MSME Registered Company
Startup India Recognized

COMPANY BROCHURE

Business Automation *& Digital Growth*

DP Vision ANALYTICS
WHERE DATA & AUTOMATION MEETS VISION.

Custom software, AI-powered automation and performance marketing – everything your business needs to run smarter and grow faster, from one trusted partner.

CRM | ERP | HRMS | LMS | Fintech | Cloud Telephony | WhatsApp API | Digital Marketing

8	AI	GST	4-12
Core Services	Powered Insights	Compliant Billing	Weeks Delivery

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WHO WE ARE

About DPVision

Where Data & Automation Meets Vision

Complexity is the enemy of scale.

At **DPVision Analytics**, we simplify your operations so you can focus on growth. We specialize in building intelligent ecosystems and customized CRM, ERP, SaaS, HRMS and other capabilities for your business. Whether you want to automate internal workflows or run high-impact digital marketing campaigns, we provide the technology and strategy to drive measurable impact. **Your vision, powered by our analytics.**

DPVision Analytics redefines intelligence through bespoke BI architectures and advanced AI-powered frameworks. We architect the vision that drives sustainable growth for businesses of all sizes across India and beyond.

D
DATA
Real-time dashboards, analytics and reporting across every business function.

A
AUTOMATION
Workflows, AI and integrations that remove manual work and human error.

V
VISION
Clear insights and strategy that turn information into growth decisions.

Who We Work With

- Indian SMBs & MSME Manufacturers
- Lending, NBFC & Fintech Businesses
- Training & Education Organizations
- Growing & Multi-Branch Enterprises

Precision BI & AI Architectures for Modern Enterprises

Trusted by growing businesses across India

4-in-1	AI	GST	24/7
Unified Platform	Powered Insights	Compliant Billing	Chatbot Support

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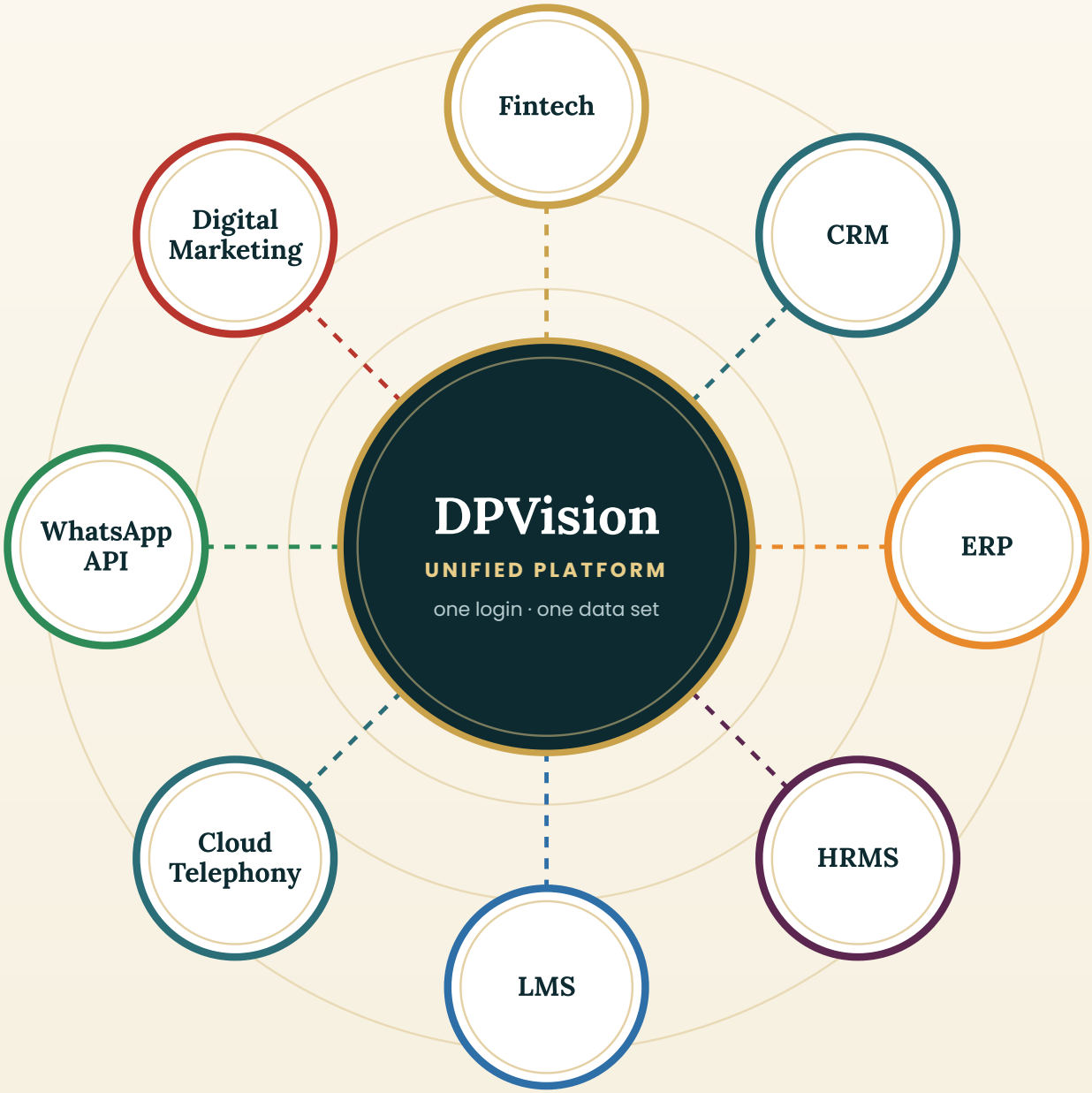
THE COMPLETE SUITE

One Ecosystem. Eight Services.

Stop switching between apps. Everything works together.



ERP + CRM + HRMS + Billing

share one database – no double entry, no data silos.

WhatsApp + Cloud Calling

plug straight into your CRM so no lead is ever missed.

Marketing + Analytics

campaigns tracked to leads, sales and ROI – not just clicks.

SALES AUTOMATION

CRM System

Manage leads, pipelines and customer relationships effortlessly

1 Lead ▸ 2 Pipeline ▸ 3 Quotation ▸ 4 Invoice ▸ 5 Payment

Lead Management 01

Capture and track leads from multiple sources including website forms, social media and referrals. Automatic assignment routes leads to the right sales person with smart follow-up reminders so no opportunity is missed.

Sales Pipeline 02

Visual pipeline dashboard to track deals through every stage from first contact to closure. Drag-and-drop makes it easy to move deals forward, with real-time visibility into your entire sales funnel at a glance.

Customer Database 03

Centralized repository of all customer interactions, purchase history, contact details and communication logs. Get a complete 360-degree view of every customer relationship in your business.

Quotation Engine 04

Generate professional, branded quotations in seconds. Convert approved quotes to GST-compliant invoices with a single click, track quotation status and follow up automatically.

Analytics & Reports 05

Real-time dashboards showing conversion rates, sales team performance, revenue forecasts and trend analysis. Make smarter, data-driven decisions with visual business insights.

Lead Source Tracking 06

Know exactly which channels bring the best leads. Track ROI across digital ads, events, cold calls, referrals and organic sources.

Automate your entire sales process from lead to invoice

Close deals faster with AI-powered lead scoring and smart reminders

OPERATIONS CONTROL

ERP System

Streamline operations, inventory and vendor management

1 Vendor ▶ 2 Purchase Order ▶ 3 Inventory ▶ 4 Sales Order ▶ 5 Delivery

Product Catalogue 01

Maintain a comprehensive product database with categories, pricing tiers, images and detailed specifications. Easily search, filter and manage thousands of SKUs with bulk import and export.

Vendor Management 02

Track vendor performance with scorecards, manage purchase orders end-to-end, compare pricing across suppliers and optimize procurement for maximum cost savings and efficiency.

Inventory Control 03

Real-time stock levels across all locations with low-stock alerts, automated reorder points, warehouse management and batch or serial number tracking for complete traceability.

Purchase Analytics 04

Detailed reports on purchase trends, vendor comparison dashboards, cost optimization insights and spend analysis to help you make smarter procurement decisions every quarter.

Sales Order Management 05

Track sales orders from creation to fulfillment. Manage order status, delivery schedules, partial shipments and returns – all connected seamlessly to your CRM and billing modules.

Multi-Branch Operations 06

Manage inventory, vendors and operations across multiple branches or warehouses from a single dashboard. Inter-branch stock transfers and consolidated financial reporting.

Complete operational control across your entire business

Real-time visibility into inventory, vendors and procurement

PEOPLE MANAGEMENT

HRMS & Payroll

Complete human resource management from hire to retire

1 Hire ▶ 2 Onboard ▶ 3 Attendance ▶ 4 Payroll ▶ 5 Self-Service

Employee Database 01

Centralized employee records with personal details, uploaded documents, emergency contacts, role history and performance notes. Secure role-based access for HR teams and managers.

Attendance & Leave 02

Automated attendance tracking with biometric integration, GPS check-in and configurable leave management. Multiple leave types, multi-level approval workflows and detailed attendance reports.

Payroll Engine 03

Accurate salary calculations with income tax deductions, PF contributions, ESI compliance and professional tax handling. Generate payslips, manage bonuses and handle salary revisions.

Department Management 04

Organize your workforce by departments, designations and reporting hierarchies. Visualize org charts, manage team structures, track department budgets and plan workforce capacity.

Holiday Calendar 05

Configurable holiday calendars for different branches and regional offices across India. Auto-apply regional, restricted and optional holidays plus custom company events.

Employee Self-Service 06

Employees can view payslips, apply for leave, update personal details, download Form 16, submit expense claims and raise IT tickets – all from one self-service portal.

Manage your most valuable asset – your people

From onboarding to payroll, everything is automated and compliant

FINANCE & COMPLIANCE

Billing & Invoicing

GST-compliant invoicing and complete financial management

1 Quote ▶ 2 GST Invoice ▶ 3 Payment Link ▶ 4 Reconcile ▶ 5 Reports

GST Invoice Generation 01

Generate fully GST-compliant tax invoices, proforma invoices, credit notes and debit notes with your company branding. Supports CGST, SGST and IGST with automatic tax calculation.

Payment Tracking 02

Track all payments in real time – outstanding balances, partial payments, advance receipts and overdue amounts. Automated reminders via email and WhatsApp keep your cash flow healthy.

Recurring Billing 03

Set up recurring invoices for retainer clients, subscription services and AMC contracts. Auto-generate and send invoices on schedule with no manual work or missed billing cycles.

Financial Reports 04

Comprehensive P&L statements, GST return data for GSTR-1 and GSTR-3B, payment summaries, cash flow analytics, accounts receivable aging and tax liability dashboards.

Multi-Currency Support 05

Handle transactions in multiple currencies with automatic exchange rate updates. Perfect for businesses with international clients or vendors that need forex invoicing and reporting.

Payment Gateway 06

Accept online payments through Razorpay, PayU or other gateways. Auto-reconcile payments with invoices and send instant digital receipts to your customers automatically.

Get paid faster with automated, GST-compliant invoicing

From invoice to payment – track every rupee in real time

CUSTOM SOFTWARE

Fintech Platform

Launch your own fintech platform with custom software

Build a powerful fintech platform tailored to your brand and business model. Manage customers, transactions, KYC, payments and analytics from one secure system while automating operations and accelerating growth.

YOUR CURRENT CHALLENGES

- ✕ Excel sheets + multiple tools = operational chaos
- ✕ Customer & transaction data scattered everywhere
- ✕ Manual KYC & verification processes
- ✕ No real-time reports & business insights
- ✕ Generic software doesn't fit your workflow

DON'T JUST MANAGE. SCALE IT.

- ✓ Fully customized fintech platform
- ✓ Automated KYC & customer onboarding
- ✓ Real-time analytics & performance tracking
- ✓ Transaction, loan & payment management
- ✓ CRM + ERP + fintech integration

How It Works – Simple 3 Steps

Understand 1

We analyze your business model, audience, services and workflow to identify the right features for launch.

Build & Customize 2

We develop a fully customized platform: onboarding, KYC, payments, transactions, CRM and reporting.

Launch & Scale 3

We deploy, automate key processes and provide ongoing support while the system runs operations.

Built for lending companies, NBFCs, brokers, consultants & fintech startups

Scalable architecture · real-time dashboards · end-to-end implementation and support

CONNECT & TRAIN

LMS · Cloud · WhatsApp

Train your team and talk to your customers – instantly

LMS (Learning Management System)

Build a smarter, faster workforce.

Create, manage and track learning programs from a single platform – online learning, course management, student tracking and automated training with real-time analytics and insights.

- Course management
- Student tracking
- Automated training
- Learning analytics

Cloud Telephony

Never miss a client, no matter where you are.

High-performing cloud dialer and calling setup that connects with your CRM, so every call, follow-up and customer conversation is captured and visible to your whole team.

- Cloud calling
- CRM-linked calls
- Team visibility
- Call follow-ups

WhatsApp Business API

Connect instantly with WhatsApp automation.

Send bulk messages, automate responses, run targeted marketing campaigns and provide instant customer support directly through the WhatsApp Business platform integration.

- Bulk messaging
- Automated replies
- Campaigns
- Instant support

INTELLIGENCE BUILT IN

Enterprise AI Features

Next-generation tools for forward-thinking businesses

AI

AI Lead Scoring

Machine learning models rank every lead by conversion probability, helping your sales team laser-focus on the highest-value opportunities and close deals significantly faster.

AI

Workflow Automation

Build custom automation rules that trigger actions across CRM, ERP, HRMS and Billing modules – reducing manual work by up to 80% and eliminating repetitive human error.

AI

AI Chatbot Integration

Deploy intelligent chatbots on your website and WhatsApp to handle customer queries round the clock, qualify leads automatically and book appointments without human intervention.

AI

AI Calling Agent

Automated voice agents that make follow-up calls, confirm appointments, collect feedback and handle routine inquiries – freeing your team for high-value relationship building.

AI

WhatsApp Business API

Send bulk messages, automate responses, run targeted marketing campaigns and provide instant customer support through the WhatsApp Business platform.

AI

Advanced Data Analytics

Interactive dashboards with predictive analytics, trend analysis, custom KPI tracking and AI-generated recommendations across all business functions and data sources.

Transform Your Business

Automate Sales, Operations, HR and Finance in one platform.

INSIDE THE PLATFORM

See It In Action

Illustrative screens from the DPVision platform

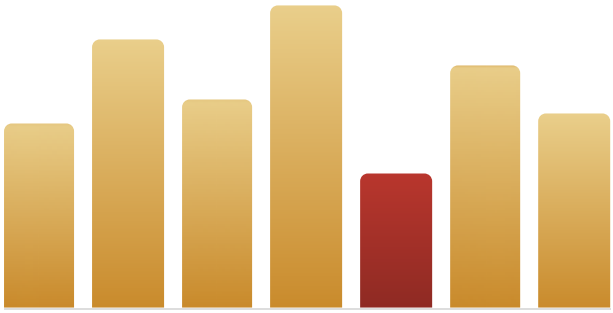
CRM · Sales Pipeline

Illustrative

New Leads 3	Contacted 2	Quote Sent 2	Won 1
A	D	G	C
B	E	A	
C			

ERP · Inventory Levels

Illustrative



- Low-stock alert
- Auto reorder on

HRMS · Attendance Today

Illustrative



Billing · GST Invoice

Illustrative

TAX INVOICE

Your Company Branding · GSTIN ·····

DP Vision ANALYTICS
WHERE DATA & AUTOMATION MEETS VISION.

CGST SGST IGST

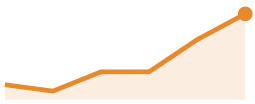
PAID

Total payable

Leads



Orders



Payroll



Invoices



INSIDE THE PLATFORM

Connected Everywhere

Fintech, learning and communication tools in one system

Fintech · KYC & Onboarding *Illustrative*

- Customer details — Verified
- Document upload — Verified
- KYC verification — Verified
- Loan / payment setup — In progress

Automated approvals · real-time status

LMS · Learner Progress *Illustrative*

Course 1	90%
Course 2	65%
Course 3	40%
Course 4	20%

WhatsApp Business API *Illustrative*

Auto reply | Campaign | Support

Cloud Telephony · Live Call *Illustrative*

C

Customer · CRM linked

Call in progress · 00:42

Every channel feeds one CRM

WhatsApp — Calls — Website — Ads — DPVision CRM

GROW YOUR REACH

Digital Marketing & Growth

Reach the right audience and drive measurable business growth

If you are not visible online, you are missing growth.

Today's customers search on **Google** and **social media** before making decisions. If your business is not showing up, you are losing potential leads every day. DPVision Analytics reaches the right audience with data-driven marketing – more visibility, more leads and real growth.

SEO

Rank Higher on Google

Proven SEO strategies for organic traffic and long-term growth.

Web Design

Websites That Convert

Modern, fast, mobile-friendly sites that turn visitors into customers.

Video Editing

Engaging Content

Professional editing that makes your brand story engaging and conversion-focused.

Graphic Design

Capture Attention

Eye-catching creatives that strengthen your brand identity.

Meta Ads

Targeted Reach

Targeted Facebook and Instagram campaigns for quality leads.

Google Ads

Instant Visibility

Reach high-intent audiences and generate instant traffic and conversions.

PR Branding

Build Authority

Market leadership and credibility through strategic PR and branding.

Social Media

Grow Brand Presence

Consistent content and smart social media management.

Performance

Data-Driven Growth

ROI-focused campaigns so every rupee spent delivers value.

Funnel Building

Maximize Conversions

High-converting funnels that nurture leads into paying customers.

Dedicated Lead CRM for Digital Marketing

A separate CRM system built for marketing leads: capture leads from Meta, Google Ads, website and WhatsApp in one place, auto-assign, follow up and track every lead source to ROI. **All lead sources › one CRM**

AI promotional videos also available – ask us for the AI Video Portfolio.

HOW WE WORK

Our Marketing Process

Strategic steps to dominate the digital landscape

01

Research & Analysis

We leverage deep-data analytics to dissect your market, audit competitors and identify your ideal audience personas.

02

Strategy Planning

A high-conversion blueprint that integrates SEO, content and paid media for maximum ROI.

03

Precision Execution

Omni-channel campaigns launched with pixel-perfect creative assets and data-driven targeting.

04

Continuous Optimization

Real-time A/B testing and performance tracking so your budget goes to what actually scales.

05

Reporting & Scaling

Transparent reporting with actionable insights. Once we hit the winning formula, we scale it.

Why Choose Our Marketing Team

Data-Driven Approach 01

Every decision is backed by data and performance insights – no guesswork.

Results-Focused 02

Generate leads, increase sales and deliver measurable ROI.

Customized Solutions 03

Strategies tailored to your business needs, not one-size-fits-all.

Full-Service Expertise 04

SEO to ads, funnels to branding – all under one roof.

Transparent Reporting 05

Clear, honest reporting so you always know what is happening.

Growth Mindset 06

Long-term success and scalable growth, not short-term wins.

RESULTS AT A GLANCE

Growth You Can Measure

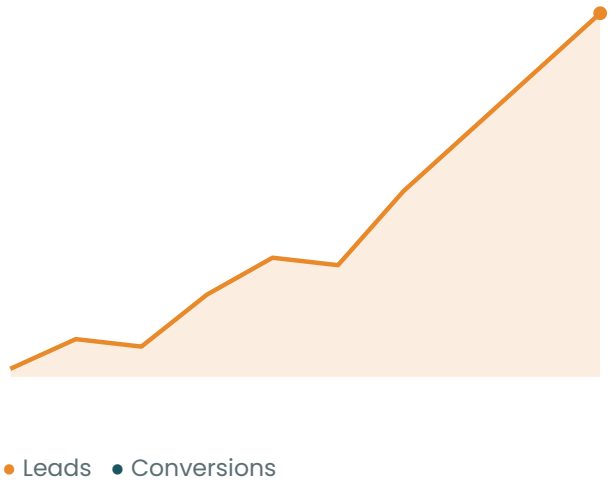
Illustrative marketing dashboards and reports

Marketing · Lead Funnel *Illustrative*



Every stage tracked to ROI

Growth Report *Illustrative*



Campaign Overview *Illustrative*

Google Ads	Meta Ads	SEO	Social Media
LIVE	LIVE	LIVE	LIVE

Leads	Conversions	ROI	Cost per Lead

We report on the metrics that matter – leads, conversions and ROI.

OUR APPROACH

The DPVision Roadmap

How we transform your business – transparent and data-driven

01 Strategic Discovery & Blueprinting

We don't just map requirements; we diagnose your business DNA. We analyze your workflows across ERP, CRM and marketing to build a custom roadmap aligned with your growth goals.

02 Architecture & Custom Integration

We build your unified ecosystem. From configuring ERP and HRMS to integrating WhatsApp API and Cloud Dialer, we make sure your tools talk to each other seamlessly.

03 Deployment & Team Empowerment

We handle the heavy lifting: securely migrating your data and training your team so you can start working smarter from Day 1.

04 Growth Optimization & Performance

The launch is only the beginning. We continuously monitor your systems and run performance marketing strategies so your business keeps growing.

DEVELOPMENT PROCESS · TYPICAL DELIVERY 4-12 WEEKS

1. Req. Analysis
2. Design
3. Development
4. Testing
5. Deployment
6. Support

THE DPVISION DIFFERENCE

Why Choose DPVision?

Powering businesses with intelligent, scalable solutions

Unified All-in-One Ecosystem 01

ERP, CRM, HRMS and marketing in one seamless platform – saving time, cost and management headaches.

Tailored to Your Business 02

No one-size-fits-all software. We customize CRM, ERP and automation to your model and workflows.

Your Dedicated Tech Partners 03

Strategic guidance, technical support and long-term partnership – an extension of your team.

Focused on ROI & Revenue 04

From marketing funnels to automated workflows, everything is built to drive measurable growth.

Advanced Cloud & Communication 05

Cloud Dialers and WhatsApp APIs that make sure you never miss a client.

User-Friendly & Scalable 06

Intuitive for your team, powerful enough to scale as your business expands.

Reliable Ongoing Support 07

Continuous maintenance, updates and optimization to keep systems running smoothly.

Data-Driven Intelligence 08

Real-time analytics and clear, actionable dashboards to guide your strategy.

Unified Platform | **Custom-Built** | **AI-Ready** | **Secure by Design**

Your data is secure and protected

Strong security measures at every level: **encryption**, **authentication** and **role-based access control**. Plus ongoing **support, maintenance and upgrades** after launch.

CLIENT VOICES

Trusted by Real Clients. *Proven by Results.*

See how businesses are achieving measurable success with our solutions — real feedback, real impact.

"

Getting ERP and CRM developed for our dairy brand has been highly impressive. Their deep understanding of the milk industry, strong handling of cross-department and vendor complexity, and seamless integration of commercial and quality aspects stand out.



Dr. Mukesh
DIRECTOR

"

Working with the DPVision Analytics team has been a great experience. They are developing our CRM and HRMS platform, and we are impressed with their technical expertise and structured approach.



Apratim
DIRECTOR

"

The platform DP Vision Analytics built for us is exceptional. It's transformed how our entire sales team operates — we now have complete visibility over our pipeline, and decisions that used to take days now take minutes.

RI

Management Team
ROYAL INDUSTRIES

"

Before this ERP, we were juggling ten different tools and still missing critical things. Now everything — from the moment a lead comes in to the final invoice — runs through one system. The visibility it gives us is genuinely transformative.

AT

Management Team
ARORA TRADERS

TRUSTED BY GROWING BUSINESSES ACROSS INDIA

GOOD TO KNOW

Frequently Asked Questions

Everything you need to know before getting started

1

What services does DPVision Analytics provide?

Custom CRM, ERP, Billing and HRMS platforms, plus AI-powered chatbots, automation tools and digital marketing tailored to business needs.

2

How long does development take?

Typically 4-12 weeks depending on scope and complexity, with updates at every milestone.

3

Is my data secure?

Yes – encryption, authentication and role-based access control keep your data safe at every level.

4

Do you provide post-launch support?

Yes. We offer ongoing support, maintenance and upgrades so your platform stays optimized.

5

How do you measure marketing success?

On real business metrics – leads, conversions and ROI – with clear, regular reports.

6

What is your development process?

Requirement Analysis, Design, Development, Testing, Deployment and Support.

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WHERE DATA & AUTOMATION MEETS VISION.

Transform Your Business *Today.*

Automate sales, operations, HR, finance and marketing in one platform. Book a free demo and see it working for your business.

Request a Free Demo

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