



Development

Designing

Success

Plan

Goal

Ksoft Technologies
Innovative IT Solutions

Ksoft Technologies
Innovative IT Solutions

TECHNOID

Case Study





visit www.technoid.ae

About Company

Technoid - is a software development firm based in Dubai, UAE, focused on bridging the gap between business and technology by using traditional (waterfall) and agile project management methodologies. The company focusses on implementing quality solutions/systems and delivering value in terms of better ROI, improved process workflows, minimal solution turnaround and cost effectiveness.

"Trying to manage a project without project management is like trying to play a football game without a game plan"
- K. Tate

COMPANY PROFILE

Technoid - is a website and software development firm based in Dubai, UAE, focused on bridging the gap between business and technology by using traditional (waterfall) and agile project management methodologies. Our services include designing & developing responsive websites, cross-platform mobile apps, SEO, custom applications development and project management consulting for ERP / CRM implementations.

Technoid strives to achieve a sense of empathy with customers, implementing quality solutions/systems and delivering value in terms of better ROI, improved process workflows, minimal solution turnaround and cost effectiveness.



WHY TECHNROID?

Our emphasis clearly is on hands-on stakeholder management, proper communication, demonstrating executional excellence and effective governance in delivery of projects/programs inline with organization's strategic and tactical goals.

Technoid has proven expertise of managing projects in the entire IT spectrum ranging from systems migration, system integration, custom software development, website development, cross-platform mobile apps, enterprise business process applications such as ERP, CRM & Sharepoint, Networking and Infrastructure enhancement/integration.



5

YEARS IN BUSINESS



75

PROJECTS
DELIVERED



40

CLIENTS



20

SUBJECT EXPERTISE

Project Goals

Technoid approached Ksoft team to build a site that would better accommodate their Project management activities including their expertise in technology that covers hardware and infrastructure. The goal was to provide customer with easy and efficient way of delivering the projects with their extensive expertise in industry.

Technology

◆ Wordpress

Website Features

- ◆ Responsive Design
- ◆ Image Gallery
- ◆ Advanced Marketing
- ◆ Form Builder
- ◆ Email and Skype integration
- ◆ Social Media Integration

Results

- ❖ Successfully implemented a responsive web design in order to make a user-friendly site.
- ❖ There was a huge increase in page views driving the web traffic that generated enquires.
- ❖ The new design helped to promote revenue-generating streams and attracted its targeted audiences more clearly.
- ❖ Project delivery within right time frame.

SERVICES

PROJECT MANAGEMENT SERVICES



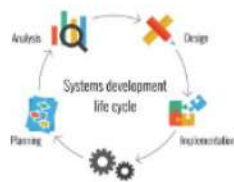
Strategic leadership in establishing Project Management (PMO) for setting policies, regulations, procedures aiding in selection of projects adhering to customer's vision. Deploying Project Management framework & PM methodologies such as traditional, agile & hybrid techniques.

RESPONSIVE WEBSITE DEVELOPMENT



Developing innovative & responsive websites uniformly accessible across various platforms and screen resolutions encapsulating Client's branding guidelines seamlessly thereby building impressive **UI (User Interface)** for first time users and warranting rich **UX (User Experience)** for return visitors.

BUILDING CUSTOM APPLICATIONS



Building apt, robust & scalable custom-made applications for addressing Customer's pain points. Proven expertise in developing application using Open Source (PHP) as well as Proprietary technologies (.NET, Java).

E-COMMERCE & DIGITAL MARKETING



Developing website on e-commerce platforms such as **Magento, WooCommerce & Shopify**. Facilitating integration of website with payment gateways, shipping carrier and rolling out e-commerce features such as coupons, gift cards and loyalty points. Promoting websites using digital marketing techniques such as Search Engine Optimization (SEO) & Social Media Optimization (SMO).

Conclusion

Ksoft team was able to successfully implement the project management website quickly on time and on budget. It has become easy for the customers to check the website and understand the offerings in a better way and contact the company. They were impressed with the dedication and support of Ksoft team and also considered us for several other projects within their organization. Our relationship with Technoid team is now more than 2+ years and we are privileged to work with them on multiple projects.