



ISF Analytica & Informatica Pvt. Ltd.

**“Together we build ,
Your Future With A Difference.”**

OUR COMPANY



ISF Analytica & Informatica Pvt. Ltd.

as an organization, understood the need and services towards meeting the right requirement of today's SMEs. ISF looks into the consulting, solutioning and services segment that targets the SME's/ enterprise for end-to end services for its own business & growth.

Content

Business



Marketing



Technology



Digital Marketing



Consulting



Operations



Financial



Our Approach



Consulting Services

Design Thinking and development,
Software Development, Financial
Modelling, Marketing Mix Modelling

Our approach is to separate services into four broad service delivery families, considering the managers they are targeting:

- ✓ Services related to the company's overall strategy, which are addressed to the CEO,
- ✓ Services related to marketing, communication, sales and public relations, which are addressed to the CMO,
- ✓ Services related to management, financial management, taxation, accounting, compliance with regulations, for the CFO,
- ✓ Services related to the company's operations, including information technology, intended for operational management, which may be different depending on the industrial sector (technology director, plant managers, operations directors, Research and Development managers), for instance COO and CTO.

Consulting Areas



Business Consulting

Business Strategy, Business Planning,
Business Modelling, Operational and
Process Excellence, Commissioning,
Risk Management



Consulting Services

Design Thinking and development,
Software Development, Financial
Modelling, Marketing Mix Modelling



Marketing Consulting

Inbound Marketing Strategy, Sales
Channel, Driving Traffic, Generating
Leads, and Nurturing Leads,
Implementing Tools and Tech



Operational Consulting

Infrastructure Management, Growth
Planning (Plough back)



Financial Consulting

Transaction Services, Corporate
Finance, Optimal business cycle, Crisis
& Recovery, Risk Management,
Accounting Advisory, Tax Advisory, Real
Estate Advisory Forensics...



Technology Consulting

Block-chain, AI, ML, CV, NLP, NLG, Cloud
Computing, M2M & IoT, RPA & IRPA,
Quantum Technology

Business Consulting



Business Consulting

Business Strategy, Business Planning,
Business Modelling, Operational and
Process Excellence, Commissioning,
Risk Management

- ✓ Providing expertise in a specific market
- ✓ Identifying problems
- ✓ Supplementing existing staff
- ✓ Initiating change
- ✓ Providing objectivity
- ✓ Teaching and training employees
- ✓ Doing the “dirty work,” like eliminating staff
- ✓ Reviving an organization
- ✓ Creating a new business
- ✓ Influencing other people, such as lobbyists

Consulting Services



Consulting Services

Design Thinking and development,
Software Development, Financial
Modelling, Marketing Mix Modelling

- ✓ Company's overall strategy, which are addressed to the CEO,
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Marketing Consulting



Marketing Consulting

Inbound Marketing Strategy, Sales Channel, Driving Traffic, Generating Leads, and Nurturing Leads, Implementing Tools and Tech

- ✓ Help Creating an Inbound Marketing Strategy
- ✓ Help Implementing Tools and Tech
- ✓ Help Driving Traffic, Generating Leads, and Nurturing Leads
- ✓ Help with Social Media Marketing
- ✓ Help with Content Marketing
- ✓ Help with SEO Strategy

Operational Consulting and Management Services



Operational Consulting

Infrastructure Management, Growth
Planning (Plough back)

Operations consulting and management services

- ✓ Implementation of organisational strategies
- ✓ Workforce optimisation
- ✓ Event or crisis Management (Merger, Corporate Restructuring)
- ✓ Organisational Operations (design, governance, roles, responsibilities, employee performance)
- ✓ Sales & Marketing
- ✓ Supply Chain
- ✓ Sourcing & Procurement
- ✓ Finance
- ✓ Business Process Management
- ✓ Research & Development and Outsourcing.

Operational Consulting – Sales & Marketing



Operational Consulting

Infrastructure Management, Growth
Planning (Plough back)

Sales looks into how

- ✓ sales operations can be improved
- ✓ boosting channel management
- ✓ professionalising the level of customer and
- ✓ advancing engagement with clients (CRM).

Sales include the

- ✓ optimisation of account & promotion management,
- ✓ Sales & Operations Planning (S&OP), and
- ✓ improving workforce effectiveness.

Marketing encompasses, among others, the fields of

- ✓ customer & market research
- ✓ marketing intelligence
- ✓ product design & engineering
- ✓ category management and
- ✓ customer experience & loyalty.

Technology Consulting



Technology Consulting

Block-chain, AI, ML, CV, NLP, NLG, Cloud
Computing, M2M & IoT, RPA & iRPA,
Quantum Technology

- ✓ Presenting strategies and experience to clients
- ✓ Developing and providing solutions
- ✓ Understanding how technology impacts different departments of the organization
- ✓ Communicating with team members
- ✓ Going to client sites
- ✓ Bringing new systems and monitoring them
- ✓ Creating documentation and showing the progress reports
- ✓ Being involved with sales, support, and maintaining contact with client organizations
- ✓ Bringing new ideas and trends

Financial Consulting



Financial Consulting

Transaction Services, Corporate Finance, Optimal business cycle, Crisis & Recovery, Risk Management, Accounting Advisory, Tax Advisory, Real Estate Advisory Forensics...

- ✓ risk management (analysing risks and ensuring a process and governance is in place to mitigate risks)
- ✓ risk control (setting up the right warning systems that can detect risks)
- ✓ internal audit (assessments aimed at mapping risk profiles and compliance) and
- ✓ IT risk; which covers the growing risks in the information technology arena such as cyber-security, digital governance and enterprise data management.
- ✓ location advisory real estate valuations transaction support on property deals and optimizing real estate asset portfolios (often in combination with financial asset management).

Digital Marketing

DIGITAL
MARKETING

Digital Marketing

Digital Marketing
Consultancy Services.
Comprehensive Marketing
Strategy, SEO consulting,
Data Analytics. Highly
Qualified Digital Marketing
Consultants.

- ✓ Search Engine Optimization
- ✓ Search Engine Marketing
- ✓ Social Media Marketing
- ✓ Lead Generation Campaign
- ✓ Native Advertising
- ✓ Google Tag Manager
- ✓ Email Marketing
- ✓ Campaigns, case studies & digital experiences
- ✓ Content & creative designing
- ✓ Social media management
- ✓ Digital & social media advertising
- ✓ Influencer & blogger management
- ✓ Online reputation management
- ✓ Online review management
- ✓ Digital strategy & consulting
- ✓ Search engine optimisation
- ✓ Web design & development
- ✓ Online PR services
- ✓ Amazon marketing services

Conclusion

In its endeavour to growth in the emerging technology space, ISF plans to get into different geographies in the near future and hence would like to setup office across the globe. This setup would ensure ISF to venture into new markets and garner new clients across and thus enable strong financial strength of the company.



OUR CONTACTS



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