DIGITAL TRANSFORMATION

WITH THE RIGHT TECHNOLOGY PARTNER

DPL

INNOVATION AS A SERVICE

Islamabad . Florida (USA)

The Values DPL brings to you

- **A Technology Partner** with a silicon valley like culture of innovation and delivery

- **Efficient Resourcing** to have the flexibility to find the right team of highly qualified experts

- **Offshore Outsourcing** to get a team of experts, empowered with Agile practices and a culture of delivering high quality products

- **Digital Transformation** to edge out the competition and stay ahead of the game with cutting edge 4IR technologies

Not Your Typical Outsourcing Vendor

People + Culture + Best Practices = **Innovation as a Service**

DPL Digital Transformation for Corporates, Scaleups & Startups

Partners in Innovation

- **Full spectrum IT services** including custom mobile and web applications/platforms (communications, productivity, workflows etc.)

- **Efficient resourcing** and project delivery models

- Agile practices for **innovation**, flexibility and speed to market

- **Cutting edge practices** including HCD, UX, UI, design sprints, A/B testing etc.

- Scalable, high-performance, secure development practices as per **international standards**

- Support for all stages of **startups** lifecycle and **scaleups** journey

Autobytel, Inc.

- A public company with a **market cap of $300 Million**
- One of the largest automotive marketing leads company in US
- DPL became **largest 3rd party IT vendor** after Accenture failed to deliver results
- *"I want to thank DPL for all of the hardwork and extra efforts of each member of the team. We value our relationship and look forward to an even better and robust future." - Jeffery H. Coats, CEO Autobytel & Former MD General Electric*

Cyber Ventures

- Provided **end-to-end technology** solutions
- Scaled from **0 to 35 people team**
- Helped them exit at **$15 Million**
- High performing, scalable websites optimized for SEM (Google, Bing Yahoo etc.) and **highly optimized portals** to generate traffic from SEO

Billy Ferriolo
FOUNDER
CYBER VENTURES, INC.

MENA Assistance

- Mena Assistance is the **most reputable** business-to-business Roadside Assistance and Customer Care provider in the **Middle East and North Africa**
- Their clients represent the best brands including Audi, Ferrari, Ford, Jaguar, Land Rover, Lincoln, Maserati, Mercury, Porsche and Range Rover
- Innovative Solution's enabled Mena's presence in **300+ cities**, with **1.5m+ annual interactions**
- Digital Transformation from call center to an Uber like digital solution

Arro Money

- DPL developed a **complete e-Wallet solution**
- Anyone can open an account in **under 3 minutes**
- Successful launch with **50,000+ recurring paying users**
- Currently in **Series A round of $5M+**
- Complies with UK financial regulations
- Arro Money chosen as finalists for the **"Payments Awards 2019"**

Taleem Do!

Largest education-based INGO in Pakistan, funded by DFID

$25M+ campaign for education reforms in Pakistan

DPL suggested a **social, mobile, local app** instead of a simple website: A strategy to **listen and amplify citizen voices** about their education issues

iApartments

- Turnkey **smart apartment technology** that will revolutionize multifamily operations and the resident living experience

- iApartments has signed contracts with **Bayshore** and **Greystar Real Estate** to install IoT Hubs in over **800,000 apartments** under their management

- Our solution provides a smart hub using **Zigbee** and **Zwave** technologies

SPRING & UpTrade

- **SPRING Accelerator** partnered with DPL to help growth oriented, innovative, social startups to scale using technology

- DPL has helped multiple startups in **Asia** and **Africa** as a tech partner

- UpTrade is one of those startups founded by Fariel Salahuddin, it aims to ease the economic marginalization of remote communities in Pakistan by connecting the farmers to sell their livestock directly to the wholesale meat buyers through online marketplace

- **Cartier,** a French luxury goods conglomerate, recognized Fariel's efforts through their **Women's Initiative Program**

Telemedicine Software

- Connects doctors from remote areas to specialists in teaching hospitals

- Implemented in Holy Family Hospital Rawalpindi under sponsored projects by **US Dept. of Defense/NASA and Ministry of Science & Tech**

- *"After witnessing the practical demonstrations, I was inspired with a number of ideas for improving how American health care providers can better utilize telemedicine in the Military Health System." - **Assistant Secretary of Defense US***

Mobile Financial Services

- White-label solution for money remittance service providers.

- Send and receive money across boundaries using mobile phones, Visa/ATM networks, WAP and Web

- Using State of the **Art Sólido Architecture ™** a unique business model allowed disruptive mobile financial products to be launched in market in record time

> Ability of DPL to execute large-scale specialized projects convinced us to establish strategic relationship with them

mobile financial

Michael Padmanathan
Chief Executive Officer

Web and Cloud based surveys on technology pick up and resulting competence needs

- DPL helped create a national survey on the tech and manufacturing industries. Funded by the **EU Social Fund and with MITC** as project owner.

- Region Sörmland work on behalf of residents and is governed by elected politicians. One mission is to work for regional development. In partnership with the **EU Social Fund**, Region Sörmland conducted different regional surveys for e.g.:
  ◦ Bio-based and Agriculture Industries
  ◦ Tech and manufacturing industries
  DPL developed the survey technical solution.

VASALOPPET

- We helped create a mobile app for **the world's largest cross-country ski race, held in Sweden in 2011**

- Vasaloppet is an annual long distance cross-country ski race which is the oldest cross-country ski race with **2500+ participants** from **45 different nations**

- DPL developed the official iPhone app for the year 2011 in competition with **IBM** and **Ericsson**

What does "Innovation as a Service" mean?

End-product and results ownership rather than an RFP driven body shop

Value addition in all stages of technology delivery

**Idea** → **Product Design** → **User Testing** → **UX** → **Software Development**

Syed Ahmad

Founder & CEO of DPL

- Chair (IT Sub-Task-Force), Prime Minister's Task-Force on IT & Telecom
- Member, BoD, PRAL (FBR, Ministry of Finance)
- Member, BoD, KP IT Board, Govt of KPK
- Chair ICT Sub Committee, Planning Commission of Pakistan
- Adviser, Incubators (COMSATS Incubator 1-ne)
- Twice Ex-Chairman, (P@SHA)
- Past Member, BoD, EDF (Ministry of Commerce), PSEB, Ministry of IT & Telecom and National Excellence Center on AI
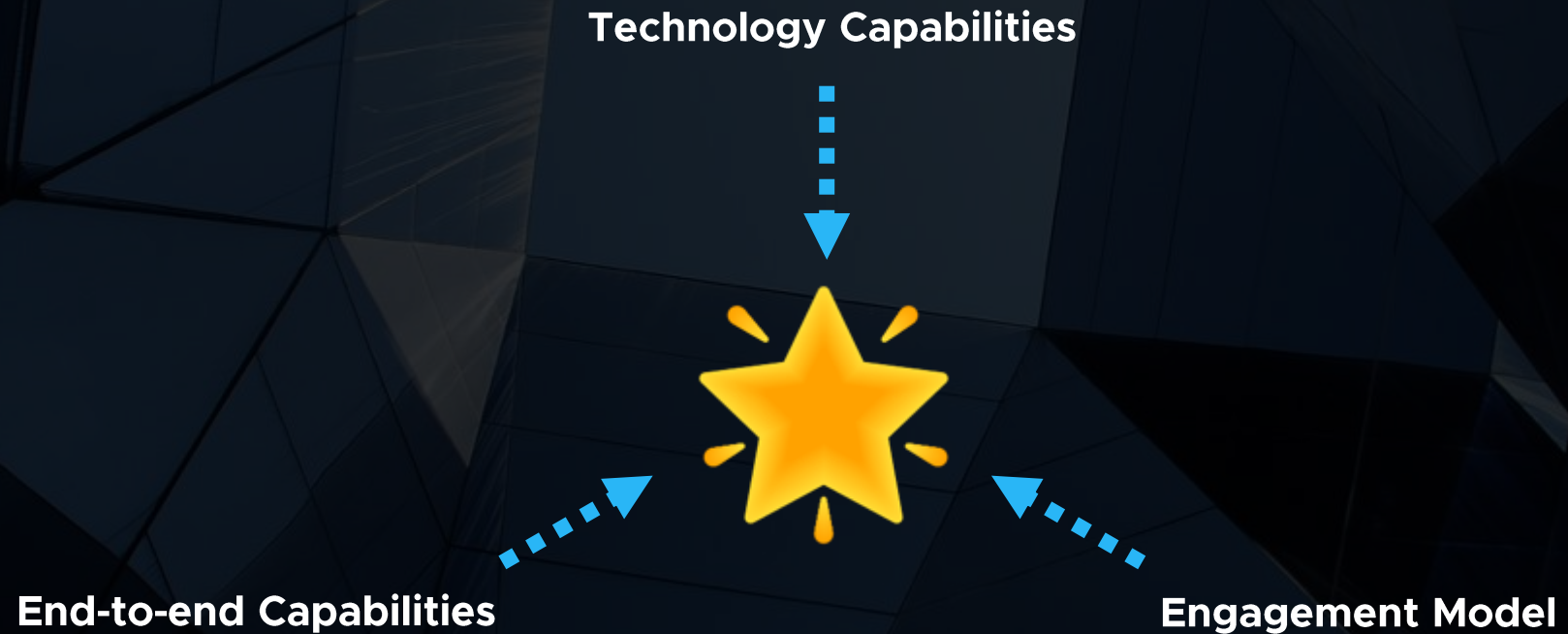- Author of PTI Digital Policy
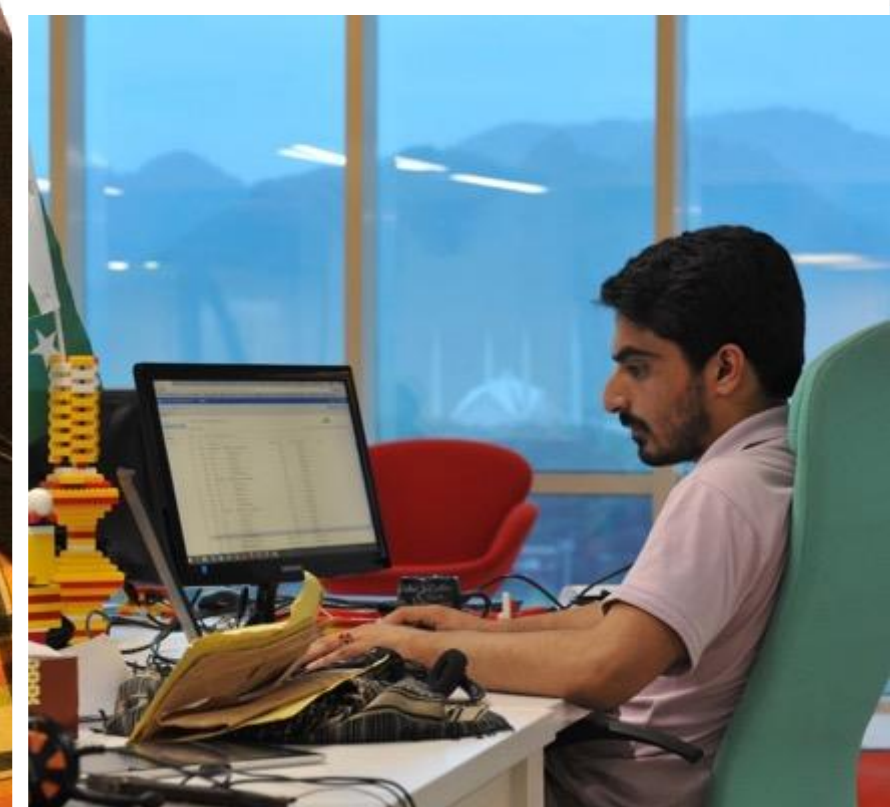
DPL receives the P@SHA ICT HR Excellence Award

DPL's Capabilities

Technology Capabilities

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End-to-end Capabilities

Engagement Model

Technology Capabilities

	IOT	FINTECH	E-COMMERCE	MOBILE APPS	CONTENT MANAGEMENT
Cloud	AWS	AWS	AWS GCP Azure	AWS GCP Azure	AWS GCP Azure
Presentation Layer	React Native HTML 5	HTML 5 CSS 3 Boot Strap 3-4 React JS Angular JS JavaScript	HTML 5 CSS 3 Boot Strap 3-4 JavaScript jQuery Ajax	WURFL	HTML 5 CSS 3 Boot Strap 3-4 JavaScript jQuery Ajax
Application Layer	C# Lambda C++ Python	C#.NET ASP.NET MVC Signal R	WordPress PHP	React Native Objective C Swift Kotlin	WordPress PHP
Data Layer	MongoDB DynamoDB Firebase	SQL Server ADO.NET	MySQL	MySQL Firebase	MySQL

End-to-End Delivery Capabilities

Digital Transformation

Human Centered Design and UI/UX

Application Modernization

Application Development

Application Maintenance And Updating

Application Elderly Care

Remote Infrastructure And Cloud Monitoring

Business Data Analytics

ABANDONED

Toys Я Us
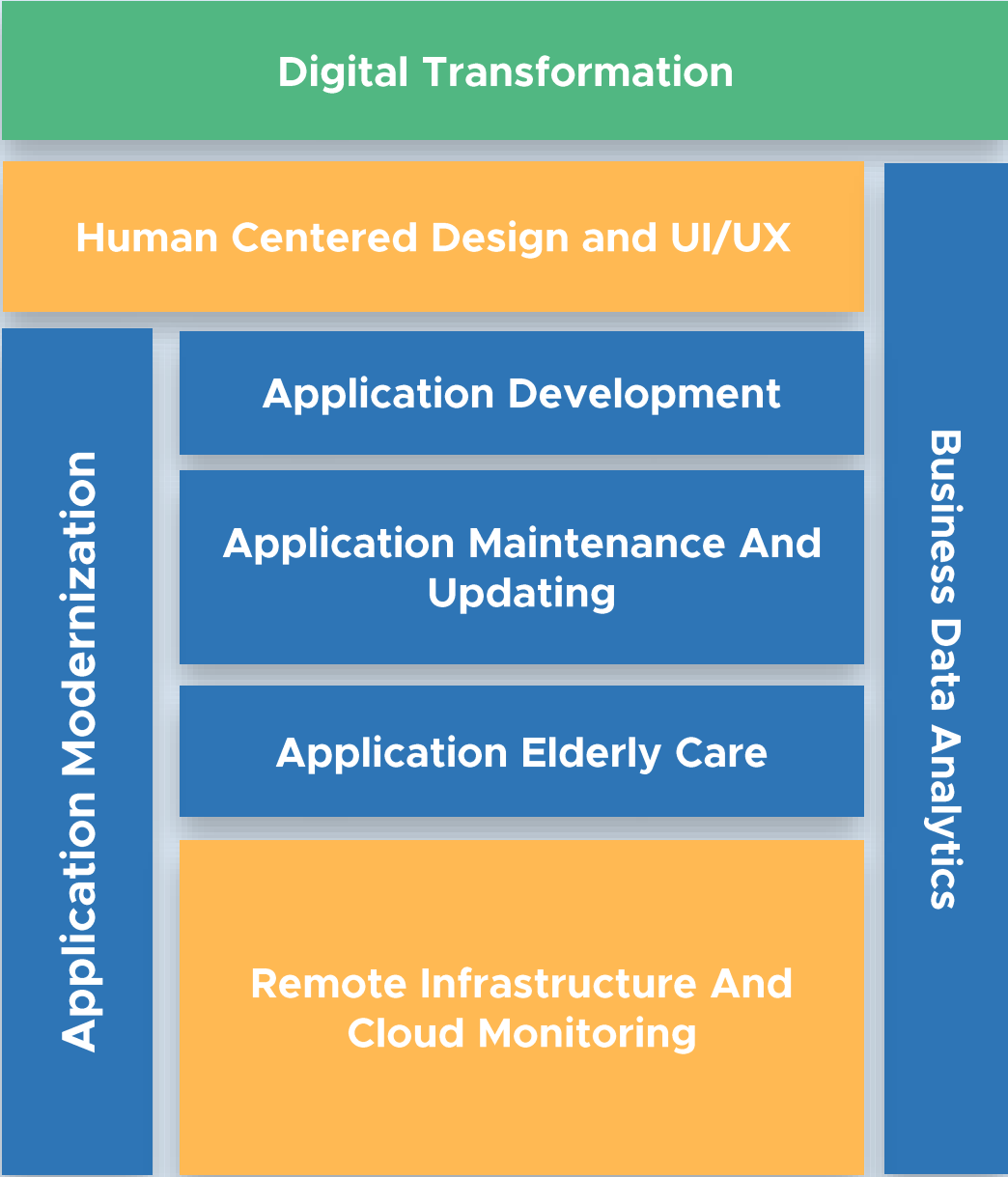
Toys R Us was successful when brick-and-mortar stores were the way of doing business. When e-commerce disrupted the retail industry they had to close down (in 2018) because they were too slow to transform.

Transformation is no longer optional, even if you have been successful so far.

Transform or Die!

Digital Lab & Transformation Consulting

Digital Lab Structure

CROSS FUNCTIONAL BUSINESS TEAM
Selected based on touch-points of a customer journey

CUSTOMER JOURNEY
- Problem or opportunity
- Customer focused (internal or external)
- Selected based on ROI
- End-to-end customer interaction

AGILE MINDSET AND METHODOLOGIES

TECHNOLOGY PARTNER
DPL

CAPATILIZE ON NEXT GEN TECHNOLOGIES
- Artificial Intelligence
- Internet of Things
- Robotic Process Automation
- Data Science

DPL helps organizations in their digital transformation journey through establishing digital labs (for verifying customer journeys using Agile practices and breakthrough technologies) and by providing support in organizational transformation.

Some of the key areas where we can guide you in your transformation are

- **Redefining organizational processes**

- **Executive coaching**

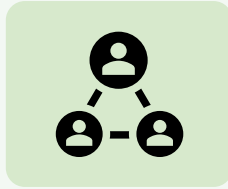- **Company culture**

- **Project management capabilities**

Engagement Models

Efficient Resourcing Technical Human Resources

Offshore Outsourcing & Application Management Agile Scrum Team

SOFTWARE OUTSOURCING

Min Viable Product Development + Digital Lab

Digital Transformation / Agile Consulting Assignments

DIGITAL TRANSFORMATION

- **Save cost and time up to 50%**
- Access to the **right technology expertise**
- A **virtual employee** whose technical skills, trainings, computers, licenses, pensions, vacations, premises and other overheads are taken care of by us
- **Flexibility** in scaling team size up or down
- Free yourself from the hassle of setting up a team with the **right culture and processes**
- All the benefits but at **lower costs and responsibilities** via your virtual employee

You get all the benefits of **efficient resourcing** plus:

- DPL takes on **complete delivery responsibility**
- You have flexiblity in choosing a charging model that works for you, **Time & Materials** or **Fixed Cost**
- DPL takes responsibility for the **tools, processes** and the **managing of human resources**

- **Afraid your're not tapping the full potential of digital advances?**
- **Have bottlenecks, inefficiencies or processes that waste money and labor?**
- **Have areas you want/need to be better?**
- **Have new ideas but aren't sure how to implement them?**
- **Want to find out what limits your business growth?**

Throw it on the Digital Lab!

The solutions a Digital Lab proposes are not merely improvements to existing processes, but a complete reimagining of the problem from the ground up using cutting edge technologies like AI/ML, RPA, IoT or Blockchain.

Why DPL?

- **Top 5%** talent

- **Innovation** thinking in services delivery

- State of the art **agile/scrum** practices

- **Faster** time to market

- Lean approach for risk management

- **End-to-end** delivery capabilities and skillset

- Quality and reliability proven for over **15 years**

For queries, please reach out to us at: info@dplit.com

www.dplit.com