



Who we are

Pioneer of Cutting Edge Solutions in IT - *Vedam* stands for the pinnacle in *Creativity, Knowledge, Solution, Service* and *Satisfaction*. Apart from the strong backup of highly qualified and experienced technocrats and IT professionals, specific domain experts with in-depth knowledge of respective fields provide the superiority that *Vedam* enjoys compared to its competitors.

With people dedicated for ultimate client satisfaction, technical excellence and due to its approach of working from the roots, *Vedam* has been able to come up to the expectations of its clients in all the domains it has ventured in. In *Vedam* while conceptualizing an application great care is taken to evolve an effective logic, thus ensuring user-friendly and easily navigable front-end and easy-to-use backend. In addition, by providing user interactive templates, which help control and modify data, enough flexibility is introduced in the application for unseen future requirements and modifications. All possible steps are taken to impart unassailable security to the application.

Drawing from its experience in implementing scores of projects, *Vedam* has engendered robust methodologies that help adopt a structured approach in assessment and analysis, backend and front-end design, system integration and implementation of a project and in extending relevant training and after sale support.

Our Services

e-Strategy is fundamental to success in the Internet age. As a full service-consulting firm, Vedam has the resources to help you shape your IT strategy, and deploy it rapidly and economically. Be it anything from defining the strategy to concept, design to development, implementation to management. We seamlessly integrate technology with creativity to interpret your ideas and goals into a flexible and secure solution - in short an unmatched experience. Vedam's current service offerings include:

Performance Analysis: Most of the companies today use web applications but don't analyse the web server logs to figure out the short comings in the applications. Most of the logs analysis is focused to track the profile of user. Vedam's detailed server logs analysis can not only help you understand the usability of the application based on the user / page but also help track the errors in the applications and identify the choke points in the application.

Bandwidth Efficiencies: Vedam will help you deliver more from your existing web based applications.

Web-based Applications: The competition today is between business models - the hottest and most dangerous of them out there is web. The web has changed customer's expectations about convenience, speed, comparability, price and service. Vedam has built skills and resources in area of web applications that can offer competitive advantages to your organization.

Testing Applications: The demands made while application development in terms of capabilities and flexibility's pose new challenges for developers who are required to deliver and ensure high quality reliable systems. Vedam can help you address these issues by making testing affordable by achieving a high degree of automation through our tried and tested methodologies and testing suite of products.

Client-Server Applications: The client-server paradigm has emerged as the dominant driving force during the past decade. Vedam can design, develop and integrate innovative solutions that allow you meet even the most aggressive goals.

Our Products

Testing Tools: *FasTest*, *CSTest* and *ToolTest* Utilities from *Vedam* act as the bridging tools for this gap, assuring companies achieve the maximum benefit from their applications with the minimum risk of malfunctioning.

FastAD: Active Directory management tool for automating the process of setting up, modifying and removing network accounts and user mailboxes.

vTunneler: Secure your network by eliminating the web server from the DMZ.

e-News: Web based application for publication house workflow. Making your complete news processing activity an almost paper-free and more systematic, traceable, reusable and fully secured process.

Library Management System (eLibSys): Powerful archiving software for your valuable media library information. Allowing your users and librarians search any associated library information ranging from Clippings to Photographs to Video and Audio right from their desktop!

Securer: Securer is a software development kit (SDK) for protecting software against illegal copying. Securer uses license keys to provide secure protection without the need for dongles or key disks.

Auric: Easy to use, readily customizable Multi-Location CRM Solution designed keeping in view the growing expectations of the customer in terms of faster processing speed with less cumbersome processes.

Performance Analysis

Most of the companies today use web applications but don't analyse the web server logs to figure out the shortcomings in the applications. Most of the logs analysis is focused to track the profile of user. Vedam's detailed server logs analysis can not only help you understand the usability of the application based on the user / page but also help track the errors in the applications and identify the choke points in the application.

Why Analyse logs

- ✓ Determining pages that are slow or large in size and need improvement
- ✓ Determining pages that are resulting in errors
- ✓ Tracking performance trend of web pages over a period of time
- ✓ Tracking performance of the branch network
- ✓ Deciding which features are important can help decide which features get worked on the most. If everyone is looking at the phone list page, then maybe that should be the first one to get a search engine added.
- ✓ Determining if there are flaws in the business system. If everyone in the order entry department is going back three pages to get to a screen in the accounting section, then the page should be moved or a link added on the order entry section.
- ✓ Helping the departments that need it most. If no one in the sales department has even looked at the sales page, then they may not realize it is there. They may also not know how to get there or may not have the software setup. Analyzing the logs would show that no one has accessed this section.

Bandwidth Efficiencies

Web Application Client Cache (WACC) is a generic application model that enables more interactive, more responsive, and smarter Web applications by moving from traditional "*click, wait, and refresh*" user interaction model to "*Partial screen update*" paradigm.

WACC - Features

- ✓ WACC employs *partial screen update* and *asynchronous communication*
- ✓ With WACC, *asynchronous communication* replaces *synchronous request/response model*
- ✓ WACC is not an application, but an Integrated Solution. Analysis is an initial phase, followed by re-programming of web application.
- ✓ WACC can be implemented on existing web applications without having to rewrite the entire application from scratch
- ✓ Built in a robust way, the data is available to user only till user session is available
- ✓ Security is a priority in WACC. Data is fetched only when a screen requests the same
- ✓ WACC helps cache data for subsequent requests
- ✓ Not only data but client side validation scripts can also be cached using WACC
- ✓ User can continue to use the application while the client application requests information from the server in the background. When new information arrives, only the related user interface portion is updated

WACC - Advantages

- ✓ Reduces excessive server load and bandwidth consumption due to redundant page refreshes
- ✓ Applications become lot more interactive
- ✓ Prevents loss of operation context during page refresh
- ✓ It is not specific to a particular programming language, data exchange format, or network communications object

Web-based Applications

Challenges for System Architects

- ✓ Difficulty in resolving user issues
- ✓ Most of the user issues go unreported
- ✓ Exhaustive testing not done before releases
- ✓ Loads of logs generated but not analyzed
- ✓ Random spikes and system outages
- ✓ High bandwidth usage
- ✓ Traditional web interfaces

Leading to

- ✓ Unreliable, unstable and inefficient system
- ✓ User dissatisfaction
- ✓ High TCO (Total Cost of Ownership)

Solution

- ✓ Interpret & analyse application logs
- ✓ Regular automated testing
- ✓ Identify bottlenecks in the architecture
- ✓ Web, Application & Database Server tuning
- ✓ Re-architect for optimal bandwidth usage
- ✓ Rich User interface

Key Results Derived

- ✓ Higher system efficiency
 - Stable
 - Reliable
- ✓ Cost reduction
 - Same hardware can handle higher loads
 - Lesser bandwidth cost
- ✓ Customer satisfaction
 - Pro-active approach to user issues
 - Better end user experience

Testing Applications

Testing services offered

- ✓ Workload Simulation
- ✓ Stress/Load Testing
- ✓ Black / White Box Testing
- ✓ Regression Testing
- ✓ Compatibility Testing

Vedam also provides functionality testing in the following domains

- ✓ Banking & Finance
- ✓ Insurance
- ✓ Telecom
- ✓ Education
- ✓ Airlines and Hospitality
- ✓ Healthcare
- ✓ Desktop Publishing
- ✓ Retail & ERP
- ✓ Web Applications

Vedam also offers performance management services includes

- ✓ I.T Infrastructure Planning
- ✓ Capacity Planning and Hardware Sizing
- ✓ Performance Monitoring Services

Benefits

- ✓ Team Vedam has expertise across various off the shelf available testing tools and managers like *LoadRunner, WebLoad, SilkTest, WinRunner, Test Director*, etc
- ✓ Vedam has its own load and regression testing tool, *FasTest*
- ✓ Test Automation resulting in reduction of testing time
- ✓ Simulation of real life scenario workloads ensures that extrapolation of test results is specific and related
- ✓ Creation of Reusable test cases
- ✓ Problem identification and resolution becomes less expensive and faster
- ✓ Pre-emption of expensive IT infrastructure investments by benchmarking



Team Vedam

Nishat Kumar

Engineering graduate from IIT Madras with more than 12 years of industry experience, including 4 years with Infosys Technologies.

D Padmanabhan

Paddy has more than 25 years of experience and was Associate Vice President at Infosys. Played a technical architect role in large application software and systems integration projects for Fortune-500 clients

S Kanthimathinathan

Kanthy has more than 30 years of experience and was Senior Vice President at Infosys. He was heading Finacle team at Infosys.

Nikesh Sinha

An IIT Madras & IIM (A) Alumni, having more than 20 years of experience with various media organizations.

Our Credentials

Recent services / projects undertaken include:

- ✓ **Software Consultancy** Services for
 - CitiFinancial India, New Delhi
 - Max New York Life Insurance Co, Gurgaon
 - Future Money, Mumbai
- ✓ **Logs Analysis** Services for
 - CitiFinancial India, New Delhi
 - Kotak Old Mutual Insurance, Mumbai
 - Future Money, Mumbai
- ✓ Testing Services using **FasTest**: For exhaustive testing of web based applications, generating virtual real time web environment to test the performance of the web applications
 - Future Money, Mumbai
 - CitiFinancial India, New Delhi
 - Unitech Software Solutions, New Delhi
 - Solutions Integrated Systems Limited, New Delhi
- ✓ **Implementation of e-News**
 - The Himalayan Times, Kathmandu, Nepal (in English)
 - Annapurna Post, Kathmandu, Nepal (in Devnagari script)
- ✓ **Implementation of eLibSys**
 - The Himalayan Times, Kathmandu, Nepal
 - Asia Pacific Communication Associates, New Delhi
- ✓ **Digital Rights Management** framework under development for *Tarana.com, Fremont, US*
- ✓ **ASP Billing platform** developed for *Pi4ASP, Congelton, UK*: Development and implementation of billing module acting as a gatekeeper for ASP services. Provides Shopping Cart integration with SecPay, Direct Debit, etc. Provides a single gateway for users to logon to various services being offered on the platform.
- ✓ **Online wealth tracking system** being developed for *Tanmay Consultants, New Delhi*
- ✓ **Security framework** developed for proprietary code protection for *MarkeTopper Securities, New Delhi*