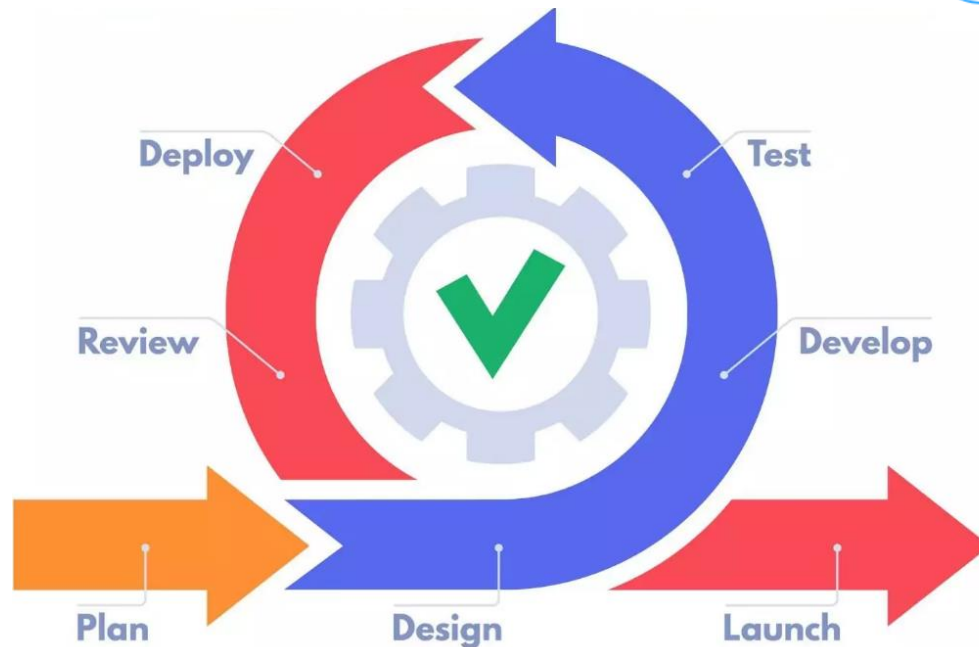
Application programming interfaces (APIs)
Database management
Network management
Development and operations (DevOps)
Machine learning and AI
Cloud security
Hybrid cloud
Cloud storage
Cloud automation
Performance testing, metrics and analytics

Engagement approach



Delivery methodologies

The choice & recommendation of methodology depends on the nature of each project



Case Study 1

AI Enabled Email Automation Platform

mailPunch is a platform with an easy-to-navigate user interface which allows users to plan, schedule & execute effective email marketing campaigns. mailPunch features address key pain points of email marketing and its reporting & analysis

- **AI Driven List Validation**

AI Driven auto-cleansing of all your contact lists, every 30 days, while you do other work

- **Pre-designed Templates with Editor**

mailPunch allows you to customize your templates as per your brand guidelines

- **Social Media Posting**

Unlimited & concurrent social media posting to maximize your digital outreach

- **Interactive Dashboard**

Navigate to all the important modules and pages through the dashboard

- **Real Time Reports**

In depth, real time reports and comparative analysis on campaign

- **Quick Campaign Process**

Easy flow of campaign creation which helps user to complete his process by staying on the same page

The screenshot displays the mailPunch dashboard interface. At the top, there is a navigation bar with the mailPunch logo and menu items: Create, Contact List, Campaigns, and Reports. A 'Get Started' banner with a 'Read Now' button is visible. Below this, the 'All Groups' section shows a 'Create Campaign' button and two progress bars: 'Total Valid Contacts' (1042 of 150939) and 'Total Emails Sent' (1972625 of 3600000). A 'Select Group' section includes a search bar and a 'Create New Group' button. A table lists various contact groups with columns for Group Name, Number of Campaigns, and Delete Multiple options. The table contains 10 entries, with the first 10 shown. At the bottom, there is a pagination control showing 'Showing 1 to 10 of 29 entries' and a footer with '© All Rights Reserved 2022.' and 'Privacy Policy | Terms & Conditions'.

Group Name	Number of Campaigns	Delete Multiple
andrad	3	Delete Edit
Athena	3	Delete Edit
Autodesk	5	Delete Edit
Compass IT	1	Delete Edit
Connectivity Solutions	5	Delete Edit
DELL	15	Delete Edit
Digital Track	3	Delete Edit
harry	0	Delete Edit
HPSC Curlew	5	Delete Edit
IBM	2	Delete Edit

Case Study 2

Inside Sales CRM

A CRM developed for an inside sales & lead gen execution team to streamline sales and lead specific information, provide analysis & reporting, and track productivity. The CRM is designed to automate lead generation, database management, and related HR & Finance processes.

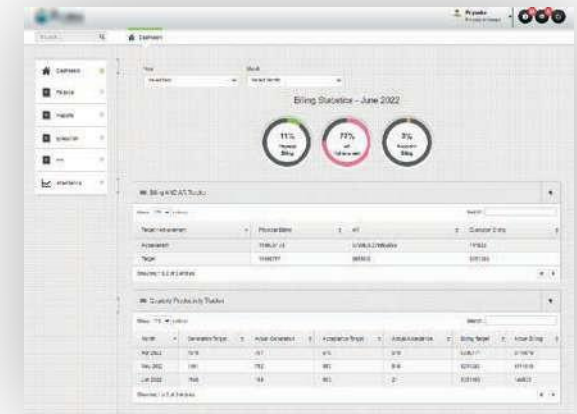
- **Key value**

- Process Automation
- Integrated features & functionality
- Performance tracking at all levels
- Financial tracking
- Client Analysis
- Real-time reporting

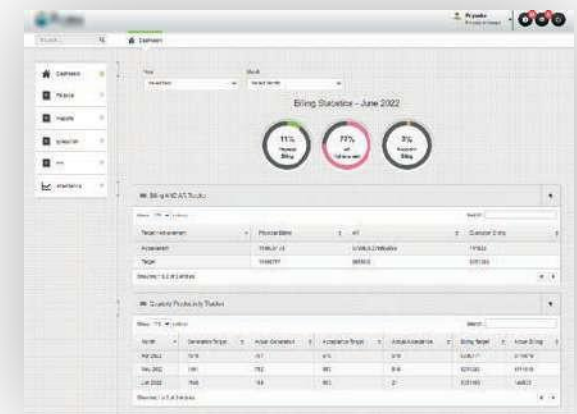
- **The CRM stakeholder modules include:**

Inside sales team, Team Leads, Inside Sales Manager, Marketing Manager, Executive Team, Finance & HR team

Dashboard



Reports



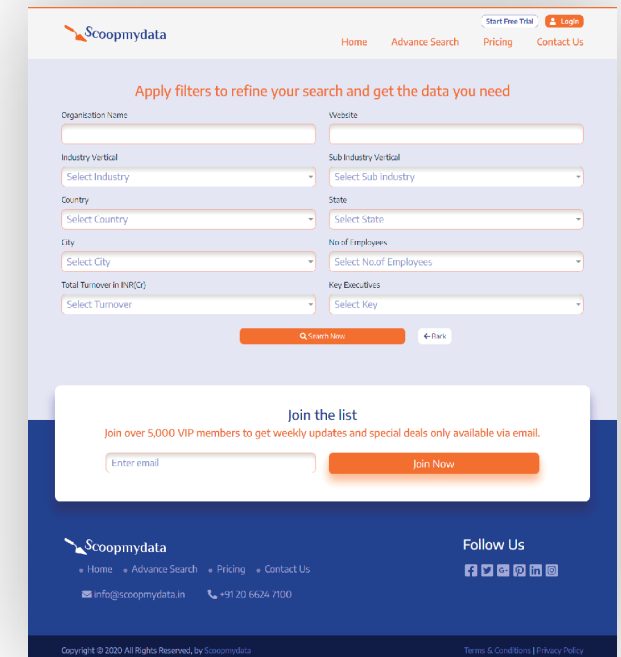
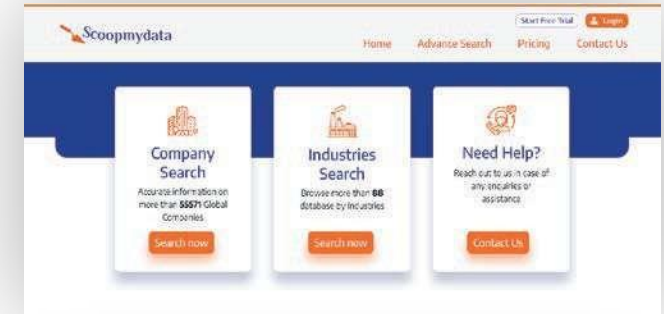
Case Study 3

Database Respository Platform

Scoopmydata offers a thoroughly researched and verified database of contacts & companies to accomplish your marketing & sales objectives.

Advanced Search

- Apply filters to refine your search and get the data you need
- Preview the data fetched for you and add number of contacts that you need to purchase in car
- Manage your cart with multiple searches as per your requirement and proceed to checkout and download databases



Case Study 4

OEM Sales contest portal

The sales contest portal is built for a Technology OEM to encourage their partners to use their sales portal which gives them access to product intelligence, technology trends, product features, pricing, services etc. Partners who register on the portal can participate in a contest by completing the listed tasks listed,

User modules : Admin & User

Admin

Admin creates tasks which will be visible to all the users weekly. The contest period is 4 weeks and the admin shall create 20 tasks in this period. Once the users submit the screenshots of the tasks, admin can review the screen- shots and approve the task.

User

Users can see 5 tasks per week. They need to perform the task and upload the screen shot of the task to be performed, If the tasks have been declined by admin, the users need to re-perform the tasks.

The entire process is built seamlessly as part of the portal



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Thank You

Contact Us : smohite@mearastec.com | www.mearastec.com