



AUTOMATE your BUSINESS and GROW

CUSTOM SOFTWARE | MOBILE APPS | DYNAMIC WEBSITES | FLEXIBLE HOSTING

WE ARE...

Outline

What is the Story that launched our journey?

What is our Culture that drives our Customer service?

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What makes us Unique?

What are the Industries we cater to?

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What are our Achievements so far?

Reach Initiative

We are ready to serve you.

What is the **Story** that launched our journey?

6:15 am I was startled from my sleep due the sound of SMS on my phone. I slowly tapped my hand on the bedside table to spot my phone. With sleepy eyes I slowly peered into the bright phone screen. “Mr. Karthik has enquired for your Property. Call xxxxxxxxxx”. I jumped out of bed, excited that we received our first enquiry for our project.

It was in August 2011 after we started our Real Estate Venture in Chennai and had just advertised online on one of the marketing portals. It was exuberance when we started receiving real enquiries from customers through the marketing initiative. The excitement slowly started turning in to a problem when enquiries were so many that we were unable to track them and lost customers due to poor tracking and follow up.

I started my Software Programming journey when I was in 9th class, way back in 1995, as an extracurricular activity. I was infatuated by the world of Software Programming that I excelled in that class and also went ahead and studied over 15 different programming languages out of passion over the years. Software was however a hobby and therefore I did my BE Mechanical Engineering and MBA in Marketing and Finance. I went to on work for 3 Multinationals for 7 years both in India and Abroad in the area of Marketing, Sales, Management.



What is the **Story** that launched our journey?



I had exposure both in Products and Service related industries. When tracking of sales became a burden, my instincts drew me to create a “Cloud Based Lead Management Tool” to track each enquiry with alerts so that we could have an excellent conversion with our enquiries. One problem was solved. However, soon we started facing new challenge of tracking customer requests after they had booked our property. Immediately I created a tool to ensure that all the departments ensured property tracking of activities to ensure highest customer satisfaction - Legal, Construction, Finance. Though business was good, new challenges kept popping up. Payment outstanding, Task Management, Execution Tracking, Purchase Management, Vendor Management, Human Resource Management and so on.

And I was ravishing away with my Software Solution for each of these and the tools kept saving the day for all of us. All this happened so naturally that I didn't even realise what was going on. A friend of mine looked at the Software Tools I created for our business and was eager to try something similar for his business. He presented the challenge his business with Inventory tracking was facing and requested me to implement a solution for it. It took me 3 days to implement a simple inventory solution for his multi branch operations for simple but effective inventory management.

They have been using this solution for the last 9 years and it still works good. He opened the door for me to explore my passion with real customers and slowly I started receiving referrals to solve business challenges and to boost business productivity through software solutions. That was the beginning of Rejola IT Services, passion converting to serving customers, and there was no turning back...

Thomas John V T, BE., MBA.,

Founder & CEO

www.thomas.rejola.com

What is our **Culture** that drives our Customer Service ?

Purpose	Improve Lives Around the World!
Vision	To become the best "Entrepreneur Helper" and "Employees Helper" by "Solving their Business Problems" and "Boosting their Productivity" and "Helping them grow" through "Customised Business Software Solutions", in the World.
Mission	To collaborate with Organisations and to help them improve their TEAM MEMBERS, their PROCESS, so that they DELIVER better to their CUSTOMERS, which results in growing their PROFITS at AFFORDABLE COST, thus improve their LIFE STYLE.
Core Values	1.Customer Centric, 2. Honesty, 3. Innovation, 4. Discipline and 5. Excellence
Philosophy	"Helping Fulfills"

Why do we do What we do?

Increase Productivity

Employees usually work for 3 to 4 hours effectively in a day. We would love to see the world with employees being committed and dedicated like the Business Owner and grow along with the organisation.

Minimise Loses

Inefficiencies in an organisation eventually leads to financial losses. By ensuring high efficiency in all the processes, we help mitigate losses in an organisation.

Business Customer Service

Business exists for its customers. Having a Software in the business helps the business to focus on this most crucial aspect of business and ensures that the customers are satisfied with their products and services.



Why do we do What we do?

Increase Profits

Productivity goes up, losses comes down, focus on growth increases and customers are also happy; the automatic result of this is increased profits and sustained profitable growth.

Automation

A business leader spends close to 65% of their time in day to day mundane activities. These activities can be effectively delegated to team members and the Business Leader can free up their time to focus on growing the organisation.

Improve Lives

9 out of 10 business fail in first 5 years. And those that succeed continue a journey filled with stress and tension. We would like to change this. We envision a world with Entrepreneurs and Employees living a happy, joyful, peaceful and an abundant life. We would like to bring that change through our Software Solutions in Businesses.



How do we do What we do?

People First Approach

For us team comes first. We have implemented novel systems like, 5F tracking, Growth Track, Growth Path, Learning Progress, Improve to Grow, Armor of Success and various other initiatives to ensure that our Team is given first priority. We understand that happy team members will keep customers happy too.

Appreciation Board

We focus and measure on the appreciations we receive from customer for the solutions we develop for them. This ensures that we are creating solutions that matter and not software that sell.

Collaborative Approach

We work along with the customer almost as if their in-house IT department and understand their problems up close and implement the solutions to remove those problems in the organisation.





What do we do?



Customised Software

We develop the Software solution based on our clients requirement and the problem that we are trying to solve. Every customer is unique for us and each business deserves a unique touch of the solution we provide.

Dynamic Websites

We develop dynamic websites that behave like a software. Apart from developing static websites which serve as an online catalogue of business, we also develop Admin panel based websites which can be modified by the customer themselves and users also can have a great interactive experience.





IT Outsourcing

We are passionate programmers. We create solutions for the problems that are presented to us. We are therefore an awesome IT Outsourcing partners for companies. We will ensure that the digitisation of the organisation rests on our shoulders and the organisations can thrive by drawing the benefits from Digitisation.

What do we do?

Mobile Apps

We utilise various technologies to create Mobile App that solves problems. We use both Native and Hybrid technologies to develop both Android and iOS apps.



Solutions and not Products

We believe that each individual is different and therefore each business is different. We create and develop specific software solutions for each customer ensuring that their uniqueness is preserved and they can maintain their competitive advantage in market and pursue their growth ambitions without compromise due to technology.

Flexible Pricing

We understand clients cash flow and we have various innovative ways to collaborate with our customers. We have complete faith in what we deliver and therefore have come up with long term partnership models with customers. We also have pricing that reflects the growth of the organisation.

Partner, not Sell

We partner with organisation and do not sell to them. Our motive is not cash flow for us, instead our motive is profitable cash flow for our customers. We ensure that our success is achieved only if our customer grow. That ensures that we keep our metrics in such a way that it first benefits our customers and as a result helps us too.

Solution, not Software

We call our programmers as “Solution Engineers” and not “Software Engineers”. That is because we understand that it is not Software that makes the difference but the Solution that our software provides. Thus our focus is on how we provide Solution to the Problem with our software.

A smiling businesswoman with long brown hair, wearing a white blouse and a dark blazer, is holding several colorful folders (pink, teal, and blue). She is looking directly at the camera.

What makes us
Unique?

Logic specific Vs Industry specific

As we focus developing Solutions for problems, we have successfully ventured in to various industries.

What are the
Industries
we cater to?

- Charitable Organisation
- Security Systems
- Plastic Industry
- Textiles
- Gifting
- Food Industry
- School

- NGO
- Cosmetics
- Music Industry
- Nutrition
- Fabrication
- Health and Wellness
- Lubricants

- Import and Export
- Business
- Consulting
- Solar Energy
- Publications
- Rice and Grocery
- Spa and Clinic

**Indicative list of Industries
Covered So Far**

- Manufacturing
- Packaging
- Coffee
- Tours and Travels
- Power Transformers
- Trading
- Durables Service
- Beauty Products
- Training and Coaching

- Hydraulics
- Information Technology
- Human Resource
- Event Management
- Ecommerce
- Air Conditioning
- Pharmaceuticals
- Business Networking
- Finance / Fintech

- Pest Control
- Mutual Funds
- Real Estate
- IT Networking
- School
- Kaiyaan
- Health and Fitness
- Food Processing
- Interiors

**Indicative list of Industries
Covered So Far**

What are the
Industries
we cater to?



What are the **Solutions** we have created already?



Solution specific Vs Department specific

As we focus developing Solutions for problems, we have successfully ventured in to various functions and modules.

Indicative list of Business Functions Covered So Far

- Task Management
- Inventory Management
- Audit Assistance
- Manufacturing
- Artificial Intelligence
- Bill of Material
- API Integrations
- Code Maintenance
- Sales Management
- Remote Working
- CRM
- Human Resource
- Production Management
- Slot Management



- Incentives Modules
- Online Test
- Performance Appraisal
- Payroll Management
- Ecommerce
- Training Management
- Event Management
- Shopify Integrations
- Productivity Modules
- Approval Management
- Franchise Management
- Data Analytics
- Vendor Management

What are the **Solutions** we have created already?

Solution specific Vs Department specific

As we focus developing Solutions for problems, we have successfully ventured in to various functions and modules.

Indicative list of Business Functions Covered So Far

- Assisted Sales Module
- Members Management
- Job Management
- Outstanding Management
- Visitor Management
- Project Management
- Branch Management
- Service Team Management
- AMC Management
- Lead Management
- Gamification
- Intuitive Reports
- Plan and Track
- Order Processing



- Team Motivation
- Traffic Lights
- Cash Flow Management
- Dashboard
- Payments Management
- Expense Tracking
- Billing Management
- Certificates and Ratings
- Dealer Network
- Tour Management
- Process Control
- Auto Reports
- Alerts and Indicators
- Email Dashboard

Few **Case Studies** of our solutions.



1) Bulk Sign Board Manufacturing

Customer has been in operation for over 15 years. Grew from a team size of 3 to over 100. The challenge they were facing was to track every order, which included sign boards in multiple locations, and ensure that all work was executed simultaneously without any delay or neglect. We built a Customised Software Solution for them with daily alerts and reports, highlighting the status of each customer order, thus ensuring that customer service was always at its peak.

2) Event Management

With operations being handled from 4 branch locations and multiple events being handled simultaneously from each location, this customer was struggling keeping a real time tap on the expenses, collections and profitability of each event in a central location. We built an intuitive, simple but profound cloud based software solution for the customer which has helped the customer to achieve the exact objectives they were hoping for.

3) Food Products Packing and Sales

The revenue of customer grew from few lakhs to few crore. They were operating their production and sales details on SpreadSheets. However regular loss and distortion of data lead to uncertainties in business. We automated their entire business process, right from GRN to Sales collections. With live Inventory, Production tracking and Sales reports, customer has successfully arrested the disruptions in his Business.

4) Manufacturing Cranes

After being in operations for over 12 years and after having reached an annual volume of over 300 cranes per annum, the organisation felt the urgent need for facilitating their future growth with Systems, Controls and Automation in place. We built a complete ERP Solution for the firm including their entire operations, starting from Marketing right up to After Sales Service, along with Human Resource and Performance appraisal modules.

Few **Case Studies** of our solutions.



5) Phone Case Printing

UK based customer has proprietary technology to print outstanding images and content on Phone cases. The supply complete printing solution equipment and also do the job work for the printing. Their challenge was to integrate their existing inhouse built software with the Ecommerce platform gain, Shopify. We built a Private App between Shopify and their Software by leveraging on Webhooks and APIs between both the platform and completely automated their entire interaction and operations.

6) Crowd funding Solution

This IT Solutions company in US wanted to create a solution that touched many lives, especially the lives who desperately wanted financial help. Though they were themselves an IT company, they outsourced the entire project to us. We custom built the Crowdfunding cloud based software for them and made their dream come true. This solution has now become one of their major offerings in the market and we are humbled to have been part of this prestigious project.

7) Recruitment Consultants

This Dubai based recruitment consultant has been serving Healthcare Sector customers for over 15 years. His deals and operations skyrocketed, especially during COVID time and the need for implementing Systems, Controls and Automation was direly felt. We created a complete, cloud based, process control and management software for them. Their entire team was on boarded onto the software and they were able to respond to all their requirement with efficiency and effectiveness. We also integrated their Software with the Website to automate the display of vacancies and collection of interested candidate information.



What is our **Methodology**?

Study the Problem

We work along with the customer almost as if their in-house IT department and understand their problems up close and implement the solutions to remove those problems in the organisation.

Chalk out the Solution

We work along with the customer almost as if their in-house IT department and understand their problems up close and implement the solutions to remove those problems in the organisation.

Look for Growth Opportunities

Inefficiencies in an organisation eventually leads to financial losses. By ensuring high efficiency in all the processes, we help mitigate losses in an organisation.



What is our **Methodology**?



Live progress Tracking

We have created a Proprietary live tracking feature for our customers indicating the movement of the project on a daily basis so that the customer is aware of the progress and can provide vital information to ensure that the project is delivered as per clients satisfaction.

Implement the Solution

Inefficiencies in an organisation eventually leads to financial losses. By ensuring high efficiency in all the processes, we help mitigate losses in an organisation.

Ensure Dream to Execution

Our aim is to ensure perfection execution of the projects. We also provide one year Maintenance so that the journey with us is fruitful and meets its specific objectives.

What do our **Customers** tell about us?

In my field, price, quality and time of delivery are the most important aspects, you have gone one step further than us by being 100% perfect in all of your ways. We wish you all the best in moving to next higher levels.

Ravichandran- Founder, RS Constructions.

We are in the production of soft drinks. We have been growing steadily. Initially we were comfortable using Excel sheets to handle all our production and operations. However, when we grew to a considerable size, we found it extremely difficult to handle complete operations on Excel sheets. We were on a desperate look out for software solutions that could handle our complete processes. After having reviewed various vendors and their solutions, we chose Rejola IT Services. They took a great deal of time to understand each and every step of our process and custom prepared a software solution uniquely for our organisation and delivered the complete package within 30 days. We have been using the software for over a year now and are amazed with its simplicity and its power in handling our complete operations seamlessly.

Mathan - CEO, KMK Foods

Rejola personifies perfection. I like the perfect approach. Next thing, is its founder, Mr. Thomas John. I like the way you represent the company. I like the way you place Rejola on your chest, closer to your heart. So, you are always branding for your company. You are always on the lookout. I always like your follow-up with your clients. You treat your clients very well. Like I said earlier, in the wedding card industry, other shops don't pamper their leads like us. Pampering doesn't mean only sweet-talking them, but also giving them what they want and being consistent. Giving them the assurance that their end product is going to be perfect, and everything is taken care of. I, as a business partner, outsource projects to you and I know that is in safe hands, and it is going to be a success.

Durgesh - Founder, That-One- Card.

What do our **Customers** tell about us?

I would like to state three top qualities. One is the communication and consistent follow ups is very nice. Secondly, your sense of understanding business is very good. You can relate the market to the business very easily. The perception of linking is very good and it brings out the uniqueness in whatever work you

Ajay Shroff- Wealth Coach.

The best part of Thomas is that he always listens to understand and not listens to reply which differentiates him other vendors. Whenever I say something, as we have worked on a very big project, he knew the development of the system completely but still I was giving lot of suggestions on everything, he was patiently listening to it and he has given as a feedback. The result is that the system has come up well and the customer was able to get the fullest benefit of the system. I always tell people that there will always be a gap. The vendor who doesn't understand the potential of the technology of the system, will try to push what they want or what they have and what they know. But when it comes to Thomas, even if he doesn't know, he'll try to understand and he'll learn. The best habit which I want to learn from the Thomas is that he reads books regularly and he learns things which I don't follow and he will implement it. The most beautiful part is that he will not take months or weeks, he'll get back to us in one or two days. And I would say it comes without a price tag.

Venkat, Business Consultant - AVMR Business Process Consultancy

We approached Rejola IT Services in 2012 with a unique Stock related challenge that our organisation was facing. After clearly understanding our situation we were offered with a simple but extremely efficient system that helped us monitor and manage our stock status at each of our branch location. Since then we have been obtaining various other modules too from them and have been extremely happy and satisfied with their solutions and service.

Ritesh Shah - MD, Just Buy Cycles

What do our **Customers** tell about us?

As a Director Consultant in BNI, we sit in leadership team so that we can support our fellow members in their business for six months. During that time period we had to analyse every member so that we could help them improve their business and in decision-making. It quite tough to get data from BNI Connect and go through it. After you had started sending emails it has become quite easier to concentrate on member who needed more referrals, or members who haven't received 'thank you' notes or business. Everything is clearly shown in dashboard and I am able to analyse easily. Even in the Chapter that I am supporting, they are able to take decisions by themselves. I just need to monitor them and advise when needed. It made my life easier in BNI. With Rejola Tools, the daily post that you put 'Automation Makes Life Easier', is actually true. With automated system everything that comes to our mail or changes in a month is shown in the dashboard. It made life easy for all of

Ganesh- Financial Advisor and Millionaire Coach

The First thing that like is your response. Like I do it to my clients, you too respond immediately and implement on it and notify immediately as soon as the job is done. It is very an important aspect from customer's point of view. I have referred you to a US client. Because of your good service, you stay in my mind and I am to happy refer you to people who need Websites and software. Even though I passed our requirements in rough manner in Word doc, you have drafted it such a manner that we all liked it very much especially membership page with highlights. I and Aashiq were amazed by it. Though we had our doubts at beginning, we amazed by your understanding towards your client's needs and response on time.

Thas Mohan, Founder, Swift ProSys Pvt Ltd.,

What do our **Customers** tell about us?

Working with Thomas for past one and half years have been phenomenal. Being in this industry, finding somebody who is credible is difficult. Me and team are amazed your credibility factor. The second thing that amazed me is the timely delivery. For example, If I say that I need the project to be done on a certain date, they make sure that the delivery is done on that particular date. This aspect lacks in many of the vendors that I work with. The third thing is the quality of work. As clients, we are bound to ask them to do multiple changes, without thinking too much, they do all the changes. Because at the end of the day, they want us, customers to be happy and satisfied, and the final output needs to be good for them. Your team has been doing a great job. The website was completed within 48 hours and it looks phenomenal. Thank you so much.

Gayathri, Founder, Se-Multipliers

I would say Rejola is the Trustworthy and they are known for 'Man of words.' If they say, they would deliver, they deliver on time. The next thing is the responsiveness. At any point of time, you guys were responsive. Whether it is a small issue or a big one, you respond to it immediately. The next point is ownership. It is not like you develop a software and deliver it off. You take the ownership of that project. Please continue doing so. I like this aspect of Rejola very much. The major point is that you are building the right team in Rejola. You have the right kind of people in your team. You are trustworthy and responsive. It is not like I tell you what to do and you do it. You suggest and come up with ideas that would be the best for my company. Like when I came up with the project, you give me 2 or 3 options to choose from. This is what is like about you and I believe this differentiates Rejola from others. And I believe Rejola has a very good future. Hopefully will continue this relationship long-time.

Vijay, Founder, IT companies

What do our **Customers** tell about us?

If I had to describe Rejola in three words, then it would be Commitment, sincerity, and perfection. You have an amazing team with you. I have known you for past 4 years. I like the way you share your commitment. The thing that I admire about Rejola is also something that I believe too which is 'what you do is not for you alone but is also for much larger cause'. This is something that every entrepreneur should believe in. It is not for his happiness and pleasure alone that he is doing service or selling the products, there should be a larger cause of serving his community or the people around you. And I see that larger purpose in Rejola. This impressed me about Rejola. And I would recommend Rejola to any body for that matter.

Nanda Kumar- Wellness Mentor

I have seen when you started as a solopreneur, and happy to know that you have a bigger team now. I admire the patience in you. There are so many technological changes happening around and many companies coming up. The one thing that I like in you is the commitment and concentration of what you do. You don't over commit which is good. And your team doesn't make any false promises or overshoot effort or commercials which I like the most. I was impressed by the way of how you stayed as a solopreneur for a long time and when you became ready to manage your time and others time too, you slowly started building your team. Right now, I see Rejola as a 5-member team, very soon I would like to see you as 50-member team and may be 500-member team. And my support will be always there with you.

Ramesh Subramaniam, Serial Entrepreneur

What do our **Customers** tell about us?

The first thing that stands out about Rejola IT Services is the people that you have got. You have got an amazing set of people. Durga who worked with me was really sweet. You request for something or ask a question at any time; they actually respond to you without a small sign of frustration or irritation. Especially for a non-IT person like me, when she tells me something, I have no idea what she is saying. It was like we both were talking Greek and Latin. I would probably ask dumbest question possible, but she never express frustration or says 'how come never know this', or kind of expression not even like mm.. or ahh.. She completely treated me as if I am a valuable commodity and my question is the best the question that she had ever heard in her life. So, the people you have got is your greatest asset. The second one is your commitment to work. At beginning of the project, you told that you would require certain amount for time for designing and then a certain time-period to run it on a trial bases where we make changes and tweak a bit according to needs. You really kept your word. Whatever Rejola commits to their customers, they deliver it, may be more and above rather than under-performing. So, I love your commitment. The third thing that I enjoyed is the follow-up that we get. Durga would always follow-up with me. Like whether I am happy with service and is there anything that she could help me with. As a managing director, even though you had a lot on your plate still you too did as well. When I told you, I want my business to scale up before I could take up, you did sell it to me. The best sales person is the person with whom we are attracted to and want to buy from him rather they screaming and asking you to come. That is what Rejola does. Your quality is so good that if I want to enhance my service, I would definitely come to Rejola. I have the liberty to ask, this is my budget and is what I want. And you would sit and workout with me and follow-up with me. So, you got a very good structure where there is good customer service and consistent follow up and the commitment that you guys keep up. These are three things that would strongly recommend Rejola for. And I know, there are so many service providers and with different pricing ranges, the thing that differentiates is great company from others is their customer service. And I can definitely vouch for Rejola. At Rejola, the moment you have question or a concern, within 24 hours they would get back to you. In the market where there is so much competition, Rejola definitely stands out as one of the best.

Hema Manu Anand, NLP trainer



How
much does it
Cost
for software
solutions?

- Less than one average employees pay per month
- Less than the cost incurred due to dip in productivity
- Less than the cost of having disengaged team members
- Less than the cost of losing customers due to poor service
- Less than the cost of not collecting payments on time
- Less than the cost of paying overdraft interest due to poor management
- Less than the cost of dwindling sales
- Less than the cost of losing the best talent in the company
- Less than the cost of losing best clients due to poor service
- Less than the cost of incurring losses
- Less than the cost of having to close down the business
- Less than the cost of losing peace, happiness and joy
- Less than the cost of losing relationships

What are the various **Benefits** that software Solutions provide?



- Increase Productivity
- Grow Steadily
- Identify Bottlenecks
- Better Customer Service
- Stay Motivated
- Stay out of downturns/recessions
- Reduce Cost
- Manage Team Efficiently
- Identify and Reward Performers
- Ensure sustained Sales
- Ensure Cash flow
- Avoid Fraud

- Promote Positive Culture
- Build high Performing Teams
- Make Profits
- Take a Vacation
- Automate the Business
- Remote control the Business
- Spend more time with Family
- Pursue a hobby
- Read Books
- Focus on Health
- Remain happy

What are our **Acheivements** so far?

- > 200+ Customers
- > 12 Countries
- > 400 Unique Solutions
- > 2,000 Total Modules

India, US, UK, UAE, Oman, Qatar,
Ireland, Singapore, Indonesia, Australia, Malaysia &
Switzerland



Reach Initiative

We care for our customers with the abilities and skills we have by creating Software Solutions for them.

We decided to also help another part of the society since 2018 by creating an initiative called Reach.

Aim of Reach is to impart practical Software Training to aspiring candidates and assist them by becoming eligible for a great career in Software Programming.

We have been training candidates for free through a 4 Level Software Training program and also providing them with Certificates for each level.



www.reach.rejola.com
www.training.rejola.com



Our passionate team believes in the purpose of helping the business community to achieve their business goals.

We stand strong in our values and abilities to take you beyond your dreams.

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WE are
READY to
SERVE You

