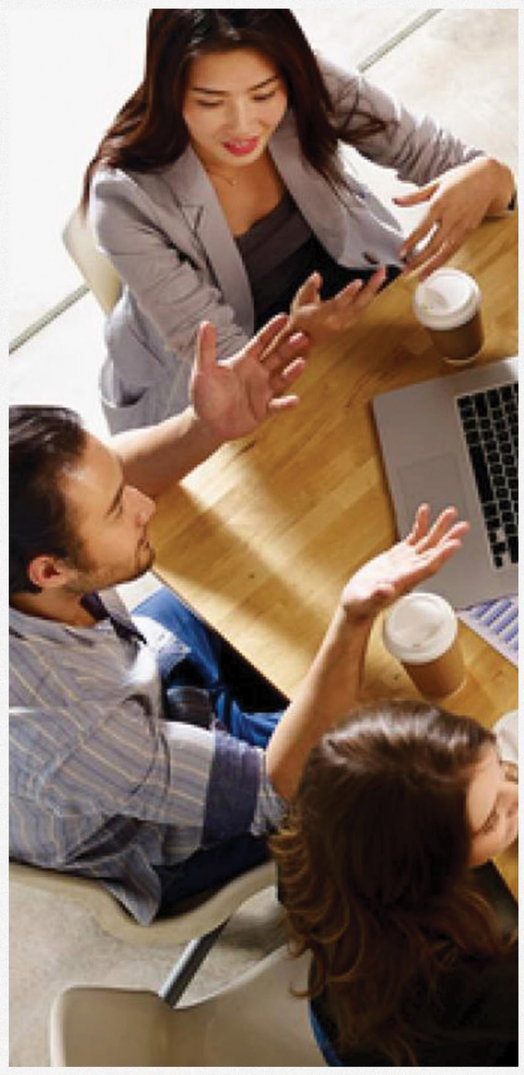
Tarika

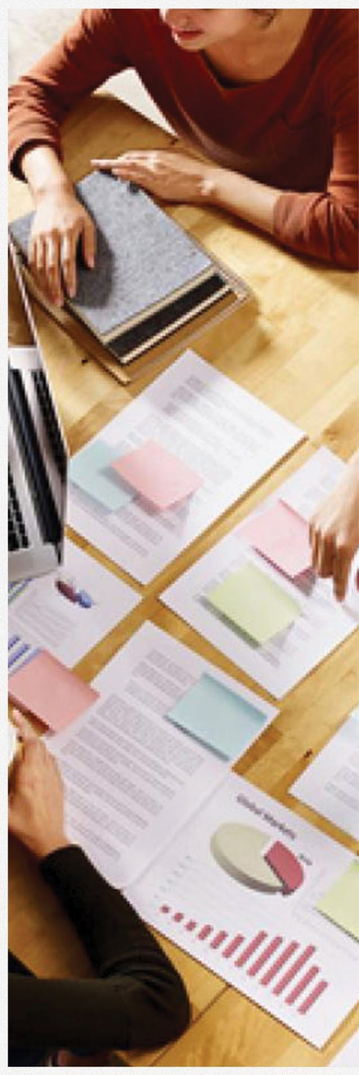
Simplicity. Delivered.

Management Consulting & Infrastructure

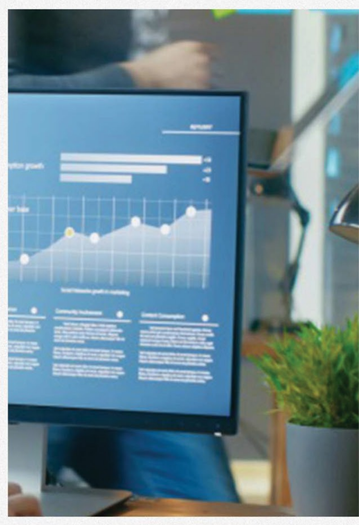
Software Analytics, Testing & QA

Digital Media













Tarika Group

MANAGEMENT CONSULTING

ADVISORY SERVICES

- Business Assessment
- Technology Assessment
- Strategy Development

ENTERPRISE ARCHITECTURE

- Information Architecture: Engineer, Design, Implement
- Application Architecture: Develop Application Architecture to Optimize Business Processes
- Technical Architecture: Design Physical Infrastructure Requirements

CLOUD SOLUTIONS

- Managed Dedicated Host Environment
- Public Cloud
- Private Cloud



OUR PROCESS



SOFTWARE & ANALYTICS



BOLD IDEAS I CREATIVE
PEOPLE I INNOVATIVE

SOLUTIONS

SOFTWARE INTEGRATION + CUSTOMIZED SOLUTIONS

- Systems Architecture
- Build your API's
- Custom Software Development
- Third Party Integrations
- Integration
- Data Management
- SaaS Products
- Analytics & Reporting

INTEGRATION
API. Custom Component.

Integration is all about connecting the dots.

CONNECT THE DOTS and Extend Your Business Systems.

Whether you consolidate your existing systems or integrate new systems to them, you can count on our experience, and a unique approach with which we follow the API architecture & development process to provide you a complete managed solution. Add value to your existing solutions by combining various software modules, your custom programs with other software components to enhance the functionality and user experience.



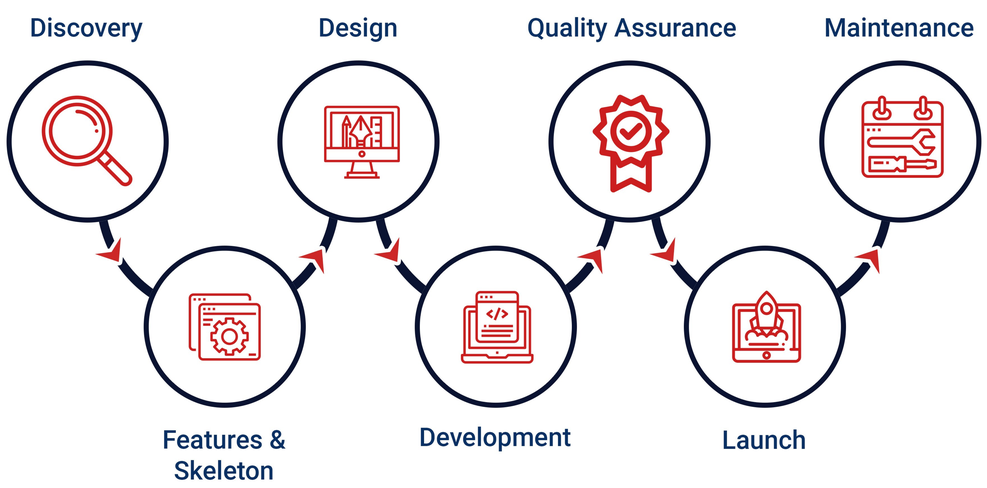
SOFTWARE & ANALYTICS

CUSTOM PRODUCT

Idea + Plan + Build = Custom Product



Get off the ground with a custom-tailored solution to fit your business needs. Off-the-shelf products may not be best suited for all. Leverage our experience and expertise to build your custom product.



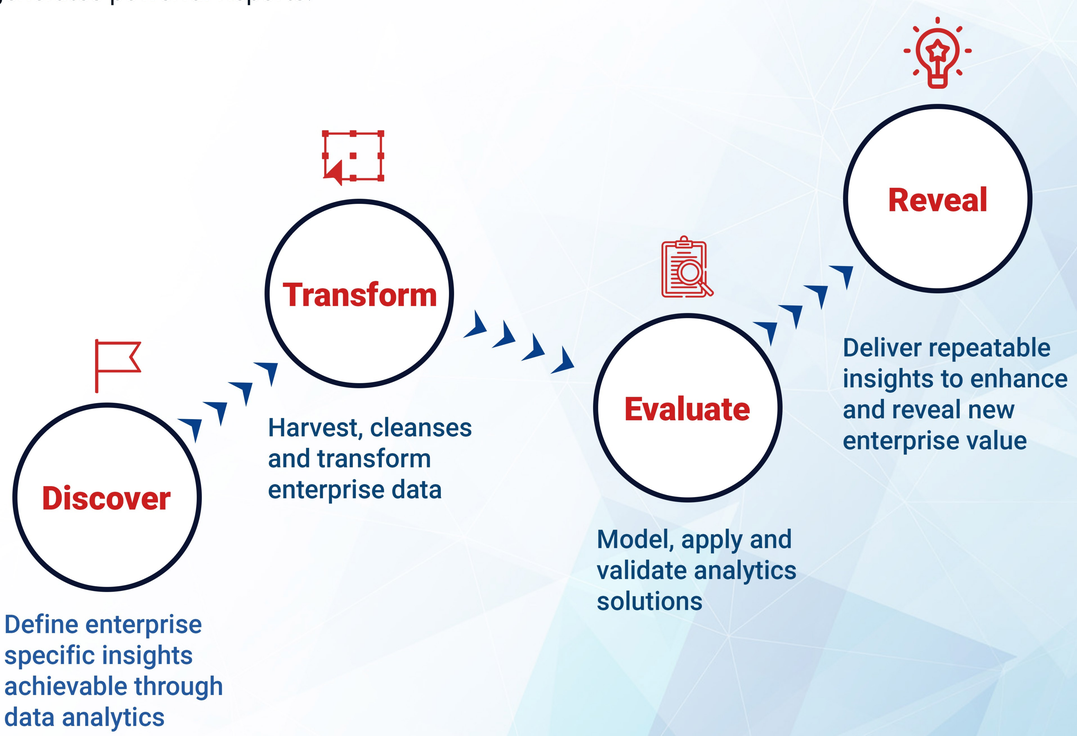
ANALYTICS

Business Intelligence. Data Mining. Predictive Analytics.



IT'S ALL ABOUT DATA!

Add value to your data with powerful Analytics & Reporting. Our team performs analytics by fetching the data, analyzing it for valuable insights into business performance, and generates powerful Reports.



SOFTWARE TESTING & QA



BEING SOFTWARE CONNOISSEURS!

Our software testing and quality assurance services ensure that you achieve quality at speed, functionality and flawless user experience.

We offer assurance about bug-free applications for optimum operational performance and user experience. Our team of expert test engineers follows a robust full-cycle software testing model and stringent quality standards, to track and fix bugs.

OUR ACTIONS START FROM WHERE OTHERS' END!

Yes, our role starts at the last leg of the software development run.
The testing journey begins where development journey ends which indicates that it requires a much higher level introspection for the completely functional and flawless product.

We perform automation using Selenium WebDriver in JAVA/Python, following TDD (Test Driven Development) or BDD (Behavior Driven Development) approach. We use frameworks like Maven, TestNG/JUnit, Cucumber, etc.
Automation creates a regression suite, which saves a great deal of testing time, while performing re-testing/regression testing.

DEALING WITH BUGS DUG IN CODES

The complexities of software applications opens lot of scope for bugs entering deep into the codes. Unless these bugs are fixed and a smooth functioning of the app is established, the value for businesses cannot be generated. We spot these bugs deep down the codes, and fix them to deliver flawless solutions.

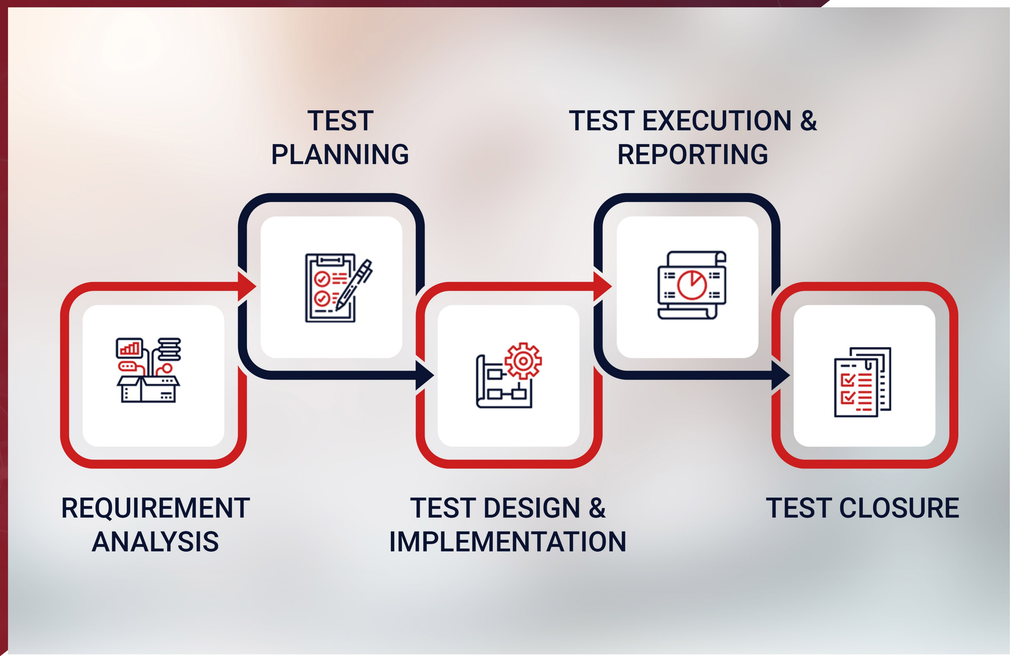
We carry expertise and experience in both manual and automated testing, and follow the best practices and a structured testing methodology, to help deliver cost-efficient, bug-free solutions. Our premium software testing services include strategy planning, bug testing, bug reporting and bug fixing. We offer software testing services to ensure quality in what we deliver.

SOFTWARE TESTING & QA

ASSURANCE OF OPTIMUM FUNCTIONALITY WITH SIMPLIFIED PROCESSES

- ✓ Detection & Fixing of Bugs
- ✓ Quality Assurance
- ✓ Reliable & Competent Product
- ✓ Ensures Good User Experience
- ✓ Enhances Productivity
- ✓ Cost Effectiveness
- ✓ Builds Clients' Trust
- ✓ Software Security

OUR PROCESS



SOFTWARE TESTING SERVICES



Manual Testing
For testing your application in-depth in positive & negative scenarios, our experts dig into the application from end users' perspective, to get the maximum coverage in the authenticity of the functionality.

Automation Testing
We design automation suite for covering all your calculations related to human error. It is also useful for quick regression test which saves a lot of time in validation process.

API Testing
We use PostMan tools for testing API functionality on website or portal. We also perform API automation (Rest Assured).

Performance Testing
We perform load and stress testing using the trending tools like Blaze Meter and JMeter, respectively.

UI/UX Testing
We design the scenarios in both manual & automated modes, covering all the UI/UX related validations. We make improvements in the product, as pointed out by our experts, to make it even better.

Security Testing
Through penetration testing, we verify the security of system's information data, maintaining ethical standards.

Database Testing
We perform database testing to ensure the integrity of the values that get stored in and fetched from the Database. Also, we validate the schema, tables and the data getting triggered.

User Acceptance Testing
Our testing phases are always performed by keeping in mind the user experience. We perform Monkey testing and Negative Testing to make sure the user gets hassle-free experience all the time.

DIGITAL MEDIA



WEBSITES & ECOMMERCE

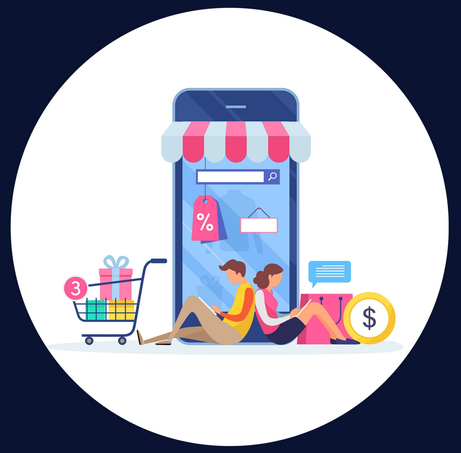
> CONVERT YOUR **VISITORS** INTO **CUSTOMERS**

Built for your customers. Focused on your bottom line.

HIGH PERFORMANCE, BUSINESS-DRIVEN
Innovative eCommerce Module for State-of-the-Art User Experience

OUR PROCESS

With our expertise in designing, be it a simple website or a complex multi-store ecommerce website, we are consistent in our planning, built & delivery with a focus on an ultimate user experience.

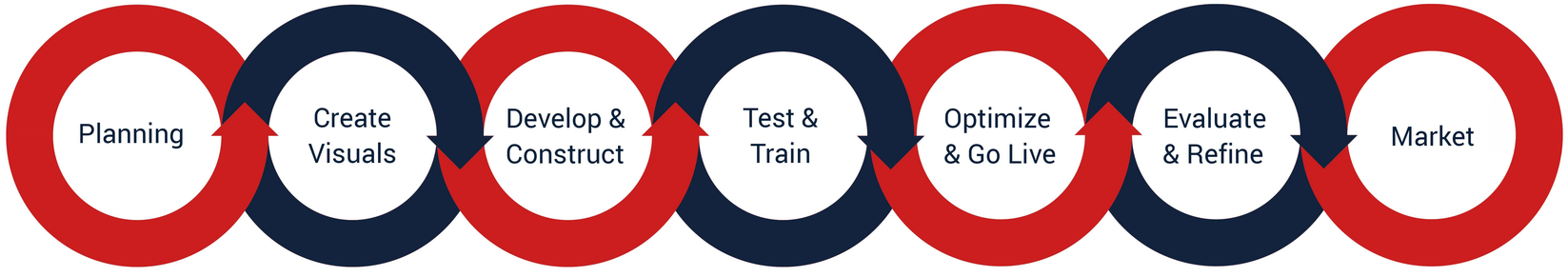


We build and offer customizations for platforms such as WordPress, Magento, Shopify, WooCommerce, Open cart and more, and perform custom eCommerce development tailored to suit your business needs.

By blending our technical capabilities with design, we provide an appealing front-end, smooth navigation and an easy checkout process for a wonderful shopping experience for your online shoppers.

How we can help you.

- CUSTOM WEBSITE
- PAYMENT GATEWAY INTEGRATION
- WORDPRESS SITE
- MOBILE APPLICATION DEVELOPMENT
- ECOMMERCE
- MOBILE PLUGINS & CUSTOM MODULE DEVELOPMENT



DIGITAL MARKETING

GET AHEAD OF YOUR COMPETITORS. BECOME INCONTESTABLE.

FOLLOW THE MANTRA TO STAND OUT AMONG THE REST!

DIGITAL MEDIA



TAKE YOUR BUSINESS FROM **STRIVE TO THRIVE**

This calls for the need to focus on what the consumer of today requires, expects and looks for, on search engines. Digital marketing allows you to improve your online presence and reach out to your prospective customers, Which is inevitable for business growth in the digital era.

At Tarika, we analyze your present-day online presence, evaluate your competition, the industry you belong to, pay attention to your business goals and challenges, examine your target audience, and devise a unique digital marketing strategy customized to your specific business needs.



LET OUR INNOVATIVE DIGITAL MARKETING SERVICES HELP YOUR BUSINESS CROSS-OVER ONLINE.

Content Marketing: Includes creation of exceptional, consistent, high-quality content to attract your potential customers and, drive the desired customer action.

Search Engine Optimization: Focuses on organic traffic generation, increased CTR (Click Through Rate), web traffic, and boosted sales.

Social Media Marketing: Includes creation and management of smart profile, channel & competitor analysis, social media engagement & social advertisement campaign management, that widen audience reach and enhance brand awareness.

Online Reputation Management (ORM): A successful ORM strategy involves target the relevant audience to promote the brand's positive online reputation. Our efforts are focused on brand protection, crisis management, and consistent monitoring of digital reputation.

Pay-Per-Click (PPC) Management: We follow the digital advertising model constituted of digital campaign management, driven by clicks for connecting with prospective customers instantly, leading to engagements, increased conversions and sales.

Mobile App Marketing: Involves app store optimization to improve the visibility of mobile apps in iTunes, Google Play and Windows Store.

Email & Drip Marketing: We perform direct marketing with electronic mails for communicating our business messages to the targeted audience for enhanced brand credibility, boosted sales, and strengthened relationships.



DIGITAL MEDIA

TURNING **IMAGINATIONS** TO **REALITY**

IF YOU CAN DREAM IT,
WE CAN BUILD IT

CREATIVITY & DESIGN

Expressing thoughts, ideas and messages through innovative designs is the core pursuit and contribution of a designer to the promotion of a brand. As soon as the viewer connects with the brand through a design, the mission of the graphic designer is almost achieved. A great design is composed of highly recommended elements that carry the capability to attract prospective customers, engage them, and add to the probability of business growth.

✓ UI/UX DESIGN

- Websites
- Mobile Apps
- Desktop Applications
- eCommerce Websites

✓ MOTION DESIGN

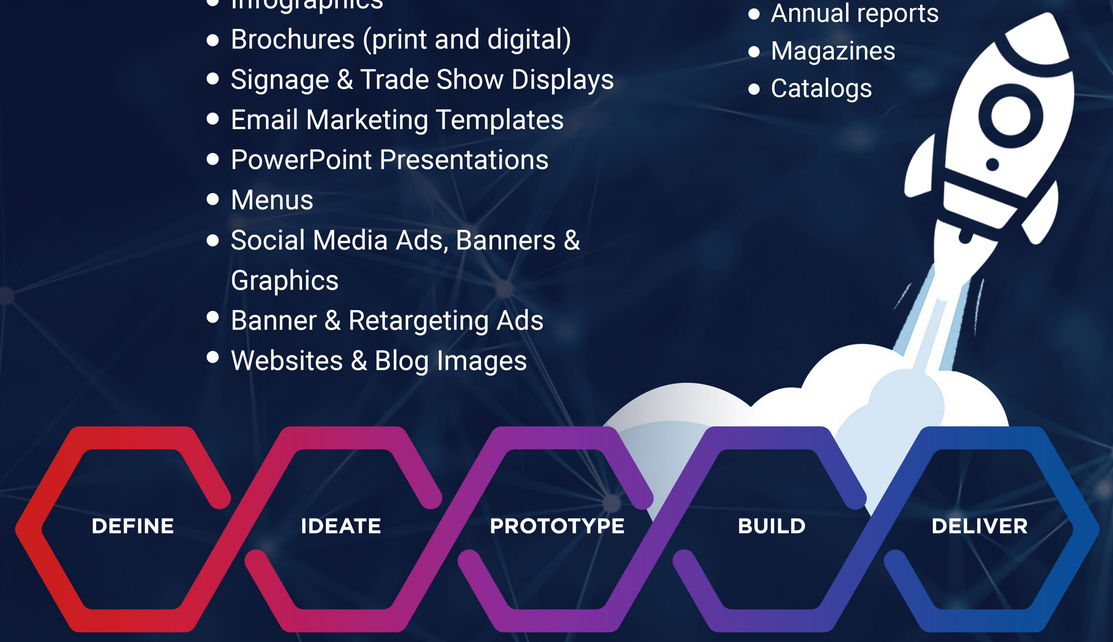
- 2D Character Animation
- Whiteboard Animation
- Kinetic Typography
- Explainer Videos

✓ MARKETING & ADVERTISING DESIGN

- Postcards & Flyers
- Posters, Banners & Billboards
- Infographics
- Brochures (print and digital)
- Signage & Trade Show Displays
- Email Marketing Templates
- PowerPoint Presentations
- Menus
- Social Media Ads, Banners & Graphics
- Banner & Retargeting Ads
- Websites & Blog Images

✓ PUBLICATION

- Books
- Newspapers
- Newsletters
- Directories
- Annual reports
- Magazines
- Catalogs



WHY TARIKA?

FACTS

- ✓ **18+** Years in business.
- ✓ **100%** Successful Delivery Record.
- ✓ **10+** Enterprise Products Delivered.
- ✓ **1** In-house Enterprise Product (**ERP: EBIMS** Media Broadcast Management for **Radio & TV Stations**).

A VALUE DRIVEN ORGANIZATION

- Lead by Example
- Honesty & Transparency
- Passion & Commitment
- Knowledge & Innovation
- Clear & Effective Communication

OUR PURPOSE

SIMPLICITY. DELIVERED.

We are a value driven organization with a purpose to empower our clients through process improvements & simplification by means of technology.



BRAND PROMISE

- **Bug Free Release**
- **Response under 5 minutes by HUMAN**
- **No compromise on timely delivery**



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