



# Future-Proofing **Digitally**

Digitally Driven

# Always at the Forefront

Starting in the stone age of digital, we have been part of every innovation that followed, ever since creating one of the first enterprise mobile solutions for retail a decade ago. What followed after with IoT, NLP, ML, RPA, Analytics, Blockchain and AI, we have been pursuing the journey all along. Focused on being a digital-enabler to enterprises is the only reason for us to have realized steady growth over the last decade, becoming a global company with projects in over 25 countries.



# Our Business

We are in the business of digital transformation via our portfolio of products and services. Using our expertise in new-age technologies, we enable enterprises, software product companies and start-ups in their pursuit of excellence and quest for differentiation.

## Our services portfolio includes

- Product Engineering Services, where our product lifecycle processes ensure strategic value
- Enterprise Solutions & Services, providing more agility to businesses
- Digital Transformation Services, smartly wiring up systems for performance par excellence

Our products FieldMax® and xPort® elevate the Retail/FMCG/CPG businesses and port operations respectively to the next level of readiness, shielding against competition and defining new benchmarks.



# Vision and Values

Deciding on the digital path was easy as a strategy, because that is what the future demanded. But we have a more demanding goal driving us in the world of innovation; to be a global brand by living for customer success and delight through the ROI delivered.

Customer success being the central theme, we have consistently worked on our internal value system around integrity, continuous professional up-skilling, customer empathy, punctuality and respect for the individual as critical to being an Experionite. All these are key since we handle the customer IP, often embarking on a long partnership journey. We believe that we will achieve our vision sooner than later because we have unique products and solutions that are globally relevant.





## Practice-Driven

While innovation with digital technologies creates excitement for our geeks, we urged our business analysts to identify intricacies in the domain where newer technologies will make a difference to our customers. Be it with sentiment analysis for assessing customer loyalties or intelligent mobility solutions for futuristic transportation, we have been working around the world specializing in Retail, Transportation, Healthcare and Financial Services. And from a horizontal standpoint, it is leading technologies such as BI/Analytics and Machine Learning that we apply to these domains to generate a quick return on investment.

# Our Services

Enterprises, product companies and start-ups today need help from technology houses that are agile, driven by innovation, yet dependable as a partner to implement digital solutions. While the digital plunge is indispensable to survive the fourth Industrial Revolution, support from an experienced partner is critical.

At Experion, we believe that we are a right-sized MNC with the necessary global experience to empower discerning customers in their digital journey. And our portfolio cuts across industry verticals and horizontals helping them future-proof businesses.

**Product Engineering Services**

**Enterprise Solutions & Services**

**Digital Transformation Services**



# Product Engineering Services

'Ideas to products' is our business and we are adept in product lifecycle processes! Product re-platforming is no different and needs to follow the same lifecycle with past business experience being the key advantage. For startups to flourish, there is no better path than the power of digital. We have done it time and again, multiplying investor wealth many times over.

We have worked across the globe, and apart from advising on the best technology, our UI/UX engineers embrace the new-age design philosophy for end user lock-in. This results in wider user adoption. And our customers vouch for their success, having embraced digital. For product companies and enterprises, adopting a startup strategy for product engineering is most important. Our customers testify that the agility we provided gave them the youthfulness to leapfrog into the future.

## Product Engineering Services

- Product Engineering
- Product Development
- UI / UX Consulting
- Maintenance and Support
- Product Re-engineering
- Mobile-enablement
- Independent Testing

# Enterprise Solutions & Services

Enterprises face challenges onboarding their workforce onto new systems due to the sheer size of the organization and the complexity of inter-departmental workflows. Hence system changes or upgrades will always be time-intensive and costly. However, today's market compulsions demand timely adoption of digital technologies. This is where finding the right partner to implement technology assumes significance.

Enterprises are forced to move away from long-drawn procurement cycles, as complacency is no more affordable in today's world. And the agile delivery process can be effectively applied to wire up digital solutions onto existing systems for performance acceleration. Experion has varied enterprise engagements assisting with digital architecture, setting up a DevOps environment for helping the in-house IT team and vendors to collaborate or develop applications for engaging millions of end consumers.

## Enterprise Solutions & Services

Application Development & Maintenance

Independent Verification & Validation

Technology Modernization

Consulting Services

DevOps

Business Intelligence & Analytics

# Digital Transformation Services

We have invested a good deal in R&D with sunrise technologies such as IoT, ML, AI, RPA, Chatbots, Connected Cars and Blockchain. These technologies applied to futuristic business models are already redefining market characteristics. In the past, IT used to disrupt brick and mortar businesses. Today digital is disrupting the IT industry itself, and the changes are lightning fast. There is no room for anyone serious to wait and watch till adoption. Digital Transformation would be all-pervading sooner than later. Experion offers its expertise in the area right from consulting to implementation. Often we kick-start digital transformation service initiatives through Minimum Viable Product development (MVP).



## Digital Transformation Services

- Internet of Things (IoT)
- Smart Mobility
- Artificial Intelligence

- ChatBots
- Robotic Process Automation
- Cognitive Computing

# Solution Suite for Field Force

Experion started work on its first product FieldMax® a decade ago when digital technologies were just emerging. Mobility was still evolving on feature phones and we found tremendous value in leveraging the technology to connect field salesforce to back-end enterprise systems. We thus went on to build a mobile ERP that found its way to the Mobile World Congress at the Oracle stand in 2011. It was one of the pioneering enterprise mobile solutions 'Made in India'.

Today FieldMax® continues to win laurels globally, with customer footprint in the Indian subcontinent, Africa, Middle East and Australia.

Our biggest use case for FieldMax® is in Sales and Distribution management. What differentiates FieldMax® is its ability to deliver significant RoI for customers against competition via increased sales, reduced back office costs and huge savings on inventory. Its Business Intelligence unit provides clear visibility for the senior management, helping with decisions on real-time market strategies.





# Digital Solution for the Maritime Business

Conventionally maritime businesses are slow adopters of technology because of their spread in operations. Smaller ports have lesser appetite for investing, not just on technology solutions, but on people to manage and maintain IT infrastructure. xPort® is a welcome change here since the entire solution runs off the cloud, needing just internet connectivity. It is built on digital technologies with all the components deployable on Web and Mobile, and is IoT integrated. xPort® is easy to deploy, being one of the fastest to on-board and lowest in terms of Total Cost of Ownership in the industry, due to flexible deployment models.

But the real value of xPort® comes from the deep domain knowledge Experion has in maritime business, both with terminals and shipping lines. Our maritime experts have worked in implementing business process re-engineering at various ports around the world and xPort® is an outcome of the insights thus gained.

# Success Stories

## **Re-platforming Legacy system for a Retail Major**

With a legacy system well-entrenched across 1600+ stores in the Oceania region and over 25 years of deep insight into retail, it was a big decision for our customer to re-platform a full-fledged retail solution on Cloud, Mobile, IoT and Web for an upgrade essential for client retention. With a large team of architects, UI experts, business analysts and software engineers, Experion took on the task only to expand the customer's global footprint.

## **On-Demand Vehicle Pooling for a Transportation Provider**

Experion worked with the second biggest transport provider in one of the GCC countries to create an on-demand vehicle pooling system. Phase 1 launch of the solution was a runaway success, with the operator being able to double the customer count. Our engineers continued to work, building the next generation of mobile apps and e-payment systems. We are happy to be part of a digital transformation where technology will facilitate intelligent mobility and help earn a position of leadership for our customer.

## **Streamlining IT operations for global workplace solutions provider**

Experion worked with a global provider of workspace solutions to automate and streamline their IT operations. The client who had their IT and finance support teams working from two global locations, had to manage a huge volume of work that put tremendous pressure on internal resources. It is then that Experion was called in. We worked to simplify and manage their business rules, leveraging latest technologies such as AI in automating the process. We helped them achieve their goal of having a world class financial transaction processing system based on proven technology, with the agility to support them as their business continued to grow and expand globally.



## **Accident Reduction through Road Safety Solution**

In 2010, there was a realization at the WHO that in the decade to come, it is not going to be AIDS or cardiac diseases that would be the biggest killer, but road accidents, and thus declared 2011-2020 as the 'UN Decade of Action' on road safety. Experion was able to contribute by joining our client in the UK in building a suite of GIS-based applications for accident analysis. The mobile solution captures and geotags accidents in line with IRC conventions for analysis. Post analysis measures would help bring down accidents by 50% in a two-year time-frame. The results helped us cement a long term partnership with our client for global implementations, indirectly serving a CSR cause!

## **Billing Solution for a Pioneer in Medical Research**

A pioneer in medical research with a chain of 60 hospitals in Australia was in need of a unique multi-platform mobile solution that helps doctors view and update patient billing information. This would lead to timely billing & cost savings due to missed billing cycles. The intuitive geo-fenced application makes it easy to log treatment details, thereby increasing efficiencies and saving costs for the hospital. Integrated with the HIS, it saves \$35 per missed consultation, saving millions of dollars annually for the group.

## **Pushing up Sales for a Pharma Major**

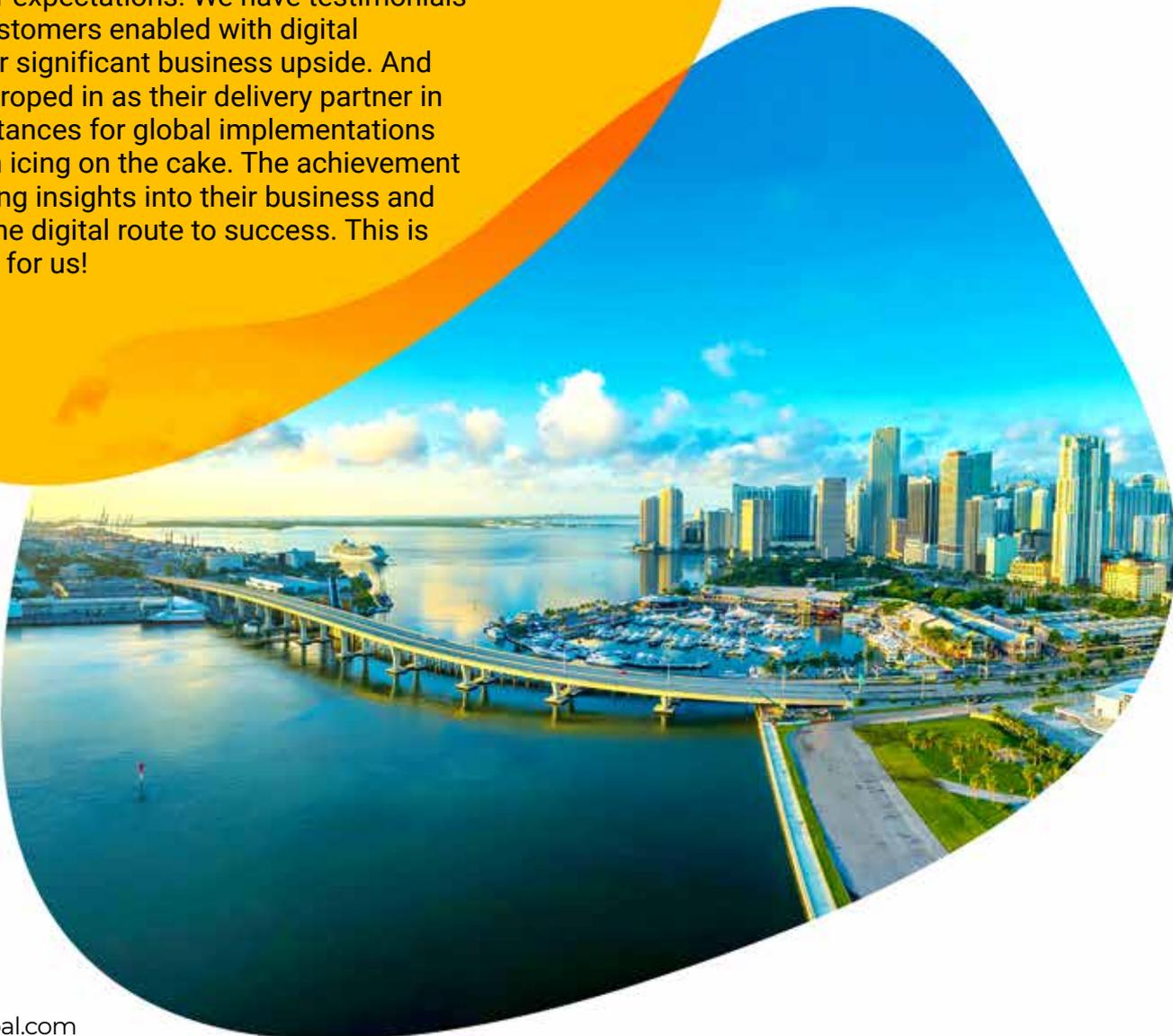
A leading pharma company in the OTC drug market failed in their earlier attempts to automate the sales & marketing function. Ever since they came onboard with FieldMax®, there was no looking back. There was ready acceptance in the first week of use amongst the 400 strong end users. The success stemmed from the fact that 92% of the users could meet or exceed targets, enabling the organization to push sales targets higher and become leaders in 70% of the product mix in just two years.



# Our Customer's Business Case

Our growth has been steady on account of our customer's success rather than on any other measure. Experion means 'experience of new technologies', and our vision to be a global brand emanated from the thought of getting there by delivering the power of digital and growing through our customer's growth. Customer Rol and delight are the only two metrics that are really important to us. Our success is manifested in our major customers turning partners, and the trust they place on us. This has been achieved through careful grooming of our technology teams, global experience of the management team, continued investments in capability build up and quality processes.

Our product customers have reported Rol beyond their expectations! We have testimonials from our customers enabled with digital solutions for significant business upside. And for us to be roped in as their delivery partner in multiple instances for global implementations has been an icing on the cake. The achievement was by having insights into their business and proposing the digital route to success. This is true nirvana for us!



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# About Experion

Built on the foundations of digital technologies, Experion is into products & services in the Retail, Transportation, Healthcare and Financial Services sectors. A global company with direct presence in 8 countries and partners in other geographies, Experion has customers in all continents. Apart from own IP initiatives with FieldMax® and xPort® in the FMCG/Retail and Maritime transport domains, Experion takes up Product Engineering as a service, securely handling third party IP. This includes building products from the ground up, spanning ideas to product development, or re-platforming products onto the digital domain with proven expertise in product lifecycle services. Today Experion products touch over 3.5 million users across 26 countries worldwide, many of them being part of mission-critical functions.

Over the last decade, Experion has been awarded multiple times for innovation and growth. It was featured in Red Herring's 100 fastest growing companies two years in a row. In 2013, FieldMax® found its way to the NASSCOM/Frost & Sullivan product quadrant for notable products built in India. The company was rated by Deloitte as one among the top 500 fastest growing technology companies in APAC in 2016 and 2017. In 2016, Experion also won the IoT Product of the Year award from the US-based IoT Evolution Magazine. In 2017 Experion was ranked among the top 50 fast growing technology companies in India by Deloitte. In 2018, APAC CIO Outlook magazine ranked Experion among the top 25 Retail IT solution providers in the APAC region. Remaining focused on performance and productivity, Experion believes in delivering RoI to customers, primarily in the enterprise space, by wiring up many unexplored possibilities with help from digital.

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