

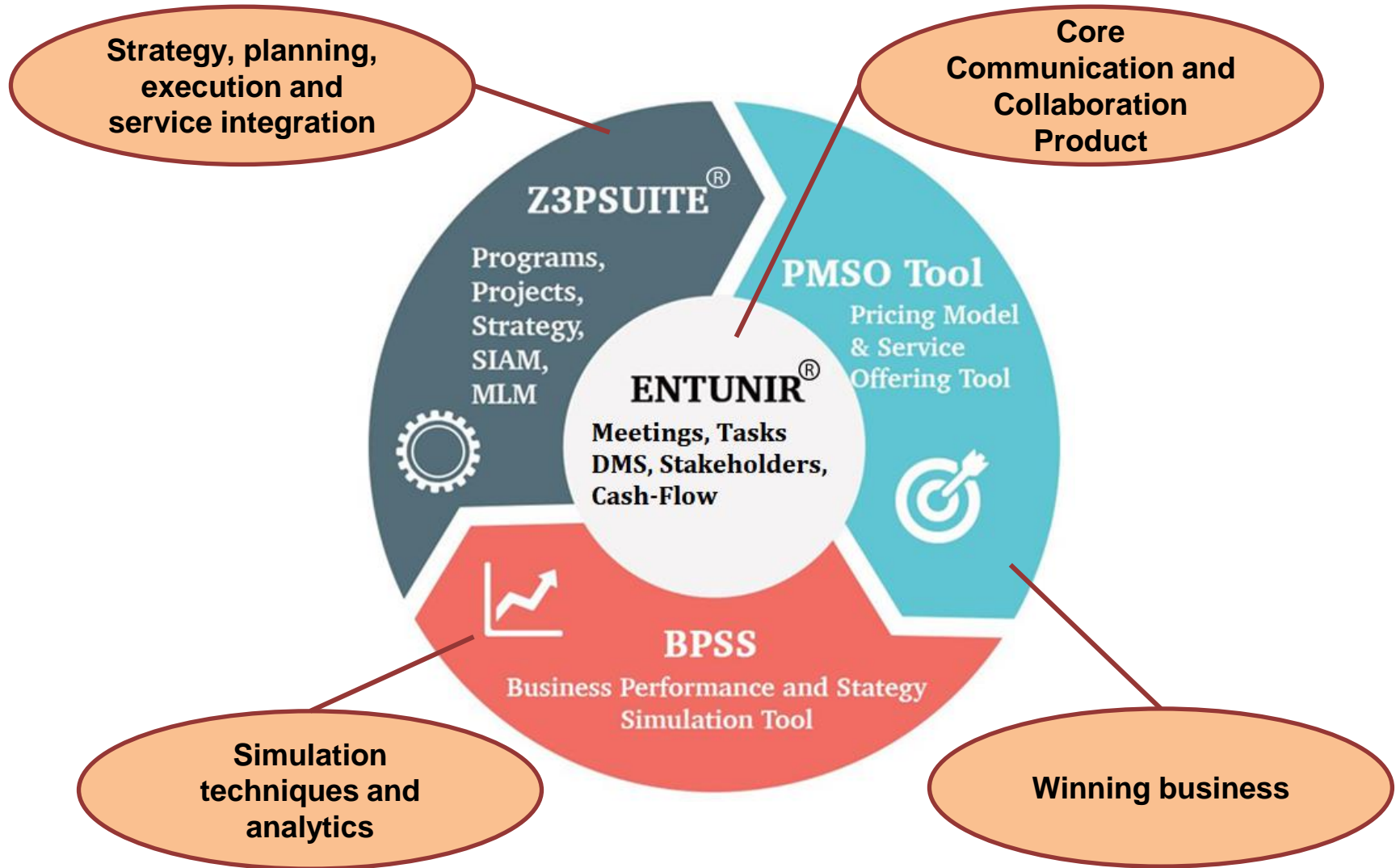
Ceaselez Consulting LLP

Ceaselez Tech Solutions

Detailed overview – Our Products & Enterprise IT solutions



Our Products



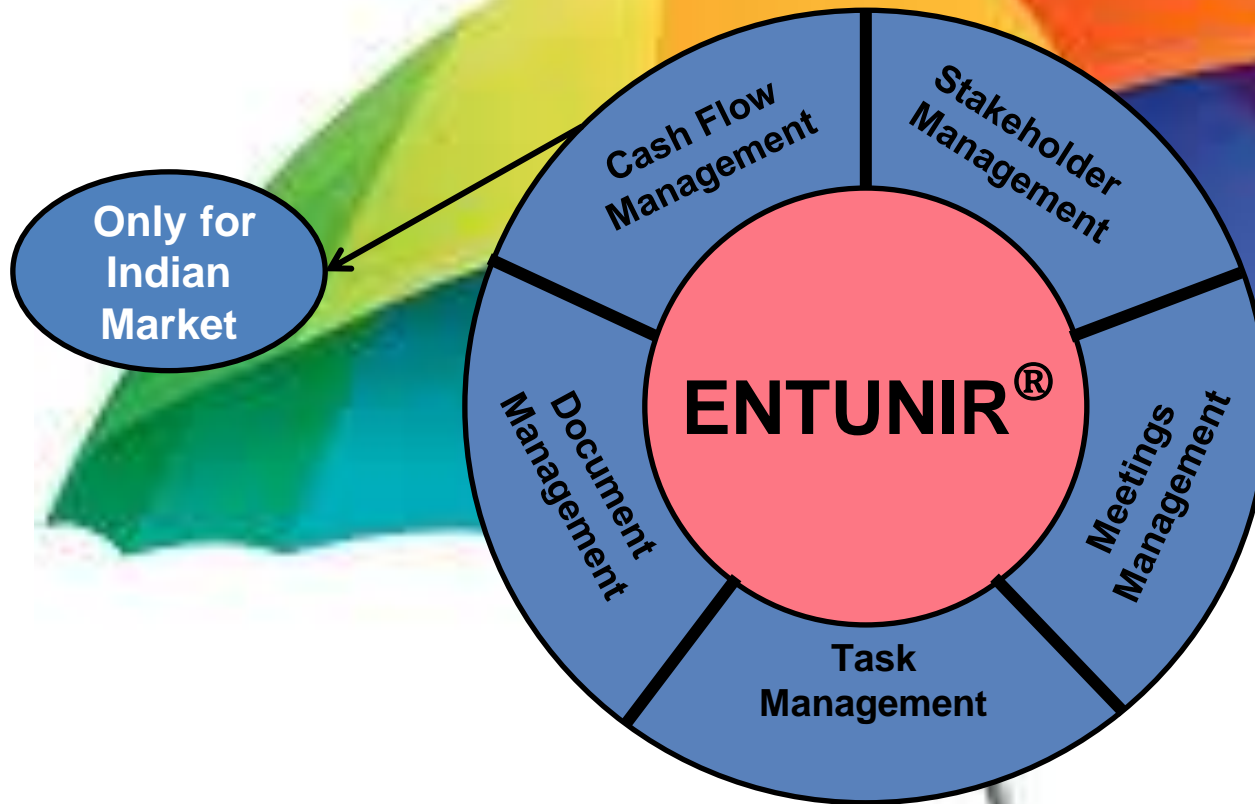
Products – Highlights

- Adaptive, can be used across industries & domains.
- Fit any Organisation ranging from MSMEs to MNCs
- Works in end to end eco-system with access to external stakeholders – rule based access privileges.
- Our products are designed with the best global standard data security features
- Work in a Global environment with multi- currencies & UOMs
- Seamless communication using virtual E-mail engine – Alerts, push notifications & SMS
- All our products & solutions are enabled on mobile – Android & iOS

Products - Challenges addressed

1. **Enterprise communication, collaboration & productivity** – Entire stakeholder eco-system under one umbrella
2. **Winning Business** – end to end life cycle managed in a web based IT solution
3. **Planning & Execution engine** integrated to scope of the business contracts from winning business life cycle
4. End to end **Service Integration & Management**
5. Business **Strategy Implementation** & Simulation

ENTUNIR - Overview



ENTUNIR is an Integrated suite for communication & collaboration for Enterprise / Corporate & Individual consultants

Future additions– Risk Management, Performance Management, Enhanced Analytics and AI

ENTUNIR – Major Features

- ENTUNIR is the one stop shop solution for Enterprise communication & collaboration for managing meetings, tasks & documents
- Works in a stakeholder eco-system bringing all internal & external stakeholders on a common platform under one umbrella
- The integrated solution has in built virtual email engine to ensure seamless communication thru emails, real time alerts, push notifications & SMS
- The solution is enabled on mobile (both Android & iOS)



- The solution is adaptable to any industry segment, user friendly, robust & scalable – Tested & proven for most of the Industries.
- The product works in a Global environment – multi country, multi location & multi currency.
- The product has in built plugins to communicate with other communication tools & utilities like Outlook, Google apps, Audio Video conferencing tools (CISCO Webex, BT MeetMe, Adobe Connect etc)

Value & Growth Potential – Enterprise / Corporate version

Size of Enterprise	Potential	Technical Feasibility	Economical Feasibility	Social Feasibility
Small	100%	High	High	High
Medium	80%	High	High	Medium
Large	40-50%	Medium	High	Medium

Value & Growth Potential – Executive / Consultant version

Huge potential & unlimited reach across the Global Market. The consultants can manage their end to end professional (Business) & personal requirements under one platform

- ✓ ***Statutory & Auditing***
- ✓ ***Management & Strategy***
- ✓ ***Sales & Marketing***
- ✓ ***Training & Education***
- ✓ ***IT & ITES***

- ✓ ***Legal***
- ✓ ***Engineering***
- ✓ ***HR & Finance***
- ✓ ***Health Care***
- ✓ ***NGOs***

Functional Landscape – Meetings Mgmt.

- Enterprise end to end web based meetings management solution
- Entire life cycle management of meetings under one umbrella – pre during, post meeting activities
- Internal meetings at strategic, tactical & operational levels
- Board, statutory & compliance meetings
- External meetings with clients, partners, vendors & other stakeholders in the eco-system.
- End to end audit trail & document repository of all meetings with clients from proposal → Sales → Contract → Planning → Execution → Delivery → Closure
- Planned recurring meetings & adhoc meetings
- MOMs are generated instantly at the closure of the meeting with agreed actions assigned.
- Audit trail & document repository of all MOMs with instant access to previous MOMs & outstanding actions
- MOMs approval with provision for embedding the digital signature
- Monitoring & tracking actions agreed during the meetings
- Automated upload of all documents for each meeting – MOMs, reviewed documents during meetings which are grouped as scheduled
- Tracking the time, effort & cost of all meetings (Billable & Non-billable)
- Plugins for Integration to Industry standard utilities like Outlook, Google apps & Audio-Video conferencing tools
- Meetings can be conducted & managed on the fly at any location using mobile app

Functional Landscape – Task Mgmt.

The task management is powerful in ENTUNIR & will help corporates & consultants as a shorter version of project management function

- Tasks to self & other internal & external stakeholders
- Unlimited groups & categories for Divisions, projects, programs & business operations
- Provision for creating recurring tasks
- Provision for linking internal & external dependencies (F2S, F2F & S2S)
- Provision for multiple document upload while assigning actions & updating progress
- Provision for assigning actions to groups with a communicating platform to share comments, progress, documents till the completion of action (in built powerful communication platform similar to whatsapp)
- Automated upload of all documents shared during the progress of an action in DMS categorized action wise, group wise
- Monitoring & tracking progress of actions with seamless communication (reminders) thru emails, alerts, push notifications & SMS
- Assign actions on the fly from any location using mobile app with provision to take pictures, embed documents to the action
- Provision for enabling access for external stakeholders to assign actions
- Dynamic real time dash boards & reports for absolute visibility & transparency

Functional Landscape – Stakeholder Portfolio Mgmt.

- Creation of internal stakeholders with role based access privileges
- Multiple external stakeholder category
- Companies in each category
- Contacts in each company
- Provision to export the internal & external stakeholder data in defined format
- Categorization of companies based on industry segments & geographical location
- Provision to upload statutory documents & details for external stakeholders wherever applicable
- The stakeholder management can be used as an integrated contact directory across business
- Mobile app of stakeholder portfolio management will help users to communicate with contacts over phone or email with click of a button

Functional Landscape – Document Mgmt.

- Integrated & automated dynamic DMS for any corporate or consultant
- This module is designed with an intelligent centralized DMS acting as Virtual Data Room for storage & retrieval with provision for static manual upload & dynamic automated upload during the workflow
- In built automated virtual email engine for seamless communication across the eco-system – FOR Info (Notifications), review & comments, approvals and version control
- Provision for creating unlimited folder categories in hierarchical level
- Self managed / application managed document repository integrated with all modules of ENTUNIR
- Secured and configurable access privileges for internal & external stakeholders – role & predefined rule based
- Categorization of folders & files as private, public & shared
- Dynamic real time dash boards & reports for tracking, login, access, activity & communication
- Compatible with enhanced features compared to existing industry standard tools
- Documents can be accessed or uploaded on the fly from any location using mobile app

Functional Landscape – Cash Flow Mgmt.

This module is developed only for Indian market. A simplified cash flow management for small corporates & individual consultants

Inflow

- Defining standard services based on nature of business
- Maintaining all statutory details for clients & vendors
- Planning & scheduling of billable invoices
- Approval for invoice schedule from clients
- Invoice creation & approval
- Tax (GST & TDS) payments for invoices
- Provision for updating receipts against invoices
- Invoice closure & approval
- GST & TDS reconciliation

Outflow

- Expenses category
- Provision for updating invoice payables
- Tracking other expenses
- Tracking & updating payments for invoice payables
- GST & TDS reconciliation

Introducing our Flagship Product



***An integrated suite of Business Strategy, Program & Project management,
Service Integration management & Multi level Marketing.***

The program & project management module is ready for Go To Market

Z3PSuite Overview



Program and Project
Management



Service Integration and
Management(SIAM)



Business Strategy
Implementation



Multi Level
Marketing(MLM)

Z3PSuite Features

- Large Business groups – Divisions, programs & projects – Unlimited hierarchy
- Works in a global environment, multi country, location
- Multi currency – Local, Project & Head Quarter. Automated currency conversion module
- Multi units of conversion (UOM), UOM to UOM conversion
- Role based access to external stakeholders like clients, vendors, sub-contractors, third parties & Business partners
- Virtual email engine – Seamless communication thru emails, alerts, Push notifications & SMS
- Real time visibility & transparency – Real time dynamic dash boards & reports
- Enabled on mobile for Android & iOS

Value & Growth Potential (for PPM & SIAM only)

Size of Enterprise	Potential	Technical Feasibility	Economical Feasibility	Social Feasibility
Small	50%	Medium	Medium	Low
Medium	70%	Medium	Medium	Medium
Large	High	High	High	High

Why Z3PSuite?

COMPETITORS

- Many proven and standalone Products for Program and Project Management, but not an integrated solution covering the scope of the contract. Solution for end to end service management is not available in the market.

Z3PSUITE

- Robust cross-Industry platform that can cater to multiple industries with minimum or no customization.
- User friendly, scalable and secure One Stop Shop Integrated Solution for Strategy, Planning & Execution to monitor & control real time dashboards, E2E service management.
- Mapped to the project objectives & program benefits.

Functional Landscape – Program & Project Mgmt. (PPM)

- Internal – Business Transformation Programs & Projects.
- External – Billable Program & Projects.
- Budget forecast & Actuals.
- Cash flow / Funding management for Internal Programs.
- Resource planning, allocation & utilization.
- Activity planner internal/external – WBS with dependencies.
- Change management.
- Progress Monitoring & Tracking.
- Financial status reports – Revenue, Expenses & Profitability.
- Interwoven / Automated workflow - document management.
- In-house / outsourced models – access to third parties & subcontractors.
- Integrated to other Ceaselez products or can be implemented standalone.

Functional Landscape – Service Integration & Management (SIAM)

- Vendor, Supplier & Partner management – Single point of contact defining ownership/responsibility – Virtual Primary Supplier.
- Service Towers across the business & Divisions grouped using portfolio rationalization principles.
- Service providers – In-house/outsourced.
- Services under each tower.
- Service contracts & scope of services linked to in-house / outsourced service providers.
- Ownership/responsibility managed thru a Virtual Primary Supplier (Service Management office)
- Service SLA's, OLA's & KPI's.
- Inter dependencies between services.
- Services under each tower.
- Integration of services & objectives – Virtual primary supplier.
- Service contract validity, expiry, past data analytics and renewals.
- Alignment to business SLA's.
- Accountability of all service providers.

Functional Landscape – Business Strategy (BSI) & Multi Level Marketing (MLM)

Business Strategy Implementation

- Business Objectives/goals at Strategic & Board level – Short, Medium & Long term.
- Drivers for each objective at Tactical level.
- Actions for each driver at Operations level.
- KPI's for all internal stakeholders.
- Dependencies, Timelines, Tracking, Monitoring & Reporting deviations/exceptions.
- Degree of Implementation using global standard frameworks like MECE principles.
- Risk & Compliance Management.
- Analytics using what-if analysis scenarios worst case to best case.
- Low hanging fruits.

Multi Level Marketing

- Currently this module is in the design phase, will be launched end of Q3 2018-2019.
- Though there are few products in the global market, they work standalone and not integrated to the core business operations.
- The current design in Z3PSuite is a mature and enhanced design, integrated to the overall business operations. Can be offered as an additional plug-in along with Z3PSuite or interface with their existing operations tools.

Introducing our product

PMSO

The design & development of Generic version for other industries will start after the successful launch of ENTUNIR & Z3PSUITE.

Pricing Model & Service Offerings

An enterprise web based solution for managing the end to end winning business life cycle. Successfully gone live for EPC industry. The design of generic version for other industries will be commence from Q2 2019-20

PRICING- A REAL CHALLENGE FOR ANY BUSINESS !!

Pricing strategy is a key driver for managing and driving the success of any business

Pricing to cover cost



Pricing to meet the market



**Pricing to win
business(competitive)**



Pricing to gain market share



Cost + () = pricing (Profitability)



Complexity for any Business to design pricing and solution. Example – IT industry

- **Numerous Pricing model like fixed price, T&M, consumption based, etc**
- **Various standard and variable parameters.**
- **Segregation of direct productive costs and indirect costs.**
- **Global production/ delivery (multi-country, location and currency).**
- **Consolidation of inputs from multiple tools across any business→ eventually dealing with multiple excel sheets.**

Our product Overview - PMSO



The ultimate solution for managing your end to end winning business life cycle

PMSO Highlights

Web based automated one stop tailor made solution for

**End-end bid qualification process
(RFI→PQ→RFP)**

**Design a competitive and win-win
pricing**

**Act as umbrella for consolidating inputs
from multiple tools**

**Flexibility to incorporate unlimited
standard and variable parameters**

**Global blended delivery and production
model**

Simulation of multiple scenarios of pricing

Cost benefit analysis for each scenario

Manage COMPLEXITY

**Complex
Hierarchy**

**Bid team-
Geographically
spread**

**Multiple tools,
processes and
methodologies**

Introducing our PMSO Product for EPC Industry

Overview & Highlights

- The product has successfully gone live a client in the EPC industry
- The product is ready for go to Market – small, medium & large EPC companies
- The product can go standalone & also integrated with our PPM module of Z3PSUITE product – Integrated planning & execution with the scope of the contract
- Major features are
 - ✓ Unlimited activity hierarchy
 - ✓ Defining materials required for each activity
 - ✓ Pre-qualification (PQ) & RFI process management
 - ✓ Bidding (RFP) management
 - ✓ Bill of quantities (BOQ) with provision for multiple revisions
 - ✓ Rate analysis & estimation (supply, installation and supply & installation)
 - ✓ Past data analytics for rate estimation
 - ✓ Managing the drawings (BOQ, GFC)
 - ✓ Tender negotiation meetings & actions
 - ✓ Final BOQ & contract negotiation
 - ✓ Award of contract (LOI & PO)
 - ✓ End to end tender document management in centralized DMS
 - ✓ Provision for integration of final BOQ to master BOM

Introducing our Product

BPSS

The design & development of Generic version for other industries will start after the successful launch of ENTUNIR & Z3PSUITE.

Business Performance Strategy Simulation

Conceptual design is ready – Detailed design will start Q3 2019-20

Strategy Implementation – Key factors & challenges

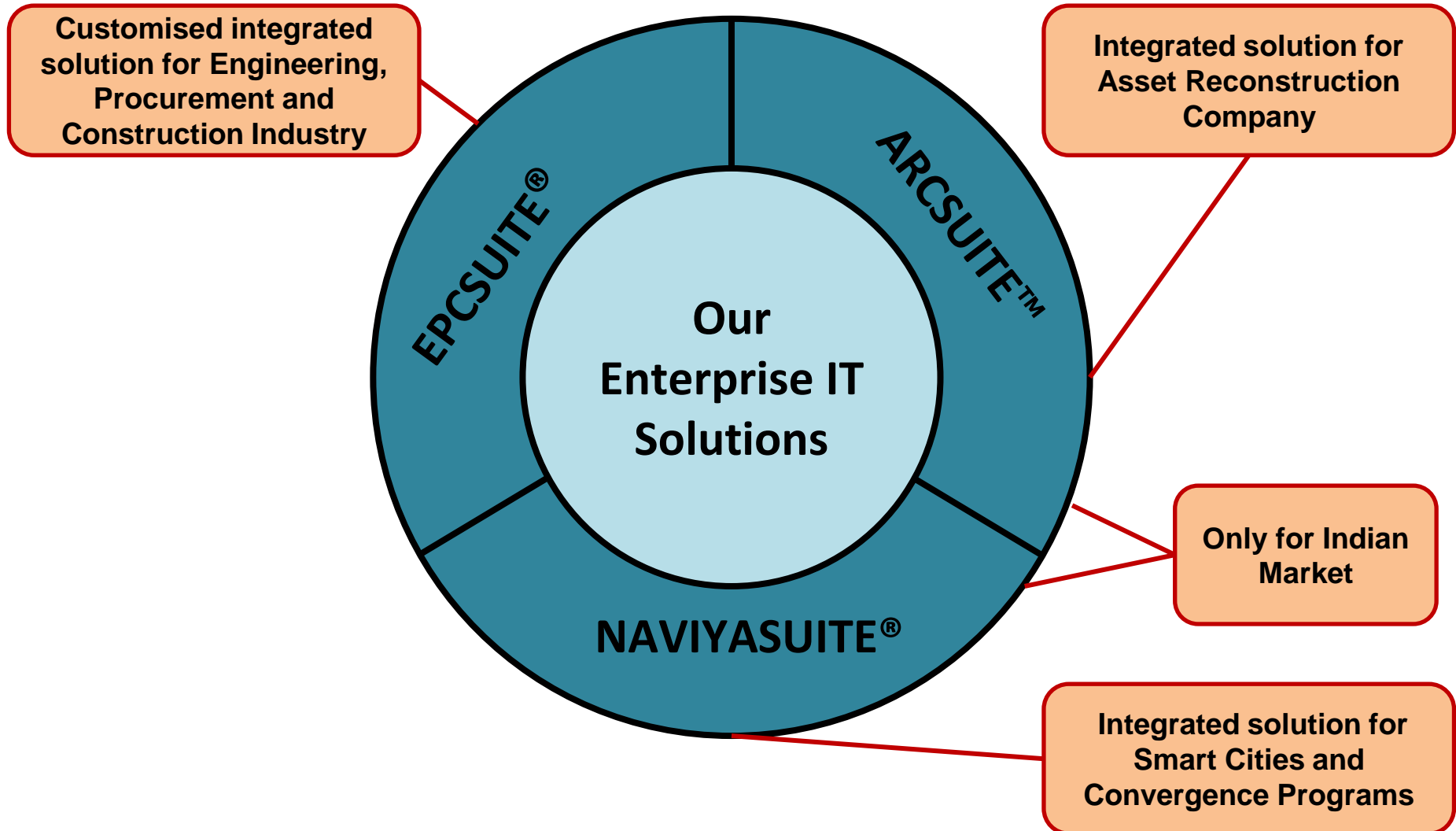
- The strategy implementation setting is interdependent on the three major factors below
 - ✓ Strategy
 - ✓ Structure
 - ✓ Behaviour
- Key factors for strategy implantation

Strategy	Structure	Behaviour
Formulation & planning	Cross-functional co-ordination	Commitment of work force
Strategic consensus	Resource allocation	Leadership of Managers
	Controlled by Management	Cultural context
	Communication	

- The success of strategy can be achieved thru the inevitable compromises & trade-offs inherent in the decision that are made everyday in all functions of the business
- Hence, the strategic business management simulation helps the development of business strategy using our BPSS product

**Introducing our existing end to end
Enterprise IT solutions**

Our Enterprise IT Solutions



EPCSUITE[®]

**Not just an ERP, but an intelligent Decision Support
and Management Information System!**

*Enterprise Integrated IT Solution for Engineering,
Procurement, Construction and Allied Industries.*

*Successfully gone live for a client in the EPC industry and will
be launched globally for SME Sector - Jan 2019*

Genesis of EPCSUITE?

- Ceaselez encountered a leading Interior decorator and Design firm which was struggling with the implementation of a large, traditional ERP - Ultimately the implementation was not successful as the customization required, effort & the adaptability to specific business requirements was a major challenge
- Ceaselez was asked to identify a small customized ERP specific to the industry & integrate to their products (end to end bid management product, end to end program management product, enterprise communication & collaboration product)
- During the market research & due-diligence Ceaselez could not find a customized ERP solution.
- With the growing EPC Industry need and experience , Ceaselez wanted to build its own solution using the expertise of it's founder and sound development team.
- Ceaselez envisaged that it would be a good opportunity to test its own products for adaptability and scalability in EPC industry
- Ceaselez has successfully built the integrated solution and it has gone live.

Challenges in EPC Industry

- Multiple Stakeholders, Communication & Collaboration.
- In house vs Outsourcing.
- Cash flow management.
- Vendor eco-system – managing vendors, subcontractors & third parties.
- Revenue leakage & material pilferage.
- Resource management.
- Internal & external risk management.
- Internal & External dependencies.

Drawbacks of existing IT tools & conventional ERPs – “It’s either my way or the highway”

- Too much customization to meet the needs of the company – COMPLEX.
- Non flexible & unyielding .
- Managing implementation in highly decentralized & scattered EPC organizations with disparate business processes & systems.
- IT spend is significantly high & realization of ROI is a huge challenge.

EPCSUIE Landscape



**Meetings &
Actions**



DMS

ENTUNIR



**Marketing
& Sales**



SIPPS



**Cash Flow
Management**

Customizable Solutions



**End 2 End Bid
Management**

PMSO



**Program & project
Management**

Z3PSuite



**Finance &
Accounting**

**Fully Integrate-able
with industry
standard F&A tools**

DMS – Document Management system. SIPPS – Stores Inventory Procurement Purchase & Sales.

EPCSUITE Landscape

Contd..

Module	IP of Products & Customized solutions
Meetings & Actions and DMS	Ceaselez ENTUNIR product, IP owned by Ceaselez Consulting
End to End Bid Management	Ceaselez parent company product PMSO was customized for the client requirements. Ceaselez Tech solutions has built the generic framework for EPC industry and owns the IP for this, while the Client owns IP for the customized changes.
Program & Project Management	Ceaselez parent company product Z3PSUITE was customized for the client requirements. Ceaselez Tech solutions has built the generic framework for EPC industry and owns the IP for this, while the Client owns IP for the customized changes.
SIPPS	Ceaselez Tech solutions has built the generic framework for EPC industry and owns the IP for this, while the Client owns IP for the customized changes.
Cash Flow Management (Inflow & Outflow)	Ceaselez Tech solutions has built the generic framework for EPC industry and owns the IP for this, while the Client owns IP for the customized changes.
Marketing & Sales	Ceaselez Tech solutions has built the generic framework for EPC industry and owns the IP for this, while the Client owns IP for the customized changes.

Why – EPCSUITE ?

- Simple, robust, scalable, flexible, user friendly and easily adaptable solution.
- Integrates all functions from the bidding phase to the successful project delivery and maintenance.
- The solution will help you to manage your project profitably.
- High level of security and data protection.
- & a lot more...
- Predictive maintenance.
- Virtual email engine with alerts, push notifications and more.
- Real time dashboards & reports



**SUCCESSFULLY PROVED
SCALABILITY AND ADAPATBILITY
OF PRODUCTS WITH EPCSuite!**

MIS

DSS

An adaptable, affordable, customized integrated solution for EPC industry with focus on SME Sector.

Ceaselez Tech is planning to customize the EPC generic framework for Manufacturing and Supply Chain industries from Q2 2019-20

Introducing our Enterprise Smart City Solutions

For Indian
Market Only



SUCCESSFULLY Piloted for one of
the largest tier 2 cities in India!

Enterprise Smart City Solutions
Implementation of Smart City & Convergence
projects (Design, Build & Implement)

Why we ventured to NAVIYASUITE?

- While designing EPCSUITE the Founder & Principal Consultants of Ceaselez have done a detailed study of Smart City solution requirements
- The Smart city project implementation involves a complex stakeholder eco-system, end to end program & project management, Bid management process, Cash Flow management & Service Integration management
- Ceaselez Tech Solutions did a proof of concept of smart city solution by customizing its EPC solution
- Ceaselez Tech Founder has done a presentation of POC to a few project management consultants for smart cities
- The presentation was successful & one of the PMC offered to do a pilot for Jaipur Smart City
- Ceaselez Tech spent 3 months at the client location & successfully completed the pilot by customizing their EPC solution
- Ceaselez has now branded the Smarty city solution with the Trade Mark NAVIYASUITE.

Why NAVIYASUITE for Smart cities & Convergence Programs?

- Largest Consultation Exercise – Multiple stakeholders working in an end-end ecosystem.
- Planning & Execution engine for end-end implementation of all projects.
- Standard tools, templates, processes across the ecosystem.
- Real time visibility and transparency of the progress.
- Enterprise Communication & Collaboration.
- Estimation Techniques, predictive analytics (BI) and seamless communication across the complex vendor ecosystem and life cycle are the other critical success factors.
- Data Centric - E-DMS (Document Management system) for collection, processing, storage and retrieval of information is absolutely critical.
- Service Integration & Management.

COMPETITORS

Few Stand alone Products but there is no
One end-end Integrated IT solution
managing the entire life cycle of Smart city
& Convergence Program implementation.

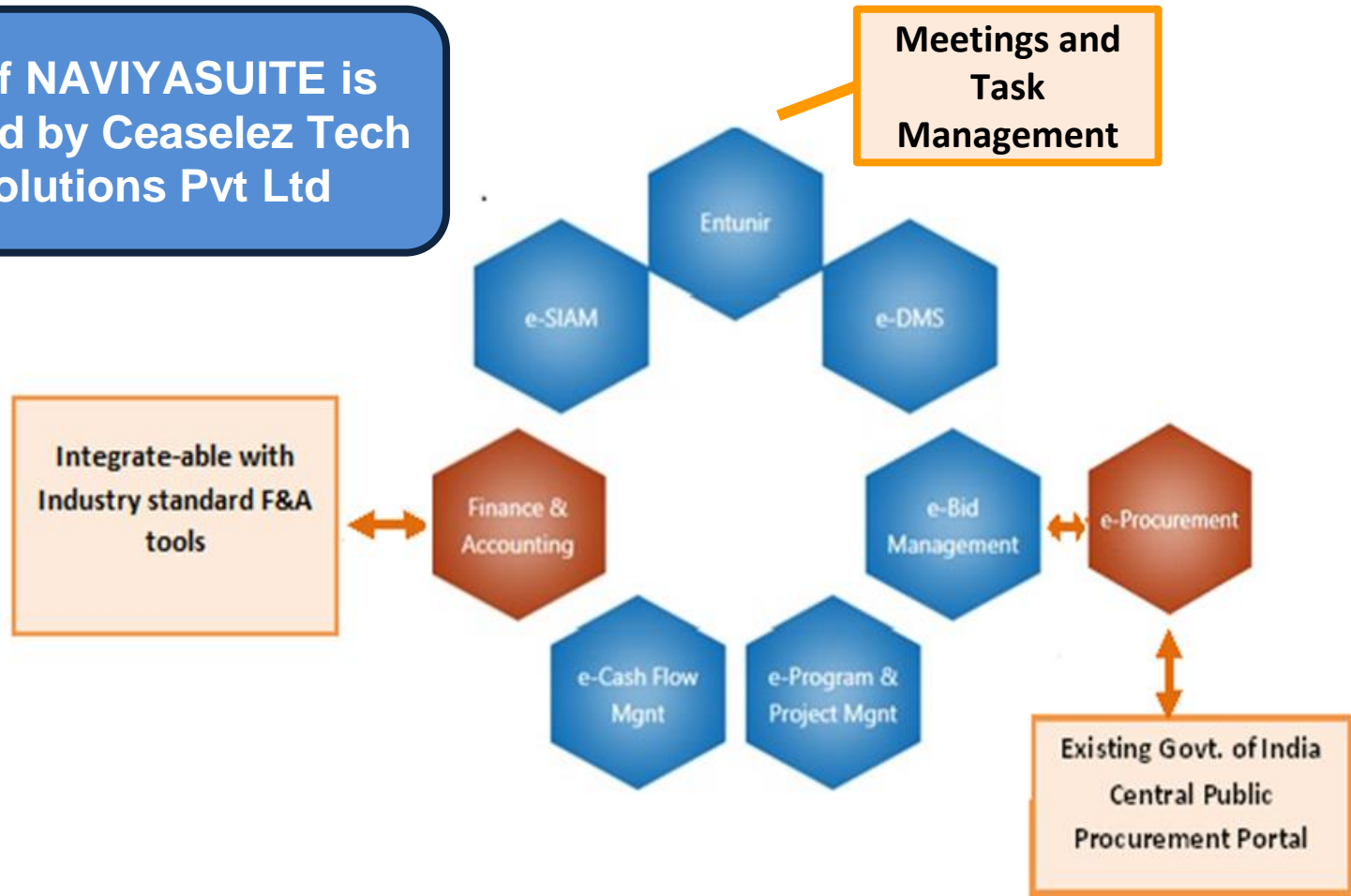
VS

NAVIYASUITE

Ceaselez has done extensive research on
smart city enterprise IT solution and
customized the NAVIYASUITE solution to
meet the end-end requirement. This is a
unique solution and no such solution is
available in the market.

NAVIYASUITE Landscape

IP of NAVIYASUITE is owned by Ceaselez Tech Solutions Pvt Ltd



Summary – NAVIYASUITE

- The NAVIYASUITE solution was successfully piloted for one of the largest Tier 2 cities in India
- Further to pilot, Ceaselez Tech has worked on the final customization & the solution is ready for Go To market from Jan 2019.
- The solution was presented to the Ministry of Housing and Urban Development and was received well
- However, the major challenge is that Ceaselez is too small to qualify for the bidding requirements and hence cannot participate directly.
- Ceaselez is working on various options like approaching SPVs (Special Purpose Vehicles) or MSIs (Master Service Integrators) of the Smart City

EPCSUITE[®] **NAVIYA**SUITE[®]

**Established the
functionality
and adaptability
of our products!**



**Successfully
further
demonstrated
the scalability
and capability
of our products!**

And hence our next venture!

Introducing our Enterprise ARCSUITE Solution

For Indian
Market Only

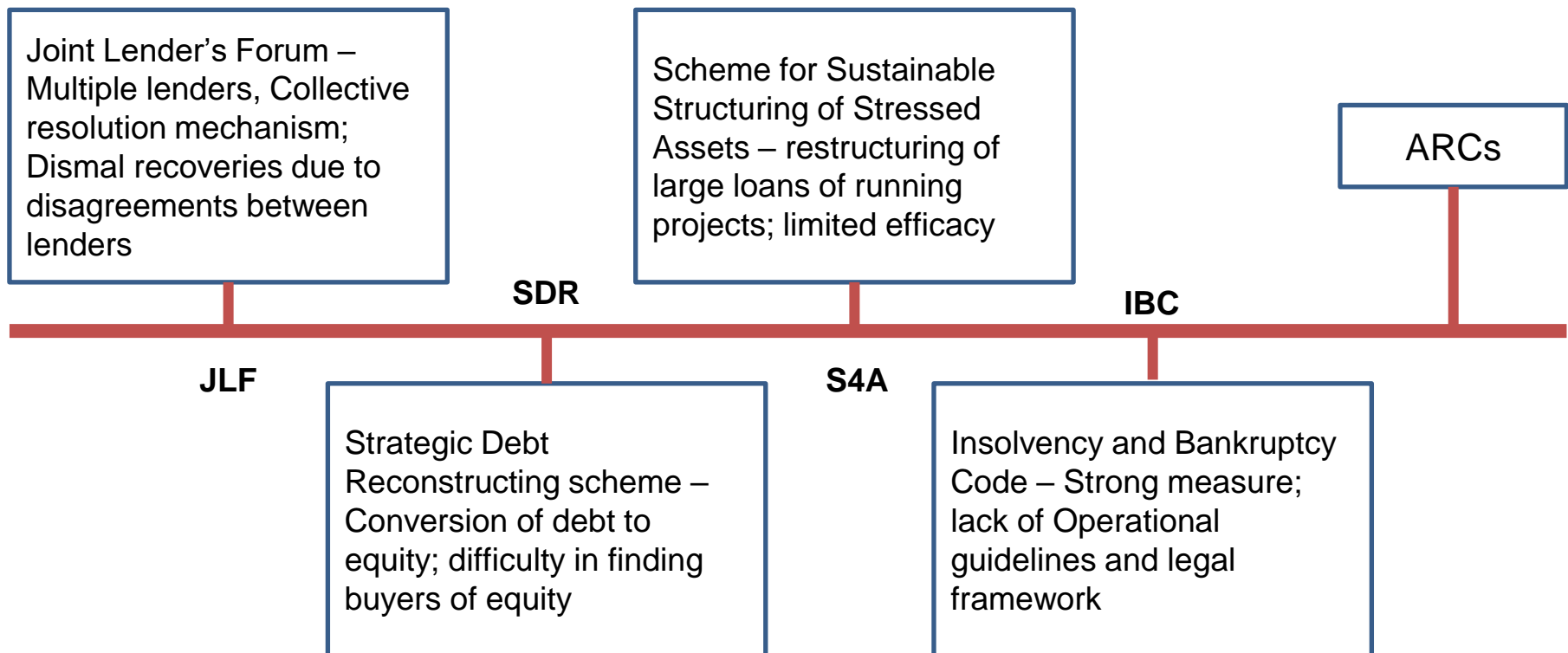


**This Solution is
currently going LIVE
in one of the ARCs in
India**

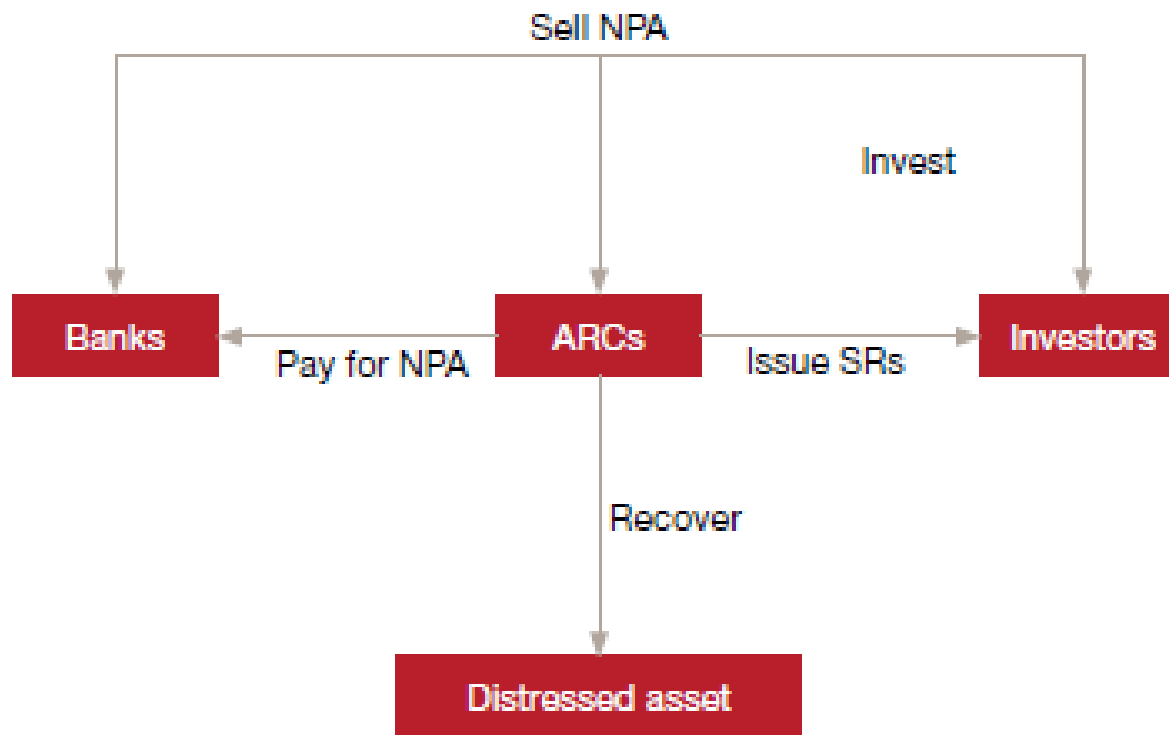
Reconstruction & Customized &
integrated Financial & Accounting solution

Overview and Background - ARC

- Over the last 3 decades, the Indian banks and financial institutions have been saddled with increasing level of stressed assets and the gross non-performing assets (NPAs) ratios have increased significantly
- To stem the tide of NPAs that has engulfed lenders, the regulatory authorities like RBI have taken several measures.



- ARCs (Asset Reconstruction Companies) created under the ambit of Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act
- Set up as private entities mostly with support of banks.
- As of November 2017, there are 24 operating ARCs



ARCSUITE

The logo for ARCSUITE is centered at the top, with the word in a large, white, sans-serif font. Behind the text is a large, colorful umbrella with a rainbow gradient, transitioning from yellow at the top to red on the right and blue on the left. The umbrella's handle is visible as a thin black line extending from the bottom center.

STAKEHOLDERS

Statutory Bodies –
RBI, IBBI

Banks and Financial
Institutions

Legal Consultants

Resolution Agents

Auditors

Valuation agents

Security agencies

Buyers

Debtors

RESOLUTION PROCESS

Pre - Acquisition

Acquisition

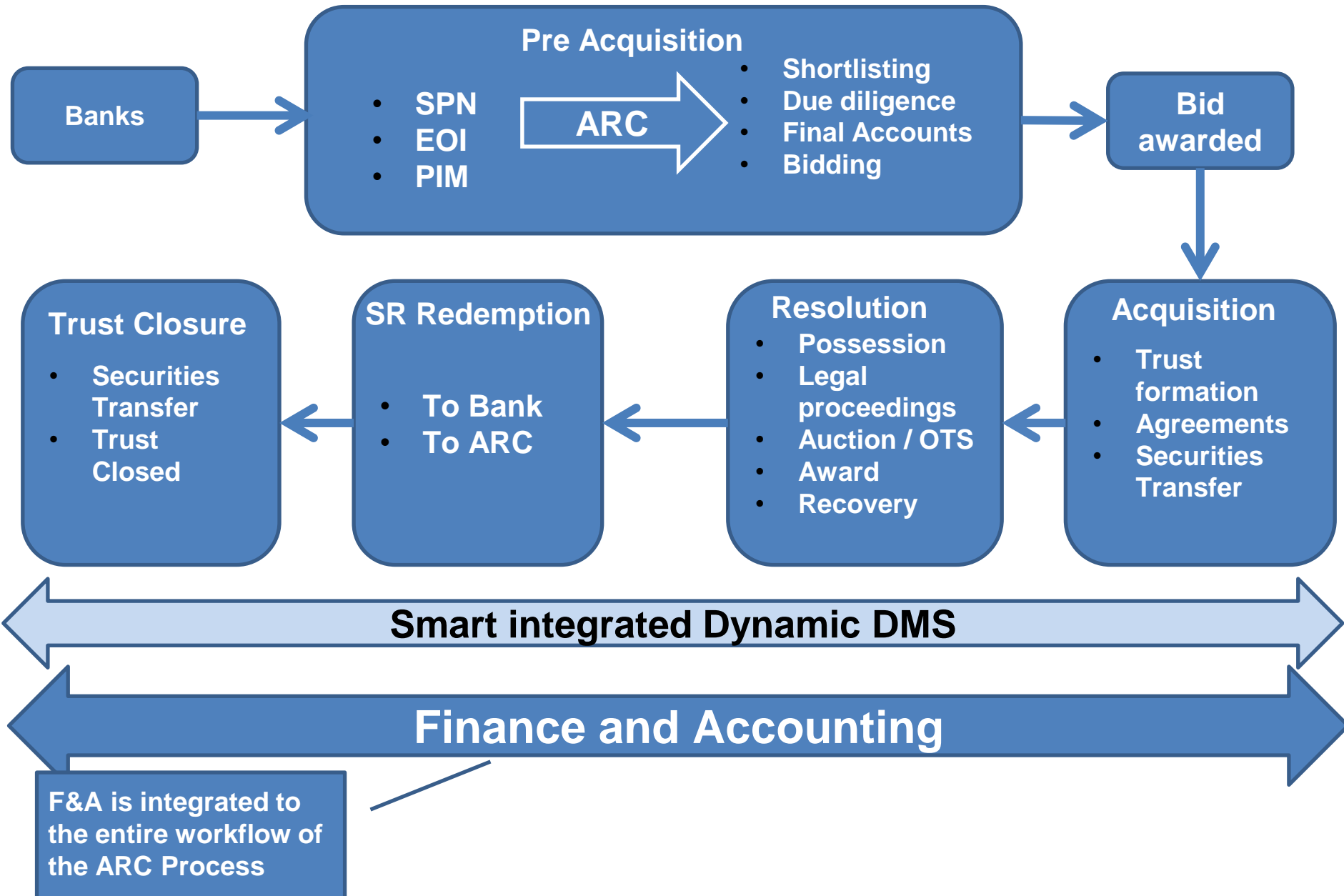
Resolution

Recovery

Integrated
Finance and
Accounting

Why an Integrated IT solution for ARCs?

Architecture & Landscape of ARCSUITE



Major Features and roadmap for ARCSUITE

- ARCSUITE is a simple, robust, flexible and user friendly solution for ARCs in India
 - The solution is built with an architecture
 - ARCSUITE has an inbuilt smart Document Management System (DMS) where documents are automatically stored in a centralized Document repository in the end-to-end process workflow – Virtual Data Room (VDR)
 - Once the solution has gone live and proven it's capability, the roadmap is to implement the solution for other ARCs independently or through other regulatory bodies.
- Now, the success of the solution extends Ceaselez products scalability & adaptability from EPC to BFSI industry as well!**