



Suyati Technologies Private Limited

Leverage Our Unique Global Services

At Suyati, we guarantee business value for you. We tell you upfront if we are not a fit and will even help you to find other partners.

– Mukund Krishna, Founder | CEO

Increase Your Revenues!

.....easier said than done!

But **two** distinct offerings from Suyati can help

Dedicated Global Teams

Extend your team profitably

Build a talented team that innovates and builds your product or service for the longer term at lower cost

Content Crossroads

Get Content....Get Business

Continuous creation of high quality content on-line to generate interest for your product or service



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Leveraging Global Talents
Dedicated Global Teams

Extend Yourself Profitably

YOU → Small and medium software or technology product or services company

YOUR NEED → Extend team capability and capacity to increase revenue and profits

OUR APPROACH → Create a Dedicated Global Team experienced in leading edge technologies and domains that addresses your development and support needs

but frees up capital to market your product and services



What is Different?

- ❑ Innovation and not just inexpensive programming
- ❑ Risk and revenue sharing models; At cost services to tackle cash flow constraints
- ❑ Low cost of entry into India; Leverage local presence and networks
- ❑ Build-operate-transfer (BOT) and Joint Venture (JV) agreements
- ❑ Align with India, China and Asia Pacific markets through product customization and positioning

Our Approach & Expertise

- ❑ Geographically diverse recruiting network
- ❑ Talent retention through exceptional HR management fostering innovation
- ❑ Custom processes and infrastructure to ensure effective communication and delivery
- ❑ Target smaller cities with good civic infrastructure
- ❑ Assist client's resources to get the best output from dedicated teams
- ❑ Protect client's IP with physical and network security

Client's Speak



“The team is technically competent, innovative and extremely focused on delivering to our needs time and again. The infrastructure that is in place at Suyati’s office in Kochi, India is world class.

Gerry Bailey

Chief Information Officer, FifthGear

“I have complete trust in the leadership of Suyati Technologies, whom I have known for over 5 years. They have always supported our needs and have been an integral part of our offshore ventures.

Matthew L. Konkle
President, FifthGear





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CONTENT CROSSROADS

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Strategic Online Market Engagement

www.contentcrossroads.com

Get Content...Get Business

Your online CONTENT should

- be fresh and dynamic
- be available and searchable
- bring about social interactions
- be informative
- be referred across various sites
- be more visible than your competitors, and
- finally enable a call to action and conversion

Right Content @ Right Place

- ❑ Blog Post Management – Creation and Moderation
- ❑ Periodic Content Delivery – Custom E-mails, Newsletters, Press Releases, Direct Mailers, etc.
- ❑ Researched Content Creation – Web articles, Op-Eds, Interviews, etc.
- ❑ Basic Research – Keyword research, PPC campaigns creation and monitoring
- ❑ Social Networking and Engagement – Profile definition, creation and management, social networking community development, etc.
- ❑ Online Results Analysis and Strategy Development

Our Content Delivery Model

- ❑ Large network of content creators in English; Tie ups with Translators;
- ❑ Journalists, technical and non technical writers, content editors
- ❑ Partners with expertise in keyword research, and targeted PPC campaigns
- ❑ Project management system being developed to deliver content consistently and regularly online
- ❑ Great quality, high scalability, repeatability and lower cost

Our Clients

- ❑ SEO and Marketing blogging service provider requiring 500+ blogs/month (US)
- ❑ Technology infrastructure service provider (India)
- ❑ Lifestyle and health supplement manufacturer(India)
- ❑ International annual show (US)
- ❑ Medical billing software provider (US)
- ❑ Content provider for researched articles (Swiss)
- ❑ A non-profit group working to spread awareness about impact of Sugar and BP monitoring (India)



“We love working with Suyati and constantly look for new opportunities to expand our partnership”

Matthew L. Konkle,
President, FifthGear



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