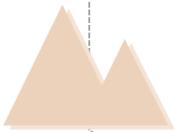


Synoverge
Ideas Energized



Deals & Marketing Platform

Daily deals and group promotions today have imposed a unique challenge of unpredictability to merchants. The communication and benefits are largely one way leading to a chaotic situation, more often than not.

Australia based Daily Deals & Promotions Company catering to SME segment for marketing & promotions

CLIENT PROFILE



BUSINESS SITUATION

The customer came to Synoverge with idea that has a huge potential in the deals market challenging what is available already. The idea revolved around bring together promotions, consumers & charities together on a single platform and thereby creating an ecosystem that empowers the users to select their own charity. Time to market was essential and it was important to launch the application at the earliest.

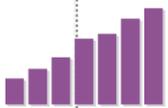


Synoverge team of technologists, designers and architects engaged with the customer to understand their vision, features, architectural blocks & the roadmap. Synoverge created designs and wireframes of the application, conducted focus group workshops with the users and created walk through prototypes of the application to be launched. The application, since it had to be targeted on multiple devices, was initially created on HTML 5 and later on also published in the app store as a native iOS application.

Synoverge also worked with the customer in identifying additional features that will help the customer build the right business model for them to be successful.



SOLUTION



Projected Business Benefits

- The application within three months of launch had about a 1000 merchants and about 30 odd charities signed up with the customer.
- The application generated positive reviews and received many inquiries and partnership models with potential partners, opening up avenues of alternate revenue models.

Java, J2EE, jQuery, JBOSS, MYSQL, Hibernate, iOS, HTML 5 **TECHNOLOGY**



**FOCUSED
AREAS/SERVICES**



Synoverge Mobility group works with its customers to create solutions leveraging technology to solve business problems through its proven expertise, methodologies and industry standard practices

Synoverge Technologies Pvt. Ltd. is global technology consulting company that harnesses the power of technology and leverages existing investments of clients to offer transformation led business solutions to enterprises globally. Synoverge has been founded by a group of 5 practicing IT professionals, with each one of them bringing over 15 years of experience in Technology Consulting and have worked with fortune 1000 clients through leading IT consulting



Ahmedabad 
D – 4, Galaxy,
Near Himalaya Mall,
Opp. Sunrise Park,
Ahmedabad – 380052

Mumbai 
Unit no 213,
Bldg. no 2, Sector 3,
MBP, Mahape,
Navi Mumbai - 400709

Japan 
No.6, Kita Suna REISE
HOBBY, 1-18-2 Kita
Suna, Koto-Ku, Tokyo,
Japan 〒136-0073

The Netherlands 
Sporlaan 5a,
1406 SR
BUSSUM,
The Netherlands