

Making Global Experience Work for You

Win with Us
praxis
softek solutions

When you are in touch with **Praxis**, you are in 'informed' company! Comprising a team of qualified senior IT professionals, with wide international exposure and experience of working in the USA, UK, Continental Europe, Middle East, Japan, and the Asia Pacific, **Praxis** brings you solutions that work harder, faster, and add more value for money to your business. Built around diverse technologies, proven tools and techniques, and armed with a collective strength of close to 1000 person-years of industry experience, IT solutions from **Praxis** are fast gaining recognition as one of the world's best.



Global Presence

Offices: India, USA and Ireland
Clients: USA, EMEA, APAC

Praxis at a glance

- Founded in November 2002
- Headquartered in Kolkata, India
- Serving global clients in USA, EMEA and APAC
- Rated by Dun & Bradstreet (DUNS No. 919813592) for business credit information including credit history and analysis
- NASSCOM Member

Partner references

- Development and Implementation Partner of Oracle Corporation, world's largest enterprise database software company
- Microsoft ISV
- Service Provider for Towers Perrin International Survey Research, USA, a leading global organization specializing in Opinion Survey Processing
- IT Partner to leading global organization in USA specializing in Employee Reimbursement Administration domain
- Preferred vendor for Lexmark International

Praxis Solutions

Business Intelligence

How to keep
your business
doing good

2Mbps Connection

24X7 Securelink Monitoring

ISO 9001:2000

Praxis arms you with the right insight, with **Business Intelligence Accelerators** as we are helping Oracle to build these vertical-specific solutions!

Oracle Data Warehouse for Retail (ODWR)

The power of retail business, in particular, depends on the strength of its customer base. Often sale is directly proportional to repeat customers. So, how to differentiate one-time customers from the loyal clientele? How to generate customer loyalty? How to analyze buying patterns? When to plan a promo scheme? Is the current business trend likely to continue in the next fiscal? In other words, what we are really looking for is a window to the future.

Interestingly, your transactional database contains the seeds of information about what lies ahead. The key is to analyze and mine that information with the right set of analytics and mining tools.

Praxis has the domain knowledge and the technical expertise to implement, customize and integrate your enterprise data warehouses, to build your business predictability, using a range of domain-centric business models, coupled with a wide range of pre-built analytic and mining reports.

All that the Praxis Team does is take a look at your business transactions and operational data by carrying out a '**Gap-Fit Analysis**', install and configure the **ODWR** accordingly, integrate the **Foundation Data Warehouse (FDW)** with your existing data, and the solution is ready to go live!

Value Additions from Praxis:

- Reports based on specific **Key Performance Indicators (KPI)**.
- Customized **Dashboards** for Management Control
- Solutions for tricky **Extract-Transform-Load (ETL)** issues with existing data
- **POS Parser** integration with Operational Analytics

Although Praxis solution is built around Oracle technology stack, it can also be integrated with data warehouses using any other platforms like Teradata or DB2 or SQL Server.

Praxis is the only co-development partner chosen by Oracle Corporation for BIA, as well as their implementation partner for geographies like Asia Pacific and parts of North America. Why? Because only Praxis could match up to the competence required.



Oracle Data Warehouse for Telecom (ODWT)

Telecommunication is quite evidently one of the fastest evolving industries. While new technologies are being developed to respond to varied user needs, managing and controlling these application areas, and much more so, offering the right kind of packages to a diverse range of users having different sets of preferences – is turning out to be a critical challenge.

Which features to include in your range of Talk Plans offered? How to identify and upgrade subscribers to more lucrative plans based on their usage patterns? How to provide selective distribution of contents for your mobile subscribers? The answers could make a definite difference to the way you do business.

Praxis enables effective data analysis and business planning by integrating any existing operational data warehouse with the Telecom Business Intelligence Accelerator (TBIA) utilizing the pre-built reports, analytics, and mining models that are domain-specific. Some of Praxis clients include telecom companies in Turkey, Hong Kong and Ireland.

REALITYCS - Near Real Time Operational Analytics

REALITYCS is a **Praxis** offering on **Retail Operational Intelligence** space. In today's competitive world, retailers are striving for higher profit margins keeping their operating costs to a minimum and it is very important to understand / analyze the key elements of the business (KPIs) such as Sales Turnover, Inventory Turnover, Gross Profit Margins, Customer Conversion Ratios, etc, on a real time basis.

REALITYCS provides a platform to small and medium retailers through which they can monitor the health of their business. It includes features which help monitor the operations of individual stores (Store Operations), tracking / monitoring effectiveness of promotions (Marketing), setting benchmarks and performs comparative analysis (Enterprise Level) along with providing business critical alerts and notifications which in turn aid retailers in their day to day decision making.

In a nutshell, REALITYCS provides:

- Role-based access control to various user categories like Store Manager/Marketing Manager/Category Manager, etc
- Dashboards for monitoring the health of the business/operational analytics on a real time basis
- Reporting (MIS and Operational)
- User interfaces to define objectives at the store / enterprise level for benchmarking and comparative reporting
- Administrative functions

This is implemented on MS Platform and is available as a MS uniform solution*
**Praxis is a Microsoft ISV*



Generic IT Services

Your one-stop-shop for all IT Services Requirements

Praxis is helping all sizes of clients across the globe on a daily basis with almost every variety of Application Development and Maintenance services on MS .NET and J2EE/Open Source technology stack. With proven skills on MS .Net & J2EE, in-depth understanding of RDBMS products (e.g., SQL Server, Oracle, DB2) and experience of designing and developing enterprise solutions on varied domains (e.g., Logistics, employee survey processing, corporate governance etc) Praxis is well poised to take care of any enterprise application needs you may have. On the web services front, Praxis excels in all open source areas (Ruby on Rail, LAMP-based content management solutions such as Drupal, SilverStripe or Joomla, e-commerce solutions like OSCommerce, CRELoaded or Magento) and have so far deployed more than a couple of dozens of websites for critical businesses. Our strict adherence to industry standards such as W3C and Web 2.0 frameworks makes us a dependable choice if quality and SEO (search engine optimisation) are what you are after. We have also been involved in delivering e-governance products and have successfully launched localisation-enabled G2C portals for local (Indian) governments. All our projects follow stringent Quality Management System (as underpinned by ISO 9001:2000) and structured project and programme management methodologies (Prince2).

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