

SJS serenUS



Unleashing the latent potential of **Technology**

Who we are?

Founded by a group of BITS graduates, Serenus Information Systems is focused to abridge the concerns of today's growing world leveraging the latent potential of Technology.

The Leading Edge...

Our solution strategy has always been competitive positioning through Innovation. Strong concatenation of creative potential with the culture of innovation, workplace professionalism, and in-house training and learning helped Serenus, be the differentiating factor.

Some of the best brains in the industry bring in an enormous wealth of experience under the banner of Serenus. Consequently we can speak the language of many (industry) domains. We are a group of creative, innovative & highly skilled guys, filled with inexhaustible energy with the right blend of focus & intuition who see things differently.

Our quick turnaround times with the best quality assurance has gained us many clients giving them the experience of **“just imagine and you see it in reality”**.

Core Values

- ◆ Foster the creative potential
- ◆ Maintain the culture of Innovation
- ◆ Encourage Idea generation from within the Organization
- ◆ Unleash the Leadership element

Our Mission



“ We at **Serenus** believe that there is a wide spectrum of technology that is left unexplored and that this unexplored side of technology holds key to most of the concerns today's business has. We aim at unleashing this latent potential of technology to provide world-class solutions to your problems and help you add value to your business ”

Products / Solutions

Serenus strives to create out-of-the-box solutions by capitalizing on its expertise in building robust, complex and scalable systems. Our solutions are easy-to-use, quick to implement, and affordable with a high degree of customization that is turning heads, at organizations large and small.

Frameworks/Technologies used: C++, J2EE, EJB3.0, JSF1.2, RichFaces, Flex, Action Script, Web Services, Jasper Reports, Open Flash Charts



eduCAN is an exhaustive learning management suite which provides an effective e-learning platform for educational establishments. It is aimed at making the process of imparting learning easy and effective by complementing & enhancing the regular learning process and thereby creating a well organized learning environment. It is the only complete suite which is tailored to address the common issues faced by the teaching & student community of an educational establishment. Features provided as part of the suite are the direct outcome of the inputs provided by well known faculty of different world class universities.

Unlike other solutions available in the market, this is the best available cost-effective solution which is targeted:

- To ensure students receive academic programs symmetrically and to improve the participation of students in learning process.
- To foster the development of good teaching practice and to share information about the practices.
- To set measures and outcomes which enable the university to assess rigorously on how well the teaching and learning objectives are being achieved.
- To encourage innovation in teaching.



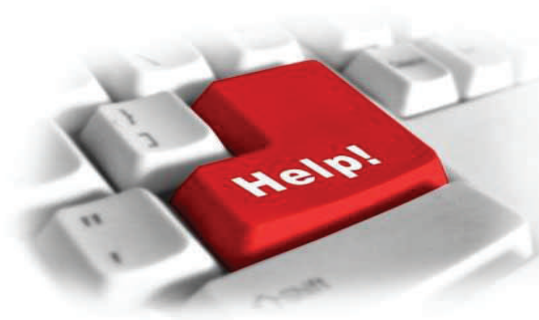
eduCAN is a scalable, robust, and flexible platform for managing learning activities, resources, curriculums, and courseware which is built on the following main components:

- ◆ Course Planning & Management
- ◆ Knowledge Base Management
- ◆ Evaluation Management
- ◆ Collaboration Item Management
- ◆ Feedback & Quality Management
- ◆ Users, Profiles & Permissions
- ◆ System Administration

Yo Help

YoHelp is a comprehensive “self support” framework that is adaptable and agile. It simplifies the help and support process and helps the end users quickly find most accurate and precise answers to their questions with out the need for any human support. The framework can be used to create an exhaustive support platform for any application which may include any media formats like video and audio in addition to the conventional help documentation. The automated self help system provides significant assistance in discovering, navigating, ranking and quickly filtering all possible help documentation relevant to the context.

The smart search engine can correlate the content in the current context with the help documentation in the centralized repository leveraging on the complex technologies like natural language processing and predictive analysis algorithms to provide the just right help content that is appropriate for the context.



Key Highlights

- ◆ Easy to plug into any application.
- ◆ Bundled with a centralized help documentation repository.
- ◆ Smart tagging and indexing of help content.
- ◆ Easy to use documentation management tool.
- ◆ Inbuilt statistical analysis.
- ◆ Support of multiple help documentation formats including audio and video.

YO-TRAINER

YoTrainer is a comprehensive video based training management system for organizations of any size. It is aimed at reducing the recurring training costs and the burden of managing the training process. It is a powerful tool that helps plan customized trainings by targeting the designing, developing, packaging and delivering the training programs towards a targeted set of trainees. It helps bridge the performance gaps within an organization by leveraging on the built-in quantitative and qualitative assessment tool

Key Highlights

- ◆ Easy to use training management tool with inbuilt User Management
- ◆ Live and offline training processes
- ◆ Organized training - user & profile based training processes
- ◆ Inbuilt training evaluation & analysis components
- ◆ User rating based on skills acquired
- ◆ Project based user and training Mapping



MEASURE IT

MeasureIT is a web based Pluggable Assessment & Validation tool. It is an easy-to-use, most effective assessment tool which can be used to evaluate and measure the performance based on the custom defined standards. It's a seamless data collection channel that not only provides tools to collect data but also comes bundled with a comprehensive qualitative and quantitative analysis tool that helps comparison of data based on custom criteria. With the built in ad-hoc reporting component that is intuitive yet powerful, sophisticated visualizations and custom reports from multi-dimensional data can be generated easily to enhance insight and expedite analyses by enabling more rapid and accurate observations.



Key Highlights

- ◆ Easy to use questionnaire / survey designer.
- ◆ Collaborate with team members on the design of surveys.
- ◆ Bundled with built-in survey library.
- ◆ Conduct online tests with web based training modules.
- ◆ Publish surveys via email or post them on web.
- ◆ Email invitations, automatic reminder messages, completion messages and more.
- ◆ Customize the look and feel of surveys.
- ◆ Analyze survey data
- ◆ Pictorial representation of survey response data.
- ◆ Create / compare groups, respondents based on user specific criteria.
- ◆ Ad-hoc reporting to create custom reports.
- ◆ Publish reports securely.
- ◆ Export reports as PDF, Excel spreadsheets or Pivot Tables, so data can be analyzed using another familiar tool.

Services

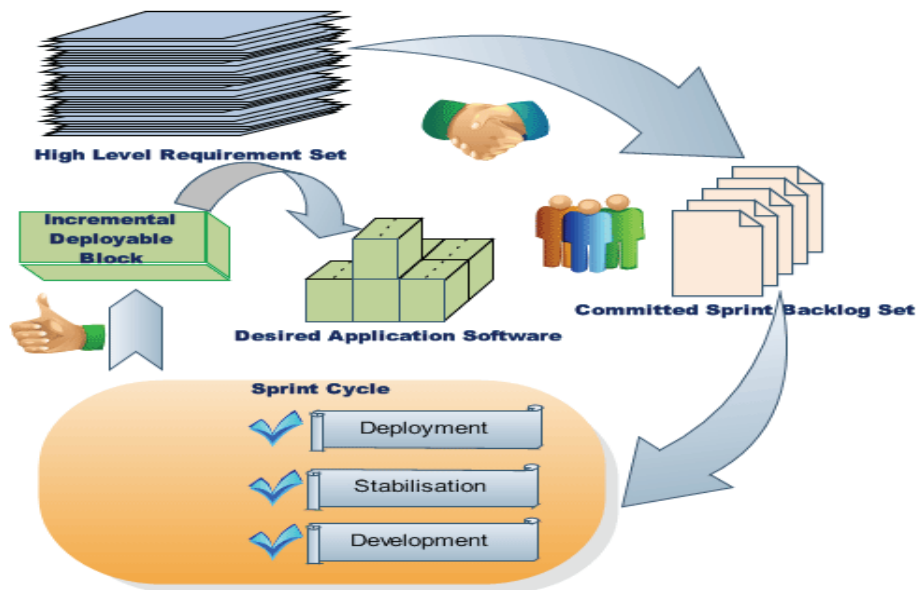
We at **Serenus Information Systems** constantly strive to solve all your business needs, by providing a wide range of services extending from Custom Software Development to Business Application Integration. We excel in managing complex and long term engagements, implementing technology solutions that add value to your business.

What We Offer

- ◆ World class operational capability and strategy that integrates powerful technology with business goals.
- ◆ A customer centric development process with continuous client visibility into project.
- ◆ Proactive and comprehensive view of development strategy and processes to ensure predictability of deliverables.
- ◆ Provide the right perspective on various technology options, identifying and evaluating new emerging technologies thus providing the right solution for your business.

Our Methodology

We strongly believe that, it is our methodology that helps us exceed expectations for quality, delivery time and cost. Our methodology is based on Scrum, a proven Agile Software Development Process. For better interests of our customers, we have slightly modified the process to suite our customer needs.



"**Happy Customer**", being our only motto, we adopt ourselves to our customer needs, ensuring a high level of quality in terms of commitment and transparency. We provide our customers with a detailed report about the project completion status, risk management and budget report at different levels of Software Development Cycle which internally helps them organize their schedules and plans.

Core Competencies

Microsoft .NET Technologies

We have a widespread expertise in developing enterprise solutions leveraging the power of .NET framework. Our development work includes custom web applications, windows service, desktop applications.

Java Technologies

Our products showcase our expertise in Java Technologies. Our solutions are built upon state-of-the-art technologies and components that encompass the application servers, databases, and development tools that takes advantage of the performance and ubiquity of the Java Platform.

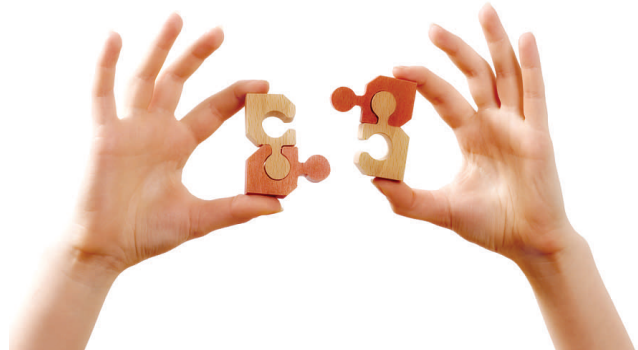
Enterprise Application Integration

By leveraging on our Enterprise Application Integration Services you can define your enterprise system architecture that can support continuous changes in the business environment by allowing rapid restructuring of existing applications and streamlining of the business process.

Connecting your **business** needs to **Technology**

Enterprise Mobility

We have vast experience in developing and maintaining mobile solutions. Through mobile technologies, organizations have the potential to impel changes ranging from productivity improvements to a metamorphosis of business process.



Enterprise Business Intelligence Solutions

We have experience in delivering solutions that address your business problems and objectives. We understand the challenges your business faces and assess your current process, operations, information and technology requirements to ensure we design solutions that add tangible value to your business.

Open Source Software

We offer support and consulting services for Enterprise Applications Servers like Glassfish, JBoss and Relational databases like MySQL.

Our Work

We provide the right blend of technology solutions and business intelligence tools to enable our clients optimize their operations with IT. Our services add tangible value to their business operations and help them

- ◆ Achieve operational efficiency.
- ◆ Gain greater access to distribution channels.
- ◆ Achieve faster and improved decision-making ability.
- ◆ Target the right markets.
- ◆ Increase their customer base, retain existing customers and manage customers' needs through collaboration.

Some of our valued clients:



Case Study—American Marketing and Publishing

American Marketing & Publishing publishes the HomePages® Directories targeting over 350 close-knit communities, and nearly 40,000 independent businesses endorse their publishing model with their advertising patronage. The HomePages® Directory is a highly personalized hometown phone book that serves communities through more than 235 directories in Illinois, Indiana, Iowa, Ohio and Wisconsin. Their directories are mailed to every home, business and PO box holder in the communities they serve. HomePages® is dedicated to providing up-to-date, error-free Yellow Pages and White Pages community directories.

Challenges put forth by AMP to Serenus

- ◆ Lack of visibility into the daily sales.
- ◆ Inability to assess the performance of the sales representatives.
- ◆ Inability to schedule and maintain projects/tasks for sales representatives.
- ◆ No Proper aids to communicate the daily activities with sales representatives.
- ◆ Cumbersome and time consuming process to generate invoices and statements to the customers.
- ◆ Non availability of an instantaneous source to know the revenues generated for a publication/area and revenue generated by a sales manager.
- ◆ Lack of aids to strengthen the sales process by identifying the weak business areas.
- ◆ Lack of proper tools to plan the publication life cycle well in advance.
- ◆ Confusion about the ad status and ad layout for the customers until the book is published.
- ◆ Lack of online payment process.
- ◆ No streamlined process to process the request for ad changes by the customers.
- ◆ Lack of sources to know the customer account history.
- ◆ Lack of proper notifications about the ad status and payment status to the customers.

AMP Case study

How we helped AMP?

With over 40000 customer there was vast amount of valuable business data lying around that needed to be moved from one place to another—such as from one business application to another and ultimately a centralized data warehouse for analysis. The problem is that the data lies in all sorts of heterogeneous systems, and therefore in all sorts of formats. To solve the problem, **Microsoft SQL Server Integration services** was used to read data from its source, clean it up and format it uniformly, and then save it to a new database to be used for reporting purpose.

With business data increasing exponentially there was a need for a scalable and robust reporting solution to provide the right insight into the business operations. **Microsoft SQL Server Reporting Services** was used to deliver enterprise, Web-enabled reporting functionality with the ability to create reports that draw content from a variety of data sources, publish reports in various formats, and centrally manage security.

To give AMP a faster and improved decision-making ability and help them target the right markets, a robust and scalable web based application named “Sales Facts” was developed to provide a clear cut visibility into the total sales process. A platform was provided where in sales representatives can enter the daily, weekly and monthly sales details at the very basic level like the number of contacts made, number of ads sold, revenue generated etc. This data entered by the sales representatives was then used to generate different SQL Reports which gave a very clear insight about the sales being made, obstacles faced, weak and strong business areas, sales representatives performance, revenues generated, balance payments, so on. A platform was also provided for assigning time bounded tasks to the sales representatives and evaluate their performance based on the completion of the tasks. Ultimately the Sales Facts Application became the core platform to know about the facts in the sales and helped the management to take the right decisions based on the statistics provided that helped to boost the business sales to a new level.

To streamline the core business process, there was a need for a tool that would act as a platform to interact with the customers to process their requests and this ultimately transformed to a service platform where the customers would be able to register , upload ads , proof the ads ,update ads/listings , make online payments or reach customer service. Time span for all the customer collaboration processes were reduced drastically providing customers with a joy to use platform. Now customers are provided with a clear picture by sending e-mail notifications at planned intervals about the ad status, publication dates, payment statements etc. Ultimately a rich, flexible and easy to use platform was provided that solved all the customer related obstacles and boosted the business productivity.

The solutions provided by the Serenus are now the core components in the total business process of AMP and we both are still looking forward to unleash the latent potential of technology to further take the business to unreachable levels.

Contact Us

Tell us what you need, and we will contact you with the right solution.

Find out how you can improve your quality by using our Solutions & Services. Request for an online demo now.

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