



Asalta Technologies Pte. Ltd

Empowering Business to Increase Revenue and Improve Productivity!

Asalta means “Easy”

Tamil language

(Chennai dialogue)

Asalta is pronounced “Us - Alta”



We're strategically placed in two places
important places in Asia

Est. 2009

Singapore

India

Vision

We started Asalta for the sole reason to assist small and mid-sized online businesses; and to this day, that purpose is still at the heart of everything we do.

We see so many business owners where their business has taken over their lives and it's gone from being a passion to keeping up with the rate race.

Our Vision is to enable every small and mid-sized business entrepreneur to build an online business of their dreams.

Mission

We want to help the entrepreneur running a Cosmetic shop, a fashion label or a fun creative t-shirt business to get out of their spreadsheets, stock-takes or using multiple apps to and go back to doing what they love; creating perfect cosmetics, designing the latest clothing range or open up with more creative ideas.

Our mission is to be the end to end commerce software platform that powers millions of businesses worldwide.

Asalta enables these entrepreneurs with the right tools, to operate and make insightful decisions to scale-up their businesses and enjoy what they do the best.

Asalta is an All-in-one end to end platform for commerce business worldwide.

Values

- We're in the business of Customer Service; Customer Excellence is our Priority.
- We will serve customers with the best of abilities, so they get the best out of Asalta.
- We do everything Ethically conduct Honesty and Integrity with Respect for Individuals.
- We Continuously improve in everything we do.
- Our Motto "Always better than yesterday!".

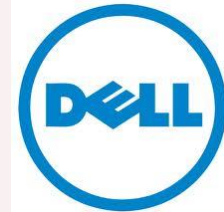
Culture

At Asalta we believe, the great service in business is about making customers happy and company culture is about making our Customers and employees happy, so with Asalta we combined the two and make a single aim of simply “**Delivering Happiness**”.

Clients (few)



China Aviation Oil (Singapore)



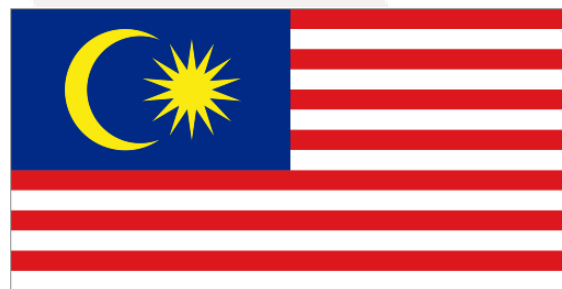
Regions Served



Singapore



Canada



Malaysia



Australia



India



Asalta

End to End Solution for
SME Retail & wholesale



Asalta - End to End Software



Products

- **Industry: Retail & Wholesale SMEs**

- Product: Asalta Inventory & POS
- Product: Asalta B2B Commerce Platform
- Product: Asalta eCommerce System
- Product: Asalta Omni Channel eCommerce System
- Generic Industries
 - Asalta Customer Relation Management (CRM)
 - Asalta Human Resource Management (HRM) & Payroll

The background features a large, stylized logo composed of overlapping circles and a central shape. The logo is rendered in a light, muted color, possibly a pale pink or light grey, and is centered on the page. The text is overlaid on this logo.

Asalta Technologies 's Custom Solutions



Similar Case study

Corporate Secretarial Services

Corporate House - Overview

- Corporate House is business consultancy firm established in 2013
- Some of their services & products include:
 - Corporate Secretarial Services
 - Registering business entities across Singapore, Malaysia, Hong Kong, Vietnam & France
 - Annual statutory and regulatory compliance;
 - Provision of nominee Officers
 - maintenance of statutory registers & records
 - Facilitating corporate meetings of the companies;
 - Deregistration of businesses & striking off
 - Advising on procedures for the termination & liquidation of companies
 - Accounting, Payroll and Auditing Services
 - Many more...

Corporate House – Problems faced

- Their entire business was run using physical papers, spreadsheets, phone calls, emails, WhatsApp, physical meetups
- This resulted in lots of human errors. Lots of effort involved in getting simple things done.
- Resulted in being less efficient in handling customers
- Limitation in time to handle more customers
- Delays in submission of compliance documents to regulating authority like ACCRA, computation on commission, payroll etc....

Corporate House – Solution Implemented

- **Public digital KYC form**, Admin – able to send digital form link to prospects, clients.
- **Import KYC** form data to register/transfer a new Entity, officers, Shareholding.
- Perform Compliance **Customer Due Diligence (CDD)** check
- Customers / prospects can login to **Centralized Self-Service portal** and communicate with representatives on their query.
- **PDF generations** – Annotations, eSignature, Digital Sign, Form Filling, Document Editor
- **Calendar of reminders** reminding about all future deadlines for AGM, Annual returns and others
- **Invoice management**, tracking & automating recurring Invoicing
- Automated staff commission, **Payroll, Leave**, etc....



Similar Case study

Loan Advisory Services

Premier Capital Advisory - Overview

- Premier Capital is an integrated financial service platform established in 2008
- Some of their services & products include:
 - business loans,
 - mortgage re-financing,
 - business insurance and
 - company general insurance
 - Many more...

Premier Capital Advisory – Problems Faced

- Their entire business was run using physical papers, spreadsheets, phone calls, emails, WhatsApp, physical meetups
- This resulted in theft of customer data by leaving telemarketers. Lots of human errors. Lots of effort involved in getting simple things done.
- Resulted in being less efficient in handling customers
- Commission computation complexity
- Limitation in time to handle more customers
- Delays in invoicing customers for payments

Premier Capital Advisory – Solution Implemented

- **Custom built CRM** – to manage all customers in one place and limiting Agents Customer Access.
- **Telephone Call** – Monitoring, Follow-up, recording and reporting on work done by Agents
- Auto recommend Loan products based on Clients Profile
- Centralized Clients Dashboard
- **Calendar of reminders** reminding about all appointments and scheduling
- **Invoice management**, tracking & automating recurring Invoicing
- Automated staff commission, **Payroll, Leave**, etc....



Asalta's Testimonials

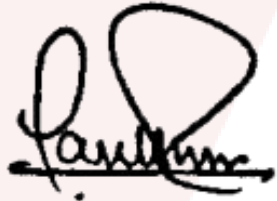
(few...)

...

- "You know in the world of software there are those that know software (let's call them 'geeks') and those who know people - that is to say they're concerned with the user's experience PLUS they are super people to work with.

Arun is all three rolled into one - when you're working with Arun on a project: first you're working with someone who is simply great to work with second, you're working with someone who knows their 'stuff' third (and perhaps most importantly of all) you're working with someone who cares.

It's a great - and all too rare - combination.

A handwritten signature in black ink, appearing to read "Paul Dunn". The signature is stylized with a large loop at the top and a horizontal line at the bottom.

Mr. Paul Dunn,
("the Wizard of WOW")
Chairman and Co-Founder of Buy1GIVE1 - B1G1
Buy1GIVE1 - B1G1

• • •

- "Asalta has provided our group of companies with outstanding, beyond expectation design and technical support which is the level of services unknown to us before. Their commitment of getting the "job" done, was beyond our initial expectations. Their effective turnaround time between job order, delivery of product and product support was phenomenal. Taken into account the project requirements to being delivered during the holiday season we can only comment the Company and its management to a job well done."

Andreas Wimmer
Chief Executive Officer and Group Managing Director,
ASC (S) Pte. Ltd, Singapore

• • •

- "Folks at Asalta have been extremely accommodating in terms of getting our web site up in time and in the look and feel we wanted. They have work relentlessly in trying to meet my aggressive timeline and fixing bugs on a quick turn around that meet our business need. I endorse their quality and timeliness, I recommend them for your web or e-commerce development unequivocally.

/* Two thumbs up /* "

Meng Yang

Speaking Roses Singapore Pte. Ltd

• • •

- "Excellent technical capabilities with quick and immediate services. I'll recommend Asalta to anyone who wants quality and fast online or technical services."

Ms. Amy Tan,
Senior Brand Executive.
Publicis Modem Singapore

More about us

You can know more about us by visiting our website:

- Main: www.Asalta.com
- Clientele: www.asalta.com/clientele
- Testimonials: www.asalta.com/clientele/testimonials
- Contact:
 - Email: arun@asalta.com
 - Mobile: +65-8284-8659