



Case Study



Client Profile:

Acrowit now WittyParrot is a cloud-based knowledge automation, collaboration and communication platform for enabling users to quickly find and reuse the right information into the document, presentation or email they are working on. The platform enables the sales force of an organization to maintain a uniformity about their business communication patterns and styles, pertaining to different aspects of the business.

Tecnology Used:

Python, MySQL

Business Situation:

The channel member is the main representative of the company in front of the customers. These members need to be well equipped with a standard format in order to communicate with their clients. The information flow within the sales force of an organization needs to be transparent in order to overcome redundancy. The marketing activities taking place across the channel members need to be congruent with constant communication. There was a need for collaboration amongst the channel members so as to make the process uniform across different units. Also there was a need to professionally brand the business communication which goes out to clients.

Solution Approach:

Processing capabilities such as creating, operating and managing relevant information were embedded as cloud based service. The front end included hybrid applications developed keeping in mind the dual requirement of the services, i.e. , the web based applications as well as native applications. The desktop version is used for data creation where e-mail plug-ins (eg. Outlook, Gmail etc.) were the data consuming applications. On the back end we had a document management framework which enabled the user to add content to the private and shared knowledge repositories in real time. The user could also embed templates with static and dynamic mapping for speed and steady processing of information stored in knowledge repositories. The user could also assign tags and other metadata for smarter search, associate large content with short-words for speed and ensure that information was consistent while confidentiality was maintained.

Benefits & Results:

- ❑ The platform accelerates sales cycles by helping sales people to send the right information to customers.
- ❑ Creation, managing and controlling information and documents is possible.



- ❑ Through the Acrowit platform, searching for the right information has become easier.
- ❑ Channel members are able to compose relevant mails with selected documents.
- ❑ Can easily add content to the knowledge repositories in real time.
- ❑ Can embed templates with dynamic mapping for speed and steady processing of information.
- ❑ Can assign tags and other Meta data for smarter search.
- ❑ Can associate large content with short-words for speed.
- ❑ Can be reusable for faster and consistent information.
- ❑ Can be controlled for confidentiality.
- ❑ Can be interfaced from desktop, browsers, email clients and enterprise applications.

Bangalore, India

IBC Knowledge Park, Tower C, 4th Floor,
Bannerghatta Road, Bangalore -560029
+91-80-4663 7200

United States

3500S, Dupont Highway
Dover, Delaware -19901
+1 408 708 9090

Singapore

Compassites Technology Solutions Pte Ltd,
International Plaza, 10 Anson Road,
#03-50, Singapore 079903
+65-67186204, +65-81574120