

LET'S GO DIGITAL

A Digital Transformation Company

www.ima-appweb.com

ima
appweb



turn your business
vision into reality

A Good Communication Is A Way To Reach Your Prospects, So That You Can Create A Sale.
So If You Have A Product That Is Created With Intense Passion And Dedication, Then It Should Reach The Target

ima
appweb

WEBSITE DESIGN & DEVELOPMENT

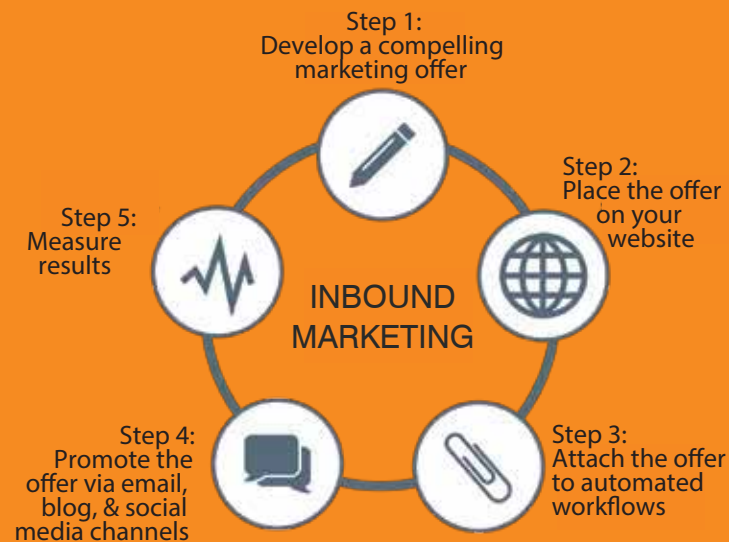
responsive, mobile web, interactive, creative, dynamic, brochure type websites and travel portals, online store with payment gateway integration

APP + SOFTWARE DEVELOPMENT

Custom Desktop application, Web application, Android App. Facebook Apps. Design, Development & Maintenance

social media marketing
FACEBOOK
INSTAGRAM TWITTER LINKEDIN
PINTEREST

INBOUND MARKETING



SEO SEM/PPC

BRANDING & COMMUNICATION

branding & communication, logo, brochure, colaterals, cofee table book, presentation, flyers, advertisement...

ABOUT US

Ima appweb is a digital agency based in new delhi, ima appweb an agency is multifaceted. Digital marketing agency, advertising agency, software development agency.

We are armed with the right capabilities to serve our industry leading clients, emerging clients

OUR SERVICES

DIGITAL BUSINESS STRATEGY & INNOVATION

Transforming through the lens of the customer with a forward-looking vision and strategy

1. Transformation Planning
2. Digital Capabilities Benchmarking
3. Digital Products & Services Design
4. Always-on Digital Innovation

CUSTOMER EXPERIENCE

Creating value in every brand interaction through customer journey models, experiences and content/data/CRM platform

1. Customer Experience, Strategy/Journeys
2. Web or Mobile Experience Design and Front-End Development
3. Digital in Physical/Retail Experience Design
4. Content & Customer Service Technology Platforms

MARKETING MODERNIZATION

Real-time marketing through programmatic platforms, content marketing, media, and creativity

1. Brand Planning/Creative Campaign Design & Optimization
2. Social & Content Marketing
3. Media & Search (SEM, SEO) Program
4. Martech Campaign, Marketing, and CRM Automation Platforms

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IT MODERNIZATION

Evolving enterprise IT through new architectures, adoption of cloud technologies, and agile operating models

1. IT Strategy & Consulting
2. Enterprise Architecture
3. Cloud Technology Migration & Managed Support
4. Custom Development & Systems Integration

COMMERCE

Reinventing and digitizing commerce and retail channels to drive more revenue and efficiencies

1. Omnichannel Commerce Strategy
2. Commerce Experience Design
3. Commerce & OMS Technology Platforms
4. Commerce Optimization & Management

DATA & ARTIFICIAL INTELLIGENCE

Enabling companies to leverage data as a strategic advantage across the enterprise

1. Enterprise Data Strategy/Governance/Consulting
2. AI & Cognitive Experiences Platform Design & Development (Watson, Cosmos, IDIOM, YUBII)
3. Data Science Services
4. Analytics & Measurement Services

OUR

CORE COMPETENCIES

Business Transformation

- Strategy & Planning
- Data Analysis & Modeling
- Lean Innovation
- Client Team Staffing
- eLearning

Defining Strategies

- Business Strategy
- Brand Strategy
- Experience Strategy
- Channel Strategy
- Customer Platform Strategy
- Mix Modelling
- Research, Insight and Data Science

Creating Experiences

- Digital Creative
- Omni Channel Experience Design
- Content
- Technology
- Program Management
- Mobile, Retail and Emerging Experiences

Building Brands

- Brand Planning
- Brand Communications
- Creative Development
- Media & Connection Planning
- Branded Content
- Digital, Mobile & Social Marketing

Commerce Activation

- Campaign Creative & Execution
- Experiential / Shopper Marketing
- Social Marketing
- Marketing Automation & CRM
- Performance Media & Search

Delivering Platforms

- Omni-channel Commerce Platforms
- Content Delivery and Monetization Platforms
- Consumer Intelligence and Personalization Platforms (CRM)
- Digital Content Production and Management



WE
CREATE
COMMUNICATION
THAT EVERYONE
LOVE ♡ ♡



PRINT

MEDIA DESIGN

**LOGO / BROCHURE / FLYER /
STATIONARY / COFEE TABLE
BOOK / ADVERTISEMENT /
MAGAZINES / BRANDING**

At ima appweb we research the brand's potentiality and develop strategies to make them sustain and create more respected and remunerative (a paying job) business.

While creating communication First we try to understand your business, your values, your scope, your clients. Then With our creativity we try to develop and create a digital service by giving it a color or creating a typography or defining the medium of execution, which can be carried throughout the website design, be it a logo, an advertisement, stationary, micro sites or any collateral.



BRANDING & IDENTITY

You have worked hard to build a vision for your business. With a branding and communication design solution from ima appweb, you can turn that vision into reality by reaching your customers with rightful approach and personality.

Our communication will give you control over and visibility into what's going on in your brand awareness and brand development phase, and the ability to create a culture for your employees and the clients too.

- ★ BRAND MARKETING
- ★ BRAND STRATEGY
- ★ BRAND COMMUNICATION
- ★ LOGO
- ★ COLATERAL
- ★ ADVERTISEMENT DESIGN
- ★ COMPANY PROFILE
- ★ COMPANY BROCHURE
- ★ STATIONARIES
- ★ I-CARDS
- ★ LOG BOOK
- ★ SOUVNEIRS
- ★ VISITORS BOOK

ALLIANCES

Alliances and partners of ima Appweb. Who have empowered creating a cost effective solution for our clients. We recognize that an agency isn't what it says, it is what it does. We are an incredibly diverse collection of talent and we have invested in tools to get the right team on each project. Having the right people in the room allows us to make experiences people want and businesses need.



Sitecore



Adobe



Amazon Web Services



Watson Customer Engagement



Oracle



EpiServer

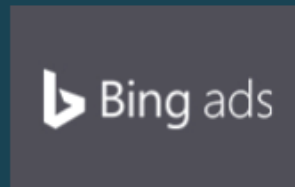
Programmatic Advertising & Analytics Partners



Google Advertising



Facebook Marketing



Bing Ads Partner



Google Analytics



LinkedIn Advertising



Instagram Ads

WEB

DEVELOPMENT

RESPONSIVE / CREATIVE
DYNAMIC / STATIC / PORTAL
CMS



We are a design house + digital agency, an expert in visual communication. We develop concept for a brand which is based on your marketing strategy , which carries your ethics, values and responsibility and help create an identity which directly communicates with your profile.

Platforms:

.NET, PHP, HTML5, CSS3, JQUERY, MVC4, SQL, MYSQL, WORDPRESS

ONLINE MEDIA

THE CHALLENGE

WE PROMISE WE CAN FIT YOUR COMPANY WEB-SITE IN ANY POSSIBLE DEVICE MEANT FOR INTERNET BROWSING

- ★ ONLINE COMMUNICATION
- ★ BROCHURE TYPE SITE
- ★ STATIC SITES
- ★ DYNAMIC SITES
- ★ WEB PORTALS
- ★ TRAVEL PORTALS
- ★ .NET MVC4 SITES
- ★ CMS
- ★ WORDPRESS SITES
- ★ HOTEL PORTALS WITH CMS
- ★ ONLINE HOTEL MANAGEMENT SYSTEM
- ★ INVENTORY MANAGEMENT SYSTEMS
- ★ WEB ERP

BUSINESS TRANSFORMATION

He
Healthcare

T
Travel & Tourism

H&R
Hotels & Resorts

A
Architects

Ap
Adventure Parks

SOFTWARE DEVELOPMENT

FOR DISTRIBUTION ORGANIZATIONS
FOR RETAIL ORGANIZATIONS
FOR SERVICES ORGANIZATIONS
FOR PUBLIC SECTOR ORGANIZATIONS
FOR MEDICAL EQUIPMENT MANUFACTURERS
FOR FIRE ALARM CONTROL PANELS ORG.

.NET, MVC4, SQL, MYSQL, MICROSOFT OFFICE INTEGRATION

HARDWARE INTEGRATION WITH DESKTOP APPLICATION

Application that connects with External Device based on encoder and sensors via Blue Tooth, Serial Port, USB. Real time data fetching via USB, plotting and representation of graph, microsoft office integration for report template generation and report generation.

VERTICALS: Medical, Scientific, Engineering.

FIRE ALARM DETECTION DESK- TOP CONSOLE:

Connects to FACP via RS-232 and RS-485 protocol, programs FACP remotely, Real time fire detection and alarming console.

VERTICALS: Fire Alarm Engineering.

IHRMS-Human Resources Management System, Leave Management, Payroll, Attendance, loan, taxation, cab allotment etc.

VERTICALS: Corporates, Manufacturers, Business House

OFFICE MANAGER: Inventory Management, Sms, Email Facility, Sales Report, Purchase And Receipt Report

VERTICALS: Small And Medium Sized business houses, Traders, Manufacturers.

WE CREATE APPLICATIONS THAT



Easily integrate with existing systems and quickly extend them with custom interfaces. This will keep legacy systems safe, no need to customize packages.

Build new applications fast to address innovation requests and create differentiating applications quickly. Build all the quick and dirty apps you want while knowing their ability to scale is ensured.

All applications are “built to change”. Changing applica

tions quickly, without breaking anything, is guaranteed - across your entire application portfolio.

All applications built with our expertise inherently deliver on all non-functional requirements (NFRs) - namely Maintainability, Portability, Reliability, Scalability, Flexibility, Auditability, Documentation, Performance, Security and Usability. All your NFRs are included right from the start. Focus on solving business problems knowing that your technical debt will shrink.



A ROAD MAP TO HIGH PERFORMING IT

A High Performance IT has a clear strategy for each type of application it is asked to deliver and maintain. It understands that the approach and technology it needs to use is different, depending on the functional and non-functional requirements that need to be supported. As a starting point, we propose an approach to working with applications based on Gartner's Pace Layered Application Strategy. It begins with looking at your application portfolio and identifying in which layer each application fits best. The next step is

selecting a technology to use that effectively delivers and maintains applications in each of the layers, ensuring an adequate pace of change. With a clear diagnosis, the final stage in your journey is to put an action plan in place. This takes us back to the approaches we described earlier, but now, let us see how they might be thought of differently when we keep the cost of change front and center in our minds.

WE BUILD CUSTOM SOLUTIONS... BUT SMARTER.

We Use technology that makes it fast and easy to create custom applications that go from simple departmental apps to complex core systems. The technology you choose needs to allow you to change these apps frequently because they support important business processes that are constantly evolving and will therefore need regular updates. It also needs to ensure that your applications cover the most important non-functional requirements, especially when it comes to security, robustness and scalability.

WEB HOSTING SERVICES

- ★ Domain name suggestion.
- ★ Provide Domain name.
- ★ Provide Hosting Space. (windows/linux)
- ★ Separate Control panel for client.
- ★ Blog design and social media integration.
- ★ Provide Company email.
- ★ Free AMC for first six month.
- ★ Provide SEO(first level) and Google
- ★ Analytics for tracking.
- ★ 1GB Space For hosting.
- ★ Unlimited Email ID.
- ★ Unlimited Bandwidth.

**Partnered with Godaddy for small hosting
Cloud Hosting Partners**

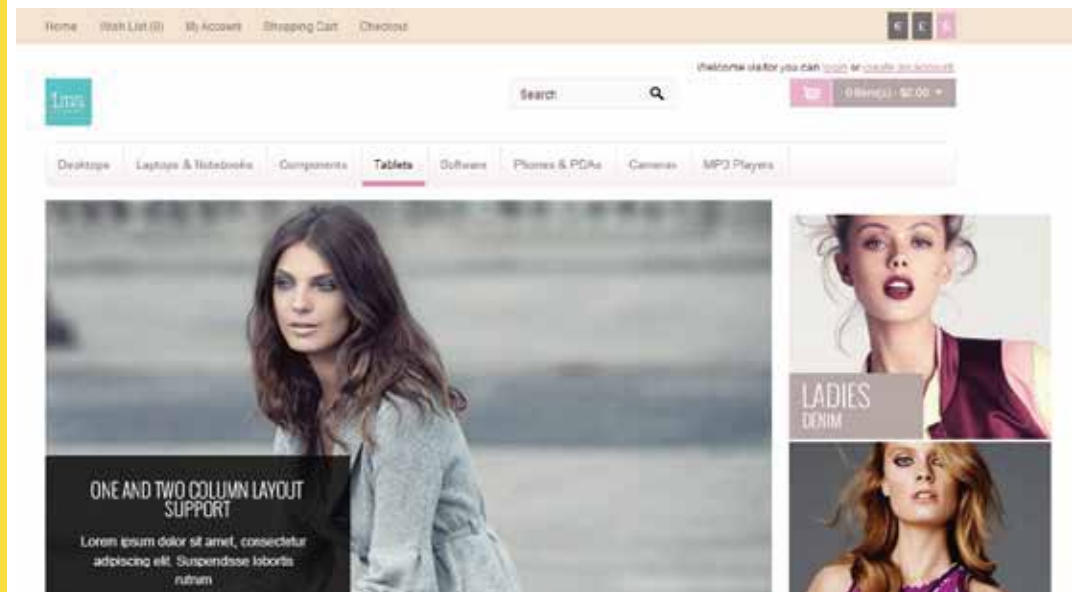
- a. IBM**
- b. AWS amazon web services**



E-COMMERCE

IMA E-COMMERCE SOLUTION PROVIDES ENRICHED LIST OF FEATURES:

- ★ Search Engine Optimization
- ★ Site Management
- ★ Marketing Promotions and Tools
- ★ International Support
- ★ Checkout
- ★ Shipping
- ★ Payment
- ★ Order Management
- ★ Customer Relationship Management (CRM)
- ★ Customer Accounts
- ★ Catalog Management
- ★ Catalog Browsing
- ★ Analytics and Reporting
- ★ Content Management (CMS) Components
- ★ Security



E-LEARNING

IMA E-LEARNING SOLUTION PROVIDES THE GLOBAL EDUCATIONAL SYSTEM MORE UNIFORM, COST-EFFECTIVE AND QUALITY-RICH.

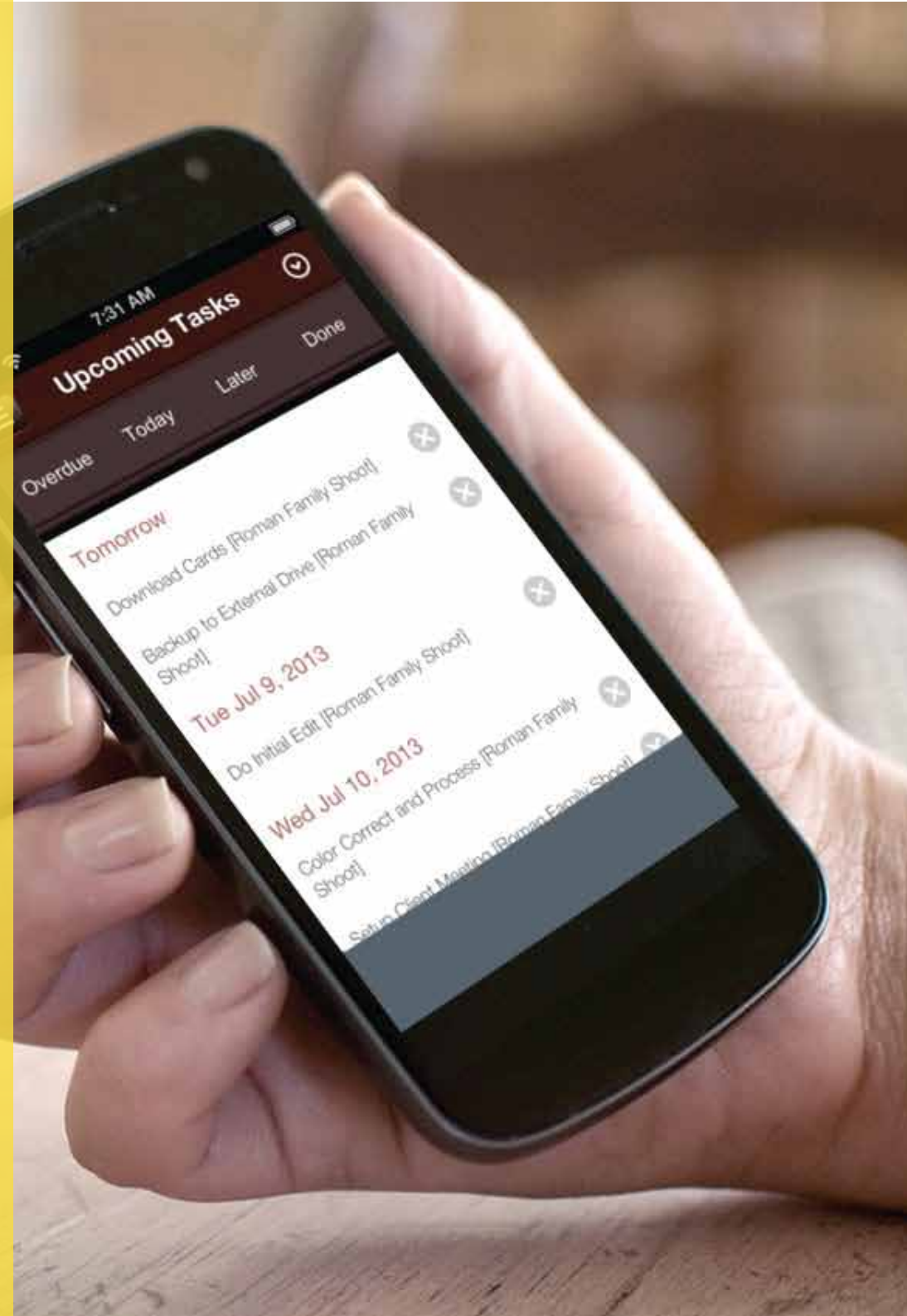
- ★ Curriculums
- ★ Interactive learning interface.
- ★ Creation and editing of electronic learning materials
- ★ A framework for learning
- ★ Creation of new workspaces for assignments
- ★ Organizational structure management
- ★ Integration with Microsoft Unified Communications
- ★ E-mail alert system for learning process participants
- ★ Flexible, configurable system interface that can be personalized
- ★ Assessments Reporting



MOBILE APP

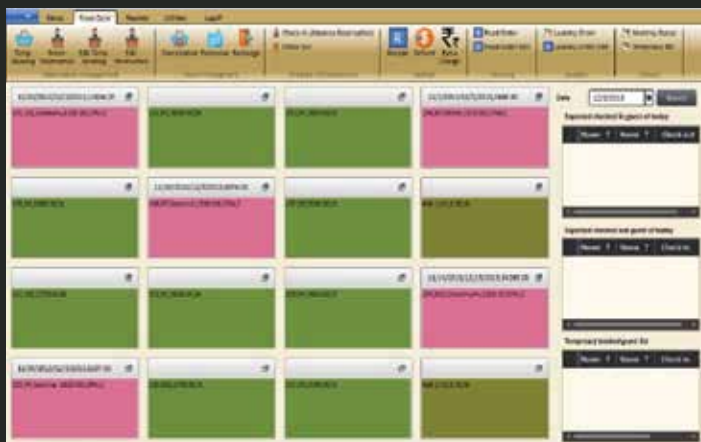
“AT IMA APPWEB WE EMBRACE A DEVICE-AGNOSTIC APPROACH TO COMMUNICATING WITH CONNECTED CONSUMERS AND FORGET THE IDEA OF A “MOBILE INTERNET”. THERE IS ONLY ONE WEB TO EXPERIENCE.”

- ★ A media for smart phones and tablets
- ★ Driven by the rapid expansion of mobile technology
- ★ Mobile web gateways
- ★ Mobile websites' design
- ★ From mobile web to web app



HOTEL MANAGEMENT ENTERPRISE SOLUTION

HOTEL MANAGEMENT SOFTWARE WHICH IS DEVELOPED TO ACCOMMODATE NEEDS OF VARIOUS TYPE OF PROPERTIES LIKE HOTELS, MOTELS, RESORTS, CLUBS, B & B'S SMALL HOTEL FRANCHISEES, CLUBS, HOSTEL, APARTMENTS.



- ★ Hotel Status from the Main Screen
- ★ Guest Check In Screen
- ★ Guest Check Out Screen
- ★ Day Use Feature
- ★ Extra Charge posting and defining Extra Charge Package
- ★ Meal plan to select on room.
- ★ Flat Discount and various types of discount can be offered
- ★ Split Folio option to separate on extra charge and room tariff
- ★ Advance deposit and refund option
- ★ How to identify from the main screen room is vacant or reserve or checked in mode?
- ★ Room Inventory View provides 7 days rooms position with room type summary
- ★ Setup of Release Date and Time For Any Reservation and Booking
- ★ Applying group Rate, Group Discount & Group Settlement
- ★ Creation of Business Source with Special Rates
- ★ Recording of Personal Details & Preference of Guest
- ★ Designing Guest Feedback Form & Recording Of Feedback
- ★ Email Option to Send Guest Wishes On Different Occasions
- ★ Laundry Management
- ★ Reports Module
- ★ Powerful taxation
- ★ Food Management

HRMS SOLUTION

HRMS SYSTEM ENSURES TO MAXIMIZE THE POTENTIAL OF HR THROUGH AUTOMATION OF HR SERVICES AND FUNCTIONAL PLATFORMS"

- ★ TIME REPORTING SYSTEM
- ★ EMPLOYEE MANAGEMENT
- ★ LEAVE MANAGEMENT SYSTEM
- ★ PAYROLL MANAGEMENT SYSTEM
- ★ REPORTS

SOCIAL MEDIA MARKETING



FOR THE LOVE OF MARKETING.



MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



EMAIL

Send personalized, segmented emails based on any information in your contact database.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

SEAFH

SALES ENABLEMENT APPLICATION FOR HOTELS & RESORTS

**APPLICATION THAT MAKES HOTELS AND RESORTS GENERATE
ONLINE SALES AND IMPROVE BRAND AWARENESS
WITH ONLINE REPUTATION MANAGEMENT
BOOKING ENGINE, PAYMENT GATEWAY
SALES CRM, DYNAMIC CMS AND MORE...**

AWAITING INVESTMENT

IMA APPWEB

A Digital Transformation Agency

**CONTACT
US**

OFFICE:

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**12, 2nd & 3rd Floor, Hauz Khas
Village, New Delhi - 110016, India**

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info@ima-appweb.com



+011-4558 6499

+91-9871192979, 9717043263



www.ima-appweb.com

www.digitalPersonality.org