



ACHIEVE MORE WITH LESS

Technology Made Simple!

Who we are...

#EXPERIENCED #COHERENT #RESOURCEFUL #SINCERE #MOTIVATED

As technology becomes an increasing part of our daily lives and society, we need leaders and digital architects who understand and can navigate the challenges to build a smart and sustainable world.

For us sustainability is not just a trend but a mindset. We embrace sustainability through our services, operations, and our customers. Sustainability for us is to create and foster opportunities for individuals to work so that they can make the desired impact on society.

Through our offerings and services, we help our customers achieve their sustainability goals and create a positive impact on the environment. We work closely with our portfolio companies under True Routa Group, which are working in this sector. We believe that sustainability presents a great opportunity for us and for our clients. By embracing sustainable practices, we can not only reduce our impact on the environment but also create innovative solutions that benefit both our business and the world around us.



Our Management Team



Pekka Halmet
Routa Digital
Chairman



Krushna Mishra
Routa Digital
Founder &
Board member



Edwin Bennik
Routa Digital
Group CEO &
Partner



Jarkko Hämäläinen
Routa Digital
Founder &
Board



Kumar Abhijit
Routa Digital India
CEO & Founder



Jarmo Korhonen
Routa Digital
Head of Delivery &
Partner



Naveen Sharman
Routa Digital
CISO & Partner



Jitendra Kumar Jaiswal
Routa Digital
CTO & Partner



Juha Alanen
Routa Digital
Chief Commercial Officer

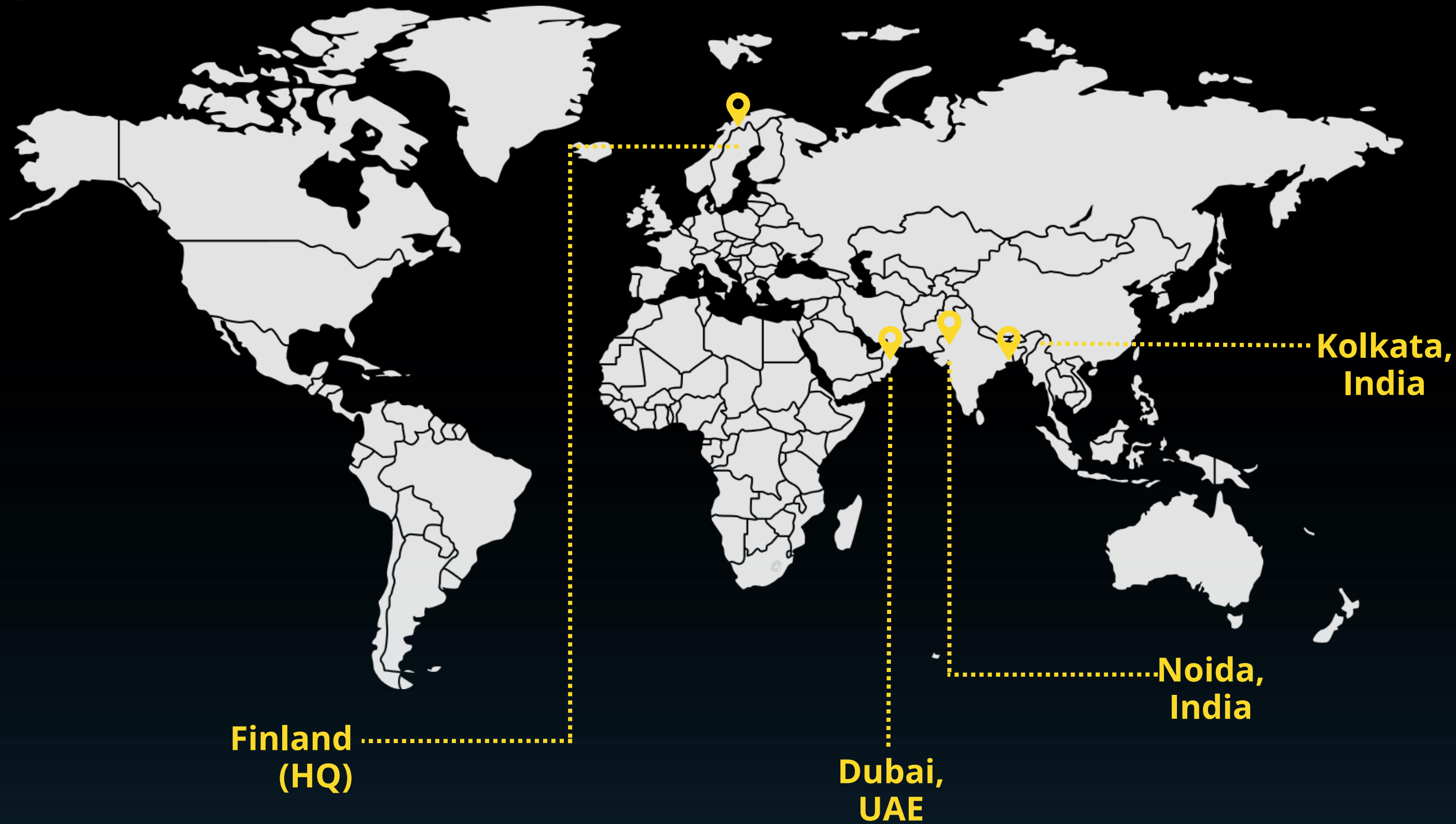


Rajan Rastogi
Founder & CEO
UAE



Mohammad Salman
DEPUTY CEO
UAE

We are a Global Company...



150+
Global
Team
Strength

70+
Active
Clients

5+ Years
of
Avg. Client
Duration

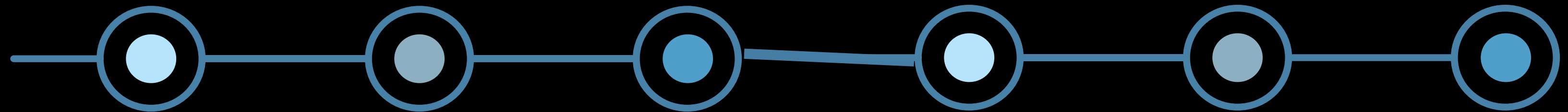
2X
Growth
Y/Y

10+
Years
in
Business

50+
Technology
Capabilities

Partnership, Certificate and Industry Recognition

To power these transformations, we partner with Adobe, Google, Salesforce, Microsoft etc., the leaders in digital experience technology and platforms.



Our goal is to get the most out of digital experience technology, linking data to design thinking across the customer journey to create immersive experiences that build brand, value and trust with customers and we are recognized by the industry awards .

Who we are...

We Bridge the gap between organisation Silos

CTO

Chief Technology Officer

CIO

Chief Information Officer

CISO

Chief Information Security Officer

COO

Chief Operations Officer

CMO

Chief Marketing Officer

CDO

Chief Digital Officer

CDAO

Chief Data & Analytics Officer

CHRO

Chief Human Resource Officer



Strategy & Digital Transformation



Product Engineering & Custom Development



Customer Experience & MarTech



Data Analytics & Intelligence



Enterprise Technology Platforms



Cloud & DevSecOps

What we do...

We help you imagine, create, engineer and run digital solutions that transform how you connect with your customers and grow your business.

We partner with you to drive alignment and balance between your brand's customer experience with your business operations so you can drive optimization, innovation and growth.



Digital Strategy

Creating digital framework that transform your digital enterprise and produce a return on investment.



Platform Selection

Helping you select the optimal digital experience, commerce, cloud and marketing platform for your enterprise.



Platform Engineering

Deploying next-gen scalable and agile enterprise digital platforms, along with multi-platform integrations.



Product Engineering

Help you ideate, strategize, and engineer your product with help of our enterprise frameworks



Infrastructure

Specialize in multi-cloud infrastructure helping you put forward the right cloud infrastructure and optimization strategy



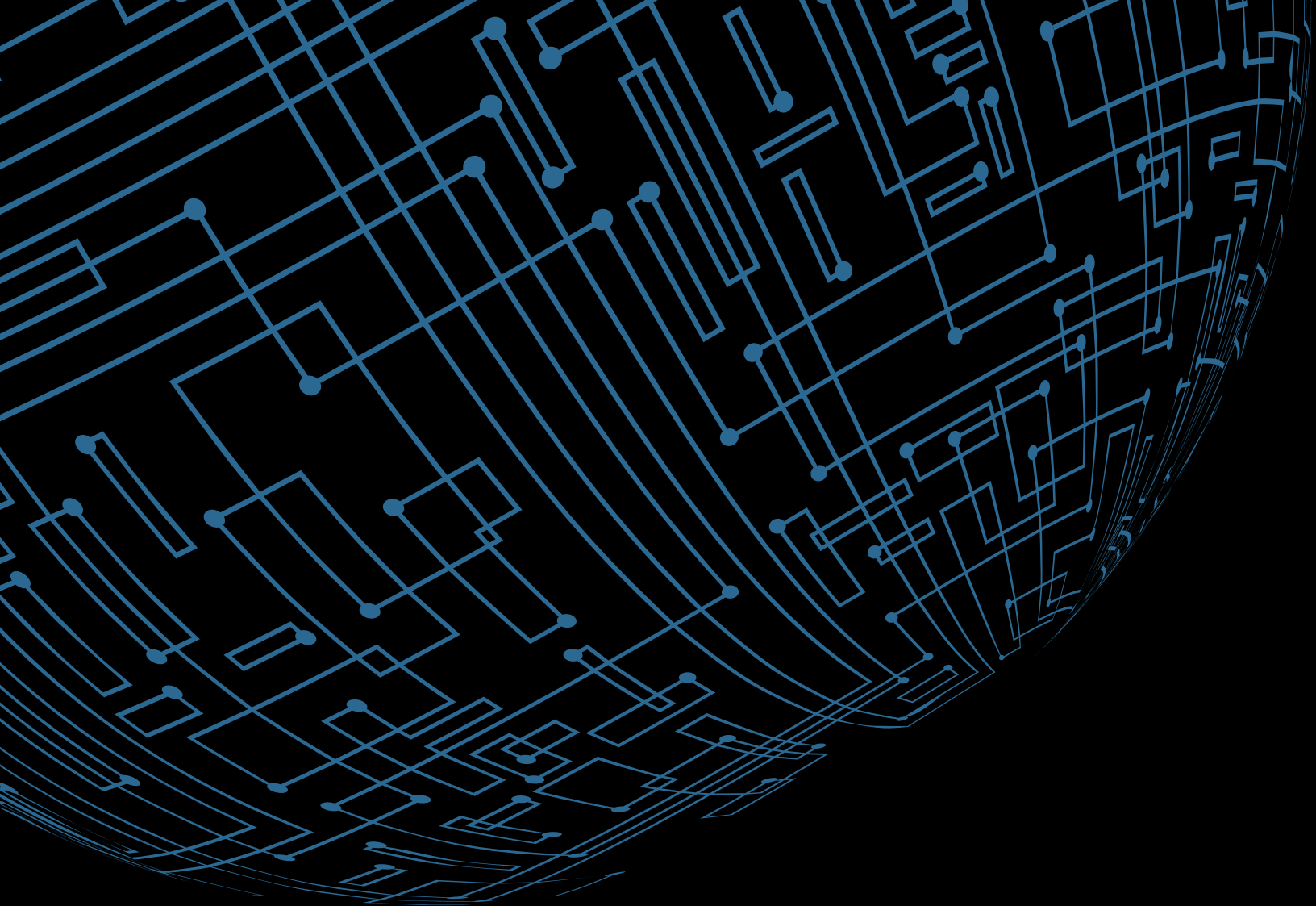
Managed Service

Operate and monitor your business-critical applications, data, and IT workloads, along with Application maintenance and operations



Team Augmentation

Help you scale up and augment your existing team to solve your hiring challenges with our easy to deploy staff augmentation offerings



**What Problems
do we solve?**

CEOs want three things: Growth, digitalization and efficiency

From COVID-19 to political unrest to climate change, organizations are constantly buffeted by unexpected events. But the promise of digital business as a way to thrive and outperform the competition during these disruptions remains clear.

As an IT leader, the responsibility for supporting the technical end of digital business rests squarely on your shoulders. You have an opportunity to embrace force-multiplying innovations to accelerate growth and strategically drive your organization forward.



Trusted digital connections
for your people and devices every
where.



Solutions to rapidly scale
digital creativity anywhere



Innovative capabilities
to accelerate business growth
beyond today

Challenges faced by Business and Marketing Leaders

Businesses need intuitive, secure, scalable and future-proof digital solution that provides organization the agility needed to consistently grow the business.

Challenges faced by Businesses today:



Time to market for personalized and scalable digital experiences



Predictable business growth through digital channels



Inability to comprehend customer journey and interactions across various touch points



Maintaining the digital experience technology stack and quantifying return on investment

Challenges faced by Technology Leaders

Technology and Infrastructure leaders often feel that they're constantly in catch-up mode because it is difficult to quantify IT contributions

Aligning IT infrastructure to business outcomes

Source: Gartner, Tech Target



Struggle to develop a private/public/Hybrid cloud strategy. Shoring up cybersecurity



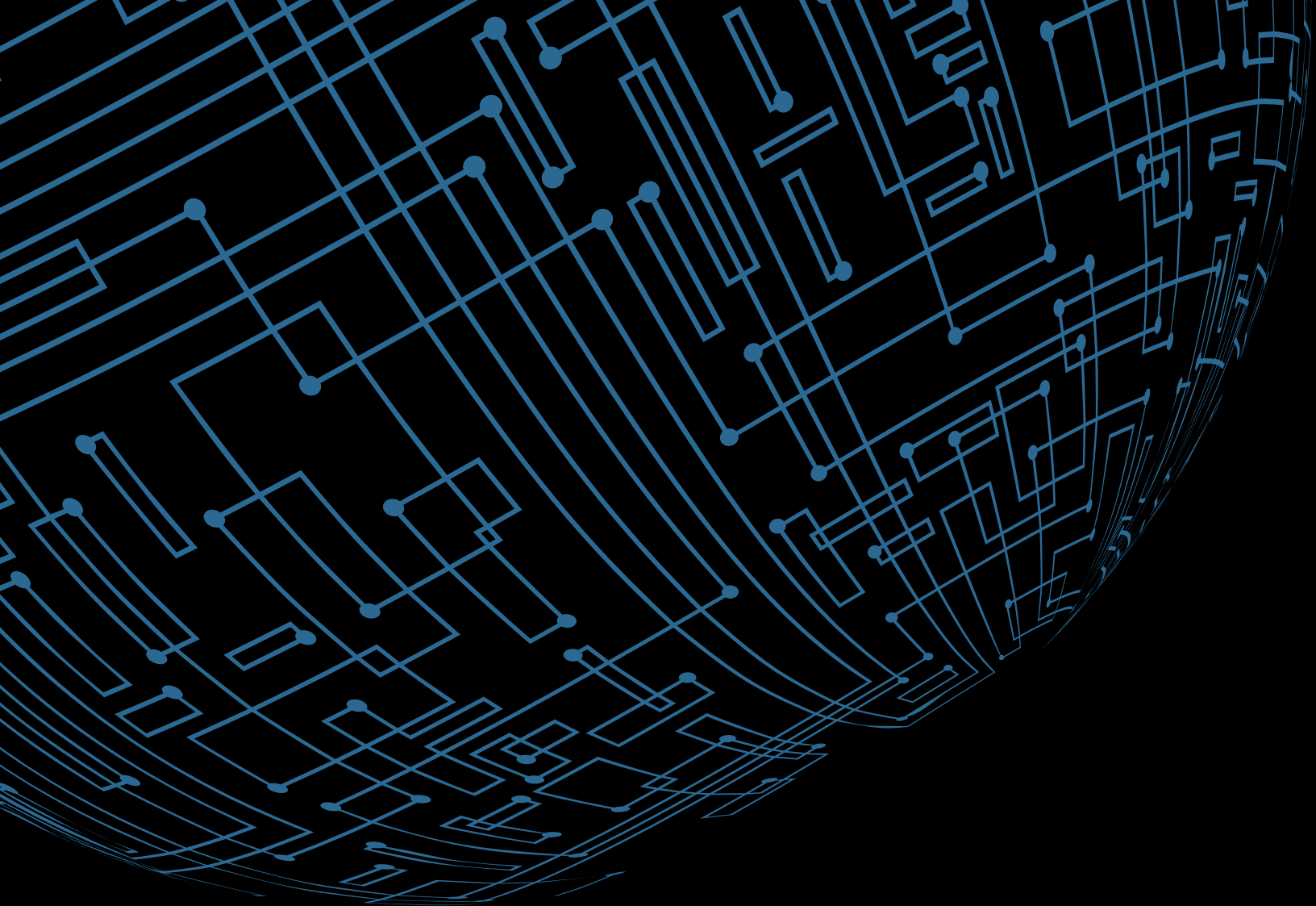
Find and retain IT talent, embrace hybrid work culture, in-source/outsource decisions



Decision around Modernize or retire Legacy applications and boost automation



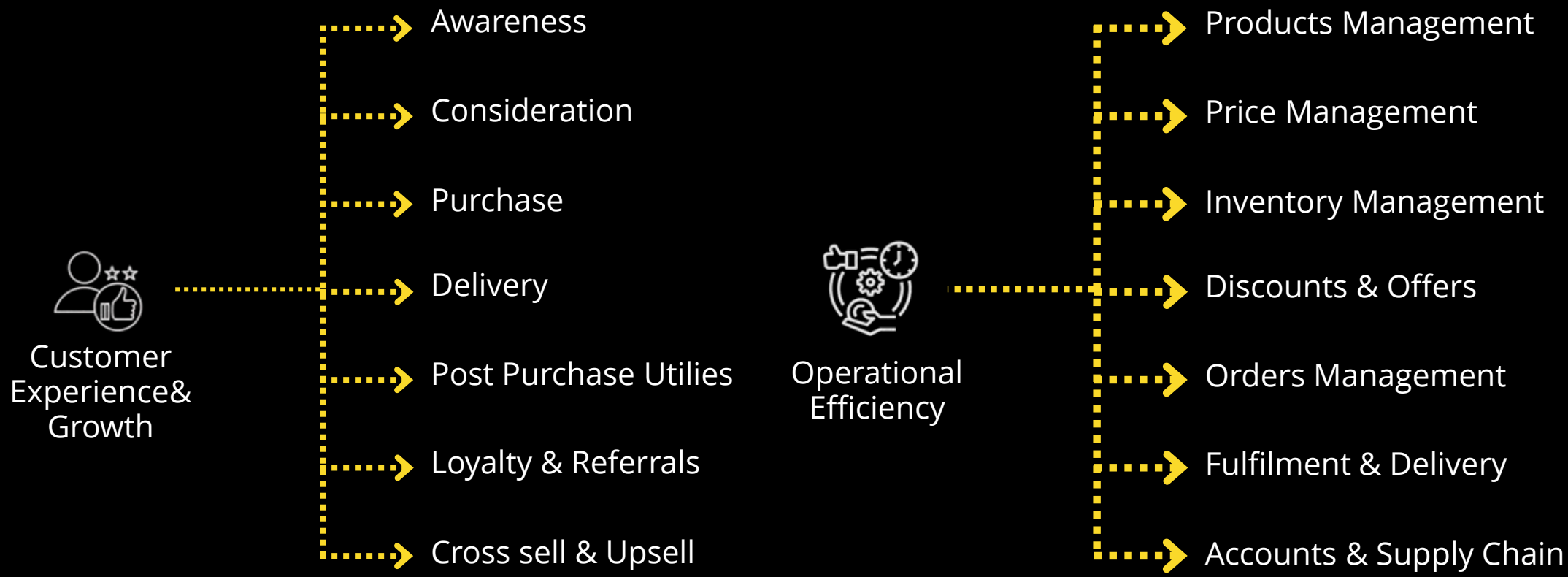
How to boost customer experiences, and provide data intelligence



Solutions & Technologies

Our Solutions...

Providing advanced product engineering and Omnichannel Commerce solutions with best-in-class Experience and Marketing capabilities...



Superior Customer Experiences

Deliver rich & contextual shopping experiences that accelerate sales in every channel



Multi Channel Commerce

Advanced capabilities support the widest range of digital business models



Intelligent Commerce

Optimize Business Outcomes with Intelligent Experiences, Process & Insights



Extensible & Integrated

Efficiently deploy and maintain customized processes & integrations to solve unique business challenges



Frictionless Platform & Infrastructure

Rapidly innovate & grow a lower TCO with a highly scalable, reliable and secure platform



Modern & Extensible Headless Commerce

Accelerate time to value and lower total cost of ownership while delivering unique experiences that drive business results

Our Services...



Strategy & Digital Transformation

- ▶ Digital Business Transformation
- ▶ Technology Modernization
- ▶ Product Strategy & Roadmap
- ▶ CX Strategy
- ▶ Data Analytics Strategy
- ▶ Cloud Transformation Strategy



Product Engineering & Custom Development

- ▶ Product Development Services
- ▶ Enterprise Web Development
- ▶ Enterprise Mobile Development
- ▶ Micro Services integrations
- ▶ Quality Engineering Services
- ▶ Application Support Services



Customer Experience & MarTech

- ▶ Journey Science
- ▶ Creative Design
- ▶ Content Architecture
- ▶ Personalization
- ▶ Campaign Management
- ▶ Conversion Rate Optimization



Data Analytics & Intelligence

- ▶ Analytics & Insights
- ▶ Data Science
- ▶ Machine Learning
- ▶ Intelligent Search
- ▶ Recommendation Engine
- ▶ Predictions & Optimizations



Enterprise Technology Platforms

- ▶ Platform Selection Services (CMS, E-Commerce)
- ▶ Content Management Systems
- ▶ E-Commerce
- ▶ Marketplace Commerce
- ▶ Learning Management Systems

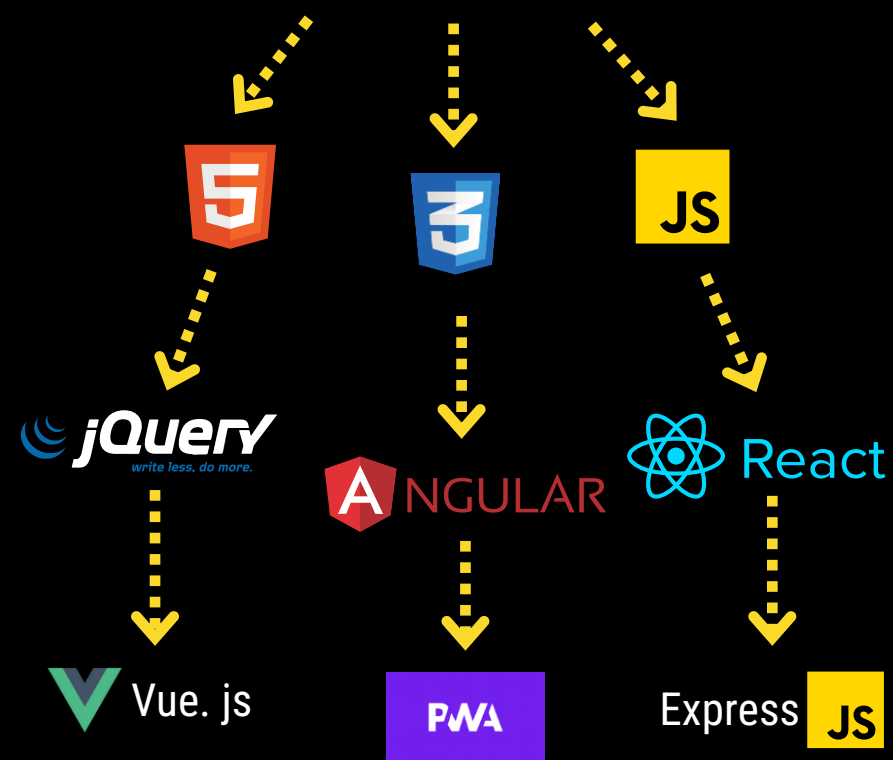


Cloud Services

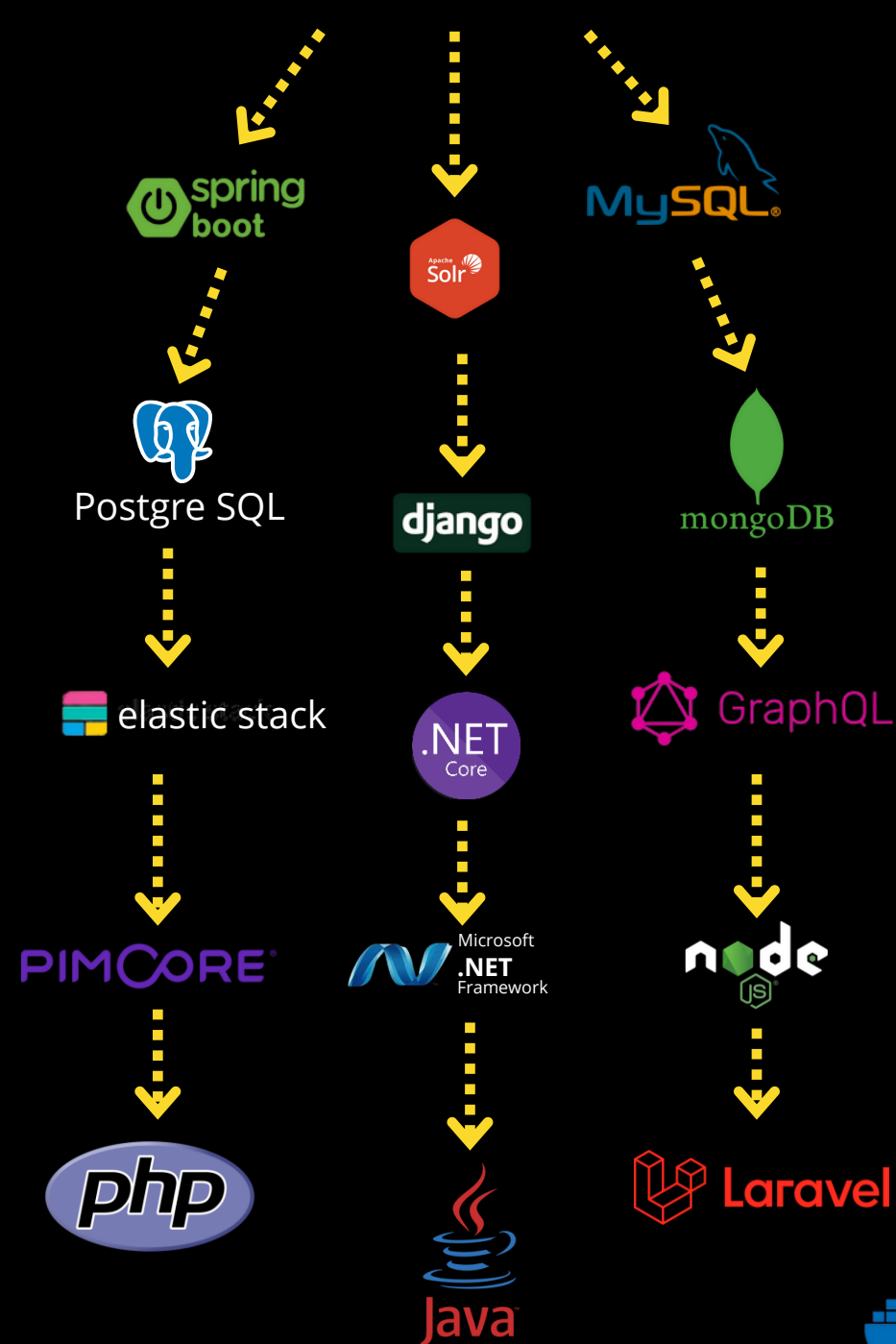
- ▶ Cloud Provisioning
- ▶ Cloud Modernization
- ▶ Enterprise Architecture
- ▶ DevOps
- ▶ Cyber Security
- ▶ 24x7 Monitoring Support

Our Capabilities...

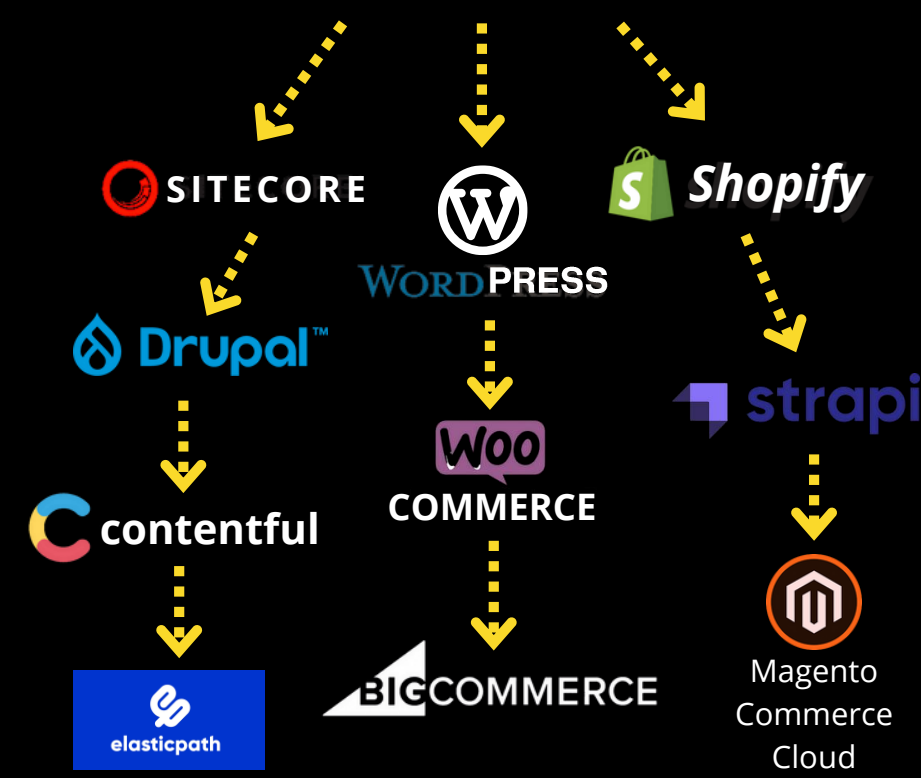
Front End Technologies & Mobility



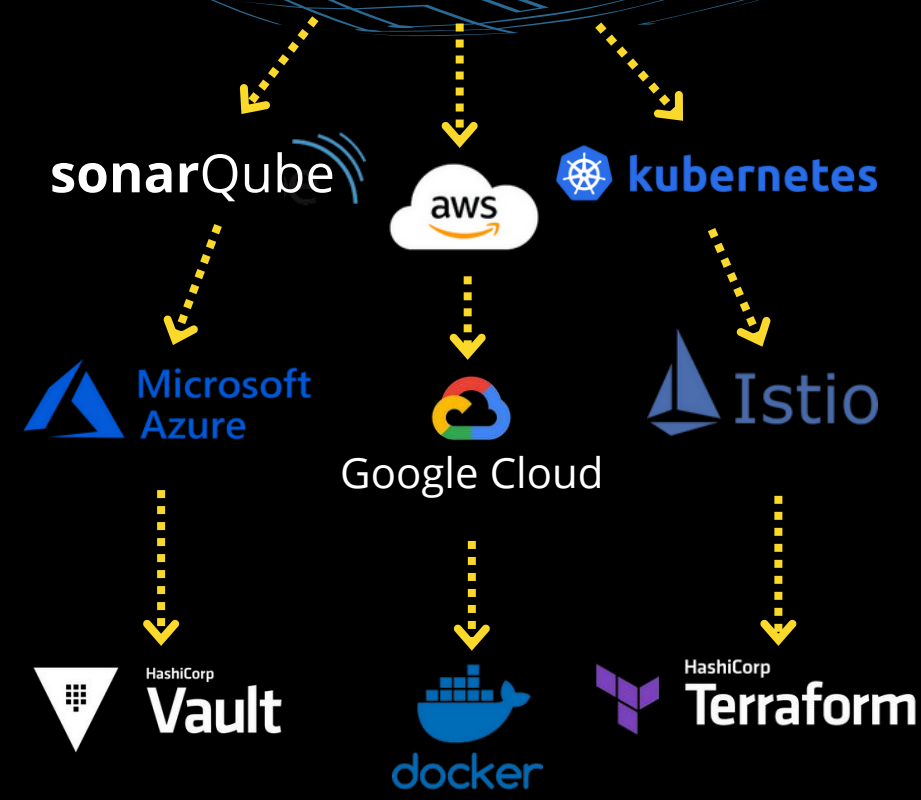
Back End Technologies



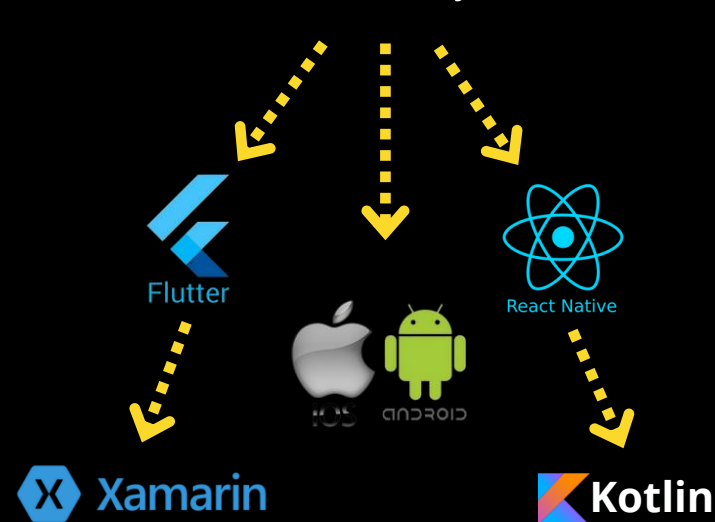
Commerce & CMS



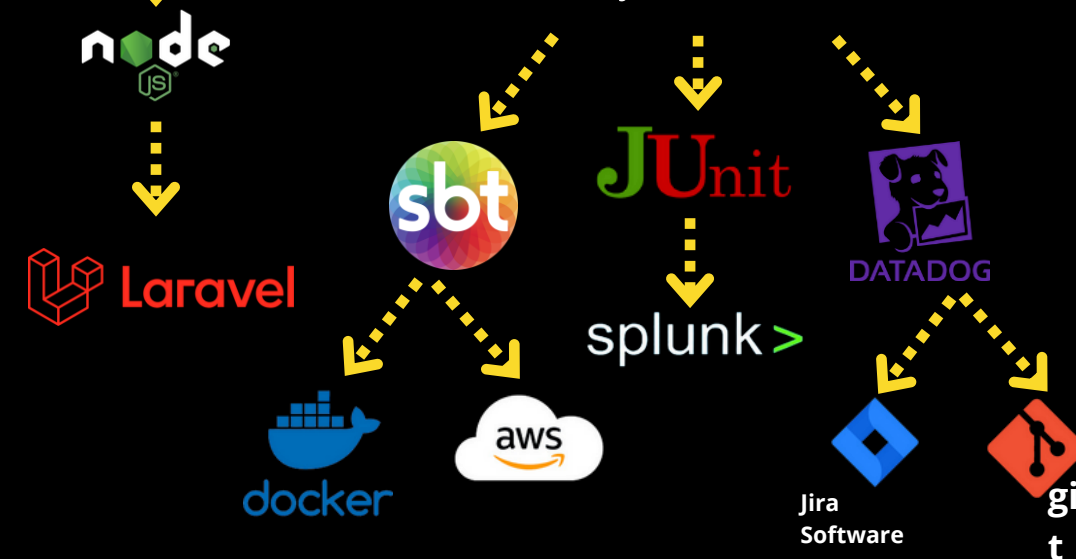
Cloud & Security



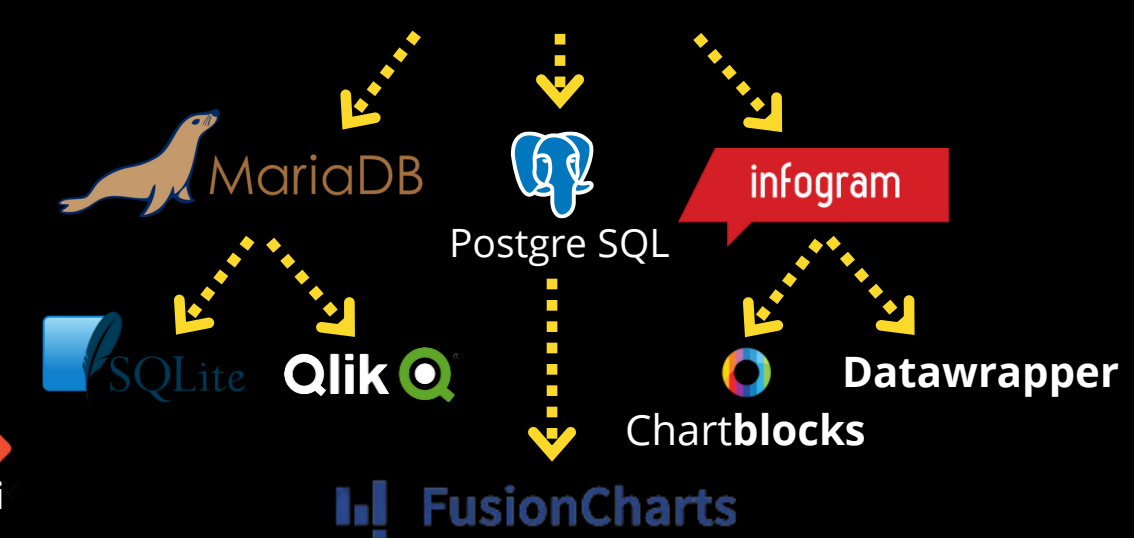
Mobility



Quality Assurance



Data Science



Industries....



Automotive & Manufacturing



Banking, Fintech, Financial Services & Insurance



FMCG, Retail, Commerce & Real- Estate, Telecom Infrastructure & Logistics



Digital, Consulting, ISVs, & Media & Communication Agencies



Travel, Immigration & Hospitality



Education & EdTech

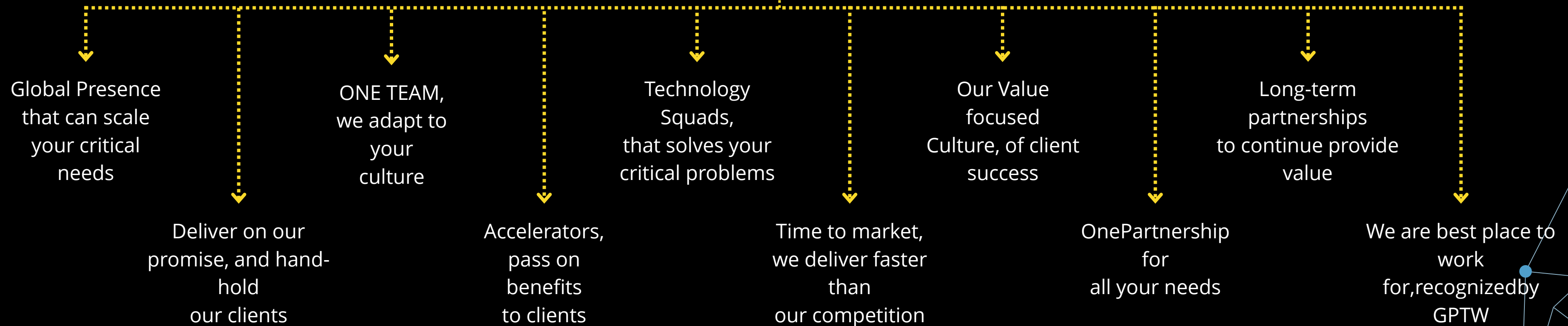
Our Customers...



Our Customers...



Why Choose us...



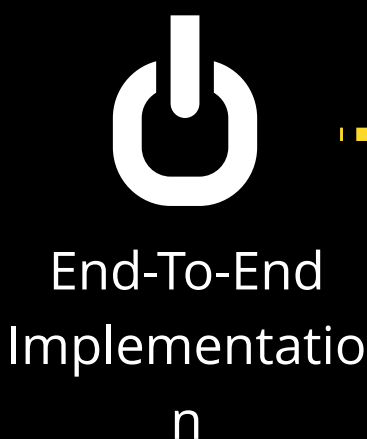
Engagement Model



- Identify potential partnership
- Sign NDA
- Explore opportunities of collaboration



- Digital Strategy Consulting
- Current State Analysis
- Discovery workshops



- Fixed Term Fixed Price engagement
- Guided Scope POD Model engagement



- Flexible remote T&M or retainer staff augmentation engagement
- Local as well as off shore



Thank You

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