



**22** YEARS  
OF EXCELLENCE



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## FSPL Intro

Tech companies have a big job on their hands, as disruption is the only way business can out-perform their competition. So, IT vendors are expected to stay ahead of the adoption curve and have added to the success & growth of business, in that way being the change rather than just being the medium of change. FutureSoft Solutions Pvt. Ltd. (FSPL) has gotten better to be one such change driven leader formed since 1996, located, and managed in New Delhi.

We strive to be a technology expert constantly thinking about overcoming business challenges through excellent use of ICT and bringing clients closer to turning their desires to do great things to challenging things accomplished.

Being a leading technology and next-generation services company, we have enabled our clients in over 450+ locations across India, to outperform competition and stay ahead of the invention of new things curve. We are famous for vendor-agnostic process automation & optimization and flawless delivery of any project.





# Exciting Times Ahead for Team FSPL

Team Motivation is the biggest challenge for any organization, as the "morale" of the team reflects on their effort and quantifiable achievement. In this regard, I feel blessed to have a great team, where every team member is keen to learn what **"New"** we are offering in our Solutions and Services Portfolio. Quickly aligning to the planned change and then ensuring to stay focused to the immediate goals is the biggest reason for our near perfect Customer Retention Track Record, which has also helped us to achieve a high point of recall amongst our clients and due to the positive mindshare, we also tend to get the first preference as likely referrals amongst their peers.

Since last two years, we have built great repeat use cases in the area of Digitization / Process Automation / Cloud Adoption / Digital Workspace and Managed Services along with other solutions that has allowed us to retain our leadership positions amongst our competition.

I wish to thank every team member for their commitment towards the success of our common goal "Contributing to the Success of our Customers".

**VIPUL DATTA**  
CEO



**We stand up to our brand promise**

**“SUCCEED WITH CUSTOMER’S SUCCESS”**

Only because we have made measurable success of our company, can we live up to wonderful promises we make to our clients, by focusing on one common goal

**“ACHIEVE A HIGH POINT OF RECALL WITH CLIENT  
AND BECOME THEIR TRUSTED IT PARTNER”**

FSPL is committed to full utilization of client’s investment in IT, and hence all client engagements are mapped to a mutually agreed Service Level Agreement or Scope of Work.

We are a technology company that offers innovative and experiential services with genius support.

*This is not an ad*

**THIS IS OUR PROMISE TO OUR CUSTOMERS**

**BRAND  
PROMISE**



# FORESIGHT & DIRECTION



**Pooja Bharti, VP**  
HCP, Quality & Automation

## **Employee and Policy Centric Business growth**

'Leading with People' is our First Policy; as we strongly believe that it is our employees who define the success for us not the numbers. To qualify, with the average age of more than 12+ years of the core team of 60+ employees and single digit attrition rate is the true reflection of our belief.



**Ashutosh Sharma**  
CFO

## **Agility is in our DNA**

Spending pattern is taking a paradigm shift with our economy undergoing digital evolution, now more than ever do we feel the need that the consumer of our services has to be offered cost effective solutions without losing the control and essence of ownership rights for which we offer innovative ways to structure commercial aspects of engagement and contribute to a lower TCO to our clients, contributing to their success at a lower cost of ownership.



**Manish Bharti**  
CTO

## **Old meets new and co-exist**

Fortunate to lead a team of techies with the average experience age of 15+ years, gives me the freedom to stay connected to the roots of technology and blend in with the latest concepts evolving in the tech world. As a team, we are excited to offer solutions and enabled our clients to leverage modern technology and provide Greater, Accountable, Transparent and Responsive system.



## We Make IT Happen

FutureSoft Solutions Pvt Ltd is a leading Consulting, Technology and Next-Generation systems integration company.

We are committed to outperform competition and stay abreast to the innovation curve. Formed in 1996 with headquarters in New Delhi, FutureSoft Solutions has achieved a significant benchmark in IT services and system integration.



- ◆ SME Channel Partner Summit & Awards 2018 – Oct 2018
- ◆ CRN Excellence Awards 2018 – 7th to 9th Sep 2018
- ◆ Channel World Premier 100 Awards & Symposium 2018 and Premier 100 Hall of Fame by DELL EMC – 18th May 2018
- ◆ 2nd Indian ISV Awards 2017 ( IT Managed Service Award) – 9th Jan 2018
- ◆ SUPER 100 Partner Recognition Award 2017 by SME Channels – 24th Nov 2017
- ◆ Best Solution Partner – North by Nutanix in 2017







## 3 PILLARS OF SUPPORT FOR THE FSPL BRAND POSITION

We proudly call our brand as “**Lead Domino**”.

What we mean by this is , as FSPL stands as solid business, reason being, everything else planned and intended falls into its right place easily and efficiently.

Other dominoes who create fantastic labeling strategy to reach goals, are the actual “Nuts” and “Bolts” of our business model.

Our Core Values and Strong Pillars of Support as a Brand are:

1. **Attitude of Gratitude** - Goonj and Ashram Sheows, HelpAge

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2. **We Work Hard, Not Long** - Lunch Party at Café We, Happy New Year 2017 Party, 20 years Party at Lutyens, Harley Competition

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3. **Competition through Collaboration** – Harley Competition





# BRAND VOICE

## Succeed with Customer's Success

To be recognized as the benchmark for providing solutions and services in the field of Managed Services & System Integration

FIRE – Focus • Innovation • Respect for People • Excellence







## Brand

A brand is  
worthless if it doesn't  
**CONNECT**  
with the right audiences  
in a right way.





# BRAND MANIFESTO

Today, every business is, in part, a digital business. FutureSoft Solutions constantly faces challenges of gaining competitive advantage over competitors.

A critical ingredient for staying on top is Invention, which comes as a mix of Innovation and Adoptions. We have produced and maintained unprecedented value to our valued customers through highly inventive business models which is attuned to new reality and business needs. In order to adapt and thrive, we act as leaders who think strategically and harness each wave of digital change to create new value for customers and new opportunities for our business.

To adopt such strategies, our endeavor is to prepare Frameworks, Case Studies, Planning Tools, which are needed to adapt our business to grow in digital age.

Strategic Thinking, Lead Digital Initiatives, Customer Engagement, Channel Alignment, Product Strategy, Disruptive Competition would be most essential pillars to establish this concept.

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New perspective that we are aiming to work on is building a **test-and-learn culture** to accelerate innovation, think like a disruptor, and assess the disruptive potential of our new business models.

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FSPL strongly agrees and will maintain to have bent on business on basis of strategies namely;

- ◆ Process Innovation is anything New or Novel about the way FSPL operates which has definitely reduced costs and it may take competitors a significant amount of time to discover and imitate us. Some process innovations introduced by FSPL has completely revolutionized the way we deliver services to customers.
- ◆ Non-substitutable products and rendered matchable services, which our customers have happily accepted. Now, even if they are given a choice, customers would not be keen to use any substitute product or service.
- ◆ Sustainable Advantage as our competitors are unable to duplicate the benefits of FSPL strategy and our products and services are non-imitable.



A hand is shown from the bottom left, reaching upwards towards a glowing, multi-colored cube structure. The cubes are in shades of blue and orange, with a bright light emanating from the center. The background is dark blue with a network of white lines and dots, suggesting a digital or architectural theme.

# **BRAND ARCHITECTURE**



# FSPL ARCHITECTURE







# FSPL ARCHITECTURE



## HCI : Key to Increasing IT Agility and Fueling Digital Transformation

Hyper Convergence Infrastructure, is an innovative IT framework which has brought a paradigm shift in data center technologies, aimed to reduce infrastructure complexity, enhance scalability and enable a truly software-defined IT infrastructure environment.



## Blockchain: The Authority of Trust

Blockchain, is an incorruptible distributed ledger of economic transactions that can be programmed to record not just financial transactions but effectually everything of value. The key essence of Blockchain is that it eliminates the need of intermediaries by creating consensus among network participants thereby creating a trust-free ecosystem. The platform protocols enable consensus which means that the network participants authenticate the righteousness of the information being shared or transferred thereby creating a trust-free ecosystem.

**“One trusts the process or system that one cannot control”.**



## IoT(Internet of Things) - Connected Living

The Internet started with a simple idea - **“Connecting computers together to share data in various ways.”** The Internet of Things extends internet connectivity beyond traditional devices like desktop and laptop etc., to an ever-growing network of everyday things that use embedded technology to communicate and interact with the external environment, via the Internet.



## eSign: Online Electronic Signatures for India

eSign is one of the key element for Paperless revolution, as part of Government's Digital India Program. Keeping in line with the Digital India Initiative by the Government of India, eSignature services have been developed - a New and Innovative Electronic Signature Service, which can facilitate an Aadhaar holder to digitally sign a document within seconds from anywhere and anytime. eSign is legally valid and substitutes the need for a physical or wet signature.



## Business Process Automation: The Past, Present and Future

Automation is on everyone's mind as software and machines get better and smarter. Process Automation is a specialty that focusses on how to use automation as a regular process by reducing manual task, moving things faster without errors to deliver best result. It digitizes any manual process in a way that centralizes and compiles information within an organization.



### **PKI : Build Trusted Identity and Enable Authorized Access**

Public Key Infrastructure is the framework of encryption and cyber security that protects communications between the server and the user. It works by using two different cryptographic keys, a Public key and a Private key. The public key is available to any user that connects with the website. The private key is a unique key generated when a connection is made, and kept secret. When communicating, the client uses the public key to encrypt and decrypt, and the server uses the private key which protects the user's information from theft or tampering.



### **Data Center : Repository that houses computing facilities**

A data center is a facility that centralizes an organization's IT operations and equipment, as well as where it stores, manages, and disseminates its data. Data centers house a network's most critical systems and are vital to the continuity of daily operations. Consequentially, the security and reliability of data centers and their information is a top priority for organizations.



### **Enterprise Mobility – Trend of using mobile devices to perform business tasks**

With mobility leading the change in which work gets done, organizations should provide their end users with an agile workspace that provides a seamless experience across devices and platforms.



### **NOC : Ongoing Monitoring and Management**

Network Operations Center is a central location from which network administrators manage, control and monitor one or more networks. The overall function is to maintain optimal network operations across a variety of platforms, mediums and communications channels.



### **Cloud Computing – A pool of Abstracted, highly Scalable, and Managed Compute Infrastructure**

It is a computing paradigm, where a large pool of systems are connected in private or public networks, to provide dynamically scalable infrastructure for application, data and file storage. With the advent of this technology, the cost of computation, application hosting, content storage and delivery is reduced significantly.



### **Enterprise Security - Enable secure productivity for the modern workforce**

Enterprise Security Governance is a company's strategy for reducing the chance that physical assets owned can be stolen or damaged. Such governance activities should be consistent with the organization's compliance requirements, culture and management policies. The development and sustainment of enterprise security governance often involves conducting threat, vulnerability and risk analyses tests that are specific to the company's industry.



### **Virtualization : Scalability. Security. Savings**

It is the process of creating a software-based, or virtual, representation of something, such as virtual applications, servers, storage and networks. It is the single most effective way to reduce IT expenses while boosting efficiency and agility for all size businesses.



### **Managed Services – Cutting Edge Capabilities. Significant Cost Benefits**

Managed Services allow businesses, of any size, to offload their IT risks to an MSP like FSPL. We deliver support and service within a specific service level agreement to our client and focus on monitoring and maintaining customer's IT system regularly. The primary benefit FSPL provides to the customer is third-party monitoring and maintenance, which is designed to prevent unexpected interruptions in system availability. This increases system uptime, which ultimately increases employee productivity and therefore company profitability.



### **Migration Services - Achieve successful transition with zero business impact**

Changing to a new way of trying things is usually challenging. Our Migration Services are designed to help you transition seamlessly, irrespective of the technologies involved. Through Migration Services, we help you to get from where you are- to where you want to go - and to make all changes at earliest possible.





## Resource Augmentation - Contractual

As the evolution of sourcing options continues to develop and broaden, companies have devised and deployed various sourcing strategies to fulfill their vision and mission. As service providers, FSPL is proactively involved in almost every aspect of our clients business that uses technology. Due to "**High Touch**" approach, we act as preferred vendors to acquire talent that is a match for our clients systems and culture.

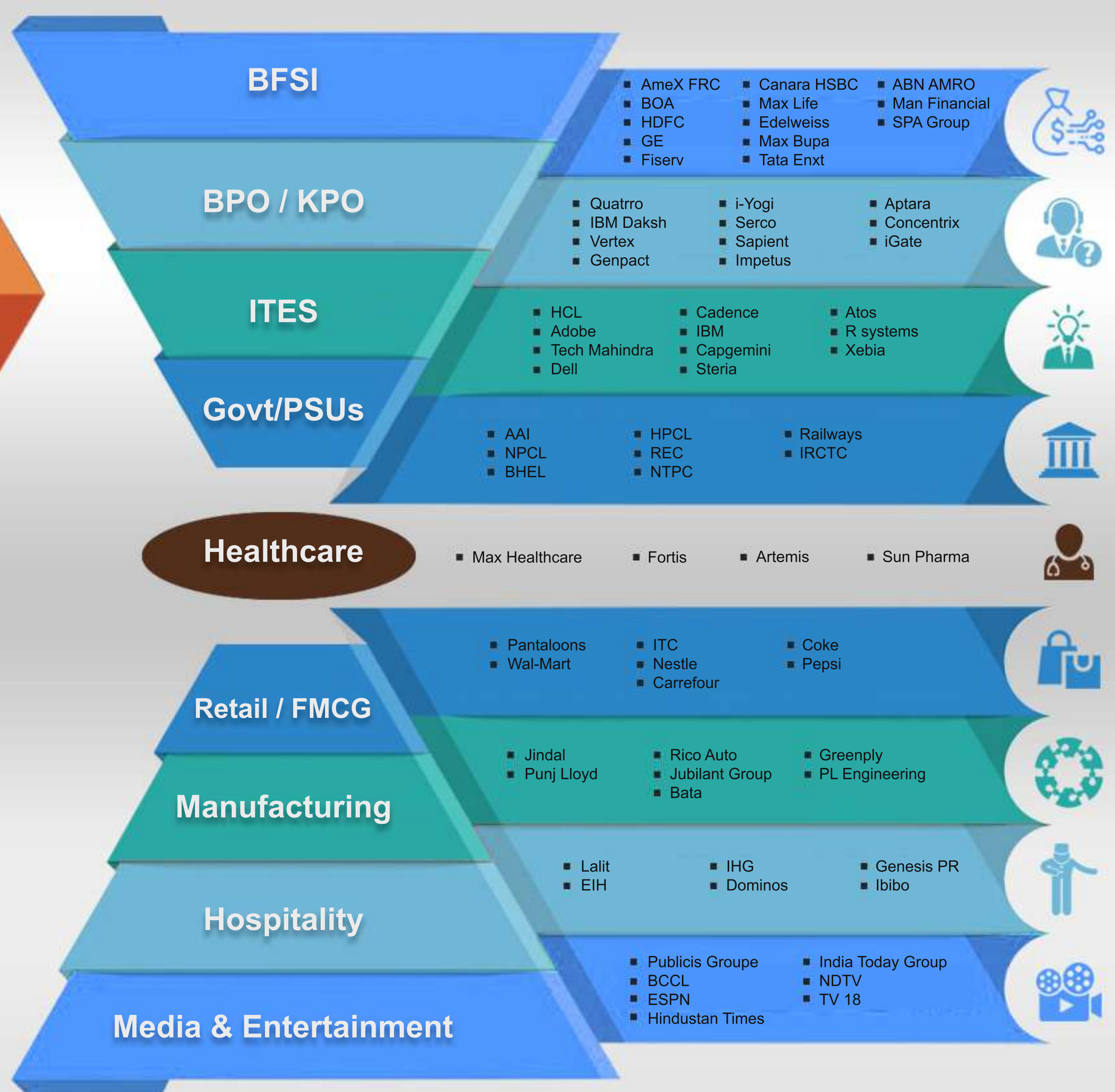


## Data Storage - Accelerate Workloads. Protect your data from all threats

Data storage is the retention of information using technology specifically developed to keep data and have it as accessible as necessary. Ensuring that data is always available, requires a backup storage solution that understands your scale, integrity and speed requirements. FSPL simplifies data storage with scale out systems, as well as comprehensive data protection and retention solutions.



# BRAND SALES FUNNEL







# BRAND LOGO & COLORS

## Color of logo

FSPL logo has the primary color black with the following color code:

RGB : 0/0/0

CMYK : 75/68/67/90

HEX : #000000

## Ratio of logo

The ratio of width to height of the HCL logo should be 4:1. FSPL logo should be used in the above mentioned ratio only.







**ONE  
STRONG  
TEAM**





## FSPL Gems






## BRAND GUIDELINES



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