

## A. Platform Modernization - Digital Transformation

### 1. Digital strategy:

Understanding what drives your customer or users and where these overlap with your business goals, help us to uncover the ideal path to engagement. We built roadmaps to success that are backed by data-driven user and market research plus with our wealth of experience.



#### A. Startups & software digital product innovation

We drive value through new product conceptualization, usability optimization, platform creation or updates, and team augmentation.

### B. Innovation & Process Transformation

We work with business leaders to bring together people, new ideas, and technology to create new and viable platforms for their customers and employees.



#### C. Personalized branded customer experiences:

We connect across ubiquitous experiences to help brands deliver the right experiences at the right place and time for their customers.

### 2. Digital Marketing:

Our digital marketing services provide compelling strategies that build a strong connection between brands and their potential customers which is uniquely optimized by our adroit professionals such that it provides greater brand loyalty.

### **A. Search Engine Optimization:**

Dominate search with safe and effective SEO methods that have benefited thousands of online businesses already. Take a look at our comprehensive solutions and you can see why it works.



Complete organic search management  
Goal-oriented & measurable campaigns  
Social media integrated solutions  
100% safe, ethical and effective methods

### **B. Social Media Marketing:**

A part of every online campaign now, we offer all-inclusive social media solutions that don't bump up your marketing budget. Check out and see why you will love to sign up.



- ☐ Setting up & managing accounts on top social media websites
- ☐ Create buzz and build brand loyalty for you
- ☐ Increase engagement and customer satisfaction
- ☐ Increase the number of social votes and followers.

### **C. Search Engine Management:**

Delivering high ROI through constant monitoring, testing, and better targeting of keywords, we are preferred by businesses from around the world to manage their SEM campaigns. No matter what your budget is and whether you have short term or long term goals, we can manage your campaign so that you get the maximum returns on investment.



- ☐ Conversion Rate Optimization (CRO)
- ☐ Domain Name Acquisition and Development

- ☐ Display Advertising
- ☐ Promotional Advertising
- ☐ Online Marketing Services.

## **B. UI/UX and Design Innovation:**

### **1. Branding:**



We build and implement scalable marketing strategies for businesses that are ready to embrace growth. We work with companies who realize the significance of digital technology and its impact on the entrepreneurial world. Our goal is to have you own a position in your customer's mind so they can think of you instead of the competition.

#### **a. Corporate branding:**

Corporate branding is essential to creating and maintaining belief within your company. The message your company projects to staff is crucial for them to support and live the brand and its values. We break established patterns so that we can look at things differently and deliver more than what you expect. Creativity and innovation are some of the fundamental components of our branding process.

#### **b. Consumer branding:**

We bestow deep market insight with cutting edge creativity to help clients shape the future of their category, through single brands or entire portfolios. Consumer branding has evolved beyond the identity, packaging, and advertising of products.

#### **c. Brand Management:**

Our brand management system delivers an immersive brand experience, streamlined usability, and connects your employees and creative partners to all things brand.

## **2. Design Strategy:**

Product design is a strategy made tangible. It's the purpose-driven unification of complex components into simple, elegant user experiences-digital tools that draw technology and people together.

### **a. Informed by insight:**



What will work for your audiences shouldn't be a matter of opinion. At IQ Techmax, unbiased research, keen insight, data, and analysis inform our user experience and design decisions — and this insight translates into finely polished software, mobile, and web apps.

### **b. Form follows function**



Product strategy begins to come to life as prototypes, with testable user experiences. Making sure that your custom mobile, software, and web applications feel right, through robust testing and iteration, is baked into IQ Techmax's process. Risk mitigation and validation levels-up subsequent design stages, ensuring the results suit your end goals.

### **c. Stunning brand experiences**



Color, hierarchy, typography, content — creative expression of elements such as these enable us to bring your brand to life and exceed audience expectations. There's a look, intuitive feel, and functional experience of your brand — whether long-established or newly created — and IQ Techmax digital product design sets off with that complete package in mind.

### **d. Flexible design systems:**



Creating a design system with modular, reusable components and a library of brand and style guidelines allows creative and development teams to build faster and with greater precision. It also enables your mobile, software, and progressive web applications to evolve seamlessly as your business grows, ensuring your investment pays off.

#### **e. Designed for the future**








IQ Techmax applies an iterative approach to digital product design so each incremental investment keeps us advancing. We respond to stakeholder feedback and confirm our course through user testing and prototyping. Each iteration focuses on development towards end products that are flexible and scalable enough to meet future business needs.

### **3. Web and Mobile App Designing:**

We believe that a good design always pays off in the long run and helps you attract the attention of your target audience, which eventually converts into sales.

So we make sure to do a little extra while designing a website for you

- ☐  Unique, engaging and creative websites, and mobile apps.
- ☐  Create a great user experience.
- ☐  Easy navigation and user-friendly design.
- ☐  Industry-specific websites to match the committed standards.
- ☐  Search engine friendly designs

### **C. Application Development:**

#### **1. Android and IOS App Development:**

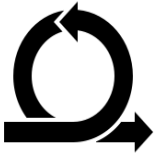


At IQ TechMax, we believe in helping you achieve your business goals. Work with us to build beautiful and scalable mobile applications with top performance using Java and Kotlin programming languages and more. Our methodology is simple: Combine business objectives, and technological solutions in a smart way to achieve better results!

To create a competitive app in 2020 nowadays, having an iOS version has become a must. With this in mind, at IQ TechMax, we research and implement the best technology to meet the needs of our customers.

### **a. React Native Development:**

We define and deliver products with impeccable quality and efficiency with a framework that handles multiple platforms with finesse. Our react native development elevates the performance of mobile territory by modular and intuitive architecture.



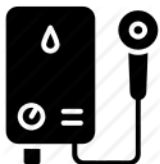
#### **□ Agile:**

We follow Agile development to ensure that development is highly iterative and incremental. To give you the best output with high efficiency we deliver continuous and faster release cycles, so you get quicker output at a higher efficiency.



#### **□ Technology:**

Combines smoothly with components written in Objective-C, Java, or Swift.



#### **□ Instantaneous:**

Reload app instantly and run new code while retaining the application state.

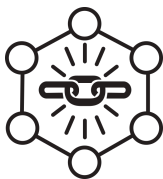
### **b. Hybrid Development:**

Our hybrid app development combines elements of native and web applications. We build applications to take user experience to an entirely new standard



#### ❑ **Cross- platform:**

Cross-platform mobile application development provides the user experience and functionality of native apps with the multi-platform compatibility of mobile web apps.



#### ❑ **Robust:**

Agile hybrid development methodology and rigorous quality testing to ensure that it works well on all the popular platforms.



#### ❑ **Speed:**

Continuous and timely sync between devices and apps to get actionable information at all times.

## 2. Web App Development:



We do web applications and custom web solutions. To us, each web project is



a new experience; the main objective is the creation of websites with neat, compatible, ergonomic designs – administrable, SEO optimized, and are as simplified as possible.

#### ❑ **Content Management System:**



IQ TechMax specializes in CMS solutions that make site changes/updates a breeze without the requirement of any technical know-how. All the text, images, products, internal links and more remain under your control, making the way you run your business smoother and more efficient.

From off-the-shelf CMS solutions to completely customized offerings, we can develop solutions tailored to your requirements. Be it solutions with the simplest user interfaces or ones that call for complex integration with your pre-existing systems, we can do it all with expertise and at a competitive price.

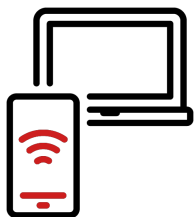
#### ❑ **E-Commerce Development:**



We create e-commerce solutions that are designed with the best of usability, security and scalability. Simply stated, we can provide you with an e-commerce site that is built to sell better.

In fact, most e-commerce sites are developed in a manner which makes indexing and ranking by search engines difficult. We assure e-commerce sites which are developed in accordance with search engine best practices.

#### ❑ **Custom Software Development:**



IQ TechMax assures a solution which is as unique as your requirement. We love getting into the minutest details to understand and deliver a website which is completely in keeping with your project specifics.

- ❑ Helps you stand apart in a crowded internet space
- ❑ Guided by search engine best practices
- ❑ Mobile Easy Websites
- ❑ User Friendly Interface

## D. Innovation Technologies:

### ❑ **Augmented Reality:**



We design applications that enable us to present reality in a way that will surprise the recipient. Augmented reality components become a part of the simulation, which is combined with the impressions that the recipient experiences without the participation of technology.

### ❑ **Virtual Reality:**



We create interactive environments and training space on the basis of recent engines used to develop games. We visualize people's work and their behavior as well as how they interact with machines and various devices.

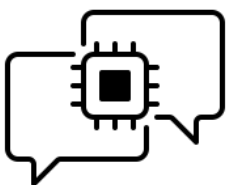
#### ❑ **Artificial Intelligence and Machine Learning:**



Mobile Applications are changing, and with time, they are getting smarter. With the integration of Artificial Intelligence (AI) and Machine Learning (ML) we can utilize the full potential of how we analyse the user information and behavior. We build mobile app solutions that can gain competitive edge in your industry.

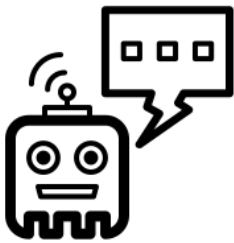
#### **Natural Language Processing:**

We focus on developing intelligent software solutions that



efficiently understand what people will speak and write in their natural style and give you an exact interpretation of the text and consumer sentiments providing you a deep insight to act reasonably.

### **Virtual assistance:**



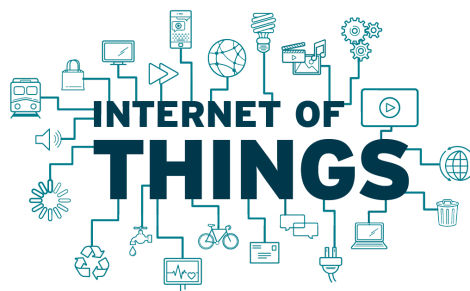
High functionality, self sustainable- we help you get AI-powered chatbots and voice interfaces into your customer services allowing you to interpret and understand your consumer behavior and demand, lavishing intelligent customer service solutions of AI 2019.

### **Natural Language Generation:**



Our technology can summarize structured data in a human-like manner at 1000 words per second and augment it with valuable analytics.

### **Internet of Things:**



Enhance everyday life with IoT technology and transform business needs to tangible solutions. We customize IoT application development to support multi-functional transformation through secure communication and data processing between devices. For automation of your business, get integrated IoT Solutions.

## ❏ Data Analytics:



Discover the finest Big Data Development ecosystem to empower the analytics and decision-making easy for businesses

## Data Engineering:



We help our clients to become data-driven, providing everything from specific expertise on discrete issues to holistic transformations spanning strategy design, build, implementation, capability building, and ongoing support.

## Data analytics:



Assess the reliability of data, extract, strategic business insights, and use modelling to predict future trends of your company as well as your clients.

