



Powered by collaboration

QASER

Quality Assured Service

Background

- Set up by highly experienced IT professionals



- Head Quartered in India with a business entity in the US

- Profitable and growing



Mission

A close-up photograph of a hand with the index finger pointing upwards towards a white box containing the word "MISSION".

MISSION

- to provide exceptional depth and breadth of services to small and medium sized businesses
- work with delivery partners who embrace the benefits of collaboration
- ensure high quality delivery by marrying internal and partner capabilities

Parthadeb Chakravorty Founder, Director



- Holds Bachelor and Master's degree in Engineering
- He has over 28 years of experience at IT blue chip organisations
- Ran major delivery engagements using global delivery model
- He has 17 years of business development and client relationship management experience in the US, UK and Continental Europe
- He has specialized knowledge in the BFSI domain and has qualifications from CII, London

- Won the Bengal Entrepreneurship Recognition 2015 and 2016 from BCC&I.





Santanu Roy

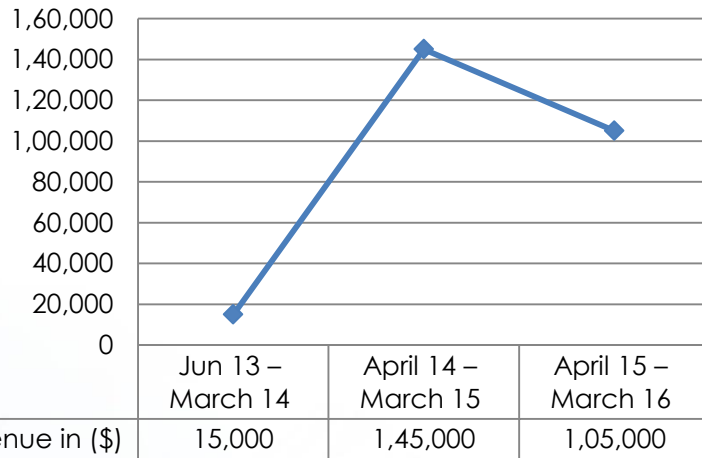
Founder, EVP and General Manager, North America

- Holds a BS degree in EE from Jadavpur University , India and MSEE degree from MSU, Tennessee, USA
- He has over 28 years industrial experience in engineering and marketing and has earned many accolades over time for excellent customer support and services
- Senior roles at organizations like National Semiconductor, C-Cube, Broadcom
- Won the Bengal Entrepreneurship Recognition 2016 from BCC&I.

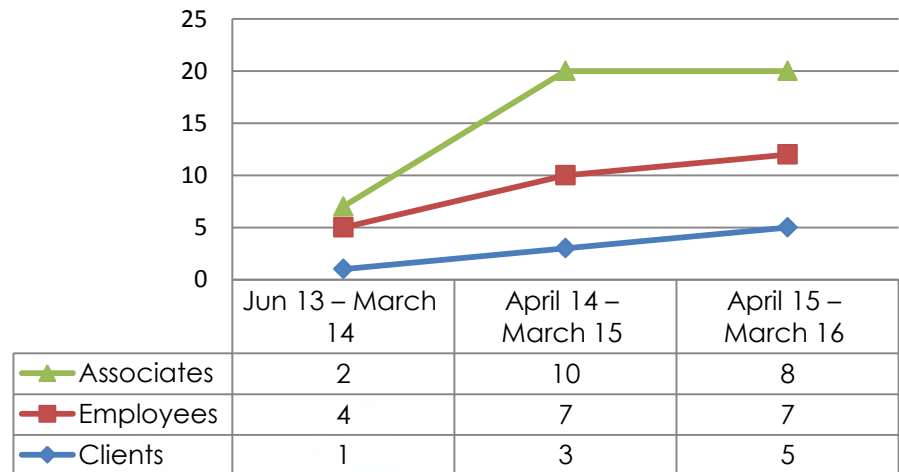


Performance Snapshot

Revenue in (\$)



Engagement Index



	From	
		



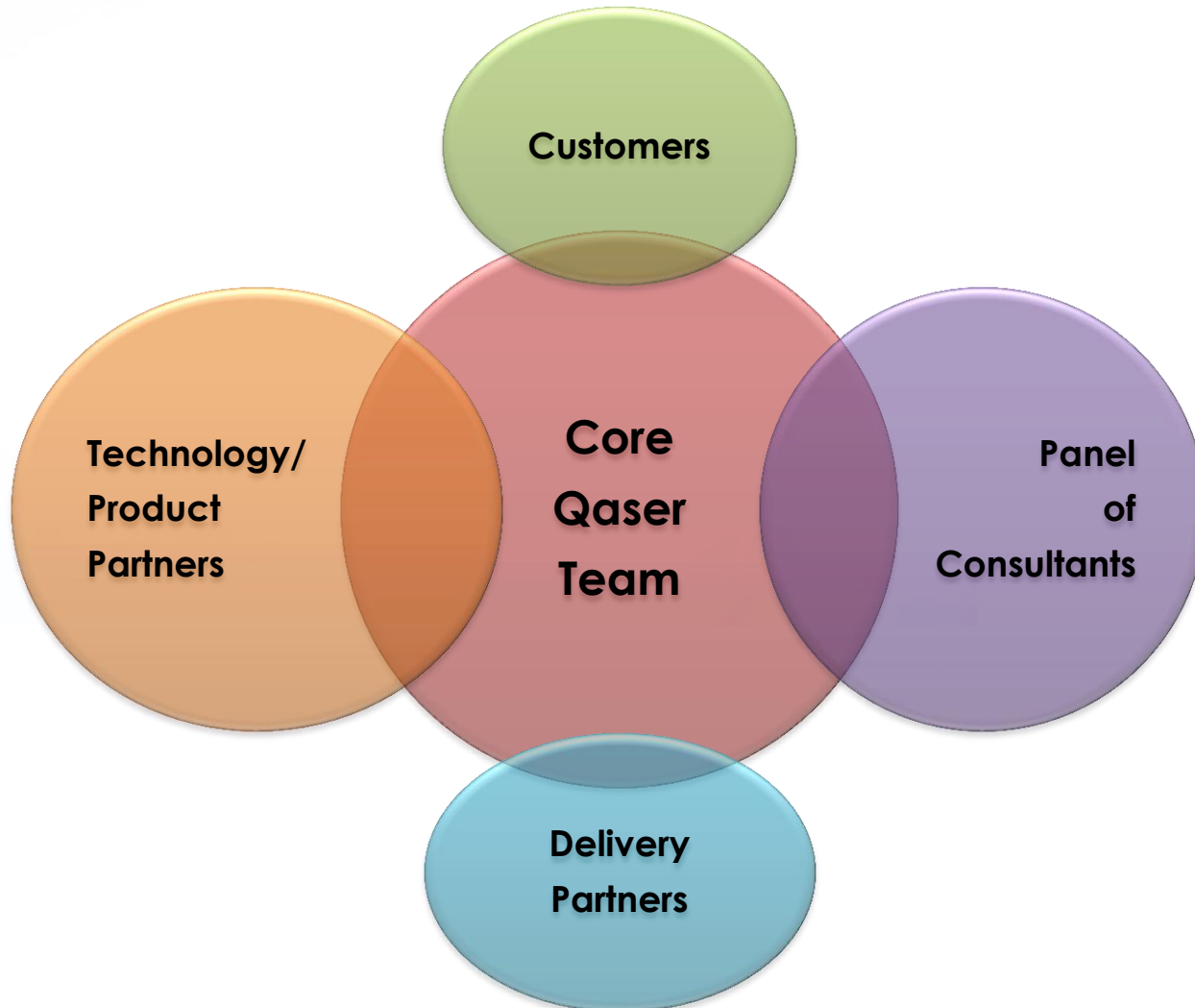
- All customers have awarded repeat business

- Debt free balance sheet



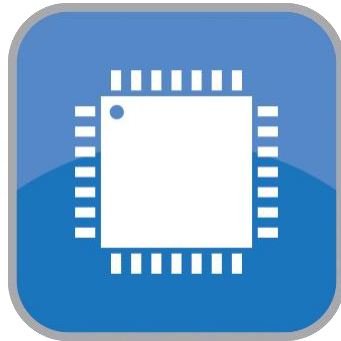
- Operating profit from 2nd year
- Revenue Target for March 17 - \$225,000

Operating Model



Focus

- Mobile apps



- Embedded software

- eLearning



- Web development, digital marketing, analytics

Engineering Capabilities

Wireless Communication

Implementation of 802.11 a/b/g/n/ac solutions which includes but not limited to the following

- o MAC layer WLAN driver
- o Application layer software including router, access-point, residential gateway etc. solutions

Software for Bluetooth and NFC enabled devices

Low-energy Beacons (BLE) software

Internet of things/IOT related software development (WLAN stack)

Mobile Applications

Android and IOS applications

Command and control apps with small footprint

eLearning apps with rich graphics

E-Commerce apps

Gaming apps

Embedded Systems

Development of software and firmware for an array of devices and for both single-SoC and multi-Soc processors

SoC for IoT devices

Bare Metal embedded software

Interface software development for security devices like cameras

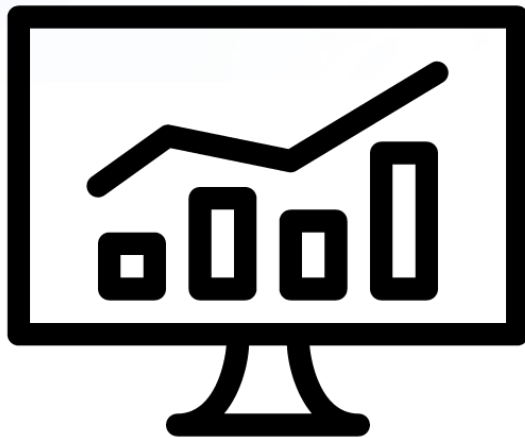
Technical Expertise

Expertise on RTOS (e.g.. NetX-ThreadX, eCos, Nucleus, free-RTOS etc.)

Expertise on ARM cortex and Arduino processors

Programming in C, Java, Python

Web & Analytics



Web Development

- Website design and development
- Digital Signage using SCALA
- Search Engine Optimization
- Social media and payment integration
- Web analytics
- Live event streaming
- Back end application development

Analytics

- Query Optimization using machine learning techniques
- Predictive and Prescriptive Analytics
- Unstructured text mining
- Image processing

Development of Wi-Fi layer for IoT chipset (Korea, US)

Technology	Threadx, Netx, CoAP
Client	Leading Mobile Communication Technology Provider
Project Scope	<ul style="list-style-type: none">• Design and development of Wi-Fi SoC for mobile devices• Implementation of mDNS and xmDNS• Implementation of CoAP protocol• Testing on simulated hardware environment
Business Perspective	<p>The client was in the process of developing a chip for IoT devices. Their in house team was fully engaged and also did not have much wireless skills. Qaser developed the Wi-Fi layer in 5 months and helped integrate it with the other components. This has enabled the client to go to market on schedule.</p>



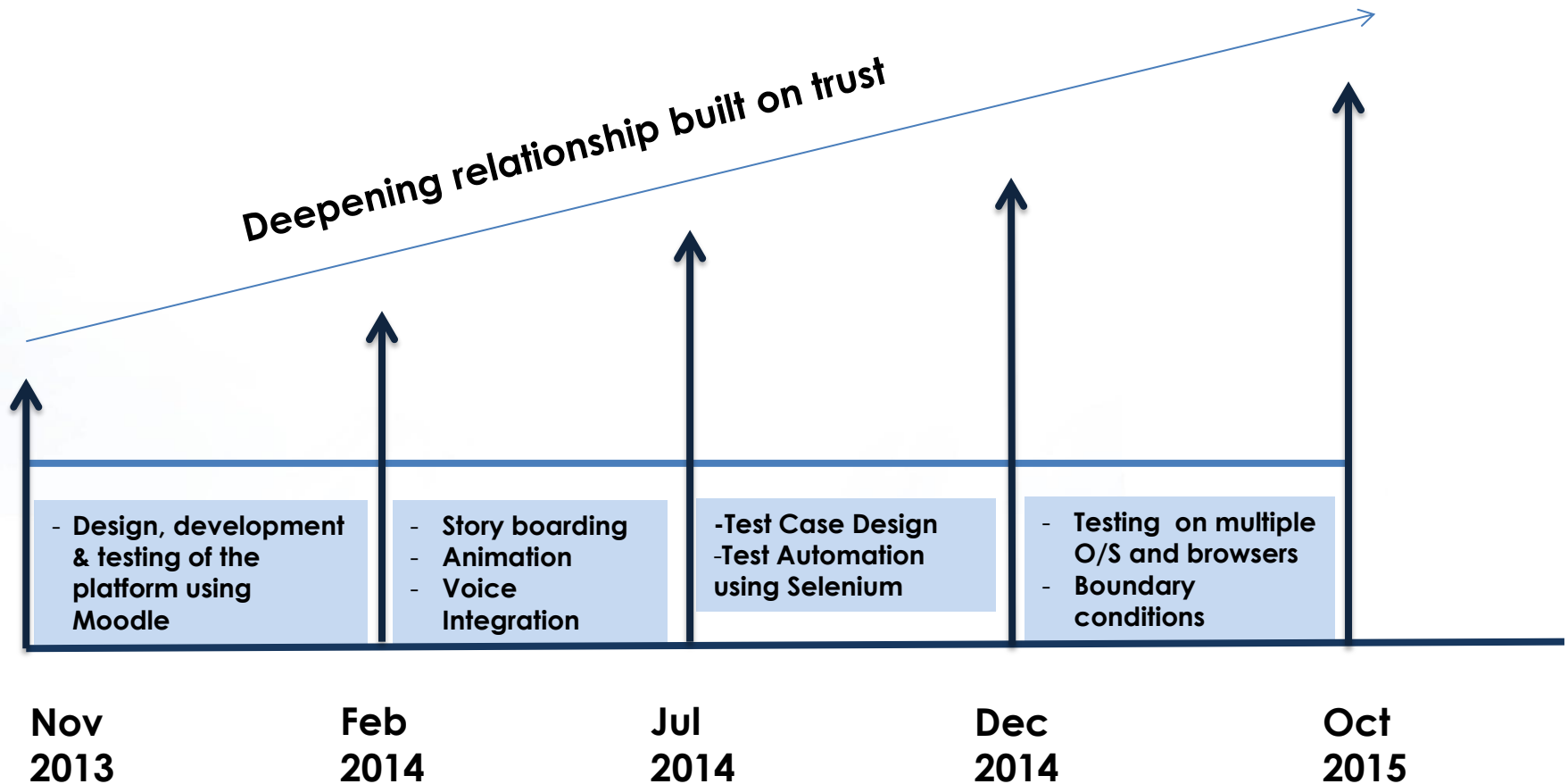


Development of an App and firmware for device control (Korea, US)	
Technology	Android and IOS, C
Client	Leading Mobile Communication Technology Provider
Project Scope	<ul style="list-style-type: none">• Design and development of an app that controls a lock, a thermostat and a light source• Save and display real time and historical data on the cloud• Develop firmware for Wi-Fi connection from mobile device to the chip• Develop firmware to control the peripheral devices
Business Perspective	<p>The client has developed a chip for IoT devices and needs to demonstrate its capabilities to prospective customers. The client's engineering team does not have expertise in mobile app development. Qaser has developed the app as well as associated firmware for controlling devices using a mobile phone.</p>

Learning Management System (learn.thinkhr.com) (US)	
Technology	Moodle 2.6, PHP, MySQL
Client	Leading online HR and Training Company in the US
Project Scope	<ul style="list-style-type: none">• Design and build complete LMS platform• Multi tenancy, product catalogue, Multi tiered access• Easy to use Admin functions, self registration• Flexible reporting and dashboards• Creation and deployment of course content
Business Perspective	Client's existing LMS provided limited features leading to revenue stagnation. The new system developed by Qaser allowed the client to on-board over 150K users, offer 900 courses in 8 different verticals. This growth enabled the client to secure a round of funding to scale up the business.



Think HR Relationship



Learning Management System (www.traliant.com) (US)	
Technology	Moodle 2.6, PHP, MySQL
Client	Specialised Online Training Company in the US
Project Scope	Course Testing <ul style="list-style-type: none">• Testing of the client's flagship course on Multiple browsers• Testing on Windows and Mac environments• Explore specific scenarios like resume, and system abort
Business Perspective	Client's flagship course needed to be thoroughly tested on a combination of platforms to ensure defect free delivery. Qaser's testing team identified critical issues that were resolved before the course was released to the market



**Digital Marketing Initiative (India) –
www.purvidiscovery.com**

Technology	Apache, Javascript, Ajax, Php, MySql
Client	Leading Travel and Tourism Operator in India
Project Scope	<ul style="list-style-type: none">• Design and build a dynamic and responsive website• Establish social media links• Operate and maintain the website including the contents• Run periodic digital marketing initiatives
Business Perspective	The client owns large tea gardens that have excellent Chang bungalows in exotic locations. They have started utilising these properties for customised adventure tourism. Qaser built the website and ran a digital marketing campaign for the customer increasing the number of enquiries by 300% in 6 months.



Live Video Streaming of Fashion Events (US)

Technology	Apache, C, HTML-5, Hero GoPro Black Camera
Client	Media Solution provider
Project Scope	<ul style="list-style-type: none">• Develop wireless Interface for GoPro camera with PC• Develop Camera command and control app on PC• Streaming video and Pictures over the cloud• Streaming content to mobile devices using app
Business Perspective	The client is designing a platform for streaming fashion events live to mobile devices directly or through a website. Qaser developed the demonstration version of the software that is now being shared with investors for funding.



Test Automation for Corporate Communication App(US)

Technology	Selenium, C#
Client	Corporate Communication App Provider
Project Scope	<ul style="list-style-type: none">• Understand the functionality of the clients briefing feedback and analytics app• Develop test scenarios for PC as well as mobile devices• Manual testing and bug reporting• Development of automation scripts
Business Perspective	<p>The client is in the process of developing and rolling out the app for high profile customers like IBM. Qaser's QA team has ensured a defect free delivery as well as increased productivity through test automation</p>



Creative Content for Digital Signage Consultant(US)

Technology	Adobe Photoshop
Client	Leading Digital Signage Provider
Project Scope	<ul style="list-style-type: none">• Understand clients creative requirements from illustrations• Create content providing multiple options for the client to choose from• Providing final content in the desired format
Business Perspective	<p>Pizza restaurant chains needed to create digital menus to display on 50' screens at their outlets. Qasers creative team developed the banner as well as menu pages that were highly appreciated by the client</p>



Customer Speak

**Mr. David Cohen,
Sr. Director Marketing, FCI**

“As Senior Marketing Director for Silicon Motion and their FCI Mobile Division focused on Wi-Fi and wireless technologies, I can recommend the work of Qaser Software LLC. They have done excellent work for us in software development of our new Wi-Fi SoC (chip), including the development of both traditional and very new technologies that are needed to bring our chip to market.

In addition I have found the principals of the company, Santanu Roy EVP and GM, and Parthadeb Chakravorty, Director, to be responsible, helpful, and honest business people to work with. I would recommend them to any company having a software development need.

**Best regards,
David Cohen”**

Customer Speak

**Michael Wood,
VP Product Development , ThinkHR**

“Qaser, This would not have been possible without your hard work and dedication. We have our first upgrade customer! We have other paid customers, but this was sold by a partner and the customer bought the admin features.

**In appreciation,
Mike”**

Customer Speak

Mr. Manoj Jalan,
CEO of Purvi Discovery

“Dear Partha,

Please find appended below my comments on
Qaser Digital.

“Qaser’s Digital Marketing team has vastly
improved the Purvi Discovery website and we are
starting to see the benefits of initiatives on
facebook and Google plus. The effort put in by the
team is very much appreciated”.

Regards
Manoj ”



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Thank You.

Let's discuss.