# Zoondia
innovating the Future

# Resource Augmentation
## Business Proposal

www.zoondia.com

# Contents:

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# Company Overview

# About Zoondia

Established in 2008, Zoondia is a leading digital solutions provider with a strong focus on innovation and emerging technologies. With over 17 years of experience, we help businesses grow by delivering smart, customized solutions using AI, IoT, Machine Learning, and more. We take pride in our team of highly trained, committed, and talented professionals who come from a diverse set of backgrounds and specialize in AI, data analytics, and enterprise tech, offering tailored strategies that drive efficiency, growth, and customer satisfaction. We have a global presence with offices in India, UK, Spain, the US, and the Middle East.

Our commitment to offering an exceptional experience to our clients is unmatched, delivered through a means of education and personal attention to detail. Our goal is to help our clients enjoy the technology they use and reap the benefits it can provide for their businesses' profits and productivity. This level of commitment makes the Zoondia experience truly unique.

# Indian Software Delivery Centres

Our key software delivery hubs in India are strategically located at **Technopark, Trivandrum (HO)**, and **Cyberpark, Calicut** — two of Kerala's premier IT parks known for their world-class infrastructure and access to top-tier talent.
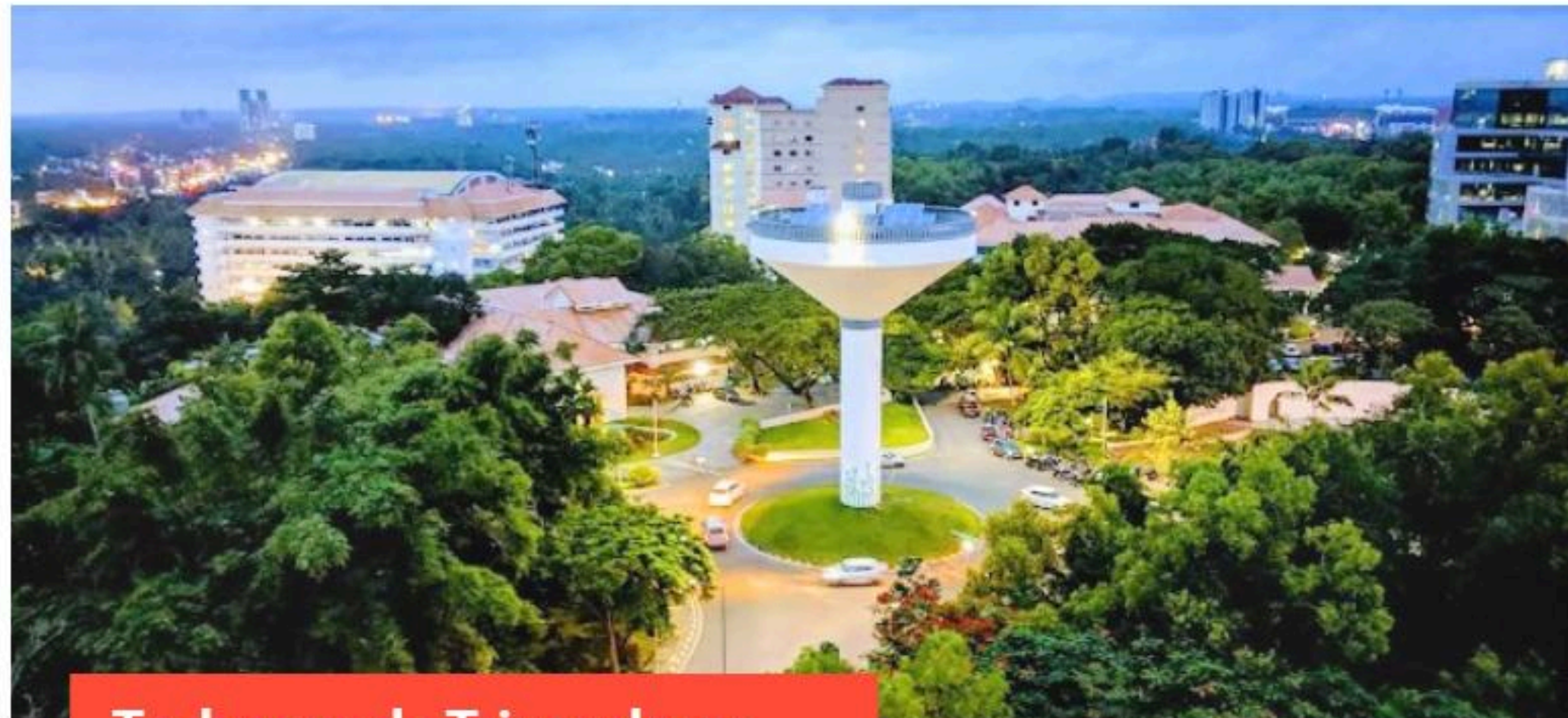


Technopark, Trivandrum



Cyberpark, Calicut

# Our Values

## Customer Experience

We strive to deliver excellence to our customers in every step

## Innovation

Innovation is the cornerstone on which we build our success and future moves

## Integrity

Integrity is the core value that guides all our actions and decisions

## Team Work

We value each member of our team and believe that only with dedication and teamspirit, we can beat any challenges

# Why Zoondia

Talent Pool- We have embedded highly experienced and talented resources. Uncompromising. Quality is our motto and every resource in terms of personnel and solutions is handpicked and the best in standards. Experience and Expertise have been blended to provide the best solutions.
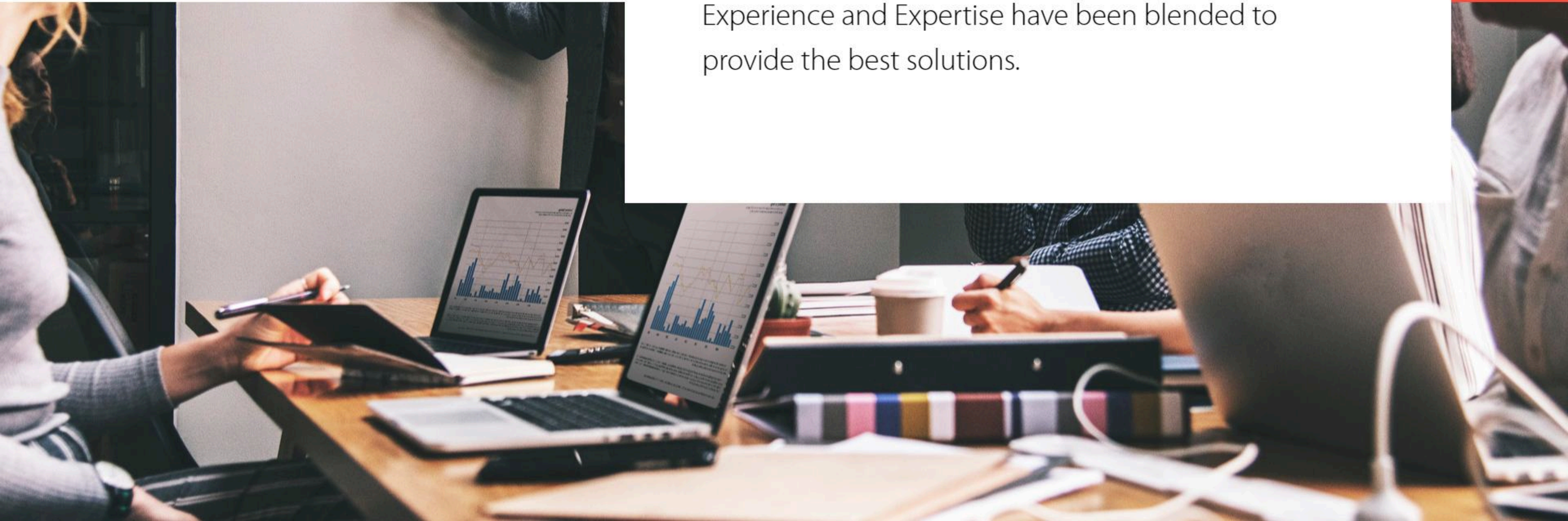
## Relationship Management

Highly systematic and organized approach adopted. The RMs leave no stone unturned to instill perfection in their tasks. Authentic information, transparency and coordination from the Relationship Management side ensure a fine experience with us.

## Time Management / TAT

Time is opportunity. We believe that agility needs to be clubbed with accuracy to give the perfect solution. Our services are fast paced with a maximum turnaround time of 24 hours. We never want our clients to wait or compromise on their time.

## Background check/ Transparency

Genuine and Truthful Background checks are ensured to close any loopholes of quality infiltration. In fact, we prepare a consolidated report after the selection procedures which would enable the clients to know everything about the candidates they propose to hire.

# Our Expertise

Access a vast pool of specialized professionals who leverage advanced technologies to drive results, from skilled developers to project managers, we provide the right expertise to match your business needs.

**Artificial Intelligence**    **iOS**    **Android**    **Python**

**Microsoft 365**    **Java**    **Flutter**    **Odoo**

Qualified Professionals

## 120+

Customers that have Achieved Their Goals.

## 220+
Happy Clients

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| HTML | CSS | php | AngularJS | React | Magento | Swift | Node js |
| Shopify | Woo Commerce | WordPress | Drupal | MS .Net | Open Source | mongo DB | Azure |
| DevOps | JMeter | Gitlab | Windows | Dart | PostgreSQL | docker | kubernetes |
| Sass | Jira | Figma | Selenium | Slack | Confluence | Postman | Asana |
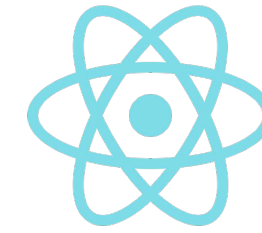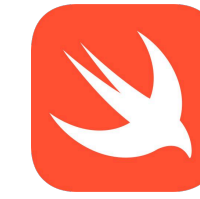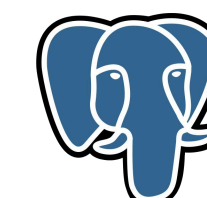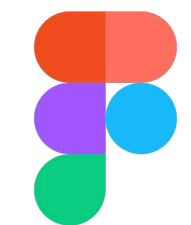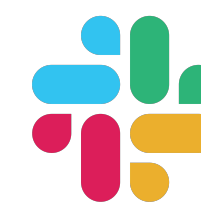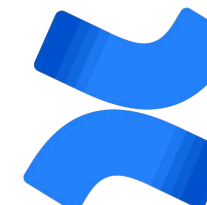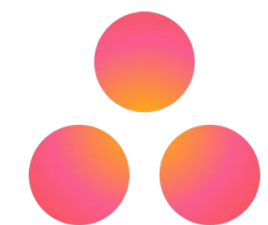
# Our Model- Resource Augmentation

**For 17+ years,** our customers have succeeded by leveraging our process of building, motivating, and managing software development teams. A dedicated extended team model is an essential way to scale your business to meet high demand, cover the knowledge gap, and have an uncanny delivery capacity. Our software engineers have extensive experience working with multi-functional teams and aim to provide the ultimate Zoondia experience for your project.

# Our Team

**Project Managers**

**Team Leads**

**DevOps Engineers**

**Business Analysts**

**DM & SEO**

- Backend Developers
- Frontend Developers
- Mobile App Developers
- Power Platform Developers/ SME
- Odoo Developers
- Data Engineers
- QA Engineers
- UI/UX Designers
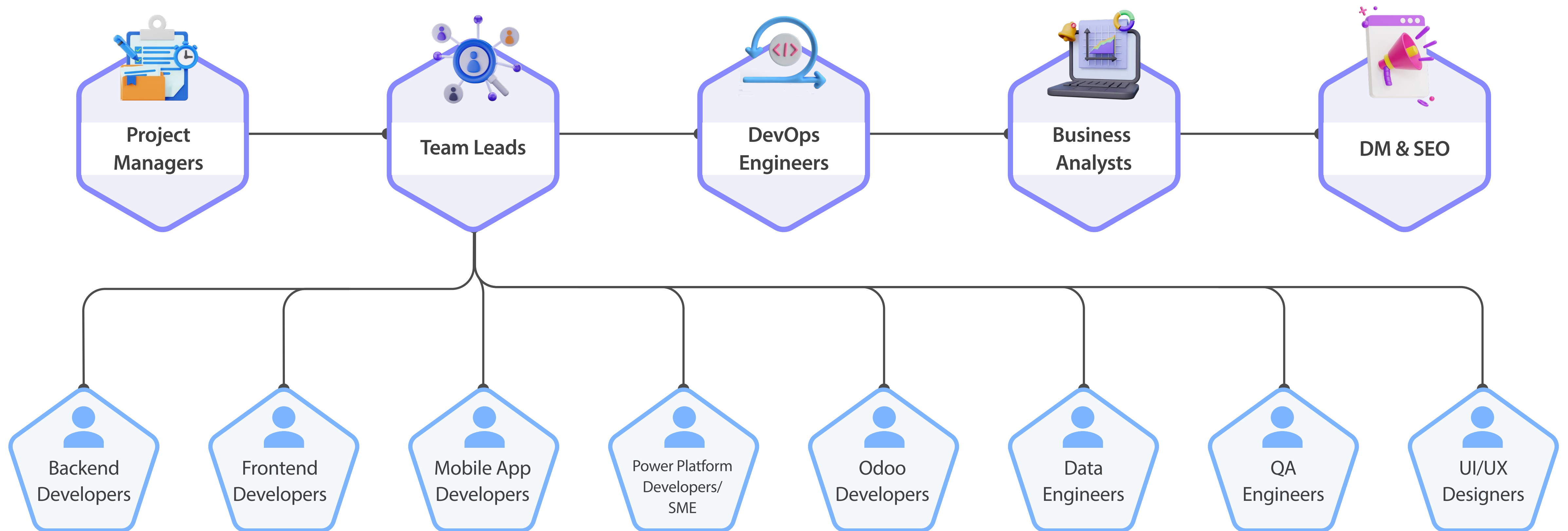
# Roles & Responsibilities

| Role | Responsibilities | Yrs of Exp |
|---|---|---|
| Project Managers | • Oversee delivery<br>• Coordination<br>• Reporting<br>• Communication | 18+ |
| Team Leads | • Guides technical implementation<br>• Code reviews<br>• Task breakdowns | 8yrs to 15+yrs |
| Backend Developers | • Develop server-side logic<br>• API's database interactions | 2yrs to 12+ yrs |

| | | |
|---|---|---|
| Frontend Developers | • Build UI<br>• Integrate API's<br>• Ensure responsiveness | 2 yrs to 12+ yrs |
| Mobile App Developers | • App development<br>• Native<br>• Cross-Platform | 2yrs to 10+yrs |
| Data Engineers | • AI/MI Focused | 2yrs to 10+ yrs |
| Power platform Developers/ SME | • UI Customization, SPFx<br>• Workflows<br>• Integration with Microsoft 365<br>• SQL Server | 4yrs to 14+ yrs |
| Odoo Developers | • Developing & customizing modules with the Odoo ERP | 2yrs to 10+ yrs |

| | | |
|---|---|---|
| UI/UX Designers | • Design intuitive user experiences<br>• Wireframes | 4yrs to 14+ yrs |
| QA Engineers | • Testing<br>• Bug reporting<br>• Automation | 2yrs to 10+ yrs |
| DevOps Engineers | • Deployment<br>• CI/CD pipelines<br>• Infra support | 2 yrs to 12+ yrs |
| Business Analysts | • Requirement Gathering<br>• Documentation<br>• POC | 2yrs to 10+yrs |
| SEO & DM | • Increase online visibility<br>• Manage content & campaigns<br>• Analyze and optimize results | 2 yrs to 10+ yrs |

# Our Process
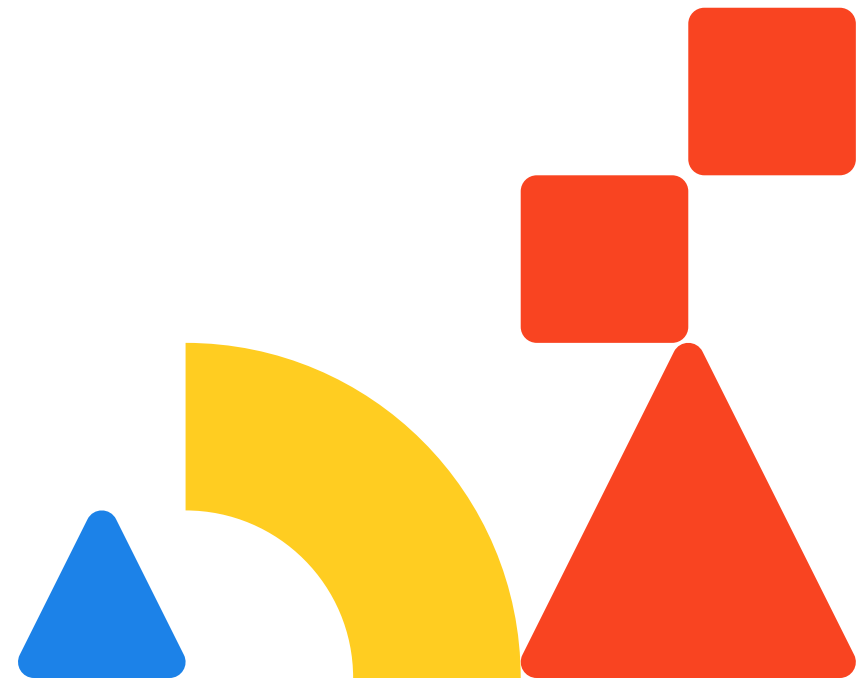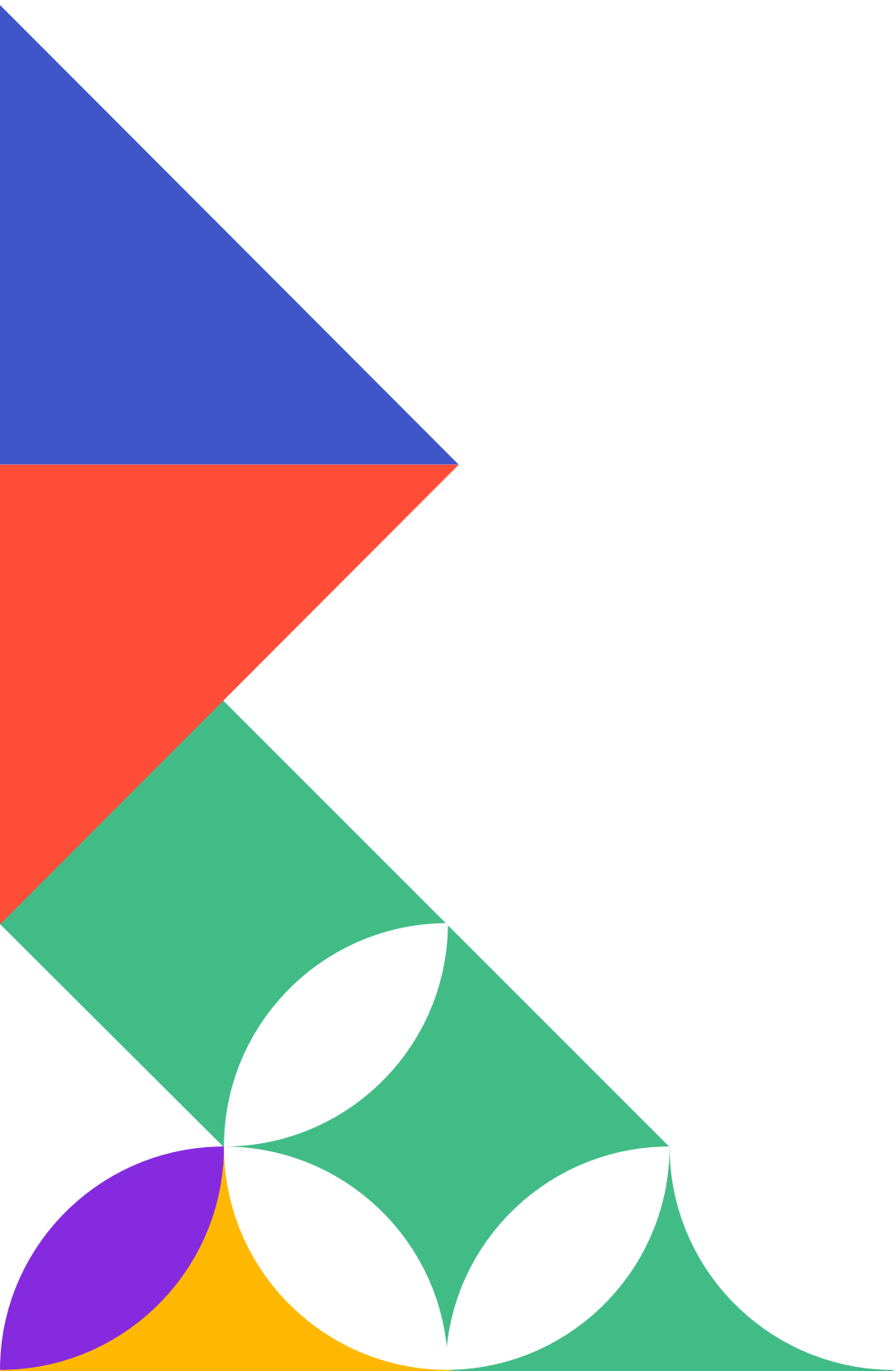
We follow a simple and effective process to build the right tech team for you.

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                          ┌────────▶│  Rejection   │◀────────┐
                          │         └──────────────┘         │
                          │                                  │
┌──────────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│ Client Requirement│──▶│ Selection &  │──▶│ Client Review│──▶│  Employee    │──▶│ Scaling Up & │
│ Analysis          │   │ Screening    │   │              │   │  Onboarding  │   │ Down         │
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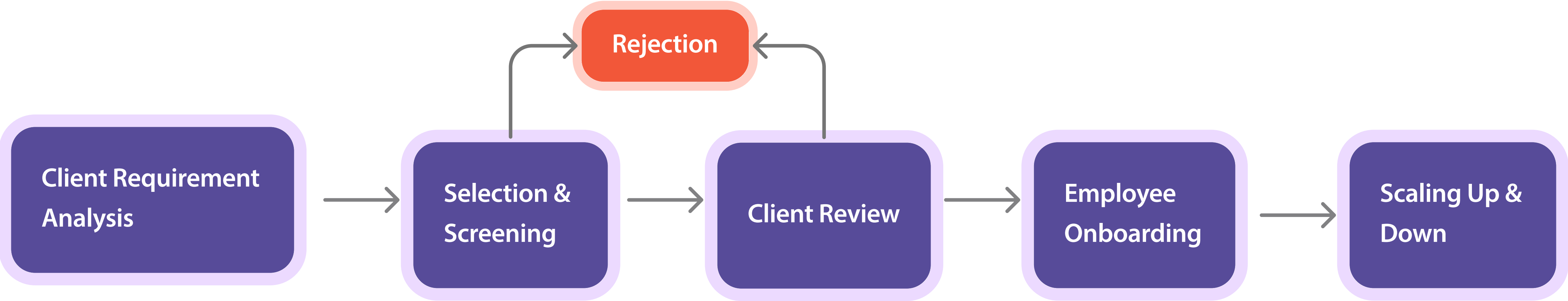
# Client Requirement Analysis

We ask "**Why**", not just "What". This ensures we deliver not just talent, but the right capabilities aligned with your goals.

**Our approach focuses on:**

**Project scope definition**

Nature of work, Deliverables

**Role and skillset identification**

Determine the Technical and Functional capabilities needed

**Team composition mapping**

Team size, Diversity, Domain knowledge

**Constraints and preferences**

Budget limitation, Cultural Fit, Security, Project Management, Communication

**Engagement and Governance Model**

Dedicated, Shared, Hybrid, Risk management, Time Overlapping, Change management, Compliance, Quality Assurance

**Timeline & Onboarding**

Understand when resources are needed

**Integration Expectations**

Tools and Process

**Point Of Contact**

Define the POC

# Selection & Screening

Here we move from **Insight to Action** – building a purpose-fit team through our **Dual-Tier Approach** that delivers results from day one.
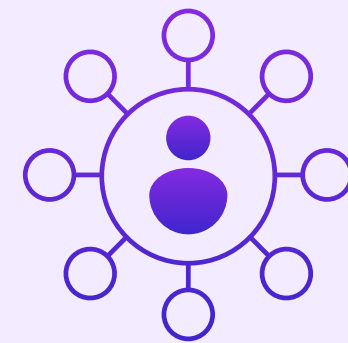
## In-House Talent

Access to pre-vetted, trained, ready-to-go engineers who can be deployed instantly when project needs arise.

## External Candidates

When needed, we extend our reach through curated networks, referral pipelines, and platforms, ensuring fast and precise recruitment.

Dual-Tier Approach

RECRUITMENT METHODOLOGIES

1 Strategic Planning

2 Sourcing and Screening

3 Shortlisting

4 4-Tier assessments

5 Client Review

6 Pre-vetting

7 Final Selection

8 Onboarding

# Scaling Up & Down

Depending on the project state, the dedicated team can be scaled up and down. When the project is on the finish line, the number of developers can be reduced to optimize resources. Conversely, if the scope of the task is getting bigger, the team can be augmented by adding more skilled professionals to ensure timely delivery.

# Our Past Experience
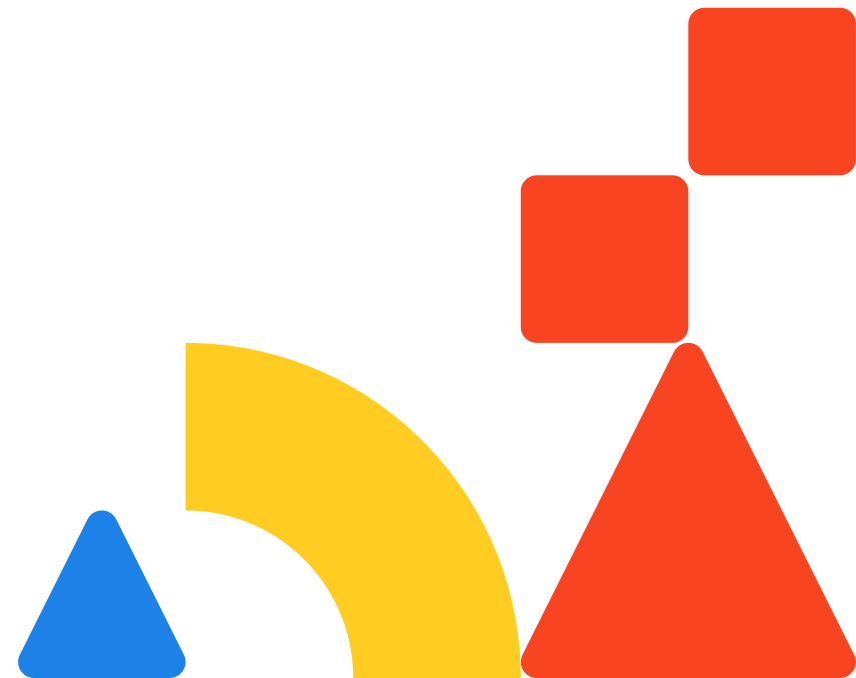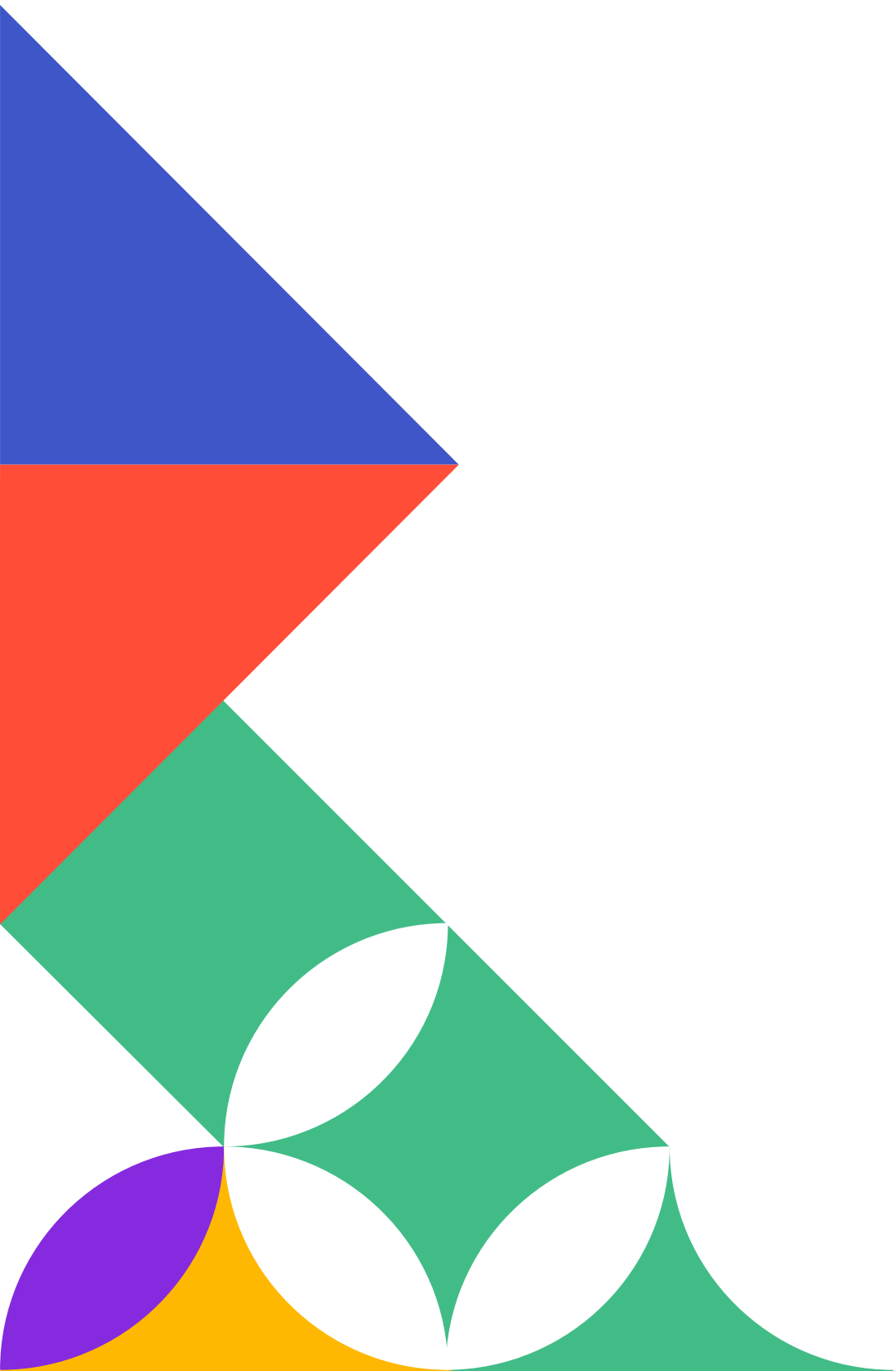
# Case Study 1

## Business background

They are a US-based, premier business process and technology consulting firm with global reach. They offer services across multiple industries in the United States, Europe, and Asia.

## Goal

The client's goal was to find a model that allowed them to grow and integrate skilled professionals from India into their development team quickly and cost-effectively without sacrificing quality.

## Technology Summary over Time

### PROJECT 1

SSIS/ETL      Power BI      SQL

### PROJECT 2
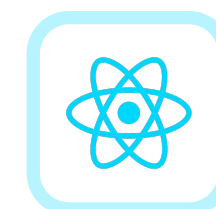
Python      React JS      QA

### PROJECT 3

Golang

# Client Relationship Milestone: 2018 to Till Date

**2019** · **2020** · **2021** · **2023**

**2018** · **2019** · **2022** · **2024** · **2025**

**AUGUST** | **JANUARY** | **DECEMBER** | **MARCH** | **MARCH** | **APRIL** | **OCTOBER** | **MARCH** | **MARCH**

**AUGUST (2018)**
- Client approached
- Requirement: 5 resources
- Tech Stack: SSIS / ETL / Power BI

**JANUARY (2019)**
- Completed initial requirement
- Onboarded 5 SSIS developers
- Project Scaled Up

**DECEMBER (2019)**
- Team size reached -15 developers
- Continued success in Delivery
- Technology: SSIS, ETL, Power BI

**MARCH (2020)**
- Second Project Initiated – Resource Augmentation
- New Technology Stack: Python, React JS, QA
- Requirement: Formation of a new team for the project.

**MARCH (2021)**
- Both project team sizes scaled up
- **SSIS** – 25 developers, **Power BI** – 5 developers, **SQL** – 3 developers, **Python** – 3 developers, **ReactJS** – 3 developers, **QA** – 2 developers
- A long-term client's confidence and increasing delivery scope.

**APRIL (2022)**
- Team scaled down - project completion and a new scope discussion.

**OCTOBER (2023)**
- Third Project Initiated – Resource Augmentation
- Technology Stack: Golang
- Onboarded 2 Golang developers within 15 days

**MARCH (2024)**
- SSIS team scaled down- Client's economic conditions impact
- SSIS - reduced by 10, Power BI – reduced by 4

**MARCH (2025)**
- Projects 2 & 3 completed
- Project 1 continues with a scaled-down phase.

# Case Study 2

## Business background

They are UAE-based, technology and solution experts who focus on helping businesses redefine their customer experience with the help of their best-in-class engineering and product strategies.

## Goal

The client was in need of a software development team extension for their customer's project. They sought a long-term partnership, not a project-based team.

## Technology Summary over Time

PROJECT 1          PROJECT 2

Java               SharePoint   Microsoft

# Client Relationship Milestone: 2019 to Till Date

**2019**

**2019**

**2025**

- Client Approached
- Initial Requirement of 2 resources,
- Technology Stack: Java, Micro services, AWS

- Project Completion
- Resource Scale–down

- Second Project Initiated – Resource Augmentation
- New Technology Stack: SharePoint
- Requirement: Formation of a new team for the project.

| APRIL | MAY | DECEMBER | JULY | FEBRUARY | APRIL |

- Completed initial requirement
- Onboarded 2 Java developers
- Project Scaled Up

- Despite early signs of global uncertainty, client confidence remained strong.
- Resource strength increased to 5

- Onboarded 2 resources
- The project is active and ongoing

**2019**

**2022**

**2025**

# Case Study 3

## Business background

They are a leading software business solution provider on operations for various industries. They offer services across US, Europe, and Middle East.

## Goal

They wanted to improve upon customer engagement. They had a previous experience with outsourcing, but with a bad outcome, and therefore an understandable apprehension to try it again.
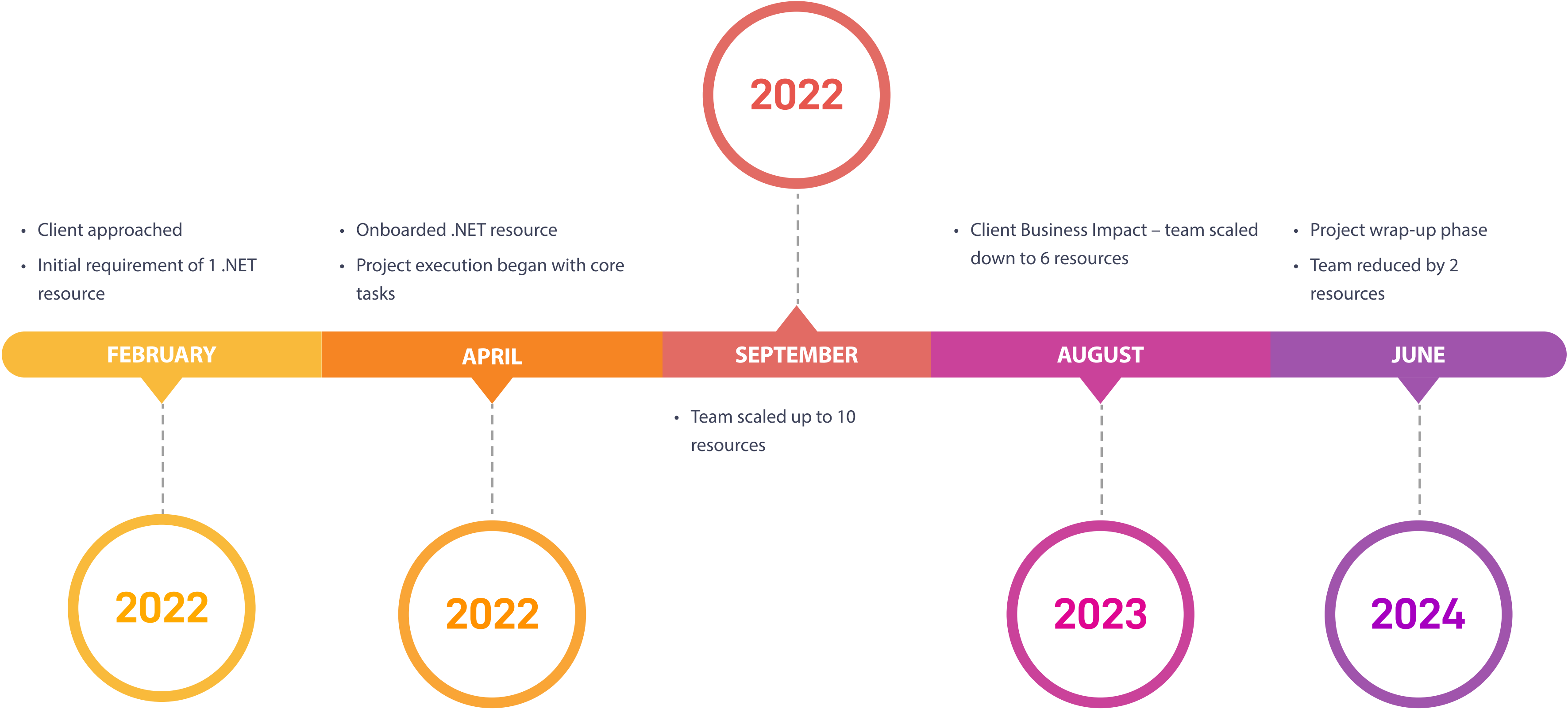
## Technology Summary over Time

PROJECT 1

ASP.NET Core     MVC Architect

# Client Relationship Milestone: 2022 to 2024



**2022**

**2022**

**2022**

**2023**

**2024**

- Client approached
- Initial requirement of 1 .NET resource

- Onboarded .NET resource
- Project execution began with core tasks

- Client Business Impact – team scaled down to 6 resources

- Project wrap-up phase
- Team reduced by 2 resources

**FEBRUARY** | **APRIL** | **SEPTEMBER** | **AUGUST** | **JUNE**

- Team scaled up to 10 resources

# Case Study 4

## Business background

They are a trusted vacation rental providers proudly serving traveler's across the state of Texas. They focus on delivering comfort, convenience, an authentic local experiences, making a free stay , memorable and seamless for their guests.

## Goal

They wanted to implement a strategic web and SEO initiative. The primary object was to improve visibility on major search engines by targeting high priority keywords along with an additional set of 30 relevant search terms.

## Tools Used

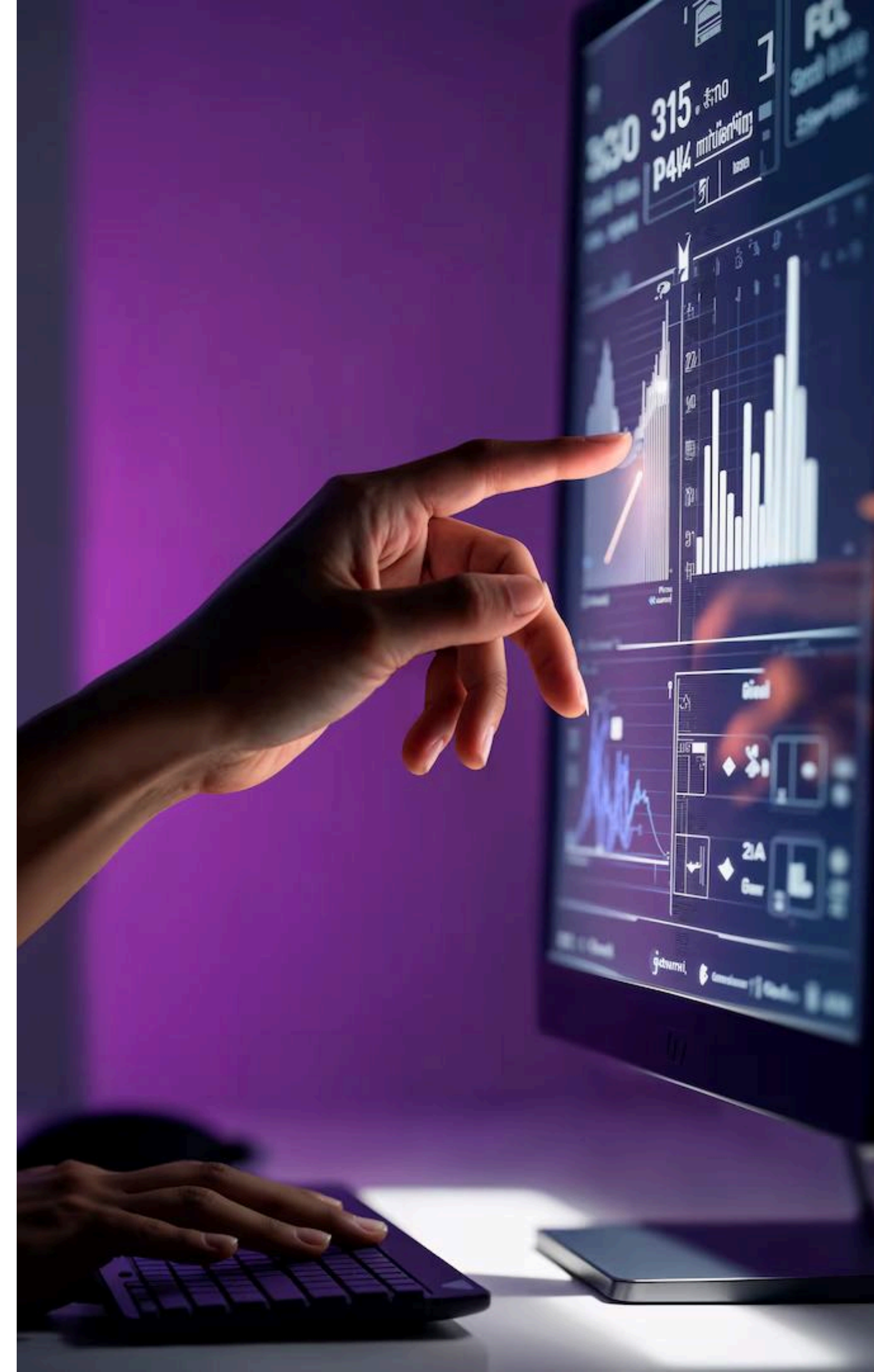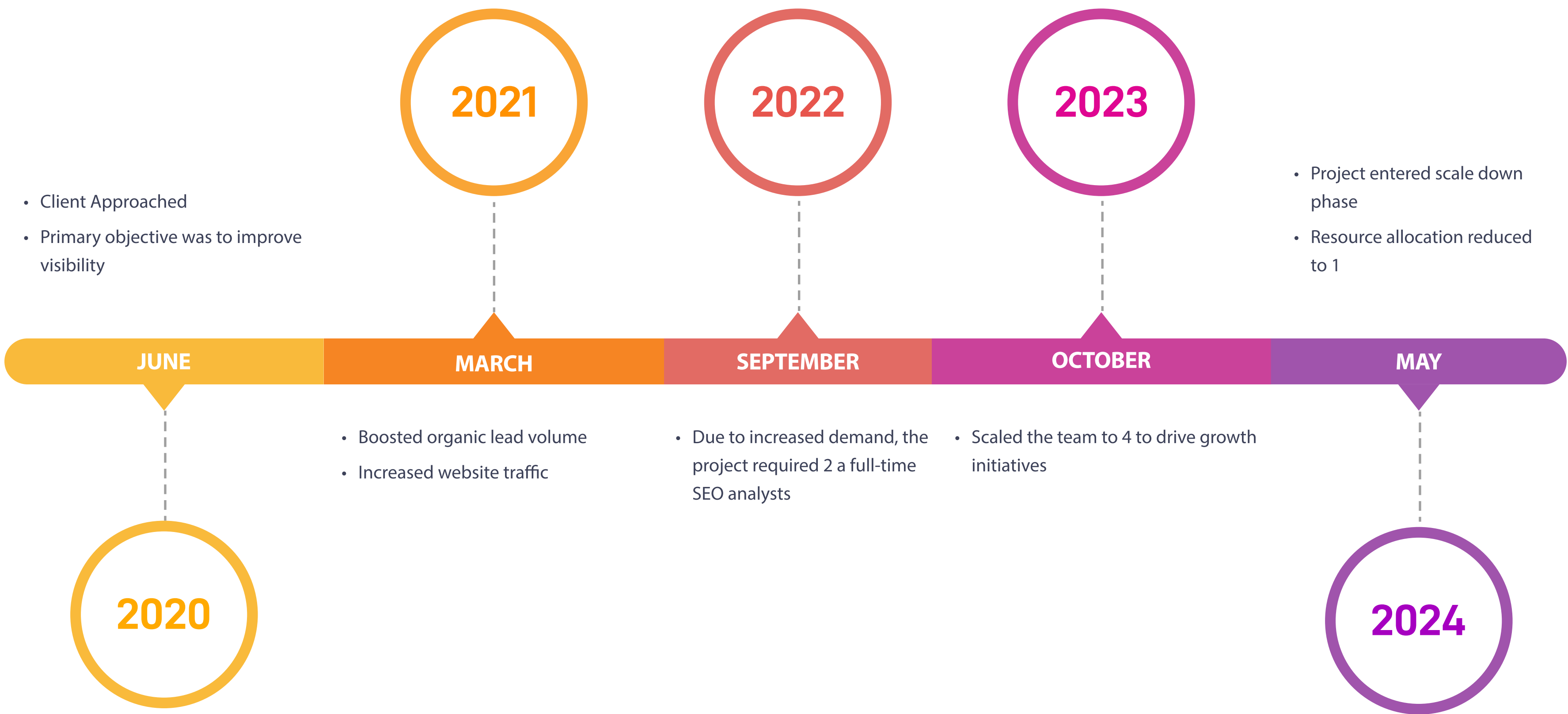| Semrush | Google Analytics | Google Ads | Google Search Console | Google Keyword Planner | Mailchimp | Meta | Clarity |

# Client Relationship Milestone: 2020 to Till Date



**2021**

**2022**

**2023**

- Project entered scale down phase
- Resource allocation reduced to 1

- Client Approached
- Primary objective was to improve visibility

| JUNE | MARCH | SEPTEMBER | OCTOBER | MAY |
|------|-------|-----------|---------|-----|

- Boosted organic lead volume
- Increased website traffic

- Due to increased demand, the project required 2 a full-time SEO analysts

- Scaled the team to 4 to drive growth initiatives

**2020**

**2024**

# Case Study 5

## Business background

They are an interactive digital platform that empower users to engage in opinion-based voting, spark discussions, and explore community-driven insights. With a focus on real time participation, they provide a space where users can voice their views on everything from trending topics and entertainment to social issues and current events.

## Goal

They need to strengthen their digital presence through a strategic web initiative and performance- focused marketing campaign.
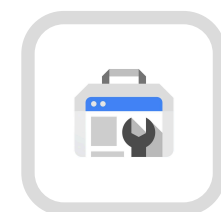
## Tools Used

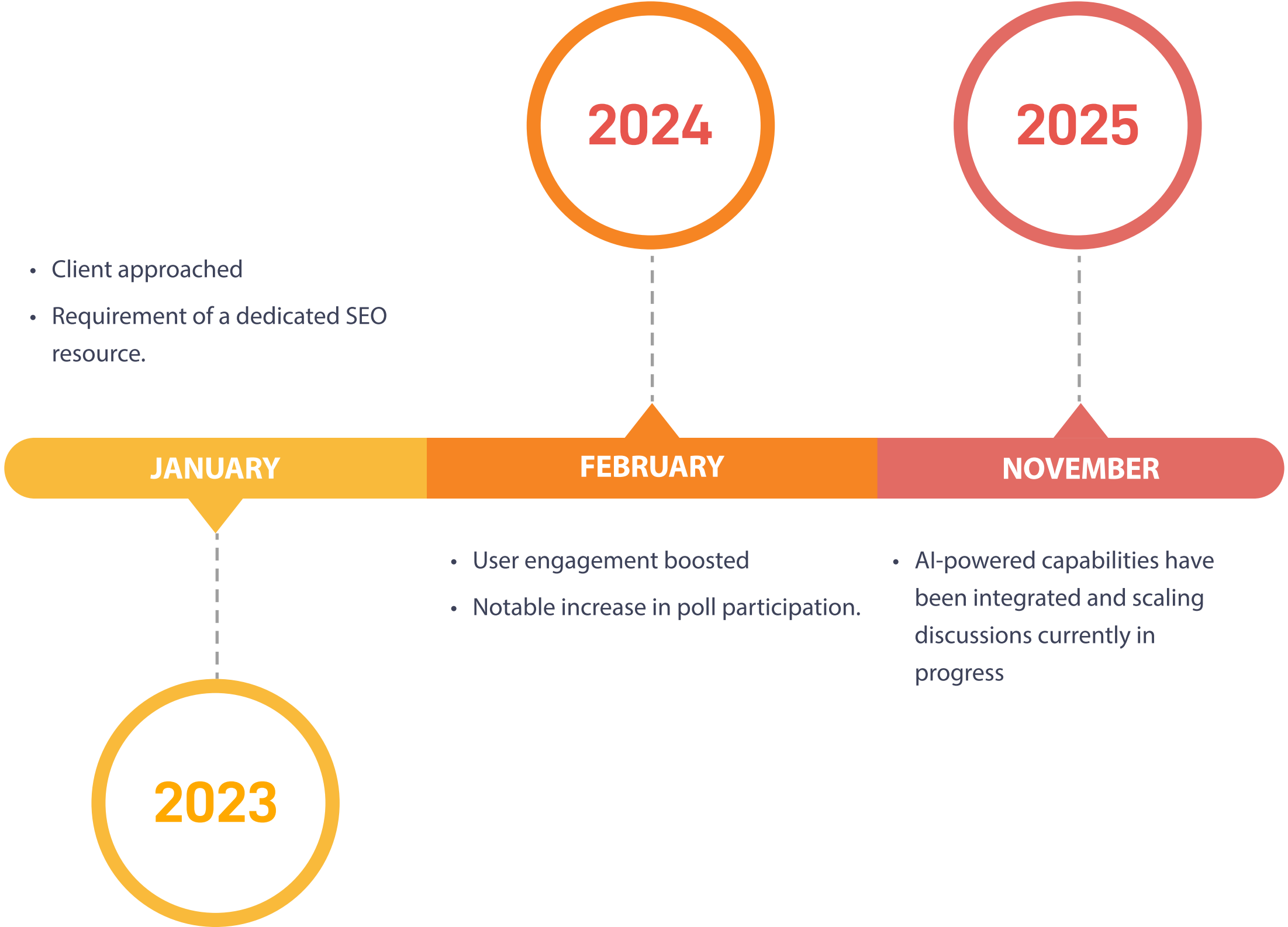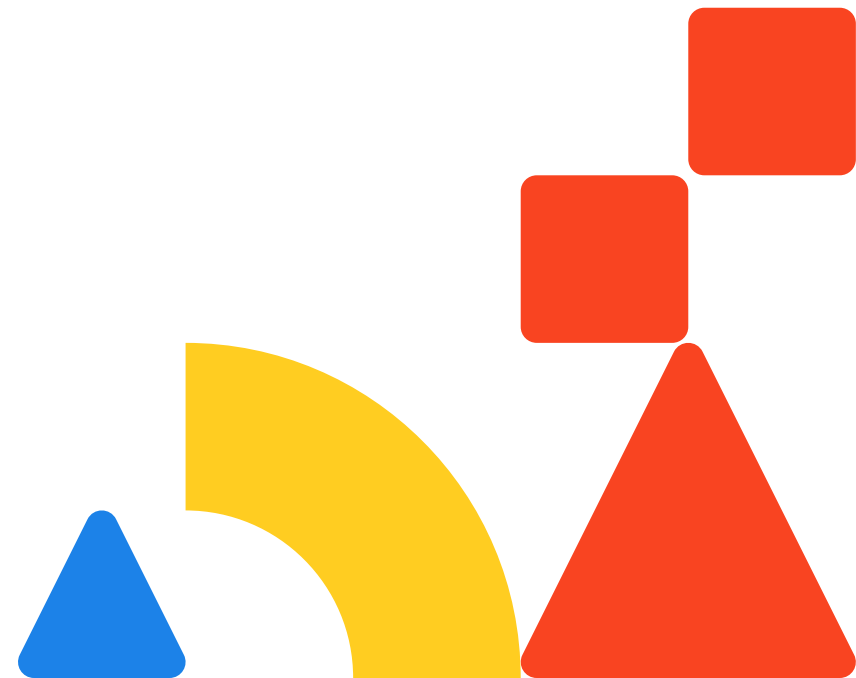| Semrush | Google Analytics | Google Ads | Google Search Console | Google Keyword Planner | Mailchimp | Meta | Clarity |

# Client Relationship Milestone: 2023 to Till Date

**2024**

**2025**

- Client approached
- Requirement of a dedicated SEO resource.

| JANUARY | FEBRUARY | NOVEMBER |

- User engagement boosted
- Notable increase in poll participation.
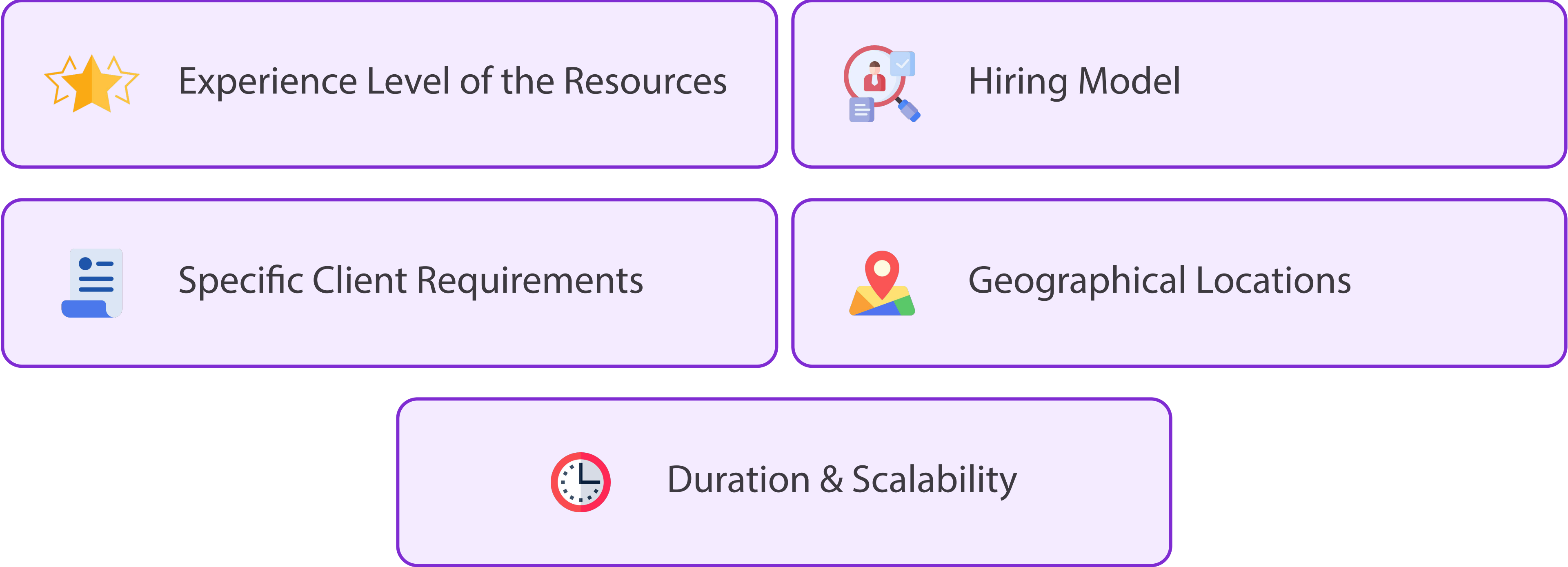
- AI-powered capabilities have been integrated and scaling discussions currently in progress

**2023**
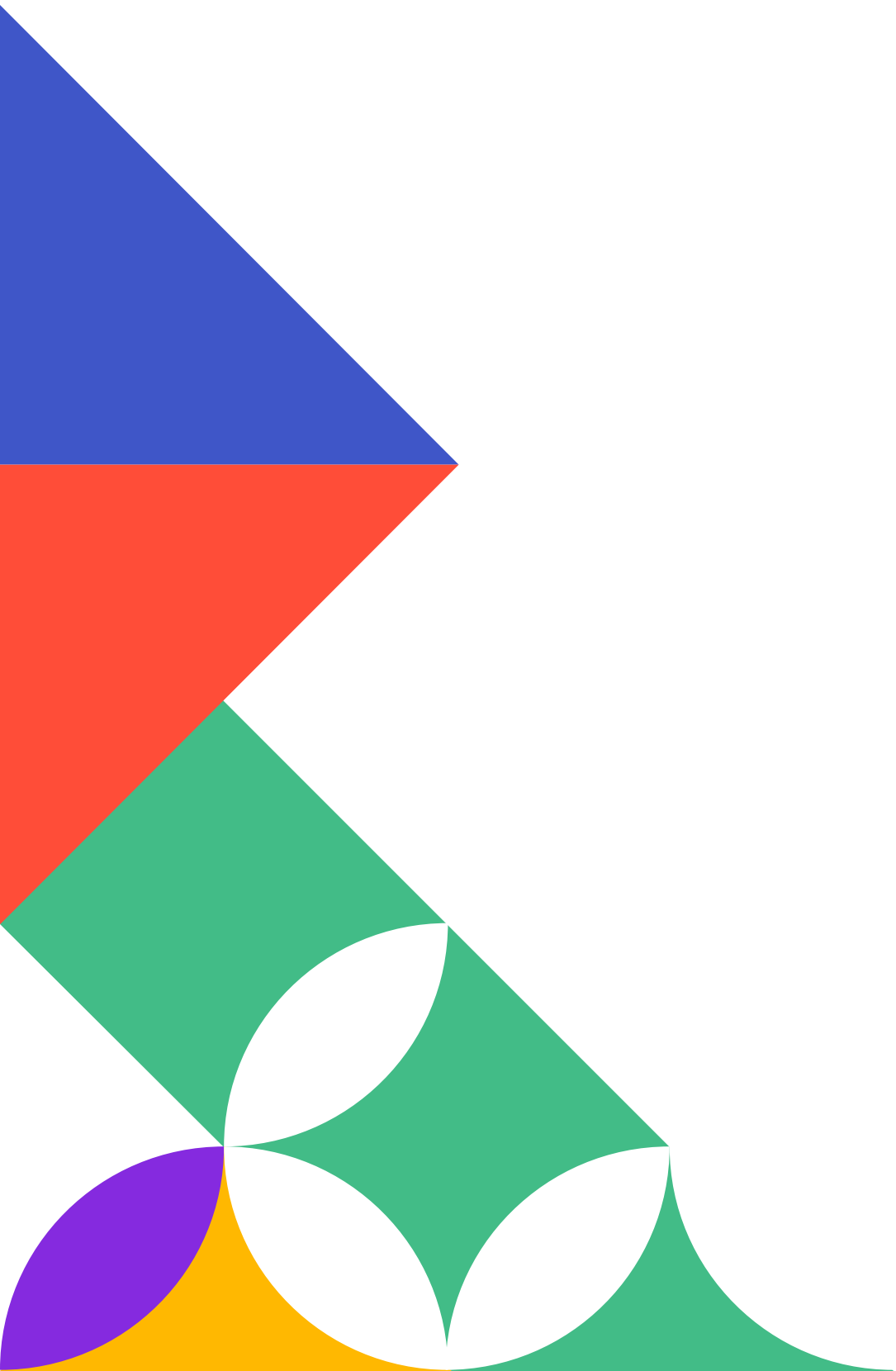
# Cost Structure

Each resource augmentation model has a different cost structure, and it mainly depends upon:

| | |
|---|---|
| ⭐ Experience Level of the Resources | 🔍 Hiring Model |
| 📋 Specific Client Requirements | 📍 Geographical Locations |
| 🕐 Duration & Scalability | |

Given these variables, we adopt a **Flexible Pricing Approach**, customizing each engagement to ensure maximum value, operational flexibility, and alignment with the client's unique expectations and objectives.

# What We Offer

* Initial two weeks of cooling off period
* Dedicated resources
* Ready to build a training wing
* An exclusive Zoondia account manager/POC
* An exclusive recruitment wing to manage the requirements
* Recognition & reward to the employee
* Latest project management tools

* Upskill programs
* Quality guarantee
* Quick and easy onboarding
* A transparent and efficient payment model
* Daily interactions
* Weekly/monthly reports
* No hassle set up

**\*Challenges may include:**  Resource cost  |  Work from the office  |  Location  |  Higher training Cost

# Outsourcing Procedure

**1** Zoondia will shortlist resources for the client based on the technical job description provided by the client.

**2** Once the candidate is confirmed after evaluation from the client, an agreement will be signed between the two parties, followed by a contractual agreement to be agreed upon by both parties.

**3** Zoondia will take full responsibility for the data security of the client once the agreement is signed.

**4** Replacement Policy, Leave Policy, Payment Terms etc, will be mentioned in the contractual agreement.

**5** Upon agreement execution, the selected resource(s) will be onboarded promptly and aligned to project requirements in coordination with the client's team.
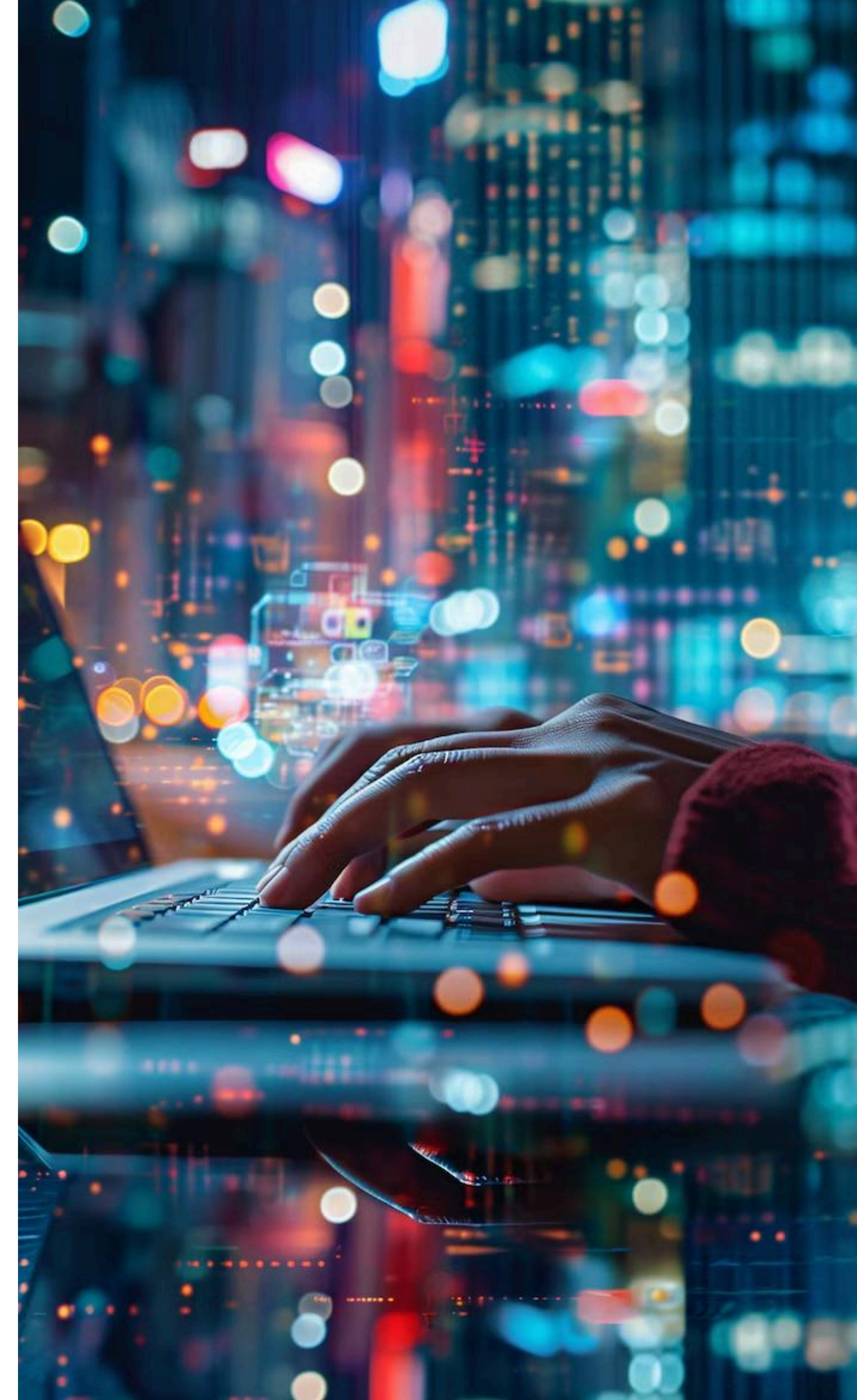
# Conclusion

This proposal outlines Zoondia's commitment to delivering high-quality, scalable and reliable resource augmentation services tailored to your organization's specific needs.

By choosing Zoondia as your resource augmentation partner, you gain access to:

- A vetted pool of technical experts
- Flexible engagement models
- Transparent communication and accountability
- Compliance and legal assurance
- Delivery assurance

We look forward to the opportunity to contribute to your success and establish a long-term, strategic partnership.

# Our Global Presence



USA

UK

Qatar

Spain

UAE

India

## INDIA

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# Thank You