**VINFORMAX**

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Vinformax Systems Inc
1363 B Street
Hayward, CA 94541
Phone: 510-512-8069
www.vinformax.com

**To**                                                              **30th April 2018**

*AnnDebra Diaz, Sr. Procurement Specialist*
*City of Fort Lauderdale*
*Procurement Division*
*100 N. Andrews Avenue, #619*
*Fort Lauderdale, FL 33301*

**Dear Madam**

We would like to take this opportunity to introduce ourselves while submitting this proposal. Vinformax Systems Inc. is a California based Software Development, Projects, Product Development, IT Manpower and other Consulting Services Company. It is a CA based C Corporation Company and California DGS Certified Small Business Enterprise. We have been into Professional Consulting Services since Dec 2006.

We are located at 1363 B Street, Hayward CA 94541. Our Federal Tax Id is 20-8117709.Our CA incorporation number is: C3266834. We have gone through your RFP and would like to request you to consider our proposal as a response to your RFP 12129- 585

We have a solution we represent called Venuelytics – It is a Digital concierge solution for providing the customer the experience in ordering food, booking a facility, using other facilities at a location etc.

Following are the two person, who are authorized to bid.

| | |
|---|---|
| Muthukumar Srinivasan | Head of Technology and Product Innovation. Phone: 408-373-1977,  510-512-8069 email id : muthukumar@vinformax.com us@vinformaxsystems.com |

Please let us know if you have any question, Please Contact

Thank you

**Muthukumar Srinivasan**
**Head of Technology and Product Innovation**

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## BID/PROPOSAL CERTIFICATION

**Please Note:** If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked **by the bidder** in some manner to indicate that it will supplant the electronic version. All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit http://www.dos.state.fl.us/).

Company: (Legal Registration) _INFORMAX SYSTEMS INC_ EIN (Optional): _20-8117709_

Address: _1363 B STREET_

City: _HAYWARD_ State: _CA_ Zip: _94541_

Telephone No. _925 202 1176_ FAX No. _____ Email: _US@informaxsystems.com_

Delivery: Calendar days after receipt of Purchase Order **(section 1.02 of General Conditions):** _____

Total Bid Discount **(section 1.05 of General Conditions):** _____

Does your firm qualify for MBE or WBE status **(section 1.09 of General Conditions):** MBE _____ WBE _____

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

| Addendum No. | Date Issued | Addendum No. | Date Issued | Addendum No. | Date Issued |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A. **If submitting your response electronically through BIDSYNC you must also click the "Take Exception" button.**

_____

_____

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars ($500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:

_MUTHUKUMAR SRINIVASAN_ 

Name (printed)

Signature

Date: _04/30/2018_

Title: _Head of Technology & Product Innovation_

revised 04/10/15

## CONTRACTOR'S CERTIFICATE OF COMPLIANCE WITH
## NON-DISCRIMINATION PROVISIONS OF THE CONTRACT

The completed and signed form should be returned with the Contractor's submittal.  If not provided with submittal, the Contractor must submit within three business days of City's request.  Contractor may be deemed non-responsive for failure to fully comply within stated timeframes.

Pursuant to City Ordinance Sec. 2-17(a)(i)(ii), bidders must certify compliance with the Non-Discrimination provision of the ordinance.

(a)  Contractors doing business with the City shall not discriminate against their employees based on the employee's race, color, religion, gender (including identity or expression), marital status, sexual orientation, national origin, age, disability or any other protected classification as defined by applicable law.

   Contracts. Every Contract exceeding $100,000, or otherwise exempt from this section shall contain language that obligates the Contractor to comply with the applicable provisions of this section.

   The Contract shall include provisions for the following:

   (i)     The Contractor certifies and represents that it will comply with this section during the entire term of the contract.

   (ii)    The failure of the Contractor to comply with this section shall be deemed to be a material breach of the contract, entitling the City to pursue any remedy stated below or any remedy provided under applicable law.

_____
Authorized Signature

MUTHUKUMAR SRINIVASAN & Head of Technology
Print Name and Title

04/30/2018
Date

## NON-COLLUSION STATEMENT:

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

> 3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).
>
> 3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

**Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.**

| NAME | RELATIONSHIPS |
|------|---------------|
| Not Applicable | Not applicable |
| | |
| | |
| | |

**In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.**

## SECTION VI - COST PROPOSAL PAGE

**Proposer Name:** _VINFORMAX SYSTEMS INC_

Proposer agrees to supply the products and services at the prices bid below in accordance with the terms, conditions and specifications contained in this RFP.

All setup costs for each hotel/restaurant shall be identified in the Cost Proposal. Also included in the Cost Proposal will be a description of the financial transaction procedure, including fee schedules and payments to hotels/restaurants.

**Notes:**

Attach a breakdown of costs including but not limited to labor, equipment, materials and parts.

1. Setup cost (equipment, labor and materials) per hotel/restaurant      $ _100.00 per hotel/restaurant_

2. Fee Schedule and Payments to Hotel/Restaurant      $ _199.00 per hotel/restaurant per month_

**Total Project Cost**      $ _399.00 per hotel/restaurant_

**Submitted by:**

_MUTHUKUMAR SRINIVASAN_
Name (printed)

_04/30/2018_
Date

Signature

_Head of Technology & Product Ninovate_
Title

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# PROPOSAL

## Solicitation 12129-585
## Smartphone Mobile Application for Food and Beverage
## Service Program

Bid Contact
AnnDebra Diaz
Procurement Specialist II
Procurement
954-828-5949
City of Ft. Lauderdale

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### ABOUT VINFORMAX

We are a team of highly successful, internationally experienced individuals, brought together by a common passion for creating long-lasting, sustainable value for our clients. Backed by extremely strong promoters who own large businesses in South India, we have offices in London, Stockholm, Chennai and Bangalore. Our team structure and mix enables us to combine the freshness, nimbleness and dash of a start-up with the considered, deliberate and logical approach to problem-solving of mature companies.  We achieve this through meticulously scoped, methodically analyzed and immaculately delivered solutions - solutions that are good on paper as well as in practice.

Our footprint predominantly encompasses Healthcare, Retail, Education and Energy, although we love a challenge in any field! We are currently assisting State Governments in India in transforming their governance capability through implementing effective e-governance processes and products. Our satisfied clientele would have no hesitation in recommending our solutions in 2D/3D Animation and graphics, corporate videos, Mobile apps, Cloud-based portals, Business Process Optimization and Accounting Outsourcing. We are so confident about our ability to forge a long-term relationship with our clients, we invest a significant amount of our own resources in delivering an initial proof-of-concept for them.
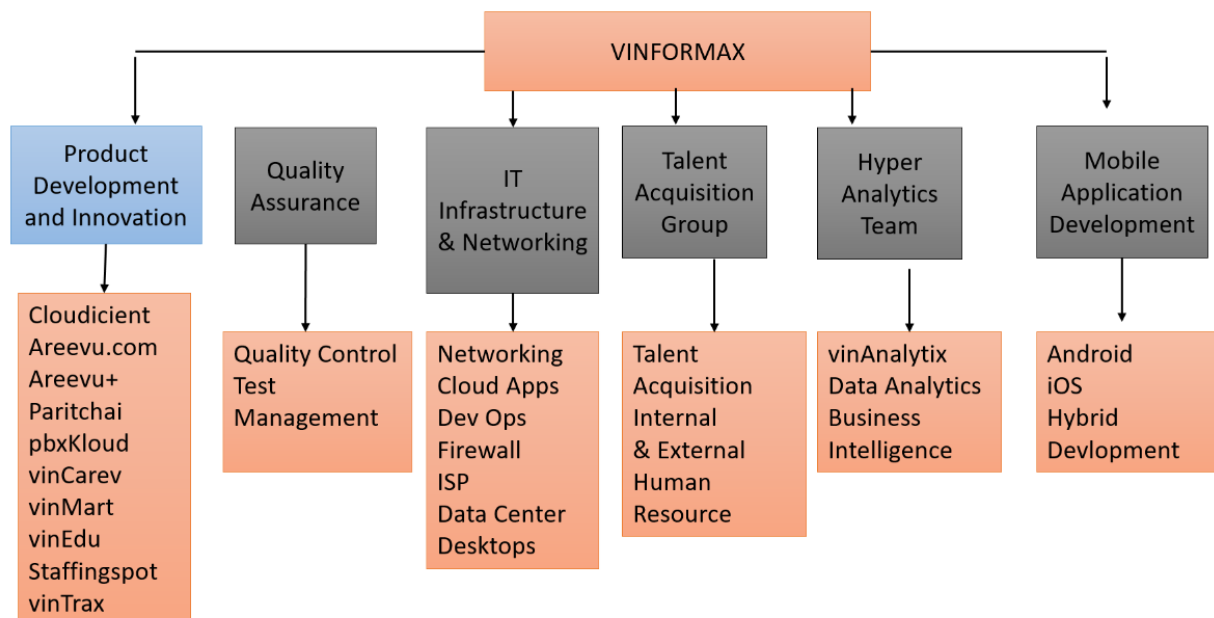
### Scope of the Assignment

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The City of Fort Lauderdale, Florida (City) is seeking qualified, experienced and licensed firm(s) to provide a smartphone mobile application that provides a second more streamlined option for visitors on Fort Lauderdale Beach to order food and non-alcoholic beverage service from restaurants and hotels located on Fort Lauderdale Beach, in accordance with the terms, conditions, and specifications contained in this Request for Proposals (RFP). The City of Fort Lauderdale's Food and Non-Alcoholic Beverage Service program is a web-based service that allows approved restaurant and hotels to deliver food and beverages to visitors on the beach. The proposed smartphone application will provide another option for visitors to order food and beverages through this established program.

## VINFORMAX SERVICES OFFERINGS STRUCTURE



VINFORMAX

| Product Development and Innovation | Quality Assurance | IT Infrastructure & Networking | Talent Acquisition Group | Hyper Analytics Team | Mobile Application Development |
|---|---|---|---|---|---|
| Cloudicient Areevu.com Areevu+ Paritchai pbxKloud vinCarev vinMart vinEdu Staffingspot vinTrax | Quality Control Test Management | Networking Cloud Apps Dev Ops Firewall ISP Data Center Desktops | Talent Acquisition Internal & External Human Resource | vinAnalytix Data Analytics Business Intelligence | Android iOS Hybrid Devlopment |

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## Our Solution offering

Vinformax Systems Inc has partnered with Venuelytics for their service offering Venuelytics smart phone mobile app which provides easy to use features for Food and beverage ordering and would be working closely on this

VenueLytics provides an integrated guest engagement and digital concierge platform designed from the ground up for hospitality and entertainment industries. Our mission is to provide an end-to-end real-time concierge solution to reduce costs, improve operational efficiency, increase revenues through service automation, business analytics and memorable guest experience leveraging AI & Machine Learning.

VenueLytics is founded by Senior executives, Industry experts & Data Scientists from various domains like business analytics, social networking, cognitive computing, enterprise businesses, cloud computing, hospitality & entertainment industries. We utilize our expertise in Mobile, IoT, patented deep-learning technology, and advanced business analytics to create a memorable consumer experience and digital engagement platform.

They empower businesses to deliver peer-to-peer digital concierge services by leveraging consumer's intent, interest, historical behavior, and social signals. VenueLytics provides solution for the casinos, bars, restaurants, resorts, hotels, clubs, and live events to reach customers via omni-channel and drive loyalty, engagement, and revenue.

VenueLytics headquarter is in Palo Alto California. VenueLytics is a well-funded startup with board members and advisers from top technologies companies in Silicon Valley.

Baskar Manivanan, , Kamran Shirazi, , and Vinformax Systems Inc will be directly responsible for this RFP.

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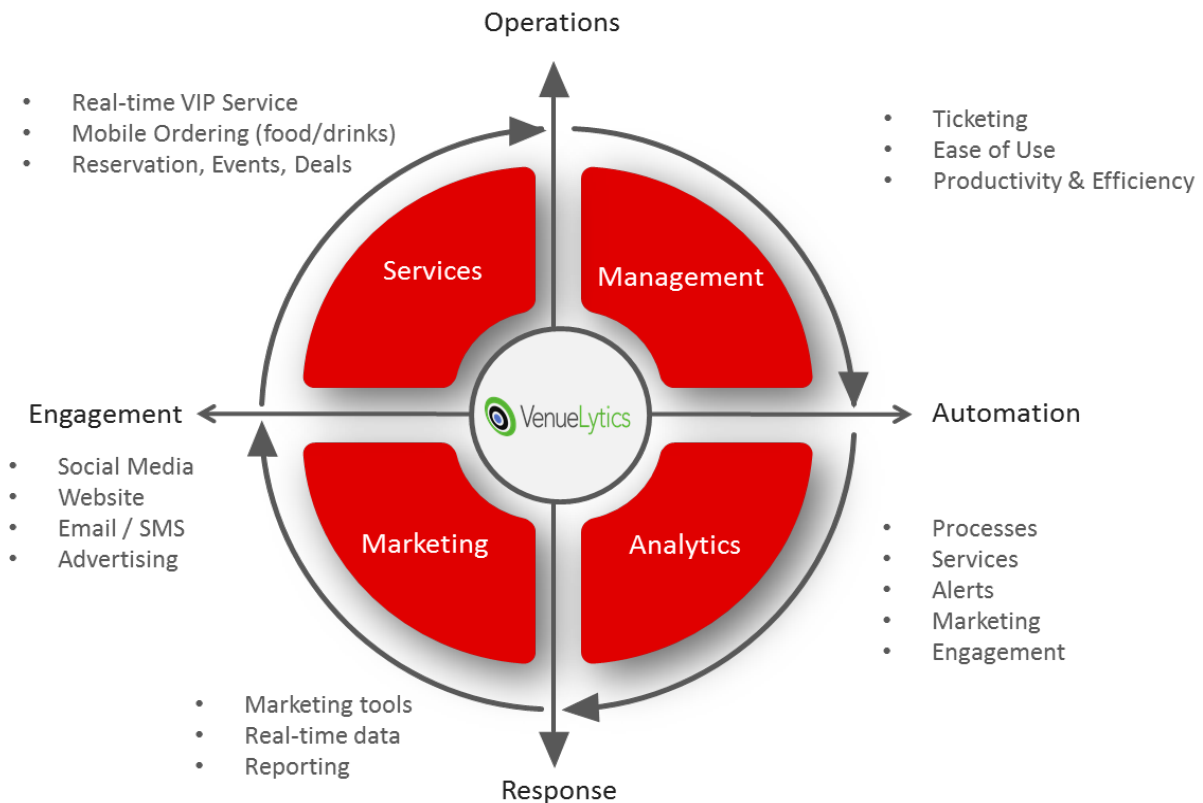


**About Venluelytics**

VenueLytics is a Delaware LLC and has been in operations since 2015* with hundreds of installations across the United States. Our current solution satisfies the RFP requirements thus eliminating any development costs and time.
VenueLytics
530 Lytton Avenue
Palo Alto, CA. 94304

***We work closely with the City of Ft Lauderdale to provide local support and guidance for implementation.

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**Approach to Scope of Work**

A **smart city** is a municipality that uses information and communication technologies to increase operational efficiency, share information with the public and improve both the quality of government services and citizen welfare. For the purpose of this RFP, City of Fort Lauderdale is interested in connecting local businesses with guests through mobile devices and automation of concierge services (i.e. Location based Food/beverage ordering and processing for the beach patrons.

VenueLytics is on the forefront of service automation and digital concierge technologies with customer installations across United States. As a technology solution provide we work with local partners, solution integrators, to deploy end-to-end solutions from small size business to large enterprises in the hospitality and service industries. We provide the technologies and support structure to ensure our partners are well trained and capable to fully deploy and implement our technologies across a wide spectrum of businesses.

We will allocate appropriate resources and will be involved in every aspect of this deployment to ensure complete customer satisfaction and smooth integration.

1) Integration and deployment
   a. Installation and Pilot - 2 weeks from the time the contract is awarded
   b. Testing & Fine Tuning - 1 week
   c. Site survey and installation of optional WiFi/BLE Access Points - 2 days
   d. Full scale deployment within 6 weeks

**References**

 **Client Names:**

Monte Carlo Night Club,

Myth Tavern & Lounge,

Rosie Mccann's Pub & Restaurant,

Mayes Oyster House,

La Jardin, Bourbon Barrel,

Casino M8trix…

**Description of work:**

Provided the food & drink ordering, reservation systems, Bottle service, private event booking, deals, marketing & analytics tools via ItzFun App & VenueLytics Business Solution.

· Year the project was completed: 2017

- Client Contact Name & Phone Number:

   - Marina : Phone Number (650)210 6559

   - Rebecca:  Phone Number (408) 903 5192

VenueLytics can currently provide the following features and services to satisfy the RFP.  Please note that there are three options available for the deployment.  In addition to Mobile App offering,  we have WiFi/BLE option which provides a landing Page for ordering services on WiFi network (Thus eliminating the need to download an app to access services and place orders).

What is provided by VenueLytics:

   a) Custom App (White Label App)
   
       a. List of vendors and dynamic food & non-alcoholic beverage menus for each vendor.
   
       b. Dynamic menu includes options for customizing orders based on preferences
   
       c. Searchable Features - Menu & Vendors
   
       d. Specials and promotions
   
       e. Supports both Pickup & Delivery option for Food & Beverage

   b) Management Dashboard
   
       a. Cloud-based Vendor management console
   
       b. Content Management platform (CMS)

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    c. Role Management (Managers,Servers…)

    d. Account management

    e. Analytics & Reporting

    f. Audit Trail

    g. Available via iPhone App, Android App, IPAD/Tablet & Web/Desktop

**c)** Payment options

    a. Credit Card

    b. PayPal

    c. Apple Pay

    d. Google Pay

    e. Cash

    f. Digital Wallet

**d)** Logistics – ordering and processing

    a. Time of delivery/Wait time

    b. Notification and escalation of orders (Policy based & customizable for each vendor)

**e)** Location Based Services – locating guests - options

    1) GPS/GSM Geo Fencing - requires APP Download

    2) WiFi/BLE – Benefits: Landing Page for the services which does not require guest to download app but simply login to the WiFi for ordering

    3) Manual location tagging - based on the marking & dynamic map

**f)** Guest Notifications & Interactions

    a. Notify Guest -  In-Built SMS

    b. Call Guests directly from the app

    c. In-App & Push notifications - Confirmation of order and delivery fulfillment notice

    d. Email Receipts & Notifications

    e. ChatBot - Automated response & order processing via SMS & messaging.

**g)** Guest survey and feedback

    **a.** Guest instant Rating & Review system

**h)** Advanced Data Mining and Analytics

    **a.** To improve services

    **b.** Provide better customer service

    **c.** Understand customers behavior and preferences

    **d.** Customer Demographic insights

The proposed cost for the implementation is as follows:

**1)** Vendors must register and agree to a monthly subscription fee for account setup, training, support and maintenance of the account.

    **a.** Costs various from $79 / $199 per month – depending on the extend of the menu provided & services used.

**2)** Vendors must use PDA devices(IPhone/Android phone or iPad/Tablet) to be able to locate & communicate with guests on the beach via GPS/GEO Fencing or WiFi/BLE option.

**3)** Mobile App - Consumers can request for Food or Beverage by downloading the Mobile App either from Apple Store or Google Play Store.

**4)** WiFi/BLE option – Access Points (AP) must be installed in each specific location. Based on the preliminary map provided, we need to deploy WiFi APs for each tower to guarantee coverage – Number of AP TBD after the study of the site. By providing WiFi access to guests, the participating vendors and the City of Fort Lauderdale will have the ability to collect more accurate information about guests.

    **a.** There will be monthly costs associated with Internet Connectivity through an ISP.

    **b.** One-Time Cost of each WiFi AP for outdoor use starting from $150 unless WiFi is already provided at the beach (number of APs TBD after the site survey)

        **i.** This cost can be spread over the life of the contract.

    **c.** Typically, large enterprise vendors provide free WiFi to guest in

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return for advertising and promotion – means of recouping costs of providing free WiFi.  In addition, the free WiFi provides an opportunity for the participating vendors or the City of Fort Lauderdale to have an additional source of revenue through advertising or sponsorship (TBD).

5) Vendors must provide Credit Card Processing and Gateway account information to be able to process credit card orders through the app – if no account is provided, VenueLytics will processes the orders for a fee (TBD) and electronically transfer the funds to each vendor based total sales (minus charge backs and service fees) within 1-3 business days.

6) Integration and deployment

    a. Installation and Pilot - 2 weeks from the time the contract is awarded

    b. Testing & Fine Tuning - 1 week

    c. Site survey and installation of optional WiFi/BLE Access Points - 2 days

    d. Full scale deployment within 6 weeks

Q6: What is your expectation regarding when this project can be done?

Answer:

Current solution satisfies and support most of the RFP requirements.  The estimated time to launch a working model for testing is 2 weeks.  Majority of the time is needed to create individual vendor account, train staff, validate and curate content, creation of dynamic maps, study the site layout and define parameters for deployment depending on options such App Based GPS/Geo Fencing and WiFi/BLE Service Landing Page.

**Q 8: With what other systems or process will we need to integrate with or consider?**

Answer:

System integrates with Payment Gateway, Email Gateway and SMS Gateway and also Chat Servers to provide bi-directional communication between guests & businesses, and also to get payment information.

**Q 14: What are the risks identified at this time? (Technical, people, process, organization, quality, communications, scope)**

**Answer:**

If there is any delay in the change management, project scope or approval process from the vendors & stakeholders during the testing & deployment phase of the project.

**Q 15: Will customers need to create accounts and login?**

System provides two types of Accounts – Vendor account and Customer accounts.

Vendor account is used by vendors to manage their Food and Drinks services, prices, and menu. The vendor dashboard provides sufficient easy to use tools to manage food and drinks menu, content and analytics/reports.

Guests can use Mobile app to login with their profile and order Food and Beverage. As vendor needs to communicate to the customer and to manage the payments and refunds, it is necessary for the customer to create an account. Other benefits include identifying and communicating with the vendors, tracking orders & receive promotional offers.

NOTE: We provide an additional option for Customers to request for Food & Drink via WiFi as well in addition to using the Mobile App.

**Q 16: Will user data and metrics be collected via the app?**

System will capture opted-in user data to understand user's preferences and behavior to help vendors provide better customer experience, customize services, rewards and discounts to the user.

**Q 18: Will customers be able to browse for food types?**

Yes, Customer will see the food and drinks menu, the prices and also seasonal discounts.

Customer will also see details of the food and its ingredients.

The dynamic menu on the app can be customized based on user search criteria and preferences to represent food and beverage by price, preferences or any other necessary sub category. In addition, the user can specify special instruction for their food and or preferences during the order process (e.g Vegas Food or Gluten Free…)

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**Q 19: Will customers be able to browse for which vendor has which food types available soonest.**

Answer

- Yes. The Easy to Use (ETU) dynamic menu will provide a searchable and browsable dynamic menu based on user preferences and search criteria.

**Q 21: Can customers place orders for immediate service, as well schedule for a later time?**

Answer

Yes, Customer can place orders and also schedule it for later time based on the option provided by the vendor.

Vendor will have an option to enable this feature and can define a SLA for the servers to follow as well. VenueLytics will send alerts to the vendors if there is any delay in the food & belivery delivery and get instant service feedback & rating from the customers as well.

**Q 22: What will happen if a server cannot locate a customer?**

Answer:

We provide three separate technologies that enable users to accurately locate the customer.

  a)  GPS/Geo Fencing -  based on google map through Mobile App

  b)  WiFi/BLE - accurate within 2 sq.ft.

  c)  Manual Tagging by specific location – customer inputs. e.g. Table 235, or dynamic grid mapping – layout of the beach based on a grid.

App will provide ability to communicate with customer via chat/SMS, call the customer phone, email and in app/push notifications.

In case server is not able to locate or communicate with customer (example: Customer phone running out of battery or other unforeseen events), it will be up-to the vendor to do a full or partial refund.

**Q 23: Will basic chat be available for servers to communicate with customers?**

**Yes,** App will provide chat, SMS/Email, in-app/push notification and workflows for servers to communicate with the customer.

**Q 24:** Will servers have access to customer phone numbers in case there is an issue with the order or other communication needs?

Yes, if it is approved & given permission by the vendor to the server via VenueLytics. The server will be able to all the customer directly from the app.

**Q 25: What will customers be able to do if the wrong food is delivered?**

App will provide options to accept, reject all or any parts of the order. Vendor can do partial or full refund as per their refund policy.

**Q 26: If the wrong item is delivered, will there be a feature for an instant refund, a re-order / re-do?**

**Yes. The options are available for canceling, re-ordering & instant refunding (full & partial)**

**Vinformax's Costs**
WE agree that The City shall not be liable for any costs incurred by proposers in responding to this RFP.

**Vinformax Pricing/Delivery**

Prices proposed shall be valid for at least One-Hundred and Twenty (120) days from time of RFP opening unless otherwise extended and agreed upon by the City and proposer.

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## DESCRIPTION OF THE QUALIFICATIONS OF LEADERS

**Prabhu Venkatesh Subramanian**
Prabhu holds a BS degree in Applied Sciences from one of the leading technology schools of Southern India. He also holds a Master's in Business Administration, also from a leading South Indian institution, specializing in Sales, Marketing and Systems. True to his academic qualifications, he has had significant experience in some of the leading software companies of the world, Tata Consultancy Services (TCS) being one of them, where he deftly handled sales of the Oracle product range. He has used his unique insight into the technology behind business solutions and has led some of the key Channel Development, Training and Sales Delivery programs in the companies he has worked for. Very quickly and somewhat naturally, his unique combination of skills took him to the very heart of world technology, Silicon Valley, California, where he has had phenomenal success as a Sales Achiever and a mentor of other sales team members. His strengths include Business Development, Large Account Management, Product Marketing, Product Conceptualization, and Product Management, Recruiting and mentoring in Software and Consulting. He has built a strong reputation among key clients like KPMG, Hitachi, Cap Gemini and TEP. A keen social cause's promoter, Prabhu volunteers a significant amount of his time to support genuine causes like Sankara Eye Foundation, India and Cancer Institute Foundation. The guiding principle of his career? - "Business, but with a human face"

**Muthukumar Srinivasan**
An alumnus of Regional Engineering College, Trichy and An alumnus of Regional Engineering College, Trichy and MBA and MS from Chadron State College, Nebraska, Muthukumar has over two decades of rich expertise in Enterprise Application and Enterprise Solutions. The quintessential technocrat, Muthukumar has distilled all the experience he has gained from his 14 year stint at Oracle in California, USA and has authored some of the most cutting-edge solutions for business efficiency in the Vinformax stable. He is an expert in CRM, Cloud and Data Analytics. Muthukumar has successfully handled several Fortune 100 accounts for Oracle and has ensured high levels of customer satisfaction with these clients. During his stint with Siebel, Muthukumar has honed his skills in the areas of Customer Expectation fulfillment, Customer Satisfaction and tries to follow that philosophy all through. He heads the New Product Development and innovation tracks for Vinformax. His wide experience includes international customers in China, HK, Italy, UK, Singapore, Malaysia, Thailand and USA. He works by Edison's famous quote "There are no rules around here (in this laboratory). We are trying to achieve something!" MBA and MS from Chadron State College, Nebraska, Muthukumar has over two decades of rich expertise in Enterprise Application and Enterprise Solutions. The quintessential technocrat, Muthukumar has distilled all the experience he has gained from his 14

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year stint at Oracle in California, USA and has authored some of the most cutting-edge solutions for business efficiency in the Vinformax stable. He is an expert in CRM, Cloud and Data Analytics. Muthukumar has successfully handled several Fortune 100 accounts for Oracle and has ensured high levels of customer satisfaction with these clients. During his stint with Siebel, Muthukumar has honed his skills in the areas of Customer Expectation fulfillment, Customer Satisfaction and tries to follow that philosophy all through. He heads the New Product Development and innovation tracks for Vinformax. His wide experience includes international customers in China, HK, Italy, UK, Singapore, Malaysia, Thailand and USA. He works by Edison's famous quote "There are no rules around here (in this laboratory). We are trying to achieve something!"

**Vinformax Qualified Leaders Public Profile is given below.**

| Muthukumar Srinivasan | https://www.linkedin.com/in/muthukumarsrinivasan email : muthukumar@vinformax.com<br>Cell : 408–373-1977 |
| --- | --- |

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## VINFORMAX PROFESSIONAL SERVICES EXPERIENCE

The following are our partial customers for whom we have provided professional services and IT Staff Augmentation





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## Industries worked



## VINFORMAX CURRENT OPERATIONS

We are currently operating out of **1363 B St, Hayward, CA 94541**. We have 2,500 square foot office space owned by us in a 10,000 square feet location. It is located in the middle of Bay Area, CA

## COMPANY INFORMATION

| | |
|---|---|
| Year founded | Dec 2006 in Nevada and later moved to California during Dec 2009 |
| Multi Location | Vinformax is a Multi-Location global and visionary company. Following are their offices<br><br>a. Hayward, CA, USA – Development, Quality Assurance and Automation, Consulting and Projects/Product Development<br><br>b. United Kingdom – Finance and Accounting, Consulting, Product Development and Project consulting<br><br>c. Chennai, Bangalore 2 Offices, Coimbatore and Pondicherry, INDIA. – Software Development, Mobile Application Development, Digital Animation Lab |

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| | |
|---|---|
| | d. Sweden – Digital Animation and Visual Effects. |
| Number of Similar or successfully completed Projects | 10 Mobile Application Development in iOS and/or Android 14+ Mobile Application development for Vinformax owned products |
| Number of Similar projects underway | 3 Mobile Application Development |
| Total Number of Clients | Over 30 different clients. List is provided below |

## WHAT VINFORMAX CAN OFFER

- We can offer Professional Services Consulting/ IT and IT Staff augmentation
- We can develop any Websites for any customers.
- We can develop any Web Applications using technologies like Python, PHP, MySQL etc.
- We can develop many applications in .NET, PHP, Java etc.
- We can develop applications in Mobile using Android, iOS and Hybrid mode
- We are majorly into 2D/3D Animations.
    - We can develop corporate videos
    - We can create Entertainment Animations
    - We are currently into Animations in Healthcare. We can deliver course curriculum, many videos in terms of healthcare education
- We can Testing Services onsite and offsite from Hayward office
- We have various products (please refer our Overall brochure attached with this). We can implement any of these products under your brand for various services
- We can develop, deploy, manage and support any IT Systems for any size of business.
- We can implement eLearning Portal.
- We can implement online examination tool.
- We can automate many of IT Company development, operations and quality testing through our DevOps Practices
- We can help in four major areas of IT
    - Data Analytics – Structured, semi-structured and unstructured data
    - Cloud Applications – Amazon and Azure and Oracle
    - DevOps
    - IoT – Internet of Things
- We can manage your IT Infrastructure
- We can provide 24/7 and 365 days support services for product, services etc
- We can conduct workshops, training services in technology, staffing services etc.
- We can provide several other services in terms of IT and IT in healthcare. Please feel free to write to us to the mail id mentioned above.

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Confidential

San Francisco*London * Stockholm * Bangalore * Chennai

## ADDITIONAL INFORMATION

- Upon request, we can provide detailed product technology stack, demo versions and detailed service offerings in each product can be given.
- We can also provide and get to a discussion further for any specific services that we offer if you have any question

## THANK YOU

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# Smartphone Mobile Application for Food and Beverage Service Program

![VenueLytics logo]

# Digital Concierge Solution

## Plug-and-Play Solution

### WiFi/BLE/GPS    Mobile App    Mobile Web

**Customer Engagement**

**Content Portal & Notifications** — Information, Bathrooms, First Aid, Security & Alerts, Lost & Found, Maps, Local Attraction/Businesses

**Premium Services** — Events & Meetings, Ticketing, Contests, Games, Event Packages

**Ordering/Reservation** — **Booking/Reservation, Food/Drink Ordering/Delivery GEO Location, Mobile Pay, Dynamic Menu**

**Marketing & Promotion** — Shopping, Gift Card, Deals, Giveaways, Incentives, Digital Loyalty, Rewards

**Operations** — Real-Time Data and Analytics, Customer Insights and Reports

# Feature Requirements and Comparison

**Itz Fun!**

| REQUIREMENTS | by VenueLytics | eazyo |
|---|---|---|
| ☑ Smartphone App IOS & Android | ☑ App – Currently available in both IOS & Android store with customizable features and White Label App (private label  APP) | ☑ IOS & Android App |
| ☑ Venue Dashboard – Central Management and Control, Auto Menu Programing, Reporting (CSV) | ☑ Cloud-based, full dashboard and centralized management  & control with customizable / programable features, reporting, data analytics, and plug-and-play enabling / disabling features  - Real-time | ☑ Ordering Food/Drinks |
| ☑ Guest GEO Location | ☑ Guest GEO location within 1sqft accuracy through WiFi, BLE, & GPS, Location Tagging | ☑ Mobile Pay |
| ☑ Dynamic Menu – Photo/Description | ☑ Full dashboard and control to update, menu, photos, pricing, and availability – real-time | ☑ Manual Tagging Location - GEO |
| ☑ Mobile Pay – independent from POS | ☑ Mobile Pay – Apple Pay,  Google Pay, PayPal, Credit Card | |
| ☑ Guest Notification | ☑ Guest notification: Alert, Chatbot, SMS, email | |
| ☑ Estimated Order / Delivery Time | ☑ Real-time order delivery status and estimation | |
| ☑ Accuracy/efficiency/fulfillment | ☑ Existing scalable solution – efficient and accurate | |

**VenueLytics**

# HOW VENUELYTICS WORKS - CUSTOMER/GUEST VIEW

## Use Case - Beach Food & Drink Ordering & Instant Feedback

**STEP 1**

**Vendors Enables Food/Drink Ordering via VenueLytics Console**
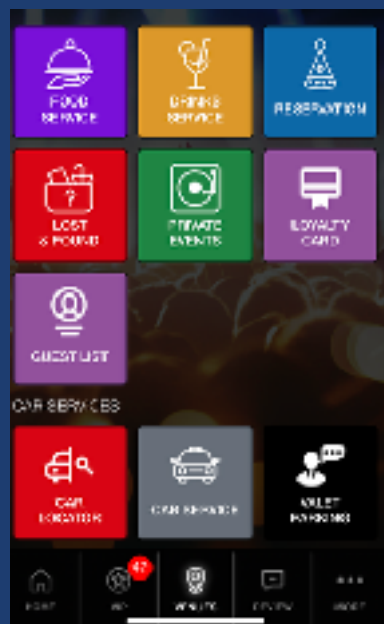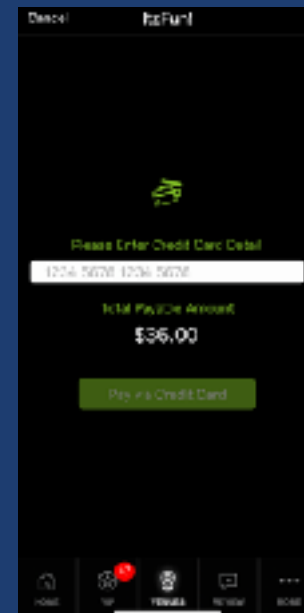
**STEP 2**

**Customer Chooses Ordering Food/Drink**
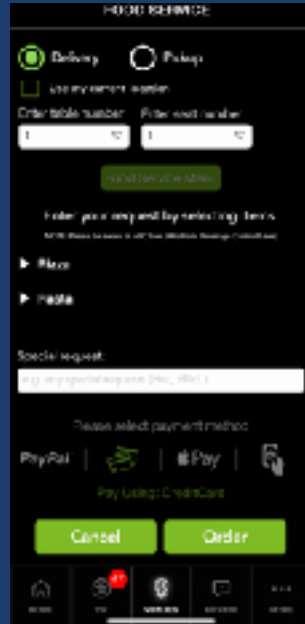
**STEP 3**

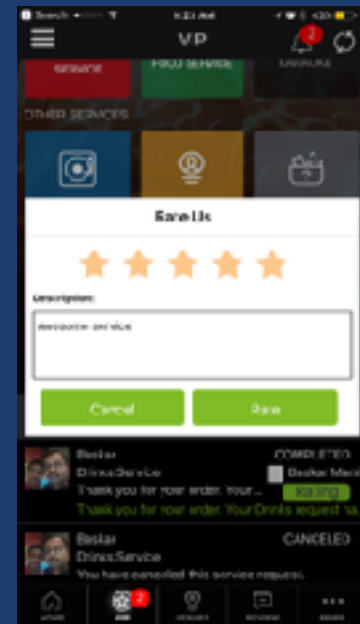**Customer can choose Pickup or Delivery, Payment Option**

**STEP 4**

**Mobile Payment or Pay to Server**

**STEP 5**

**Customer's Instant Rating**

# HOW VENUELYTICS WORKS - BUSINESS/VENDOR VIEW

## Use Case - Beach Food/Beverage Ordering, Response, Auditing & Reporting

**STEP 1**

Vendor Receives Food/Beverage Requests as push notifications

**STEP 2**

All the Food Requests will be visible under Orders Tab in Venuelytics App
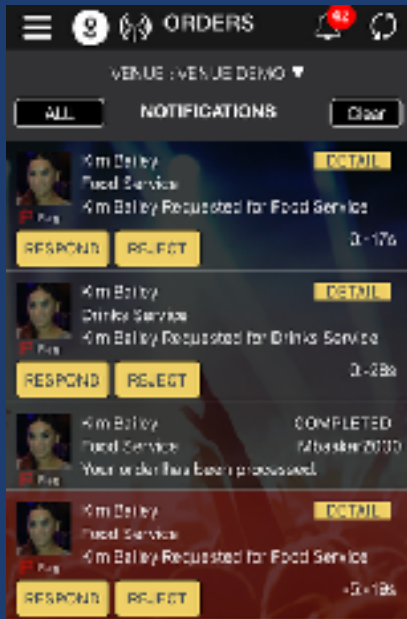
**STEP 3**

Vendor can respond, process payment & provide status including the wait time
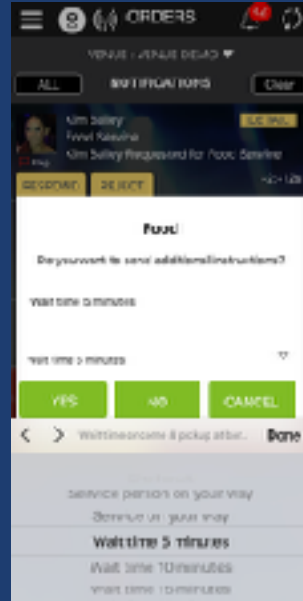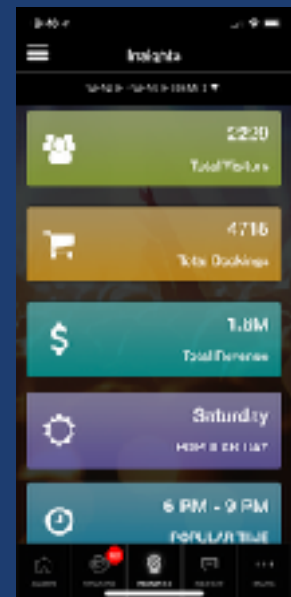
**STEP 4**
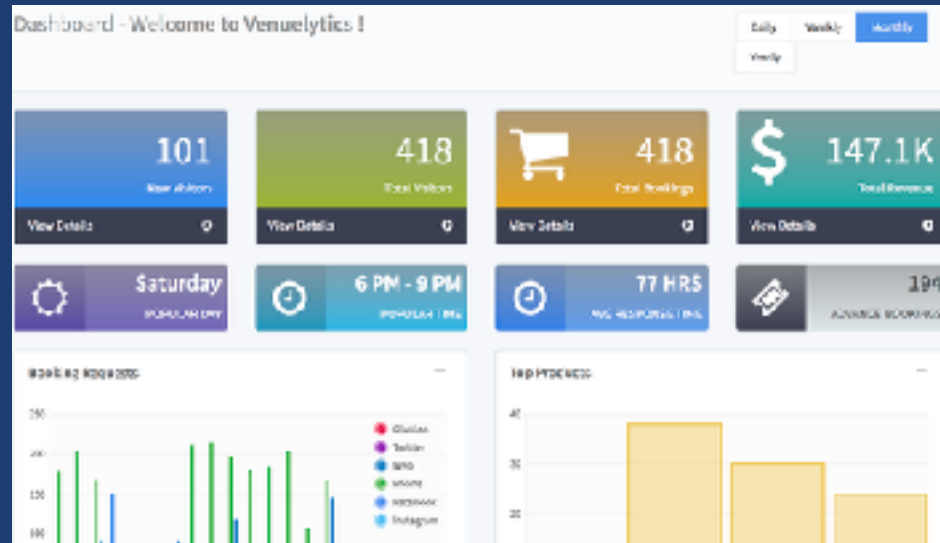
Deliver Food at Specific Customer Location
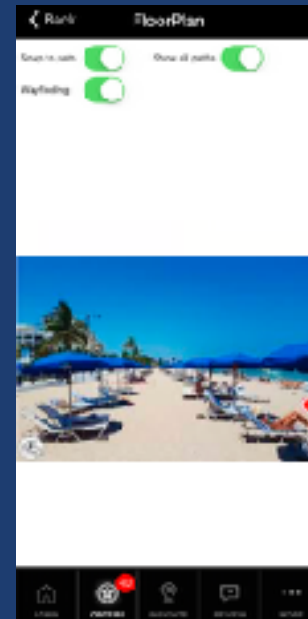
**STEP 5**

Real-Time Analytics Reporting

# HOW VENUELYTICS WORKS - VENDOR VIEW

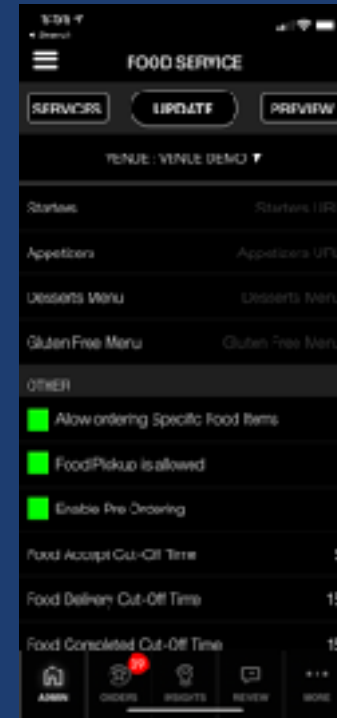## Business & Customer Intelligence Dashboard



**Desktop & App Based Real-Time Dashboard**

# HOW VENUELYTICS WORKS - VENDOR VIEW

## Content, Menu & Order Management



**Manage Food & Beverage Services, Deals, Reservations**

**Dynamic Menu & SLA**

# HOW VENUELYTICS WORKS - VENDOR VIEW

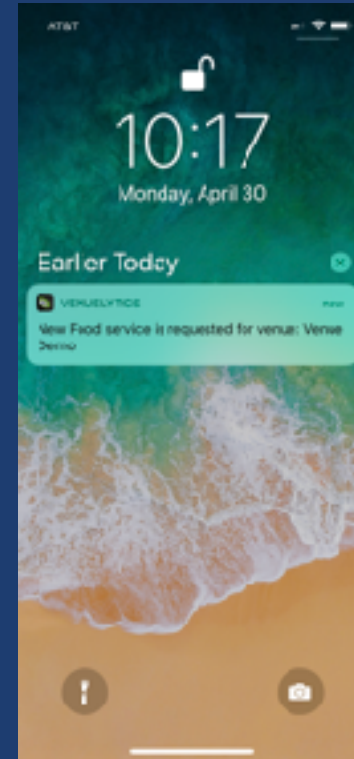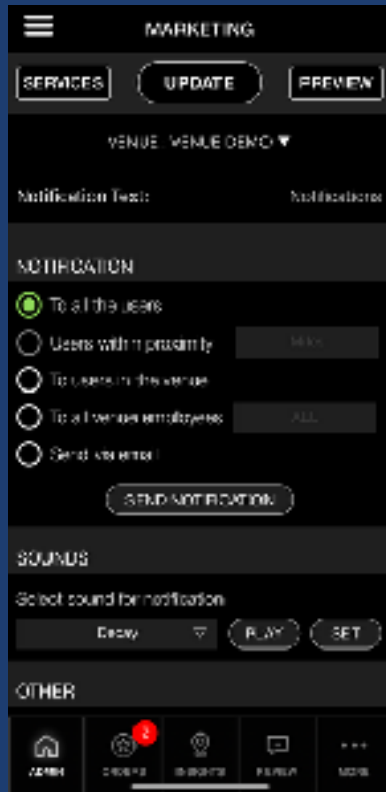## SMS, Email, Notifications, Alerts



**Customers can be reached via phone, SMS, Email - Details via Listed**

**Alerts & Notifications**

# HOW VENUELYTICS WORKS - VENDOR VIEW

## Marketing Tools



Communicate with Guests/Customers Via SMS, Push Notification, Email & Phone directly from VenueLytics App

# HOW VENUELYTICS WORKS - VENDOR VIEW

## Available on iPhone, Android, Tablet/Ipad & Desktop



## Customers/Guests Can request for Food/Beverage via Mobile App & WiFi

# Business Analytics Dashboard

**VenueLytics**

Easy Access To New & Existing Customers. Grow the customer base with Guest Registration & Mobile App - Improve Business Operations and services using Real-Time data

**1**

**Enable WiFi & Mobile App**
Access for guests

**2**

**Collect Customer Intelligence**
Provide Mobile Ordering & Engagement Services

**3**

**Data Analytics**
Business insights

**4**

**Improve Campaigns**
Customer Services, Loyalty & Grow the Business

**Customizable Guest WiFi Login Page**

**White Label  Mobile App**

**New Dish**

HAPPY HALLOWEEN

**Example of Services**

## Digital Concierge

## Management Console

- Automation
- Operations
- Response
- Engagement

- Information Portal
- Service Request & Respond Automation/ Ordering
- In Venue Mobile Pay for Any Services/Goods
  - Food/Drinks Ordering/ Delivery
  - Tickets
- Real-time Notifications/Alerts
- Concierge / VIP Services
- Any Port
- Attractions
- Venue reservation

# DEMO APPS

**VenueLytics For Consumers (ItzFun App)** - Mobile App

- Food & Drink Ordering

- Mobile Pay

- Booking & Reservations

- Deals & Promotions

- Location Based Services
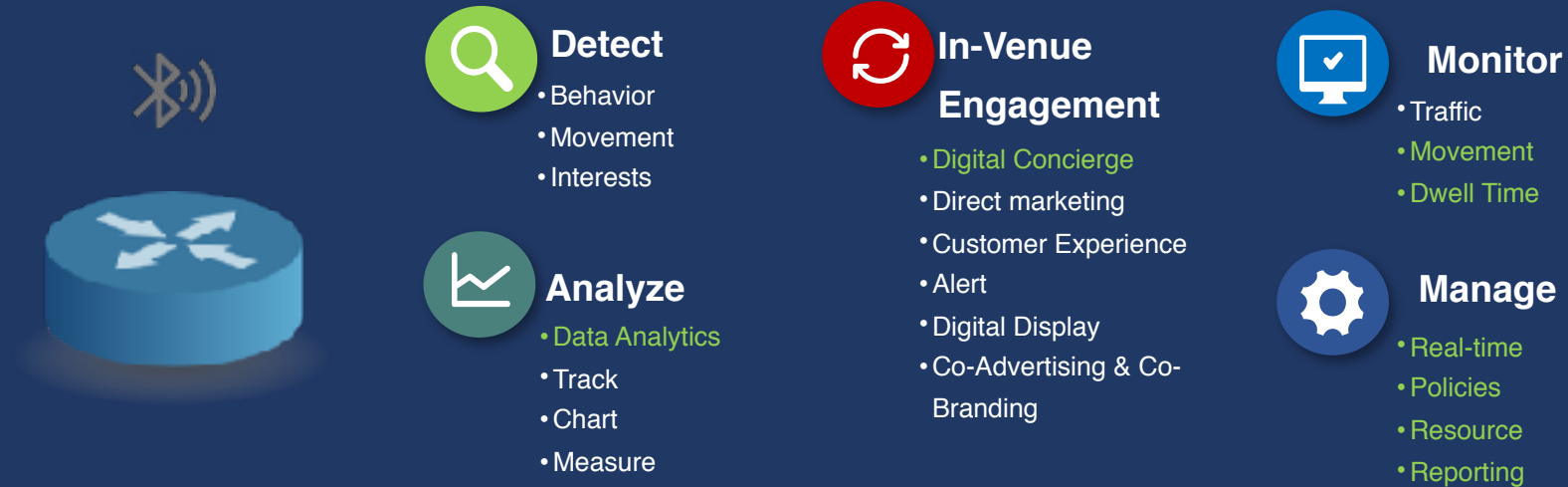
## Download Link: https://onelink.to/98dmnv

**VenueLytics For Business (Resorts, Hotels, Restaurants, Beach…)**

- Food & Drink Order Processing

- Auditing, Rating & Feedback Tracking

- Analytics & Reporting (CSV,..)

- Marketing Tools

- Location Based Alerts & Communication

- Processing Payments

## Download Link: https://onelink.to/xw558c

# APPENDIX

# Key Features of VenueLytics WiFi/BLE/GPS/Mobile APP Integrated operations Aspect

**Detect**
- Behavior
- Movement
- Interests

**Analyze**
- Data Analytics
- Track
- Chart
- Measure

**In-Venue Engagement**
- Digital Concierge
- Direct marketing
- Customer Experience
- Alert
- Digital Display
- Co-Advertising & Co-Branding

**Monitor**
- Traffic
- Movement
- Dwell Time

**Manage**
- Real-time
- Policies
- Resource
- Reporting

**With VenueLytics Managed WiFi/BLE Solution Engage Customers & gain**

**Full operational insights & control**

**Own your data**

**Full Analytics**

**Plug and Play Solution for Hotels, Beach, Resorts, Restaurants - Hospitality Industry**

VenueLytics

Digital Concierge

Location Based Services

Marketing & Promotion

Customer Engagement

Smart WiFi/ Virtual BLE

Advanced Analytics

White Label APP

Web

Social Media

Chat Bot

Mobile

## Why
- Engage guests
- Know your customer
- Improve guest experience
- Provide value added services
- Measure & improve perf.
- Improve marketing
- Attract more sponsors
- Drive revenues
- Monetize WiFi

## How
- WiFI/BLE Technology - LBS
- End-to-end Automation
- Analytics
- Advertising
  - Right Time, Place, Person
- Loyalty & rewards prog.

## What
- Engage attendees
  - Pre, during, post event
- Digital Concierge services
- Targeted Advertising
  - Sponsors
- Advanced Analytics - improve
  - Operations
  - Guest Experience

## Result
- Sponsors – targeted advertising
- Increased revenues by up 35%
- Customer Engagement
- Automation & Analytics