



DIGITAL RUN

BUSINESS PROFILE

www.digitalrun.biz



ABOUT COMPANY

Digital Run is a leading outsourcing software firm, established in 2017. We provide a comprehensive range of software development services tailored to businesses of all sizes. With expertise in web and mobile app development, custom software solutions, and cloud computing,

We prioritize customer satisfaction through innovative and reliable solutions. Our stringent quality assurance processes and agile development approach ensure superior products that align precisely with our clients' objectives. By fostering enduring relationships and offering specialized Training Programs, we empower businesses to thrive in today's competitive digital landscape.

Contact Digital Run today to embark on a transformative journey toward achieving your business goals.



VISION & MISSION

Vision

Our vision at Digital Run is to be the premier partner for businesses seeking technological excellence in a fast-paced and competitive digital landscape. We aim to remain at the forefront of advancements, continuously embracing innovation to empower our clients to maintain relevance and competitiveness. By fostering enduring relationships and cultivating a skilled workforce equipped with the latest knowledge and expertise, we envision driving sustained growth, prosperity, and success for both our clients and our company.

Mission

Digital Run's mission is to provide unparalleled outsourcing software development services tailored to the unique needs of enterprises, empowering them with state-of-the-art technological innovations. We are dedicated to delivering inventive and reliable solutions, prioritizing customer satisfaction and excellence in every aspect of our operations. Through rigorous quality assurance processes, agile development methodologies, and a collaborative approach, we strive to exceed industry benchmarks and surpass client expectations, ensuring the seamless integration of our solutions into their business objectives.





KEY FACTORS

Comprehensive Suite of Services

Digital Run offers a wide range of premier software development services, including web and mobile app development, bespoke solutions, and cloud computing. This diverse expertise allows us to cater to enterprises of all scales, empowering them with state-of-the-art technological innovations tailored to their specific needs.

Commitment to Excellence

Our unwavering dedication to excellence serves as the cornerstone of our operations. We prioritize customer satisfaction above all else, delivering inventive and dependable solutions that exceed industry benchmarks and surpass client expectations.

Customer-Centric Approach

At Digital Run, we recognize the individuality of each business and tailor our solutions to seamlessly integrate into our clients' specific needs. Through a collaborative approach, we actively engage with our clients throughout the development journey, ensuring the final product precisely aligns with their objectives.



PROBLEMS

A BRIEF STORY ABOUT THE PROBLEMS

The lack of software customization is a pivotal issue requiring detailed discussion. It profoundly impacts initial development and future decision-making. Digital Run's tailored solutions are crucial for overcoming inefficiencies and ensuring project success. Failure to address customization concerns can lead to ongoing challenges and dissatisfaction with the final product, underscoring the need for careful consideration.

LACK OF CUSTOMIZATION

Many businesses struggle with off-the-shelf solutions that fail to address their unique requirements, resulting in inefficiencies and limitations.

COMMUNICATION BARRIERS

Ineffective communication between outsourcing partners and clients can lead to misunderstandings, delays, and ultimately, dissatisfaction with the final product.

QUALITY ASSURANCE CONCERNS

Ensuring the quality and reliability of software products can be challenging, leading to issues such as bugs, security vulnerabilities, and performance issues.

LACK OF EXPERTISE

Businesses may face difficulties in keeping up with rapidly evolving technologies and maintaining a skilled workforce capable of implementing innovative solutions.



SOLUTIONS

A BRIEF STORY ABOUT THE SOLUTIONS

Digital Run offers tailored software solutions, ensuring effectiveness, efficiency, and market relevance. With rigorous quality assurance and transparent communication, we address customization challenges, guaranteeing superior reliability, security, and performance, while fostering strong client relationships.

- **TAILORED SOLUTIONS**

Digital Run offers customized software development services, ensuring that each solution is tailored to meet the specific needs and objectives of our clients, thereby addressing the lack of customization.

- **RIGOROUS QUALITY ASSURANCE**

Our stringent quality assurance processes guarantee the delivery of superior products and services, surpassing industry standards and ensuring reliability, security, and optimal performance.

- **TRANSPARENT COMMUNICATION**

Digital Run fosters open and transparent communication with our clients throughout the development process, actively seeking their insights and feedback to ensure alignment with their expectations and minimize communication barriers.



SWOT ANALYSIS

STRENGTH

- Comprehensive suite of services spanning various domains.
- Commitment to excellence and customer satisfaction.
- Customer-centric approach with a focus on customization and collaboration.

WEAKNESSES

- Dependency on rapidly evolving technologies may require continuous skill development.
- Ensuring consistent quality across diverse projects and clients.

OPPORTUNITIES

- Growing demand for software development services in various industries.
- Expansion into new markets and industries.

THREATS

- Intense competition from other outsourcing firms.
- Rapid technological advancements necessitating continuous innovation and adaptation.



BUSINESS MODEL CANVAS

KEY PARTNERS

- Investors
- Regulators
- Influencers
- IT Communities
- Mass Media Companies
- Academics
- Good Distributors
- Big Retail Companies

KEY ACTIVITIES

- Technology R&D
- Production
- Licensing
- Distribution
- Data Analytics
- Sales & Marketing

KEY RESOURCES

- Brand
- Platform
- Employees
- Website
- Supply Chain

VALUE PROPOSITIONS

- Market Driven
- Relate to Society
- Easy to Use
- Awards
- Unlimited Access
- High Technology
- Lifetime Guarantee

CUSTOMER RELATIONSHIPS

- On Demand
- Ease of Use
- After Sales
- Community Gathering

CHANNELS

- Word of Mouth
- Adsense
- Social Media
- Offline Advertising

CUSTOMER SEGMENTS

- Content
- Languages
- Trending Topics
- Geographical

COST STRUCTURE

- Production
- Licensing
- Marketing
- General Operational
- Infrastructure
- Research and Development

REVENUE STREAMS

- Subscription Model
- Market Place Invasion
- Future Model - Premium Licensing
- Advertising



LEAN CANVAS

PROBLEMS

1. Lack of Customization
2. Quality Assurance Concerns
3. Communication Barriers
4. Lack of Expertise

SOLUTIONS

1. Tailored Solutions
2. Rigorous Quality Assurance
3. Transparent Communication

UNIQUE SELLING PROPOSITION

Digital Run delivers tailored premier software services, mastering web/mobile app, bespoke solutions, and cloud computing for enterprises' success.

UNFAIR ADVANTAGE

Digital Run's edge is unmatched: relentless commitment to excellence, rigorous quality assurance, and customer-centricity forge unbreakable bonds and unbeatable service.

CUSTOMER SEGMENTS

- Industry-Specific Businesses
- Enterprises Seeking Innovation
- Small and medium-sized enterprises (SMEs)

EXISTING ALTERNATIVES

- Commitment to Excellence
- Customer-Centric Approach
- Specialized Proficiency

KEY METRICS

- Customer Satisfaction Ratings
- Project Completion Times
- Quality Assurance Metrics
- Revenue Growth
- Client Retention Rates

HIGH-LEVEL CONCEPT

- DMS
- TMS
- Accounting Software
- CRM
- HR Management Software

CHANNELS

- Word of Mouth
- AdSense
- Social Media
- Offline Advertising

EARLY ADOPTERS

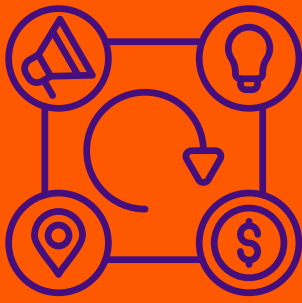
- Forward-Thinking
- Innovative
- Results-Oriented
- Collaborative
- Quality-Conscious
- Long-Term Vision

COST STRUCTURE

- Production
- Licensing
- Marketing
- General Operational
- Infrastructure
- Research and Development

REVENUE STREAMS

- Subscription Model
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4P'S MARKETING TABLE

PROMOTION

- Online Marketing
- Influencer
- Direct Marketing
- Advertising
- Endorsing

PLACE

- Market Coverage
- Market Exposure
- Channels
- Inventory
- Supply Chain

PRODUCT

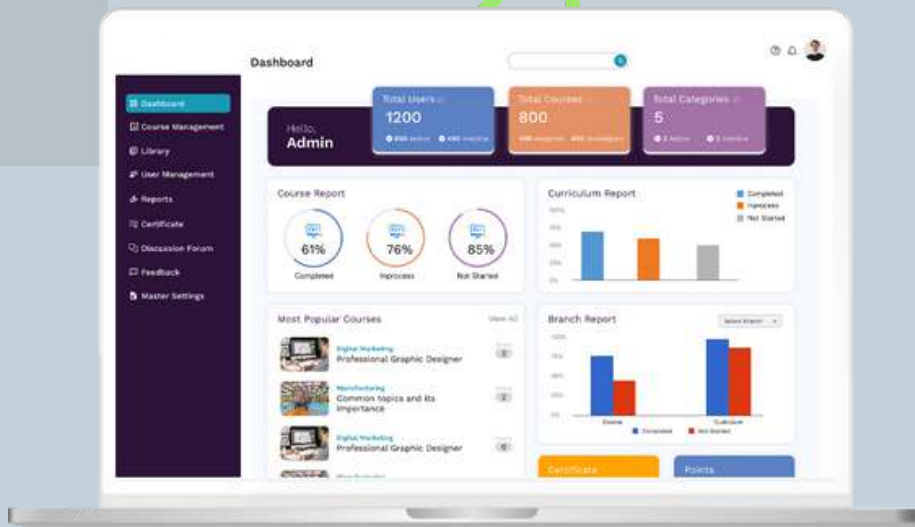
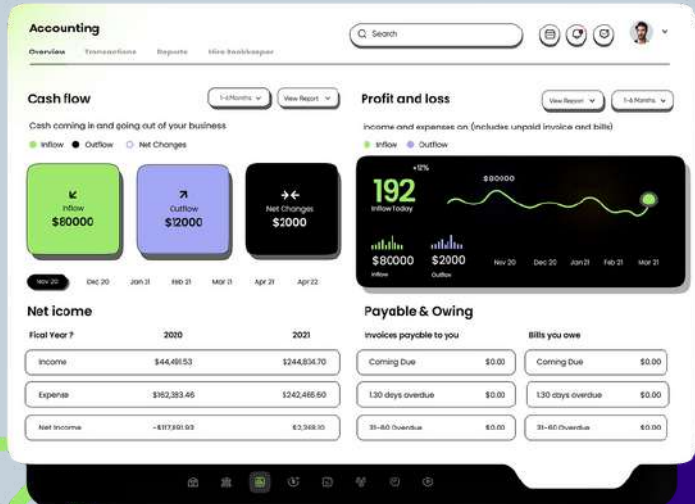
- Quality
- Features
- Branding
- Warranties

PRICE

- Discounts
- Allowance
- Payments Term



PRODUCT PORTFOLIO





DOCUMENT MANAGEMENT SOFTWARE

PRODUCT OVERVIEW

DMS is a full-frame total solution to store, manage and retrieve documents for authorized users often providing search functionality, mobile document access, document distribution, and editing functionality. It also integrates scanning and printing features along with storage.



CORE FEATURES

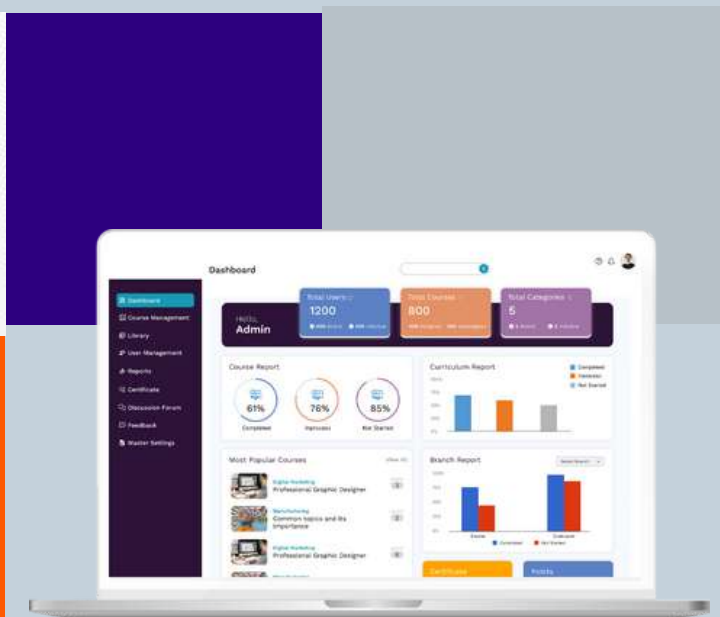
- Web-based solution
- Effortless operation & easy Search
- Ready product so fast deployment
- Automated version control
- Document distribution and sharing
- OCR technologies introduce
- Approval of workflow management system
- Single document to multiple documents & Audit trail record



TRAINING MANAGEMENT SOFTWARE

PRODUCT OVERVIEW

The training management system has become the tool of choice for learning and engaging. While architecting a physical barrier-free future, we make sure to have an unrivaled learning experience.



CORE FEATURES

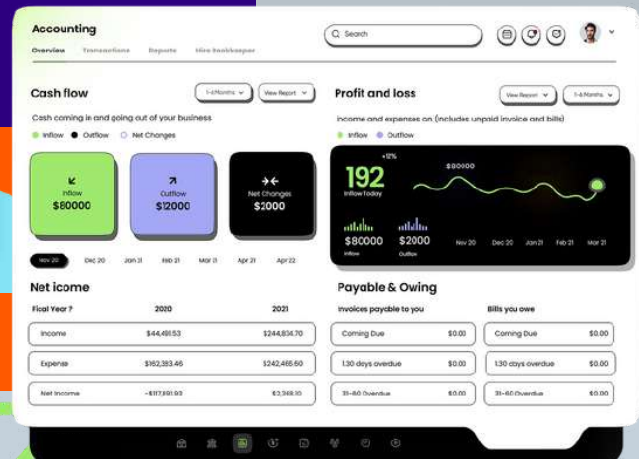
- Web-based solution
- Reports and analytics
- Course management
- Content interoperability & integration
- Multiple surveys from one platform



ACCOUNTING SOFTWARE

PRODUCT OVERVIEW

Streamline your accounting processes with our intuitive software: simplify data entry, effortlessly add multiple companies, upload supportive documents, and access detailed financial reports for precise decision-making and error reduction, all while accelerating invoice approval times.



CORE FEATURES

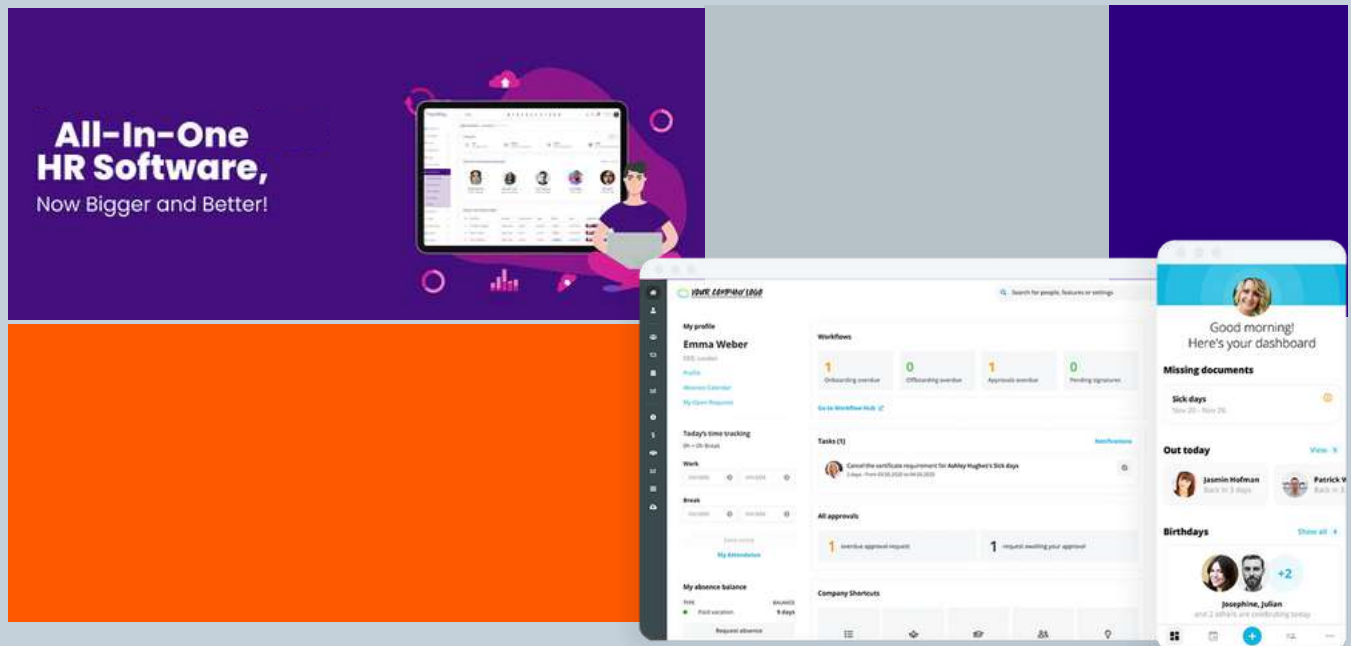
- The data-entry procedures turn out to be pretty simple and fast.
- Multiple companies can be added
- Supportive document uploading and scanning
- Receive in-depth and comprehensive financial reports.
- The ability to make exact decisions reduce Manual errors.
- Shorten the time it takes to approve invoices



HR SOFTWARE

PRODUCT OVERVIEW

Empower your HR operations with our comprehensive software: centralize data, personalize interfaces, manage attendance, payroll, taxes, and streamline recruitment processes with automated correspondence and performance evaluation data.



CORE FEATURES

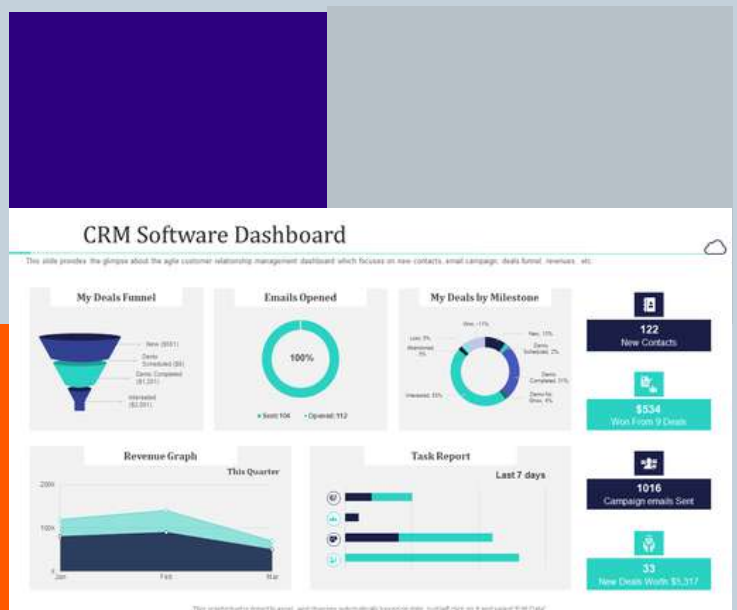
- Centralized database
- Personalized interface
- Employee attendance and leave update
- Payroll management
- Tax, Gratuity, Provident fund
- Performance evaluation data
- CV bank, automatic correspondence, CV classification, and hiring.



CRM SOFTWARE

PRODUCT OVERVIEW

CRM software helps save time and boost sales by monitoring prospects and clients throughout the customer life cycle, from nurturing leads to closing sales to maintaining customer loyalty.



CORE FEATURES

- Contact Management
- Pipeline management
- Employee tracking
- Sales forecasting
- Task management
- Personalized dashboard
- Lead management
- Data storage and security
- Real-time data



E-COMMERCE

PRODUCT OVERVIEW

Product details and descriptions can be used to give customers comprehensive information about items that aren't available in physical stores. Save time by:
Customers who shop online can save time because it's quicker and they don't have to drive, and everyone values time.

CORE FEATURES

- Online Storefront
- Product Catalog
- Shopping Cart
- Payment Gateway Integration
- Order Management
- User Accounts
- Search and Navigation
- Customer Support
- Mobile Compatibility
- Security
- Inventory Management
- Promotions and Discounts
- Shipping and Delivery
- Analytics and Reporting
- Reviews and Ratings
- Marketing Tools

Top Benefits of eCommerce





1

A customer decides to buy your product or service



2

Your POS system calculates the price of the item



3

Your customer pays



4

The point-of-sale transaction is finalized

POS SYSTEM

PRODUCT OVERVIEW

A POS (Point of Sale) system is a combination of hardware and software that enables businesses to process transactions, manage sales, inventory, and customer data at the point of purchase.

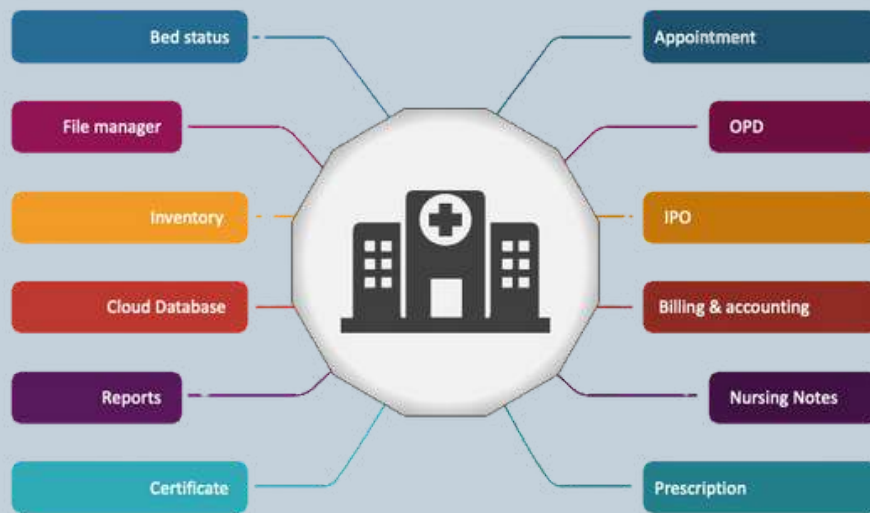
CORE FEATURES

- Product Entry
- Product Stock
- Warehouse
- Purchase
- POS
- Invoice
- Print Bar Code

Advantages of POS Software for Retail Businesses



HOSPITAL MANAGEMENT SYSTEM



HMS SOLUTION

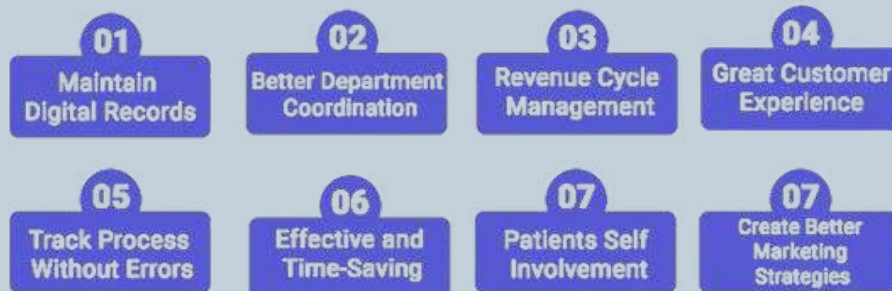
PRODUCT OVERVIEW

A hospital management system (HMS) is an integrated software platform designed to manage the administrative, financial, and clinical operations of a hospital, enhancing efficiency and patient care. It facilitates tasks such as patient registration, appointment scheduling, billing, and medical records management.

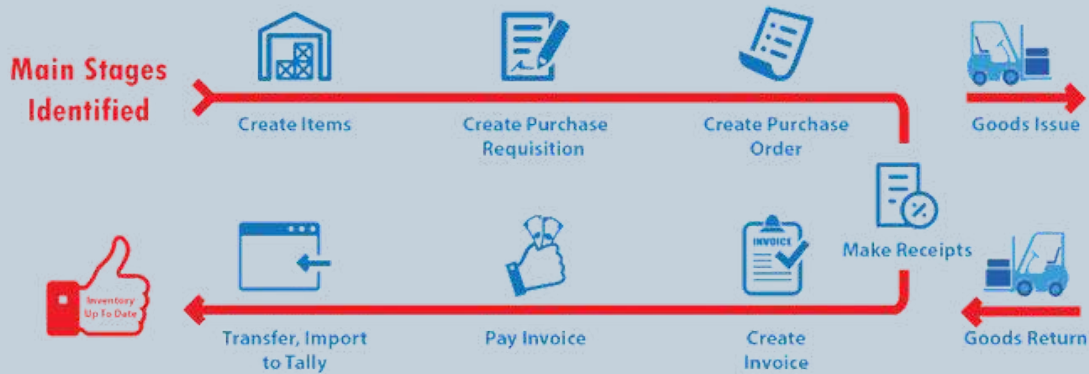
CORE FEATURES

- Patient Registration and Admission
- Appointment Scheduling
- Electronic Medical Records (EMR)
- Billing and Invoicing
- Inventory Management
- Laboratory and Radiology Management
- Patient Portal
- Staff Management
- Reporting and Analytics
- Pharmacy Management
- Security and Access Control
- Integration with Other Systems

What are the Benefits of Hospital Management Software?



Inventory Management



INVENTORY SOLUTION

PRODUCT OVERVIEW

Our Inventory Management System is designed to provide comprehensive solutions for tracking and managing your stock, ensuring you always have the right products in the right quantities at the right time. This system is suitable for businesses of all sizes, from small startups to large enterprises.

CORE FEATURES

- Real-Time Tracking
- Automated Reordering
- Detailed Reporting
- Multi-Channel Integration
- Barcode Scanning
- Customizable Alerts
- User-Friendly Interface
- Inventory Forecasting
- Supplier Management
- Batch and Serial Number Tracking
- Inventory Valuation
- Mobile Access
- Order Management
- Warehouse Management
- Customizable Workflows

5 BENEFITS OF INVENTORY MANAGEMENT



Keeps track of your inventory and offers a centralized view of stock



Controls your costs by making stock reports for analysis of your inventory



Improves your delivery by managing stock-outs and meeting customer expectations



Manages planning and forecasting by analyzing data trends



Reduces the time for managing inventory by keeping records in place



ERP SOLUTION

PRODUCT OVERVIEW

Enterprise Resource Planning (ERP) software integrates various business functions like finance, human resources, and supply chain management into a unified system. It helps organizations streamline operations, improve collaboration, and make data-driven decisions for enhanced efficiency and productivity.

CORE FEATURES

- Finance and Accounting
- Human Resources (HR)
- Supply Chain Management (SCM)
- Manufacturing
- Customer Relationship Management (CRM)
- Business Intelligence (BI)
- Project Management
- Inventory
- POS





SOME OF OUR CLIENTS



Walletmix



NITEX



TITAN
TECHNOLOGIES

AneXa
TECH



icddr,b



TRUST

FIERO



REMARK



LET'S CONNECT WITH US

SCAN QR CODE FOR FREE CONSULTATION



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