



## THE TALENT ADVANTAGE BUILDING CAPABILITIES, CREATING COMPETENCIES & OPTIMIZING PERFORMANCES

**AmazAntz** works to build capabilities that are focused on delivering the business objectives of its customers, improving workforce performances, create new competencies or bridge competency gaps which enable organizations to stay relevant in an ever changing technological and business environment.

It assures measureable Return On Learning Investments.

# DE-RISKING COMPETENCY SHIFTS, CREATING RIGHT SKILLS

AmazAntz, has a talented team which includes the finest learning professionals, creative designers and technology experts to deliver platform agnostic solutions that cuts across industry verticals. It helps organizations to de-risk competency shifts assuring customers of always having the right skills to compete with.

It has a repertoire of pre-defined learning programs along with bespoke solutions that help customers across industry verticals to become:



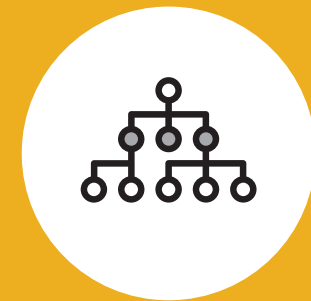
**Operationally  
Ready**



**Create New  
Competencies**



**Enhance  
Workforce  
Effectiveness**



**Optimize  
Performances**

# WE KEEP IT S. I. M. P. L. E. !

With the growth of multinational multi division organizations, maintaining a standardized process of knowledge sharing across locations, divisions and hierarchy becomes all the more critical. The gap between experts and learners leads to a soulless learning system. Add to this the challenge of creating market-ready, skilled workforce for various industries. We have a solution ready and it is very S. I. M. P. L. E.!

Our training puts the learner above everything else, addressing learner needs in an engaging manner. It provides the retention of a self-paced training, as well as the fun and joy of group collaborative learning.



**Scalable**



**Interactive**



**Measurable**



**Practical**



**Learning**



**Experience**

# SERVICES WE OFFER

## **FACILITATOR LED LEARNING**

Guided by a facilitator or instructor, this solution helps learners work and learn together in groups.

## **SELF-PACED LEARNING**

Initiated and directed by learner response, this type of solution makes learning convenient and flexible.

## **RAPID LEARNING**

The quickest way of training, Rapid Learning helps in complying with timeline and specific requirements.

## **MOBILE LEARNING**

Learning is much more fun and hassle-free with personal pocket devices containing Mobile Learning solutions.

## **SIMULATION AND GAME BASED LEARNING**

It is the ultimate learning solution for retaining utmost knowledge using interactive games and simulations.

## **TRANSLATION & LOCALIZATION**

Translation & Localization simplifies learning by dismissing geographical and cultural differences, without affecting the quality.

## **LEARNING CONSULTANCY**

Learning Consultancy assists your company to overcome bizarre learning challenges with effective strategies and solutions.

## **LEARNING NUGGETS**

Learning Nuggets are suitable for imparting the core subject matter to learners in the briefest way.



## Learning Management System to host, track and manage learning

AmazAntz's solutions can be hosted in the customer's IT and Learning environment. The features of this learning platform are:

### **Course Management:**

eLspace facilitates the features of addition, edition and deletion of the courses as per requirement. It gives the opportunity to choose courses and participate in them.

### **User Management:**

eLspace which is user-friendly and technologically accurate, allows adding and removing user/learner to courses as per requirement. The admin possess the authority to monitor the learners.



### **Report generation:**

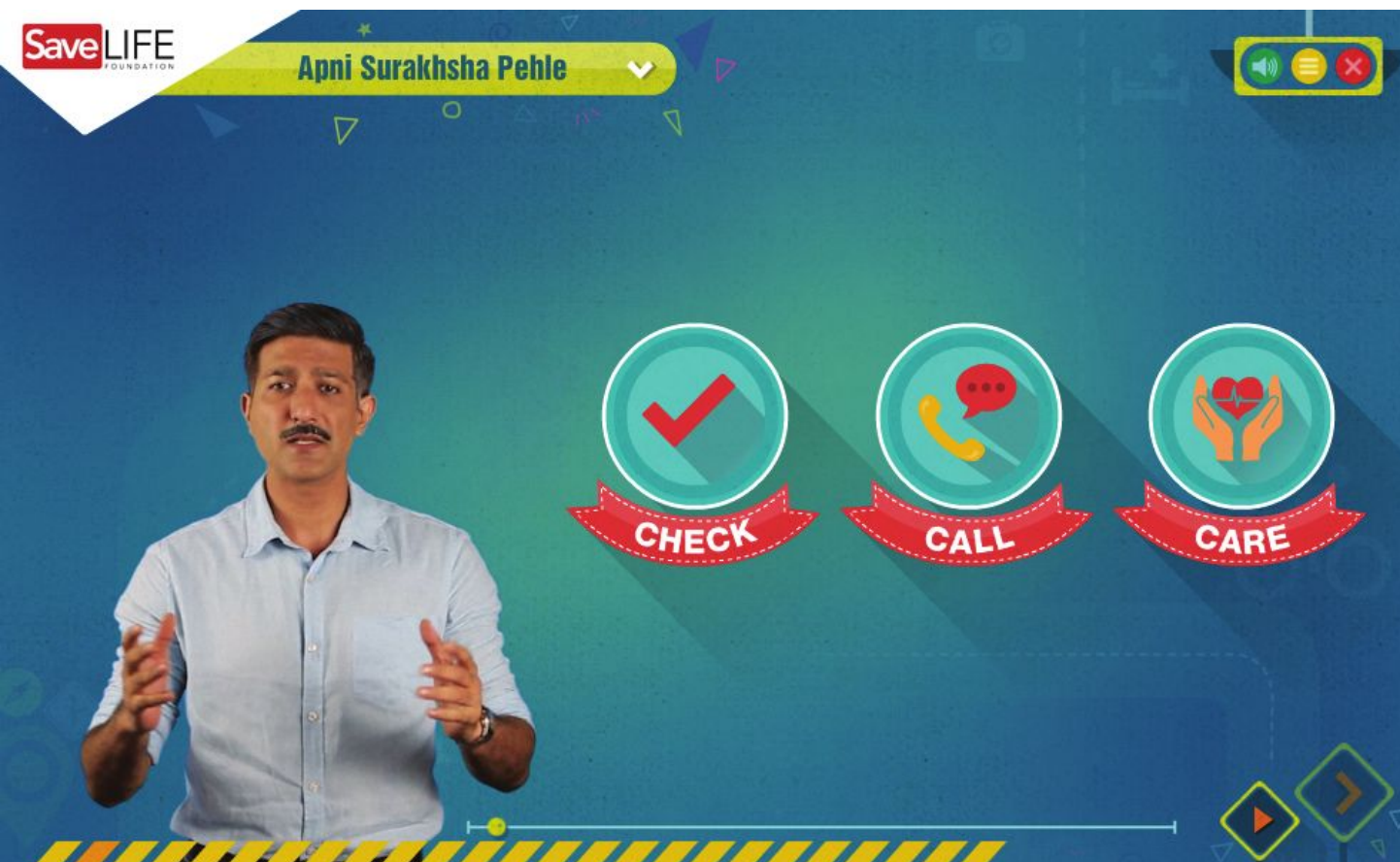
The admin is given the responsibility of assessing reports, scoring the knowledge grasped by the users.

### **Certification:**

eLspace gives the possibility to create, print and digitally sign training certificates to the learners. It ensures the validity of the certificate that can be affixed by the authority as per requirement.



## CASE STUDY 01: FACILITATOR LED LEARNING MAKING OPERATIONALLY READY



**Client:** SaveLife Foundation, India

### **The Business Need:**

Police personnel, pedestrians and drivers lack knowledge of saving lives as First Responders during road accidents. Hence, SaveLife required a solution to train them on Basic Trauma Life Support (BTLS).

### **How we solved:**

AmazAntz created a facilitator-led learning using S. I. M. P. L. E. methodology with activities and simulations of real life scenarios to train them on “how to response” if anyone is faced with road accidents.

### **The Business value delivered:**

The learning program helped SaveLife train police personnel, common people and drivers across India on providing emergency support to save lives by using two bare hands.



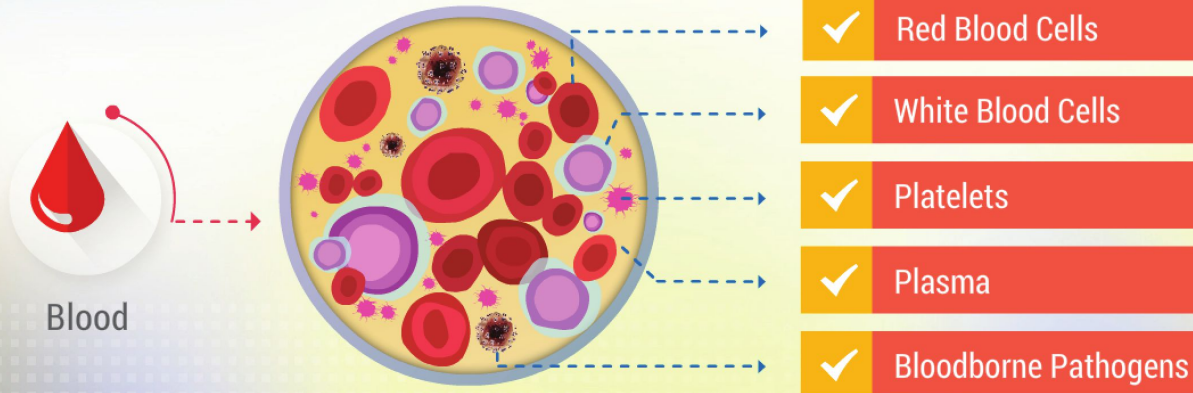


## CASE STUDY 02: SELF PACED LEARNING CREATING NEW COMPETENCIES



Bloodborne Pathogens

What Constitutes BloodBorne Pathogens



Click on EACH BUTTON to know more.

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**Client:** BPL Plasma, USA

### The Business Need:

BPL required inducing new joiners rapidly and reducing the cost for operational readiness of the new workforce.

### How we solved:

We prepared a Self-paced Learning course that could be learnt at the employee's convenience and speed. We used graphics, interactivities and simulations to explain their job responsibilities and work process.

### The Business value delivered:

BPL Plasma's induction period was reduced from four weeks to around two weeks that slashed their training cost. The course gave the new employees a quick first-hand feel of their jobs and helped BPL acquire a far more efficient workforce.



## CASE STUDY 03: SELF PACED LEARNING

# ENHANCING WORKFORCE EFFECTIVENESS



**Client:** Dominos, India

### The Business Need:

Dominos needed to improve their workforce culture, effectiveness and reduce their employee training expenses. They also required to train their employees about road safety awareness.

### How we solved:

AmazAntz developed an innovative interactive learning solution blending colloquial Hindi and English languages to train their Special Delivery Persons (SDPs) about safe riding in a lucid manner.

### The Business value delivered:

The workforce was trained on riding safety, improving delivery effectiveness by avoiding road accidents and was introduced to corporate culture. The training expense of Dominos was also reduced.





## CASE STUDY 04: RAPID LEARNING OPTIMIZING PERFORMANCES



>> Environmental Problems

Natural systems degraded & environmental changes  
threaten health & survival



**Client:** Concentrix, India

### The Business Need:

Concentrix needed to create awareness among their employees about the declining environment of the earth and other related issues. Concentrix wanted its employees to take part in saving the environment.

### How we solved:

AmazAntz developed an interactive e-learning module, with cutting-edge technology, on the nuances of environmental issues. The brief yet effective program helped the employees realize the impacts of such issues on human lives.

### The Business value delivered:

The program made the employees aware of the earth's declining condition and encouraged them to do their part in saving it. They became committed to creating a better future for our earth.

# LEADERSHIP TEAM



## **Imran Ahmed – Director & CEO**

A new age entrepreneur by heart, Imran heads AmazAntz with his domain specific expertise in learning solutions. He is a social entrepreneur with a vision to leave a strong footprint in the world by empowering the people in thinking and expression. Skilled with analytical, managerial and leadership competencies, he has driven projects for various Blue Chip companies across diverse domains.



## **Atanu Chowdhury – Director & COO**

Atanu is a senior operations executive with extensive industry experience in corporate sales, financial management, strategic planning, and transition management. Holding an industry experience of about 17 years, he has been instrumental in setting up fully functional organizations by designing sales strategy, driving the sales force, streamlining operational activities, and contributing to their growth in various capacities.



## **Anupam Dasgupta – Director & Creative Head**

With over 15 years of experience, Anupam spearheads AmazAntz's innovation efforts by leading its design strategy and development initiatives. He is dexterous in blending instructional design with creative use of multimedia. He guides other creative associates on conceptualization, production methodology and design finalization. His professional prowess lies in User Experience Design, Visual Scheming, Project Management, and quality checking.

## ADVISORS



### **Roopen Roy – Advisor**

Roopen Roy is the founder of Sumantrana, an advisory firm focused on guiding and mentoring start-ups and young entrepreneurs. He was the Managing Partner of PricewaterhouseCoopers (PwC) and the Country Leader and Managing Director of Deloitte Consulting in India. He has over 30 years of experience in management consulting and has worked in India, Australia, Korea, Japan, and all the South Asian countries.

A Chartered Accountant with a Masters' Degree in Advanced Accounting and a Graduate Degree in Law, Mr. Roy did his Advanced Management Program (AMP) from the prestigious Harvard Business School. He had earlier served on the Board of Governors of IIT-Kharagpur, IIM Calcutta, Governing Board of AIMA and the Executive Council of Nasscom.



### **Dhruvajyoti Nandi – Advisor**

Dhruvajyoti Nandi, a veteran journalist for both print and television with 25 years of continuous service, opted for corporate communications in 2003. Currently, he acts as the Consultant Business Editor of Aajkaal, a leading Bengali daily. As a consultant, he also heads the Corporate Communication division of a Calcutta-based leading corporate group having its business in India & Germany.

## INCUBATOR



The IIM Calcutta Innovation Park (IIMCIP) is a non-profit (Section 8) company set up under the aegis of IIM Calcutta for promoting Innovation and Entrepreneurship. IIMCIP aims at creating a complete and extensive ecology for nurturing innovative enterprises. They offer physical and virtual incubation assistances with plug-and-play workspace assuring successful exit in just 18-24 months.

[www.iimcip.org](http://www.iimcip.org)

# SERVING THE BEST



# THANK YOU!

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