



# Corporate Profile

# 2023

Edition



UI UX  
DESIGN



MOBILE  
DEVELOPMENT



WEB  
DEVELOPMENT



TESTING



DIGITAL  
MARKETING

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# OUR COMPANY PROFILE

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Cresol Infoserv is a Professional, Website and Mobile App Development Company that Endeavor on Highly Proficient, Intuitive and Cost-Effective Software solutions.

Since our Inception, we have been helping companies across all the industries to achieve their Business Goals with Impactful, Business Centric Software Solutions.

With our cutting-edge technologies, Agile Methodologies and in-depth industry knowledge, we support the Digital Transformation of our clients across all Business Verticals.

## OUR VISION

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Our vision is to be the best in providing IT solutions and services with customer excellence and sound business practices.

## OUR MISSION

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Our mission is to be a customer focus company, serving our business partners and clients to the best of our ability, while adding value to our clients' businesses.

## WHY CHOOSE CRESOL? VISION + HARD WORK + CONSISTENCY

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At Cresol Quality is our ultimate business plan. We consider every aspect which matters to clients' data security and intellectual property protections. We believe that transparency is needed to create trust, and so it is integral part of Cresol culture. It gives us utmost confidence to provide a visibility regarding the development process to the clients. Being your technology partner, we make sure to deliver right combination of technologies for your need and excellent result of it.

# SERVICES WE PROVIDE

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Here is the wide array of services we offer. Our services are designed to meet the expectations of clients every way. We craft scalable, flexible, affordable as well as optimized business solutions.

Deploying the latest techniques and powerful tools coupled with digital trends and a pinch of innovation is what we do, to make your venture a huge success.



**UI/UX Design**



**Mobile App Development**



**Web Development**



**Testing**



**Product Development**



**Digital Marketing**



**Ecommerce Development**



# UI/UX DESIGN

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No matter how powerful or innovative your application idea is, without a solid, well-thought user interface design, it won't achieve success easily. In today's competitive world, only a good user experience will define the future of the app.

Cresol is a leading UI UX Design company. We understand the power of user experience engineering and bring our 10+ year of application design experience specially-crafted UI UX design services that can help your app and idea stand out. into play provide you

# WEB DEVELOPMENT

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A strong base in the field of website designing and development services made us one of the best Web Development Company spanned across India. At Cresol, we keep up the pace with deep knowledge, development, and experience to proffer web solutions that are best suited to your business venture. A business website plays a major role in depicting your intentions and goals. Just a company profile is worthless and so we help you build an informative and impressive website to draw the attention of your valuable customers.

As a leading web development company, our professional expertise comprises skilled and experienced designers and developers flexible in creating business websites according to the demands. We offer custom website development services including WordPress Development, e-Commerce Website Development, Magento Development, Custom Web App Development, Joomla Development, Content Management System, Mobile App Development, Mobile Responsive Website, Internet Marketing & Digital Marketing. Our web specialists are committed to providing the best products and services to ensure a great business ahead.

# PRODUCT DEVELOPMENT

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With over 10+ years of experience in software product development services, we have helped startups, SMEs, ISVs, and enterprises build the best software products from scratch, faster time to market, and scale ahead of their core competitors.

We work exclusively with corporates, businesses, and firms to collect their requirements, study their industry and competitors, conceptualize and strategize the complete software product development roadway to manage risk, reduce cost while delivering a top-quality product.

We proudly say we are among the best software product development companies because we have a best-in-class product development team that can drive you through technical and functional feasibility to validate software product development.

# ECOMMERCE DEVELOPMENT

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No matter how powerful or innovative your application idea is, without a solid, well-thought user interface design, it won't achieve success easily. In today's competitive world, only a good user experience will define the future of the app.

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## MOBILE APP DEVELOPMENT

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Converting your vision into reality. Build a tailor-made mobile app to deliver experiences aggressively.

Digitally drive your business reach across the target audience with innovative Android, iOS, cross-platform, mobile apps, and PWAs. Rely on our years of mobile application development services expertise and exclusive access to future-ready technologies.

Here, we offer full-cycle of mobile app development services including planning, design, integration, and management. Be it a customer-oriented or enterprise-level application, we provide end-to-end mobile application development solutions across distinctive verticals.

## DIGITAL MARKETING

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### Performance Driven Digital Marketing Solutions

Cresol is a result-driven performance marketing agency with focus on 100% measurable returns. our performance-based marketing plans will always deliver the results you pay for. Strategies built around individual mediums don't necessarily have a huge impact. Thus, we use them in conjunction to create a more influential online presence. Our team combines technology and communication mediums to ideate, create and optimize performance-centric campaigns that reduce risks involved and deliver higher ROI. No matter the size of your organization, we make sure that every dollar spent on advertising work and maximize your overall return on investment.

# TESTING

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Cresol offers independent quality engineering and a wide range of software testing services and solutions for the next generation enterprises across the globe. Our experienced and deep-skilled quality assurance professionals have a hands-on, end-to-end understanding of the challenges faced by enterprises while on the path of digital transformation.

Whether you have desktop, mobile or next-gen-based applications, our software testing specialists work with a focused approach to help you get more out of your testing efforts and improve time to market, and thus, your ROI.

## SOFTWARE TESTING AND QA SERVICES

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**Functional Testing:** Validating the software system to conform to each functional requirement of the application meets the expected output. Our experienced QA testing team implements functional testing to majorly focus on user interface, database, security, API's, client or server application and similar functionalities of the application.

**Performance Testing:** Increasing load time, inefficient responsiveness and instability can be overcome by performance testing. Our profound experience in performance testing by executing quality checks and software behavior analysis under load and stress guarantees flawless, reliable and smarter applications.

**Security Testing:** Uncover potential vulnerabilities of your running application by enabling security testing with every release. Our QA testing services are performed by a talented pool of test engineers who execute risk assessment and penetration testing to shield applications from hackers or malicious threats.

**Compatibility Testing:** Explore the possibilities of compatibility testing, software testing services where an application is tested meticulously across different browsers, databases, hardware, operating systems, server infrastructures, resolution displays and devices.

**Mobile App Testing:** Scalability, security and multi-platform support are the cornerstones of a mobile app. We provides cross platform, functional/non-functional testing with manual testing as well as automated testing approach for diverse mobile applications.

# PORTFOLIO

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Project Name: KPMMS			
01	Client	Duration of Project	Team Size
	Kumar Pumps	8 months	07
01	Technology	Industry	Project Scope
	Laravel, MySQL	Manufacturing	Order management - dealers and distributors can order the product from application and mobile app Production management system- stage by stage production status

Project Name: HRMS			
02	Client	Duration of Project	Team Size
	SS Companies	3 months	04
02	Technology	Industry	Project Scope
	Laravel, MySQL	P&G Distributors	Human Resource Management System

Project Name: Amnet CMS			
03	Client	Duration of Project	Team Size
	Amnet	3 months	06
03	Technology	Industry	Project Scope
	Laravel, MySQL and PHP	E-Learning	The Amnet CMS project aimed to implement an end-to-end Enterprise Resource Planning (ERP) solution to streamline the client's business processes, optimize operations, and improve overall efficiency. This case study highlights the key objectives, strategies, and outcomes of Cresol's Amnet CMS implementation project

<b>Project Name: Skoola</b>			
<b>04</b>	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	Skoola	4 months	06
<b>04</b>	<b>Technology</b>	<b>Industry</b>	<b>Project Scope</b>
	Laravel, MySQL	Education	School Management system where student and parents can login and update their homework, pay fee, assign work to students and teachers, see their results

<b>Project Name: Trendsoft ERP</b>			
<b>05</b>	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	Trendsoft Tech	6 months	08
<b>05</b>	<b>Technology</b>	<b>Industry</b>	<b>Project Scope</b>
	Laravel, MySQL	IT Industry	Order management - dealers and distributors can check the billing and raise invoices. It is a complete end to end in house operations automation

<b>Project Name: Matrimonial Dashboard</b>			
<b>06</b>	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	Kongumudi Matrimony	1 months	04
<b>06</b>	<b>Technology</b>	<b>Industry</b>	<b>Project Scope</b>
	React	Matrimony	Here, Cresol mitigated the complexities by automating the search filters and Mutual matches according to the given filters and even a downloadable option for profile sharing

### Project Name: AGWAY

	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	SS Companies	6 months	06
<b>07</b>	Laravel, MySQL and PHP	Communication	Order management system where JIO dealers can order phones, and do bulk recharge

### Project Name: HTS

	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	HTS Biopharma	3 months	06
<b>08</b>	Laravel, MySQL and PHP	Bio Pharma	The HTS Bio Pharma ERP solution is specifically tailored to the needs of the biopharmaceutical industry, offering comprehensive features to streamline operations, enhance regulatory compliance, and optimize resource utilization. This case study explores how Cresol Infoserv helped the pharmaceutical company achieve significant benefits through the adoption of HTS Bio Pharma ERP.

### Project Name: RR E commerce

	<b>Client</b>	<b>Duration of Project</b>	<b>Team Size</b>
	RR Jewellers	3 months	06
<b>09</b>	Laravel, MySQL and PHP	Retail Jewellers	RR Jewelers, a renowned jewelry retailer, and Cresol Infoserv in implementing an e-commerce platform. The objective was to drive online sales growth, enhance the customer shopping experience, and expand market reach. This case study explores how Cresol Infoserv helped RR Jewelers leverage e-commerce solutions to overcome challenges and achieve remarkable business outcomes.

## **OUR TEAMS**

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Our team comprises of software engineers, analysts, system architect/designers, quality assurance & quality control (QA & QC) professionals and developers with seasoned experience in developing and deploying bespoke enterprise applications.

We adopt different implementation (development and deployment) approaches and methodologies depending on the nature of the project. We practice agile software development and follow industry standards and best practices.

## **THE CRESOL TRANSPARENT DEVELOPMENT MODEL**

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### **PLANNING**

Clients usually have an idea of what they want as the end result, but not what the software should go. Our skilled and experienced experts help the clients define the software requirements and scope thereby generating a clear map for the client and our development teams. It is this step where we generate maximum value for the clients.

### **IMPLEMENTATION, TESTING AND DOCUMENTING**

All plans are as good as their implementation; At Cresol we understand that and our software experts ensure that we follow the code to the letter. Our Quality team ensures that defects are recognized as soon as possible.

### **DEPLOYMENT AND MAINTENANCE**

Once the product is accepted by the client we move towards deployment. Our support teams ensure that the applications have the right environment for the applications and take care of any eventualities. Cresol CRM team keeps an eye on the latest trends and updates our clients continually on how to improve their applications, adding value to your business even after the product has been delivered.

# INDUSTRIES

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Regardless of the size or market sector, we provide the most complete integrated web-based solutions to simplify and streamline implementation, execution, control and monitoring of multiple business application demands, including Business Process Management (BPM), Corporate Performance Management (CPM), Enterprise Quality Management (EQM), Medi-Tech, Edu-Tech, Bio-Tech, IT service management, etc



E-Commerce



Biotech



Agritech



Tele communication



Edu tech



IT consulting

## STRENGTHS

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### INTEGRITY:

Earning the trust of our clients by applying high ethical standards to our business operations every day.

### TEAMWORK:

Achieving goals through sharing ideas and resources, focusing on the needs of customers and not organizational boundaries.

Cresol works closely with you, our team will come up with designs that are contemporary, fresh and unique. Designs that best represent your vision and that will help you stand out in this competitive world.

### INFRASTRUCTURE:

- Power Backup : Power back up for 24 hours for 50 systems
- System Configuration : (Intel i5, 8GB RAM, 500GB SSD)
- Internet : Leased Line 200MBPS
- Power Supply E. B : 3 phase current
- Area : Third Floor 1500 SQ Feet
- Branch: Hyderabad
- Man Power : Currently 30 persons (Can Expand up to 50 Persons)

## Contact With Us:



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Thank  
you!