



# SMAC

(Social, Mobility, Analytics, and Cloud)

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Define|Develop|Digitalize

## How is SMAC from Evolutyz effective?

At Evolutyz, we believe that social, mobility, analytics, and Cloud form a synergy that takes a company from being digitally transformed to digitally evolved. These elements, together, create the magical formula that will help the various teams and departments in your organization work in tandem without missing a beat.

1

### Social

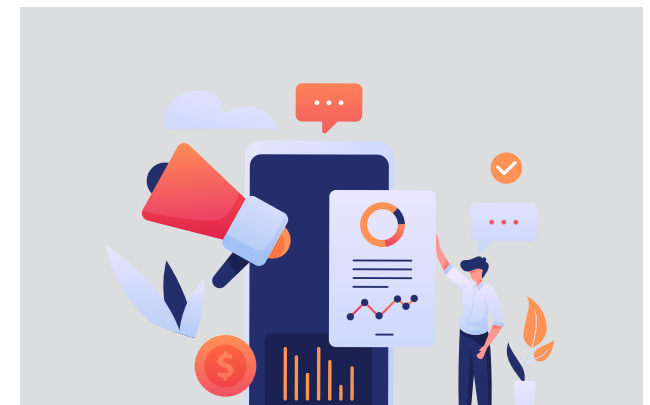
Social is the means today to interact and communicate without the need to be in physical proximity, but it goes beyond that. Social media today is not just about sharing updates about your life with your circle of friends and acquaintances, it is also about getting the pulse of the market, putting your point across, and being able to influence buying decisions. In the internal sense, it provides you with the means to reach more people effortlessly and allows the dissemination of information quickly and effectively.



2

### Mobility

Mobility is a technology that has grown so fast that it is difficult to keep track of its growth trajectory. From being a simple means to talk to each other, the mobile has grown into a device that enables you to conduct business, complete your tasks, and do personal errands with ease. In the sense of your company's business portfolio, today, mobility makes the difference from being able to meet customers' needs on time or delaying it. What is more, this is just one aspect of mobile technology as it offers a plethora of advantages that can make your business run better.



3

## Analytics

If information technology is the brain of your company's operations, then data is the blood supply. That is why analytics is essential for efficient operations, better stakeholder management, market intelligence, improved communication, and much more. Without analytics, you will not be able to glean where you stand within the organization and also in terms of market positioning. Analytics is crucial not only to evaluate how well your customers like your products and services but also to understand how you can cut costs, improve quality, and keep ahead of the competition.



4

## Cloud

The last element, which is Cloud, is the way of the future. Moving your IT applications to the Cloud is a scary decision, one that may give you pause, however, it is the right move. With the move to the Cloud, not only are you ensured better updates and upgrades, but it will also enable you to convert your capital expenses into operating expenses. One of the major concerns that most companies have is the security aspect. With the right support, you can overcome this hurdle and ensure smoother operations on the Cloud.



## The Evolutyz approach to SMAC

At Evolutyz, we believe in not only being your synergy partners but also bring about increased value in every aspect. SMAC is one of the ways to take a concerted effort to add synergetic value because each of these technologies supports and empowers each other to transform your company into a powerhouse that customers (and stakeholders) would want to be associated with at all times.

**Here is our approach to SMAC:**



## Evaluation of the current setup

Before we start with our services, we always like to evaluate the maturity level of your company and teams to glean what the way forward should be. We begin by talking to the IT team to assess the current tools, applications, and software you use. Then we create a questionnaire which we use to ask focused questions to the various teams to collect information. We consider this stage vital as it allows us to assess the situation and provide the right direction for your company.

## Reporting and discussion

Once we have collected the inputs from your IT department and various teams, we work on putting together a report on where your company stands on each of these elements currently. Once the report with facts, figures, and our observations are collated, we would like to discuss this with the main stakeholders. At this stage, we involve the decision-making authorities in the discussion.



## Strategy for SMAC

Once we have presented our findings and had a discussion with your primary stakeholders, we create a bespoke strategy for your company's specific needs. We break it into priorities and build the timelines keeping in mind there should be minimal disruption to your company's normal activities. In most instances, we would ask you to assign a few members to be part of the task force that will take it forward.

## Implementation and training

During this phase, we ensure that members of your task force are aware of the changes we are making. We not only include them in the go-live process but also ensure that they have sufficient training to undertake troubleshooting or train others when the need arises. With our seamless implementation approach, you will see that the whole process has natural synchronicity to ensure that there is improved efficiency without compromising on security or speed.

## Follow-up and upgrades

At Evolutyz, we believe that our role does not end after implementation and that we need to keep in touch with our clients to ensure that they are getting the benefits that they expected. To that end, we schedule regular follow-up meetings with the task force to understand how the implementation is working. We also help your team with upgrades and patches if required.



## Social media

For a long time and in some instances, even now, social media is considered the bastion of the young and frivolous. However, companies that continue to think that social media is for personal and social updates are missing out on the rich information and influence that social media can offer when harnessed right.

At Evolutyz, we help customers realize the immense value that going social can add to them. We help them to work with the right channels so that they can reach their potential buyers with the kind of rich content that will move them from the 'maybe' category to the 'definitely' category.

We help them engage with their employees with ease and seamlessly transform each of them into their ambassadors. We guide our customers on how they can learn more about competitors and the market trends that will help them stay ahead of the curve instead of being caught on the wrong foot.

## Mobile applications

Today, your personal mobile device is no longer about making a call or sending messages. It has become about encapsulating your personal and work life into a single device. Keeping these trends in mind, mobility has become an important aspect for any business in today's world.

Building mobile applications that allow access remotely without compromising on security or features is a challenge that companies face today. At Evolutyz, we help them with all these aspects. We help them build applications that device-agnostic and where the security focus is on the information on the application rather than the device in which it is installed.

We help our customers look at the levels of security and access that they should provide to employees based on their roles and responsibilities. We instruct the teams using applications on the measures they should take to keep their applications working efficiently without compromising on security.





## Analytics and intelligence

Data is something that all businesses have been generating at all times. Still, it is only recently that data has moved from painstaking physical records or lying in silos to become a part of the analytics engine. At Evolutyz, we enable our customers to identify the kind of analytics that will help them make them prudent, timely, smart, and futuristic decisions.

At Evolutyz, we not only help customers efficiently collect data but also help them elevate it to the level of analytics and gather intelligence for better operations and decision-making. We believe that analytics should have internal data and external intelligence to provide both content and context for any action. Whether it is reports on how much your products are costing you to manufacture, or if it is the way your customers perceive your positioning, analytics can pave the path for you.

We also look at ensuring that data is not lying silos, which negates the benefits of timely and accurate analytics.



## Cloud computing

Today, more and more companies are moving from on-prem IT to the Cloud or at least considering a hybrid model, where some of the applications are on-prem, but most of the others are on the Cloud. There are multiple reasons for this—cost and access being two of the main reasons.

At Evolutyz, we work along with your IT team to evaluate the way forward for Cloud migration and then help you reach there efficiently. We consider aspects like data integrity, application security, and accessibility to ensure that your journey to the Cloud is seamless. Our robust team can work with most technologies and will help you with both infrastructure and applications management.

The synergy of our team working with yours helps make the process seamless, ensuring that you are able to move from a capital expenditure model to one of operating expenses where you only pay for what you use.





## ABOUT EVOLUTYZ CORP

Evolutyz IT Services is your ideal synergy digital transformation partner with the capability and scalability to help our customers globally.

Our simple yet effective motto to keep adding value through technology to all our customers help them stay competitive, leverage their existing IT investments, and adopt new applications to excel in their industry.

At Evolutyz, we offer our customers the necessary products and tools to build and deploy innovative solutions. We enable our customers to adopt newer technologies, enhance employee productivity, and gain more in-depth insight into business performance, thereby increasing ROI while minimizing the TCO.



For more information, visit [www.evolutyz.com](http://www.evolutyz.com)

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