Way2WebWorld

WAY 2 SMART BUSINESS

Creating - a Complete "Digital Transformation Experience"

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1. WAY2WEBWORLD - WAY 2 SMART BUSINESS

Way2webworld is a premier creative digital marketing company providing top of the line digital experiences using creative and innovative solutions of any complexity to a globally diverse clientele. We cater to all types of businesses worldwide. Our goal is simple to provide online visibility, increasing reach & engagement with your target audience, and eventually driving sales and build brand reputation.

Creating – Complete "Digital Transformation Experience"s

Way2WebWorld very well understand importance of mobile applications solutions hence we have dedicated team handling mobile applications on various native and hybrid platform.

We have dedicated team of Google certified professionals who manages and keep our web delivery standards conforming to required SEO guidelines. We feel happy to assist our clients leveraging value of internet by optimizing their web as well as mobile applications for various Search engines like Google, Yahoo and MSN by using our advanced SEO techniques. Your website thus gets quality traffic that directly converts to higher sales and more business!

Way2WebWorld is India based Turn key web and mobile applications solutions provider and premier Internet solutions company providing top of the line Innovative Website Designing/Development and SEO Services of any complexity to a globally diverse clientele. Team Way2WebWorld believe to bring innovative Web applications and IT solutions to the target market catering across all types of businesses worldwide.

Our Values:

At **Way2WebWorld**, we co-exist to drive value to our clients business by collaborative transformation and efficient implementation of innovative IT strategies.

Our Mission:

To assist our clients, in presenting a professional front to the Digital marketplace. We add value to our client's business through our Innovative techniques to empower and make them efficient and responsive.

Our Vision:

To be the most preferred and respected brand by its customers and competitors.

1. SERVICES

Are you ready to unlock the potential of digital innovation?
Innovation at every stage is absolute need to stay competitive in today's market.

2.1 Branding

Branding is important to a business because it is how a company gets recognition and becomes known to the consumers. We breathe life into your company's vignette, developing branding that promotes your message and forms a prominent image.

We help you in increasing the value of your business, generating new customers and outreaching to your target audience. We can change how people percept your brand for better, drive new business for you and increase your brand awareness.

2.2 Online Advertisement

Online advertising is business for modern world where internet is more accessible for every business. We enable you to quickly, easily, efficiently and affordably reach your target public.

We help you to build your digital presence and brand awareness globally. We even assist you in increasing the traffic to your website and turning your website into your business' most powerful lead generator.

2.3 Web Development

In the rapidly evolving world of e-business, we offer cross-industry experience and creative endeavors to design, develop, host and promote full-service B2B portal development solutions & B2C portals to optimize business growth, enhance efficiencies, expand distribution channels and ensure competitive advantage in vertical marketplaces for our clients.

We specialize in developing dynamic database-driven E-Commerce Portals, the most cost-effective way of promoting your business online. We provide you an interesting yet cost-effective range of E-Commerce solutions that can be utilized to build every store possible. With cost-effective pricing, the retail E-Commerce solutions by us are loaded with many features that allow the business to create, run and maintain their online shops with lowest investment strategies.

2.4 Social Media

Social Media Marketing (SMM) is essentially all about leveraging Web 2.0 & Social Media sites to market your Brand and control your message. This concept essentially revolves around utilizing the Internet's media tools like blogs, forums, social networks, communities, etc.

to connect products or services with customers or audiences. SMM is a powerful strategy that will get you links, attention and massive amounts of traffic. There is no other low-cost promotional method out there that will easily give you large numbers of visitors, some of whom may come back to your website again and again.

2.5 SEO & Analytics

SEO helps small business owners create fast, robust, and user-friendly websites that rank higher in search engines, which in turn helps bring more qualified potential customers to their sites and eventually increases conversion rates.

SEO also helps build brand awareness for a business as search engine users are more likely to trust a site that are on first page of search engine results pages than brands who are not. A business owner should utilize SEO to build a strong web presence and bypass its competitors to gain new customers for its business and take it to the next level.

2.6 Content Strategy

We specialize in performance content. We don't just produce content for content's sake. It has been proven time and time again, that rushing to the finish line will cause you to burn out early in the game. Inbound marketing is a marathon, not a sprint. And, when done with careful planning and training, at the right speed and agility, with the necessary fuel to succeed, it delivers results like you've never seen.

Your customers are on a buying journey and your content is an ongoing educational tool that can guide them through each stage of that journey. That's why we hold our content to the highest standards.

![Way2WebWorld logo](WAY 2 SMART BUSINESS)

2.7 Mobile Apps

Way2webworld is a fast-growth mobile firm. We work with large enterprises as well as innovative start-ups to create mobile solutions for Android ,windows Phone.

Our focus on workforce automation helps ou clients harness the power of mobile technologies.

Android App Development

The Android Apps developed by Way2WebWorld are built keeping the client's requirement in mind. The apps created by Way2WebWorld work across all Android devices regardless of screen size, OS version, and processors.

iOS App Development

The iOS Apps developed by Way2WebWorld are built on the ground of clients special project needs. We are an iOS application development company, which lives up to mark to implement client's complex requirements competently.

2.7   Anything Digital

In this modern era which is aptly called digital age, the need of the hour is to widen the prospects of your business digitally, so that your business gets a global recognition and presence.

Here is where Way2webworld comes into picture, we help you expand your business by making you digitally mature by assisting you in reaching the right people at the right time.

3. OUR CLIENTS

Some of our key clients:

TATA	(WHO)	maxima	Baidyanath ASLI AYURVED	MANTRA AUTHENTIC AYURVEDA
DRDO	AMARON LASTS LONG. REALLY LONG.	JK TYRE TOTAL CONTROL	(AIIMS)	KAPOOR LIGHT · LIFE · STYLE
GUPTA GROUP AUTOMOTIVE	TRIUMPH	Mahindra	(AES) FROM DARKNESS TO LIGHT	GODS Group Of Delhi Superbikers
NIA GOVERNMENT OF INDIA	RELAXO	AYURVEDANT	Horlicks	ACE Cabs
SPICER DRIVETRAIN PRODUCTS	VEGA	Indian Red Cross Society	Speech Therapy & ENT Centre For Effective Communication	
Haaatly JUST ORDER IT	TalentFactory	DANA	ANAND	

4. OUR DEVELOPMENT CENTRE

In year 2006 the group of Innovative Tech geeks started it…
and it just started from there!

Our development centre is filled with humble and passionate innovative minds, who have technical acumen and attitude to help our clients with best of the breed innovative digital solutions.

Today our development team consist of skills in Microsoft, Android, and iOS development platforms,who are well complimented by our UI and creative resources.

Our team of Google adwards certified professional assures the web and mobile solutions we deliver to our client are confined to latest SEO standards.

We are 360-degree digital agency, that Helps You Reach Your Ultimate Goals. We Offer Sure-Footed Customer Support to Win the Confidence of our Clients.

Since our inception we believed that only quality and delivery excellence is the way to go, and we are strongly committed to it.

Led by some of the like mind and passionate team of client loving resources, we have always offered technology solutions that appealed to the bigwigs and start-up companies alike. This passion to innovative solution approach steadfastly has helped us in our journey and with the continuous confidence of our upcoming client in the services we offer, we are sure to lead thedigital solution market in the middle-east.

Our Quality Policy:
We are is committed to exceed customer expectations by our out of box innovative thinking bundled with best of the breed solutions at most competitive prices prevalent in the market.

5. OUR DEVELOPMENT METHODOLOGY

To ensure efficient solution delivery, we have created strong and structured approach to solution delivery and we ensure client is always involved and engaged during designing and development life cycle. Efficient engagement and involvement of client from the beginning of the project life cycle, helps us mitigate any understanding gaps much earlier in the project.

The efficient project management methodology also helps delivering the solution as expected, which ultimately helps us to have happy client in the end. We aspire to provide our clients always an addictive design and delivery experience.

Solutions

IDEATE:
Analyze the requirement through in-depth research with the help of brilliant tools and constructive feedback from client.

SKETCH:
To draft the design that is related to the research in order to check the feasibility.

DEVELOP:
Now, our development team starts developing the solution according to design.

SKETCH:
After completing feasibility test, a final design is prepared using smart design tools.

TEST:
In testing phase, we test every component to make sure that our solution fits the requirement.

CELEBRATE:
We make delivery for the solution and assist our clients to control and administer solution.

6. OUR INNOVATIVE MOBILITY SOLUTIONS

Surveillance management solution at a Glance (TRAKO)

TRAKO: Your partner in movement surveillance

TRAKO is innovated to create a affinity based value chain between various important and mission critical data point to collate the real time insightful information enabling responsive decision making.

TRAKO is built around evolving and customer experience based model, currently offers various mission critical features, enabling its customers to take advantages of the future upcoming features under our TRAKO Solution suite.
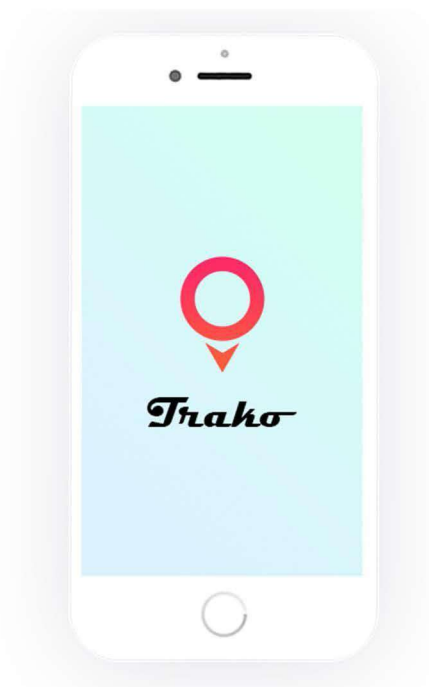
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TRAKO: Key features

Close Monitoring

Each vehicle can be closely monitored for its speed, deviation from assigned routes and any possible delays in the over all journey or between specific points

Efficient log management

Realtimeonboarding and offboarding and various other important information available to the authorized users.

Highly scalable and cloud based

TRAKO is completely cloud based and hence we ensure that our clients are using best of bread features, without need of much investment in the IT spends.

Secure and evolving

The TRAKO is committed to bring regular feature upgrade within solutions. All the new releases will be available to our clients completely free as part of our enhanced support strategy.
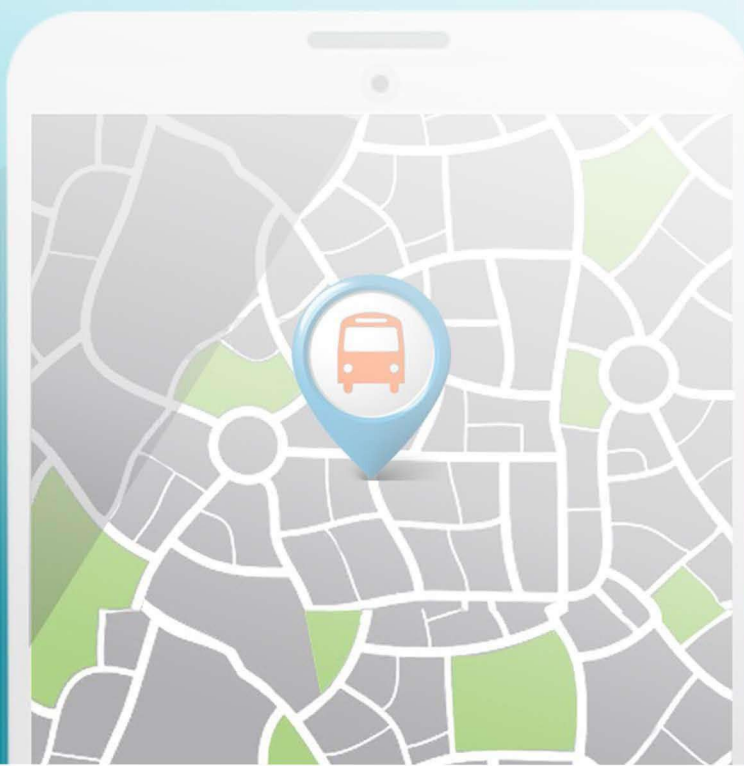
TRAKO For Schools

The key element of this simple and interactive app is to keep security of the student on top most priority. TRAKO is a built with blend of four important pillars hence there are four different apps and one web console that provides an effortless sync between School administration, transport department, Teachers and Parents.

We are waiting to hear from you to schedule a detailed discussion on our solution and take the journey to the next step.

MICE-IT

MICE-IT is built to amalgamate IT sector with the event-management industry. It is all about how technology supports assists the event management industry.

MICE-IT is developed for the event management sector such as conventions, seminars, trade shows, cultural events, exhibitions and incentive travel. In MICE- IT, the Information technology which is at its peak, and without it no industry can survive and event management industry is essentially a collection of service industries and is also highly information intensive.
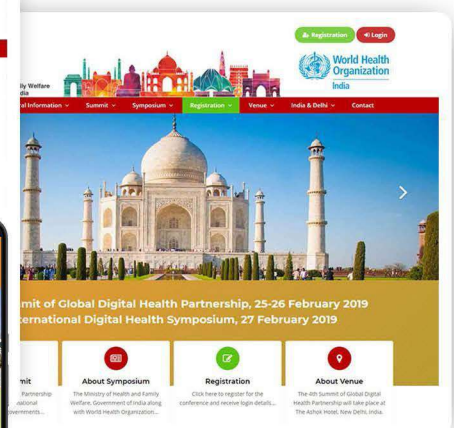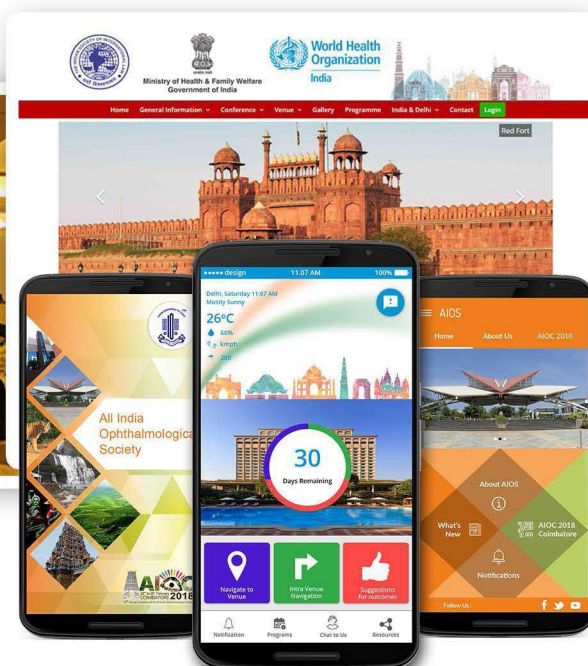
Providing end to end white labelled IT solutions for Meeting Planners:

→ Responsive conference websites

→ Online registration and payment gateway system

→ Abstract submission and review system

→ Feature rich Conference Mobile Application in Android and iOS

→ Social media marketing

→ In event social media boost

→ Live webcast with options for simultaneous streaming on social media platforms

→ Intra-venue navigation through iBeacon technology

→ Conference registration systems

→ Bar-coding and RFID delegate badges

→ Automated badge / certificate printing kiosks

→ Wi-Fi deployment for delegates

→ Automated check-in / check-out attendance systems

→ Conference proceedings and transcription services

→ Onsite IT helpdesk services

We provide services in all metro cities at most competitive prices and fast turnaround.

Contact us for your next event.

Available on both

Available on the iPhone **App Store**　　ANDROID APP ON **Google play**

CATORD - LEADING PRODUCT CATALOGING AND ORDERING MOBILE APP

India is fast moving towards to be Digital Economy, every company is moving towards the Digitilisation, it's the then we have decided to be part of this mass movement. We are now introducing our latest offering "CATORD" , a cutting edge Product Catalogue Management and Ordering Application. The application has been specifically aimed to provide a platform to manufacturers as well as retailers to showcase their products to their customers. We have used latest technology to build this application and our more than 15 years of Experience in Information Technology Domain has helped us to test it on all parameters.

Our Mobile App combines WEB INTERFACE with MOBILE APPLICATION, Now Ordering and Processing would happen on a Click of Mouse at any TIME, no need of Any Phone Calls ?
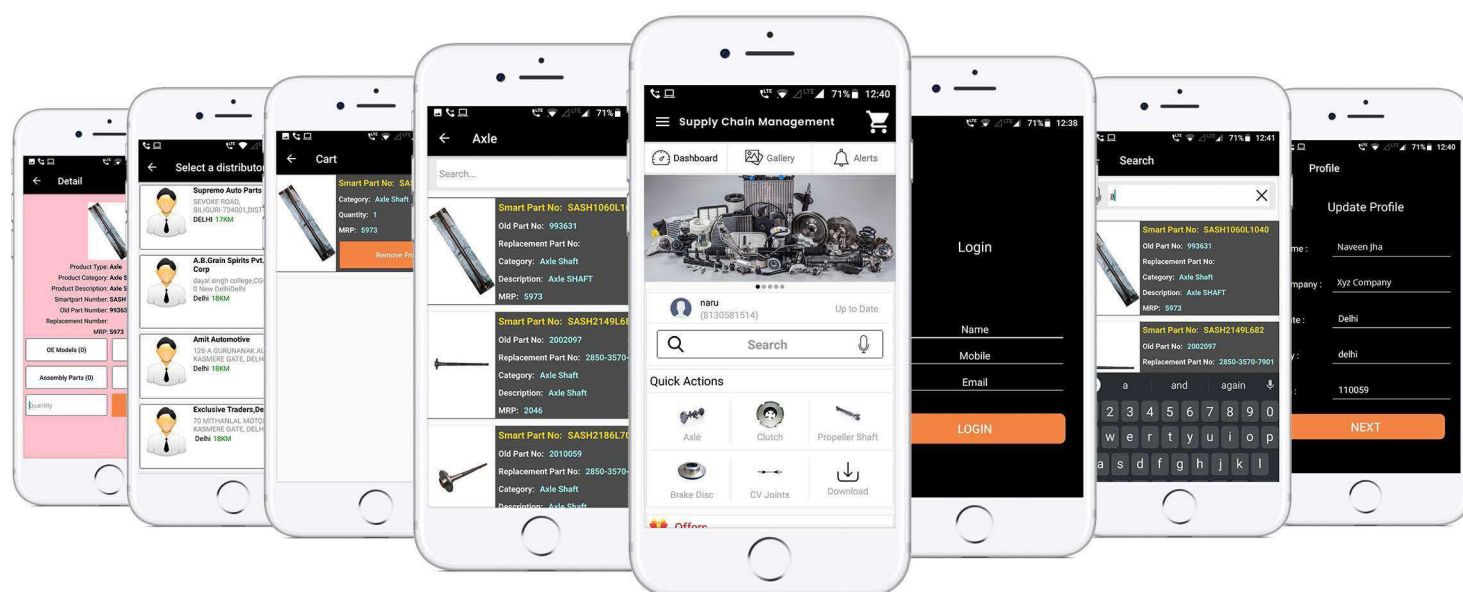
WHAT IS THE PROCESS ?
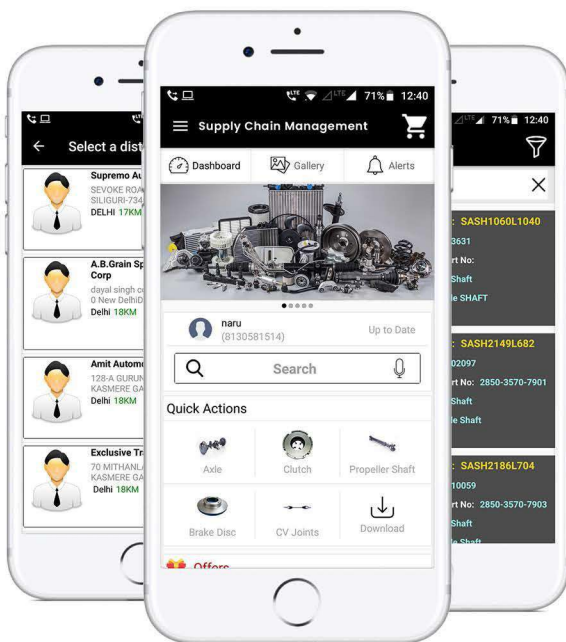
1 Admin adds the products, their attributes and photographs with Costs.

2 Admin the add the users and assigns a password to their mobile number, same is sent to the mobile. A link to download the mobile app too is sent with it.

3 Users downloads the app, enter username password and can see product catalogue.

4 Users then can enter the requisite value of Stock, add to his cart and send back to Admin.

5 Admin then processes his order and message is sent via SMS and mobile for the same.

Our Clients

SPICER® Drivetrain Products

G GUPTA MOTOR COMPANY

Gemco

Some Salient Features of "CATORD"
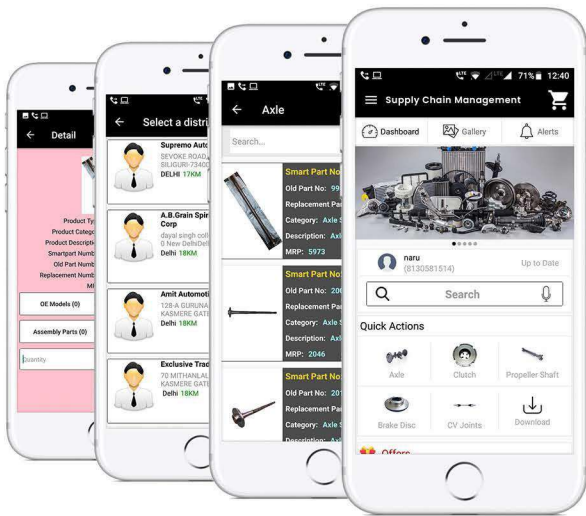
- Add Unlimited Categories of your Products
- Add Unlimited Products to the Categories
- Unlimited Application Downloads
- You can add/modify/delete any category product.
- Direct ordering System
- Customer/Dealer can order directly from their mobile, choosing quantity.

- Direct Feedback from Client..
- Send unlimited messages to your dealers/retailers/customers.
- Full logo customization and color customization.
- Customized Splash Screen.
- Direct Download link from Playstore and AppStore
- No Costs to upload catalogue in Playstore.
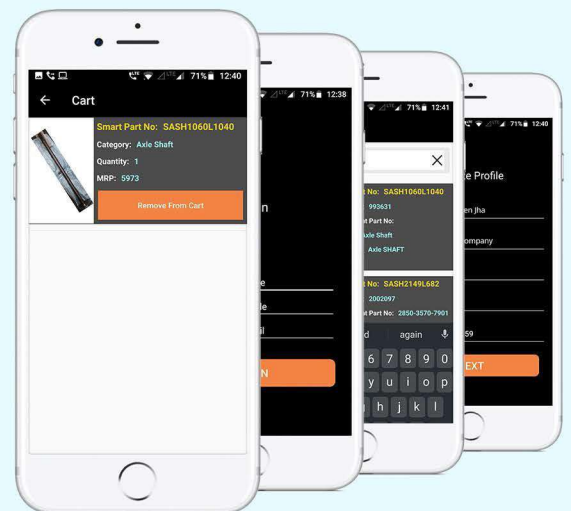
Available on both

Available on the iPhone **App Store**

ANDROID APP ON **Google play**

7. MOBILE APP DEVELOPMENT PORTFOLIO

Maxima Watches

Maxima Watches was developed solely for the Maxima customers. With a plethora of watches for kids, women & men, it is the heaven for Horophiles. Apart from browsing through the various collections and getting alluring discounts, the users can add products to their cart and wish list, place order and buy the products with safe payments.
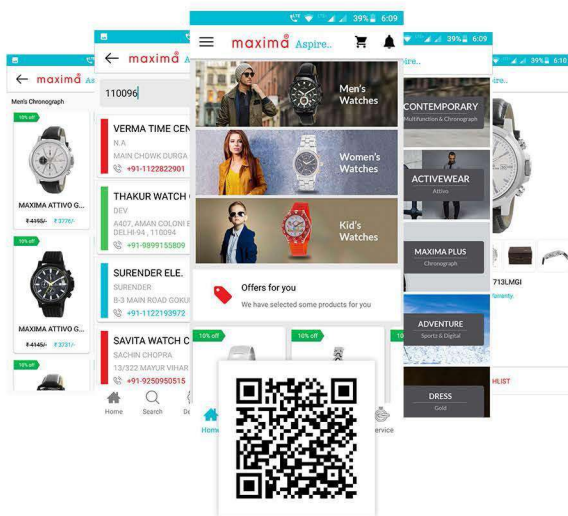
Maxima Trade

Maxima Dealer:

This app was developed for the Maxima Dealers to place orders from the Maxima Distributors in case of dwindling stocks. Using the app, the Dealers can give feedback to the Distributors, review their Order Summary both quantity-wise and collection-wise; and even keep track of how much business they have made.

Maxima Sales Person:

This was developed for the Maxima Salespersons. Using this app they can add new dealers, upload the pictures of their stores. Salespersons can even keep track of the visits they have made in a particular month or during a certain date.

MOBILE APP DEVELOPMENT

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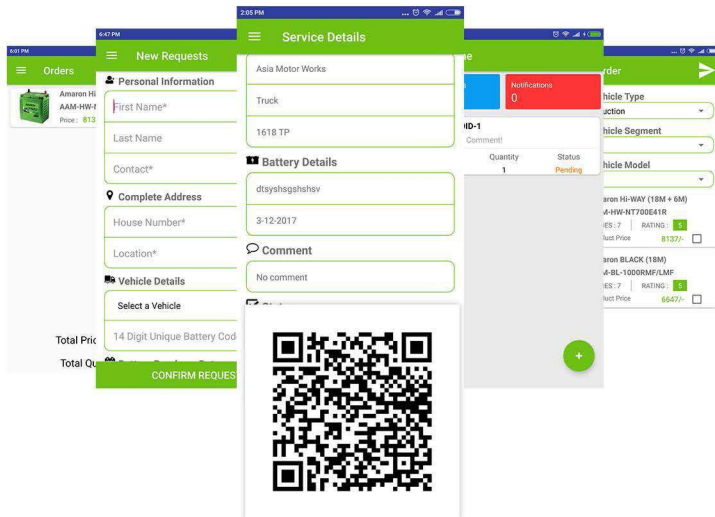
MyAmaron

MyAmaron app is developed for customers wanting to by batteries for vehicles, such as car and bike, and batteries for household and commercial use. The users just have to specify the vehicle details and the app helps them to find a suitable battery.

MyAmaron Dealer

MyAmaron Dealer app is developed for battery Dealers to help them clubber with Shri Ganesh Auto Parts Center (SGAPC). Dealers can place orders for batteries, raise battery service requests. Using this app, Dealers can see the status of their current order, give feedback to the driver and can communicate with SGAPC.
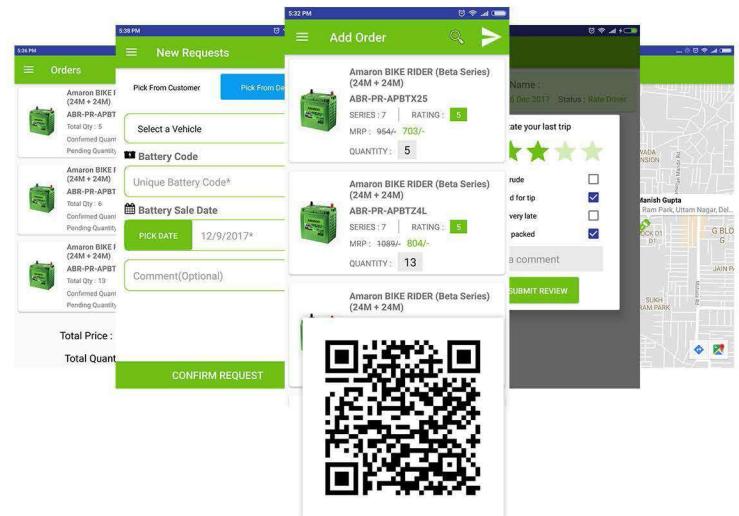
MyAmaron Driver

MyAmaron Driver app is developed for the MyAmaron Drivers who deliver order of batteries from Dealer to the Customer and if any service request is generated, the Driver picks up the battery from either Customer or Dealer and delivers it to Shri Ganesh Auto Parts Center (SGAPC).
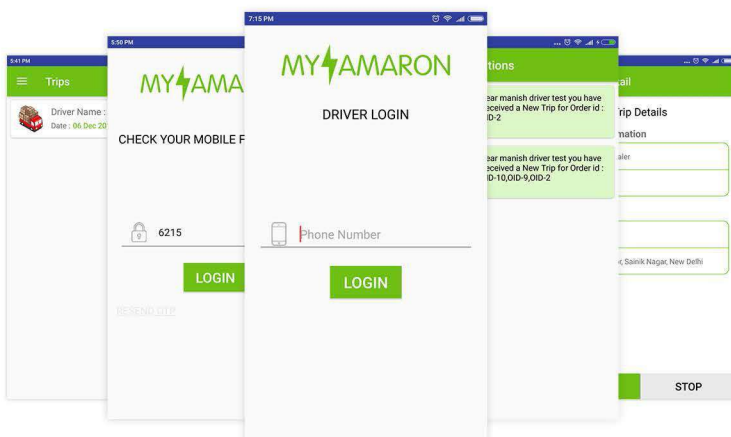
4GFMD

4GFMD is the official event mobile app developed exclusively for the 4th WHO Global Forum on Medical Devices which was held from 13th to 15th December 2018, at Vishakhapatnam, Andhra Pradesh, India. The app helped in navigating to the event venue and gave the details regarding the programs to be taken place at the event.
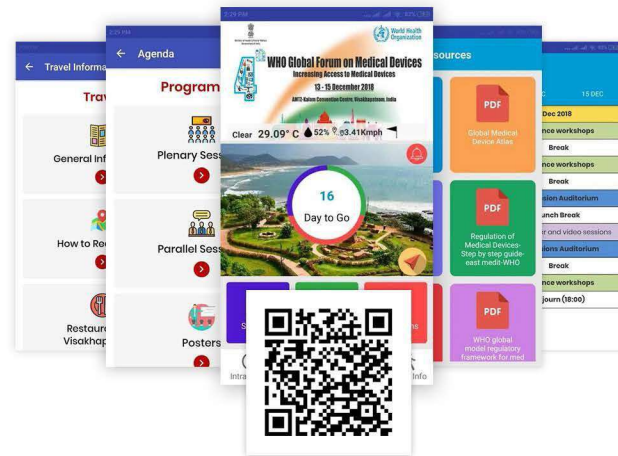
SDG2030

SDG2030 is the official event mobile app that was developed solely for the 1st World Conference on Access to Medical Products and International Laws for Trade and Health, in context of the 2030 Agenda for Sustainable Development which was held from 9th to 11th October 2018, at New Delhi, India. The app helped in navigating to the event venue and gave the details regarding the programs to be taken place at the event.
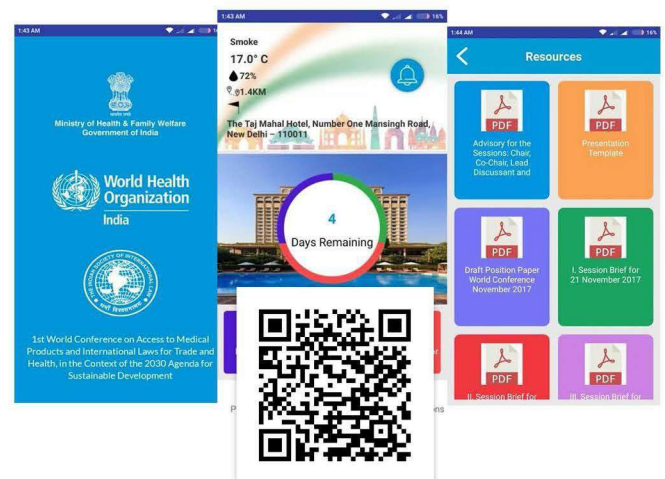
GDHP India

GDHP India is the official event mobile app that was developed particularly for the 4th Summit of Global Digital Health Partnership held from 25th to 26th February 2019 and International Digital Health Symposium held on 27th February 2019, at New Delhi, India. The app helped in navigating to the event venue as well as intra-venue navigation and gave the details regarding the programs to be taken place at the event.

MOBILE APP DEVELOPMENT

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AIOS HQ

AIOS HQ is the official app of All India Ophthalmological Society (AIOS). The app was built with the sole purpose of keeping the users updated regarding the latest news and notifications at AIOS. The app also has a great chat support. The app even helps in navigating to the event venue as well as intra-venue navigation through various halls and stalls. The users can also get their conference badge by literally on fingertips.
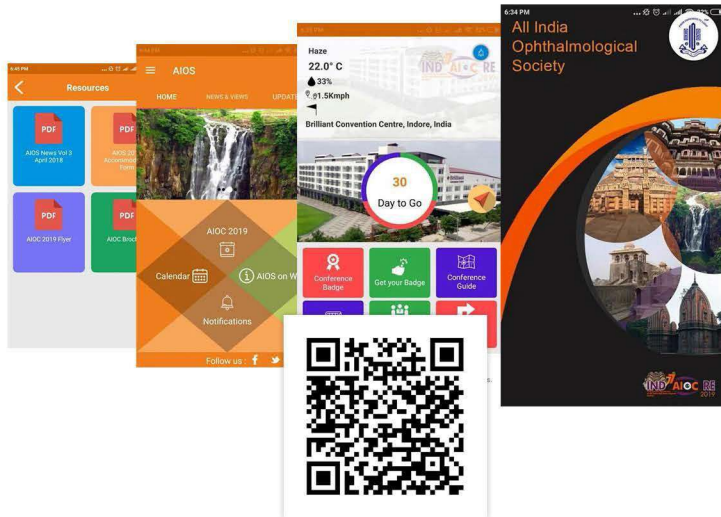
IndieTap

IndieTap is a preferred app for the users for electrical or plumbing services, repair or installation of appliances be it household or commercial. This app enables the users to locate the nearest "police verified" service provider and book them instantly.
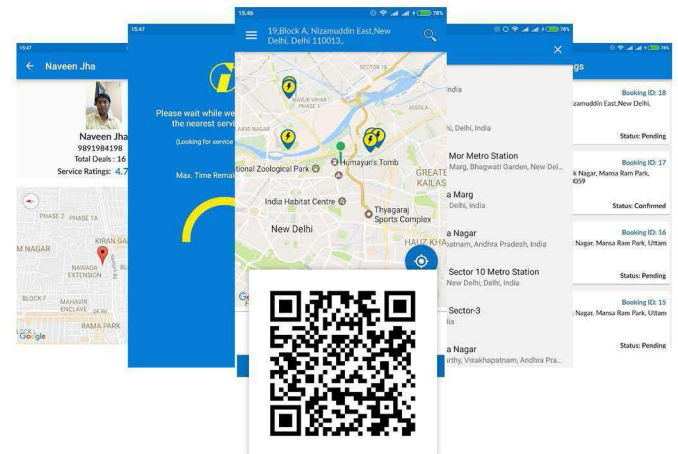
IndieTap Professional

IndieTap Professional is an online service app developed for the purpose of bridging the gap between police verified service providers and customers. It helps in connecting the Plumbers and Electricians for repairing household or commercial appliance to their potential customers.
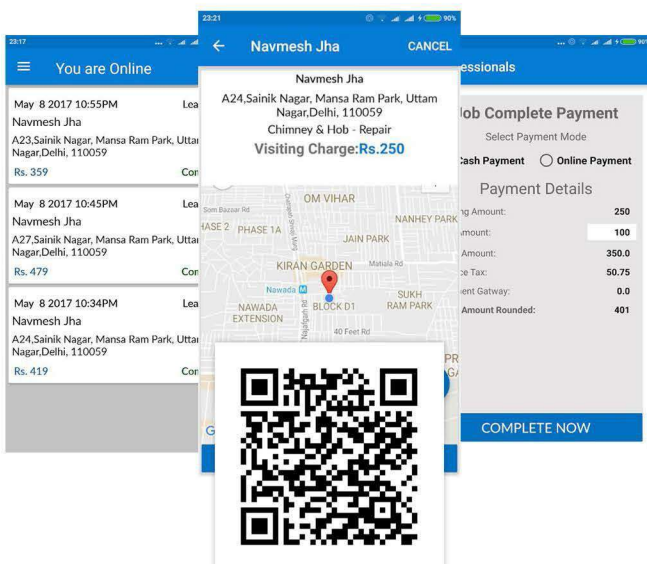
MOBILE APP DEVELOPMENT

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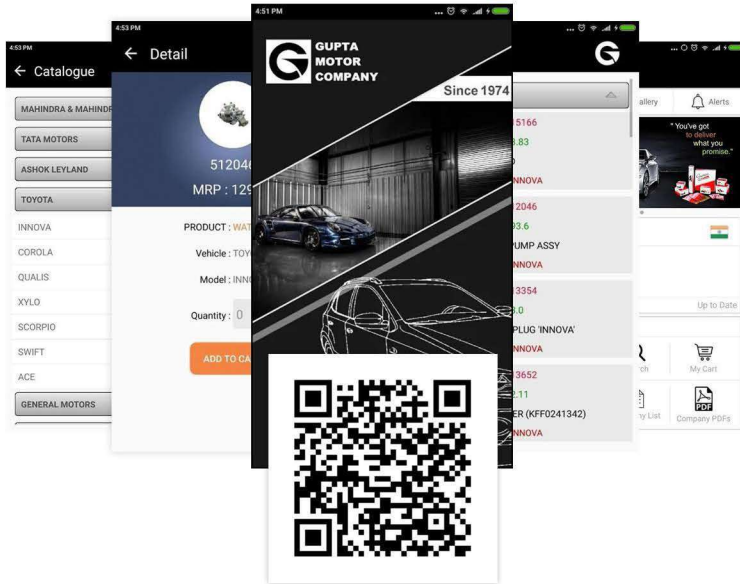
Gupta Motor Company

Gupta Motor Company is an official app developed for M/S Gupta Motor Co., a reputed company dealing with distribution and retail of an entire range of automobile spare parts, located in Kashmiri Gate Auto Spares Market. The app is basically developed for the online sales of the automobile spare parts.
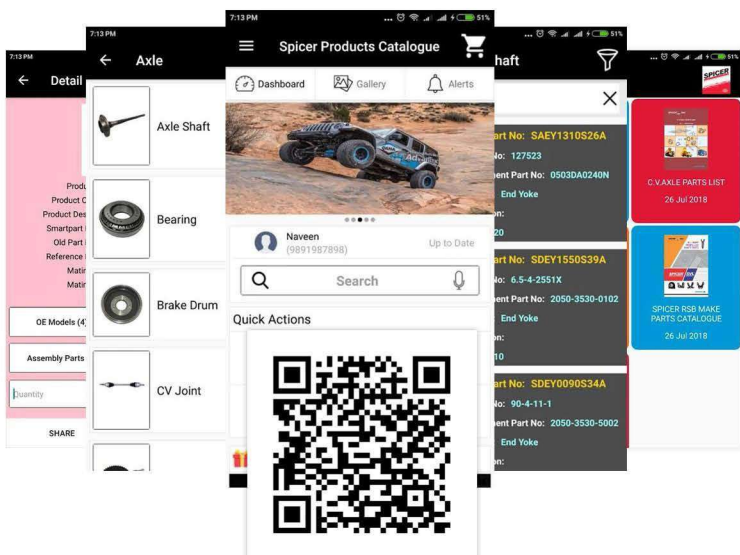
Gemco Automotive

Gemco Automotive is an official app developed for Gemco, a reputed company that deals with an entire range of Automobile passenger Car segments of almost all the Car companies. The app is basically developed for the online sales of the Automobile passenger Car segments.
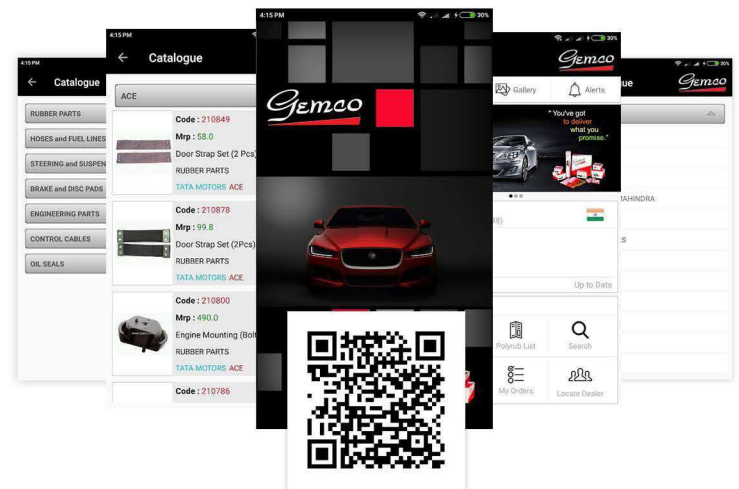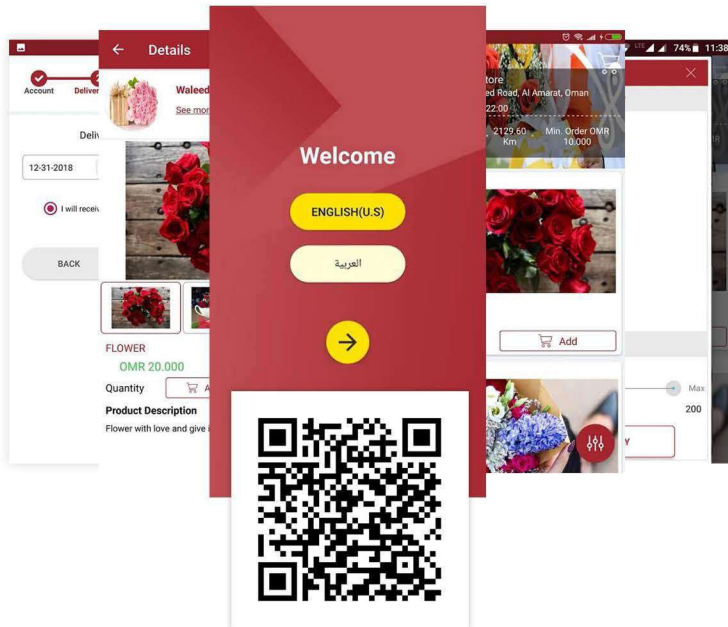
Spicer Products Catalogue

Spicer Products Catalogue is an official app developed specifically for Spicer India, a company that manufactures drivetrain products for the utility vehicles i.e, 2-3 wheelers, Passenger Vehicle, Commercial vehicles, Off Highway vehicles and railways.
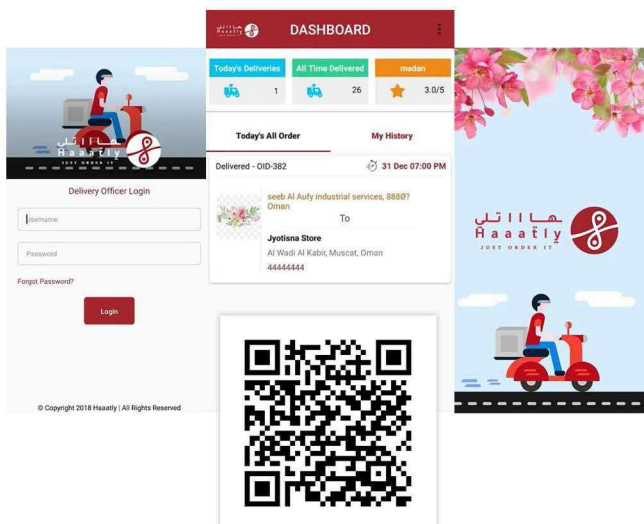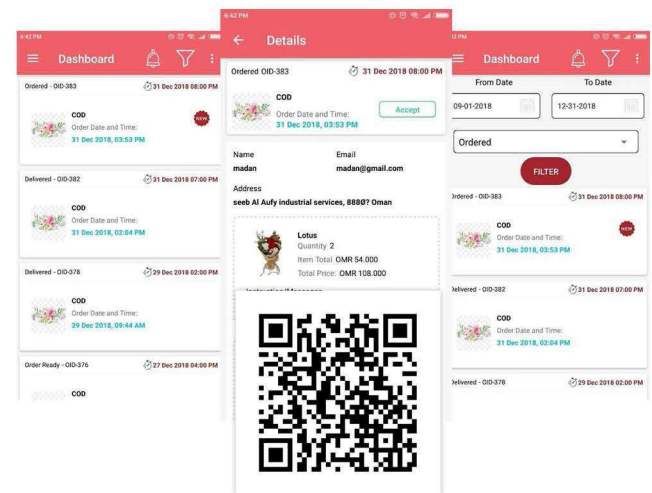
Haaatly

Haaatly is an online delivery app for flowers and gifts. The customers can browse through the nearest shops, place orders, make C.O.D or safe online payments, live track their order through GPS and get it delivered right to their doorstep.

Haaatly Shopkeeper

Haaatly Shopkeeper is an online delivery app developed for the florists and gift shop owners. The florists get the order from the customer. Using this app the Shopkeepers can also view their order history and even generate invoices.

Haaatly Delivery Officers

Haaatly Delivery Officer is an online delivery app developed for the Delivery Officers of flowers and gifts. Through this app, order gets allocated to the Delivery Officer after the Florist accepts the order. The Delivery Officer can view all the deliveries of that day that are to done, all the past deliveries that they have made, even their ratings.
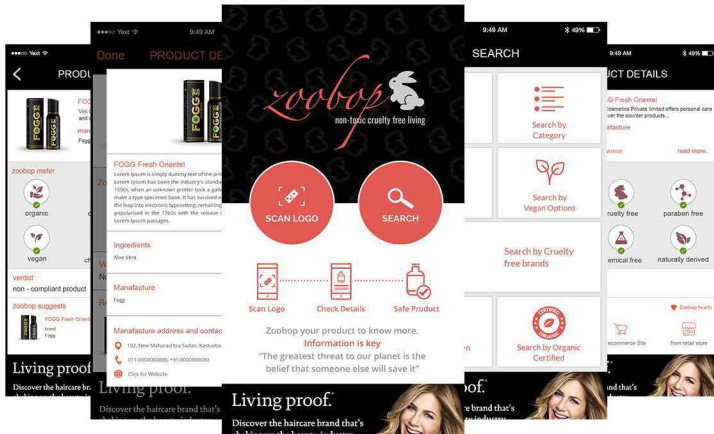
Zoobop

Zoobop is a one-of-a-kind app that reads plethora of brands. The Zoobop meter in the app checks a particular brand and informs us whether the products of the brand are chemical free, organic, cruelty-free, vegan, paraben free, naturally derived i.e, whether the app is safe to use or not.

Amlak

Amalac is an app for house or office furnishings. This app is for the Contractors and the Customers. The Customer raises a request for the renovations, the various Contractors quote prices or make bids, the Customer negotiates with the potential Contractor through chat and the Customers chooses the Contractor whose proposal
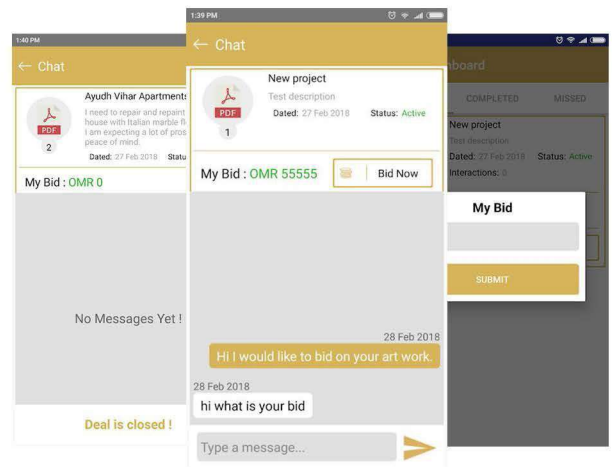
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