

“We cannot change the wind. But we can adjust the sails”

“Prayag has exceeded their initial brief of providing backend marketing support to our team in the US and have contributed significantly in branding Indecomm Global Services amongst the premier technology based BPO providers from India”

Naresh Ponnappa, CEO, Indecomm Global Services

At Prayag, we facilitate this process of adjustment for our clients.

Prayag is a strategic marketing consultancy focusing on the high technology market-space. Prayag partners with emerging and established companies that facilitate the use of technology as a strategic business lever. Prayag is the ideal partner for IT companies targeting a global market. Prayag is also well positioned to advise companies aiming to diversify into IT, or wishing to create cross-border IT sourcing relationships.

Formed by a team that has extensive and intensive experience in globally reputed high technology service and product companies.

Prayag suite of services



Research

- Market assessment studies
- Market intelligence
- Customer satisfaction studies
- Benchmarking and best practices research
- Custom research services



Branding

- Conceptualizing and implementing specific branding initiatives
- Customer relationship/loyalty programs
- Event led branding programs
- Employment branding programs
- Online branding programs
- Influencer management programs



BD Support

- RFI/RFP Support
- Campaign management
- Pitch presentation
- Sales knowledge repository
- Prospect research



Content

- Collateral - brochures, presentations and case studies
- Website development and maintenance - design, content, SEO
- Thought leadership content
- Newsletters
- Media articles



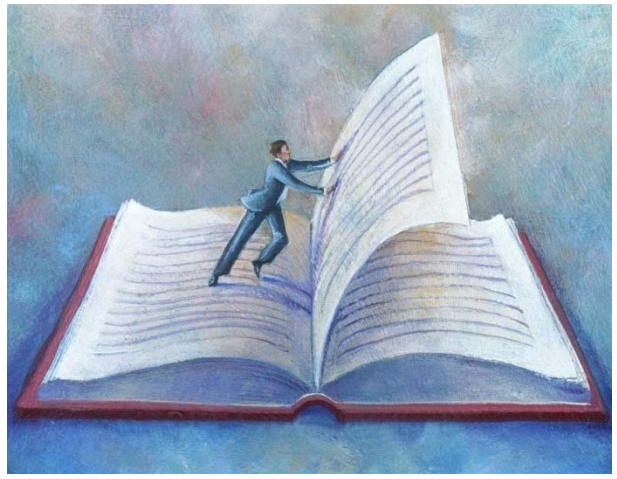
Why Prayag?

- Benefit from high quality external perspective
- Leverage extensive experience garnered through broad and deep client engagements
- Combine conceptual clarity with context familiarity
- Services that span advisory through implementation
- Proactive partner anticipating client needs
- Transparency in execution of client assignments
- High ethical standards
- Flexible engagement models

Our service differentiators

- Broad and deep understanding of industry
- Comprehensive understanding of technology marketing and knowledge of global best practices
- Methodologies for all services in place with detailed checklists and review processes
- Capability to apply Prayag's proprietary frameworks and models to devise relevant solutions
- Multidisciplinary team possessing exposure to global work practices
- Technology enabled workplace

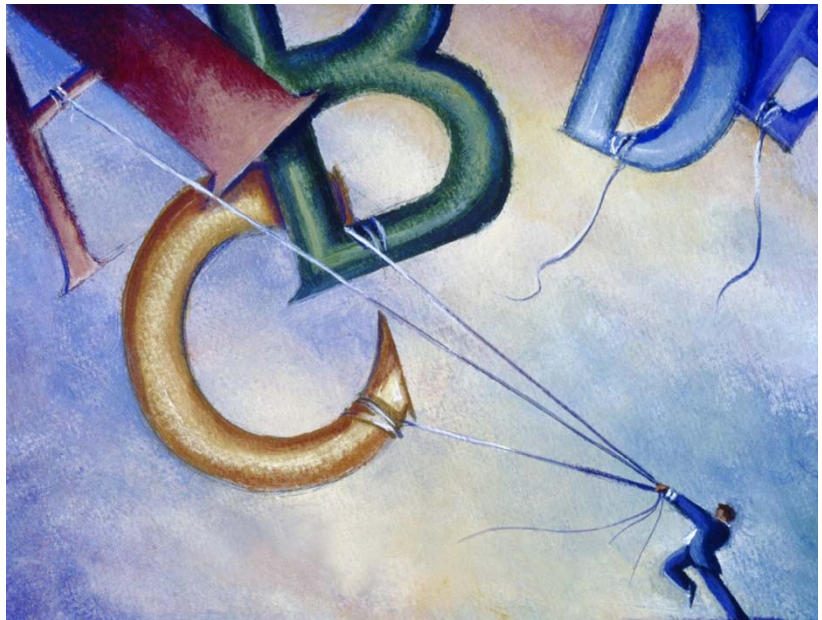
Our commitment to excellence



Prayag's industry understanding is key to our ability to create and deliver relevant solutions in quick time. A full-fledged industry knowledge repository facilitates the ongoing assimilation and archival of knowledge at Prayag. We are totally committed to enhancing our industry knowledge and have a multi-pronged approach to add to our repository:

- Periodic surveys and studies to assess market trends and developments
- Confluence - our quarterly newsletter - identifies and highlights industry best practices and showcases industry thought leaders
- Ongoing tracking of companies
- Subscription to industry journals, reports and websites
- Participation in conferences and seminars

Testimonials



"Prayag has added lot of value to our marketing efforts by working seamlessly with my team. They have helped us in shaping new marketing initiatives and been a valuable sounding board. They have also been quick to understand the complexities of a large organization and have pooled in their expertise to always offer creative and implementation-friendly solutions to us. I'm very happy with Prayag in their role as an external consultant partnering with us to meet our business objectives."

-- Sangita Singh, Former CMO, Wipro Technologies

"Prayag was involved in conducting a customer satisfaction survey for us recently. The survey was a first for Servion and Prayag helped us immensely by providing timely inputs and conducting the survey in a professional manner. Their in-depth analysis and findings from the survey have been very revealing, and now we have a good understanding of what we need to do to serve our customers better."

-- M Rangarajan, President & CMO, Servion Global Solutions

Our track record



Prayag has played a variety of roles in its client engagements - advisor, validator, research or content partner and marketing program implementation partner. We have worked with companies across the board - IT services, BPO and products. Our clients include Silicon Valley startups and self funded ventures as well as first tier companies. 3 of India's top 10 IT services companies are clients of Prayag.

- A comprehensive business plan and an operational tracking tool for a top 10 BPO player in India
- Market facing post merger integration services for a European IT consulting company
- Assessment of regional potential of China in support of expansion plans for one of India's leading IT services companies
- Research study on preferred models of engagement in the offshore BPO segment
- Ongoing market intelligence for a first tier IT services company
- Content Services for one of the fastest growing network solutions companies in India
- Content partner for a billing and customer care solutions provider
- Marketing partner providing comprehensive advisory, branding, research and content services for a next generation transaction processing company