

**2013**

*An ISO 9001:2008 Certified Company*

# ENTIT CONSULTANCY SERVICES PVT LTD - Business Profile -





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## BUSINESS SUMMARY OF ENTIT

With a vision of providing customer oriented IT services, a group of experienced IT professionals came together to initiate **Entit Consultancy Services Private Limited** in the early 2011. After a lot of consideration and market research, Entit was setup in the heart of central India having a huge talent pool and easy access to bigger domestic & International markets. In such a small time of its existence Entit has established itself as one of the leading IT service provider in the region, bagging numerous clients in its portfolio. Besides, Entit is an **ISO 9001:2008 certified company**.

The founders have had years of experience through leading IT companies in the world, catering to Fortune 500 companies in multiple geographies across the world.

Entit's call to its customers is: "**Innovate with us**", which is achieved with a **VISION** to bring a difference in today's & tomorrow's enterprises, through our thought leadership & Innovative solutions. We believe in providing maximum cost benefits directly to the client by minimizing company overheads (without compromising on quality) which elsewhere is directly or indirectly charged to the customer.

Entit's offerings span across three pillars of our methodology of **Enable-Enhance-Engage**:

- **Enabling** through Training Services for organizations – End User Training, Train the Trainers, Business enablement, Soft Skills, Cross Cultural Sensitivities and many more.
- **Enhancing** through Application Services, Product Engineering, Software development, Technical and Business IT Consulting. Implementation & Maintenance of IT solutions is an integral part.
- **Engaging** through direct participation in the customer reach of our clients by providing Customer Service Solutions through our BPO solutions.

Our primary business focus and core competency is to provide customers with End-to-End Solutions in the area of emerging technologies, designed on the world class platforms, thereby empowering enterprises technologically for the new millennium.

Entit is operated from a State-of-the-art office setup including a Development center and a Training Facility. We have a strong team of experienced resources with excellent academic background.

Entit is a business partner with various renowned names in the industry like IBM, Oracle, HP, Dell, Honeywell, Ricoh, Xerox and New Horizons Learning centers.



## ABOUT THE DIRECTORS

### AMIT AGRAWAL

Amit is an IT industry stalwart with **over 11 years of experience** in managing large scale projects for various “Fortune 500 Companies” in North America, Europe, and Asian markets. As the **Director and CEO**, Amit spearheads the thought leadership for organizational direction and strategize growth plans for corporate expansion.

Prior to joining the team of Entit, Amit was instrumental in developing the **Oracle Practice at Infosys Technologies Ltd (NASDAQ: INFY)** and grew in the organization by playing various role in a project life cycle. He brings to the table an expertise in Business Consulting, Technical solutioning, Project Management, Team Lead, IT Sales and User Training as his forte.

He is a trained **professional in Oracle Applications**, the highest growing ERP technology in the world. Amit has extensive knowledge of ERP system architecture, his strength lying in Financials & Distribution Modules as a Techno Functional Consultant.

Also as a **certified professional** for IBM Lotus Notes & Domino & Tivoli product groups, Amit brings a varied knowledge in catering to his clients.

### ABHISHEK TIWARI

As a **Co-founder & Director (Operations)** Abhishek heads operations, Finance & Strategic alliances at Entit and brings in **over 11 years of experience** from IT industry. Prior to joining Entit, Abhishek being part of **Infosys Technologies Limited (NASDAQ: INFY)**, had managed project teams across Canada, UK, India and Australia.

His expertise lies with delivering IT solutions through global delivery model while leading operations based out of offshore centers. He has versatile knowledge in multiple domains like Manufacturing, Retail, Telecom, Food Processing and Automobile industries.

He is a trained ERP **professional in Oracle Applications & certified technical professional in IBM Lotus Notes & Domino**. He has managed various Implementations and Production support projects over the period. His prime expertise lies in HRMS & Distribution Modules.



## AKANSH GOYAL

As the **Co-Founder and Director (Technology)**, Akansh heads the technology leadership initiative at Entit. Having worked in **Tata Consultancy Services (NASDAQ: TCS)** for years as a technical Architect, Akansh has an urge for technology, which he satiates by ever upgrading himself to the latest core of technological needs.

Akansh is an early entrepreneur with outstanding technical & managerial skills. At Entit, he is also actively involved in training & resources enablement programs to maintain a quality pool of talent.

From being technical **expert in Oracle Apps Financial Modules** to open source technologies, Akansh is a master of solutioning. He has experience in programming with JAVA, PHP, .NET, Oracle PL/SQL and Oracle Applications. He is an Oracle Certified Associate (OCA) and **certified technical professional in IBM Lotus Notes & Domino**.

## OUR SERVICE OFFERINGS

Each business in today's times face many challenges. It is necessary for them to understand the customer's requirements, suggest detail design, perform excellent use of best available resources/technologies in market, reduce wastes, increase productivity, optimize cost, manage risk, maintain quality, proactively approach to resolve future issues and provide guiding suggestions to them.

Entit as an IT company provides IT consulting and Implementation, Enhancement of existing Software and Maintenance of IT projects in the areas of strategy, application and enterprise (ERP). We provide results-oriented, value –added services to both commercial and public sector clients. Our services spread across multiple technology platforms, operating systems and infrastructures. Our teams of IT consultants come from rich variety of experience in solving complex business for various industries.

## OUR EXPERTISE:

### Enterprises Solutions – Oracle Applications



Enterprise Resource Planning or ERP system along with benefitting a business through improved efficiency, information integration for better decision-making, and faster response time to customer queries, helps in building better corporate image, improved customer goodwill, customer satisfaction and so on. ERP systems integrate all business management functions,



including planning, inventory/materials management, engineering, order processing, manufacturing, purchasing, accounting and finance, human resources, and more.

Oracle Application (Oracle E-Business Suite) is one of most demanding, stable and fastest growing ERP product in the world. Its current revenue comes around US \$35.6 billion. Oracle EBS uses Oracle RDBMS as a back end whereas other Oracle Apps modules (Manufacturing, Financial, CRM, Projects, SCM and Human Resources) as a front end.

At Entit, our ERP Consultants (Oracle apps) have years of experience of Oracle E-Business Suite in various industries like Semi-conductor, Retail, Telecom, Automobile etc. Our team of technical & functional resources is excelled in providing effective business solutions across all the modules of Oracle EBS.

Our team is well versed in all types of technical, reporting & scheduling tools in and around oracle EBS like:

- ❖ PL/SQL
- ❖ Oracle Discoverer
- ❖ D2K Forms & Reports
- ❖ XML Reporting
- ❖ Oracle Financial Analyzer (OFA)
- ❖ Oracle Workflows & Alerts
- ❖ Appworx
- ❖ UNIX scripting

We provide Implementation, Upgrade & Support services for different versions of Oracle EBS.



#### **IBM Collaboration Suite:**

Medium sized business face unique collaboration challenges that are magnified in today's economic climate. IBM Lotus Software is designed to provide simplified solutions and delivery models based on the needs of medium sized businesses. At Entit, we help our customers to better understand their technology options and how to leverage Lotus collaboration solutions to lower their IT total cost of ownership and increase organization's productivity. With collaboration solutions from IBM, organizations can:

- ✓ Stay within budget while delivering best-in-class collaborative solutions
- ✓ Provide mobile and remote workers with access to email, calendars and applications
- ✓ Automate and speed workflows to improve consistency and reduce errors
- ✓ Scale to address their growing needs



### IBM Tivoli Product Group:

IBM Tivoli SW offerings provide efficient and most effective endpoint management , centralized and automated data protection that can help reduce the risks associated with data loss while also helping to reduce complexity, manage cost and address compliance with corporate/ regulatory data retention and availability requirements. With trained & certified professionals on IBM Tivoli Product Groups, Entit understands the needs of its clients towards effective storage & End-point management.



### Data Ware Housing & Business Intelligence:

Data warehousing and business intelligence are key solutions towards performance management of an organization and plays a vital role towards keeping the customers current with the market. From business intelligence to financial performance and strategy management to analytics applications, these products can provide what your organization needs to become top-performing and analytics-driven. With products for the individual, workgroup, department, midsize business and large enterprise, these are designed to help everyone in your organization make the decisions that achieve better business outcomes—for now and in the future. At Entit, we have a dedicated team of experts working towards implementation of various DW and BI tools like Cognos, Business Objects, Informatica, Webmethods and more.



### Workforce & Time Management:

Entit provides services towards workforce and time and attendance management. We have a strong team working towards implementation and maintenance of various Workforce management tools like Kronos, Honeywell, Smarti, SecureEye and more. Various solutions towards our workforce management stream include:

- ✓ Track Employee time & attendance
- ✓ Administer Payroll & HR Services
- ✓ Time & Labor tracking
- ✓ Absence Management
- ✓ Advanced Scheduling



### **GIS Application Services:**

In emerging technology paradigm, “Geographical Information System (GIS)” has emerged as powerful tool which has potential to organize complex spatial environment with tabular relationships. We draw upon the talent of experienced researchers in the fields of GIS and Image Processing to provide a wide range of products and services. The prime services that we offer are:

- ❖ GIS consulting for urban planning, natural resources management etc.
- ❖ Spatial database design & development
- ❖ Integrated survey using Remote Sensing, GIS and GPS techniques
- ❖ Customized application development
- ❖ Photo-grammetry, Interpretation of Remote Sensing data
- ❖ Digital Elevation Modeling and contour map generation

### **Customized Web Solutions:**

We offer quality service in developing and deploying Open Source software solutions to clients. We have delivered several web and desktop software solutions using technologies like .NET, PHP, Java, etc to clients ranging from small enterprise to large organizations, accessed by hundreds of users' access from different locations. Entit has in-depth functional and technical experiences in web design, development and deployment. In web domain, we offer scalable, modular and customized web designing & Portal services that meet our client's innovative, user friendly and usability requirements. We have expertise in developing customized as well as CMS based websites using tools like Magento, Joomla, Word press, Drupal etc.

### **Validation Services (Testing Solutions):**

We help our clients to plan their test investments and manage critical testing processes to reduce the cost of producing quality software. We have a dedicated team of test engineers excelled in all kind of Manual & Automated testing methodologies and are capable in various testing types like Stress/Load testing, Performance Testing, Recovery Testing, Conversion testing, Usability testing and Configuration testing.

We are well versed with different methodologies of testing like:

- ✓ White Box Testing
- ✓ Black Box Testing
- ✓ Incremental testing
- ✓ Thread Testing



We have expertise in various testing tools like Selenium, QTP, Mercury Load Runner, WinRunner Etc. We follow a comprehensive approach towards different phases of software testing life cycle from Requirements study, Test Plan Design, Test execution, Test closure & Test process analysis.

### E-commerce:

E-commerce portals developed at Entit gives customer the edge by helping them increase profitability, reduce overheads and revolutionize their service. Our ecommerce sites have:

- ✓ Excellent communication with any new visitors and regular customers
- ✓ Promotion of your products
- ✓ Secure and on time conduction of business transactions
- ✓ Reduce operational costs
- ✓ Strengthen your company's image/brand

### BPO Services:

Business Process Outsourcing enhances the flexibility of an organization in different ways like helping in resource management and reducing response time to major environmental changes. We at Entit have a strong team of professionals capable of handling Inbound & Outbound Tele-services, Tele Marketing, Help Desks & Back Office services.

### BUSINESS PARTNERS





## IN HOUSE PRODUCTS

### “Entit eProjects” - Project Management & Monitoring System:

- It is a medium size ERP product to manage and monitor various projects between Head office and zonal offices, Tracking physical and financial progress of a project and displaying various custom reports.
- It helps Head office to prepare project proposals in advance.
- It has been developed in PHP on the front end and MySQL on its backend.
- It has been successfully implemented in various government departments of Chhattisgarh including few Municipal Corporations.

### “AcadTouch” – Institution Automation Solution

- It is also a medium ERP product and one comprehensive **institution automation solution (ERP)** that gives institutions an edge to deal with day-to-day operational challenges through an easy to use interface and unique communication platform.
- It is a complete solution having different modules like Admissions, Student Information, Staff Information, Fee Payments, Accounting, Hostel, Library, Transportation etc.
- It has been developed in PHP on the front end and MySQL on its backend.
- It is running successfully in various educational institutions across the country.

### “Entit eLokSeva” – Lokseva Guarantee Application

- It is an integrated software solution to manage the service applications under “Lokseva Praday Guarantee Adhiniyam”.
- It can support services irrespective of the department and type of work.
- It has been developed in PHP on the front end and MySQL on its backend.
- It has been implemented in various Urban Level Bodies of Chhattisgarh, including Raipur Municipal Corporation.

## WHY ENTIT?

At such a challenging time, companies need to struggle for sustenance. IT plays an integral role in succeeding. At Entit, we believe in providing cost-effective yet quality enabled solution. The key differentiators about us can be detailed as:



## WHAT IT MEANS TO THE CLIENT?

### ➤ Best in Class HR Practices:

Client will have access to trained and experienced resources to work on their projects. Each of our resources are hired and trained after a stringent process of recruitment. Our emphasis is on making the projects person independent, which is achieved through various attrition handling techniques. While we reduce the attrition in our projects through various motivational exercises and skills upgradation techniques, we also ensure a **smooth transition** in case needed.



- ✓ The knowledge transfer is transparent to client and done seamlessly, thereby saving cost and effort.
- ✓ A well-defined transition approach is followed, which is embedded into our delivery methodologies through well documented Process documents, Standard reports and Open & known Issues.

➤ **Robust & Transparent Project Management:**

This ensures smooth functioning of the project and gives clear understanding of the process to the client, thereby removing any kind of Gaps. This is to ensure a short turnaround time to achieve the steady state.

➤ **Emphasis on quality & Risk Management:**

Providing high quality ensures a low maintenance cost. **We are an ISO 9001:2008 certified company.** With our structured risk management approach, it is in our inbuilt capability to mitigate the risks at an early stage. Our Risk management approach involves six layered approach:

- ✓ **Identify** : Search for Risks before they are problems
- ✓ **Analyze** : Evaluate Impact & Probability, Classify, Prioritize risks
- ✓ **Plan** : Transform Risk Information in to decisions & actions & Implement them
- ✓ **Track** : Monitor risk indicators and mitigate actions
- ✓ **Control** : Correct for deviations from the risk management plans
- ✓ **Communicate**: Provide information and feedback to all the stakeholders at each level

➤ **Extensive Experience:**

Our experienced resources along with highly experienced Senior Management (having experience in multiple domains in multiple geographies) have an edge over Delivery functions.

➤ **Multi Phase solution approach:**

We deliver overall solution quality ensuring reliability, efficiency and maintainability of our solution by involving quality assurance resources from our business units at each stage. Multi layered approach ensures that each stage is given due importance in the development cycle. Our approach is to plan and to deliver the solution with maximum buy in from all the stakeholders. This can be seen in all types of our project, be it Implementation/Development, Testing or Maintenance support.

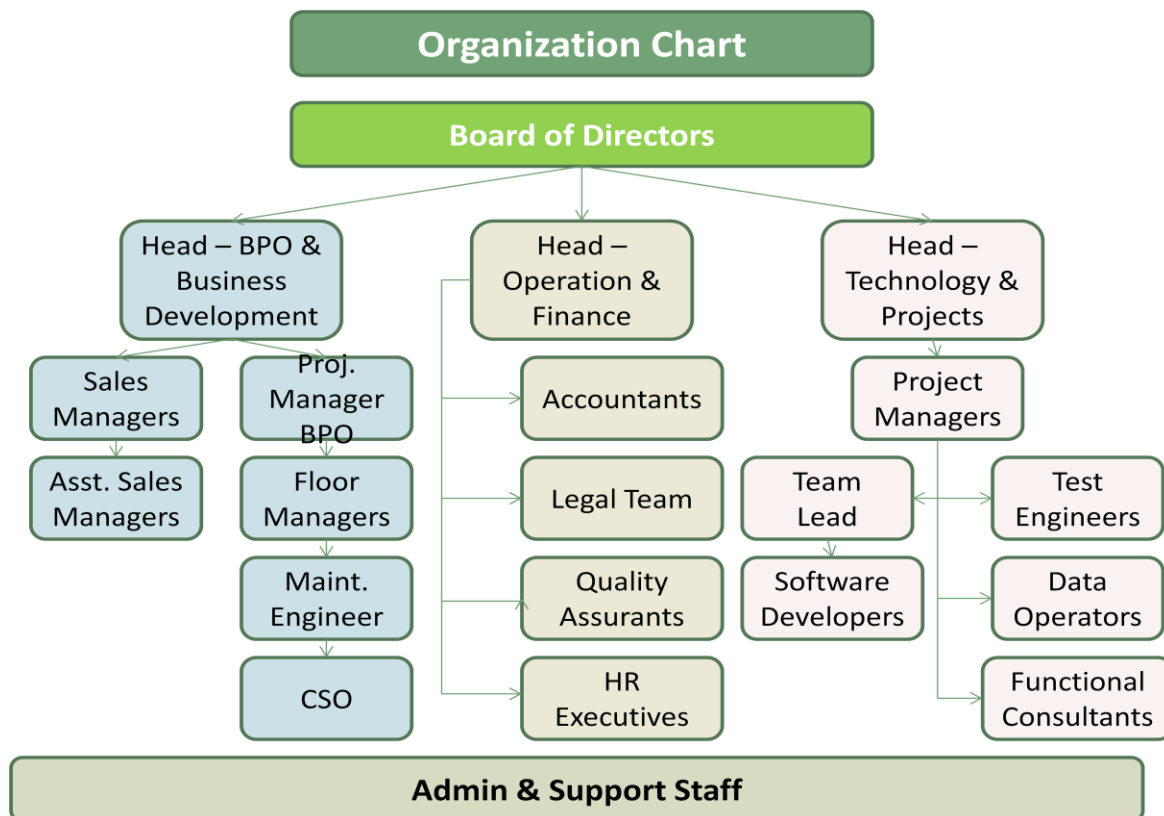
➤ **Low overhead costs:**

By removing overhead costs, we give the economical benefit straight to the client to help them reduce their TCO.

## ENTIT AS AN ORGANIZATION

### ORGANIZATION CHART

Given below is an indicative representation of the organization structure at Entit:



### INFRASTRUCTURE

Entit is located in Raipur, the capital city of the state of Chhattisgarh, which is in the central part of India having easy access to all major cities in the country and across the globe through Air, Rail & Road.

Entit operates from a state-of-the-art Development & Sales center with all needed infrastructural & communication facilities. We employ the latest & cutting edge technology in software & hardware in all our development processes. Giving due importance to **Disaster handling** needs, we use dedicated as well as remote servers with well defined Data Backup plans.

Entit also has a call center setup in the city having modern communication facilities and high-end servers and Internet connections.

**It is noteworthy to mention that, in such a small span of 2 years, Entit has grown from a headcount of 3 to over 100 employees as of April, 1 2013.** It is the sheer dedication of a great team & excellent customer service that has helped Entit to cater to the technological needs of its clients.

## CLIENT LIST

### EXPERIENCE OF ORACLE E-BUSINESS SUITE:

Client	Location	Solution	EBS Version
Electronics Major	CA, USA	Maintenance support of Distribution & Financial modules	11.5.9
Luxury retailer	TX, USA	Maintenance support of HRMS, Projects & Financial Modules; Upgradation to R12 version	11.5.10; R12.1
Electronics major	ON, Canada	Implementation and Maintenance of Distribution & Financial modules	11.5.10
Leading telecom Company	Sydney, Australia	Implemented Depot Repair Module of EBS	R12
Major Automobile Company	WY, UK	Implemented Oracle e-commerce Gateway	11.5.10
Leading MNC	Mumbai, India	Implementation of Financial & Project Modules	11.5.10

Here is an indicative list of **different technology solutions** implemented by us to our clients:

Client Name	Sector	Solution
<i>Non-Disclosed</i>	Government	Implementation & Maintenance of our Project Management & Reporting product ' <b>Entit eProjects</b> ' in their Head office and all 8 Zones.
<i>Non-Disclosed</i>	Government	We are operating a call center under the state government scheme of Nidaan 1100. This centralized call center aims at Redressal of public grievance of all the Urban Local Bodies in the state.
<i>Non-Disclosed</i>	Government	Implementation & Maintenance of " <b>Entit eProjects</b> ".
<i>Non-Disclosed</i>	Education & Research	Development of Soil Fertility Mapping <b>GIS system</b> for farm lands in Chhattisgarh
Axis Bank, India	Banking	Provided Document Managing Solution
Vandana Global, India	Manufacturing	IT Consulting to optimize their data management.
Comcon India	Retail	E-commerce
Clueless.in	Retail	E-commerce
Bhilai Cargo Movers	Logistics	Developed ERP for logistics web solution

And more on the list are:

- IDBI Federal
- Hira Group of Industries
- Chambal Fertilizers
- Towervision India Private Ltd
- Feedback Infrastructure Ltd
- Maa Kudargarhi Steels Pvt Ltd
- ABC Publications
- Umang Foundation
- CG News
- & Many More...



## TESTIMONIALS

*"Entit has done a tremendous job in automation of our Project Monitoring & Reporting system. A very robust software solution has been implemented by Entit at such a tight delivery schedule"*

**Commissioner at a Municipal Corporation of CG**

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*"Amit is a detail-oriented professional. He and his team always provided my group with excellent customer service and demonstrated the necessary sense of urgency when we were having problems with our Oracle Apps financial systems. I would highly recommend Amit both for his technical abilities and his professional and courteous manner."*

**Financial Systems Manager at a Luxury Retailer, Dallas, TX, USA**

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*"Entit has a very professional team in gathering requirements, doing software development and testing. In our endeavor of starting TransportJagat.com, Entit provided us with numerous expert opinions, not just on our IT enablement, but also in improving our business processes as a whole."*

**Owner, Bhilai Cargo Movers, CG, India**

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*"When it comes to developing an e-commerce business, an efficient IT partner has a crucial role. With Entit, we never had any glitches in getting operational. Be it the initial development stage or later parts of testing and support, Entit played a vital role in achieving our goals."*

**Managing Partner of one of the leading E-Commerce Portal, Mumbai, India**

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*"Within very short span of time Entit has developed the required infrastructure to focus not only the customer's specific requirements but also better customer satisfaction."*

**CSM of a Global leader of Imaging Solutions, Kolkata, India**

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*"Abhishek & his team has been a tremendous help to the National Repair Centre with many error solving and task set for example sales order creation, part creation and resolving errors just to name a few. The team was very dedicated to their work, very punctual and devoted personal time to helping others at the National Repair Centre. "*

**NRC Team Leader of a Telecom Major, Sydney, Australia**

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*"The team at Entit has done a wonderful job in developing a robust GIS system for Soil fertility mapping. They completed a long pending & complex project in a very short span of time, which was appreciated by state & central ministers."*

**Prof., Head & Nodal Officer for Fertility Mapping**

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## CONTACTS

### Directors:

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