Continuous Digital Excellence

aspire SYSTEMS

attention. always.

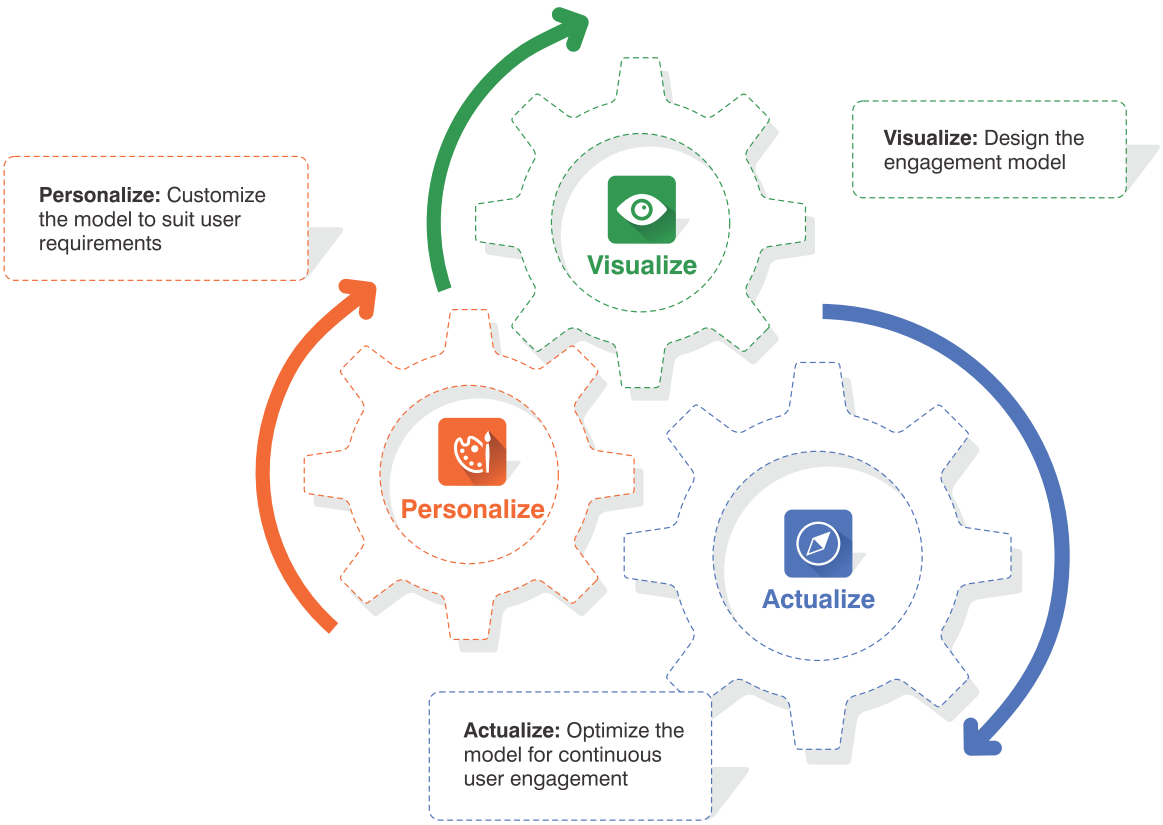
An introduction to our Digital Business

Aspire's Digital Business provides "Continuous Digital Excellence" to help its customers improve Performance and Reach, thereby Business. To enable this, Aspire has developed a framework with a focus on creating a digitized ecosystem to transform customer engagement and service delivery.

Digital Transformation Framework

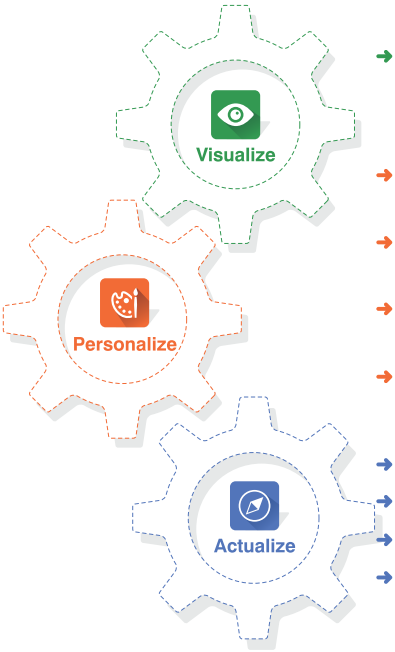
Our Digital Transformation Framework has 3 drivers: Visualize an effective engagement model, Personalize to suit user requirements and Actualize to optimize the model for continuous user engagement. Our framework enables strong engagement platforms for a digitized ecosystem across the enterprise landscape of customers & partners with an interplay of Communitize for an integrated socially collaborative environment, Mobilize for on the move decision making and Intelligize for on the go engaging analytics for a seamless omnichannel experience.

Drivers of Digital Transformation



Customer Engagement Solution

Client: An organization that provides a wide range of digital solutions for 750+ global news media companies



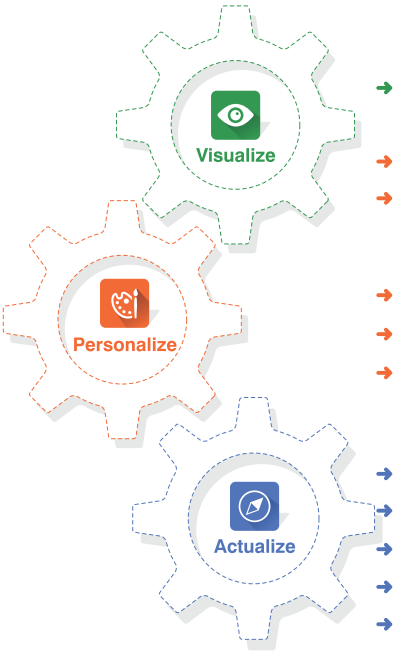
- A customer engagement software that connects readers, content and advisors
- Customer behavior analysis from sources like web analytics, registration databases, demographic data repositories, pay wall subscriptions, Facebook, You tube and social media platforms

- The target audience is selected on a broad set of demographic criteria like age, location, interest
- User can build a profile for targeted advertising to match relevant content and ads based on audience segment's interest
- A stack of filters or rules can be setup based on criteria which offers greater advertising ROI, increased contract commitment and Ad revenue
- Dashboards and metrics to show real time success of advertising campaigns

- Software effectiveness resulted in increased readership
- Ad Revenue increased by 25%
- Click through rates rose close to 200%
- CPMs increased by more than 100%
- Increase in subscriptions, sponsorships and new revenue streams by monetizing all content across all platforms

Industrial Digitization

Client: An American Group of companies vertically integrated to design and manufacture state-of-the-art electronic products. They provide self contained industrial HMIs which are touch enabled.



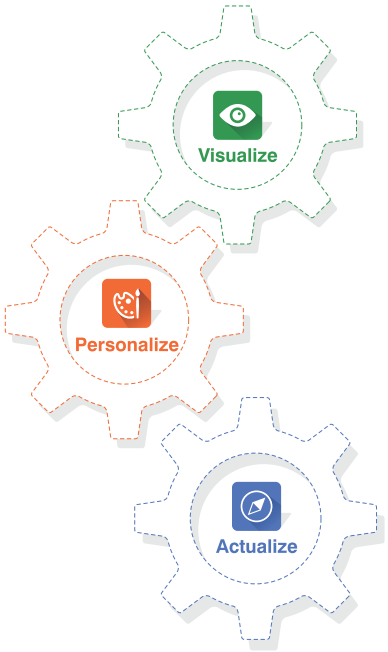
- An app that provides anywhere anytime access of HMIs through mobile devices in order to allow users to remotely connect to selected HMIs, and view/operate currently displayed screen on the remote HMI
- An app for iOS and Android phones

- Save screenshots directly from the App
- Multiple user accounts can be configured for each panel project, with multiple levels of security, including either only Viewing ability, or both Viewing and Control
- Record your most used panels in your Favorites for quick access
- Designate one HMI for direct access by default when the App is opened
- Share the HMI screen with another user over the mobile app and let the other user take control of the HMI

- Easy connectivity to HMIs
- App enables real time monitoring and control of the HMI panel
- In-depth view of your HMI project through "Pinch" style zoom
- Provides direct access to HMI from anywhere
- Works with iPhones, iPads, and later generation iPod touches
- Works with the entire family of Android devices, whether tablets or phones

Fleet Tracking App

Client: An organization that supplies solutions for the GPS fleet security, vehicle, trailer tracking, fleet management and mobile workforce automation space. A provider of SaaS based Vehicle and Asset Tracking solution



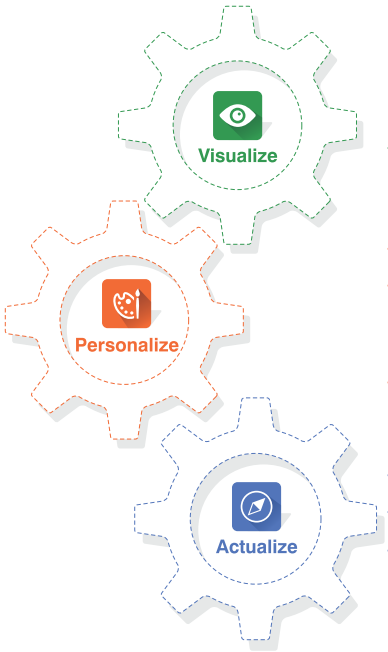
- A Hybrid Mobile application to track the fleets on the go

The app performs the following.

- Shows different vehicle groups with vehicle count.
- Shows vehicles in list view and map View.
- Sorts vehicles based on vehicle Id, Last reported time and distance.
- Helps in searching vehicles based on different keywords.
- Shows vehicle speed, direction and current location on map.
- Shows vehicle history in list view and breadcrumbs.
- Filters vehicle history with different date range and view the result in ascending or descending order.
- Searches nearest vehicles for selected radius and plotting it on map.
- Shows street view for the vehicle location.
- Lists different alert types with alerts count in each type.
- Shows alerts based on selected alert type.
- Filters alert with date range.

The app helps to,
- Locate the fleets on the google maps.
- Find the vehicles that are near the user location.
- See the vehicles status.

Engaging Intuitive Manufacturing Analytics



Client: Leading manufacturer and marketer of flow measurement and control products, serving water & gas utilities, municipalities and industrial customers worldwide

- Make smart & efficient operating decisions with an Engaging on the move Analytics solution for Utility Companies

- Our solution has the following personalized features:
- Customizable dashboards and widgets with a custom report builder in self-service mode to derive insights from critical information relating to customer touchpoints
- A single unified window for all the enterprise reporting needs of Utility companies

- Our Intuitive Analytics solution helps:
- Locate and monitor the customer fault points
- Make smart and efficient operating decisions with the self-service customizable reports

ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for its customers. The company works with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in Aspire's specific areas of expertise. Aspire System's services include Product Engineering, Enterprise Solutions, Independent Testing Services, Oracle Application Services and IT Infrastructure & Application Support Services. The company currently has over 1,400 employees and over 100 customers globally. The company has a growing presence in the US, UK, India, Middle East and Europe. For the fourth time in a row, Aspire has been selected as one of India's 'Best Companies to Work For' by the Great Place to Work® Institute, in partnership with The Economic Times.

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