



BCI - STARTING UP A LEGACY

Overview:

For over two decades, BCIL has been a market leader in providing solutions in Enterprise Mobility, Bar Coding, RFID and eWLAN for supply chain and asset management in the Retail, Manufacturing & Logistics market verticals.

In the present world of young start-ups driving constant innovation and evolving technologies and a transformation in consumer behaviour, BCIL realised the power of adapting their brand Identity, business processes and models in order to stay competitive.



visibility



intelligence



profitability

Headline Styles

Font: Bahnschrift
Headline Size: 36-48 pts Style: A combination of Light & bold

Subheading

Subline Size: 21-24 pts Style: Regular

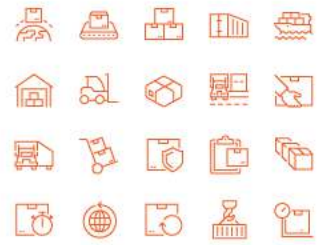
Bodycopy

Body 14 pts Style: Regular

Color Palette



Icons



Interaction Controls



Menu Styles

mu mobVUE	For over two decades, BCIL has been the market leader in providing solutions in Enterprise Mobility.
cd Consulting	mobVUE WIP mobVUE TAT mobVUE MES mobVUE ATS
bin BI + Analytics	mobVUE WMS mobVUE ILI

CARDSTYLES

Cards to have a diagonal cut on any one corner depending on the layout needs

CARDSTYLES



Cards to have a diagonal cut on any one corner depending on the layout needs

For over two decades, BCIL has been the market leader in providing solutions in Enterprise Mobility, Bar Coding, RFID and EPC, AIAR for supply chain and asset management in the Retail, Manufacturing & Logistics market verticals.



see your supply chain

Lets Talk

2K+ Satisfied Customers

5BN+ Transactions Managed Per Annum

25K+ Productive Users

Our Solutions for your business

- Vendor Management**
We organize your stakeholders for traceability & accuracy in delivering orders.
Know More >
- Yard Management**
We make the movement of your goods smarter, simpler and sophisticated.
Know More >
- Warehouse Management**
We manage your storage space so your warehouse won't need another look.
Know More >
- Manufacturing Ops Management**
We organize your stakeholders for traceability & accuracy in delivering orders.
Know More >
- Asset Management**
We craft well-rounded solutions for increased efficiency at low risk.
Know More >
- Item Level Intelligence**
We provide IoT based, automated, smart & integrated, one-stop.
Know More >

Still looking for your preferred solution?

Share with us a little bit about yourself & lets get solving

Nature of Business/Industry

What are you looking for?

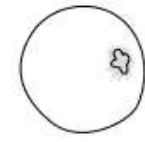
Lets Talk

Our Clients



More than 2000 businesses across the world trust BCIL





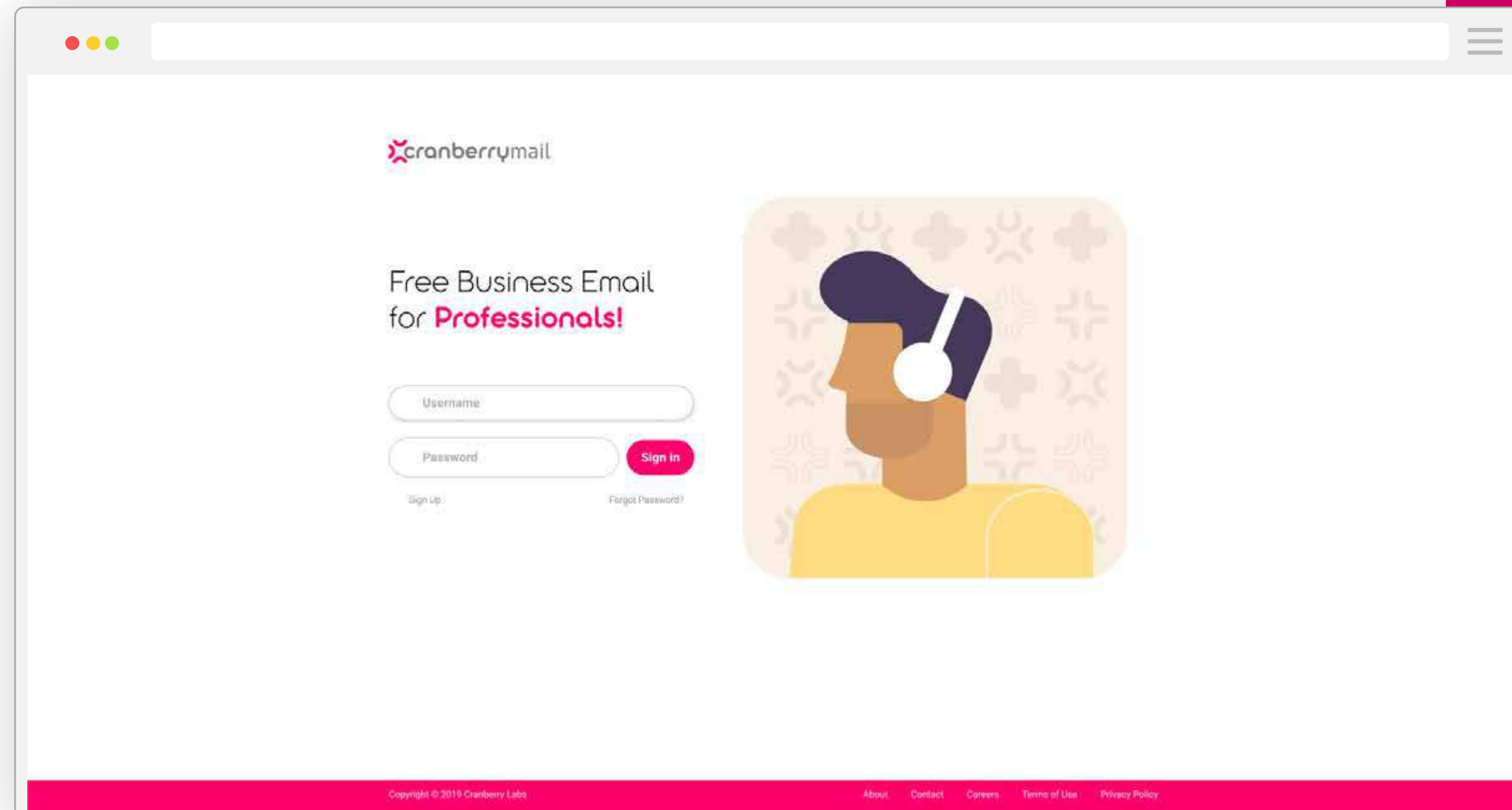
cranberrymail

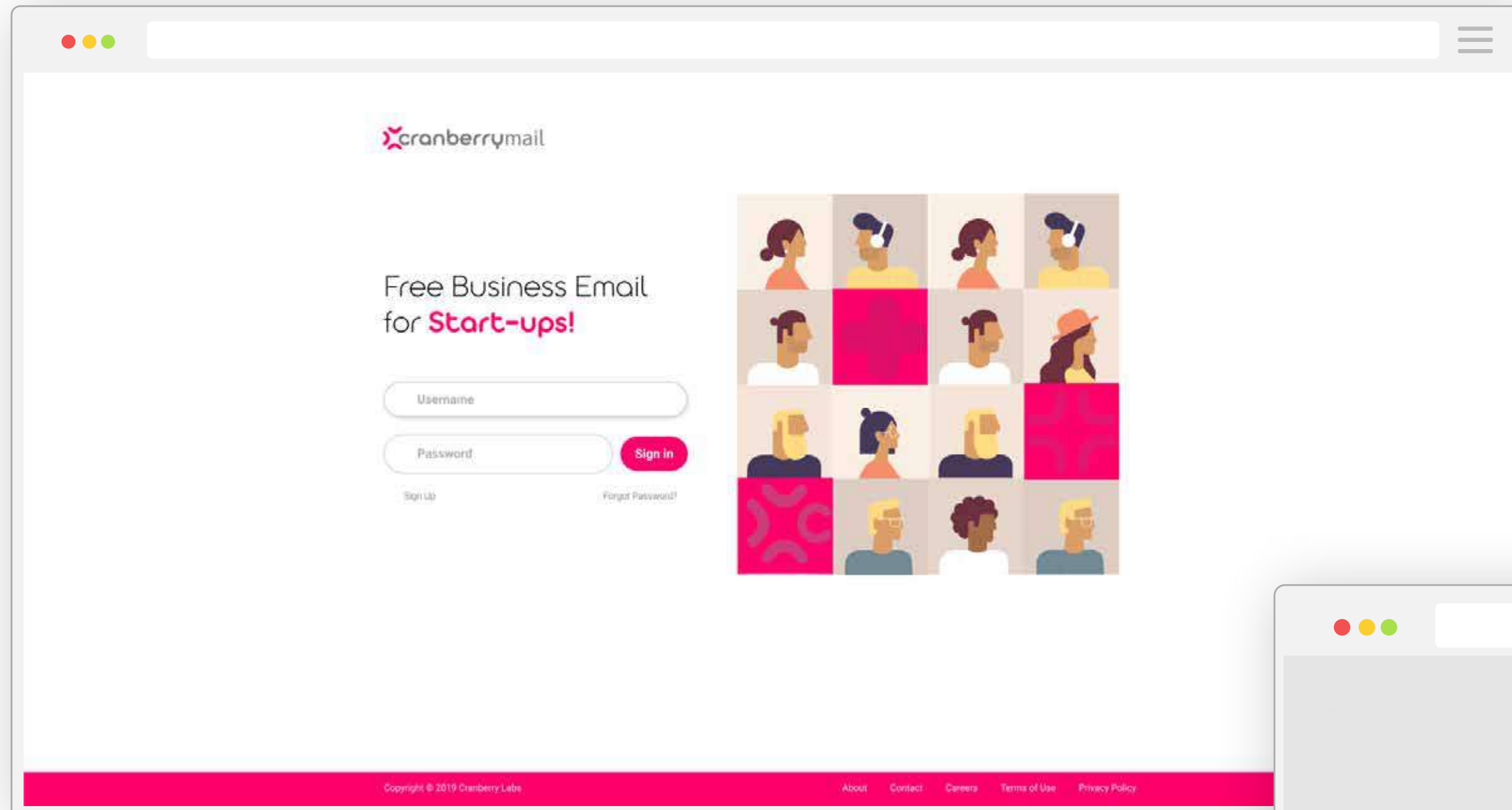
cranberryware

Creating an open communication

Overview

An open source collaborative web mail project that is a browser based IMAP client with an **advanced, modern & familiar user experience & interface.** It will provide full functionality you expect from an e-mail client, including MIME support, address book, folder manipulation, message searching and spell checking and host of other features.

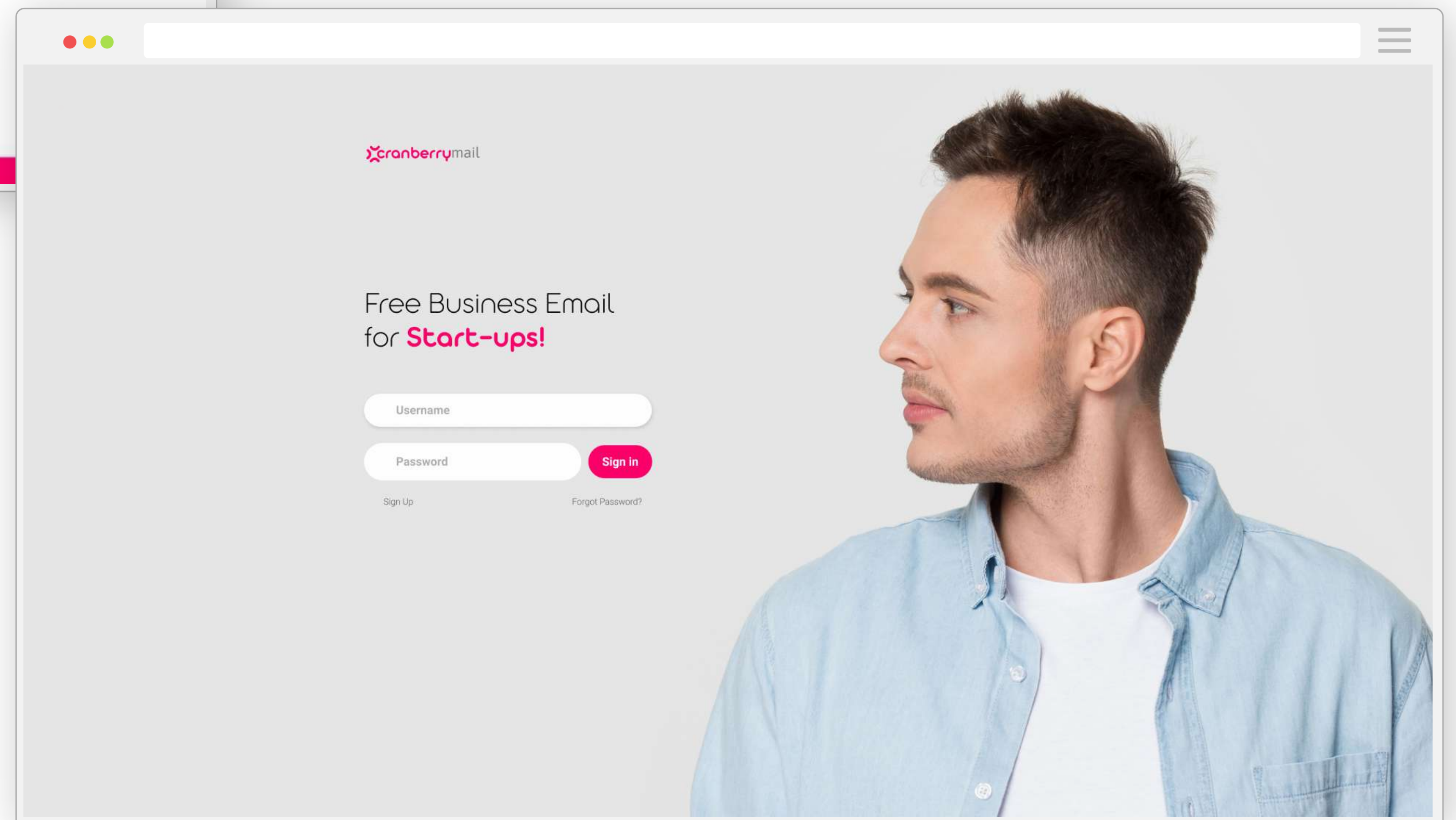
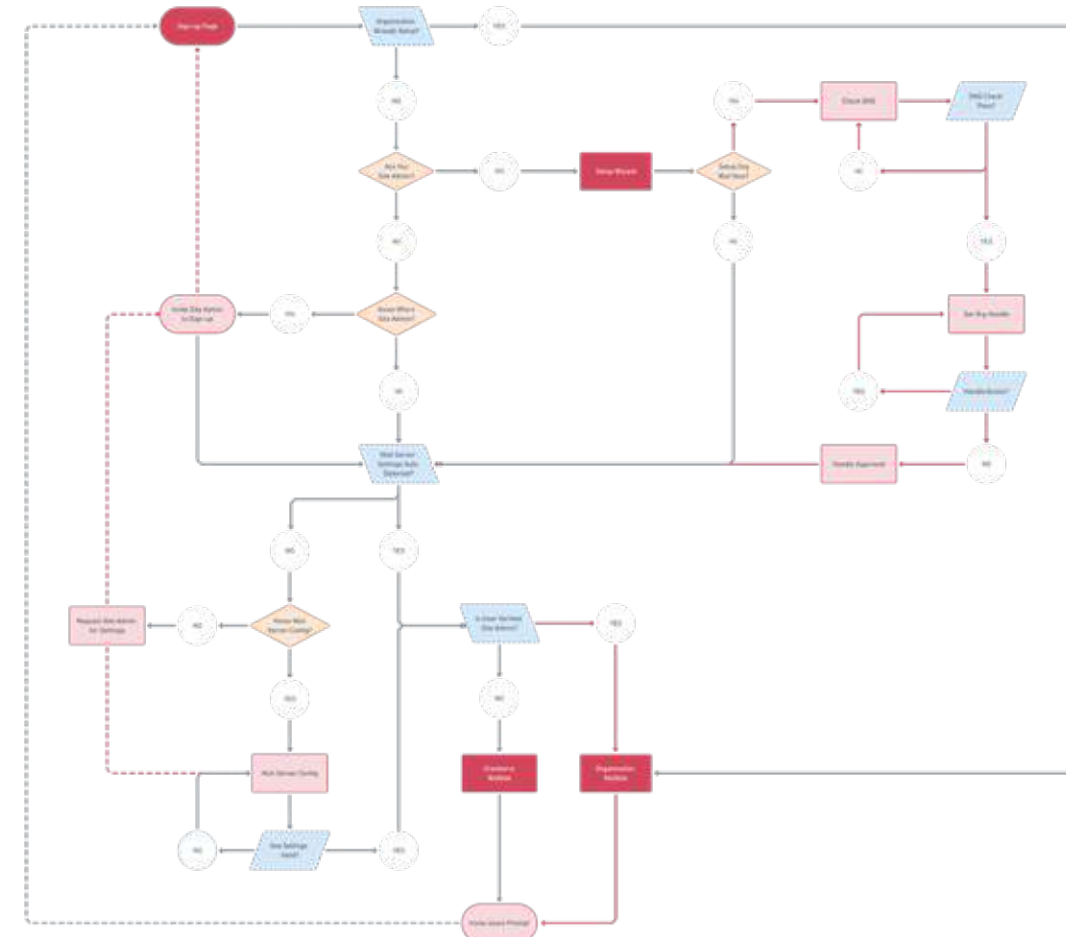




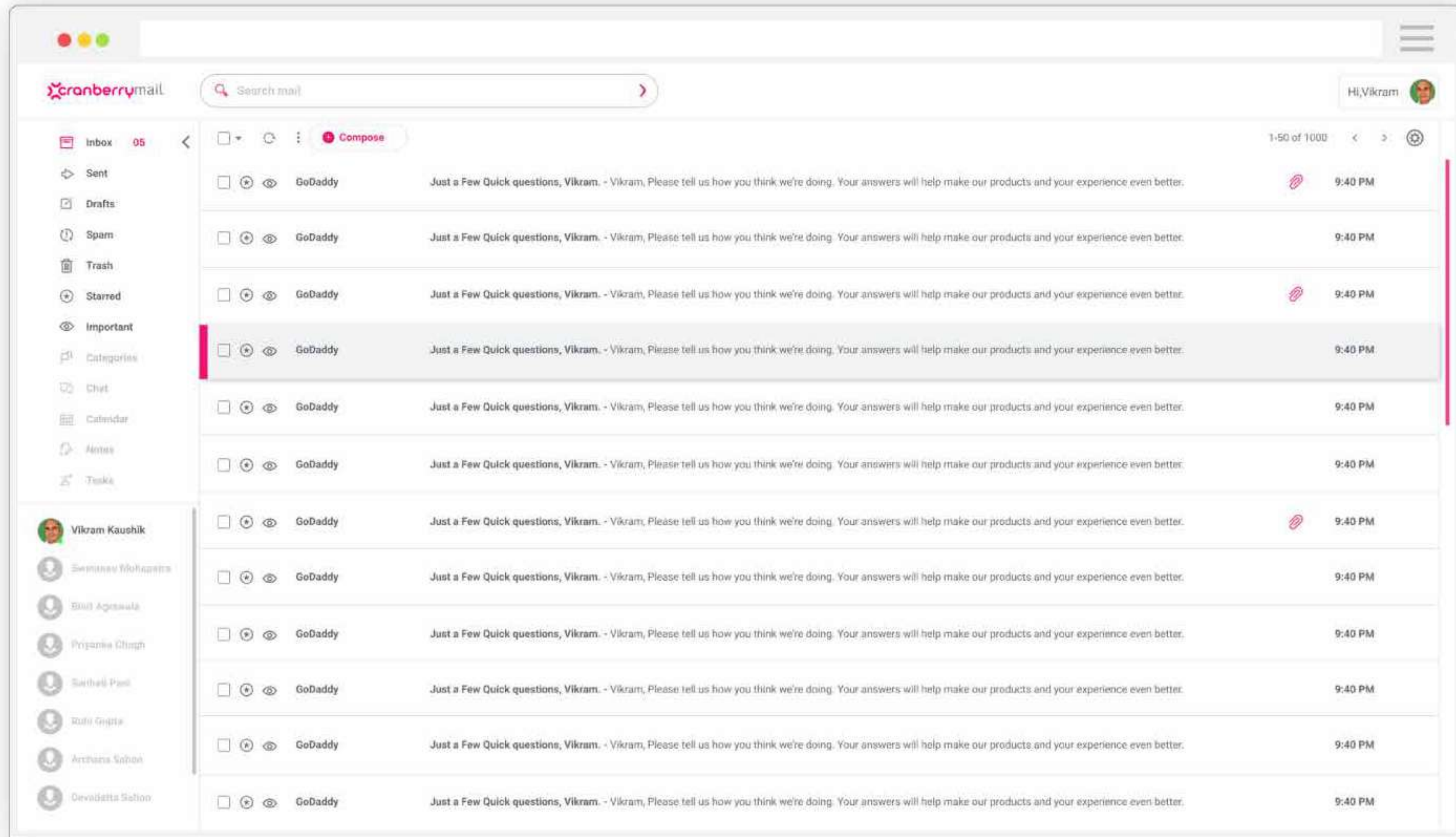
Problem Statement

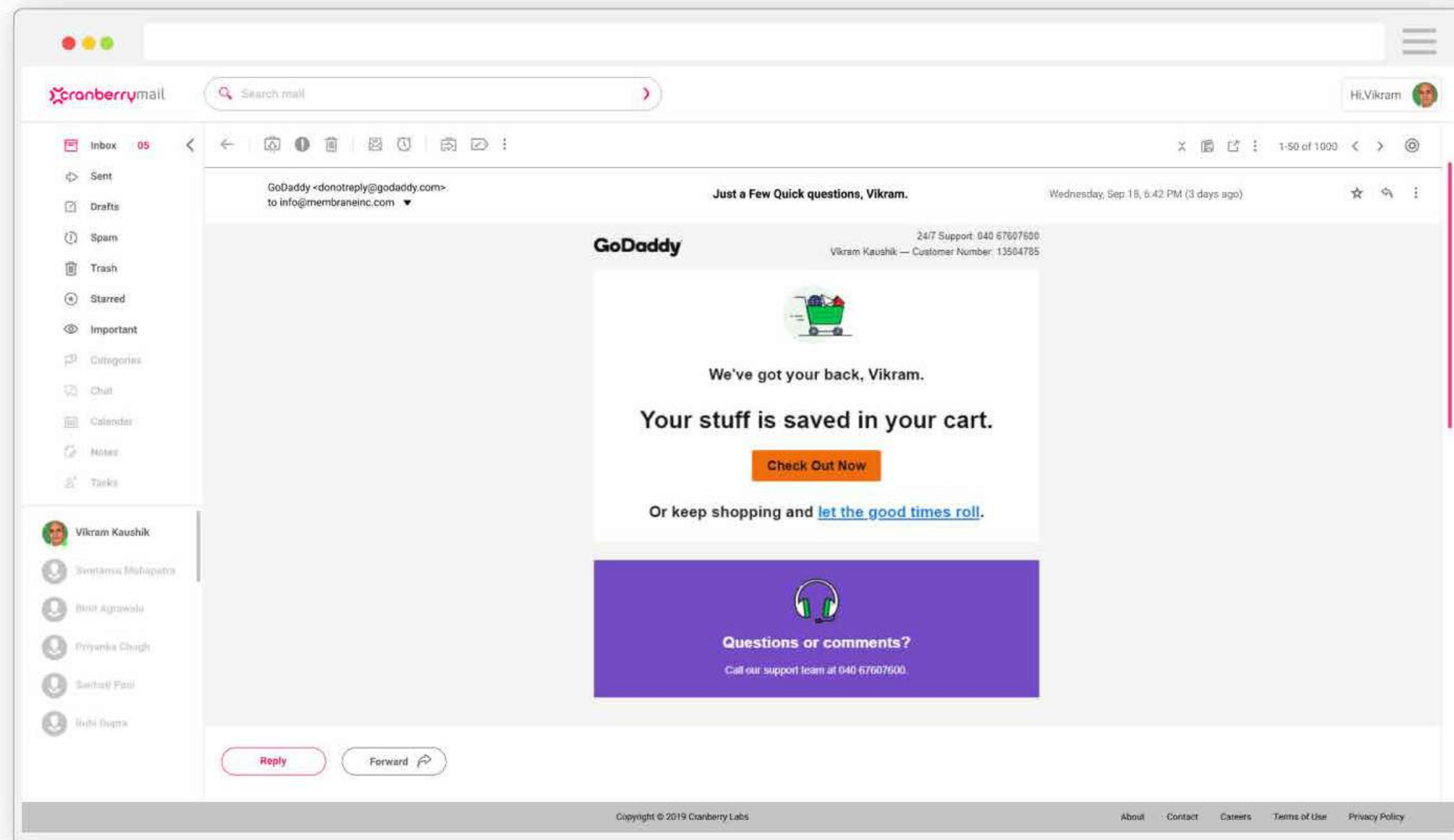
The webmail options like **Roundcube, Horde or Squirrel** represent a **generation long gone**. They lack the continuous development of agile functionalities and **user experience of the modern day mail service like Gmail**. But in order to get a professional business email today, you have to pay. There are still many people using Horde, RoundCube etc have not been updated and aligned for mobile usage, but Cranberry matches this gap by being mobile ready as well.

Workflow analysis & design



EMAIL INTERFACE VISUAL DESIGN





Research Insights

No modern web browser based IMAP client is mobile responsive

Inactive development or updates

No customer support

Good opportunity to for a product that bridges all these gaps and user needs

Challenges

Usage Patterns have evolved and changed

Mainstream adoption could be a challenge

Distribution Channels

Marketing & Advertising

Market Breathrough

Roles & Responsibility

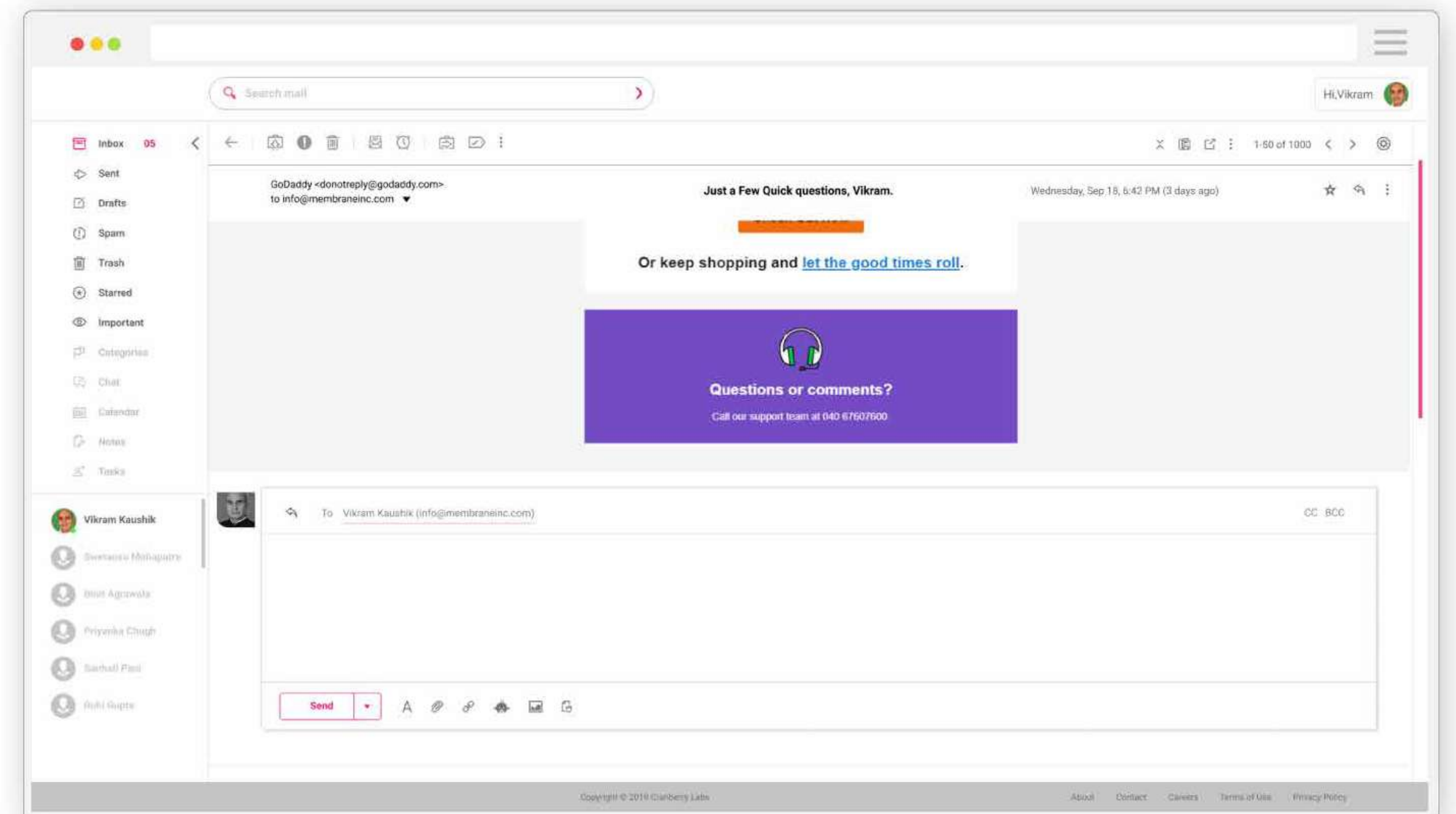
Brand Strategy & Positioning

Brand Identity & Design

Visual Styleguide/Design Language

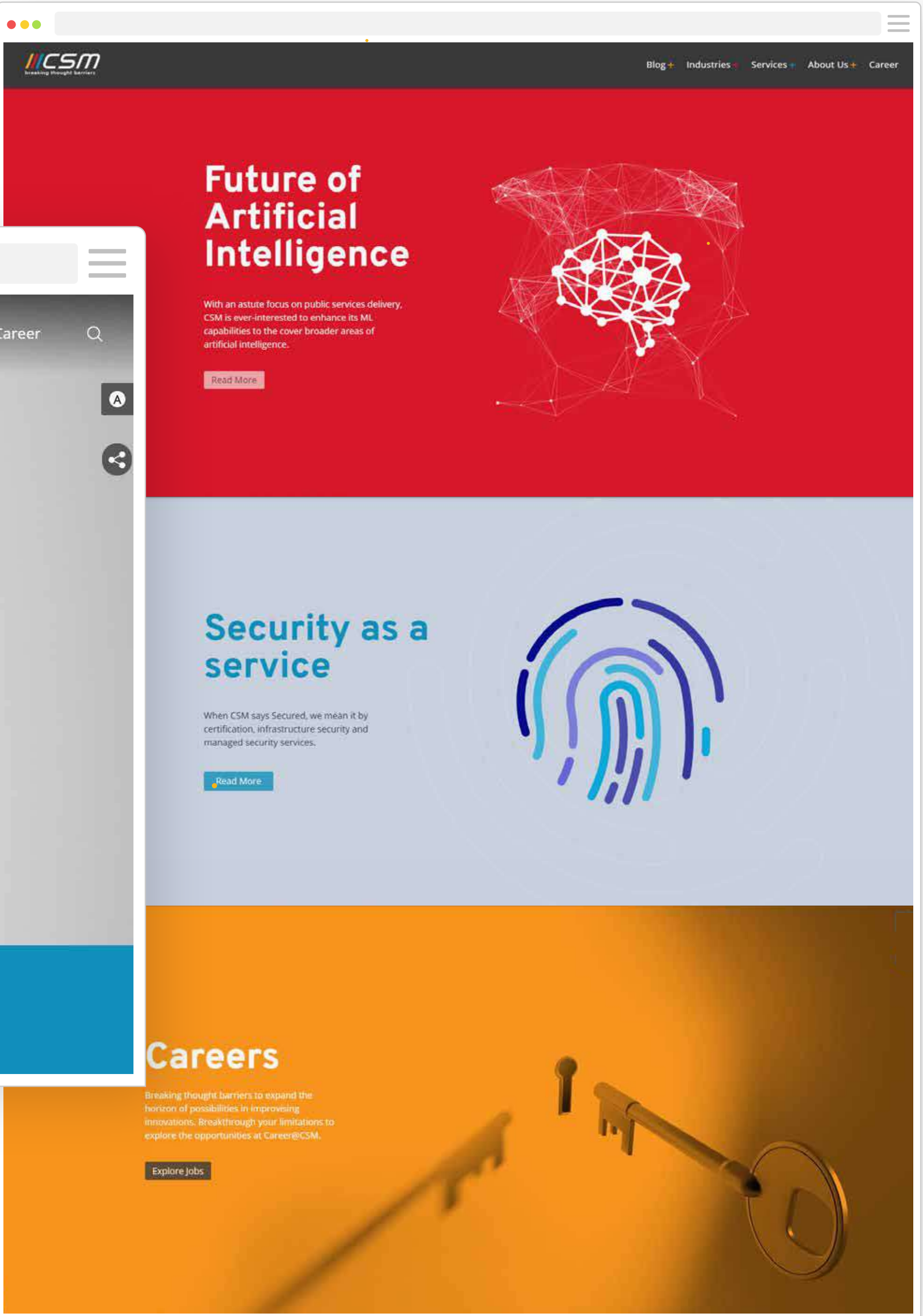
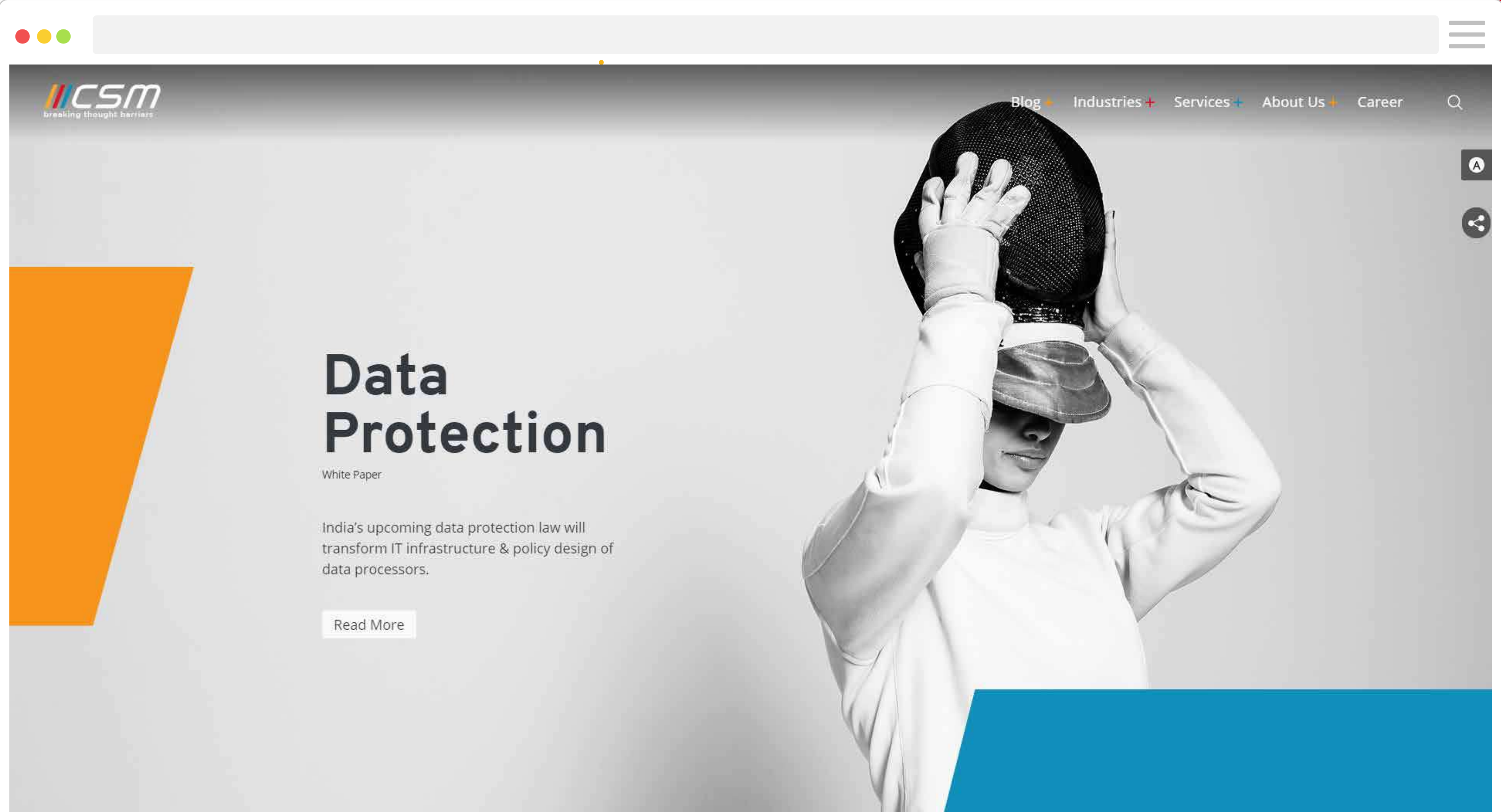
Over all UX & UI supervison

Styleguide/Guidelines



CSM- Breaking thought barriers

CSM Technologies is a CMMi5 IT Solutions & Services organization that has implemented 500+ projects in diverse markets such as government, enterprises and small business across multiple geographies in the world. Over a span of two decades, the organization has strengthened its family and expanded from 3 to 700 employees.



Project Objective

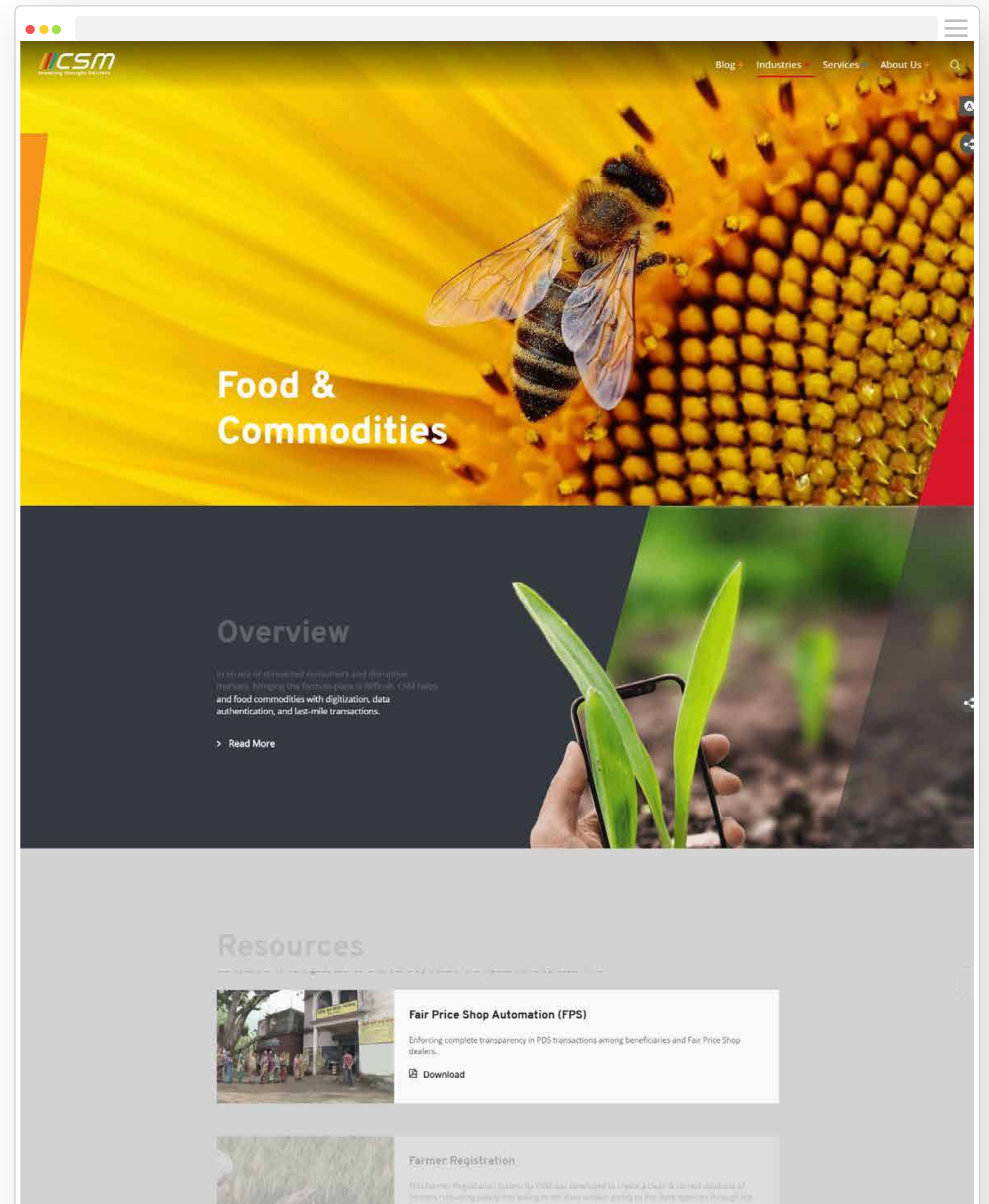
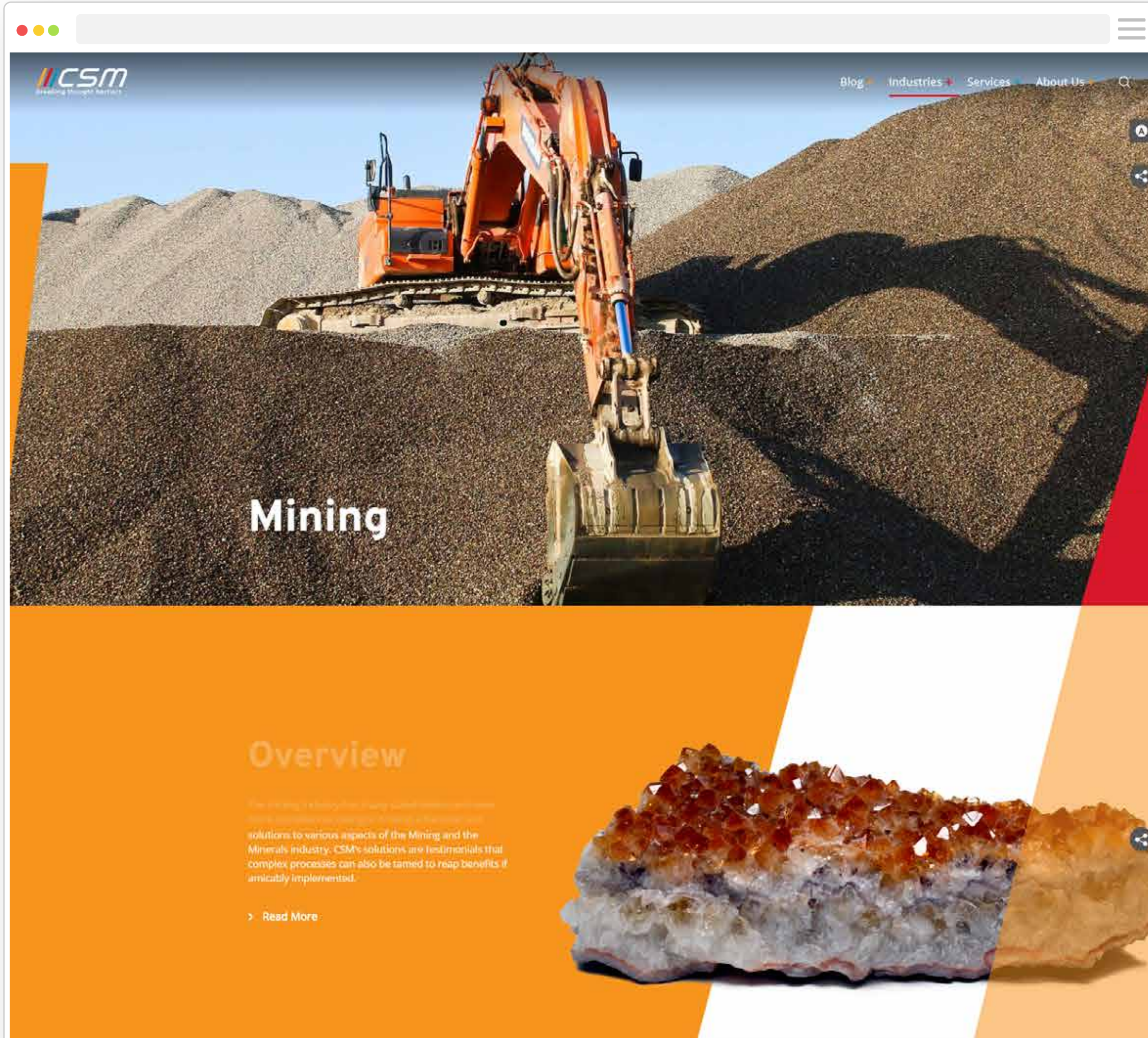
- Depict upwards & onwards momentum
- Position as a thought leader
- Attract Better Talent
- Attract global partner and clients

Results

300% Increase in New Unique Visitors

150% New Talent engagement with the Careers page

Increased engagement with the blogs section



e-Admission is an integral part of the Students' Academic Management System (SAMS). It was conceptualized and developed by CSM in tandem with the stakeholders of the Education ecosystem, to provide a time-bound, transparent system of admission into educational institutes. It is an integrated Academic Management System and comprehensive tool for students/parents, administrators at colleges & Government. It combines reengineering in the admission system, with application development over a robust and highly dynamic condition set, stringent security regulations and mobility solutions to process millions of student application forms for frictionless admissions.

Data is sensitive. Therefore we ensure data security via our cybersecurity regulations mandated by the government and also ensure plugs in-place partnering with external security service providers. The CERT-IN certification further adds strength to the holdfast.

SAMS (Student Academic Management System)

e-Admission allows online application through Common Application Form (CAF), intimation through website, SMS, email, college notice board & toll-free Helpline, enables online processing & updating of admission information, and integration of qualifying exam result database.

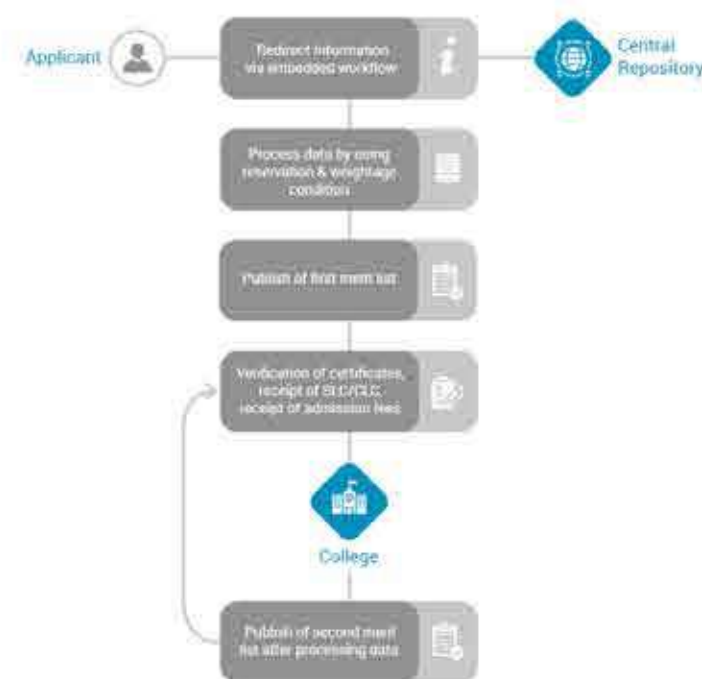
Information dissemination to the students has been made multi-faceted to ensure delivery of admission message in more than one mode of communication.

24/7 support for assisting not just the students but also the service providers, ensures that data is cleansed and complete, giving way to transparent results. The support cells provide application-wide, infrastructural and student hands-on assistance throughout the period of admission.

e-Admission is essentially a solution that transforms the 'One Applicant - Many Applications' to 'One Applicant - One Common Application' when it comes to admission in educational institutions.

SAMS utilizes process-driven technologies to reduce cost and time in admissions.

Workflow



CSM Technologies

Difficulty in taking college admission? - Tech Updates on various scholarships for higher education? - Tech Helping build educational careers? - Tech Times and education may be changing, but our technology is keeping up

SAMS received the Indian Express TechSahana award for Best e-Governance Initiative in bringing fair and transparent e-admission process.

Students Academic Management System (SAMS) "A centralized system for admissions & administration of all colleges in the state of Odisha."

Centralize your admissions & administration process in colleges with SAMS (Student Academic Management System)

Students Academic Management System (SAMS) "A centralized system for admissions & administration of all colleges in the state of Odisha."

Request for Service

Name *

Email *

CSM Breaking through barriers

Blog Industries Services About Us

Transform lives through education

Overview

The management of education system is as important as education itself. With the changing trends of imparting education, the ecosystem therein also needs disruption to accommodate. Investing in technology for home like nothing else when it comes to fast-paced and unstructured study environments.

Read More

Resources

Our resources go beyond the accepted norms to define better.

E-School Mapping
Monitoring quality of education with full transparency.
Download

Student Academic Management System
The system of getting admission into a college was highly pain taking for the students, their parents and also the colleges / institutions.
Download

Offerings

CSM's solution in Education management has been enriched with its 10+ years of domain expertise.

Admission Automation System + Scholarship Management System + School Administration Suite +

Institute Administration Suite + Legal Suit Monitoring System + Training Programs Monitoring system +

formsdotstar > formsdotstar > fds > fdshive



India's Largest Forms Platform & Advanced Education CRM Suite

Overview

FDS – India's Largest Forms Platform & Advanced Education CRM Suite. FDSHive is a suite of new-age and state-of-the-art technology powered, education focussed application forms system, education CRM and education marketing automation systems.

fds
accelerate admissions



fds Home About Us Products Consult Careers Contact

elevate performance

FDS - India's Largest Forms Platform & Advanced Education CRM Suite.
 FDSHive is a suite of new-age and state-of-the-art technology powered, education focussed application forms system, education CRM and education marketing automation systems. With the expertise of best technocrats of the country and 7+ years of experience of building the Largest Forms Platform - FDS Nroll (erstwhile FormsDotStar), FDSHive is the first education focussed, end-to-end technology platform to elevate performance of your team, processes & systems during the admissions with a seamless interface. We are an ISO 27001:2013 & ISO 9001:2015 certified company.

take a sneak peek at our products


[fds nroll](#)
[fds loise](#)
[fds conversia](#)
[fds telex](#)
[fds support](#)

enhance enrolments

FDS Nroll is a workflow based data & payments collection platform which helps you to simplify, manage & enhance your enrolments. Our proprietary technology enables live tracking of applicants, thus allowing real-time support. FDS Nroll is powered by a fail-safe algorithm, integrated with multiple payment gateways ensuring highest transaction success rate. It also has an inbuilt social marketing platform called FBuzz.


[→ Know More](#)

what do clients have to say...



Shri. Gobinder Singh
Registrar, Thapar University

FDS has a professional team. They have been closely monitoring our requirements and helping us with regular introductions of new features. Their automated support has really helped our applicants. I wish them all the best in times to come.




Prof. Anun Paul
Chairperson - Admissions, Xavier University


FDS fulfills our requirements of the Online Admission System of XIMB, XUB and innovates. We really appreciate their capability & contribution made towards the successful execution of the online application & fee payment for our admission process.

[More](#)

our clients




Affiliations/Certifications



Contact Us

→ 2208, Saint Claire Court, Santa Clara, California, US
 → P-24, Sector 40, Mohyal Colony, Gurugram, Haryana, India 122001
 → GA-430, Shalishree Vihar, Bhubaneswar, India

→ +91-969-2258566
 → support@fdshive.com



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convert better

conversia

FDS Conversia is built from grounds up to enable institutions automate their outward marketing campaigns. It helps manage responsive reactions/feedback for organically generated leads via multiple channels such as website enquiry, bulk emailers, google ads, social campaigns, inbound calls, etc. FDS Conversia uses email, sms & voice calling gateways to churn the prospects through recursive campaigns and maximise conversions. Using FDS Conversia, your institution can automate event oriented action responses such as mailer/s or sms based on a preset template.

More than
76%

of the leads respond better when engaged real-time

96%

of the abandoned leads give a call-to-action with recursive campaigns.

60%

of the applicant complete the entire form in a go if real-time support is provided.

features



Multi-format Lead Import



Dynamic Lead Collection



Customized Engagement and Feedback



Time Triggerred Auto Responses

[More](#)

- Customisable communication using email/SMS/Voice • calling gateways
- Easy to understand, deep insights powering • your marketing teams
- Unlimited contact and lead tracking •
- Complete integration kit for ERP, CRM, etc. having • 100% Zapier compliance

the fds advantage

interested to know more?

[Full Features](#)
[Case Studies](#)
[Schedule a Demo](#)

Call us now: +91-969-2258566 or Email us at: info@fdshive.com



Join us for an
IdeaRetreat
at the "Soul of India"

Affiliations/Certifications



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assistance redefined

support

FDS Support is an AI driven support platform blended with back-end call-centre services. It gives an intuitive interface to manage all inbound & outbound queries/resolutions/answers from a central response system. FDS Support also gives the flexibility of opting for trained educational counsellors as institute's dedicated off-campus tele-callers.

More than
60%

of the applicants complete the entire form in a go if real-time support is provided.


More than
15%

of the applicants provide references if proper query resolution is enabled.


More than
40%

of the applicants convert into admissions if supported in real-time.


features



CRM Integration



Student Relationship Agents



Response Optimization



Artificial Intelligence Driven

[More](#)

- Best of AI research to the support platform for • auto response mechanism
- Built-in escalation workflows •
- Customizable query resolution response matrix •
- Get to choose off-campus dedicated tele-callers • with flexible engagement period
- Complete integration kit for ERP, CRM, etc. having • 100% Zapier compliance
- Get thoroughbred telecallers/counsellors specialising • in Educational Domains processes)

the fds advantage

interested to know more?

[Full Features](#)
[Case Studies](#)
[Schedule a Demo](#)

Call us now: +91-969-2258566 or Email us at: info@fdshive.com



Join us for an
IdeaRetreat
at the "Soul of India"

Affiliations/Certifications



Contact Us

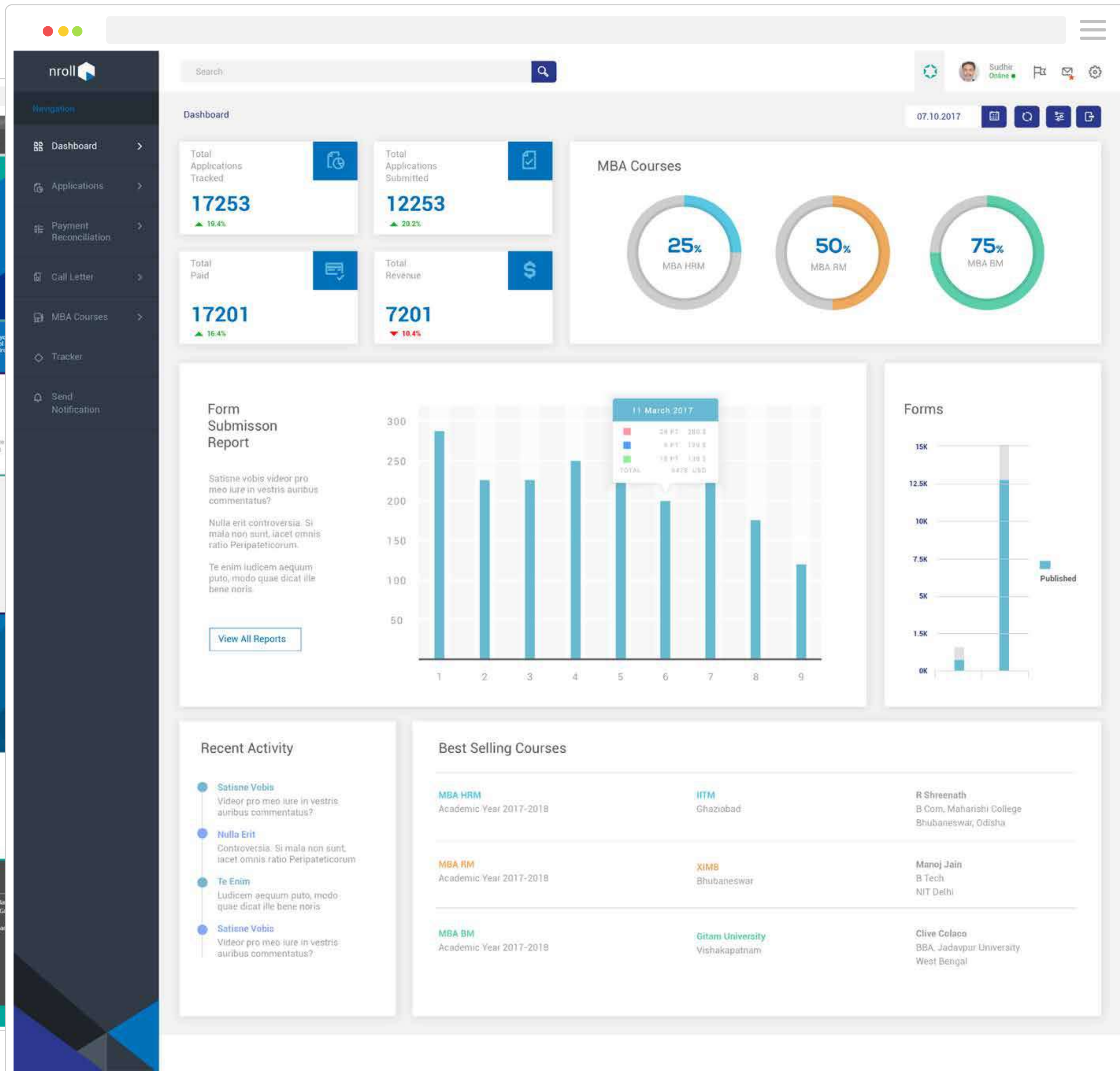
→ 2208, Saint Claire Court, Santa Clara, California, US
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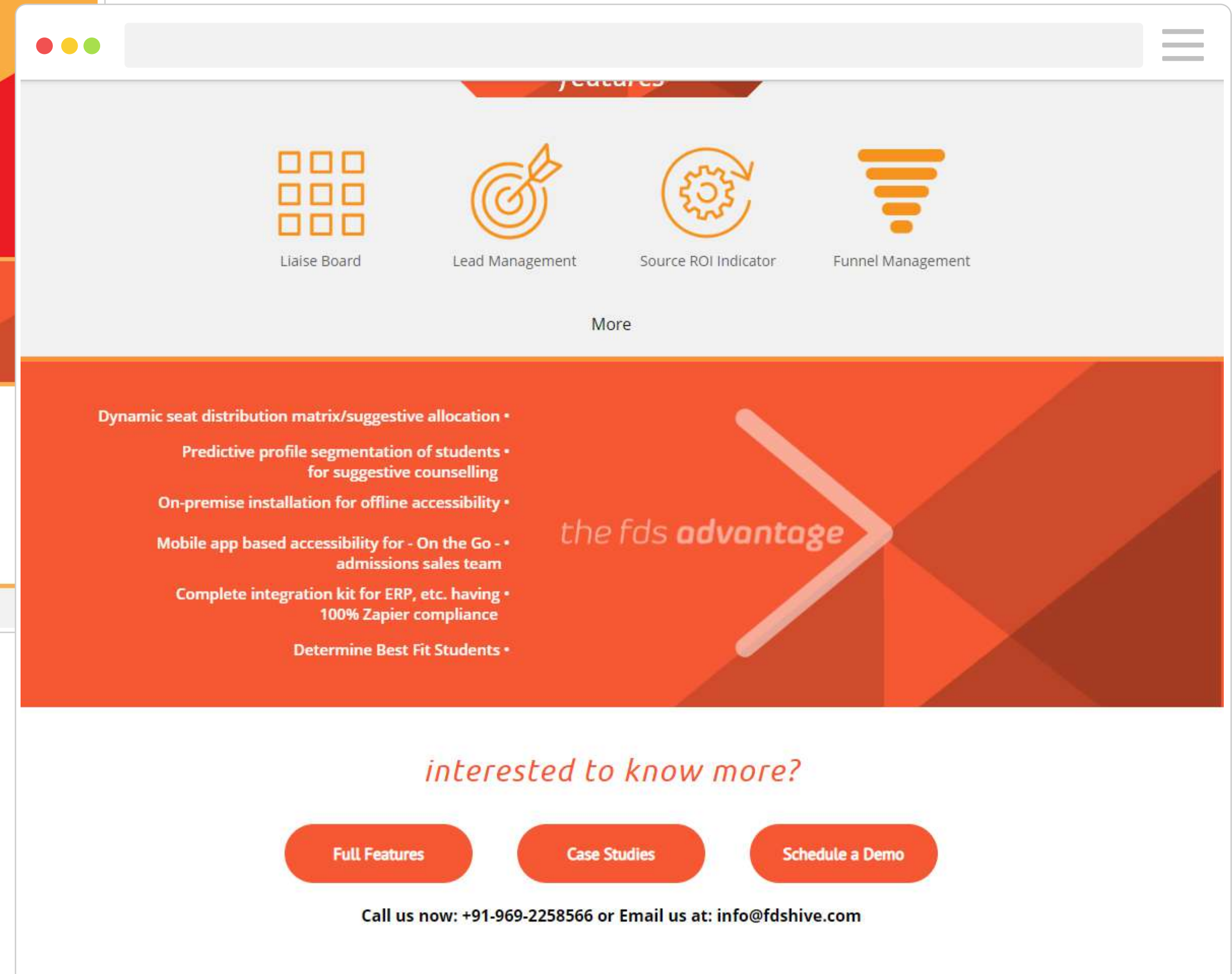
Product Visual Design with Brand Alignment





Website Redesign -

Carrying forward the identity across all touchpoints



Product
Visual
Design
with
Brand
Alignment

Dashboard (07.10.2017)

Leads

- Leads Updated Today
- Sources Wise Leads Created Today
- Teams Wise Leads Created Today
- Overall Lead Stages
- Sources Vs Stages Report
- Teams Vs Stages Report
- Users Vs Stages Report
- Source Wise Lost Data

Pipelines

- Pipeline Updated Today
- Pipeline Updated Today
- Overall Pipeline Stages

Admissions

- Course Wise Admission
- Salesperson Wise Admission
- Sources Wise Admissions
- School Stage Wise Admission
- School Board Wise Admissions
- School City Wise Admissions
- Date Wise Admissions
- Sources Campaign Wise Admissions

Enrolments > Leads (07.10.2017)

Leads

Creation Date	Lead	Email	Mobile	Stage	Lead Status	Source	Sales Team
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digma	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	
21/02/2017	Shivani Sharma	shivanis254166@gmail.com	9821332127	New		Website Enquiry Form - Digital	

Enrolments > Reports > Pipeline (10.2017)

Pipeline Analysis

11 March 2017

28 PT	385 \$
9 PT	129 \$
18 PT	138 \$
TOTAL	652 \$ USD

Enrolments > Leads > New > Touched Leads > Matured (07.10.2017)

Leads

Shivani Sharma

Personal Information

- Father Name: V.K. Sharma
- Mother Name: Meera Sharma
- Caste: General
- Date of Birth: 28.03.1998
- Course Preference: MBA
- Source: Website Enquiry Form - Digital

Contact Info

- Email: shivanis254166@gmail.com
- Phone: 7512009
- Mobile: 9810678645
- Address: House R27, Empire Estate, MG Road, Sultanpur, Ghaziabad
- Pincode: 110070
- City: New Delhi

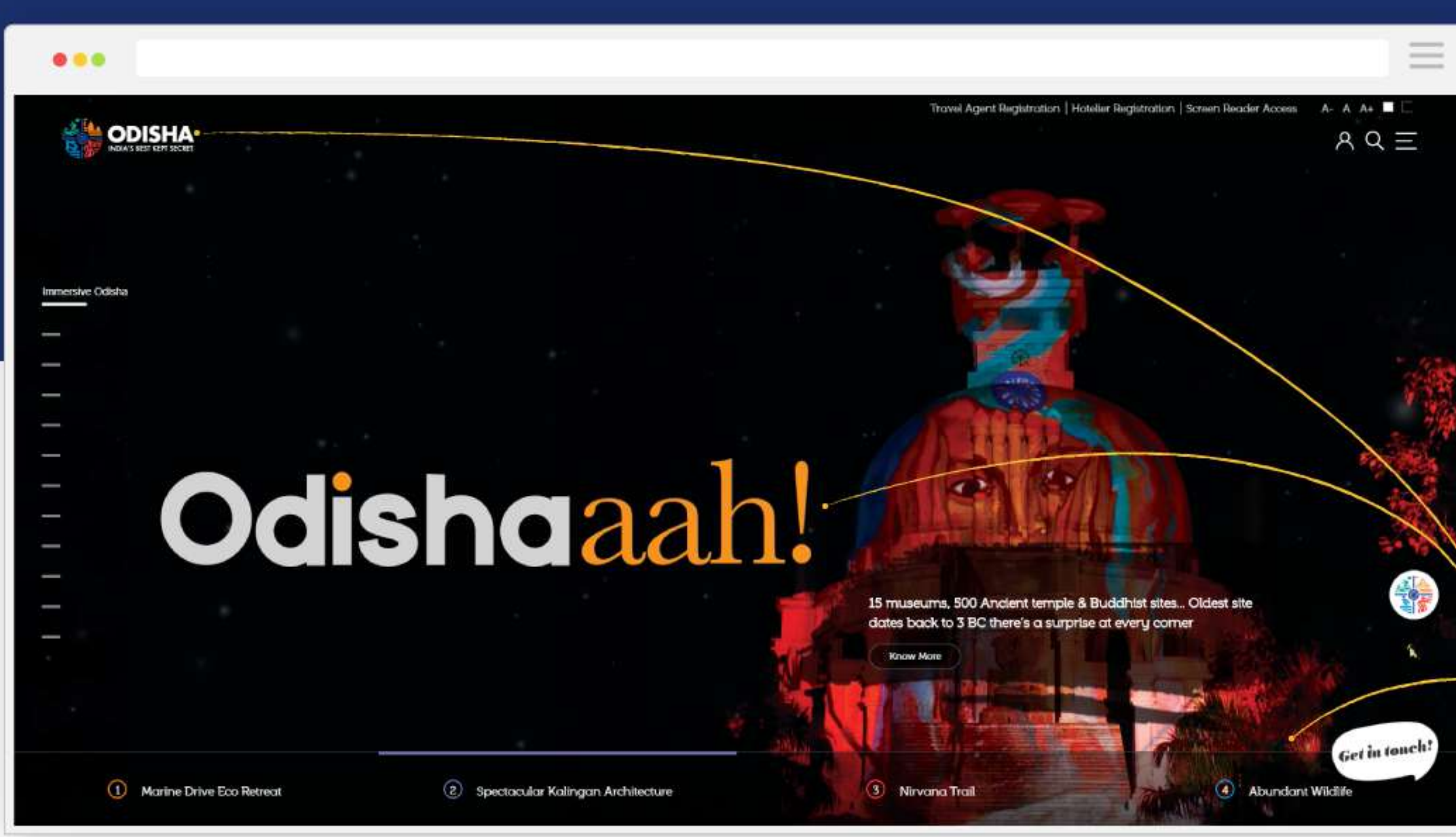
Education

- Higher Secondary: 2013
- School Name: CCS International School
- Address: Unit 4, Shubanswar
- State: Odisha
- Board: CBSE
- Graduation: 2016
- College Name: Venkateshwara College
- Address: South Campus
- State: Delhi
- University: Delhi University

Team Assignment

- Executive: Gurkirpal COC
- Team: Admin Team
- Last Call Status
- Lead Status

An Inclusive Opportunity for Everyone



Brand Identity
Start of a promise

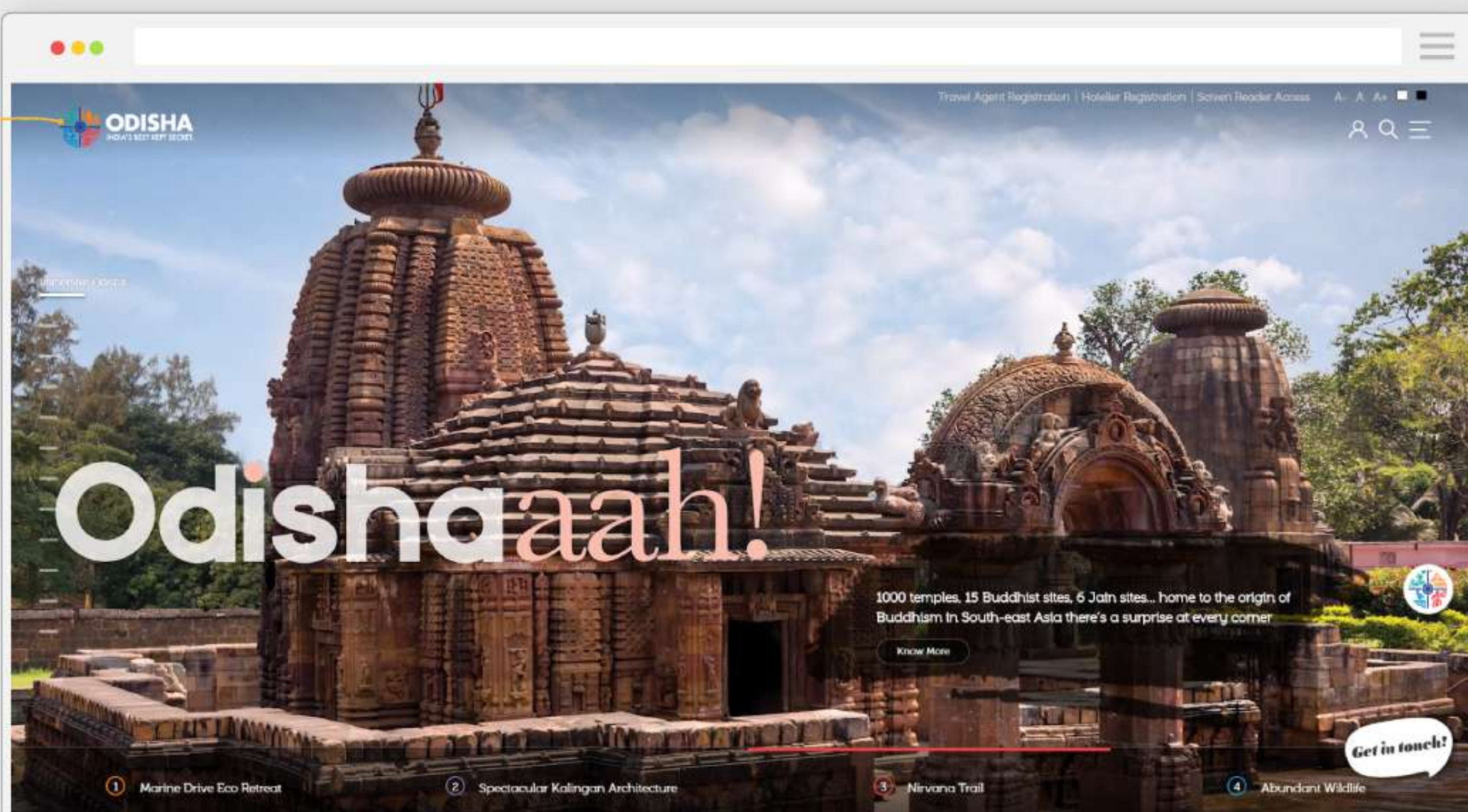
Overview

Odisha Tourism wanted to enhance the state's tourism brand appeal and bring all stakeholders together on a single platform and deliver a global standard user experience & design.

Problem Statement

Revealing India's Best Kept Secret

The Primary goal was to create a strong digital brand for Odisha. It was also important for the platform to offer end-to-end capabilities from discovery and exploration to planning, booking, and service provider feedback for all stakeholders.

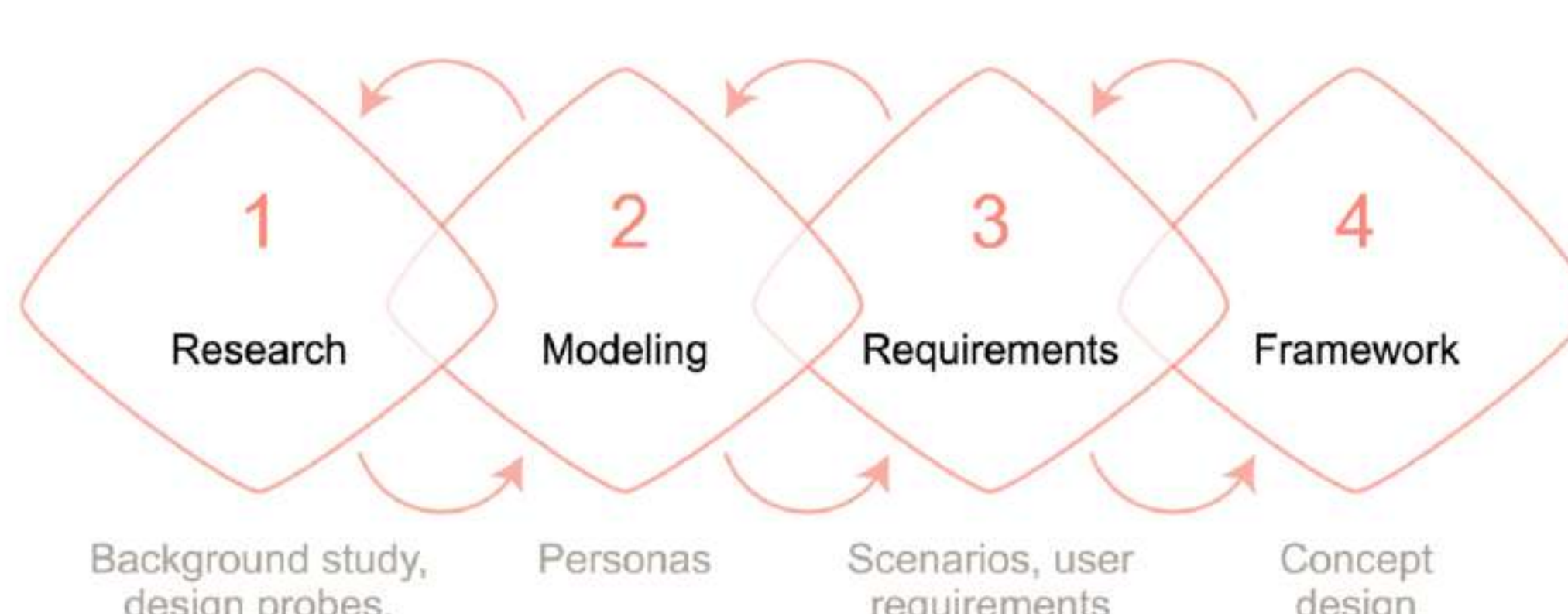


Brand Recall
Consistency

Brand Recall
Consistent
Communication

Process & The Work

Goal Directed Design Process



Research Insights	
Low Awareness & Desirability	Wildlife & Eco Tourism
Discovering & Experiencing new Places	Holidays need Planning
Brand Goa/Rajasthan/Kerala occupy larger "mindspace"	Appears more religious/Culturally inclined
Odisha History/Culture invokes intrigue	Bhubaneswar can be exploited to boost footfalls

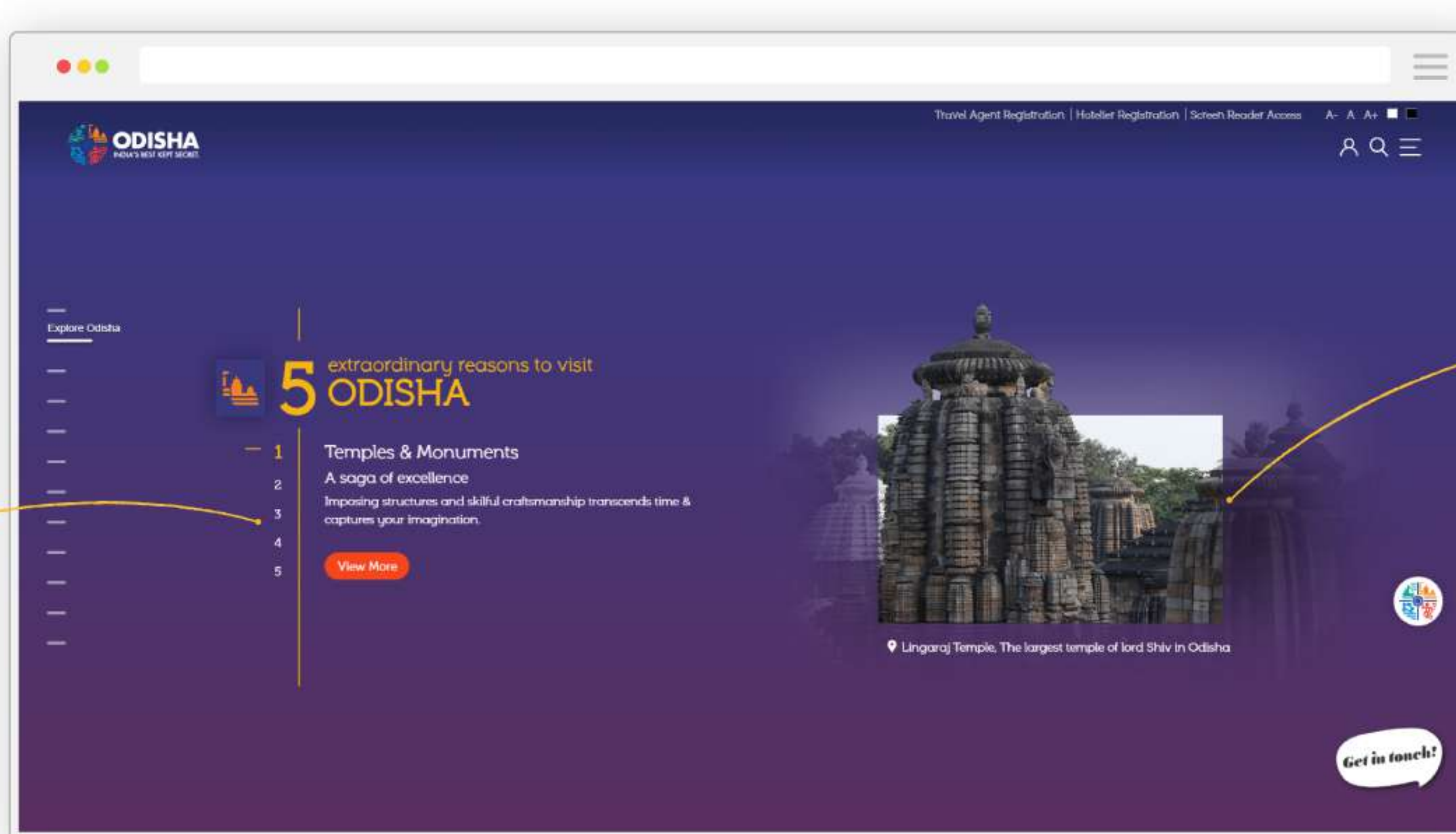
User Personas

Primary - Travellers	Secondary - Tour Operators	Tertiary - Hotel Owners
<p>User Persona: Foodies, Learners, Planners, Dreamers, Opportunist, Hedonist</p> <p>Name: Neha Sharma Age: 35 Gender: Female Occupation: Freelance Designer Interests: Travel, Food, History, Culture, Photography, Shopping, Relaxation</p> <p>Goals: To explore new cuisines and experiences, to learn about the history and culture of the region.</p>	<p>User Persona: Foodies, Learners, Planners, Dreamers, Opportunist, Hedonist</p> <p>Name: Rahul Sharma Age: 45 Gender: Male Occupation: Travel Agent Interests: Travel, Food, History, Culture, Photography, Shopping, Relaxation</p> <p>Goals: To provide a seamless travel experience for clients, to learn about the history and culture of the region.</p>	<p>User Persona: Foodies, Learners, Planners, Dreamers, Opportunist, Hedonist</p> <p>Name: Anjali Sharma Age: 55 Gender: Female Occupation: Hotel Owner Interests: Travel, Food, History, Culture, Photography, Shopping, Relaxation</p> <p>Goals: To attract more tourists to the hotel, to learn about the history and culture of the region.</p>

Challenges & Constraints
Strong digital presence
Uniform Positioning
Unique Digital Identity
All stakeholders on a single platform
Relevant and engaging content

Roles & Responsibility
UX Strategy & Visual Design
Creative & Art Direction
Usability/Rapid Prototyping
Content Curation
Styleguide/Guidelines

Key Scenarios & Tasks



Scenarios
Are there any interesting monuments worth seeing?

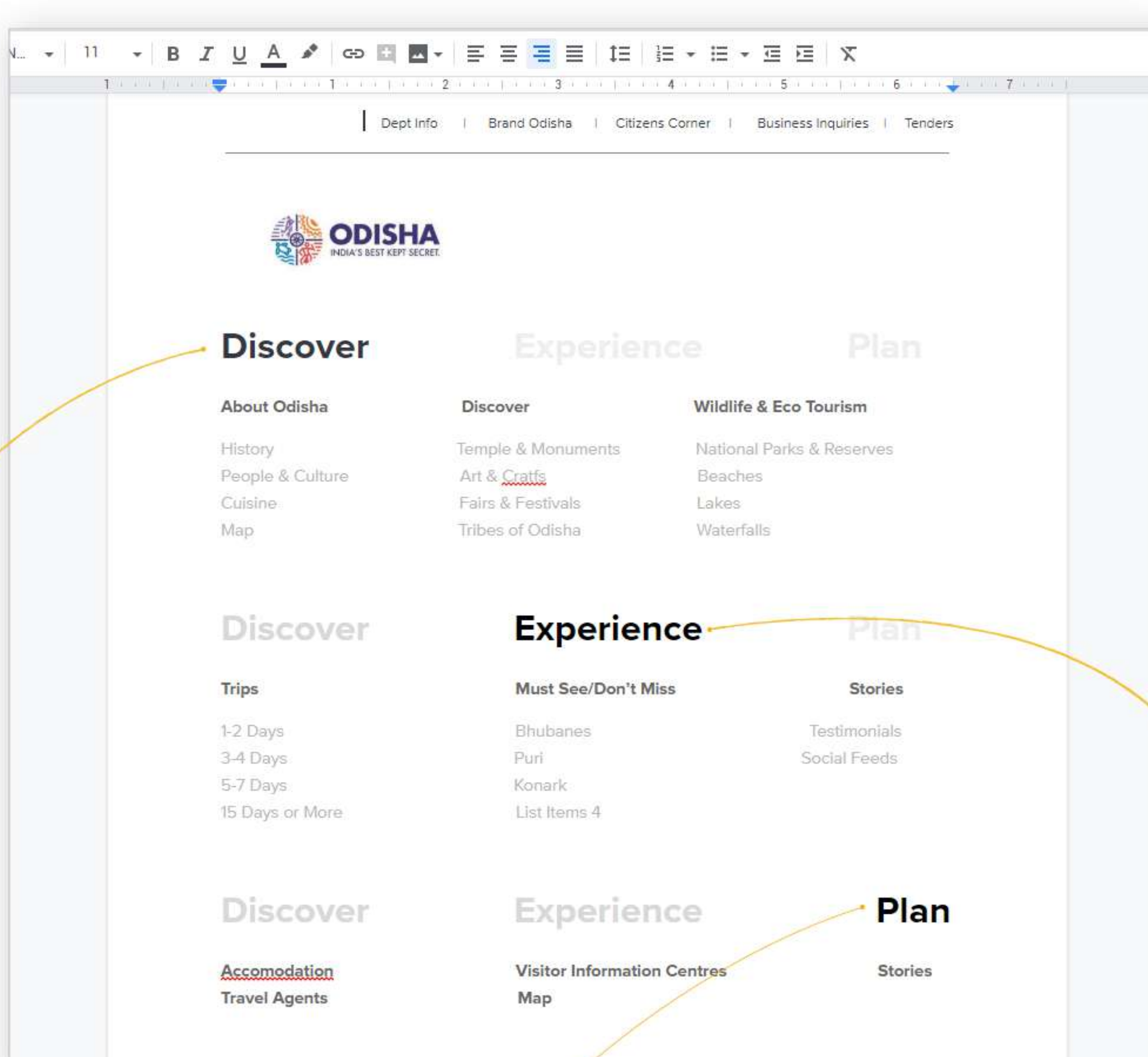
How many temples in Bhubaneswar?

Scenarios
Knowing different culture makes travelling worth it

I don't know much about tribal life

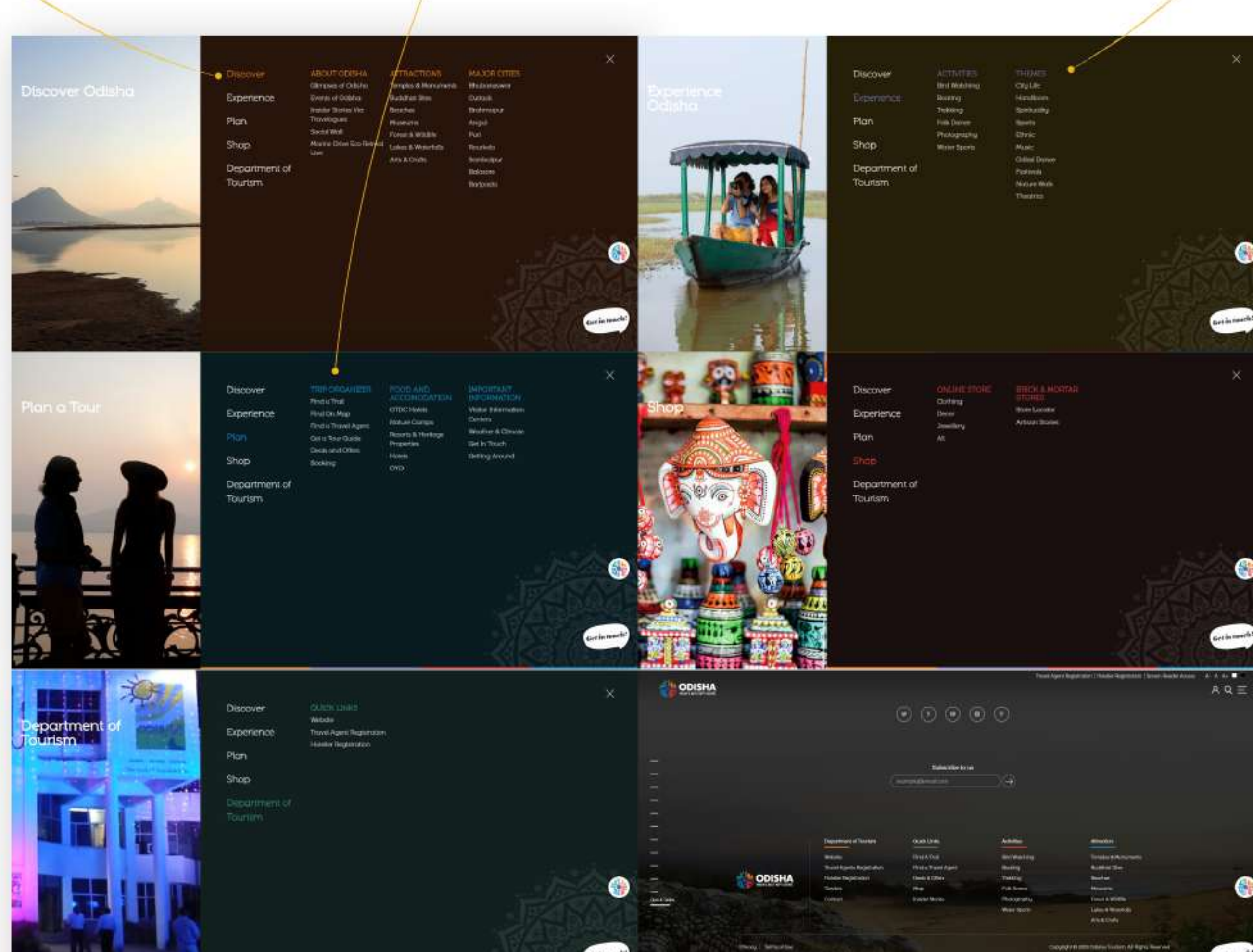
A Conceptual Model that matches the Mental Model

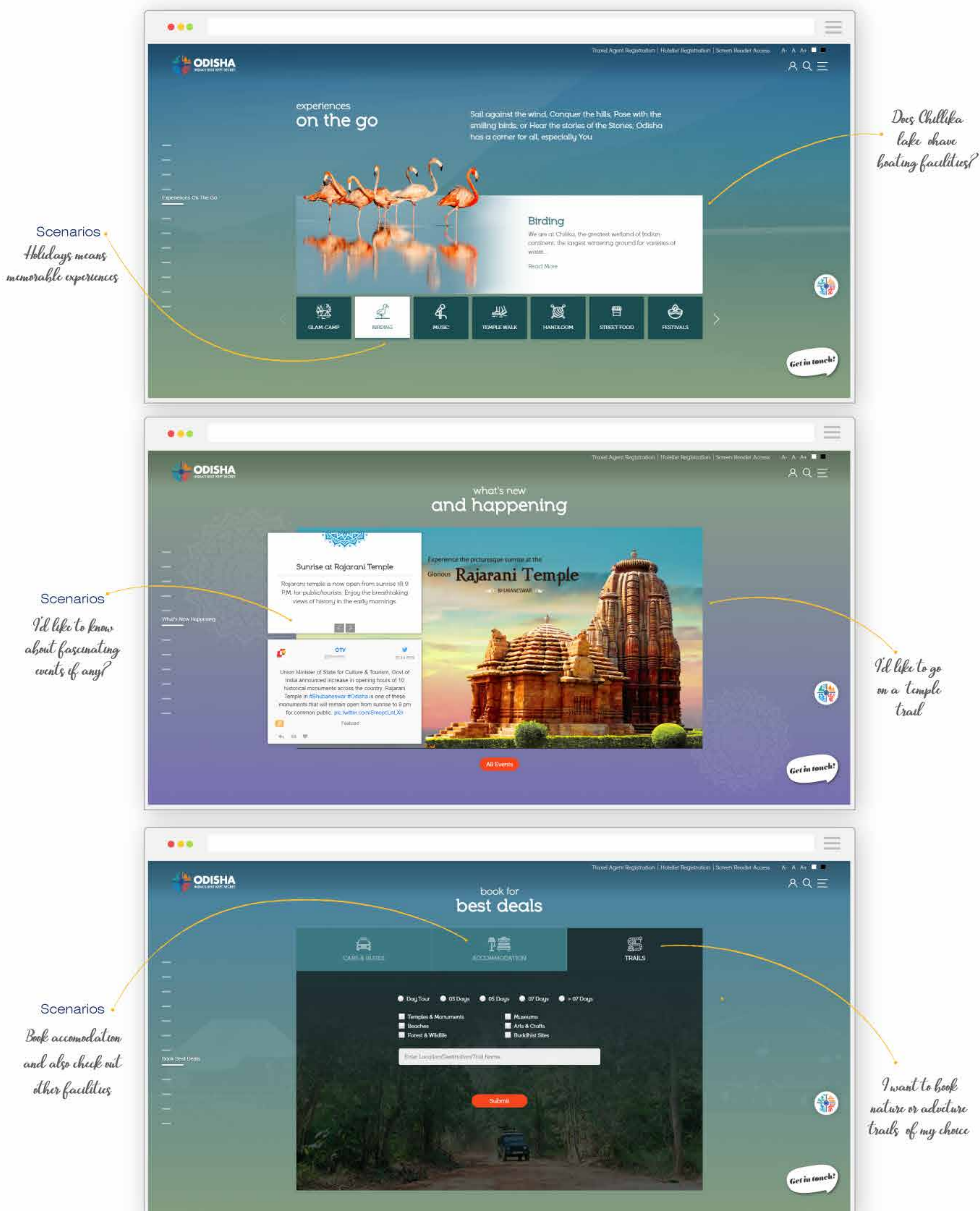
A complicated list reduced to just three user 3 points of Interactions for the user: **DISCOVER, EXPERIENCE & PLAN**



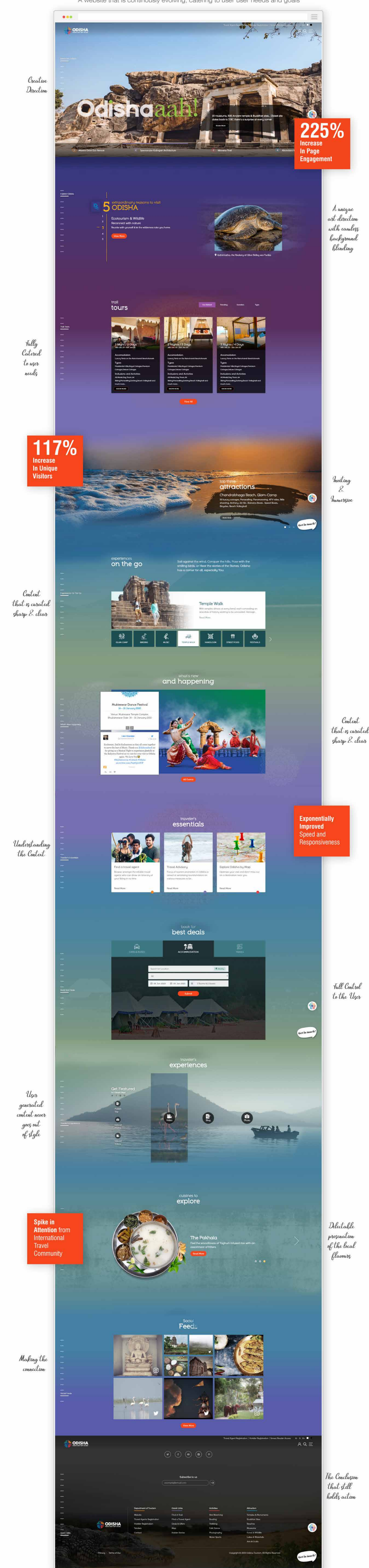
A simple and easy to use Navigation Design mapped to user's mental model/lingo

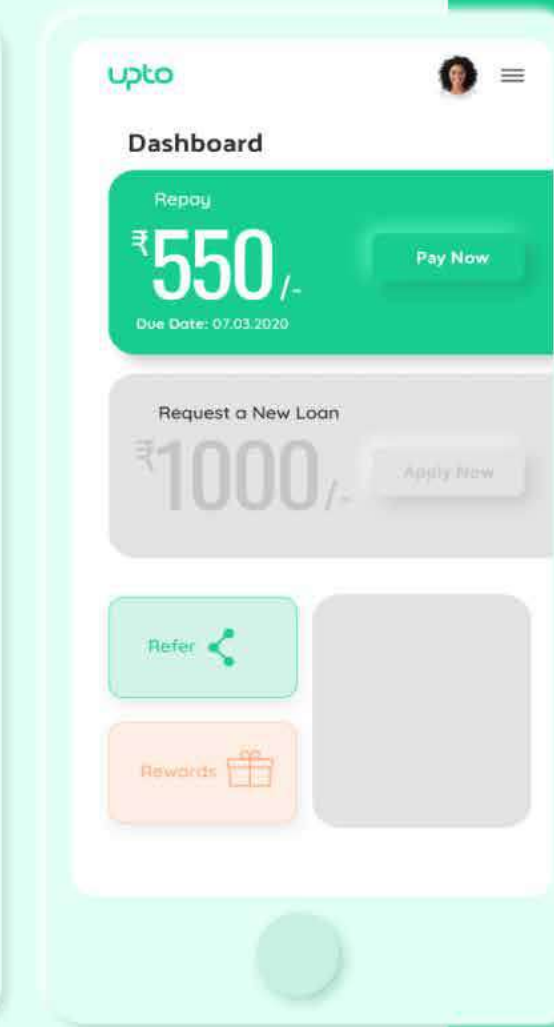
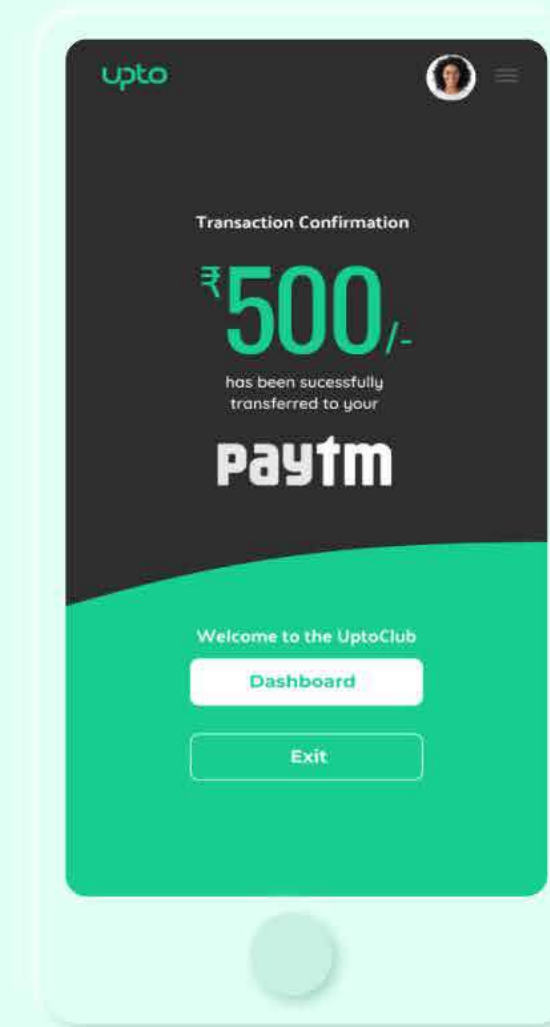
The choice of a Hybrid Menu that is Persistent, Fully Detailed yet Unobtrusive





The Results have started showing
 A website that is continuously evolving, catering to user user needs and goals





- Instant Loan Sanctioning**
All pre-validated accounts get an instant loan in under 60 seconds
- Simplified KYC**
Your Aadhar card, Student ID, Employee ID, Pancard & your mark sheets and that's about it.
- Incremental Loans upto ₹ 50,000**
Pay on time and keep getting an auto limit increase always by your side
- Get ready to dream big**
By paying back your micro loans, you make yourself eligible to take bigger loans



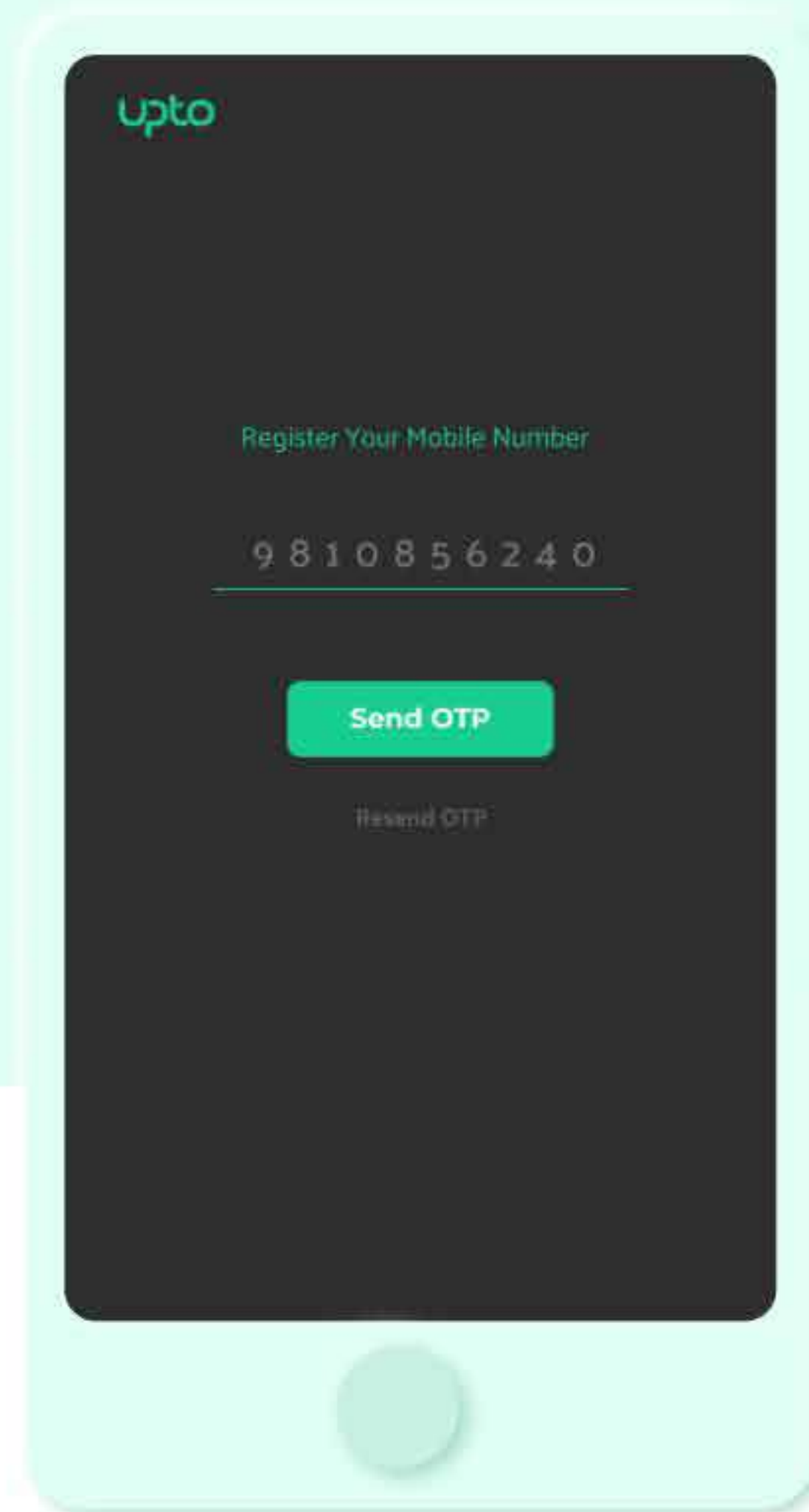
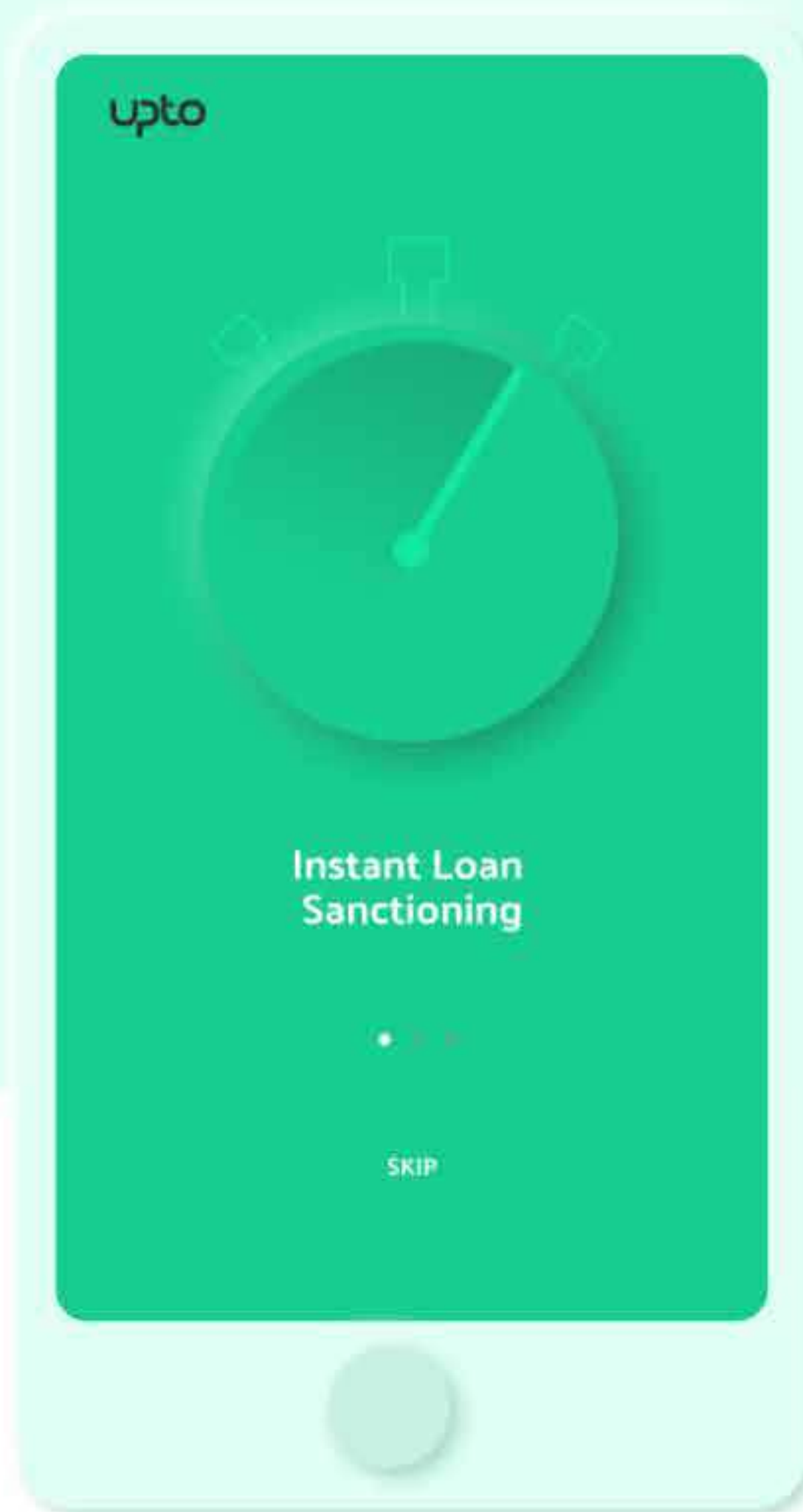
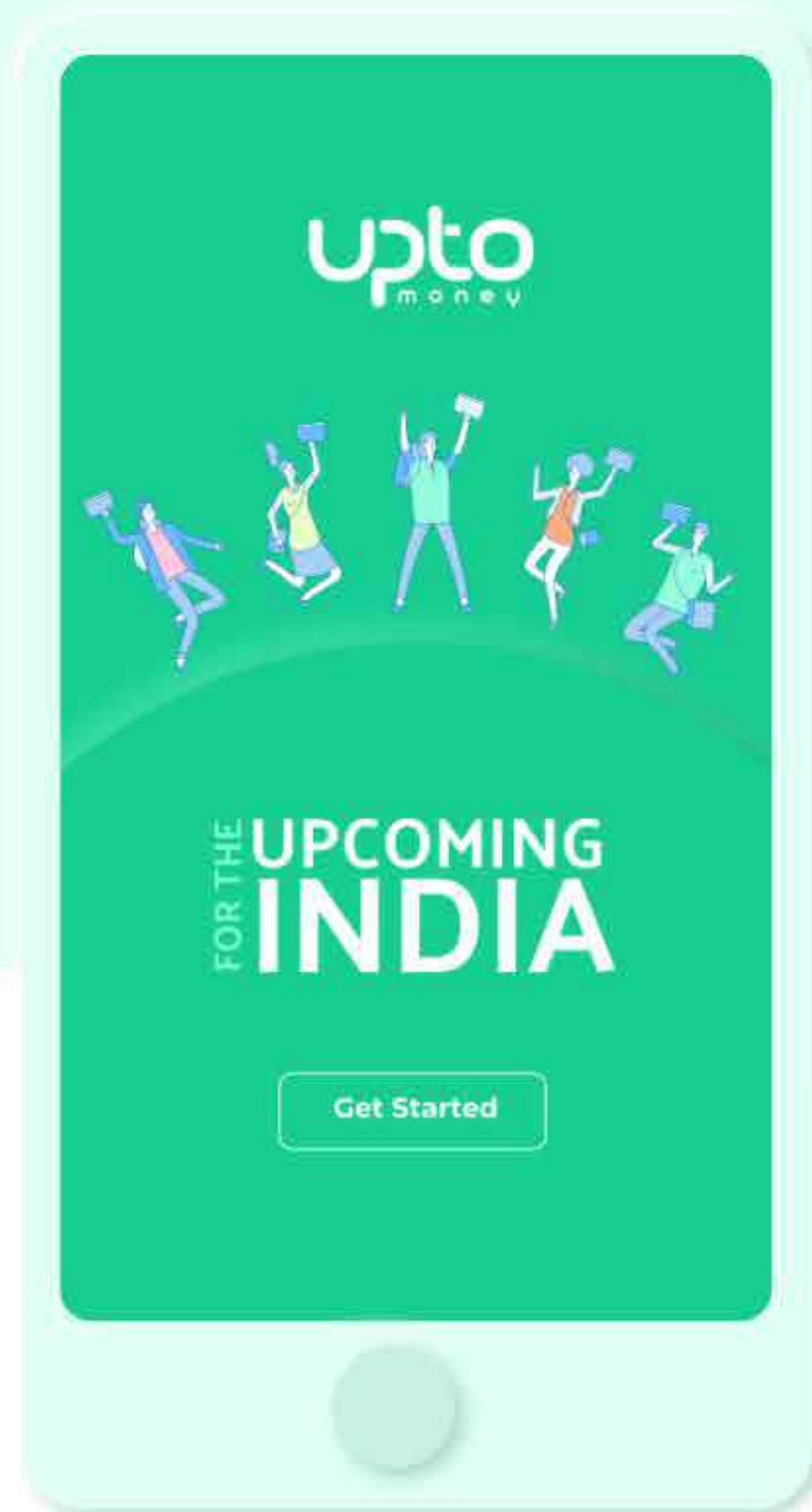
FOR THE
**UPCOMING
INDIA**

UptoMoney - For the upcoming Indians

Overview

Offering Indian students, blue collared workers and young professionals instant nano/micro loans digitally via the UptoMoney app. It offers users an opportunity to build an early credit worthiness and history.

Built with making the onboarding as easy and robust as possible



Design with the least possible distractions on the screen

