

# Marketing Report

**JUL–SEP, 2016 (Q3)**

Confidential: Internal Circulation Only



INNOVATE



INTEGRATE



TRANSFORM

## 1. Website and SEO



### SERVICES



## 2. Digital Connect



## 3. Content and Collaterals



## 4. Events



## 5. Glassdoor



# Marketing Dashboard

## Web Leads

Total of 8 Leads – Handiman (Proposal) and West Unified Communications – in progress

## Web Traffic Q3 Vs Q2 Growth (%)

Sessions	34,437 (31,471) +9.42%
Users	27,302 ( 24,658) +10.72%
Page views	87,772 (77,006) +13.98%
Pages / Session	2.55 (2.45) +4.16%
Bounce Rate	47.00% ( 48.32% )-2.73%

## Keywords: Google Ranking (subdomain)

Non Branded **65+** Keywords on Google **Top 10**

## Collaterals

Case Studies	37 (Newly Created), 125 (Total)
White papers	4 (Newly Created), 22 (Total)
Brochures	10 (Newly Created), 66 (Total)
Video	8 (Newly Created), 32 (Total)
PPTs	11 (Newly Created), 17 (Total)

## Campaign: E-2 Visa

Created a E-2 Visa Campaign in Facebook, LinkedIn, blogs : 5 Leads

## Thought Leadership : Survey on FHIR

Created a survey on New Trends in FHIR. Will publish a report soon.

## Followers in Social Channels

LinkedIn	6936
Twitter	426
Facebook	88353
Slideshare	2302
Quora	71

## Events: IoT India Congress & Oracle OpenWorld

Among Top 8 IoT Thought Leaders in India; Oracle OpenWorld booth setup , Giveaways and Digital Campaign

# What Went Well

- ✓ Total Number of Web Leads – 08 – Handiman and West Unified Communications – in progress
- ✓ New website Launched
- ✓ Top 8 Finalist in IoT India Congress – IoT Thought Leadership
- ✓ 9,98,462 impressions from Social Media, subdomains and blogs; were resulting in increased Organic Traffic
- ✓ Created FHIR Survey - New Trends in FHIR
- ✓ Taken over Glassdoor access
- ✓ 65+ non branded keywords on top Google Top 10
- ✓ Created 3 Business Pages: [Vimeo](#), [Instagram](#) and [Healthcare Compliance](#) in Facebook
- ✓ 2 Press Releases done
- ✓ Collaterals – Total 125 Case studies, 66 Brochures, 22 Whitepapers and 17 new Slideshare presentations done
- ✓ E-2 Visa Campaign

# What Could Have Been Better

- ✓ Website launch could have been made faster with proper synchronization from practice and delivery teams
- ✓ Optimizing existing blogs will improve SERP performance
- ✓ Deep content needs to be created in collaboration with Marketing, Sales, Delivery and Practice teams
- ✓ Need a standalone platform (like SharePoint) for collaboration

# Focus – Q4 (Oct-Dec)



- ✓ Number of SEO keywords in top 10 to increase
- ✓ Creating a perfect internal Link Structure
- ✓ Increasing Followers on Social Channels
- ✓ Creating Insight Contents tailored to SEO
- ✓ At least 1 PR per month focusing on specific industries
- ✓ E-2 Visa Campaigns – Posting on Quora and 2.0 website along with creating own generic website
- ✓ Writing deep content esp. ISV/Enterprise Business. Need help from Practice and Delivery teams



## SERVICES



# 1. Website and SEO

# Web Leads – Total 8 (Jul – Sep 2016)

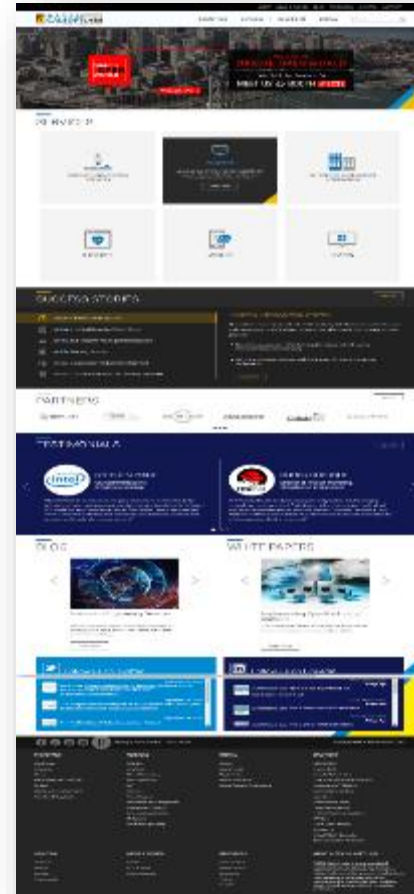
Date	Company	Geo	Topic	Assigned to	Status
Sep 22, 2016	Akamai Technologies	USA	Product Engineering Services	Sandeep Gandhi	Status not received
Sep 12, 2016	BTL INFRA LLP	India	Controller for BLDC Motor For Ceiling Fan	Sumesh	Status not received
Aug 22, 2016	Handiman	India	Netsuite	Kunnal (Bala's Team)	<b>Proposal</b>
Aug 12, 2016	Mentors House	India	Need Web Application	Ruchir	Dropped : Too small a company to go after.
Aug 8, 2016	Rail Tel	India (chennai)	V-BRAS	Arunesh	Status not known
Jul 25, 2016	Altisource	India	Hunt of vendors for procuring temporary staffing for IT	Arunesh	Awaiting Response from Arunesh
Jul 20, 2016	West Unified Communications	USA	SDN Controller Development and OpenDayLight	Rajat	<b>Opportunity identified, NDA in progress, Updated in Zoho</b>
Jul 14, 2016	MTS-Mea	Cairo, Egypt	Enquiry regarding BI and Analytics specially healthcare package	Sandeep Vyas	No update. Reached out couple of times with no response

# New Website Launched

- Launched on September 26, 2016
- Released new career portal
- Also revived Blogs
- Working on redesigning of micro-sites now

**Current Link:**

[www.altencalsoftlabs.com](http://www.altencalsoftlabs.com)





# Keywords - Ranking

Keyword	Traffic	Rank
MQTT vs COAP	10 – 100	6.1
COAP vs MQTT	100 – 1K	8.7
Jira Safe Plugin	10 – 100	3.8
SAP RTR	100 – 1K	8.8
Serdes Verification	10 – 100	5.9
Outsourcing Clinical Trials	10 – 100	27
Jira Safe	10 – 100	7.3
Software Product Testing Process	10 – 100	7.6
What is Product Testing in Software	10 – 100	7.5
IoT Use Cases in Manufacturing	10 – 100	7
Hospital Information System	1K – 10K	7

Keyword	Traffic	Rank
Hospital Diet	1K – 10K	8.4
CSSD	10K – 100K	4.5
What Is CSSD	100 – 1K	1.3
MIS Dashboard	100 – 1K	8.1
Hospital Kitchen	100 – 1K	6.4
Healthcare Testing	100 – 1K	8.7
Healthcare ERP	100 – 1K	4
Healthcare Domain Testing	100 – 1K	9.5
Hospital ERP Systems	100 – 1K	3.9
Healthcare ISV	100 – 1K	4.6
Healthcare Testing Services	100 – 1K	4.6

# Keywords – Ranking (CONT.)

Keyword	Traffic	Rank
ERP Healthcare Solutions	100 – 1K	4.6
Hospital Information System Modules	10 – 100	6.8
Hospital ERP	10 – 100	5.1
Hospital ERP Modules	10 – 100	2.3
ERP For Hospitals	10 – 100	6.1
ERP Hospital	10 – 100	6.8
HI7 Interface Development	10 – 100	7.7
Hospital Management ERP	10 – 100	6.3
Medical ERP	10 – 100	9
VCPE	100 – 1K	6.9
Virtual CPE	100 – 1K	2.5

Keyword	Traffic	Rank
NFV Use Cases	10 – 100	9.1
SDN Applications	100 – 1K	8.7
SDN Application	10 – 100	8.5
Virtual ADC	10 – 100	11
VCPE Architecture	10 – 100	4.3
NFV Use Cases	100 – 1K	7.7
What Is Virtual CPE	10 – 100	2
Cloud VPN Gateway	10 – 100	6
Wlan Cloud	10 – 100	7.1
VCPE NFV	10 – 100	6
Openstack Implementation	10 – 100	6

# Keywords – Ranking (CONT.)

Keyword	Traffic	Rank
Virtual Residential Gateway	10 – 100	9.4
Broadband Remote Access Server	100 – 1K	18
Universal CPE	10 – 100	6.4
Residential VCPE	10 – 100	1.6
NFV Business Case	10 – 100	14
SDN Development	10 – 100	3.8
Enterprise VCPE	10 – 100	7
Openstack Implementation Examples	10 – 100	6.7
Gambar Wlan	10 – 100	1.2
NFV VCPE	10 – 100	7.5
VCPE Definition	10 – 100	7.8

Keyword	Traffic	Rank
Virtual CPE Architecture	10 – 100	1.9
NFV VCPE	10 – 100	6.4
What Is Virtual CPE	100 – 1K	1.9
ict in higher education in india	10 – 100	4.3
role of ict in higher education pdf file	10 – 100	9.5
ict in higher education	10 – 100	9.2
ict in higher education opportunities and challenges	10 – 100	10
mlearning solutions	10 – 100	8.3
role of ict in examination in india	10 – 100	9.7
virtual classroom solutions	10 – 100	9.8

# Website : Keyword Observations

	Queries	Clicks ▼	Impressions	CTR	Position	
1	<a href="#">cssd</a>	233	2,758	8.45%	5.5	»
2	<a href="#">central sterile supply department</a>	42	349	12.03%	4.7	»
3	<a href="#">cssd hospital</a>	33	483	6.83%	2.9	»
4	<a href="#">hospital information system</a>	22	574	3.83%	10.2	»
5	<a href="#">what is cssd</a>	21	188	11.17%	1.7	»
6	<a href="#">cssd in hospital</a>	18	184	9.78%	3.6	»
7	<a href="#">functions of cssd in hospital</a>	18	85	21.18%	1.6	»
8	<a href="#">hospital dietary services management</a>	14	85	16.47%	5.7	»
9	<a href="#">central sterile supply department cssd</a>	13	65	20%	3.3	»
10	<a href="#">cssd department in hospital</a>	9	68	13.24%	3.4	»
11	<a href="#">cssd department</a>	8	117	6.84%	4.5	»
12	<a href="#">hospital kitchen management</a>	8	20	40%	1.1	»
13	<a href="#">central sterile supply department (in hospitals &amp; clinics)</a>	8	41	19.51%	2.4	»

Keywords such as CSSD are generating lots of traffic and can be redirected to other pages using internal links

# Enablement of Site Links

## 1. ALTEN Calsoft Labs

[www.altencalsoftlabs.com/](http://www.altencalsoftlabs.com/) ▼

ALTEN Calsoft labs Product Engineering Services help Healthcare, Education, Ecommerce, Retail, Hi-Tech, Networking and Telecom, ISV and SDN and NFV ...

🔍 I: 980 🕒 L: 40 🕒 LD: 52 📺 I: 1.18K 📄 Rank: 355K 📅 Age: January 24, 2015 👤 whois </> source

🕒 Rank: 3.06M

### Current Openings

ALTEN Calsoft Labs' provides services to Education ...

### Careers

ALTEN Calsoft Labs offers a dynamic, cutting edge ...

### Contact Us

ALTEN Calsoft Labs provides services to Healthcare ...













### About Us

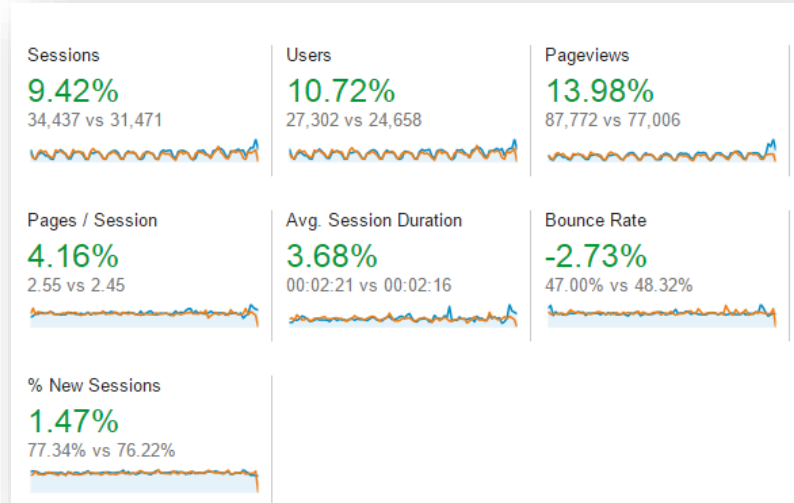
Alten Calsoft labs is a Digital Transformation , Enterprise IT ...

[More results from altencalsoftlabs.com »](#)

Site Links have been enabled and will considerably increase the traffic and user friendliness of our website

# Web Traffic : Q3 vs Q2

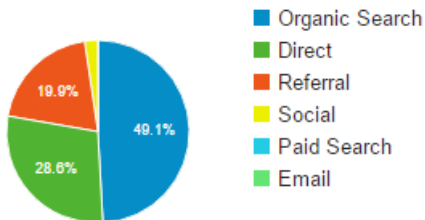
Country	Sessions	% Sessions
<b>1.  India</b>		
Jul 1, 2016 - Sep 30, 2016	24,473	 71.07%
Apr 1, 2016 - Jun 30, 2016	22,088	 70.19%
<b>% Change</b>	<b>10.80%</b>	<b>1.25%</b>
<b>2.  United States</b>		
Jul 1, 2016 - Sep 30, 2016	6,699	 19.45%
Apr 1, 2016 - Jun 30, 2016	5,952	 18.91%
<b>% Change</b>	<b>12.55%</b>	<b>2.86%</b>
<b>3.  France</b>		
Jul 1, 2016 - Sep 30, 2016	656	 1.90%
Apr 1, 2016 - Jun 30, 2016	424	 1.35%
<b>% Change</b>	<b>54.72%</b>	<b>41.39%</b>
<b>4.  United Kingdom</b>		
Jul 1, 2016 - Sep 30, 2016	407	 1.18%
Apr 1, 2016 - Jun 30, 2016	490	 1.56%
<b>% Change</b>	<b>-16.94%</b>	<b>-24.09%</b>



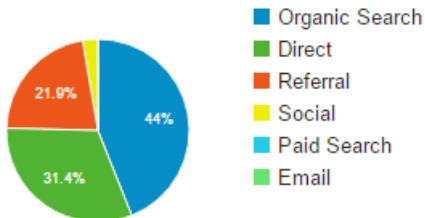
Overall Traffic has gone up in India , US and France, while UK has gone down

# Traffic Source (Q3 vs Q2)

Jul 1, 2016 - Sep 30, 2016



Apr 1, 2016 - Jun 30, 2016



Websites / Sources	Organic	Social	Referral
<b>ALTEN Calsoft Labs</b>	16378	828	6687
<b>Calsoft Labs</b>	3598	15	446
<b>Cloud</b>	72	0	10
<b>Education</b>	38	0	7
<b>Healthcare</b>	2051	0	66
<b>SDN</b>	1651	0	164
<b>Total</b>	23788	843	7380

Google has been the most important source of traffic and it continues to increase



## 2. Digital Connect



# Social Media Marketing - Overview

Twitter	
Tweets	246
Impressions	61.3K
Profile Visits	40
Mentions	78
Followers acquired	220

Linkedin	
Followers	6961
Impressions	86890
Clicks	557
Interactions	579
Average	1.14%

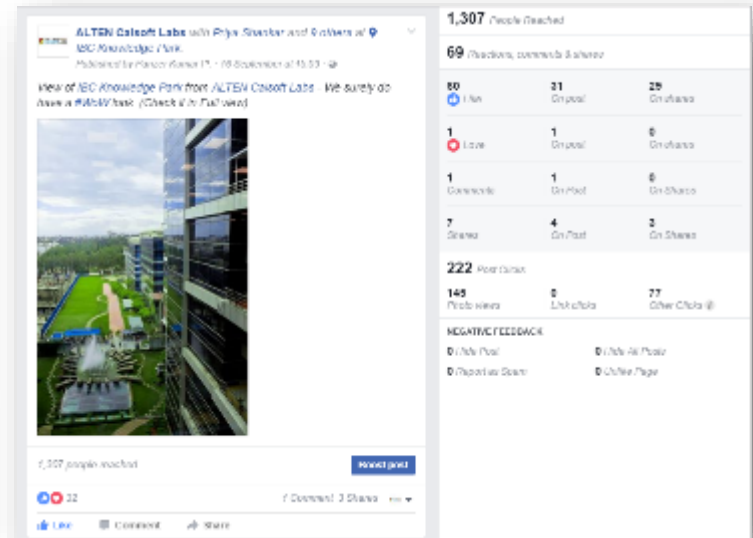
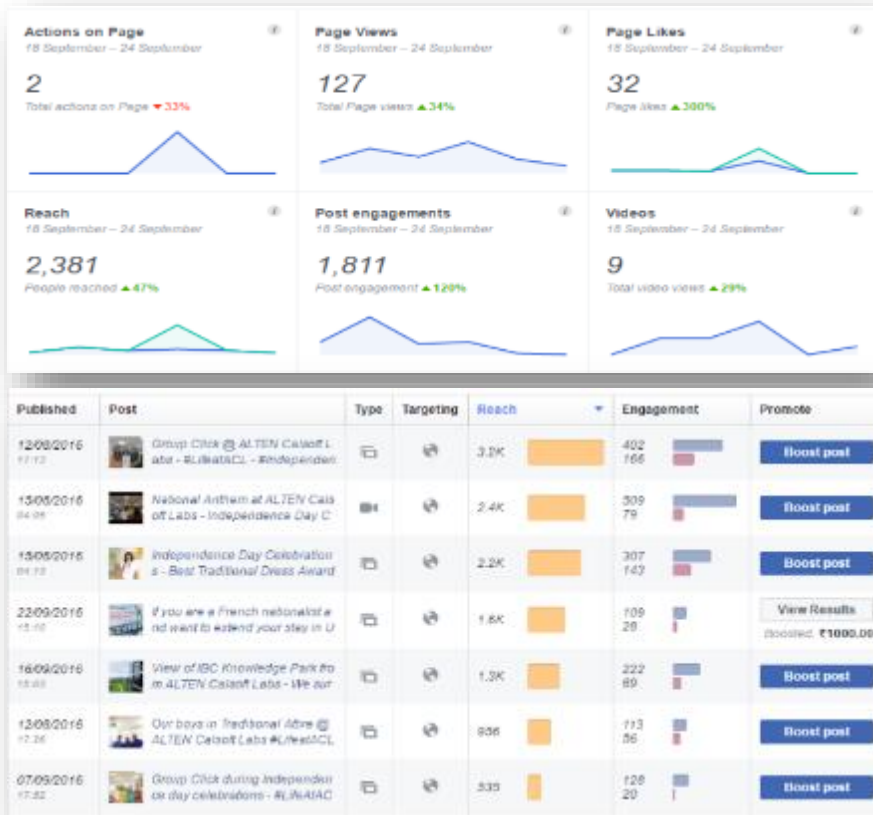
Facebook	
Impressions	909190
Organic Reach	196418
New Likes	56
Engaged Users	22541
Videos Reach	19838

Youtube	
Watch Time In Minutes	2031
Views	1651
Average View	1.13
Subscribers	34

Slideshare	
Views	2382
Engagements	48
Downloads	41
Likes	7

**\*\*Note:** Facebook data is 28 days only

# Facebook



**Sample Post and Engagements:** It can be increased if more of our employees start engaging with our FB page.

**\*\*Note:** 1 month stats

# E-2 Visa Campaign

The image shows a Facebook post and a sponsored advertisement. The Facebook post is from Arundhati Kanungo, a Support - Marketing Professional at ALTEN Calsoft Labs, posted 'Just now'. The text of the post reads: 'ALTEN Calsoft Labs is eligible for sponsoring E-2 Treaty Investor visa which allows an individual to enter and work in the United States as a non-investor employee of the company'. Below the post is a 'Like' button and a small profile picture. The sponsored advertisement is for ALTEN Calsoft Labs and features an American flag graphic. The text in the ad says: 'If you are a French national and want to extend your stay in US, ALTEN Calsoft Labs is your perfect choice. We are sponsoring E-2 Treaty Investor visa which allows you to enter and work in the United States as a non-investor employee of the company that invests in to the United States. To reduce your paperwork and visa processing time from 6-7 weeks to 1-3 weeks, contact: Sreejith Narayanan (sreejith@altencalsoftlabs.com/+1 669 226 2337)'. The ad also includes the ALTEN Calsoft Labs logo and the slogan 'Pursuing the American Dream'. At the bottom of the ad, it says 'ALTEN Calsoft Labs Helps You to Get Your E-2 Visa' and provides the email 'Mail to: sreejith@altencalsoftlabs.com'. There is also a small image of an E-2 Visa document in the background of the ad.

**Arundhati Kanungo**  
Just now

ALTEN Calsoft Labs is eligible for sponsoring E-2 Treaty Investor visa which allows an individual to enter and work in the United States as a non-investor employee of the company.

**Arundhati Kanungo**  
Support - Marketing Professional at ALTEN Calsoft Labs

**ALTEN Calsoft Labs Coverage**

ALTEN Calsoft Labs is eligible for coverage E-2 and work in the interior of the United States us, as long as the person is of the same ... Sh

Like

**ALTEN Calsoft Labs**  
Sponsored

If you are a French national and want to extend your stay in US, ALTEN Calsoft Labs is your perfect choice. We are sponsoring E-2 Treaty Investor visa which allows you to enter and work in the United States as a non-investor employee of the company that invests in to the United States. To reduce your paperwork and visa processing time from 6-7 weeks to 1-3 weeks, contact: Sreejith Narayanan (sreejith@altencalsoftlabs.com/+1 669 226 2337)

**ALTEN CALSOFTLABS**  
AN ALTEN GROUP COMPANY

**Pursuing the American Dream**

ALTEN Calsoft Labs Helps You to Get Your E-2 Visa

Mail to: sreejith@altencalsoftlabs.com

**Started:** August 25

**Activities:**

- 1 Dedicated blog on E-2 Visa
- 6 Facebook targeted Group Post
- 5 LinkedIn Group Post
- 1 LinkedIn Article
- 2 Facebook Ads

**Outcome:** 5 Leads

**Sales Owner:** Mr. Sreejith Narayan

# Twitter

## JUL 2016 SUMMARY

Tweets  
**45**

Tweet impressions  
**15.6K**

Profile visits  
**363**

Mentions  
**11**

New followers  
**-11**

## AUG 2016 SUMMARY

Tweets  
**87**

Tweet impressions  
**21.1K**

Profile visits  
**842**

Mentions  
**18**

New followers  
**84**

## SEP 2016 SUMMARY

Tweets  
**96**

Tweet impressions  
**22.2K**

Profile visits  
**1,133**

Mentions  
**23**

New followers  
**147**

In July, we lost few followers but in August and September, we gained. We have achieved close to 60K impressions on Twitter

# Twitter Mentions

**Top mention** earned 29 engagements

 **ALLEN**  
@Allen\_france · Aug 18


Carte postale colorée d' @Alten à l'occasion de la célébration de l'indépendance de l'Inde (15/08)  
[pic.twitter.com/oVmnfKYjXE](http://pic.twitter.com/oVmnfKYjXE)



7 9

**Top Tweet** earned 1,338 impressions

44% of #IoT users collect internal operations data & 42% collect external data #Marketing #BigData  
[pic.twitter.com/EbYQF](http://pic.twitter.com/EbYQF)



10 6

[View Tweet activity](#)

**Top mention** earned 13 engagements

 **oracleopenworld**  
@oracleopenworld · Sep 2

Great video, @Altenalsoftlab! #oow16  
[twitter.com/Altenalsoftla...](http://twitter.com/Altenalsoftla...)

1 2 3

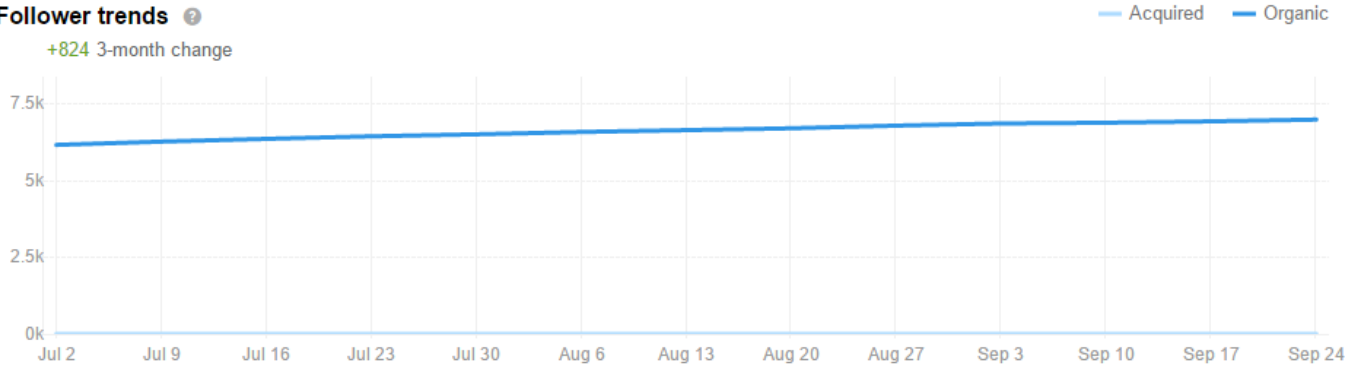
[View Tweet](#)

Oracle and ALLEN have mentioned us on their twitter channels

# LinkedIn

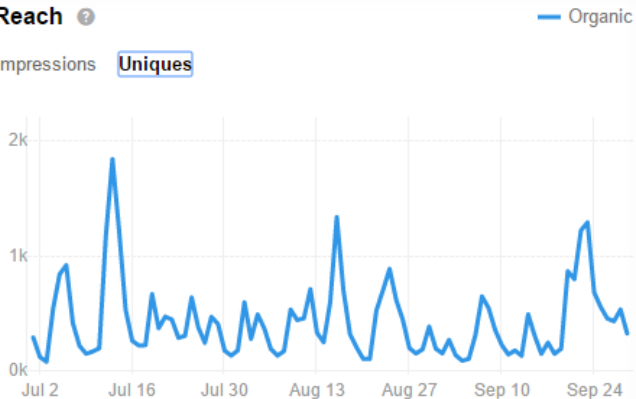
## Follower trends ?

+824 3-month change



## Reach ?

Impressions **Uniques**



## Engagement ?

**Clicks** Likes Comments Shares Followers Acquired Engagement %



Followers, Reach and Engagement are in upward swing

# Slideshare PPTs

Be the first to clip this slide

## TOP 100 IOT USE CASES

— Arundhati Kanungo

1 of 122

Top 100 IoT Use Cases

217 views

11 PPTs added this quarter  
Follow us on Slideshare and Share it on your LinkedIn profile  
<http://www.slideshare.net/Alten-Calsoft-Labs>

## Recommended



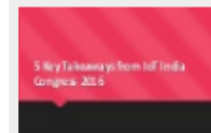
Top 5 automotive iot use cases  
ALTEN Calsoft Labs



Top 9 Retail IoT Use Cases  
ALTEN Calsoft Labs



Top 6 IoT Use Cases in Manufacturing  
ALTEN Calsoft Labs



5 Takeaways from IoT India Congress 2016  
ALTEN Calsoft Labs

# Slideshare - Insights

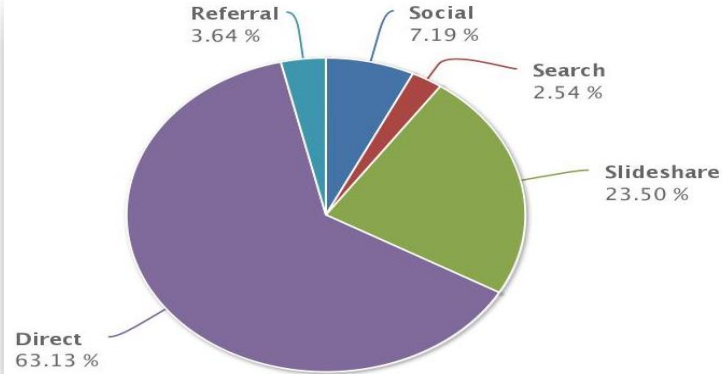
TOTAL VIEWS  
2,281

SLIDESHARE ACTIONS  
55



## Top content

Name	Views
<a href="#">Healthcare Data Analytics Implementation</a>	285
<a href="#">Top 5 IoT Wearables in Healthcare</a>	243
<a href="#">Top 100 IoT Use Cases</a>	224
<a href="#">Online Classroom Platform - Development</a>	203
<a href="#">Intel DPDK - ALTEN Calsoft Lab's Expertise</a>	200



## Top countries

Name	Views
<a href="#">United States</a>	924
<a href="#">India</a>	662
<a href="#">Germany</a>	145
<a href="#">France</a>	114
<a href="#">Ireland</a>	39

Good traction in  
Slideshare is coming  
from USA



# Campaign - #LifeAtACL

Post with **#LifeAtACL**



Read our [Life At ACL](#) (Marketing) @ [calsoft@calsoftlabs.com](#). If you have any doubt or need any assistance.

**Arundhitha Kenundo** @arundhitha1984 · Aug 21  
#LifeAtACL is awesome with flexible work hours, high pay, cool managers and a work environment perfect for innovation.



229 people reached

Like Comment Share

**ALTEN Calsoft Labs**  
Published by [Parvati Kamesh](#) (1) · September 7 at 5:50pm · 26

Remembering the last #ACLPL #LifeAtACL



229 people reached

Like Comment Share

**ALTEN Calsoft Labs** @Anandashankar · Aug 10  
#IndependenceDay Celebration @Altensoftlabs · @LifeAtACL  
@ALTEntechnology Team - Days in Traditional Attire



201 people reached

Like Comment Share

**ALTEN Calsoft Labs** with [Manojkumar Singh](#)  
Published by [Parvati Kamesh](#) (1) · August 20 · 46

Our Heartiest Congratulations to [Manojkumar Singh](#) for leading the team towards a commanding victory of the elite Business Unit Cricket Match... #LifeAtACL



201 people reached

Like Comment Share

Kartash Kulkarni, Manoj Kamesh and 3 others

Write a comment

**ALTEN Calsoft Labs** with [Arundhitha Kenundo](#) and 3 others  
at [ALTEntechnology Labs](#)  
Published by [Parvati Kamesh](#) (1) · August 17 · 46

Group Click @ALTEN Calsoft Labs - #LifeAtACL - #IndependenceDay  
#IndependenceDay - #LifeAtACL - #Days in Traditional Attire



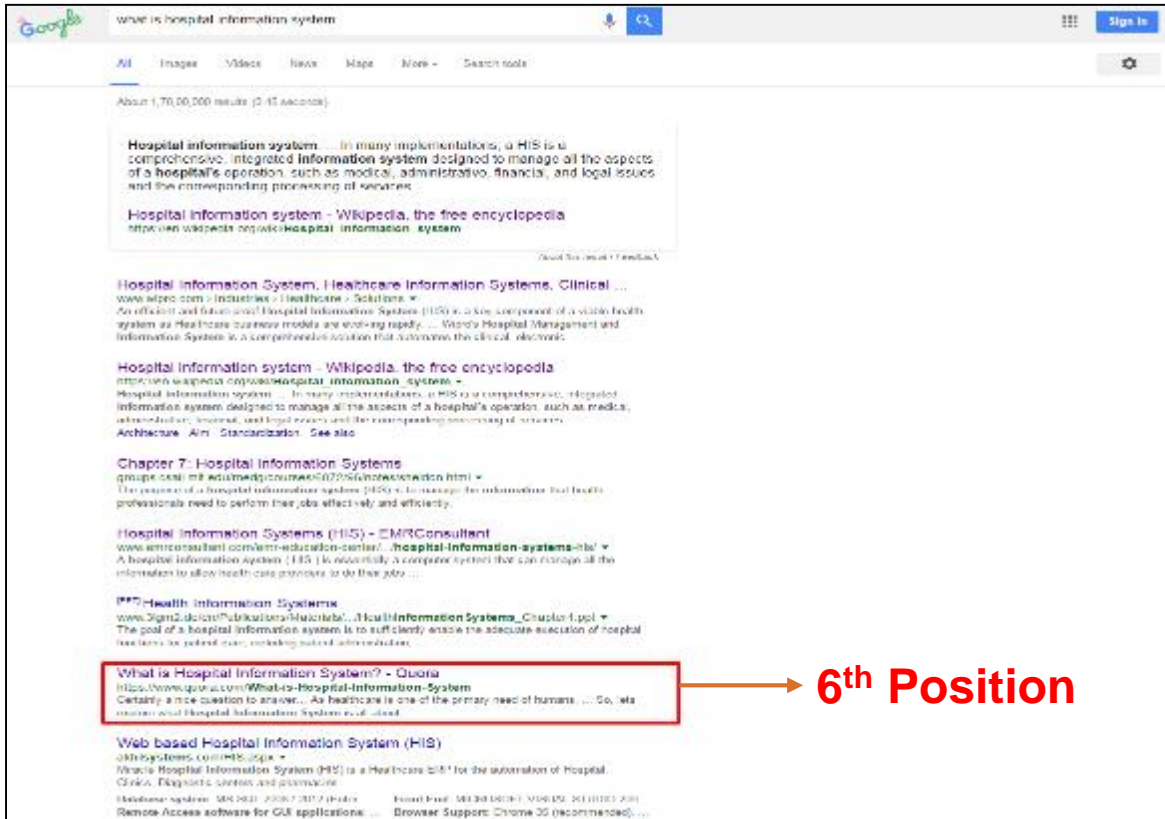
3,173 people reached

Like Comment Share

Arundhitha Kenundo, Parvati Kamesh and 124 others

Chronological

# Quora – Q&A Site



Answered 18 questions on Quora  
on the below topics:  
Healthcare – 14  
Oracle OpenWorld – 4  
Most of the answers are  
positioned in Top 10 of Google  
Search

# Social Media - Highlights



- #Tag Campaigns were conducted successfully for Oracle Open World 2016 as [#ACLatOOW16](#)
- Branding Campaign is going on under the name [#LifeatACL](#) on Facebook and we are expecting active employee participation on it

# 3. Thought Leadership - Content and Collaterals

**ALLEN CALSOFTLABS**

## PARADIGM SHIFT IN THE LIFE CYCLE - Leveraging IoT

**2. BUSINESS**

**3. TECHNOLOGY**

**4. SECURITY AND PRIVACY**

**ALLEN CALSOFTLABS**

## PRECISION MEDICINE OVER THE YEARS

*www.altensoftlabs.com*

**ALLEN CALSOFTLABS**

## ORACLE FUSION IMPLEMENTATION

**50%** Oracle Implementation

**10%** Talent Procurement

**100%** User Support

**ORACLE** Cloud Partner

**SUMMARY**

ALLEN CALSOFTLABS provides end-to-end services comprising end-user, consultancy, and methodology to help enterprise organizations build / custom-based enterprise architecture and implementation frameworks.

- 1. Fusion Consulting, Architecture Design & Implementation
- 2. Fusion Integration
- 3. Fusion Development, Training and User Support Services
- 4. User Cultural Support
- 5. Fusion Security Services (Penetration & Vulnerability)
- 6. Fusion Education Services (Training Materials & Programs)

# Survey: New Trends in FHIR

The screenshot shows the top of a web browser displaying the survey landing page. The page title is "Survey: FHIR Redefines Health Information Systems - Get Your Complimentary Report!". Below the title, there is a navigation bar with social media icons and a search bar. The main content area features the Altencalsoftlabs logo and a large image of a tablet displaying the survey interface. A prominent "USE MORE" button is visible on the right side of the image.

This screenshot shows the introduction page of the survey. It features a header with a blurred background of lights. The main text reads: "What is the best way to build the new generation of healthcare systems? We've asked you to help us find out. The survey is now open and we're looking for your input. It's a chance to share your thoughts on the future of healthcare and help us build a better future for everyone. The survey is now open and we're looking for your input. It's a chance to share your thoughts on the future of healthcare and help us build a better future for everyone." Below the text, there are several sections with bullet points and a "Start" button.

This screenshot shows the survey introduction page with a different layout. It features a large image of a female doctor in a white coat, holding a glowing purple hand icon. The text reads: "SURVEY: NEW TRENDS IN FHIR". Below the image, there is a paragraph: "Altencalsoftlabs recently released the first stable version of FHIR in May 2016. So, it's high time to find out how healthcare providers and service companies want to project FHIR in their offerings." A "Start" button is visible below the text.

- ✓ Launched a survey on New Trends in FHIR  
Links:  
<https://www.surveymonkey.com/r/YPJHBQ9>  
<https://altencalsoftlabs.typeform.com/to/W6QcRP>
- ✓ Published Press Release with survey link
- ✓ Sent mailers to all C-level, Directors and VPs in operations and IT requesting for response
- ✓ Planned to analyze responses and publish report



# Survey Mailers



**ALLEN CALSOFTLABS**  
AN ALLEN GROUP COMPANY

**SURVEY:  
NEW TRENDS  
IN FHIR**

The healthcare industry has lately explored the extensive scope of APIs based on FHIR standards. The foundation of the strong potential of FHIR standards lies in its capabilities of information exchange, sharing and retrieval.

**FHIR Framework supporting EDC, Research, Management, Analytics**

**FHIR Interoperable Solutions**

HL7 has recently released the first stable version of FHIR in July 2018. HL7 has recently released the first stable version of FHIR in July 2018. So, it's high time to find out how healthcare providers and service companies want to project FHIR in their offerings.

[Click Here to Participate in the Survey](#)

f t in

3 → What is the architectural context where your company applies FHIR?\*

- A Mobility Solution Communicating to FHIR Back-End
- B RESTful Interface to a PHR or Cloud-Based Data Repository
- C Document Storage and Retrieval
- D Conception of Normalized Data Model for Research Database
- E Service Interface to a Decision Support System
- F f. Message Broker/Service Bus
- G Other

✓ Survey mailer was sent for invitation  
✓ Survey questionnaire was formed in Typeform

# Brand Guidelines

## The Corporate Logo Signage, Colour Version Text, Rules and Description



## Logo Introduction

### LOGO DESCRIPTION

The term "logo" addresses all graphic elements characterizing the company. Our logo is a blend of two kinds of signs:



Visual sign entered into rectangular area

Typographic sign positioned beside



Only the combination of both the elements can form ALLEN Calsoft Labs' logo, rather the elements are inseparable.

### MINIMUM LOGO SIZES

Logo Dimensions  
Minimum Size: 60mm x 13mm



Logo Symbol  
8 lines



### ATTENTION:

- Don't change the colour of logo elements
- Don't distort the logo
- Don't add text on the sides of the logo
- Don't affect the readability of the logo
- Don't change logo font

03/25

- Created and designed Standard Brand Guidelines to be used uniformly across the company

# Reference Document for Recruiters




**ALLEN Calsoft Labs (ISO 9001:2008/ISO 27001:2013), an ALLEN Group Company, provides transformational enterprise IT and product engineering services, helping customers to become smarter, more productive, mobile and better at predicting the future. Leveraging our extensive deep industry and business process expertise, passion for customer excellence, and proven global IT services delivery model and network – we offer best of the breed Consulting, Enterprise IT and Product Engineering services for enterprises in [Automotive](#), [Aerospace](#), [IT & Networking](#) & [Telecom](#), [High-Tech](#) & [Retail](#) industries.**

Since 1992, ALLEN Calsoft Labs has delivered unmatched and sustainable business value to its customers through a combination of process excellence, flexible frameworks and technology innovation and integration. With a multi-cultural and multicultural talent comprising over 22,000 employees, spread across 24 countries, we bring in competitive advantage, innovative and fresh perspectives to business challenges and promote a collaborative knowledge environment.

ALLEN Calsoft Labs is a pioneer in delivering Business Innovation, Integration and Transformation through SaaS. We have redefined the art of addressing enterprise business challenges and technology challenges through our “connected customer experience” and:

- Enables enterprise in transforming their business through technology innovation and integration.
- Helps customers thrive in the digital age by enhancing productivity and performance.

**Our Key Facts:**

Some of the recognitions that has been added to ALLEN Calsoft Labs in the last 20 years include:

- Recognized as “Vendor to Watch” for Enterprise IT & Product Engineering by [Forbes](#)
- Received “Disrupting Contributor Award” by [NXT Data](#).
- Rated among the “Top 100 SOFTWARE & LINE SERVICES SOFTWARE SOLUTIONS PROVIDER” by [CRN Review](#).
- Named as “Product Engineering Systems Partner” by 12 of Top 500 CEOs.
- Ranked among “Top 100 Software Services Provider” by [Global Services Media](#).
- Mentioned by [Forrester](#) as a “Disrupter in IoT” in India.
- Selected among “Top 100 Thought Leaders in India” in [IoT India Congress](#).
- ALLEN, with revenue of \$1.74 billion, as per a recent study by [MIR Research](#) ranked number 2 globally among world’s top 10 service providers.

<http://www.alten.com/india>  
<http://www.alten.com/india>  
<http://www.alten.com/india>

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**HOW THEY RANK** | Top global engineering service providers

RANK	COMPANY	HEADQUARTERS	ESTIMATED REVENUE FROM SIMILAR SERVICES
1	Altran	France	\$2.6 billion
2	Altran	France	\$1.71 billion
3	AEC	Austria	\$1.45 billion
4	HCL	India	\$1.16 billion
5	AKKA	France	\$1.1 billion
6	Bosch	Germany	\$1.06 billion
7	Wipro	India	\$980 million
8	TCS	India	\$980-990 million
9	AF	Sweden	\$950 million
10	LUMS	Germany	\$790 million
11	Accenture	Ireland	\$750 million
12	AV	Germany	\$740-\$750 million

Source: CRN Research

- Vision & Values:**
- To be a nerve centre of innovation and business transformation driver and integration leader in Enterprise IT services delivery.
  - To deliver sustainable and scaling innovation in our customers, employees, and partners through engineering excellence, integrity, passion to excel, unwavering spirit, transparency and ethical practices.
  - To uphold the values of our parent company, ALLEN.
- Acquisitions:**
- ALLEN Calsoft Labs has acquired a niche CRM Service Company [FUR Technologies](#) to strengthen its presence in Life science business. URL: <http://www.altensoftlabs.com/index.php/aboutus/newsroom/alen-calsoft-labs-acquires-a-niche-crm-service-company-for-pharmaceuticals>
  - ALLEN Calsoft Labs has acquired Enterprise Technological Software Division of [AT&T Technologies Ltd.](#) to Accelerate Growth. URL: <http://www.altensoftlabs.com/index.php/aboutus/newsroom/alen-calsoft-labs-acquires-enterprise-business-division-of-at-t-technologies>
  - ALLEN Group Announces Strategic Acquisition of [iPulse Inc.](#) in USA. URL: <http://www.premierwire.com/news/alensoft-labs-group-announces-strategic-acquisition-of-ipulse-inc-in-usa>
  - Keynote partner with ALLEN Calsoft Labs to develop industry's first VPLI solution based on Linux Customers.
- Copyright 2016 © ALLEN Calsoft Labs.

- Created and designed reference document that recruiters can send to job applicants as Company Overview



# Content Snapshot

Collaterals	
<b>Case Studies</b>	37 (Newly Created), 125 (Total)
<b>Whitepapers</b>	4 (Newly Created), 22 (Total)
<b>Brochures</b>	10 (Newly Created), 66 (Total)
<b>Videos</b>	8 (Newly Created), 32 (Total)
<b>Presentations</b>	11 (Newly Created), 17 (Total)
<b>Webpages</b>	32 (Created for New Website), 2 (Created and Uploaded in Old Website)
<b>Emailers</b>	2 (Newly Created and Designed)
<b>Blogs</b>	20 (Newly Created, Designed and Uploaded in Both Old & New Sites)

# Case Studies

37 (Newly Created) | 125 (Total)

New Case Studies	Requested By
Automating Textile Lifecycle Leveraging IoT	Mrinmoy Purkayastha
Development of an IoT Application for a Brewery	Madhusudan Narahari
Enterprise Search and Text Analytics for a publication Giant	Madhusudan Narahari
Developing Hardware for Energy Efficient Lighting	Srinivasa Raghavan
Development of Citrix XenApp Virtual Channel for Biometrics	Sivakumar D
SAP Implementation, Support, Development and Testing Services for a Global Electronic Major	Somenath Nag

**CASE STUDY**

**ALLEN CALSOFTLABS**  
AN ALLEN GROUP COMPANY

### Automating Textile Life cycle Leveraging IoT

**THE CLIENT**  
The client is a market leader in the textile sector with 12 manufacturing plants in different parts of India.

**BUSINESS NEED**  
The client's infrastructure throughout during IoT 2020, similar to performance cost as per plant in each shift. They wanted ALLEN Calsoftlabs to be following for the plants that work 24x7 per day and one 24x7 shift.

Implement a pilot for their information system to obtain real-time information on their production line to other for large IoT systems.

**TECHNOLOGY USED**

- Next-Gen Services:IT
- Networking Components
- Firewall
- Routers/Switches
- Protocols: Net Framework
- Others
- ERP
- WIFIAN

- Machines
- Carding/LAP/Trucker
- Drawframe/Fisher
- Comber/SPIV
- Singlebar Condition
- Ring Frame/LMT

**SOLUTION DELIVERED**

**\*\*NOTE:** We have redesigned the case studies in an one pager format

# Whitepapers

4 (Newly Created) | 22 (Total)

New Whitepapers	Authors
Hadoop vs Apache Spark	Sivakumar D
vWLC	Panduranga Yellambalserao
Ixia Test Solutions	Arundhati Kanungo
Precision Medicine Over the Years	Arundhati Kanungo


## PRECISION MEDICINE OVER THE YEARS



# Brochures

10 (Newly Created) | 66 (Total)

New Brochures	Requested By
Cloud VPN Gateway	Santha Ram
SAP Practice	Somenath Nag
Oracle Fusion Implementation	Somenath Nag
UX Services	Somenath Nag
Mobility Services	Arif Nasim
Enterprise Resource Planning Services	Somenath Nag
Integrated Infrastructure Management Services	Somenath Nag




**ORACLE FUSION IMPLEMENTATION**

ALLEN Calsoft Labs has strong expertise around Oracle technology platforms, especially on Oracle Cloud & Fusion to support business transformation and Innovation journey for global enterprises. Leveraging a strong team of highly skilled Oracle Fusion experts (100+), we have proven expertise in modernizing enterprise applications to accelerate business outcomes with simplified business processes.

As a Gold Partner within the Oracle Partner Network (OPN), ALLEN Calsoft Labs helps customers integrate existing ERP investments with Oracle Fusion Applications promising lower TCO and faster cycle time.

**OVERVIEW**


- 50+ Oracle Implementations
- 10+ Fusion Implementations
- 100+ Fusion experts

**SERVICES**

ALLEN Calsoft Labs provides end-to-end services comprising road map, approach, and methodology to help enterprises establish Oracle Fusion-based enterprise architecture and implementation framework.

- Fusion Consulting, Architecture Design & Implementation
- Fusion Integration
- Fusion Development, Testing and Interface Services
- Post Go-Live Support
- Fusion Security Services (Standard and Custom)
- Fusion Education Services (Training Materials & Manuals)

**ORACLE Gold Partner**






# Alexa Rank





Global Rank <sup>?</sup>

 **299,042** ▲ 65,852

Rank in India <sup>?</sup>

 **23,672**

Country	Percent of Visitors	Rank in Country
 India	89.6%	23,672
 United States	6.5%	508,653

# Blogs

20 (New blog) | 66 (Total ) New Blog Site Launched

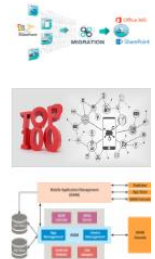
New Blogs	Author/Authors
Highlights of Oracle OpenWorld 2016	Arundhati Kanungo
Top 5 Automotive IoT Use Cases	Arundhati Kanungo
Top 9 Retail IoT Use Cases	Arundhati Kanungo
Analyzing MQTT vs CoAP	Ravi Chandran R
Top 100 IoT Use Cases Revealed	Arundhati Kanungo
5 Key Takeaways from IoT India Congress 2016	Arundhati Kanungo
E-2 Visa Coverage – Fly to US	Arundhati Kanungo
Blockchain in Healthcare Sector	Saji Jacob
Top 6 IoT Security Threats	Arundhati Kanungo
Outsourcing Clinical Trials – Support Functions	Hemchandran Babu
Mobile IoT Amends User Experience	Arif Nasim

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## Videos



## Featured Blogs



## 7 Steps to Achieve Office 365 Migration from SharePoint 2013

Technology changes every moment and it is you who needs to be updated with the new tech trends. SharePoint 2013 is undoubtedly great as a collaboration tool, but it is time now to migrate to Office 365. This Office 365...

Arundhati Kanungo | October 1st, 2016 | 3 days ago

# 4. Events





# Events – IoT India Congress 2016

**ALTEN Calsoft Labs** 🤖 feeling excited at 📍 The Lalit Ashok Bangalore.  
Published by Amit Gupta 191 · September 7 at 2:38pm · 🌐

We are in top 8 finalist at IOT India Congress thought leadership awards.  
#iotindiacongress #iot #machinesentience

461 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Devender Kamble, Berlin Raj and 7 others

🗨️ Write a comment...

We were among Top 8 Finalists in IoT India Congress for Thought Leadership Awards

**ALTEN Calsoft Labs** 🤖 attending IoT India Congress 2016 with Amit Gupta and Arundhati Kanungo at 📍 OKO, The Lalit Ashok Bangalore.  
Published by Arundhati Kanungo 191 · September 8 at 9:07pm · 🌐

ALTEN Calsoft Labs is positioned among Top 8 IoT Thought Leaders of India.






365 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 ALTEN Calsoft Labs, Debout Ganguly, Sundeeep Sandy and 6 others

🗨️ Write a comment...

# Events – Oracle OpenWorld 2016

Facebook	Twitter	YouTube
<p>ALTEN Calsoft Labs added 7 new photos. Published by Amit Gupta (M) · September 20 at 10:40am · 3</p> <p>We are at Oracle Open World Booth No. 3232. #oow16 #ACLatOOW16</p>  <p>241 people reached</p> <p>Like Comment Share</p>	<p>ALTEN Calsoft Labs</p> <p>73% of outperforming companies excel at change management. Are you ready??? Visit booth no 3232 #oow16 to get more insights #ACLatOOW16</p>  <p>3:30 PM - 21 Sep 2016</p>	<p>Redefine your CX Leadership to address complex business challenges</p>  <p>Analytics Video Manager</p>
Blog	Press Release	Event Page
 <h2>5 Reasons for You to Attend Oracle OpenWorld 2016</h2> <p>Oracle OpenWorld 2016, one of the largest annual technology and business conference, is around the corner to offer you insights on how</p>	<p>PRNewswire</p> <h3>Join ALTEN Calsoft Labs at Oracle OpenWorld 2016</h3> <p>SANTA CLARA, California and BANGALORE, September 7, 2016 /PRNewswire/—</p> <p>Visit Booth #3232 to Gain Insights on How ALTEN Calsoft Labs Has Helped Organizations to Become Digital Enterprises.</p> <p>Oracle OpenWorld is one of the most prominent technology and business conferences for Oracle partners and customers. It is the perfect place where the top-notch industry experts discuss how technology can be utilized to resolve today's complex business challenges. ALTEN Calsoft Labs, an Oracle Gold Partner, is participating in the annual conference of Oracle this year at San Francisco, California from September 18 to 22, to brief organizations on how Oracle Technology can bring radical change to their business.</p> <p>ALTEN Calsoft Labs is going to help organizations in optimizing their experience in various Oracle IT arenas like CX, ERP, HCM, SCM, S&amp;B and many more. As an Oracle Gold Partner and Fusion Co-Development Partner, the company is dedicated in delivering innovative and leading edge solutions based on Oracle Applications, including Fusion Platform &amp; Applications, and Supporting Oracle in the market. Apart from ODA Services, ALTEN Calsoft Labs' service suite encompasses implementation, version upgrade, migration, integration and even testing.</p> <p>ALTEN Calsoft Labs has extended their Oracle Practices across various industries like Education, Finance, Construction and many more. Integrating expertise in modules like Oracle e-Business Suite (Finance, Contracts, Procurement, CRM, Manufacturing, Order Management, P&amp;M, Learning</p>	 <h2>Oracle OpenWorld Conference 2016</h2> <p>18th - 22nd September, 2016, San Francisco, California</p> <p>Contact with ALTEN Calsoft Labs @ booth # 3232 to gain insights from our experts to drive business outcomes through investments in Oracle technology.</p> <p>Oracle OpenWorld is one of the largest technology and business conferences for Oracle partners and customers. It is the ideal place where the top-notch industry thought leaders discuss how technology can be utilized to resolve today's complex business challenges.</p> <p>As an Oracle Platform Partner and Fusion Co-Development Partner, ALTEN Calsoft Labs is dedicated in delivering innovative and leading edge solutions based on Oracle Applications, including Fusion Platform &amp; Applications, and Supporting Oracle in the market. Our service suite encompasses implementation, version upgrade, migration, integration and even testing. ALTEN Calsoft Labs is participating in Oracle OpenWorld Conference 2016 to brief you on how Oracle Technology can bring radical change to your business.</p> <p>Meet Our Experts:</p> <p>Somnath Nag, Director - ISV &amp; Enterprise Solutions of ALTEN Calsoft Labs will be available to discuss on Oracle e-Business Suite, Oracle Fusion Apps, Oracle Procurement and Oracle Middleware from Monday, September 19th, 2016.</p>

# Events – Oracle OpenWorld 2016 (CONT.)

- Booth [#3232](#) was set up.
- Giveaways ([car battery chargers and T-shirts](#)) were arranged.
- One press release done
- Event page was created.
- YouTube Video was created. It got mentioned by Oracle OpenWorld in Twitter.
- 2 Blogs were published and shared across all social channels.
- 4 Quora answers written.
- #Tag Campaigns were conducted successfully for Oracle OpenWorld 2016 as [#ACLatOOW16](#).

5.

 glassdoor

3.0



# Dashboard - Snapshot

## ALTEN Calsoft Labs Ratings and Trends



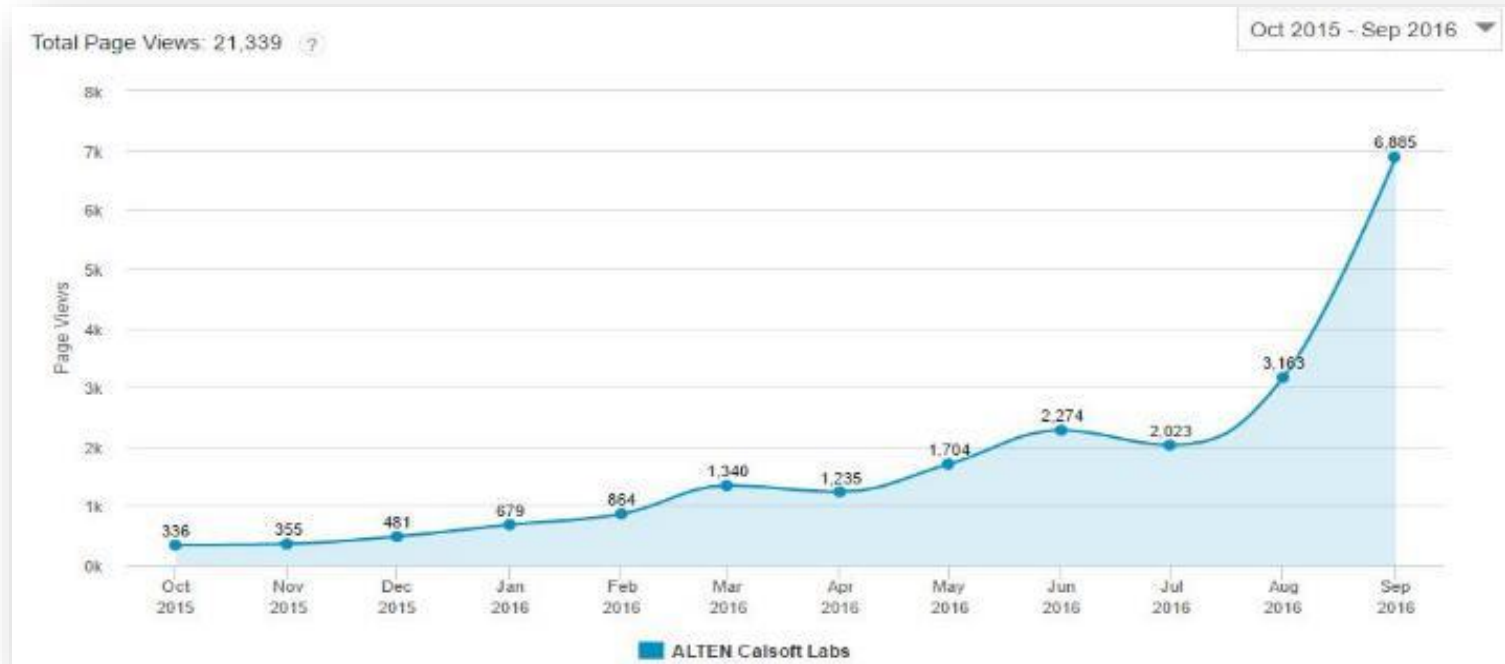
Overall 2.9. Anything above 3.5 is considered good

All 3 ratings could have been much better.



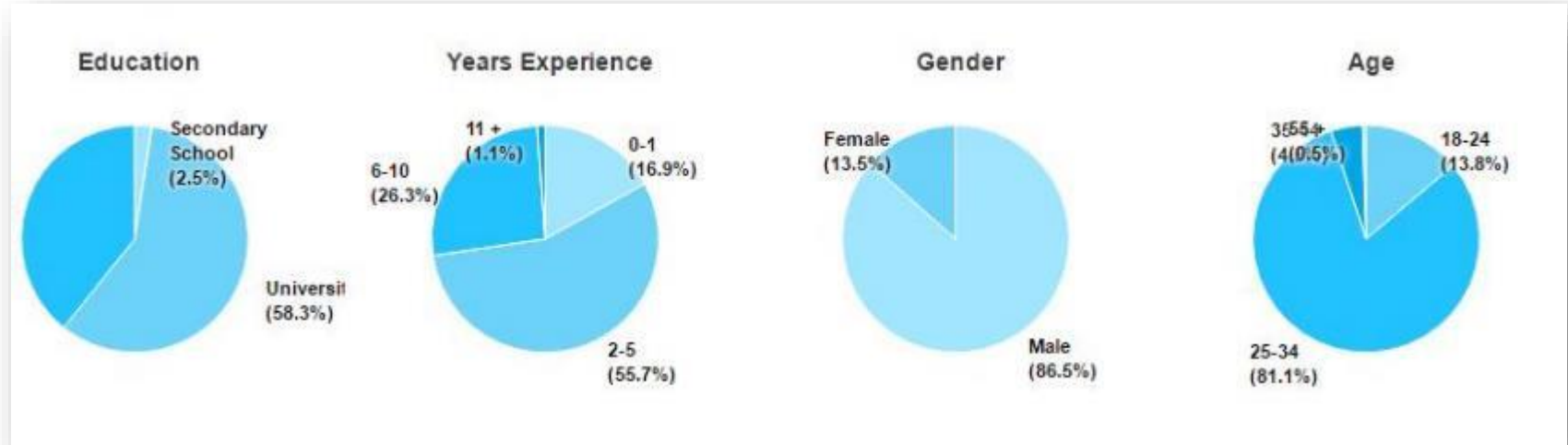
Rating is declining. That is a big reason to worry.

# We Can't Ignore Glassdoor



Number of visits are increasing on Monthly basis

# Our Viewers on Glassdoor



Numbers are self explanatory. All our target and potential candidates view us on Glassdoor





# Sample Comments Posted on Glassdoor

13 Sep 2016

981 views in last 30 days



## "A Company to be avoided"

★☆☆☆☆ Current Employee - Module Lead in Bangalore

■ Doesn't Recommend ■ Negative Outlook ■ Disapproves of CEO

I have been working at ALLEN Calsoft Labs full-time (More than a year)

### Pros

You can sit idle and get paid

### Cons

1. You loose your skillset
2. Incompetent people who can't bring projects
3. Only 3-4 projects

### Advice to Management

Find competent people.

3 Sep 2016

1,416 views in last 30 days



## "QA Engineer"

★☆☆☆☆ Former Employee - Anonymous Employee in Chennai

I worked at ALLEN Calsoft Labs (More than a year)

### Pros


They pay well for lateral entry.

### Cons

Office facilities are less.  
No good projects for IT services

# Sample Comments Posted on Glassdoor (CONT.)

2016 Helpful (2)  
627 views in last 30 days

 **"Worst service based company"**  
★ ★ ☆ ☆ ☆ Former Employee - Senior Software Engineer in Bangalore

Doesn't Recommend Neutral Outlook No opinion of CEO


I worked at ALTEN Calsoft Labs (Less than a year)

**Pros**  
I don't have anything i can add for pros as my experience was worst and worst this company

**Cons**  
1- First its a service based company that is having n number of projects from different companies.  
i worked there for 6 months only, as far as i know higher mngmt itself don't know what is the actual process.  
2 - HR as employee will be working for clients they have know idea what emp is going through and even they respond mail very late sometime don't.  
3 - if you hired a software engineer dont put them on automation but they can do this because they don't have any idea about difference between automation and development.  
4 - timesheet as they count 9 hours exactly if you are in calsoft campus even you cant smoke :-)

**Advice to Management**  
Stop giving high pay to whom they don't deserve.

23 Jul 2016 Helpful (3)  
1,598 views in last 30 days

 **"Had fun....no future"**  
★ ★ ☆ ☆ ☆ Former Employee - Technical Documentation in Bangalore

Doesn't Recommend Neutral Outlook Disapproves of CEO

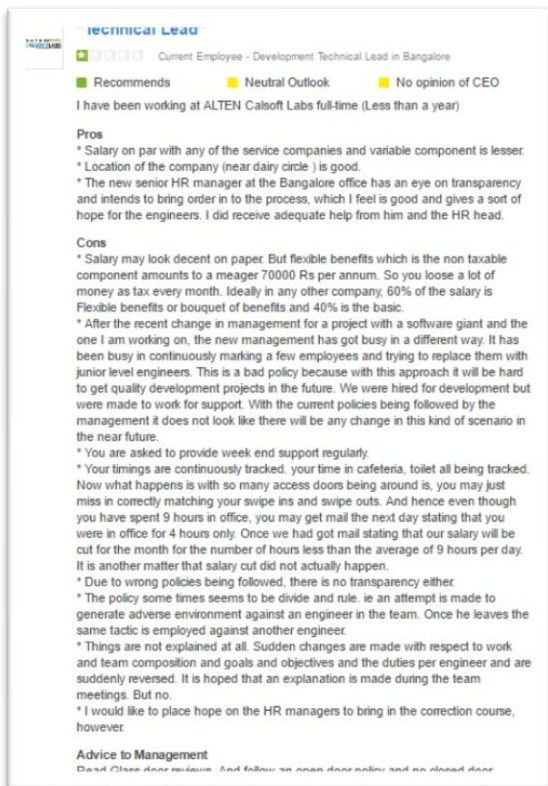
I worked at ALTEN Calsoft Labs full-time (More than 3 years)

**Pros**  
No professional way of progress. Can enjoy life if your smart enough

**Cons**  
Totally no future if u get stuck for more than 3 years..no use of talent..they just need a lead to manage the projects with any kind of Freshers.

**Advice to Management**  
Consider employees personal life and future inspite of being focused on the companies growth. It will only happen mutually.

# Sample Comments Posted on Glassdoor (CONT.)



**Technical Lead**  
Current Employee - Development Technical Lead in Bangalore

Recommendations: 1 (Green), Neutral Outlook: 0 (Yellow), No opinion of CEO: 0 (Grey)

I have been working at ALTEN Calsoft Labs full-time (Less than a year)

**Pros**

- \* Salary on par with any of the service companies and variable component is lesser
- \* Location of the company (near dairy circle ) is good.
- \* The new senior HR manager at the Bangalore office has an eye on transparency and intends to bring order in to the process, which I feel is good and gives a sort of hope for the engineers. I did receive adequate help from him and the HR head.

**Cons**

- \* Salary may look decent on paper. But flexible benefits which is the non taxable component amounts to a meager 70000 Rs per annum. So you loose a lot of money as tax every month. Ideally in any other company, 60% of the salary is Flexible benefits or bouquet of benefits and 40% is the basic.
- \* After the recent change in management for a project with a software giant and the one I am working on, the new management has got busy in a different way. It has been busy in continuously marking a few employees and trying to replace them with junior level engineers. This is a bad policy because with this approach it will be hard to get quality development projects in the future. We were hired for development but were made to work for support. With the current policies being followed by the management it does not look like there will be any change in this kind of scenario in the near future.
- \* You are asked to provide week end support regularly.
- \* Your timings are continuously tracked. your time in cafeteria, toilet all being tracked. Now what happens is with so many access doors being around is, you may just miss in correctly matching your swipe ins and swipe outs. And hence even though you have spent 9 hours in office, you may get mail the next day stating that you were in office for 4 hours only. Once we had got mail stating that our salary will be cut for the month for the number of hours less than the average of 9 hours per day. It is another matter that salary cut did not actually happen.
- \* Due to wrong policies being followed, there is no transparency either.
- \* The policy some times seems to be divide and rule. ie an attempt is made to generate adverse environment against an engineer in the team. Once he leaves the same tactic is employed against another engineer.
- \* Things are not explained at all. Sudden changes are made with respect to work and team composition and goals and objectives and the duties per engineer and are suddenly reversed. It is hoped that an explanation is made during the team meetings. But no.
- \* I would like to place hope on the HR managers to bring in the correction course, however.

**Advice to Management**  
Read Glass door reviews. And follow an open door policy and no closed door

- ✓ List down all the concerns that people have posted on Glassdoor.
- ✓ See how we can address those.
- ✓ Give employees room to write better reviews.

# Responses in Glassdoor

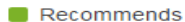
24 Sep 2016



**"Expectations have been met & aspirations have been fulfilled to the fullest right from day one"**



Current Employee - Content Writer in Bangalore



Recommends



Positive Outlook



Approves of CEO

I have been working at ALTEN Calsoft Labs full-time (Less than a year)

## Pros

ALTEN Calsoft Labs is a great place to work. It streamlines the journey from campus to corporate. The company gives ample opportunities to employees to develop themselves both personally and professionally. For the aspiring professional, there is no paucity of opportunities that ALTEN Calsoft Labs can offer. The unique differentiators that make ALTEN Calsoft Labs the best place to work are:

1. Approachable and Sup...

Show More

## Cons

Well, a few imperfections like employee's work-hour tracking actually make the place more realistic and practical.

## Advice to Management

Let it be as it is at present, and keep growing. The employees aim to grow themselves with the growth of the company.

Helpful



## ALTEN Calsoft Labs Response

28 Sep 2016 – Associate Director Marketing

Thanks for writing this review . We will look into the work-hour tracking system so that it should work perfectly. Thanks once again.

- ✓ We are considering every small to big problem with equal concern.
- ✓ We understand only satisfied employees can make ALTEN Calsoft Labs, one of the best places to work.

# What Are We Doing?

- ✓ Started responding to people on Glassdoor. But that is not enough.
- ✓ Completed the Glassdoor profile with added content about us. But we need to enhance more.
- ✓ Merged both Calsoft Labs and ALTEN Calsoft Labs into one.

# Ask People to Write Reviews

Invite current employees to provide honest feedback to help showcase your company's transparency. Only reviews from current employees will count towards obtaining OpenCompany status.

From

To

Have a lot to send? Upload CSV or XLS files up to 1MB in size. One email address per cell.

Subject

Message

**To: everyone,**

We'd love it if you would take a moment to review on Glassdoor. Glassdoor is a leading destination for job seekers to research companies and decide if they want to work there. We also use employee feedback on Glassdoor to listen to you so that we can become a better company. It's important that our employees are providing continuous feedback on what it's like to work at so we can continue improving and attracting great talent like you.

Your feedback is completely anonymous. Thank you very much.

This is the template that Glassdoor provides us

- ✓ We are managing and replying to reviews on Glassdoor as a part of Branding.
- ✓ We are also encouraging employees to write more
- ✓ 5 star reviews

# Our Journey Continues...



# Thank you...

