

**Tarams**  
We engineer results



# Tarams

## Digital Data Sheet

## About Tarams Digital Technology Solutions

Cloud, Social, Analytics, Mobile Apps, Internet of Things (IoT) and wearables are disruptive technologies that challenge existing business practices and provide newer solutions. These technologies overlap each other to some extent and it is often difficult to understand, let alone master or control it for business benefits.

## Digital Technology Solutions



For companies to build a digital business model, they need to be able to handle diverse technologies and harness it for the enterprise. Tarams helps organizations address these diverse challenges by leveraging new and emerging technologies to deliver better products, services and processes. Tarams offers a range of solutions across digital transformation, consulting, technology integration and support.

## Business Challenge

There is now a huge overload of digital information from business processes and businesses find it a challenge to store, analyze and effectively use the ever-growing volumes of data. They also are hampered by the dynamic scalability aspects of different solutions used in this regard. The challenge is to keep pace with the customers, vendors and other stakeholders. In this regard, cloud technology promises to provide the major requirements of accessibility, convenience, affordability, and big storage space. While Cloud technology has emerged as a key enabler of connected economies driving growth, companies find it a challenge to find cloud computing solution and service providers who can offer multiple capabilities and expertise in areas such as Cloud technology, Social media platform, IoT or Big Data. With newer technology like IoT being still at a nascent stage, companies are still grappling to find a workable IoT solution and are still looking for business models that will help them to capitalize on the revenue potential of IoT.

## Solution classification

Tarams' digital technology solutions use new and emerging technologies to provide better products, services and processes. Tarams digital technology solutions span diverse technologies such as the cloud, social media and IoT.

## Cloud technology

This is emerging as a key enabler of business and economic activities and connectivity, driving growth. With the unprecedented growth of digital information flow, businesses look to cloud solutions to provide dynamic scalability to keep pace with the customers, vendors and other stakeholders. Cloud computing service providers provide accessibility, convenience, affordability, and big storage space to help businesses meet their growing business demands through their digital solution that are accessible, agile and scalable. TBR estimates that worldwide public cloud revenue will increase from US\$80 Billion in 2015 to US\$167 Billion in 2020.

## Social Media

Digital Social media technologies drive customer engagement and help businesses make informed business decisions. Businesses now need specific digital social media strategies due to the overarching presence of digital and social media technologies in the commercial landscape. Data from eMarketer suggests that social media ad spend was about US\$17.85 billion in 2014 that grew to US\$25.14 Billion in 2015 and is expected to touch US\$41 Billion in 2017. The fast growing user base of social media was pegged at 2.8 billion worldwide accounting for a penetration of about 37%. Businesses can gain insights and competitive edge over its rivals by analyzing, drilling-down and leveraging social media data. Social media platforms help businesses in influencing and engaging customers in real time while social media platforms provide great benefits in customer service support. Social media also enhance the marketing activities of companies by reaching the right target audience and generating revenue—paving the way for the emergence and growth of Digital Social Enterprise.

## Internet of Things (IoT)

IoT strategy and technology is enabling companies to rethink their products and services innovatively and redefine their relationships with customers, employees and partners. Intel predicts that there will be about 200 billion Internet of Things devices by the year 2020 while a BI intelligence report estimates that the Internet of Things device market will add value to the global economy to the extent of US\$1.7

## Key Benefits

Digital Technology Solutions provide significant benefits to the companies, including:

- Meeting growing business demands through a connected digital solution that features accessibility, agility and scalability.
- Enhances and drives customer engagement and enables companies to make informed business decisions using digital social media strategies.
- Captures all the data and insights from customer interactions across various connected devices on the Internet, enabling analysis and actionable insights.

trillion by 2019. Tarams brings to bear its expertise in IT strategy and consulting in providing IoT solutions where the company provides an end-to-end IoT platform that connects the core business to the network of connected devices. The company offers futuristic IoT solutions that bring together silos of information from disparate IoT assets and convert them into potential sources of business advantages. Tarams' technology solutions help to capture data seamlessly from IoT-enabled devices across varying technologies without any compatibility issues. The company has the capability to provide custom IoT solutions on the Cloud platform while also integrating third party CRM solutions to provide an Integrated and comprehensive solution.

## What Tarams can offer

### 1) Cloud Technology Consulting Solutions

Tarams' connected digital solution offers accessibility, agility and scalability to meet growing business demands. Cloud technology is emerging as a key enabler of businesses in a connected economies driving growth due to the growth of digital information flow.

Cloud Companies need cloud technology services that can help them to bridge the gap between IT infrastructure requirements and growing business demands. Our role is precisely to fill this gap. We help you develop and execute a holistic cloud strategy tailored to your needs

- Cloud readiness assessment
- Cloud strategy and deployment roadmap
- Security & Testing services

- Cloud Integration services
- Application development on platforms such as Amazon, AWS, Microsoft Azure, Google, and Salesforce

## 2) Social Media

Digital social media strategies provided by Tarams help companies drive customer engagement and make informed business decisions. Social media data can provide businesses gain insights and competitive edge over its rivals. Social media platforms help in influencing and engaging customers in real time apart from offering customer service and marketing support.

Tarams helps in the development of an agile digital social solution that enables companies to become a digital social enterprise. The solutions enable clients to make sense of social data and provide critical insights needed to design and deliver new solutions. The consulting offerings include:

- Creating a roadmap to capture social insights, drive engagement and unlock business opportunities
- Social Analytics to understand the pulse of the social customers and competitor's volume
- Cluster data discovery to understand what is happening on social platforms in real-time

- Customized dashboard to collate data from multiple social platforms and simplify the workflow based on it
- Build Digital social prototypes of cloud based social business solutions, and implement after test results

## 3) Internet of Things

IoT refers to an ecosystem of connected things (applications, objects, sensors and servers) on an internet network. Companies seek to implement business models that will help them to capitalize on the immense revenue potential and benefits of IoT. IoT is still at a nascent stage and companies are attempting to find a workable IoT solution. Tarams' IoT solution includes an end-to-end IoT platform that connects the core business to the network of connected devices. These solutions capture all the insights from stored customer data across various connected devices on the Internet.

- Captures data seamlessly from IoT-enabled devices
- Achieves granular level operations through IoT platforms by capturing real-time data assets and critical devices
- Integrates the enterprise ecosystem with all the IoT data points
- Provides third Party CRM Integration that make data utilization more effective with third-party CRM and helpdesk integration

## CASE STUDIES

Tarams Technologies helped a leading deals based company, with more than 40 million users, increase its user base. Initially the client's revenues were affected as end customers were unable to view deals or products based on categories. The client was not able to track purchase and delivery accurately since it was done manually. This resulted in a lack of integration with logistics for delivery of purchased goods.

The solution provided by Tarams included a unified portal for viewing deals, providing lifestyle based offers-of-the-day, purchasing products and tracking deliveries for customers and third party vendors/ partners. The client was able to grow its user base exponentially with the help of the solution while the unified portal and tracking was instrumental in providing an enhanced customer experience and increased satisfaction. Custom products, events and deals were featured on specific micro-sites that were designed and developed, thereby, boosting client's revenues.

Tarams Technologies helped a leading micro-finance institution in the Asia-Pacific region in lowering sales training cost and increasing sales productivity. The cloud based solution included an LMS platform for imparting training to sales personnel spread across the globe. TI helped the company achieve and increase its sales quota achievement while improving adviser productivity, and enabled 24\*7 availability that helped it reduce sales training costs.

## CASE STUDIES

Tarams Technologies facilitated a seamless integration system to an e-commerce platform for a Fortune 500 publishing firm resulting in over 1,50,000 registered users. As the company transformed from traditional textbook publisher to an online learning science company, Tarams Technologies devised a strategically unified interface and implemented the application that resulted in secured digital content on the website. Started by designing and implementing an e-commerce solution from ground-up, called PARIS (Purchase, Registration and Subscription management) which considerably eased the login process. A Digital Rights Management (DRM) solution was embedded to enhance security of all the digital content available through the learning platform. Further, built a shop engine and shopping cart for users that included a Recommendation Engine and Subscription Management functionalities. Result was, client revenue increased by 20%, a result of empowering 3rd party vendors to cross sell their products. Further there was a 35% improvement in service quality by facilitating collaboration among different stakeholders.

*For more information on  
Tarams Business Intelligence services,  
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### About Tarams

Tarams is a technology consulting and product engineering company that helps clients transform their mission critical business applications to digital platforms. With over a decade of experience, we offer robust technology solutions to attain performance optimization, revenue generation and cost savings to some of the Fortune 500 companies. Tarams takes an agile and collaborative approach across the value chain and provide you a strategic advantage.

#### For more details:

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