PORTAL
MANAGEMENT
& ENHANCEMENT

BUSINESS OVERVIEW

In the crowded eRetail marketplace, with low patience levels of visitors, performance of the portal plays a significant role in customer satisfaction and hence loyalty. Considering that the portal is often the only point of contact with customers, it is vital for eRetailers to ensure high response speed, strong business continuity capability, good aesthetic appeal, ease of search and proactive content display on the portal. Also, though the eRetail portal is the front-end of the business, there are many processes and applications linked with it in the back-end. Performance of the portal has a high dependence on the quality of integration with these back-end processes and applications and also their performance.

The eRetail front-end portal is a framework for a single point of content access, aggregating content and data from a variety of sources and locations. The portal also provides expanded functionality that incorporates many different applications and services, conveying contextual information in a timely and flexible manner.

Datamatics has a track record of working with some of world's leading eRetail portals, driving their efficiency to ensure customer delight.

DATAMATICS' NEXT-GENERATION SOLUTION

Datamatics offers a holistic web experience management service that addresses the varied portal management requirements of organizations ranging from early stage companies to large organizations.

Datamatics portal solutions are based on user centered portal engineering (UCPE) methodology that helps build flexible, rich and ever-evolving web portal solutions.

— Solutions range from user experience surveys to ready solutions around social networking

Datamatics offers next generation solutions around web 2.0 with rich and interactive user experience.

— Collaboration-based solutions promoted through intuitive interfaces, create compelling experiences around interactive forums and social computing, personalization and customizations

— Focused and contextual solutions leverage the power of web 2.0 for multiple user groups within organizations

DATAMATICS' PORTAL MANAGEMENT OFFERINGS

DATAMATICS' OFFERINGS

Enterprise Portals	Technology		Content	
	– Portal Creation	– Migration	– Publishing	– Language &
	– Maintenance	– Upgrades	– Enrichment	Translation Support

Enterprise portals	Supplier portals	eRetail front-end portals

Mobile Applications Development	Business & Entertainment Applications	Rich Media Mobile Elements

Web 2.0	Development of Rich Internet Applications Social computing platform	Enable high quality user experience

DATAMATICS ADVANTAGE

PROVEN TRACK RECORD
Datamatics has over 400 projects and 10,000 person months of portal experience. With applications developed over multiple channels e.g. web, mobile, PDA and smart devices, Datamatics offers the best practices of multi-platform expertise to its customers. Datamatics own portal platform provides for jump-start implementations.

DOMAIN EXPERTISE
Datamatics solutions comprise knowledge management platforms, information management platforms, and various web applications including ecommerce, transactional web applications and social media platforms. A rich array of experience in creating specific web portals provides customers a jump start in achieving desired end result.

PLATFORM
Datamatics portal expertise spans across platforms like SharePoint, Jahia, Oracle UCM, FileNet, Alfresco, WebLogic, Webspehere, Drupal and PHP based portal solutions. With experience in technologies like AJAX, XHTML, XML, Java, PHP, .NET, Silverlight and Macromedia Flex, Datamatics is best suited to deliver web 2.0 solutions.

ASSOCIATED SERVICES

Social Media
- Presence Creation & Management
- Customized Social Media Portal Development
- Blogs & Micro-blogs Content Creation
- Podcasting Creation & Enablement
- Wikis Creation & Management

Analytics & Data Management
- Click-stream Analytics
- Demographic Pattern Analytics
- Predictive Analytics
- Data Mining & Text Analytics
- Associative Recommendations
- Data Management
- Multi-dimensional Cubing
- Mobile Metrics

Cataloging & Imaging
- Content Creation & Enhancement
  - eCatalog Content Development
  - eCatalog Maintenance
  - Search Engine Optimization
  - Product Specifications
- Imaging Services
  - Web/ SEO Image Optimization
  - Color Correction
  - Retouching
  - Background Cleaning
  - Image Processing
  - Resizing

KEY AWARDS & RECOGNITIONS

2019

2019 IBM Asia Pacific Excellence Award for Top Transformation Business Partner

Rail Analysis India Awards 2019 for Automated Fare Collection technology

CIO Choice 2019 Recognition for Robotic Process Automation

2018

Best Cognitive Technology Provider by Computer Society of India

7th Global Economic Summit 2018 – Services Category

NASSCOM Analytics Challenge 2018 – Fraud Detection Solution

ABOUT DATAMATICS

Datamatics is a technology company that builds intelligent solutions for data-driven enterprises to improve their productivity and customer experience.

The company portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics, which are powered by Artificial Intelligence.

Datamatics also has established products in Robotics Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 450 clients across diverse verticals including Banking & Financial Services, Insurance, Manufacturing, Transport, Travel & Hospitality, Media & Publishing, Retail, and e-Commerce. Headquartered in Mumbai, the company has strong presence in the USA, Australia, Asia, Europe, and the Middle East with global employee strength of 10,000+.

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