

# PRESS KIT



Datamatics Business Solutions Ltd. (DBSL) is a global provider of intelligent Business Process Management (iBPM) services to several Fortune 500 companies.

Our operational processes are well connected using Robotics and Artificial Intelligence to enable intelligent data delivery. 'We deliver. Guaranteed.' - our mantra is proven across multiple verticals and worldwide. Datamatics provides an end-to-end Marketing Services, Research & Analytics, Payroll, Finance & Accounting, and Contact Centre Solutions.

Datamatics' customized solutions enable growth in top-line revenue through demand generation, quicker action using relevant and real-time database solution, enable tactical and strategic business decisions based on Research and Analytics, enhance operational efficiencies and financial control from spend analytics reports, achieve operational targets with compliance in taxation, drive multi-channel customer delight and accurate payroll processing through our iWebHR technology.

Envisioning the future, Datamatics has been awarded with multiple awards – 'Best Outsourcing Services Provider' by 2020 Group, 'Best Employer Brand' in 2017 and others.

## Key Facts:

<b>Founded</b>	1982
<b>Headquarters</b>	India
<b>Global presence</b>	Workforce of 1500+ employees serving customers in more than 120 countries. We have offices established in US, UK & India.
<b>Customers</b>	Serving Fortune 500 companies globally.
<b>Vertical</b>	Business Process Management (BPM)
<b>Industries served</b>	BFSI, Manufacturing, Retail, IT, FMCG, Marketing agencies, Healthcare, Automotive, Chemical, Packaging, Industrial Engineering, Infrastructure, Media & Entertainment, Pharmaceuticals, Real Estate, Telecommunications, Tourism, Events & Conferences, Publishing

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## Solution focus:

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Demand generation, Lead Generation, ABM (Account Based Marketing), Affiliated marketing, Appointment setting, Campaign Analytics, Content syndication, Display marketing, Drip marketing, Email marketing, Social media marketing, Webinar, Events & Conferences, Digital marketing, BANT qualified leads, MQL (Marketing Qualified Lead), SQL (Sales Qualified Lead).

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Database Management, Database Build & Enrich, Data validation, Data consolidation & standardization, Data cleansing, Data maintenance, Data enhancement, List building, List research, Robotic Process Automation (RPA).

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Payroll, Leave Management System (LMS), Time & Attendance (T&A), Managed Payroll, GEO (Global Employment Outsourcing).

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Contact center, Customer Interaction, Multi-channel fulfillment strategy, C-SAT analysis, Inbound & outbound calls, web based chat, email support, Customer engagement analytics.

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Finance & Accounting, Supplier data consolidation, Financial statement preparation, Bookkeeping, Procure-to-Pay (P2P), Order-to-Cash (O2C), Record-to-Report (R2R), Spend analysis.

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Accounting & Tax, Tax return processing, Audit support services, Corporate Tax Returns (T2), Personal Tax Returns (T1).

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Research & analytics, Market intelligence, Innovation & Technology intelligence, Deal sourcing & execution support, channel supplier optimization, global strategies, market expansion, opportunity identification, in-market effectiveness, supply chain, monitor competition.

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Registrar & Transfer, statutory compliance, investor communication, Transaction management, Non-financial requests, Financial requests, Annual general meeting (AGM) activities.

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## Services:

- Demand Generation
  - Account Based Marketing (ABM)
  - Affiliated marketing
  - Content syndication
  - Digital marketing
  - Drip marketing
  - BANT qualified lead generation
  - Appointment setting
  - Campaign analytics
- Database Solutions
  - Data build & validation
  - Data consolidation & standardization
  - Data cleansing
  - Data maintenance
  - Data enhancement & enrichment
- Research & Analytics
  - Market Intelligence
  - Innovation & Technology Intelligence
  - Deal Sourcing & Execution Support
- Global Finance & Accounting
  - Spend analytics
    - Supplier data consolidation
    - Procure-to-pay (P2P)
    - Order-to-cash (O2C)
    - Record-to-report (R2R)
  - Accounting & Tax
    - Book-keeping
    - Financial statement preparation
    - Tax return processing
- Payroll Solutions
  - Managed payroll
  - Compliance management
  - Human Capital Management (HCM)
- Contact Center
  - C-SAT analysis
  - Inbound/outbound calls
  - Web based chat
  - Email support
  - Smart analytics on customer engagement
- Registrar & Transfer Agent (RTA)