

2020

CORPORATE PROFILE



QUICK SCALE

SOLUTIONS THAT EMPOWER

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ISO 9001:2015 Certified

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ABOUT US

QuickScale (Registered as QuickScale Consultants Pvt Ltd) helps its Global customers remain at the forefront of their industries with innovative uses of technology to operate their businesses more efficiently. We deliver flexible and custom Information Technology solutions that improve quality and drastically reduce costs. Innovation and excellence is in our DNA and we explore, develop and adapt new ways to accomplish the same.

Headquartered in Noida, the vibrant industrial township of North India, QuickScale combines proven expertise and a deep domain understanding of Technology to deliver a range of IT outsourcing services from specialized Offshore Product Development, Mobile App Development, Software Product Development, Custom Web 2.0 Application Development to enterprises spread across the globe. We are **ISO 9001:2015 certified** organization with clear focus on customer delight.

We work with our customers to help them proficiently deliver products to their end-users and ultimately, to maximize their core business. We specialize in helping companies realize their ideas and improve their processes. We work on the motto 'your success is our success'. Our services are an astute blend of extreme engineering, complete project transparency, focused and experienced talent and guaranteed on-budget and on-time delivery. We offer full spectrum offshore development company, offering scalable software outsourcing solutions.

Vision:

To be the most preferred provider of innovative solutions to our customers in our chosen streams and markets.

Mission:

Building a high value organization: by providing appropriate growth opportunities to all associates and inculcating high ethical values.

Values:

QuickScale adheres to a strict business philosophy based on the following:

- Honesty
- Innovation
- Performance
- Persistence
- Respect for individuals

Our Services:



Since its inception in the 2019, QuickScale has consistently endeavored to create tangible business value for its clients & partners through seamless integration of innovative processes and robust technology solutions



1. Application Development & Maintenance

QuickScale develops next-generation applications for online businesses and web startups. QuickScale partners with Start-up, Emerging and Established technology companies to increase product quality while dramatically reducing timelines and operating costs (often by more than 60%). We provide an all-inclusive suite of Application Development and Maintenance offshore outsourcing services that minimize time to market and help manage resources, cost and technology risk.

Our Application Development & Maintenance services include:

- Custom Application Development
- Application Management
- Re-engineering and Migration

Benefits:

- ❖ New Functionality Development
- ❖ Support and Enhancement for the existing applications
- ❖ Application Porting to multiple platforms
- ❖ Reduced Costs and Time to Market
- ❖ Improved service levels for customers

Our team has extensive experience on these tools/applications:



Since Inception, QuickScale has focused in delivering cutting edge solutions to its valued customers at low cost, thus making its customers more competitive. This is the reason behind its success even in tough economic climate.



The Indian IT and BPO industry currently stands at 177 billion USD in 2019 and is expected to grow by 7.7% further in 2020

-- Report by NASSCOM, 2020

Technologies	Description
OS	Windows, Unix, Linux
Languages	Java, PHP, C#, Python, Go
Database	Oracle, MS SQL Server, MySql, MongoDB, noSQL
Tools	Eclipse, JBuilder, Toad, StarTeam, ANT, UI Path
Frameworks	ROR, Hibernate, Spring, CI, Laravel, React, Hadoop
Protocols	SMPP, UCP, PAP, Diameter, IMAP, OSA and OMA Parley
Infra	Dedicated Servers, GCP, AWS and Azure

2. ERP Services and Mobility Solutions:

In the fast changing global markets, organizations strive to achieve clarity in the flow of information, and have lower response times to be able to make strategic and innovative decision. We primarily serve SME sector towards their ERP needs with fast and cost effective Solution like **OpenERP (now Odoo)**.

QuickScale leverages its experience across domains and technology platforms to deliver faster returns on investment. QuickScale’s ERP application portfolio includes:

- Implementation
- Post-implementation support
- Enhancement
- Version upgrades
- Master Data Management
- Ad hoc consultancy

We specialize in configuration and customization of the following major modules:

HRMS, Finance and Accounting, Project Management, Sales and Distribution, CRM, Purchase, Inventory Timesheets and Invoicing, Ecommerce

Mobility: We have deep experience in developing mobile enterprise solutions that are easy to use and provide real time access to information with accuracy and complete security. We ensure that all database files are compatible for mobile viewing and most importantly, the databases are tightly knit to avoid information leaks.

Benefits of choosing our mobility solutions

- Customized mobile enterprise solution to solve your business challenges
- Cross-solution expertise with talented team of CRM developers / database experts
- Experienced app developers for iPhone, iPad, android and cross platform app

The cloud ERP adoption in SME segment is expected to grow at a CAGR of 23.9%, whereas large enterprise segment is expected to grow at a CAGR of 27.6% during the forecasted years 2019-2020

MarketsandMarkets expects the global cloud ERP market size to grow from USD 24.5 billion in 2019 to USD 37.7 billion by 2024, at a Compound Annual Growth Rate (CAGR) of 9.0% during the forecast period.

This year, mobile will surpass TV ad spending by more than \$6 billion, according to our latest ad spending forecast. By 2020, the channel will represent 43% of total media ad spending in the US—a greater percentage than all traditional media combined.

“eMarketer Report”

development

- Mobility software solutions that comply with international quality standards
- Tested for possible security leaks and ease of use
- Our developers promise on-time delivery and quality
- On-demand support to help you and your staff effectively use mobility solution
- Information confidentiality and copyright on source code with non-disclosure agreement

3. Cloud/ DevOps Services:

We help our customers to be close to the modern tech development to provide them cutting edge coupled with cost saving. We undertake following works related to Cloud technologies:

Data Center Migration - A clear, precise and well-monitored data center migration has the power to change an organization's overall operating environment and helps customer move from Capex to Opex model.

Business Continuity - Our world class cloud servers and team of experts help you design a disaster recovery strategy to deploy solutions that will meet your mandatory recovery objectives.

Managed Services - QuickScale team of experts help you manage and monitor operating systems, databases and enterprise applications, including the integration of Citrix, SAP and SQL

Automation through DevOps Consulting:

- Operational management of compute, storage and network resources
- Build and Release Management
- Configuration Management
- Application Deployment as a Unit (Dockers)
- Backup/restore of data,
- Performance and Security Management

4. Quality Assurance and Testing:

QuickScale provides the complete solution to all Quality services its clients/partners. The Quality of Software remains one of the most crucial factors determining the success or failure of a business. QuickScale has a well-equipped infrastructure and a proven methodology to provide software product testing services in a controlled environment.

Our Quality Assurance and Testing services include:

Growing adoption of Big Data, analytics, artificial intelligence and Internet of Things is expected to push cloud market in India to grow 3-fold to USD 7.1 billion by 2022

“NassCom Report”

Indian infrastructure as a service (IaaS) spending was estimated to be about USD 1 billion in 2018, and is forecast to grow at 25 per cent per annum to reach USD 2.3–2.4 billion in 2022.

“NassCom Report”

The global DevOps market was valued at \$2,885 million in 2016, and is expected to reach at \$9,407 million by 2023, growing at a CAGR of 18.7% from 2017 to 2023. The global DevOps market was worth US\$ 3.5 Billion in 2019.

“Allied Market Research”

- ❖ Set up of Test Environments
- ❖ Test Plan Creation and Validation
- ❖ UI, Accessibility, and Usability Testing
- ❖ White Box and Black Box testing
- ❖ Functional Testing
- ❖ Stress & Performance Testing
- ❖ Regression Testing
- ❖ I18N/ L10N/ Compatibility/ Interoperability Testing

Our team has extensive experience on these testing tools:

Functional Testing Tools: QEngine, WebTest, Compuware, QARun, Mercury Quicktest Pro, TestComplete, SilkTest, RFT

Performance Testing Tools: JMeter, LoadRunner, Astra Load Test

Unit Testing Tools: JUnit, NUnit, SQLUnit, J2MEUnit

5. Training and Resource Augmentation

Our Staff Augmentation services enables our customers in getting qualified and experienced personnel to suit their requirements working exclusively for them from our offices or the customer's location. We provide resources in the following areas:

Application Development: Java/ J2EE/ .NET and related technologies

Testing Services: Manual and Test Automation (HP/ Rational/ Open Source)

Investment Banking Tools: Clear Vision, Ransys, SunGuard GMI

UI Experts: HTML/ JavaScript, CSS, Graphics Tools

Database Experts: DB Analysts and DBAs in Oracle/MS SQL Server/ My SQL

Domestic and International BPO: Voice and Non Voice based resources

Retail and Marketing: Highly trained resources in Retail and Marketing

Automobile and Manufacturing: Supervisor and Manager Level

Resource augmentation provides the following **benefits to the customers:**

Cost Effectiveness: No hiring or separation cost, no training cost, reduced infrastructure cost, easy resource replacement

Time Effectiveness: Just in time resources, quick replacement

6. Digital Marketing

At QuickScale we primarily deal with internet based technologies to promote business of our customers. Digital Marketing, also called online marketing or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Building a global brand in a cost effective way is possible only through digital marketing. For quick results to promote our customers'



Software testing addressable market in India is expected to grow at a CAGR of 9.5% from USD 6.2 billion in FY 2019 to USD 8.2 billion in FY 2022.

“NassCom Report”



Resource augmentation is the process of hiring a dedicated team of additional (often contractual) staff to bring better efficiency and effectiveness in the work process, QuickScale is the reliable name in this area.

business, we primarily deal with email marketing, search engine marketing (SEM), social media marketing and mobile advertising.

Following are the major service in digital marketing:

Search Engine Optimization:

- Organic SEO Site Analysis Campaign
- On-Page Optimization
- Off-Page Optimization
- Pay Per Click (Google and Facebook PPC)

Social Media Marketing:

- Creating good write-ups / articles
- Creating high quality graphics with correct message
- Optimizing and linking website to popular social platforms
- Free and Paid targeted campaigns
- Interlinking of social platforms for optimized results

Content Marketing:

QuickScale complements the SEO and SMO services very well with its content offering. Content marketing is a strategic marketing approach focused on creating and distributing unique, valuable and relevant content to attract targeted traffic for business benefit through following

- Infographics
- Blogs/ articles
- Videos/ PPTs

Bulk Mail & Inbound Automation:

QuickScale provides the industry leading cost effective solution through email marketing. We have a team of content writers and graphic designers to create variety of creative mailers. Data is the heart of email marketing and we have categorized data for this purpose. We handle each campaign with care to ensure maximum deliverability. Following are the distinctive highlights of our mail campaign services:

- Industry Leading Deliverability
- Subscription Management
- Campaign Tracking
- Open / Bounced Tracking
- Message Scheduling
- Cost effective inbound marketing automation
- Lead generation and lead nurturing

eCommerce market of ~35 billion USD in 2017 is expected to grow at a 25% CAGR over the next five years. This is because of the mobile revolution that will cause internet penetration to grow from 34% to 60% during this period.

The global content marketing software market size was USD 3.42 billion in 2017 and is projected to reach USD 9.59 billion by 2023, growing at a Compound Annual Growth Rate (CAGR) of 18.4% during the forecast period. The forecast period is 2018 to 2023, and 2017 is the base year for estimating the market size.

33% India Marketers think that over 50% of emails are viewed on mobile devices, seeing a YoY growth of 25%. BFSI sector is on the forefront with 39% BFSI Marketers' reporting the same.

-OctaneResearch

Our Esteemed Customers:



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“It takes less effort to keep an old customer satisfied than to get a new customer interested”

“In the world of internet customer service, we always remember that our competitor is only a mouse click away.”