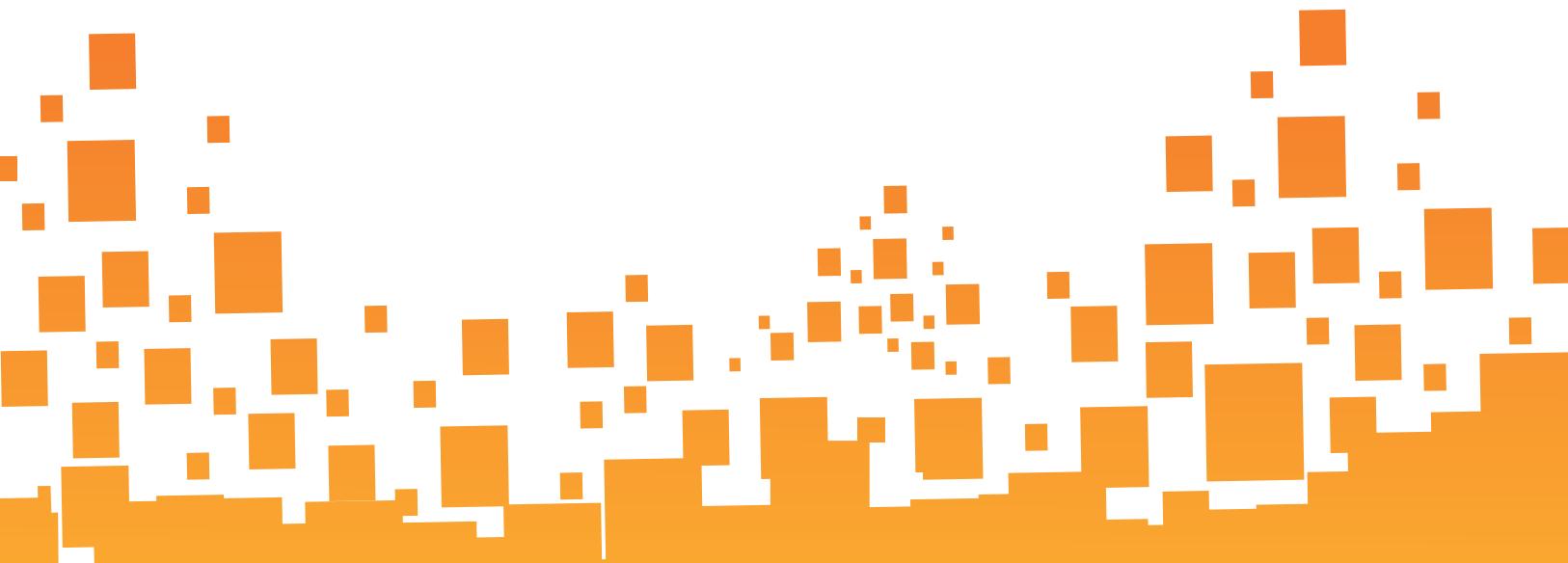




# ENHANCING

Y O U R   R E A C H





**360 DEGREE  
CLOUD BASED  
BUSINESS SOLUTIONS**

## We are...

VMC Technologies is a technology company focused on developing 360 degree cloud based business solutions.

Conceived to be a 'one stop shop' for all your business activities management and enhancement, our business solutions include the following:

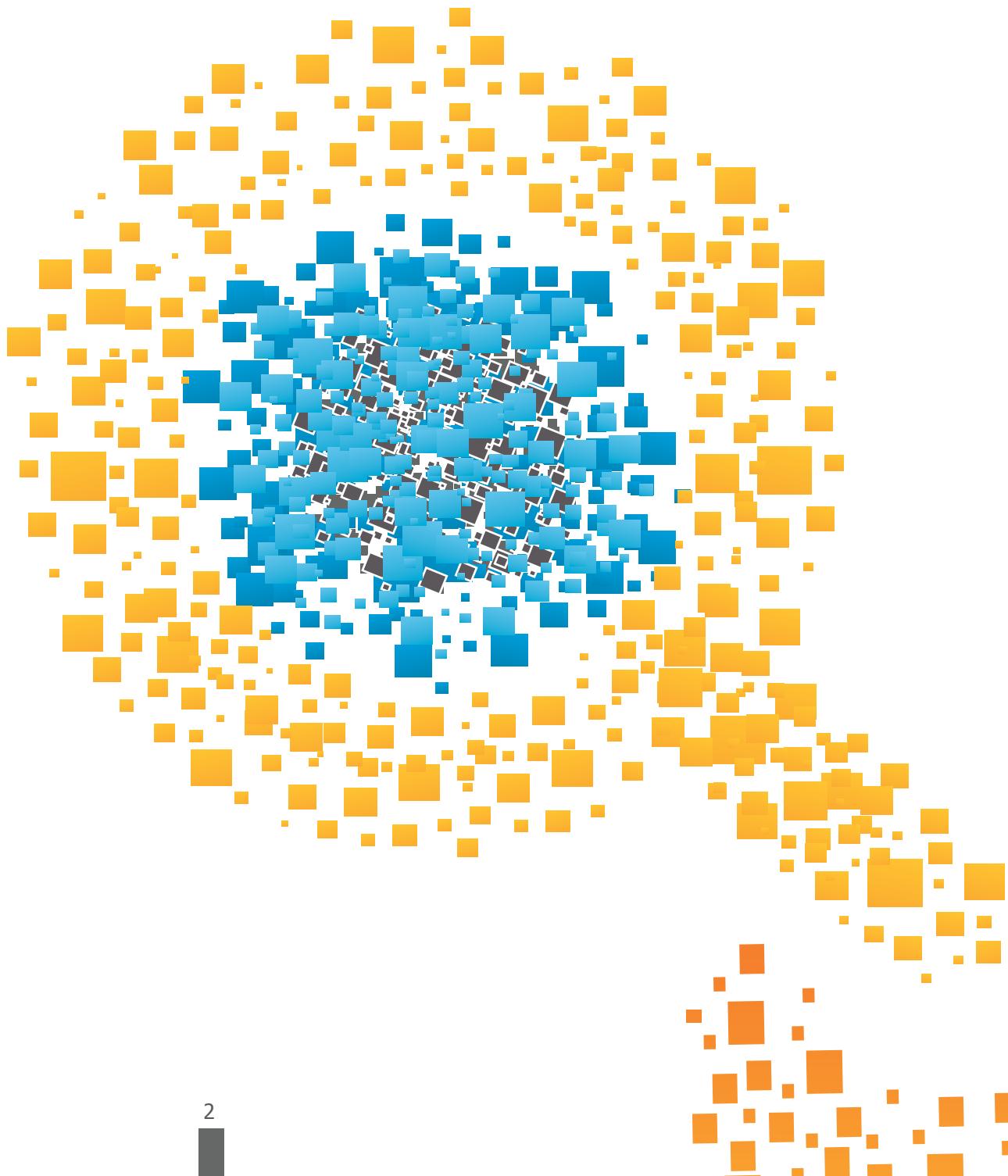
- Software development that helps businesses manage accounts, leads, opportunities, promotions effectively and improves ROI from sales and marketing activities.
- Web support by developing websites and micro-sites and increasing awareness of your business on the web through e-mail, SEO, and SEM activities.
- Promotion & Lead Generation through Email, voice and text from various sources.
- Promotional Service by using SMS to provide a low cost marketing tool.

Sundeep Misra is the co-founder and CEO of VMC Technologies. With over twenty years of experience in many large technology platforms and global corporations, he understands the importance of adapting technology in business solutions. Before co-founding VMC Technologies, Sundeep was a Vice President in the Technology Division of Goldman Sachs.

Praveen Varma is the co-founder of VMC Technologies. He holds PhD in finance and has extensive experience in the financial industry. He is currently a strategic advisor to the company.

## Vision

" To be the most trusted business partner by providing secure and reliable business process technologies that are always on. "



## We do...

At VMC Technologies, we develop solutions which enable businesses optimize their business activities and improve ROI from various marketing activities. VMC solutions help organizations:

- Track calls, leads and sales
- Improve ROI on advertisements on each media channel
- Monitor and track sales executive performance
- Measure effectiveness of handling of each incoming lead
- Consolidated offline and online leads into one solution, making it simple and easy to manage opportunities
- Automate lead distribution and reduce chances of losing leads
- Monitor qualified, unqualified and missed calls
- Avoid missed calls due to busy numbers, switched-off phone, etc.

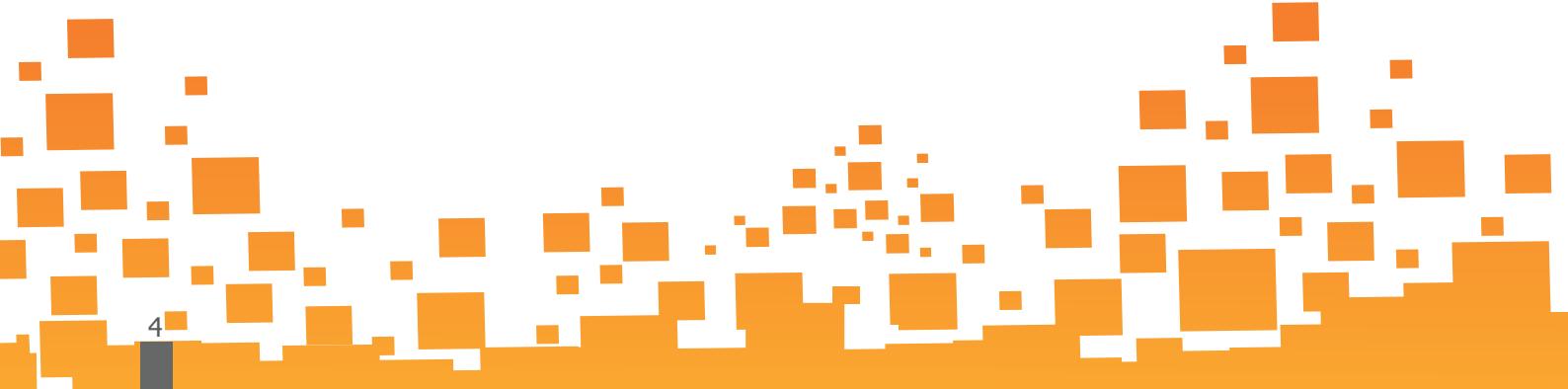
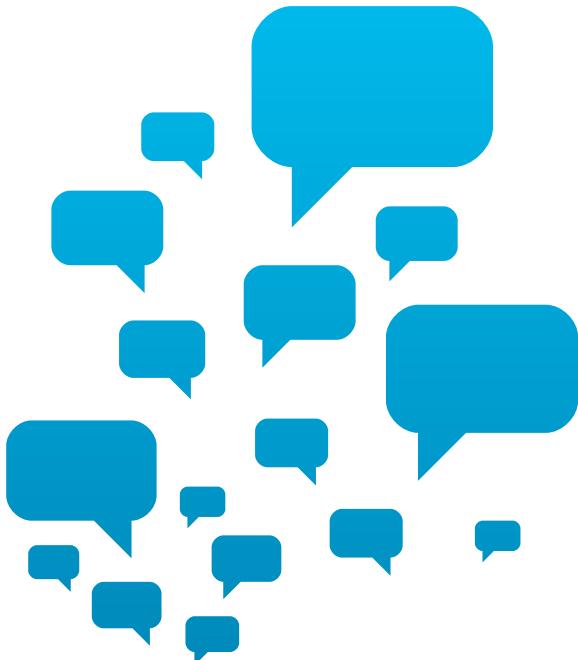




VMC solutions like MCube™ help clients have a 360 degree marketing solution from promotions using voice or text messaging, monitoring incoming calls and automatic distribution of leads to lead tracking and help improve ROI from promotions.

MCube™, when combined with SalesTrack™, helps measure every step of the sales process, resulting in a more efficient business and improved bottom line.

At VMC Technologies, we understand one size does not fit all and we recognize that different clients may have different needs and we work closely with clients to help them adopt the solutions to their needs.



## Products

VMC Technologies is continuously developing and enhancing solutions to help clients improve marketing activities, track sales and leads with automation. These solutions are for both online and offline companies.

With our focus on developing business solutions that provide you the technology edge, the products we offer include:

### MCube™



MCube™ is a hosted state of the art marketing, CallTracking and IVRS solution. This includes:

- ✓ **VMCM**
- ✓ **VMC CallTrack**
- ✓ **VMC IVRS**
- ✓ **REPORTING & ANALYTICS**

### SalesTrack™



SalesTrack™ is a cloud based cost effective CRM from VMC Technologies that helps migrate businesses from managing in spreadsheets and papers to a single system across the company. SalesTrack™ is zero-startup (without any customizations), zero-maintenance, low monthly rental software that is available everywhere for everyone. The central location on the net helps keep data on clients, sales, leads (Offline and Online) and opportunities in one place – completely safe and secure.

Upcoming E-Commerce solutions integrating MCube™ and CallTrack™ to give SMBs smart, effective and low cost state of the art solution to go online, market and sell products and services.

## How we do it?

At VMC Technologies, our development and business philosophy is driven by 5 attributes. Whatever we offer you should be:

- Safe
- Secure
- Reliable
- Flexible/Scalable
- Economical

We use world class encryption technologies.

The security options are extended to clients offering them the option of defining their own entitlements and role policies and thus limiting visible daa to their own employees as well.

The systems are developed to scale to unlimited users without failing. We can seamlessly add capacity in our data centers to ensure that there is always enough capacity for use to add users and increase utilizations. Our system utilization is kept below 50% to ensure you have adequate computational power during spikes in your business activity. Best of all, you do not need to plan, purchase, implement, host and maintain any of these machines as we take care of all this for you for a fixed monthly fee per user or per site.



VMC solutions are hosted on world class infrastructures across multiple data centers. This ensures that you are never dependent on a single site (or a point of failure). Any downtime in a datacenter does not impact your business because we automatically route you to the next nearest center. All our software and your data are always synchronized to provide a seamless experience to you and your users. We use multiple bandwidth providers at each location to ensure that you have enough bandwidth to run your application and software as needed. Each datacenter is best-in-class provider of services and has multiple bandwidth providers, power backup, adequate power and air-conditioning.

## Why choose VMC?

VMC Technology has cost effective, secure, safe, and reliable business application software solutions that are proven to improve ROI and marketing activity for SMBs.

Our software solutions allow you to focus on your business and do what you are good at – Wealth creation by providing excellent goods and services to your clients at right price points with outstanding customer service.

We empower you to compete with the “big guys” by providing you with the same scale and quality of software with minimal costs.

VMC Technology takes the pressure and cost of managing costly and complex IT environment to improve ROI and boost your business performance.



## Verticals/Segments

Our offerings can be used by any segment of business. If you need to manage your leads more effectively and ensure that leads are converted into business customers or clients, Mcube™ is the ideal product for you.

If your business has a need to track and manage sales and marketing activities, then VMC Technologies has a solution that allows you to:

- Manage sales process
- Manage leads
- Track leads
- Track advert spend to improve ROI
- Run voice or text campaigns
- Send promotional SMS

VMC Technologies Mcube™, SalesTrackTM, and Customized Web Development can be the ideal solution for any business category. Some of the industry verticals where our solutions are used and can be used effectively include:

- Automobile
- Education
- Entertainment
- Healthcare
- Insurance
- Marketing
- Real Estate
- Retail
- Recruiting

Our clients in each of the above segments benefit immensely from MCube's CallTack by improving advertisement ROI, tracking leads, tracking support calls, missing fewer calls and improving client experience.





## Our Offices

### VMC Technologies Pvt.Ltd

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Bangalore - 560066

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Noida, UP-201301  
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Email:  
Sales: sales@vmc.in  
Support: support@vmc.in  
Enquiry: enquiry@vmc.in



# CLOUD BASED STATE OF THE ART



- MARKETING
- CALLTRACKING
- IVRS SOLUTION
- QR TRACKING

VMC Technologies is a technology company focused on developing 360 degree cloud based business solution.

## MCube™



VMC Technologies is continuously developing and enhancing solutions to help clients improve marketing activities, track sales and leads with automation. These solutions are for both online and offline companies.

MCube™ is a hosted state of the art marketing, CallTracking and IVRS solution. This includes:

- **VMCM:** A best-in-class messaging solution that clients use for low-cost voice and text messaging.
- **VMC CallTrack**
  - CallTrack™ seamlessly integrates, distributes and tracks incoming calls into an automated call forwarding service that can be used in many ways. For instance:
    - Track incoming leads, and improve advertisement ROI
    - Help automate and make support centers efficient and cost effective.
    - And many more.
  - CallTrack™ ensures that the advertised numbers are available and there are fewer or no missed calls by keeping the advertised number free along with ensuring that the calls are forwarded to next free representative.
  - CallTrack™ maintains call history all the time helping you track call details at any time.
  - CallTrack™ gives clients the option to set up recording of conversations and listen to them at a later time.
  - CallTrack™ ensures that your data is secure and protected. The system also gives the client the ability to control what data other users of their system can see by giving control of entitlements.



## **VMC QRTrack**

- QR Codes are used to engage offline clients in realtime.
- VMC QRTrack codes are trackable QR Codes.
- One scan can direct the user to chosen website, click to call, deals etc.
- With QR Track, you can change the QR action anytime without worrying about regeneration and distribution of the new QR thus reducing your cost of ownership of QR

## **VMC IVRS**

- VMC Integrated Voice Recording Module for MCube helps you build effective incoming/outgoing voice campaigns, surveys, voice portals or even a virtual PBX Call forwarding system at zero startup cost with low monthly rentals and no maintenance.

## **Reporting & Analytics**

- Use Reporting and Analytics from MCube™ (RAMCube™) to add intelligence to your business and help make informed decisions about your business and people working for you.

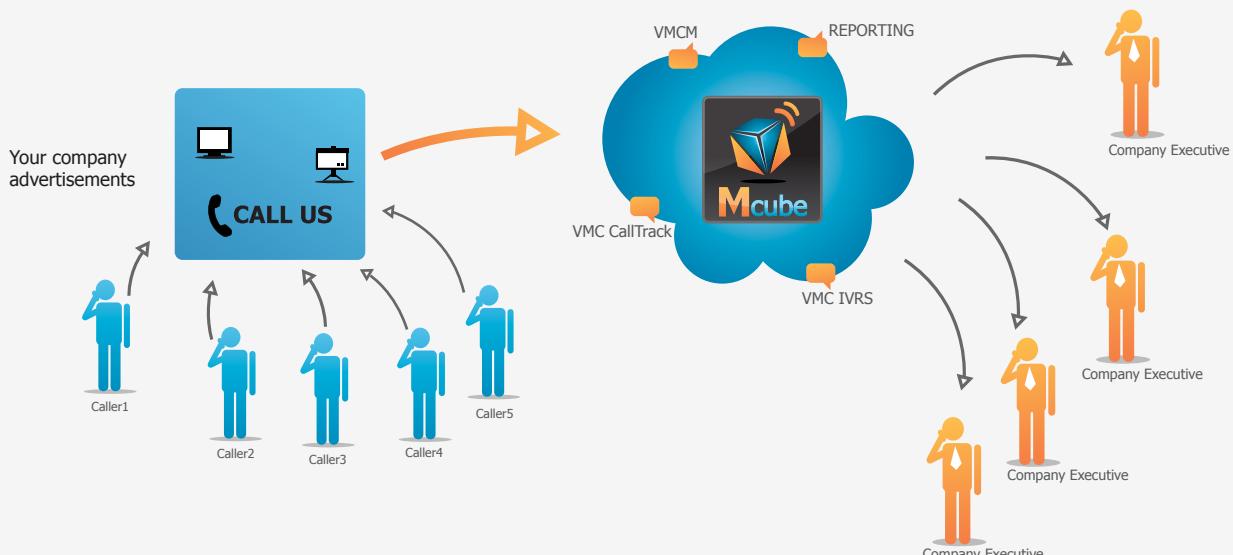
## **VERTICALS/SEGMENTS**

VMC Technologies Mcube™ can be the ideal solution for any business category. Some of the industries and verticals where our solutions are and can be effectively used include:

- Automobile
- Healthcare
- Real Estate
- Education
- Insurance
- Retail
- Entertainment
- Marketing
- Recruiting



Our clients in each of the above segments benefit immensely from MCube's CallTrack Solution by improving Advertisement ROI, tracking leads, tracking support calls, missing fewer calls and improved client experience.





# CLOUD BASED COST EFFECTIVE CRM

- GENERATE
- MANAGE
- TRACK

## SalesTrack™

VMC Technologies is a technology company focused on developing 360 degree cloud based business solutions. Conceived to be a 'one stop shop' for all your business activities management and enhancement

### SalesTrack™

## SalesTrack™

SalesTrack™ is a cloud based cost effective CRM from VMC Technologies that helps migrate businesses from managing in spreadsheets and papers to a single system across the company. SalesTrack™ is zero-startup (without any customizations), zero-maintenance, low monthly rental software that is available everywhere for everyone. The central location on the net helps keep data on clients, sales, leads (Offline and Online) and opportunities in one place - completely safe and secure.

SalesTrack™ helps businesses manage Accounts, Leads, and Opportunities effectively and efficiently. SalesTrack™ is a wonderful software designed to:

- Generate leads from online sources, email or SMS campaigns, etc
- Manage incoming leads from offline and online resources including the CallTrack™ solution in real time
- Automatic distribution of incoming leads
- Tracking Sales Executives and Sales moving from leads, opportunities to sales closure

SalesTrack™ helps businesses manage customer accounts through each step of marketing and sales cycle. IT MAKES IT HAPPEN FOR YOU!

VMC recognizes that every client is different and offers customized services of SalesTrack™. Completely based on your business process and methodologies, the customized SalesTrack™ software is just what you need to enhance your business

performance. SalesTrack™ is completely customized for you, thus eliminating the need for training because your business intelligence is already built into the version of SalesTrack™ that we deliver to you. Unlike many other imported software, SalesTrack™ is developed with Indian needs in mind and thus has been designed such that it can be customized for any Indian language.

You can use SalesTrack™ to **AUTOMATE**

- Sales
- Marketing
- Flexible Administration
- Social Collaboration

### Why SalesTrack™?

- Economical start-up cost
- Cost-effective hosted solution
- Zero maintenance
- Got a computer and an Internet connection? You can start using SalesTrack™ today
- Pay as you go – low monthly rental per seat license. We also offer site licenses.
- Zero IT personnel cost. We take care of it all.
- Focus on what you want to do: Improve your sales process and sales ROI
- Single, seamlessly integrated platform to manage campaigns, leads, sales and reports
- Convert lead into sales, integrate leads from various online campaigns, offline campaigns, CallTrack. etc.
- Support, if required, is just one call away

## VERTICALS/SEGMENTS

VMC Technologies SalesTrack™ can be the ideal solution for any business category. Some of the industries and verticals where our solutions are and can be effectively used include:

- Automobile
- Education
- Entertainment
- Healthcare
- Insurance
- Marketing
- Real Estate
- Retail
- Recruiting

Our clients in each of the above segments benefit immensely from SalesTrack™ by getting integrated view of leads from all offline and online sources, automated lead distribution, sales, etc. We also work with clients to customize SalesTrack™ for industry verticals based on needs of clients. When integrated with MCube™, clients get 360° solution for their Marketing and Sales activities.