

ALWAYS EVOLVING



CORPORATE PROFILE
www.pinnacle.works

Empowering you to achieve

PinnacleWorks is a global provider of IT Consultancy and Digital Marketing Services to several businesses in India and Abroad. Founded in 2012, PinnacleWorks has been delivering innovative custom and packaged solutions designed for unique business requirements. The company has a fully integrated offering to support digital transformation of organizations through Innovative Processes, Smart Systems, Motivated Team and Advanced Data Analysis.

PinnacleWorks has adopted the highest standards of service quality and operational excellence, enabling its clients across a wide range of industries to transform into a truly digital, data driven enterprise. Its customised solutions help enterprises maximize productivity, improve speed and getting higher ROI.

CONTENT

COMPANY OVERVIEW	02
COMPANY CORE VALUES	04
WHAT WE DO	06
WHAT WE OFFER	08
HOW WE DO IT	10
DIGITAL MARKETING	12
Case study	
SOFTWARE DEVELOPMENT	14
Case study	
CLIENTELE	16

COMPANY OVERVIEW

“Every solution to every problem is simple. It’s the distance between the two where the mystery lies”

2X

YEAR OVER YEAR GROWTH

PinnacleWorks has witnessed a tremendous growth, since it was started and thence has been able to achieve 2X growth per year.

5

INDUSTRY DOMAINS

The company has expertise of working in different industries ranging from Education, IT, F&B, FMCG, E-Commerce & Real Estate.

20+

YEARS OF EXPERIENCE

With a combined experience of 20+ years between them, the founders understand the client needs for getting better ROI.

50+

HAPPY CLIENTS

In a short span of time, PinnacleWorks has served over 50+ clients including many big brands like Unilever, BJP, Nvidia, Tula’s etc.

OUR MANTRA FOR SUCCESS

At PinnacleWorks, all our Consulting engagements begin with a discovery session. Our experts come to you for a complimentary session to identify business challenges and viable approaches to solve them. We ensure to identify the key areas of development, which can be worked upon for delivering quality results.



WE ACTIVELY EXPLORE NEW BUSINESS OPPORTUNITIES.

As it is said “Opportunity Knocks your door only once”, and following this belief PinnacleWorks keeps on looking for all the possible Business Opportunities and doesn’t believe in losing any potential one. Therefore, the team deals in versatility of services that includes solving complex business problems through open-standard technologies from apps to infrastructure, automation to cloud. PinnacleWorks specializes in providing Digital Marketing Solutions which ranges from product marketing, brand/ reputation management and leads/revenue generation.

SOLID FOUNDATIONS AND GROWTH

- Highly experienced Co-Founders have strong analytical skills to devise practical solutions.
- Highly motivated and trained team has the ability to deliver quality results on time.
- Experience of working with various businesses including Start-ups, SMEs, Corporations & Govt.
- The confidentiality and transparency maintained by PinnacleWorks has led to a higher retention rate with the clients.





COMPANY CORE VALUES

“Commitment is an act,
not a word”

“Do what is Right,
Not what is Easy”



PEOPLE

The efficient team of PinnacleWorks, carries high ethical values with ever learning attitude to deliver the best possible results.



PRODUCTIVITY

PinnacleWorks believes in optimal use of resources for delivering higher productivity in lower cost and less time.



ENVIRONMENT

A flat hierarchy is maintained between the employers & employees to keep a stress free environment for the people to work in.

SARVAGYA MISHRA CO-FOUNDER

Sarvagya Mishra, is a renowned personality in the field of IT and has a proven expertise in providing high quality and effective IT solutions. Sarvagya has gone through a long chain of IT services as an employee in Technology brands like Ericsson and upRack.com as Software Engineer. He has lead PinnacleWorks to become one of the preferred IT Solutions provider among Educational and Corporate Organizations. The level of communication and transparency exhibited by Sarvagya has opened up bright opportunities for the company to earn a profound name. Sarvagya’s skill set and dedication has also motivated his team mates to run on the same page and keep improving the level of quality imparted in the services. Thus, the package of quality services with the best ROIs has laid a milky path of success for numerous organizations.

www.linkedin.com/in/sarvagyamishra

ANKIT RUIA CO-FOUNDER

Ankit Ruia, is a reputed IT professional having 11 years of experience in various domains of delivering quality IT solutions to the reputed businesses. He explored his skills and knowledge in the companies like CSC and has worked closely with many organizations in domains including Real estate, F&B, e-Commerce/Retail and Education, for building robust solutions to fulfill their business requirements.. The traits of quality service delivery and effective managerial skills towards generating best returns by meeting patrons’ business objectives precisely. He has been instrumental in designing and implementing scalable technology platforms from ground-up for various start-ups as well. Running a profitable business with consistent three-digit YOY growth has also helped him to understand all kinds of challenges and its solutions.

www.linkedin.com/in/ankitruia



WE RESPECT CLIENT VISION

PinnacleWorks’ success is directly tied to its relationships with its clients. The team understands and supports the evolving needs of its clients and works to deliver optimized solutions to meet their requirements.

WHAT WE DO

DIGITAL TRANSFORMATION CONSULTING

After understanding our partners' business requirements and needs, we develop customized solutions for them. Acting as consultants we help our partners to understand the technology advancement required by them to achieve the targeted solutions.



ONLINE REPUTATION & SOCIAL MEDIA MANAGEMENT

We help our partners in establishing themselves as a brand in the market and maintain their reputation online via different channels. Since, Social media is an extrinsic part of Brand Management, we manage our clients social media accounts also.



WEB & MOBILE APP DEVELOPMENT

Since, website is the identity of any company to the outer world, we build customized websites depending upon our client's need. In addition, we also develop customized Native & Hybrid Apps for all the platforms.



CLOUD CONSULTING SERVICES

Gone are the days when Local Servers and Hard Disks were used to store and operate the technology. This is an era of Cloud where all the servers and complex operations are executed via cloud. We help our clients in structuring the complexities of a cloud server and provide them with solutions hosted on clouds like Amazon web Services.



ONLINE ADVERTISING

Understanding the importance of Online Advertising in increasing sales and brand value, we design & execute the online campaigns in most cost-effective way while using various platforms like Google Ad-words, Facebook Adverts, Twitter Ads, etc.



ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Artificial intelligence (AI) refers to the imitation of human thoughts and cognitive abilities to solve intricate problems automatically. At PinnacleWorks, we have carefully analyzed and understood the potential effects of this software that's why strive to provide the best AI solutions to our clients.

WHAT WE OFFER

DIGICAMPUS

It is a Comprehensive Education Management Suite for the Educational Institutions. Its automation package helps one get extraordinary outcomes with integrated solution for all the academic and administrative requirement of the Institutes.



DIGICAMPUS

SUPERBOT


It is an intelligent conversational interface (bot) for handling queries on Website and Facebook Messenger. It uses Natural Language Understanding to decode the query & responds accordingly.



SUPERBOT

CAMPUSENROL

It is a Customized CRM developed for the Educational Organization to simplify their admission cycle starting from queries to enrollment. It ease the process of keeping a track of all the potential leads.



campusenrol



queuelive

QUEUELIVE

It is a Queue Management System which is used to effectively manage queues at any customer facing outlet, be it retail stores, banks, hospitals, educational Institutes, etc. It provides standard, and customizable queuing solutions to cater diverse queuing problems faced by organizations.

EASYDOC

It is a system designed in a way that it enables professionals in an organization to effectively capture, store, manage, discover, distribute and archive structured & unstructured content.



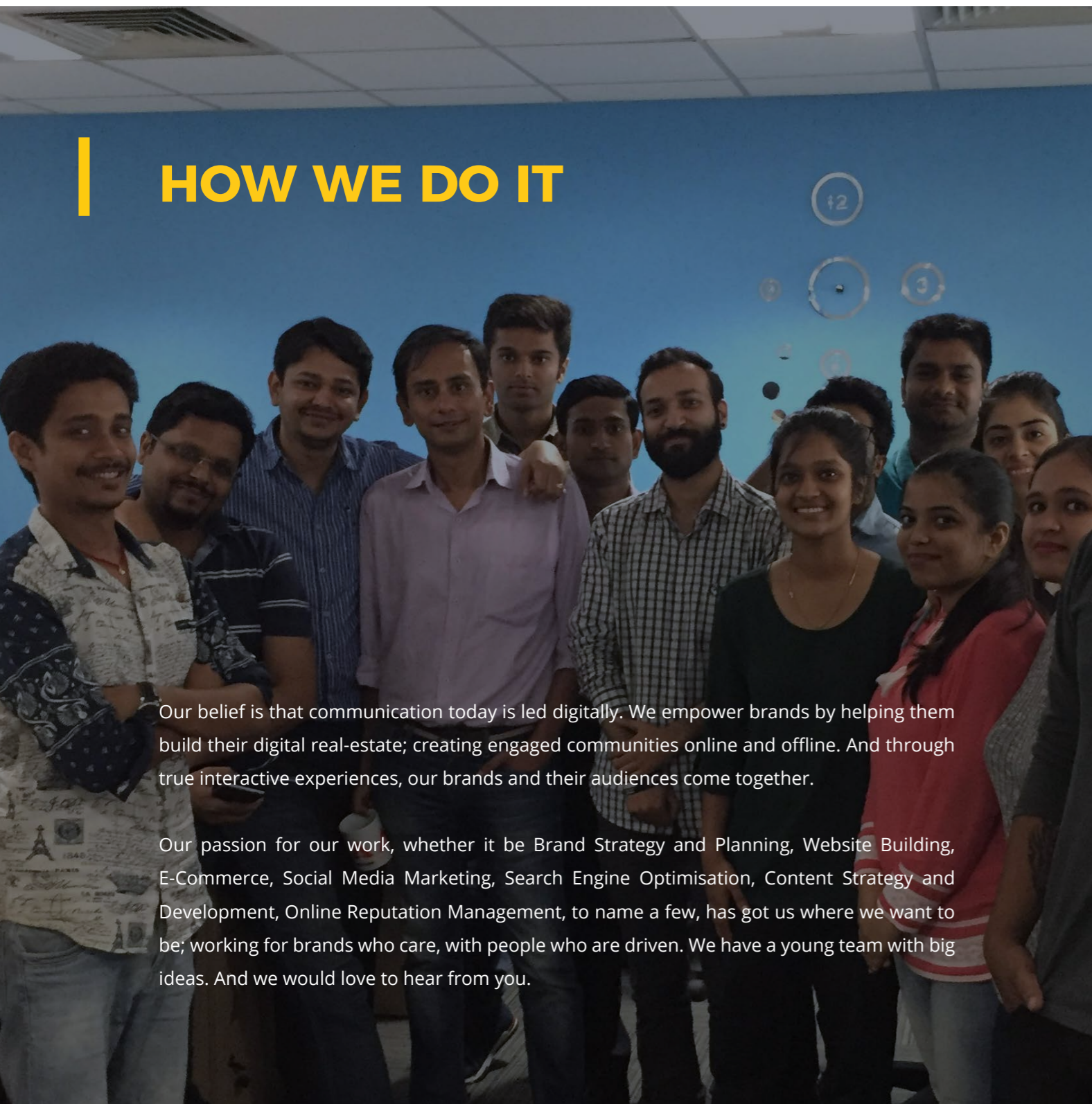
easyDOC

SENTIMENT ANALYSIS

It is a system designed to get feedback of any event by analysing the emotions & facial expressions of the attendees captured in the photographs and videos of the event.



SENTIMENTANALYSIS



HOW WE DO IT

Our belief is that communication today is led digitally. We empower brands by helping them build their digital real-estate; creating engaged communities online and offline. And through true interactive experiences, our brands and their audiences come together.

Our passion for our work, whether it be Brand Strategy and Planning, Website Building, E-Commerce, Social Media Marketing, Search Engine Optimisation, Content Strategy and Development, Online Reputation Management, to name a few, has got us where we want to be; working for brands who care, with people who are driven. We have a young team with big ideas. And we would love to hear from you.



REQUIREMENT ELICITATION

We prefer gleaning a comprehensive & accurate understanding of the project to understand business needs.



MARKET ANALYSIS

Analysing the market is an important aspect which we do to understand the market gap & to explore new opportunities.



STRATEGY AND PLANNING

Keeping the project's needs in mind the strategy is made to generate maximum ROI in a cost effective way.



CONSULTING

We help our partners to understand the technology advancement and marketing needs to grow their business.



IMPLEMENTATION

All the planned activities are executed under the supervision of our area experts for getting best results.



MAINTENANCE AND SUPPORT

The campaigns are continuously optimized and tech assistance is provided to get the desired output.

DIGITAL MARKETING

CASE STUDY

**“A BRAND IS NO LONGER WHAT WE TELL THE CONSUMER IT IS
IT IS WHAT CONSUMERS TELL EACH OTHER”**



PinnacleWorks is known for providing end to end 360 degree packaged solution to its clients, as it believes in working as an extended arm for them instead of a mere service provider. Marwadi University, a known college situated in the heart of Gujarat, Rajkot is associated with PinnacleWorks since it was established as they were looking for a company which can provide them end to end Digital Marketing Solutions.

01

MANAGING SOCIAL MEDIA HANDLES

The social media handles of Marwadi University are managed by PinnacleWorks in a well planned way in order to make the best possible use of it for getting more no. of organic engagements and followers. For ex:-The instagram account is kept updated and active for engaging with youth, while Twitter is used for floating news and LinkedIn to upload Placement Related News for increasing corporate visibility and tie-ups.

02

DESIGNING AND EXECUTING ONLINE ADS FOR GETTING ADMISSIONS

The Digital Mediums like Google, Facebook, Twitter, LinkedIn, etc. are efficiently used for running Ads for generating leads and meeting the marketing and branding needs of the University. As a result of the continuous efforts, PinnacleWorks was able to generate 5000+ admissions related queries for the University in the last academic session.

03

TECHNOLOGY BUILDING AND ASSISTANCE

PinnacleWorks doesn't only deal with the marketing requirements of the University, but also provides the technical assistance required for keeping a track of the results generated via online campaigns. The technical aid includes building the CRM portal, ERP solutions for the use of inhouse students and teachers, Admission portal to manage and track the actions taken on the generated leads, online chat support for the website, etc.



As a result of the marketing plans and their implementations executed by PinnacleWorks, the university has now been able to establish itself as a known name in the education sector with 8000+ students in its campus pursuing their degree in 54+ courses. The University is now known within India and Outside and are having students from 12+ countries.

The quality of work and transparency maintained by PinnacleWorks with its clients has resulted into a healthy and long-term relationship with all its partners and thence is known for its quality work.



SOFTWARE DEVELOPMENT

CASE STUDY

“WE ARE CHANGING THE WORLD WITH TECHNOLOGY”

According to a survey conducted by FICCI-Ernst & Young Paper, 80% of the Indian workforce does not possess identifiable marketable skills leading to only 0.2 million youth getting jobs annually out of the 40 million registered ones. iAugmentor, a partner of PinnacleWorks had a vision of coming up with something which

can help the people in getting market ready and employable without compromising their daily routine and therefore PinnacleWorks developed an app where videos, study materials, mock interviews, etc. are made available for people to learn, explore and become market ready.

CASE STUDY

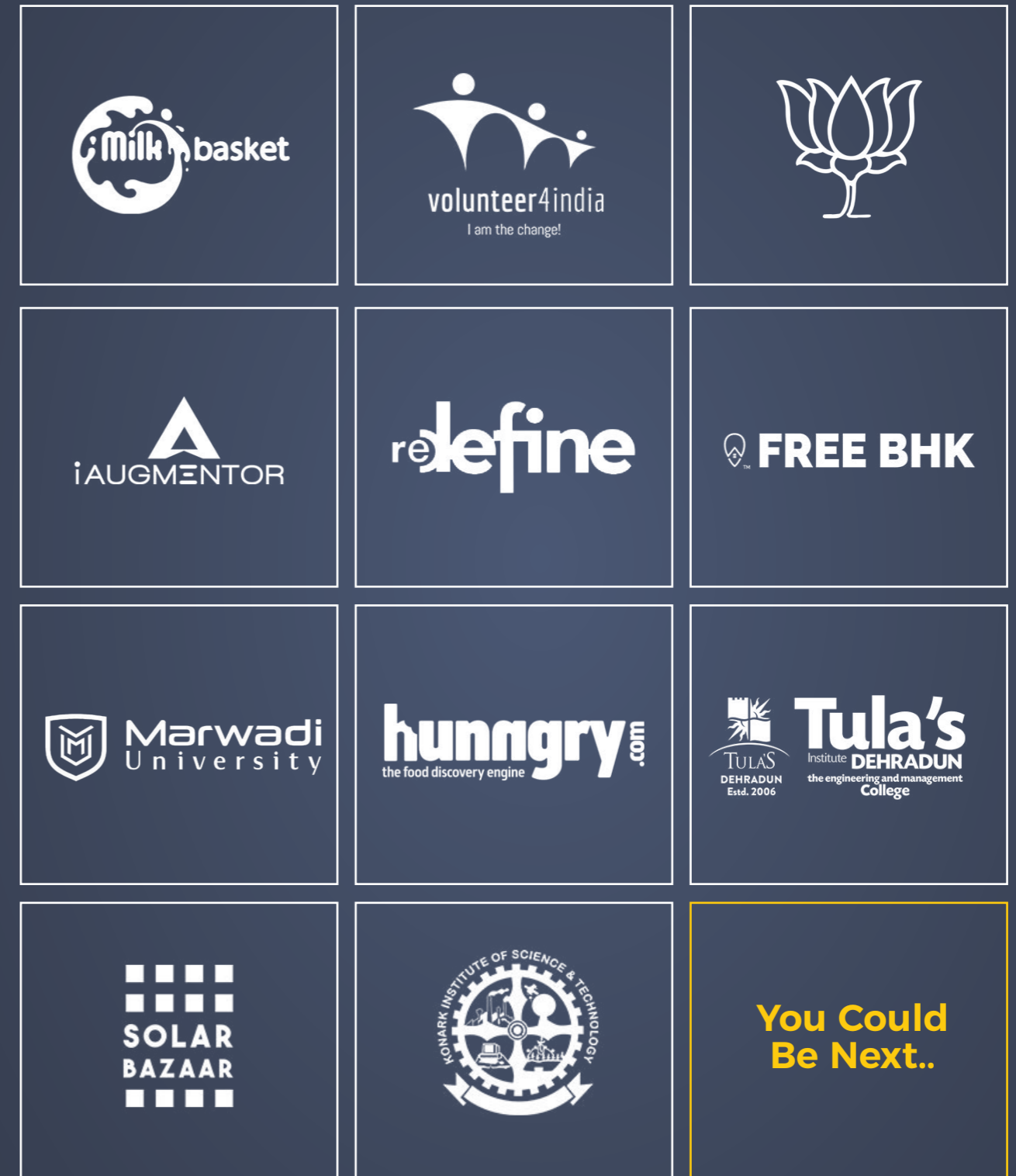
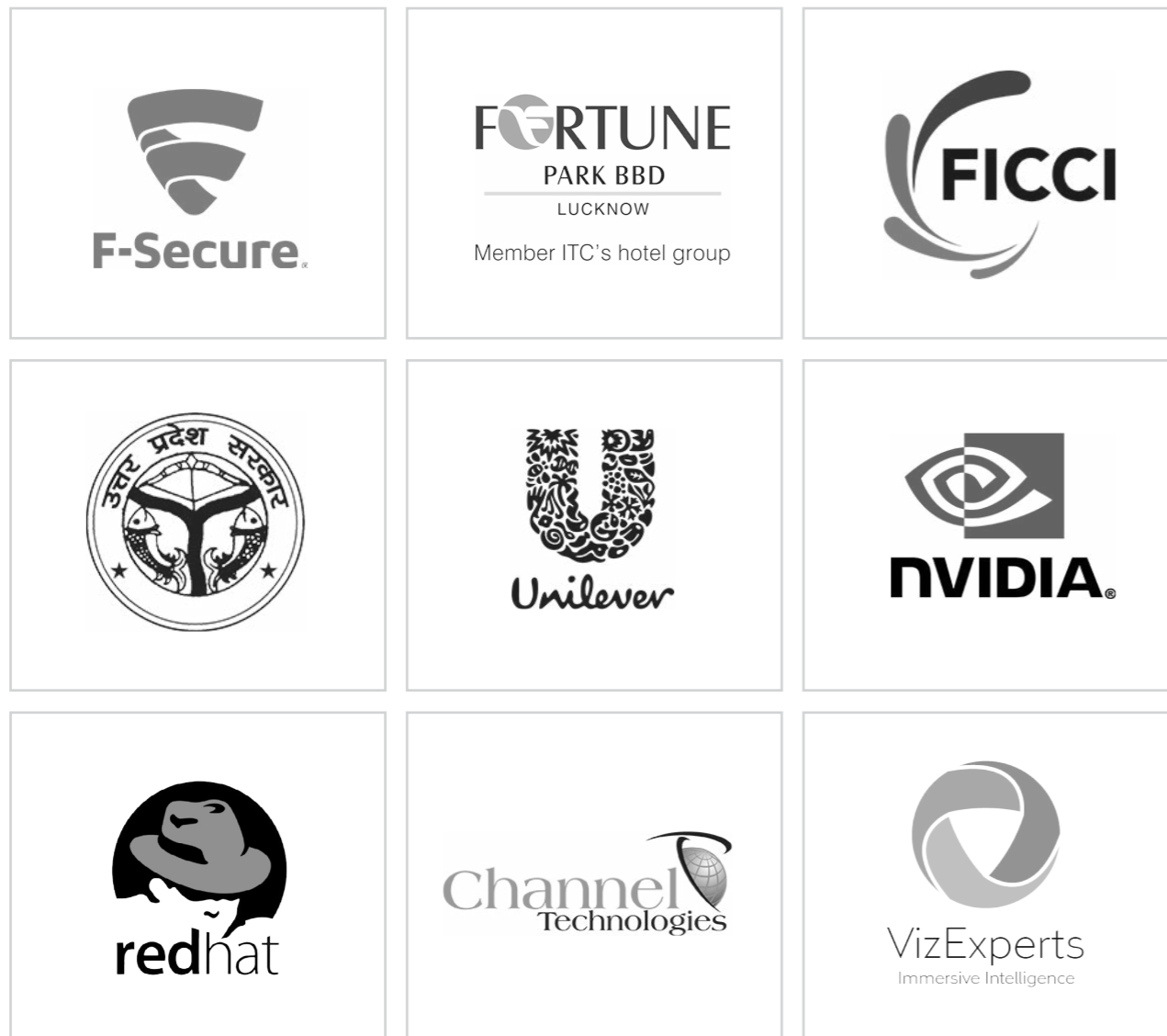
iAugmentor is a technology-enabled training platform which offers a suite of services including an adaptive learning module, a universal assessment engine and a facial analysis engine. The architecture of the platform is designed in a way that allows to plug-n-play new modules at any time.

- A service provisioning engine which provides access of various modules to the right users backed by the single-sign-on system for account management.
- Learning modules use artificial intelligence to adapt in accordance with the user behaviour like learning speed & weak areas . All learning content is stored on AWS S3 & delivered through CDN.
- Universal assessment engine which can cater any type of objective assessments ranging from simple MCQs to psychometric tests.
- Facial analysis engine which uses Computer Vision and Machine Learning to analyse recorded videos and provide objective feedback.
- The whole platform is serviced by REST APIs hosted on scalable AWS EC2 servers, catering to all user interfaces including Android, iOS and Desktop browsers.



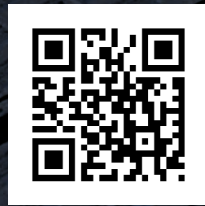
WE ARE PROUD TO PRESENT

SOME OF OUR CLIENTS





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