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**1 About X**

When you want something all the universe conspires in helping you to achieve it

-paulo coelho

Trust is the single most important concept in the world of digitalization

World economic forum forecast the digital economy to be 1.5 trillion

Blending creativity & Technology creates a digital experience for brands

**2 Work**

**3 Services**

**Technology**

**Branding**

**Digital**

**Visualisation**

**Experience**

**Technology**

1. Web Optimization Analysis and Solution
2. ERD design architecture solutions
3. Test Automation Solutions
4. Digital Marketing Solutions
5. REST /SOAP API design and development
6. Native Mobile App Development
7. Progressive web app development
8. GCP and AWS cloud solutions
9. IOT
10. VR/AR Solutions
11. AI, Chatbot
12. Data Analytics
13. Blockchain
14. Devops
15. Salesforce, SAP Hybris
16. Cyber Security

BRANDING

* **Brand strategy**
* Brand audit

**Internal branding**

* Positioning
* Brand Values
* Unique Selling Proposition (USP), brand promise, or brand essence
* Voice
* Culture
* Product / Service positioning

**External Branding**

* + - Corporate Identity - logos and other brand elements
    - Collateral-brochures, print materials, trade show displays, etc.
    - Advertising
    - Website
    - SEO
    - Social Media
    - Sponsorships/civic-involvement/memberships
    - News/PR
    - Content Marketing and other assets - blogs, white papers, case studies, articles, books, etc.
    - Testimonials
    - Videos
* Competitive analysis

### 1. Identify Your Top Ten Competitors

### 2. Analyze and Compare Competitor Content

Different types of content can include:

* Blog posts
* Whitepapers
* eBooks
* Videos
* Webinars
* Podcasts
* Slides/Powerpoints
* Visual content
* FAQs
* Feature articles
* Press releases
* News
* Case studies
* Buyer guides

### **3. Analyze Their SEO Structure**

**How are your competitors using keywords, are they included in:**

* The page title
* The URL architechture
* H1 Tags
* Content
* Internal links
* Image alt text

### **4. Look at their Social Media Integration**

### **5. Identify Areas for Improvement**

* Brand strategy & positioning
* Brand architecture

**Brand Architecture** is a system that organizes brands, products and services to help an audience access and relate to a **brand**. A successful **Brand Architecture** enables consumers to form opinions and preferences for an entire family of **brands** by interacting or learning about only one **brand** in that family..

* Brand engagement
* **Brand design**
* Naming
* Tone of voice
* Brand identity
* Brand personality
* Visual vocabulary
* Brand guidelines
* **Brand implementation**
  + 360- rollout
  + Collaterals
  + Campaigns
  + Communication
  + Exhibition

**DIGITALS**

* Strategy & consulting
  + Growth strategy
  + Integrated
  + Campaigns
  + Data science
  + Search engine optimization
  + Content & production
  + Social campaigns
  + Community management
  + Influencer marketing
* Creative content
  + Digital marketing
  + Creative concepting
  + User experience
  + Interface design
  + Responsive design
  + Motion design

**VISUALIZATION**

* Visualisation services
  + Photorealistic
  + Rendering
  + Animation
  + Film
  + Photo-shoot
  + 3D floor plans
  + CGI
  + Virtual reality
* Visualisation content
  + Animated content
  + 360 degree film content
  + CGI content
  + CAD content
  + Real time
  + Generative content

**EXPERIENCE**

* Virtual reality
* 360 video
* Augmented reality
* Mixed reality
* Project mapping
* Motion & gesture control
* 3D animation
* Multitouch surface
* Virtual reality
* Mixed reality

**4. Connect**

Are you failing to make money on your work -- here we are

Get a quote,-- Start your project,

Schedule a meeting -- Make your dream happen

* Need form here

**5. Careers**

- Students internship / Program

- Talented People / Graduates

- Partnership / investor

* Need form here

**6.insights**