

25+

EMPLOYEES

30+

CLIENTS

260+

PROJECTS

TECHNOLOGY CONSULTING FIRM

LET'S EXPLORE POSSIBLE SYNERGIES

Building Robust & Scalable Solutions over Web, Mobile, Cloud for
SMEs, Start Ups, Enterprise Level Customers

About Us

Integrated Interactive Marketing Communications, Pioneers of Digital Marketing & IT Service Providers



- One of the Integrated interactive marketing and Web development company in India.
- Complete repertoire of Branding, Advertising & Digital services from Brand inception to Go To Market strategy
- One of the only companies to have delivered multi-disciplinary projects across strategy, branding, Advertising, web technologies and integrated interactive marketing
- Headquartered in Pune ,
- More than five years of experience weaving cohesive digital and offline brand and communication strategies



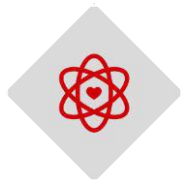
VISION

To achieve the highest levels of business values for our clients through rapid & intelligent deployment of strategic branding & digital solutions



Mission

We strive to partner with our clients to make them the best in their industry and be a perennial source of innovation & creativity



Values

The cornerstone of our company's core values is based on respect for people - both our employees and our customers. These values create our company culture.

What We Believe

- ❑ Driven by value creation, We believe that it is not enough to give people what they want, we need to give them what they never dreamed possible
- ❑ Being a world class leader in our business through vigorous zeal, innovation and value creation
- ❑ Earning the trust of our clients by developing and deploying successful branding & digital strategies
- ❑ One team, One dream nothing is impossible
- ❑ Generating high returns for our clients and stakeholders
- ❑ Outsmarting the competition, rather than out spending them
- ❑ Continually nurture a culture of innovation, self-motivation and ownership towards work
- ❑ We strongly believe in the power of ideas to transform our clients businesses, brands and reputations



Why choose Pallaton Technologies?

Integrated Interactive Marketing Communications

- We develop integrated marketing communication strategies that contribute to long term business
- Go-To Market strategy approach
- {Strategy} + { Creative Execution } + { Digital }
- Fastest turnaround time and best ROI for assignments
- In-depth work experience across multiple industry verticals
- Multi disciplinary creative services of high quality standards
- Two decades of in depth consumer knowledge & business understanding
- Multi-cultural & Multi-location understanding
- Consistent growth & performance, more than 500+ clients globally



Centres Of Excellence

Web & Mobile Development



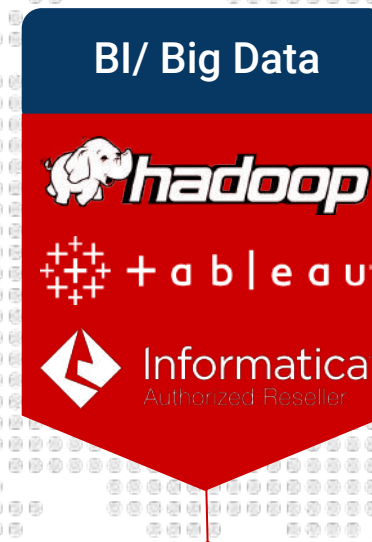
- ❖ MVC Product Development
- ❖ Product Modernization & Cloud Enablement
- ❖ Enhancement & Ongoing Support
- ❖ Manual & Automation Testing



- ❖ Enterprise Mobility & Consumer Apps
- ❖ Mobility & Cloud Strategy Consulting
- ❖ End to End Solutions
- ❖ Real time communication & Gaming Apps



- ❖ Cloud Consulting & Planning
- ❖ Cloud Development & Migration Services - Build, Deploy & Migrate
- ❖ Cloud Management Services - Run, Monitor, Tune, Metering, Analytics & Administration



- ❖ Data Ingestion, transformation
- ❖ Standard & Ad Hoc reporting
- ❖ Big Data
- ❖ Data Visualization & Analytics



- ❖ Assessment & Strategic Planning
- ❖ Framework & Tool stack construction
- ❖ Managed Services
- ❖ DevOps End to End Implementations

Creating Interactive Web

Interfaces

We understand that the success of your on-line presence begins with an original and well conceived design. Our holistic e-branding approach is based on providing you solutions that balances 4 guiding principles of **online presentation management** namely usability, Content Architecture, Web User Design & "sticky branding". Interface

Website & Portal Development



Responsive Websites

Responsive Websites, platform independent, device agnostic, fast loading and memorable designs



Brand Microsites

Creating sticky conversations with your customers , weaving communities online

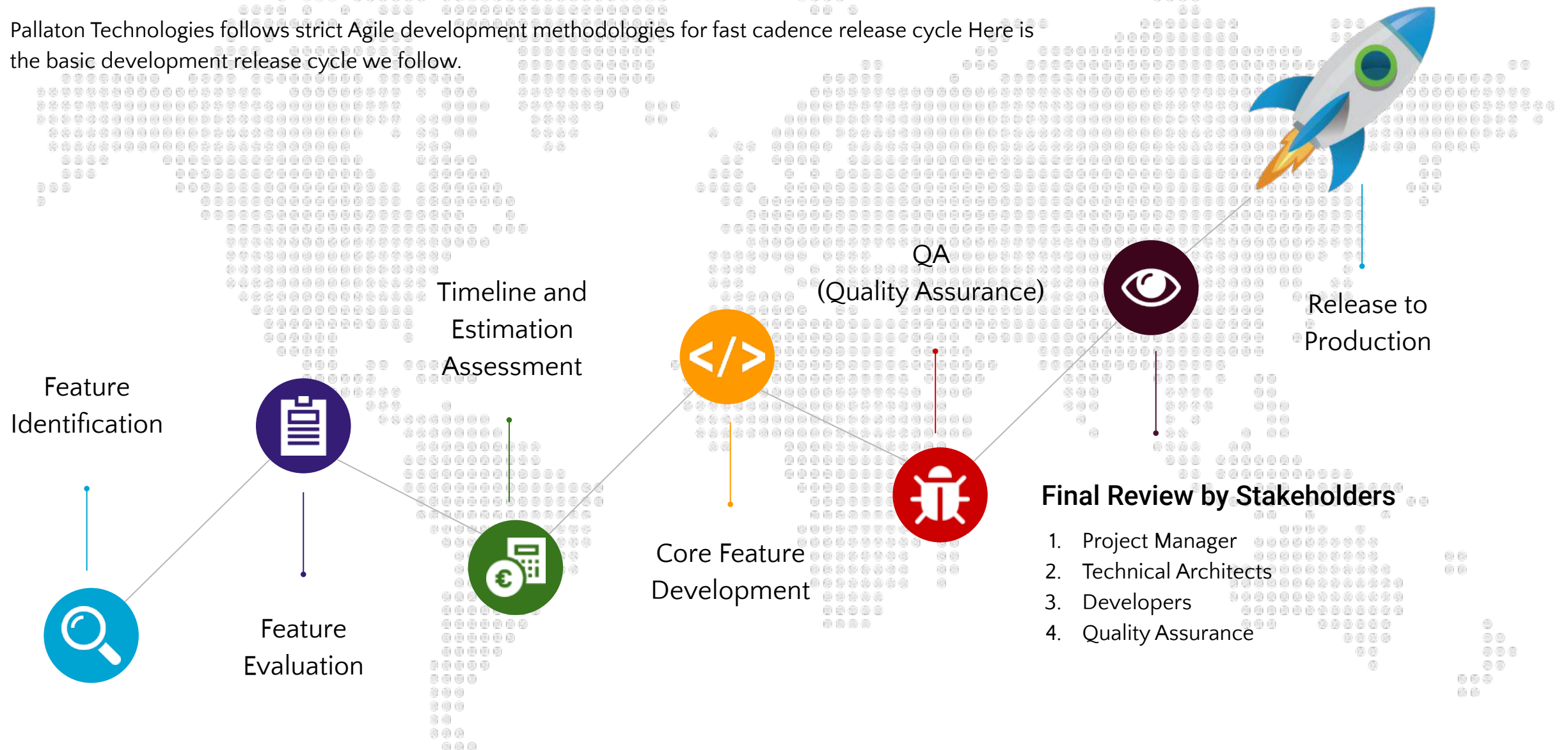


Portals

User communities powered by dynamic content management systems and numerous content hierarchies

Development Cycle

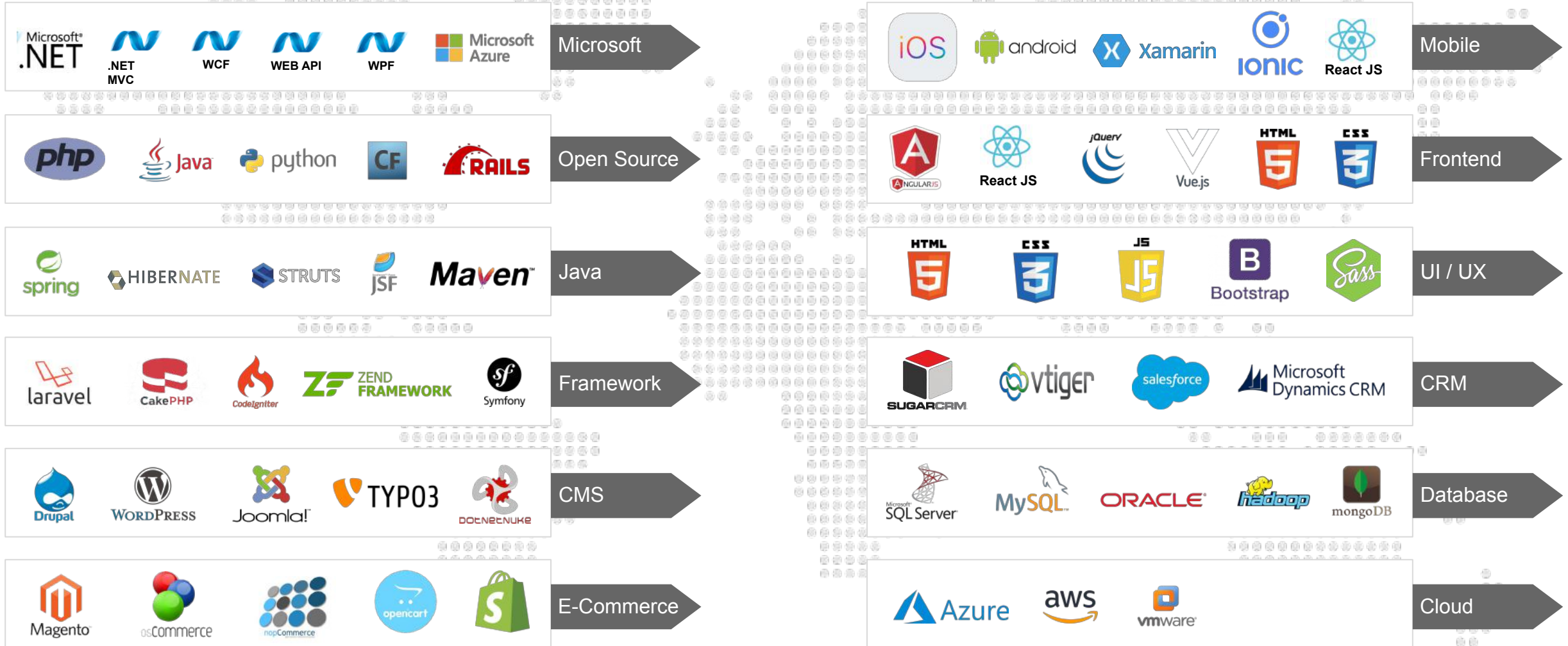
Pallaton Technologies follows strict Agile development methodologies for fast cadence release cycle Here is the basic development release cycle we follow.



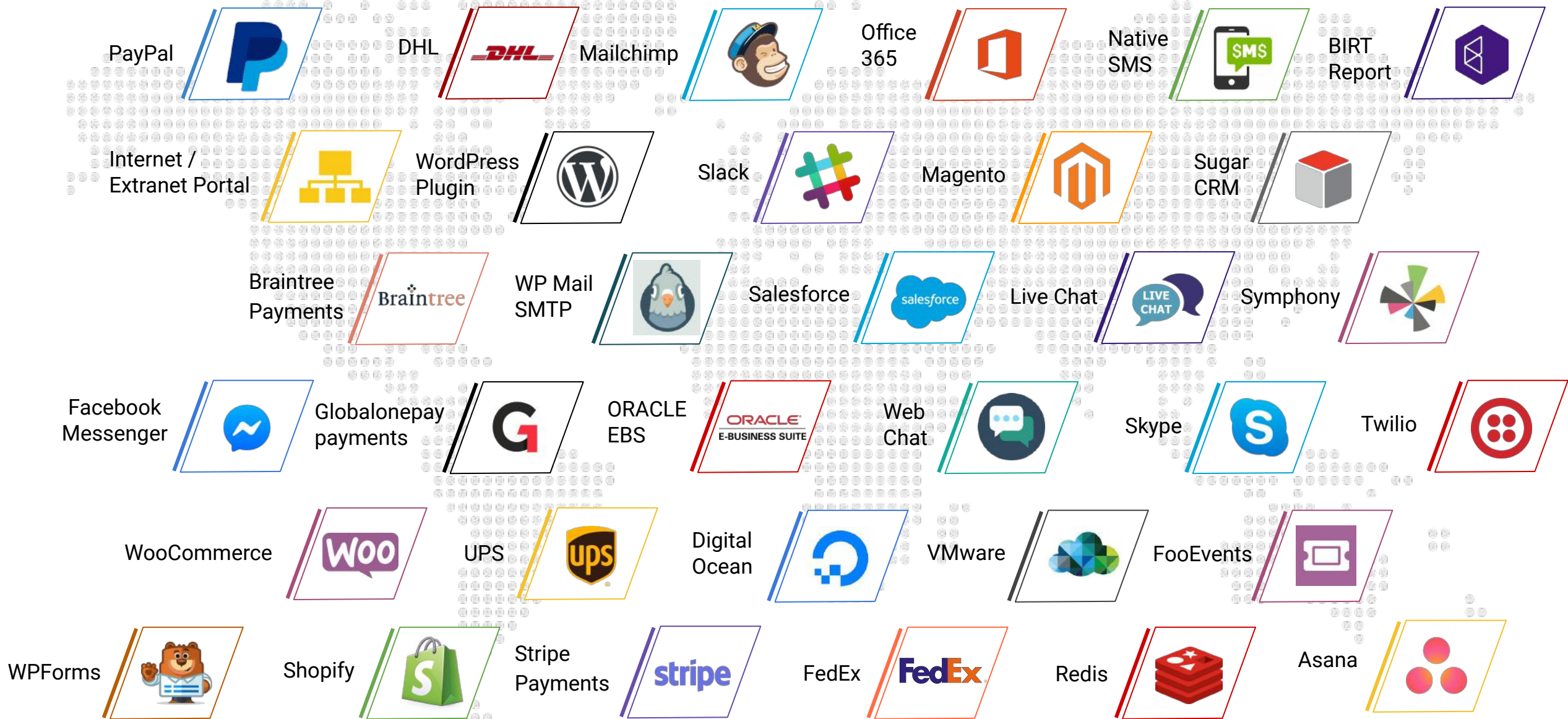
Final Review by Stakeholders

1. Project Manager
2. Technical Architects
3. Developers
4. Quality Assurance

Technology Expertise



Channel Integration





Our UI / UX Practices

User Interface Consulting

User Experience strategy, User Interface development, User centred development, App interface consulting

User Experience Design

User-centered design ,easy-to-use navigational analysis of user requirements, generation of the user interface architecture, creation of alternative user interface prototypes, and testing of alternative designs with representative users.

Usability Audits

Website Heuristic evaluation, Mobile Usability, Intranet Usability, App Usability



Our E-Commerce Practices

E-COMMERCE SOLUTIONS

A black and white photograph of a metal shopping cart with two wheels, resting on a computer keyboard. Inside the cart are two cardboard boxes, both labeled 'FRAGILE' with a glass icon. The background is a blurred computer keyboard.

E-commerce Strategy

Business Modelling, Revenue Planning, Category Definition, USP, Business Plan , Elevator Pitch, Investor Pitch, Logistics strategy

E-commerce Development

E-commerce platform selection, Customization & development, User Interface designing, App Development, Cloud hosting, Security hardening, Maintenance & Support

E-commerce Marketing

Search Engine Marketing, Media buying, Launch Strategy, Online Media buying, Social Media Marketing, Online reputation management

GO DIGITAL

Weave your digital Story

We offer niche and focused digital strategies. Our Interactive Marketing team assists your organization to augment the potential of the online channel to increase customer acquisition, enhance brand image for powerful results, forge strategic alliances and increase reach in the global marketplace.

Niche Branding. Higher Rankings. Higher Visibility. Viral conversations

Digital

Social Media

Brand touchpoint mapping, customer experience, retail & packaging design, brand rejuvenation

Mobile

Corporate branding, Employer branding, B2B branding, Corporate reputation management

Content

Brand Name, Brand identity, Brand assets IP protection, Brand Valuation, Digital branding, User Experience

Digital Marketing

Weave your digital Story

Pallaton's tested and proven e-branding strategy framework helps your organization achieve market leadership in your industry vertical on the online medium. Our digital media strategists analyze your business needs, target audience, marketing strategy and devise the best yet cohesive marketing approach that yield results, revenue and brand value.



Digital Marketing
Audit

Social Media
Marketing

Customer
Experience (CX)

Search Engine
Optimization

Search Engine
Marketing

Online PR &
ORM

Industries Served



Banking & Finance



E-Commerce & Retail



Education & Elearning



Real Estates



Healthcare



Insurance



IT and Consulting



Crowdfunding



Media & Entertainment



Hotels & Travels



Startups



Crypto, Blockchain

Business Engagement Model



01

Fixed Cost

- ❑ Predictable Budget
- ❑ Clear Delivery Timeframe
- ❑ Well Defined Scope
- ❑ Low Perceived Risk

02

Time & Material

- ❑ Flexible model that can grow with the business
- ❑ Managed, Structured Delivery Model
- ❑ Closely work with Offshore team

03

Dedicated Resource

- ❑ Specialised full time resources
- ❑ Clear Process and Direct communication
- ❑ Quick ramp UP / DOWN
- ❑ Client Managed

Our Onboarding Process



Business Situation

- Business Brief
- Purpose of current project
- Heaptrace Technology Role

People

- All Stakeholders
- Who does what
- Relevant roles at both ends

Engineering

- Project Management
- Code Management
- Bug Tracking System
- Access Details
- Staging/Hosting server
- Existing Service

Communication

- Mode of status reporting: Email/Phone/Skype/GTM
- Frequency of status reporting: Daily, Weekly, On-Need
- Feedback Cycle
- Timesheet Maintenance

Org Policies & Others

- Holiday List
- 22 working Days (176 hours) a Month
- Time Zone Overlap
- Scoping
- Change Requests
- UAT

Get in touch with Us

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Thank You.