



ACCURATE

***CORPORATE PROFILE  
2010-11***

***of***

***ACCURATE TECHNOLOGIES***

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## 1. INTRODUCTION

Accurate Technologies, founded in 2010 is one of the premier companies of India providing solutions in the field of Automatic Identification & Data Capture and Software Services. Today, Accurate Technologies has an enviable position in the Barcoding as well as specialized Software Services industry due to its capability to deliver solutions to diverse industries and on a wide spectrum of Technologies.

## 2. CORPORATE VISION AND MOTTO

### 2.1 CORPORATE VISION

*To acquire and retain an eminent position as a Multidimensional Solutions Enterprise, focusing on Data Capture and Information Technology as critical pathways to consolidate a value driven brand that exceeds the professional and qualitative expectation of the internal and external resource partners of the company.*

### 2.2 OUR MOTTO - T Q S

Lead with **T E C H N O L O G Y**  
Manufacture with **Q U A L I T Y**  
Win customers with **S E R V I C E**

Accurate Technologies believes in the above TQS philosophy, which integrates Technology and Quality with Service thus ensuring lifelong customer relationships. All the employees at Accurate Technologies stand by this philosophy and all are geared to implement the same in each and every interaction with our customers. Quality is the at the center stage of any initiative at Accurate Technologies.

## 3. CORPORATE INFORMATION

### 3.1 COMPANY INFORMATION

**Office** Accurate Technologies  
206-7, G.D. Chambers,  
B-22, East Krishnanagar  
Delhi – 110051

**Date of incorporation** December 27, 2009

### Automatic Identification & Data Capture (AIDC) Solutions

Ø Bar Code Scanners, Hand Held Terminals, RFID products, Printers and Consumables along with Software

### Customized Software Development Services

Ø Warehouse Management Solutions and other customized Software applications for our AIDC solutions

### **DIGITAL PRESENCE**

Web: [www accuratetech.com](http://www accuratetech.com)

Email: [admin@accuratetech.com](mailto:admin@accuratetech.com)

## **4. BUSINESS LINES AND CAPABILITIES**

Accurate Technologies always believes in making radical technology work for our customers. Adapting to new technologies and offering our customers the solutions based on latest Technology has been a way of life at Accurate Technologies. Always ready to spot the emerging radical technologies, Accurate Technologies has strived to create a niche in the markets that it operates in by offering its customers the best of breed solutions based on the latest technology.

### **4.1 BACKGROUND OF ACCURATE TECHNOLOGIES OPERATIONS**

Accurate Technologies was founded in 2009 with the vision to provide solutions in the emerging AIDC market by manufacturing world-class products on new technologies and providing total AIDC Solutions. Accurate Technologies has also offered its manufacturing expertise to other organizations to manufacture their products using its infrastructure and resources. In the early, the company started the identification process for the possible avenues for expanding its operations to best utilize the available resources. It was in the year '11 that the company identified Automatic Identification and Data Collection (AIDC) as the first of such areas to expand its operations with initial focus on the Barcode and Radio Frequency related products. In a short span of a year, we had developed strong alliances with the leading ADC companies of the world. Accurate Technologies diversified in the Software Area by starting development on a high tech Warehouse Management System. A strategic focus was given to the Software Division to function as a "Strategic Business Unit" for Accurate Technologies.

#### **AIDC**

Ø Bar Coding Solutions

Ø RF ID based Solutions

#### **SOFTWARE**

Ø Developing Customized Solutions (Mobile Computing & others)

Ø Offering Software Products

Ø Warehousing / Document Tracking / Asset Tracking Solutions

## **ACCURATE TECHNOLOGIES OPERATIONS**

### **5. AIDC OPERATIONS**

Accurate Technologies is among the few companies of India who can offer an end-to-end Data Capture solution right from Conceptualization to Design and Implementation. Accurate Technologies offers consultancy in Solution Conceptualization and Design and also supplies Hardware, Software and Consumables thus offering a “Single vendor Interface” to customers for their total Data Capture Requirements.

Accurate Technologies suite of products is drawn from the following Business Associates:

Ø **Honeywell Products:**

- o Hand Held Image / Area Scanners
- o Hand Held Terminals
- o [www.honeywellaidc.com](http://www.honeywellaidc.com)

Ø **Zebra Technologies:**

- o Desktop Printers
- o Industrial Printers
- o Mobile Printers
- o [www.zebra.com](http://www.zebra.com)

Ø **Motorola**

- o Hand Held Scanners
- o Hand Held Terminals
- o [www.motorola.com](http://www.motorola.com)

#### **5.1 AIDC Application Areas:**

With the available product range, skilled and capable manpower spanning diverse industries areas, Accurate Technologies has delivered solutions for a variety of applications across a broad industry spectrum. Some of the areas are listed below:

- Ø Asset Tracking
- Ø Logistics
- Ø Ticketing
- Ø Pharmaceuticals Applications & Clinical Analysis
- Ø Telecommunications
- Ø Retailing Applications including Point of Sale
- Ø Work in Process / Inventory Applications / Warehousing Applications
- Ø Warehousing Applications using Warehouse Management System (WMS)

#### **5.2 SOFTWARE OPERATIONS**

Accurate Technologies Software Team has developed expertise on a variety of Technologies and Functional areas. Originally conceived to be a support division for our AIDC business lines, the Software Division, over a period of time, has evolved as the third Business Line for Accurate Technologies.

We have specialized skills sets which put us in an enviable position for designing, developing, testing and implementing software applications and products for enhancing business performance.

The Software Division can offer the following services:

- Ø Mobile Computing Applications

- Ø Embedded Applications
- Ø Facility Management Services
- Ø Customized Software Development
- Ø Solution Enabling Software
- Ø Barcodes and AIDC Application Software
- Ø Hand Held Terminals Application
- Ø Asset Tracking
- Ø Web Services (.net framework)
- Ø Inventory & Materials Management

## 6. INFRASTRUCTURE & HUMAN RESOURCES

Accurate Technologies has set up a State of the Art manufacturing and servicing facility at Delhi. Also the “Team –Accurate Technologies” brings together the skills of personnel drawn from various industries and has cross-functional expertise. This enables Accurate Technologies to deliver solutions for any complicated business problems. The support personnel across departments are geared up to extend support to all the activities that lead to an increased customer satisfaction.

### 6.1 INFRASTRUCTURE

With a size of 1000 sq. meters, Accurate Technologies Label manufacturing plant has an extensive line of machinery and well-monitored processes, which allow us to implement high quality control norms and practices to manufacture and deliver products of very high standards. We have also set up a service cum repairing center for maintaining ADC products supplied by us.

### 6.2 Human Resources Matrix: Functional Area

FUNCTIONAL AREA	NO. OF PEOPLE AVAILABLE
Sales & Marketing	4
Service and Maintenance	3
Production and Stores	5
Finance & Accounts	1
Software Development Team	2
Total	15

## 7. ACCURATE TECHNOLOGIES CLIENTELE

Accurate Technologies has been providing its Products and Services a large client base spanning diverse industries and Sectors. These include Private Sector, Public Sector as well as Government customers. Over the years Accurate Technologies has built up a strong client base and today is in a position to cater to the requirements of any industry or functional area efficiently and effectively to the client’s satisfaction.

Accurate Technologies has also imbibed the philosophy of “Life Long Customers” and the eloquent testimony to the fact is that the Customer Churn Rate at Accurate Technologies is lower than all industry standards.

Some of our Elite Customers:-

Reliance Communication Ltd, Apollo Hospitals, Medanta Hospitals, Tenneco India, Maruti Sales & Service, Thomson Press, The Handicraft & Handlooms India, Lotte Electronics, Sheela Foam (Sleepwell), etc.

## **8. FUTURE OUTLOOK**

The key thrust areas for Accurate Technologies for the next 2 years are as follows:

- Ø To extend the Brand Image of the Company in Barcode Industry to newer markets in terms of business segments and geography.
- Ø To pave the path for the growth of the Software Division.
- Ø To build a professional and enthusiastic team working together for a common goal.
- Ø To achieve a Turnover of Rs. 5 Crores by the year 2013 and maintain a sustainable growth rate of 40%
- Ø Establish a strong Network of Channel Partners all over India
- Ø Ensure Total customer satisfaction and Delight

### **8.1 Key Thrust Area for AIDC:**

Ø As Solution providers using future centric technologies such as 2D / Matrix Bar Codes, RF ID, RFDC and Smart cards at both National and Regional levels.

### **8.2 Key Thrust Area for Software:**

- Ø To focus on specific industry or segments of our expertise using the latest state of the art technologies.
- Ø To enhance our skills as a specialized AIDC Software Provider – both applications and embedded.

## **9. ADVANTAGE: ACCURATE TECHNOLOGIES**

### **9.1 Solutions Capabilities**

A key strength of Accurate Technologies has been the ability and the capability to offer solutions to the client’s business problems. At Accurate Technologies, it is never a product or a service being offered, it is a solution that is offered which takes Accurate Technologies way ahead of the competition. The inclination and the skills to offer solutions to clients that result in cost saving or revenue generation opportunities for the clients makes Accurate Technologies their preferred **solution provider**. Also in turnkey projects Accurate Technologies provides the facility of being a “Single Vendor Interface” thus allowing the convenience to the client and also that reliability of quality solutions which has always been Accurate Technologies forte.

### **9.2 Service and Support**

While providing Mission critical applications like Communication equipment and Data Capture equipment, it is imperative that Service to the customers is available in no time. This understanding at Accurate Technologies has led to the development of Accurate Technologies as a strong Service focused brand.

This “Service” philosophy has been imbibed across hierarchies and the company has an extremely strong service focus. Personalized service is one aspect that puts Accurate Technologies miles ahead of its competitors.

**Thank You**  
**From**  
**Accurate Technologies**