

# Join the Digital Transformation

Jivana Link Ltd., Erlistrasse 10A, 6312 Steinhausen, Switzerland

# Jivana Link Ltd.

Jivana Link is a strategic IT solutions provider located in Steinhausen, Switzerland. We offer a wide spectrum of managed IT services, tailored to the specific needs of our clients, with the primary objective of enabling them to reach their strategic business goals.



# Problem

Lots of companies struggle with improper or outdated software applications, which complicate their processes, create lots of manual work, or are subject to high license fees.

Software developers often lack the ability to understand the business requirement of their customers.

Cash restrictions often force companies to settle for generic, commercial-off-the-shelf software (COTS), which only cover part of their digital requirement, or force them to adjust their operational processes to suit the software they avail. A much better alternative is to develop web and mobile applications that mirror their existing process structure.

For many businesses, however, this option remains out of reach, as software developers charge exorbitant prices.

# Value Proposition

A company's IT should mirror its operational processes, not the other way around.  
You deserve to make use of tailormade software, at an affordable price.

This is where we come in. We offer tailor-made software solutions, specifically developed for our customers, made by a team of subject-matter experts in various technology stacks.

Forget about generic off-the-shelf-software. What you need is people who understand the realities of your business, have in-depth knowledge of consumer behavior, understand the market you work in, and are able to translate those insights into smart, flexible, and scalable software.

# The Team



Pascal Riboni  
Co-Founder, Director



Patrick Schlatter  
Co-Founder, Director



Yves Suter  
Co-Founder, Director

The founding directors Pascal, Patrick & Yves have been working on multiple projects in emerging markets such as India and Southeast Asia. Catering to the sheer mass of people in those countries, requires smart solutions to complex problems.

Developing smart software is less an issue of coding but coming up with the right system architecture, requiring an understanding of a company's vision, its operational realities and processes, and in-depth customer- and industry knowledge. Their endeavors in saturated, as well as emerging markets, have taught them to look at software from a scalability and efficiency perspective, emphasizing flawless project management during development. With their business background, the founders now build the bridge between business requirement and tech-solutioning.

# The Team



Madhukar Dubey  
Director

Madhukar Dubey is a tech entrepreneur, and the CEO and founder of BPO and development firm Fusion Business Solutions. He holds longstanding experience in Business Development, Project Management, SDLC Planning & Coordination and People Management in the IT sector.



Jörg Riboni  
Non-executive  
Director

Jörg Riboni has served in top management positions of four listed companies, the latest one being the Group CFO of Emmi Group. Jörg acts as a non-executive director at Jivana Link, advising the founder team in financial and operational matters.

# Tech Stack

Our team is a great mix of subject-matter experts in various technology stacks.



# Areas of Expertise

We specialise in the development and maintenance of Web- and Mobile Applications, business process outsourcing (BPO) services, custom website development, and Search Engine Optimisation.

## Development of Web- and Mobile Applications



If you wish to have software developed for your specific needs, you will certainly benefit from our vast experience!

## Business Process Outsourcing



You want to outsource administrative tasks, IT support, call-center activities, etc.? We offer you full-fledged outsourcing solutions.

## Website Development



You require a new website? We'll be happy to develop it for you.

## Search Engine Optimisation



Top listed websites on Google capture an estimated 33-37% of traffic. Let us optimise your online presence to increase your sales.

## Readymade Software Solutions



We offer a suite of readymade software solutions, which if customise to your needs if required.



# Web Applications

Traditional businesses have long begun to transition into technology- and data-driven models and are moving towards automation through technology, having software as their backbone.



# Web Applications

We build

- Enterprise Resource Planning (ERP) Systems
- Customer Relationship Management (CRM) Systems
- eCommerce Systems
- Staff & Payroll Management Systems
- Logistics, Transport & Delivery Management Systems
- Productivity Enhancement Systems
- Software-as-a-Service (SaaS) Applications
- and many more...

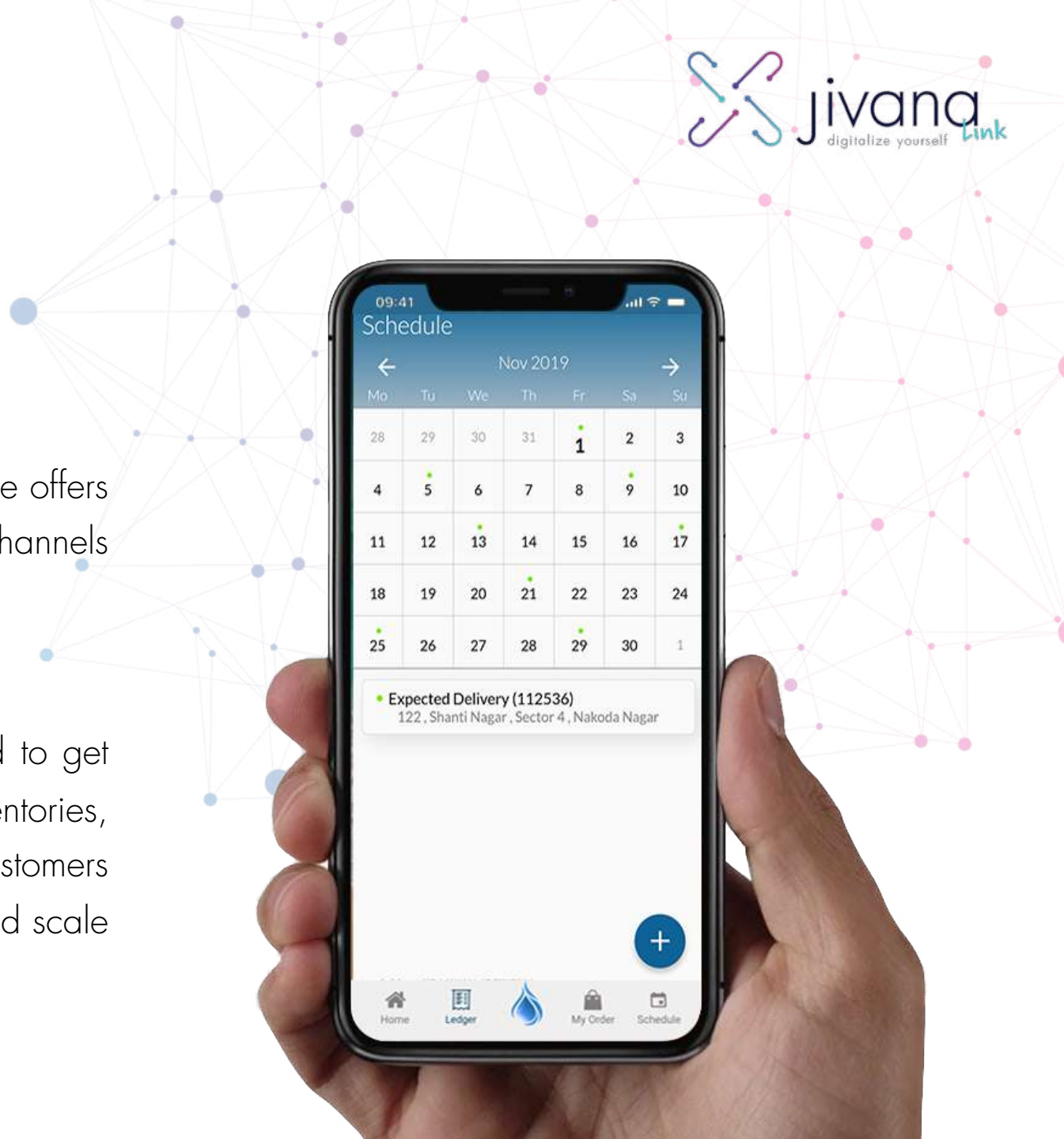


# Mobile Applications

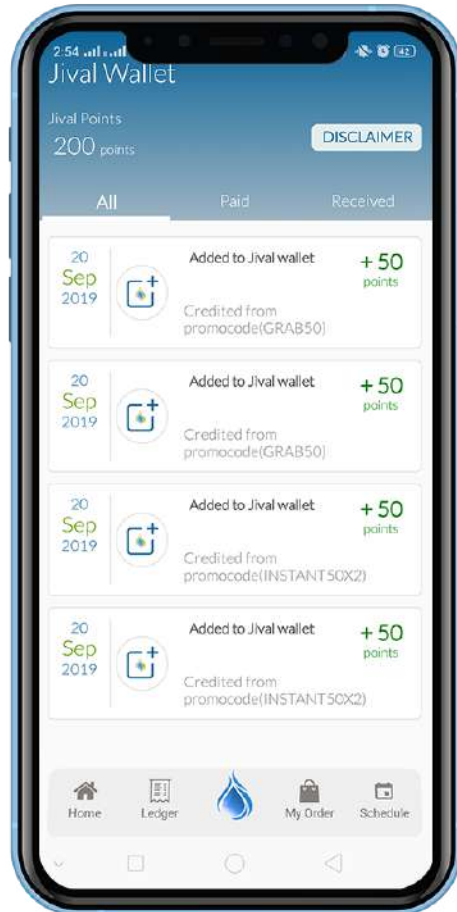
Convenience is key in the digital age.

Customers increasingly opt for solution providers whose offers they can avail through the convenient use of mobile channels like mobile apps or websites.

As such, consumer-focused industries are well-advised to get an online presence, manage their orders, sales, inventories, deliveries, and CRM digitally, and provide their customers and field executives with mobile apps to streamline and scale operations.



# Mobile Applications



We build

- Customer Mobile Applications
- Field Executive Applications
- Delivery Management Applications
- Staff Management Applications
- Fitness Applications
- and many more...

# Business Process Outsourcing (1/2)

Businesses around the globe make use of our outsourcing services. If you have tedious tasks, or simply tasks you want to outsource, we are the partner for you. To relieve you from tedious tasks, we become your extended workforce at the hour of need. We do not impose our processes and systems; we rather act like water and take the shape you need us to form.

We have worked with:

- Insurance Agencies (Claims processing, policy renewals, document upload, preparing prospect presentations, etc.)
- Merchant Cash Advance Companies (underwriting analyses & pricing, database management, agreement drafting, document processing, etc.)

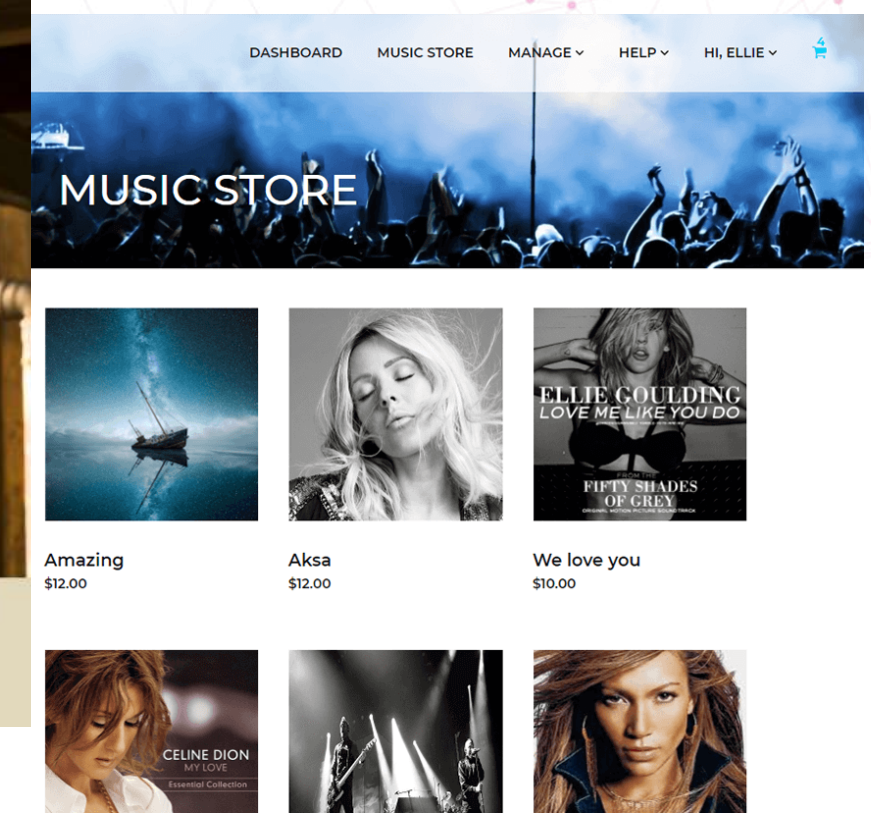


# Business Process Outsourcing (2/2)

- Recruiting and Staffing Agencies (Candidate sourcing, candidate reachout, CV formatting, etc.)
- Appraisal management Companies (underwriting analyses/pricing, database management, agreement drafting, document processing, etc.)
- E-commerce Companies (Chat-, eMail-, Phone Support, Order Processing, Product Listings, etc.)
- Finance and Account Management Companies (Accounting & book-keeping)
- Real Estate Agencies (MLS weblisting, lead generation, valuation, property listing etc.)
- Customer Support Management Companies (omni-channel support)
- Healthcare Facilities (medical billing, medical quoting, accounts receivable management, insurance verification, denials management, etc.)
- Digital Marketing Agencies (Social Media management, search engine optimisation, Google Ads, etc.)

# Website Development

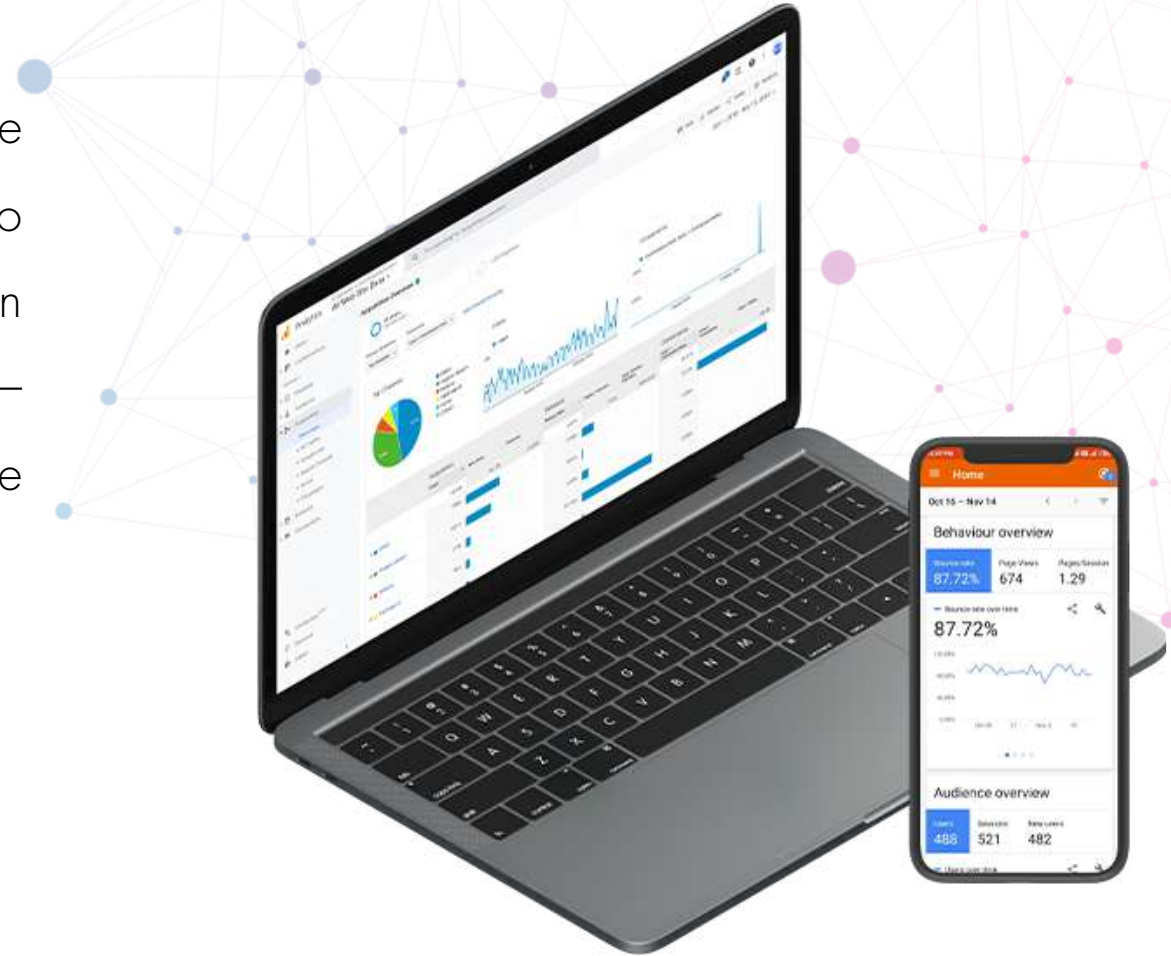
Optimise your online presence and tap into the huge potential that lies in online marketing through a professional website.



# Search Engine Optimisation

Top-listed websites in Google search capture between 33-37% of traffic. Your chance to increase your sales is heavily dependent on whether you have an optimized online presence – i.e. appear on top if a customer searches for the product or service you sell.

By optimizing your search engine listing, we can increase your sales substantially.





# How we work

We work side-by-side with our clients to understand the problem before designing and implementing the best possible solution.

## Phase I Discover & Analyse



Definition of  
Architecture, Business  
Requirement  
Documentation

## Phase II Design & Build



Detailed Design and  
Working Solution,  
Development of Final  
Product

## Phase III Verify & Deliver



Client Transition,  
User Training and  
System  
Documentation

# Contact Us

In case of any queries, contact us on



[info@jivana-link.com](mailto:info@jivana-link.com)



[www.jivana-link.com](http://www.jivana-link.com)

