



design derived from content

Woodapple Interactive is an independent agency with expertise in Interactive Marketing, Social Media Management and large scale Collaboration Systems. We manage large information environments for enterprises (websites, intranets & portals), as well as creating dynamic online communities.

Woodapple has extensive expertise in social media gained through the use of open collaboration platforms such as wikis, blogs and social networks. We provide design, technology, editorial and social media marketing solutions for numerous brands under one umbrella.

research

consulting

services

products



research

economy & investment intelligence

sector intelligence

Woodapple's suite of business and economy research services encompasses a macro to micro analytic drill downwards from macro-economic to industry and sub-sector research to company and product research.

Our research and editorial services are aimed across a gamut of verticals like Information Technology, Travel, Automotive, Wellness and Business segments.

Economy & Investment Intelligence

Woodapple offers investment related research, tracking dynamic investment trends in countries by exclusive reportage on progress in business policy, changing market trends, increasing investor interest and the demanding consumer.

Country Reports: Providing comprehensive reports on specific market mapping, political outlook, economic indicators and outlook, regulatory environment.

Market Segment Studies: Examining specific market segments for market size, competitors and products, regulatory issues and distribution networks.

Regulatory Environment Studies: Providing information on regulatory practices that impact a company's ability to enter and operate in a particular business segment or geography. Providing updates on government policies, pertaining to foreign investments and markets.

Offerings:
Sector Opportunity Reports
FDI Reports
Investment Toolkit
Investment Newsletters
Doing Business Guides
White papers & Essays

Areas of Intervention

Secondary Research: Our bespoke secondary research service is specifically targeted to serve your unique research needs. We use our internal resources as well as information that are readily available from public sources to create comprehensive and cost-effective research reports and presentations.

Business Newsletter Management: Over the years, we have developed a strong portfolio for business newsletters, with strong sectoral and economy focus. We provide complete research, editorial and content management services for managing the newsletters publication.

supporting organisations in their business intelligence gathering

Sector Intelligence

Woodapple's sector intelligence service creates opportunities for organisations scouting for ongoing market intelligence driven by research experts. This value added research complements an organisation's own research to build a composite inventory of past trends and upcoming key players, competitors and industry trends, without having to invest heavily in their own research.

Sector Growth Trends: Tracking industry trends and development of new products, best practices and market size.

Company Profiling: Making company specific reports to give an insight into a company's operations, financials, market position, and its core competencies; providing summary of a company's history, operations, products & services, management structure, investment details and financial performances.

Sector Opportunities: Conducting business research to collect specific data points on markets, industries, regions, verticals, etc. to find the right opportunity.

Offerings:
Sectoral Reports
Company Reports

Brand Perception Services: Amongst the expanse of our content services, sits a unique service that follows a careful, meticulous protocol of tracking, filtering, highlighting and presenting the best of the brand online, across media, across news, views, interviews, speeches, reports and surveys.

Editorial Services: For effective presentation of the research content, we provide comprehensive editorial services, which include content editorial, statistical information presentation and content repositioning across a range of media including online and print media.

Focus Sectors

Automotive: Our offerings include news, trends, newsletters, monthly digests and insightful features in the automotive segment, covering innovation stories, product launches & reviews, engineering and manufacturing best practices. Key focus areas are passenger vehicles, components, emerging markets, environment, manufacturing, OEMs and markets.

Information Technology: Editorial services for the corporate sector are centred around corporate websites and intranets, in the area of company story (history & timeline), brand positioning, services and products literature, white papers and case studies, bulletins and newsletters.

Travel: Editorial and research towards creating the finest travel writing through features, articles and descriptors on destinations, travel experiences, people and culture, activity holidays, tours, product description, reviews, and comparisons in the travel segment.

Wellness: Well researched articles and blogs on green, organic and sustainable living, across varied segments such as health, diet and nutrition, lifestyle, wellness, spirituality and conscious business, with a special focus on traditional knowledge, scientific research and geo-specific local practices.



We work around the behavioural, aesthetic, and value-based aspects of the design of interactive systems. We study the needs and characteristics of people and groups; and explore how these comprise a context of use for such systems.

Participation in social media gives you valuable intelligence and an opportunity to engage with clients in an informal space. Woodapple helps monitor these real-time conversations and analyse trends from past posts to track evolution of ideas and attitudes to your industry and your brand.

Design & Usability Services

Woodapple's User Centred Design service creates success from a systematic design process that involves the intended users. The user experience consists of how a product is perceived by users, and the goal is to make the experience consistent, supportive and informative.

Our solutions are centred around behavioural, aesthetic, and value-based aspects of interactive systems. Need analysis, business requirement study, road map development and information architecture are vital steps that typically precede the design process and aid definition of the relationship between the users and the software.

User Research: Woodapple understands that your website is a tool for interacting with your site visitors. Understanding the user, their aims in visiting your site and their deeper needs is crucial in creating an effective experience and building a lasting relationship. By understanding who your website serves, we will help you to design an efficient experience for your users and create opportunities for you to present them with information to enhance and deepen your relationship.

Information Architecture (IA) Design: Woodapple creates good, well researched, malleable and scalable IA that lessens the learning curve of intended users, helping producers push desired information to achieve their goals. It takes into account how the users are expected to find information and how the producer wishes to prioritise delivery of such information.

Usability Audit: How effective is your website. Are you making your visitors work too hard to meet their needs? Are you losing potential business? Woodapple can help you answer these questions and understand the reasons behind the results. It is important to recognise both the problems and successes of your current website before making changes.

Interaction Design: Interaction is at the core of the web experience and is the source of the power of the medium. Woodapple can help you harness this potential and increase the effectiveness of your web presence. User interfaces do much more than just get your site visitors from A to B. They guide your visitors and teach them the most effective ways to get what they want.

strategising and implementing efficient user environments and online communities

Social Media & Community Management Services

Social networks are a new and growing area with conversations flowing in real time. Twitter has passed 5 billion tweets and is growing at 20 million new tweets a day. Facebook receives 45 million updates a day. Online Social Media is increasingly becoming relevant to you or your business.

Monitoring and sometimes participating in these conversations gives you valuable intelligence and an opportunity to engage with clients in an informal space. We can help you not only monitor these real-time conversations but also analyse trends from past posts and track the evolution of ideas and attitudes to your industry and your brand.

Social Media Strategy: Our Social Media Strategy solutions help our clients better understand their own needs in context of what the medium has to offer. Our holistic approach to social media platforms helps define a clear roadmap on creating systems and processes for community building, platform policies and administration, abuse management mechanisms to filter and bring up quality user and content from the platforms.

Online PR: At Woodapple online PR means generating buzz online. We ensure that your story is found by the right segment, at the right place, using the right methods which will stimulate conversation. Online press releases can also generate search engine traffic via Google News and other feed engines.

Social Media Marketing: At Woodapple we handle social media marketing by researching and building a social media roadmap involving: Audience, Objectives, Strategy, Tactics, Tools/Technology and Metrics. We help generate greater mindshare which acts as support for your search engine marketing objectives. By leveraging the social media space with effective planning and execution we successfully bring in quality traffic which will create a powerful outcome for your website.

Managed Blogging: Major corporations are increasingly using the blogging medium to communicate with clients, employees and other stakeholders, and to increase their overall visibility on the internet. We at Woodapple help you create the right strategy, guidelines and content for running a successful corporate blog.

Our Work

User Research & Design: We have consulted for top international Online initiatives including TATA (India), HCL Technologies (India), Microsoft, Britannica Encyclopaedia on their Design and Usability aspects. We have been engaged with Usability testing facilities in the UK for UI testing of a large travel portal.

Social & Business Networks: We have been behind the successful implementation of large social and business networks including Business Network for the Indian MSMEs.

User Generated Content: We have created multiple UGC Platforms and have special expertise in WIKI systems like "Copperwiki" for knowledge sharing. Our managed blogging has spun numerous quality blogs on various themes.

Woodapple's Content Management and Technology Services fill up the critical gap areas of regularly updated content and interactive software features that are the key operational ingredients of a successful online initiative.

We provide content research, editorial and process management for large corporate information initiatives. We provide software development and integration services to automate the business and knowledge processes, including system design, implementation and support functions.

Content Management Services

Content Management for Corporate Websites and Intranets includes generation, editorial, proofing and publishing of content based on the organisation's needs. Woodapple has been on the forefront of Content Management for large organisational info-portals like IBEF (India Brand Equity Foundation), IndianOil, Maruti-Suzuki, HCL and many others.

Corporate websites & Information

Portals: We conceptualise and manage large enterprise information websites. We follow a Content Process Outsourcing delivery model, which entails research, editorial, content policies and guidelines formulation, alliances management and content publishing functions.

Corporate Intranets: We ensure effective intranet frameworks that recognise information culture, politics, and ecology, and includes a close analysis of these elements in its design activity. Whenever we start designing intranets we usually find out how communication in organisations flow and how people share what they know, and what are the best ways in which they work with each other.

Content Editorial: Woodapple's editorial services provide writing, re-writing, content- and line-editing, project development and management, proofreading, copy-editing and content repositioning. We work on print and on-line projects such as web sites, corporate and small business reports, brochures and pamphlets and newsletters.

Newsletters: Our newsletter design, management & release services are targeted with the objective of creating a newsletter brand in synch with the site's brand identity, increasing the brand visibility and marketing its mandate within a targeted group of recipients.

content management and technology to keep your web initiatives fresh, interactive and accessible across devices

Technology Services

Woodapple provides Technology Services to cater to the growing needs of the organisations to move their processes online. We provide end-to-end technology solutions , right from Requirements Gathering, to Conceptualisation, Design, Implementation, Deployment and Support.

We specialise in solutions for large transactional, Information and Collaborative platforms, including Social & Business Networking platforms, Enterprise Websites and Intranets, Ecommerce Platforms, Philanthropy Management Systems, Knowledge Management Systems and Events Management Systems amongst the host of others.

System Analysis & Architecture

Design: An in-depth Analysis of an Organisation's processes and systems end users is the key to our System Architecture Design Services. We help our client implement the right infrastructure and applications based on a system model that is both relevant and scalable as per the organisations' future requirements and growth.

Application Development: Our Application Development services include developing new applications or help you upgrade your existing applications. We cover the entire application development lifecycle, right from Requirements Gathering and Software Specifications, to Application Design & Development, Deployment, Testing and Support.

Content Management System

Implementation: We implement Content Management Solutions based on its RobustTeamworks Content Management System (CMS) . to collaboratively create, edit, review, index, search, and publish content on Information Portals and Corporate Websites & Intranets. Apart from Teamworks, we also offer a complete range of services on Interwoven products from strategic consulting through to development, implementation and support.

Application Maintenance & Support :

We provide complete Application maintenance & support through dedicated support teams for all our projects. An efficient change request Database and Application Monitoring framework helps us proactively identify potential problems and take corrective action.

Technology Best Practices

Agile Software Development Model:

Allows complex software to be efficiently broken down into smaller requirement and development model, thereby promoting efficiency and better coding practices.

Rapid Application Development (RAD):

Not only uses the latest methodologies but our people resources have been moulded into the same model for high efficiency.

Reusability: Creating reusable components and modular application architecture allow us to considerably reduce the development timeframes.

Low Maintenance software: One of our key focus areas is reducing operational costs as far as possible by making the software simple to maintain.

Dedicated Support: We understand the need for quick problem resolution when it comes to business critical software. We allocate a dedicated support team for each one of our projects, in order to efficiently manage the support requirements.

Service Oriented Architecture (SOA):

Service Oriented Architecture (SOA) is our primary implementation methodology that integrates all the above best practices.

products

blogworks

teamworks

networks

We have created software products for social & business networking, content management, online events, donation management, newsletters and others, that have helped our clients jump-start their online information and community building initiatives without having to invest in developing custom software.

We provide technology solutions, primarily in the online domain which include requirements gathering, systems architecture design, implementation, testing and support functions of the development lifecycle.



Blogworks: Blog Management System

Blogworks is a blogging solution to help expression and knowledge sharing in a user community. It allows multiple users to contribute their thoughts, opinions and knowledge through a web-based blogging interface.

The blogging solution is rich with features like Categorisation, Rich Text Publishing, Media Management and Editorial Control to publish content in a structured fashion, rich with media like images and audio. Blogworks Rating and Commenting systems foster greater viewer participation, as well as highlighting quality content from the rest.

Key Features

Rich Text Publishing Interface

Categorisation Management

Media Management

Rating and Commenting

Editorial Control



Teamworks: Content Management System

Teamworks is a business Content Management Solution (CMS), for large Enterprise Intranets and Extranets. Teamworks knits together content contributors within and outside the enterprise, provides collaboration, management and content quality control.

Teamworks integrates various content formats (textual, images, PDF, videos, etc.) . The webmaster can enter, preview, edit and then publish the content. Content can be edited, deleted, added, cross-linked or archived. Comprehensive content categorisation allows rich, dynamic information areas to be created. Extensive keywords and metatags enhance the site SEO activity.

Key Features

On-Demand & Server editions

Multi-site, Multi-lingual & Mobile

Responsive UIs and Templates

Networks & Social integration

jump-start your social web with our customizable ready-to-go platforms and products



Networks: Community Management System

Networks is a social and business networking solution that allows online communities of enterprises, institutions and individuals to be created for a desired business or social networking need.

A key feature of Networks is creating and maintaining rich user profiles, including personal and organisation information that allows other network users to search and find the right partner for a business function, as also for enterprises to showcase their product, services or portfolios. It comes with an integrated set of Search, Messaging and Discussion features that foster collaboration and communication and amongst network members.

Key Features

Rich User Profiles

Network Connections

Network messaging

Online Groups

Givingworks: Philanthropy Management System

Givingworks is an online philanthropy management platform for social sector organisations, helping them create, manage and showcase causes and projects to the donor community worldwide.

Givingworks allows management of cause and project profiles, showcase certifications and credibility instruments and attract philanthropy capital from donors across the world, by integrating with popular payment gateways. The platform integrates the back-office functions and project audit trails management, into a comprehensive tool for capacity building by social organisations. Its user comments and rating systems help bring greater donor participation.

Key Features

Causes & Projects Management

Donation & Invoicing

Back-Office Management

Project Audits, Updates & Tracking

Implementations

Networks: Business network deployment for the single largest community of NRIs and Global Indians for CII and Ministry of Overseas Indian Affairs.

Global social network platform development for an emergent network of people aspiring to live consciously, through awareness and choice making.

Teamworks: CMS deployment for one of the largest, most authoritative information portal about brand India and resource centre for doing business with India.

Blogworks: Blogs on green and healthy living, organic farming and responsible consumption, recycling and sustainable living.

Blog on wondermentism and online satire poetry.

Blogs on business and economy.

Answers: Our newest product that serves as platform between Experts and Users; helping in selection, rating and payment for queries or any other online service offering.

Clients

Research

India Brand Equity Foundation
Business and Economy

Copperwiki
Wellness and Ecology

Maruti Udyog Limited
India's largest carmaker - Group Intranet

Encyclopaedia Britannica
K-12 Education, Encyclopaedia DVDs

Isango.com
Leading European portal - Travel & Tourism

HCL Group
Leading IT enterprise - Information Technology

Tata OneWorld
\$80B global conglomerate - Group Intranet

Overseas Indian Facilitation Centre
Investment Facilitation, Expert Systems

India Development Foundation (OI)
Online Philanthropy, Research

GE Capital
Group Intranet, Social Media

Consulting

India Brand Equity Foundation
Online Marketing

Isango.com
Design & Technology

One of Europe's largest Travel Portal
Usability & Information Architecture

NASSCOM
Premier Indian trade body - Branding & Design

HCL Technologies
Usability Consulting

First Europa
Online Insurance - Branding, Design, Online Marketing

Overseas Indian Facilitation Centre
B2B Network

Encyclopaedia Britannica
Design & Usability

Overseas Indian Facilitation Centre
Business Strategy & Design

Apparel Export Promotion Council
Online Marketing

ABC Consultants
Re-branding, Online Marketing, Social Media

Lakshmikumaran & Sridharan
Identity & Environment Design, Technology

SABMiller India
Design & Technology

Matrix Cellular (International) Services
Design, Usability, Social Media, Technology

Cellular Operators Association of India
Branding, Design, Technology

Services

Isango.com
ECommerce, Design, Content Management

Indian Oil Corporation Ltd.
India's largest Petroleum Company - Content Mgmt.

India Brand Equity Foundation
Research, Content Management

Copperstrings Network
Global Network - Design, Technology, Platform Mgmt.

NASSCOM
Premier Indian trade body - Design, Content Mgmt.

Encyclopaedia Britannica
Design

HCL Technologies
Design, Content Management

Microsoft (India)
Design, Technology, Content Management

Gillette
Design, Content Management

First Europa
European Online Insurance - Design

Samsung Electronics
Design, Technology

Indorama Synthetics
Design, Technology, Content Management

Tata Energy Research Institute
Design, Audio Visuals

and many more...

Contacts

woodapple interactive pvt ltd
1036, Tower- B3, Spaze i-Tech Park
Sector 49, Gurgaon-Sohna Expressway,
Gurgaon-122002 INDIA
Tel.: +91-124-4046151, 4101534, 4101535, 4101536
Email: info@iwoodapple.com
Site: www.iwoodapple.com

MUMBAI
B-201, Grace Chambers,
Andheri Kurla Road,
Chakala, Andheri East.
Mumbai 400 093
Tel. 98200 89798

India Contact:
Suparna Banerjee
suparna@iwoodapple.com
+91 9899042508

UK Contact:
Ruben Kenig
ruben.kenig@iwoodapple.com
+44 7812 605 931