



Powered by collaboration

QASER

Quality Assured Service

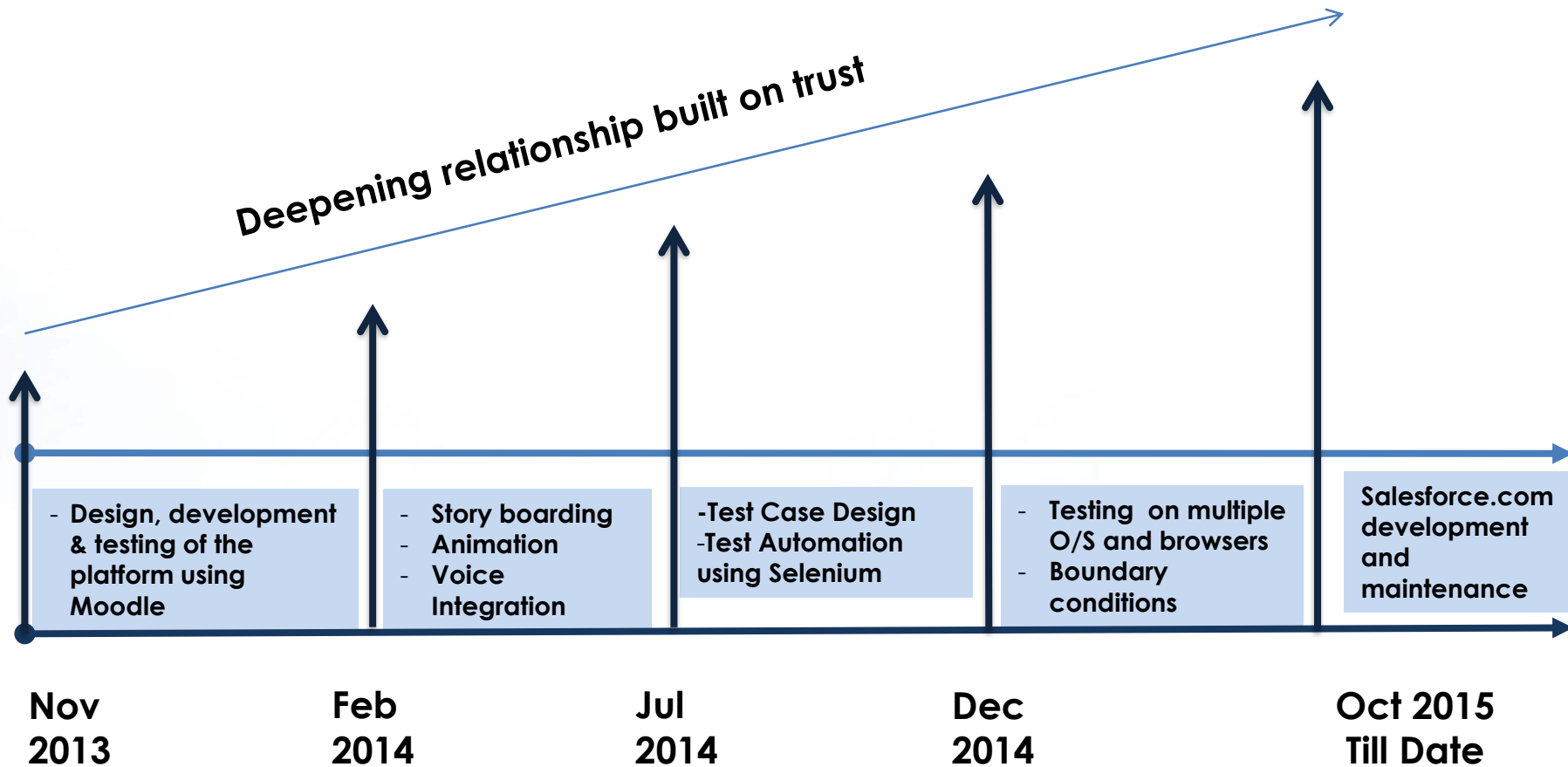
Learning Management System (www.traliant.com) (US)	
Technology	Moodle 2.6, PHP, MySQL
Client	Specialised Online Training Company in the US (Traliant Inc.)
Project Scope	Course Testing <ul style="list-style-type: none">• Testing of the client's flagship course on Multiple browsers• Testing on Windows 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



Learning Management System (trustmineral.com) US	
Technology	Moodle 2.6, PHP, MySQL
Client	Leading online HR and Training Company in the US (Mineral Inc.)
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.



Mineral Relationship



Digital Marketing Initiative (UK) – clpe.org.uk

Technology Google Analytics, Javascript, Similarweb

Client Centre for Literacy in Primary Education

Project Scope

- Set up ecommerce on website
- Search Engine Optimisation
- Google Analytics 4 implementation
- Run monthly Facebook campaigns and periodic reporting

Business Perspective

The client is an UK based charity for providing literacy training to school children. They needed to enhance their marketing campaign for attracting more donors. Qaser led the initiatives for over 12 months that resulted in significant improvement in site traffic and donor intake.



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

Technology	Apache, Javascript, Ajax, Php, MySql
Client	Leading Travel and Tourism Operator in India (Purvi Discovery)
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.



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

Technology	Threadx, Netx, CoAP
Client	Leading Mobile Communication Technology Provider (FCI Inc.)
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	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.





Development of an App and firmware for IoT device control (Korea, US)	
Technology	Android and IOS, C
Client	Leading Mobile Communication Technology Provider (FCI Inc.)
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	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.

Creative Content for Digital Signage Consultant(US)

Technology	Adobe Photoshop
Client	Leading Digital Signage Provider (ASI Inc.)
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>



Test Automation for Corporate Communication App(US)

Technology	Selenium, C#
Client	Corporate Communication App Provider (Signet.tv)
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>



Live Video Streaming of Fashion Events (US)

Technology	Apache, C, HTML-5, Hero GoPro Black Camera
Client	Media Solution provider (Flairio inc.)
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.



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 ”