searix
solutions

SELECT PORTFOLIO

2017

We make technology work for you

BUSINESS TECH CONSULTING | UX/UI DESIGN | MARKETING & ADVERTISING | EVENTS SYSTEMS

Improve your branding. Automate your business processes. Create digital content. Engage in online advertising. Use data to improve your online sales. Get more customers. Increase your profits. We'll help you get there.

TAKE CHARGE & MAKE CHANGE!

next page

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CLOUD SOLUTIONS

Customized Web Application Development

Most products built for general purposes will not fit specific business processes. Consulting for business process optimization and building tailored applications for such usage is our forte. We also know how to build applications for ***scale***.

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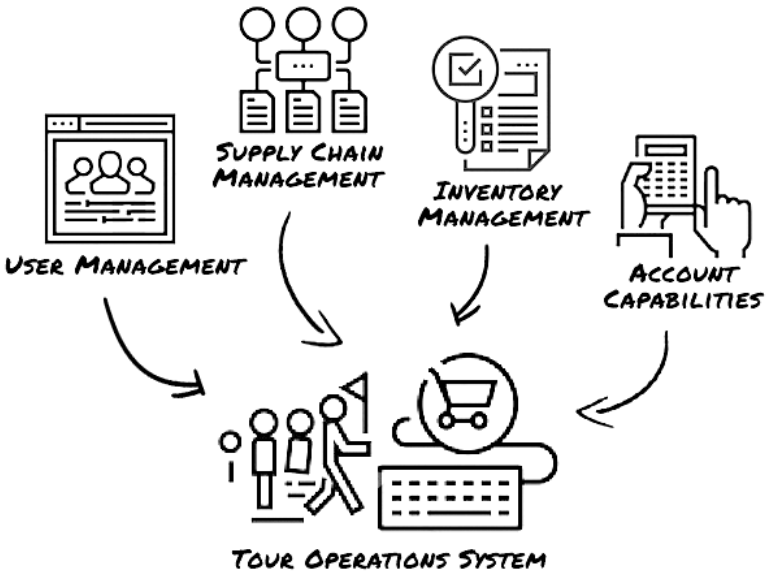
CASE STUDY #1 (ENTERPRISE)

Tour Operations System (PROTOSS)

A wholly owned subsidiary of ***Alibaba Group***, AliTrip's first destination partner is Singapore. Partnering with Six Stars Tours & Services, Resorts World Singapore and Singapore Tourism Board, they interfaced with a system we created to process orders in Singapore.



Over the course of a year, the Tour Operations System was designed and developed to interface with over 100 service providers ranging from AliTrip to TaoBao, from Wildlife Reserves Singapore to Sentosa, from ferry operators to coach operators, and even payment gateways – all while having integrated ***user management, supply chain management, inventory management and accounting capabilities***.

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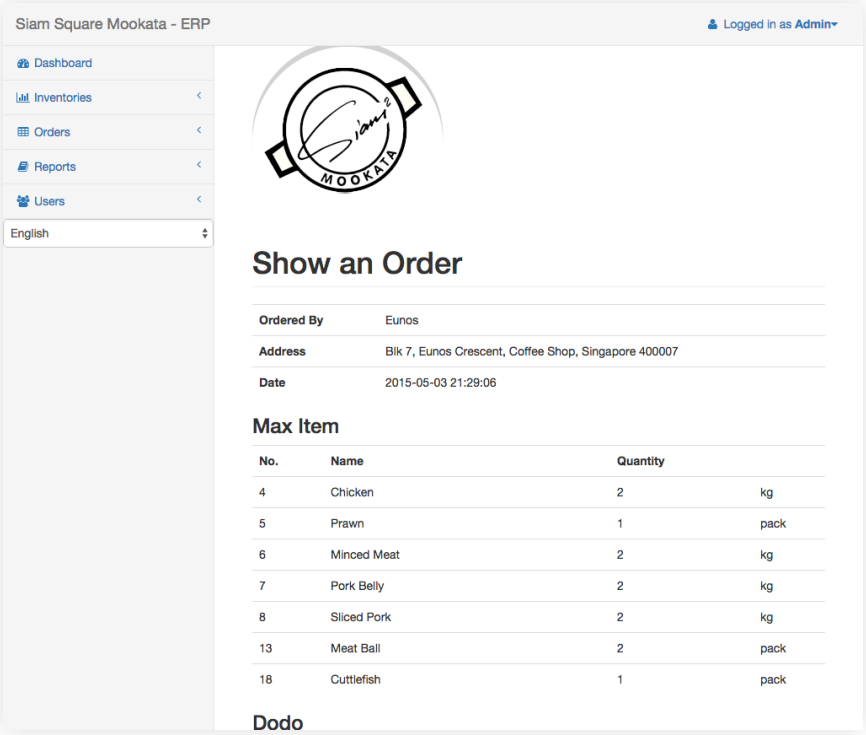
CASE STUDY #2 (SME)

Multilingual Central Kitchen Ordering System

Siam Square Mookata was the first to bring mookata (Thai steamboat) into hawker centers in Singapore. They quickly expanded to 9 branches in less than a year, and had to ensure that each branch's required fresh ingredients were consolidated, ordered and delivered in different languages promptly everyday.



We swiftly developed and deployed a lightweight multi-lingual supplies ordering system for central kitchen business processes and ***saved the F&B business owner about 10 man-hours daily***.

- ***Login Anytime, Anywhere***
- ***Consolidated Reports & Orders***
- ***Offline Delivery Order & Invoices***
- ***Multi-Language Support***

→ *Check the overview & testimonial*

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UX/UI DESIGN

Website Design

First, we'll understand your business and requirements. Then, we'll build your website so that you'll love it. Our local designers and developers are committed to ***tailor-making*** your website to be at the forefront of your marketing efforts. We ensure that your website will be mobile friendly and will use the ***latest technologies and frameworks***.

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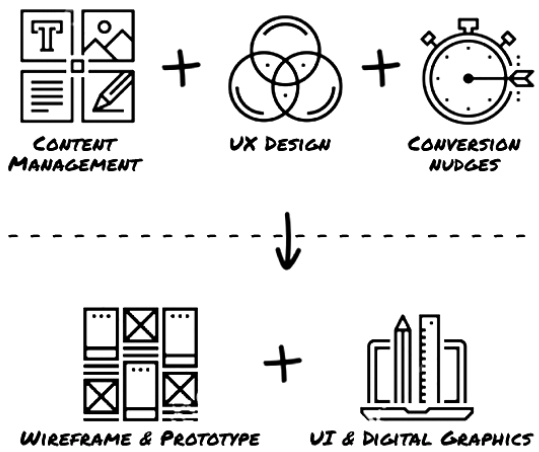
CASE STUDY #1

GovInsider: e-Journalism

With an intent to sport a professional look like Quartz and The New York Times, but with a more minimalistic layout like Medium, GovInsider founder Joshua Chambers tasked us to design and develop an e-Journalism website that combined optimal UI/UX design and conversion nudges.



The result: ***high readership, low bounce rates, fast loading time and conversion numbers*** that led to sponsorships from Microsoft, Fuji Xerox, Oracle, and more!

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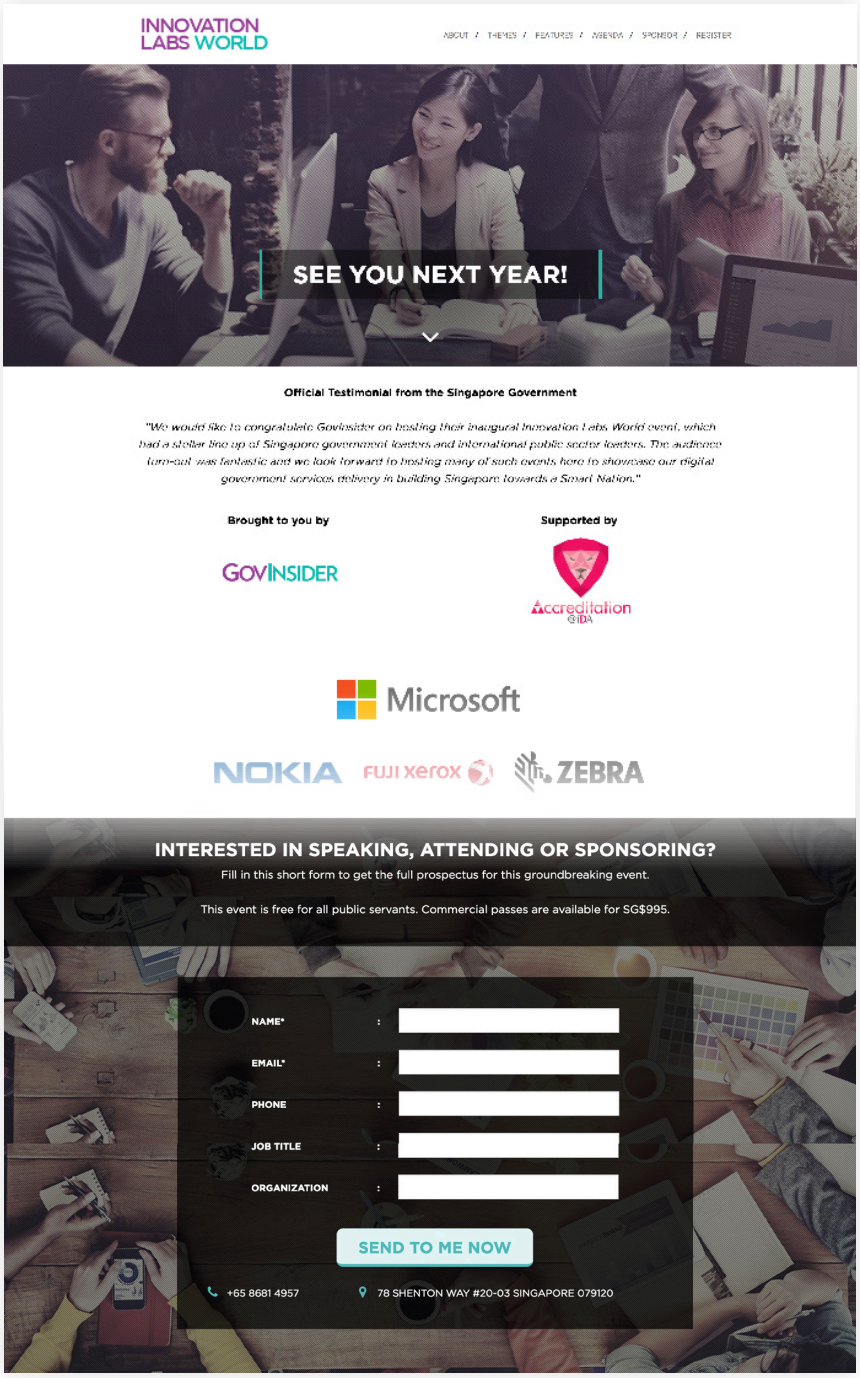

Innovation Labs World is a conference that was first held in September 2016 that aims to discuss ***public service*** delivery in the 21st Century.

We built a ***responsive Parallax-style website*** to introduce and garner interest for the event.

The form featured Mailchimp integration, and has the ***option to accept payments*** if necessary.

→ *Find out what Joshua says*

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CASE STUDY #2

Suntory Premium Malts

Suntory wanted to have a campaign to promote their line of The Premium Malts, so we decided to design a way for users ***find places*** to that serve that wonderful solution.

Analyzing various user stories, we reached 2 conclusions, then designed a ***website*** as well as a ***mobile app*** around them.

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MARKETING SOLUTIONS

Email / EDM Design & Coding

Whether it's for an event invitation, or a daily newsletter, or an online promotional campaign, we've got the experience to design and code your emails / EDMs such that they are viewable and convert well on all common browsers on common devices. ***Good EDM practices can increase your conversions as much as 300%!***

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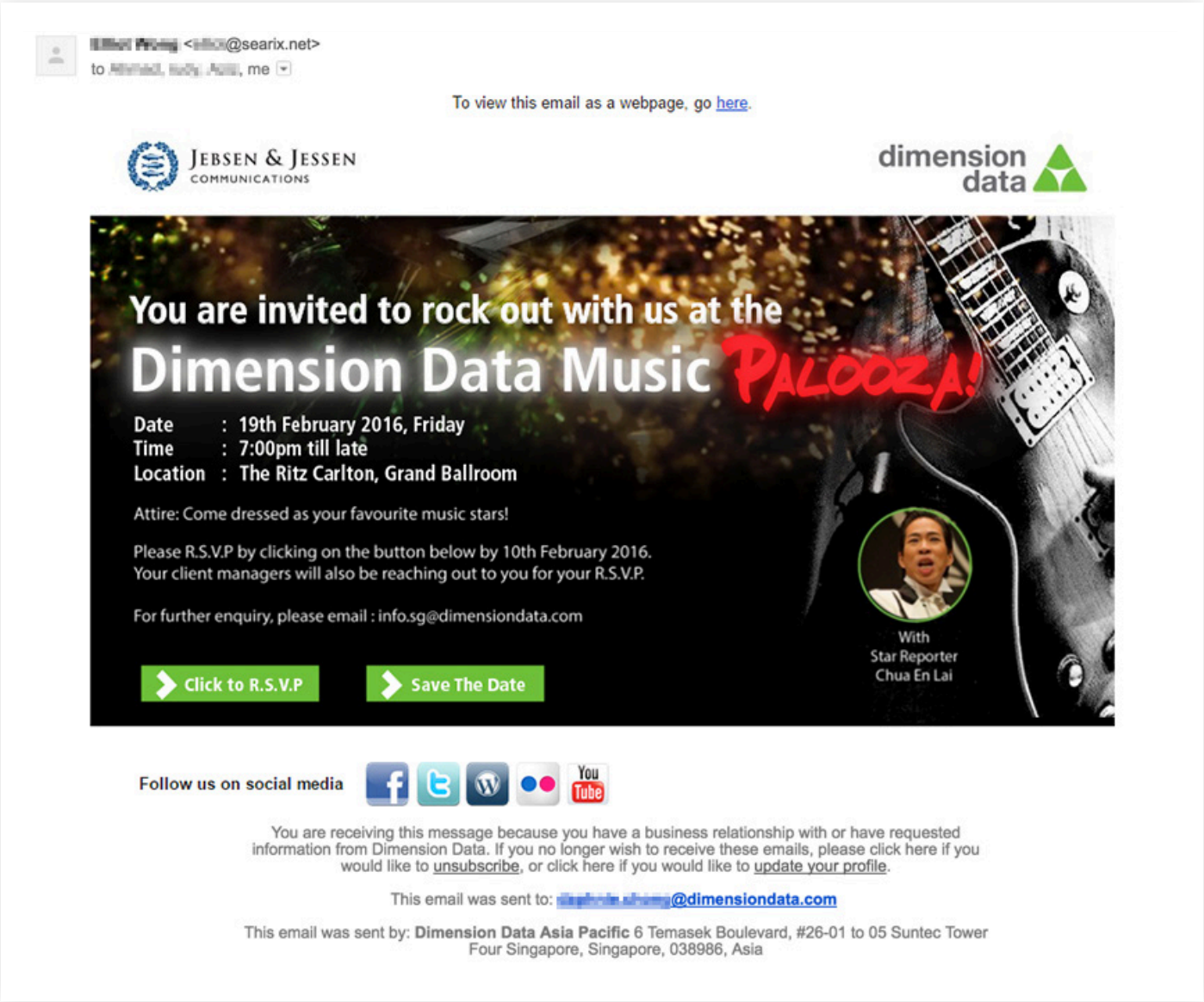
EDM CODING

Coded to work with all common email clients on ***desktop and mobil***e.



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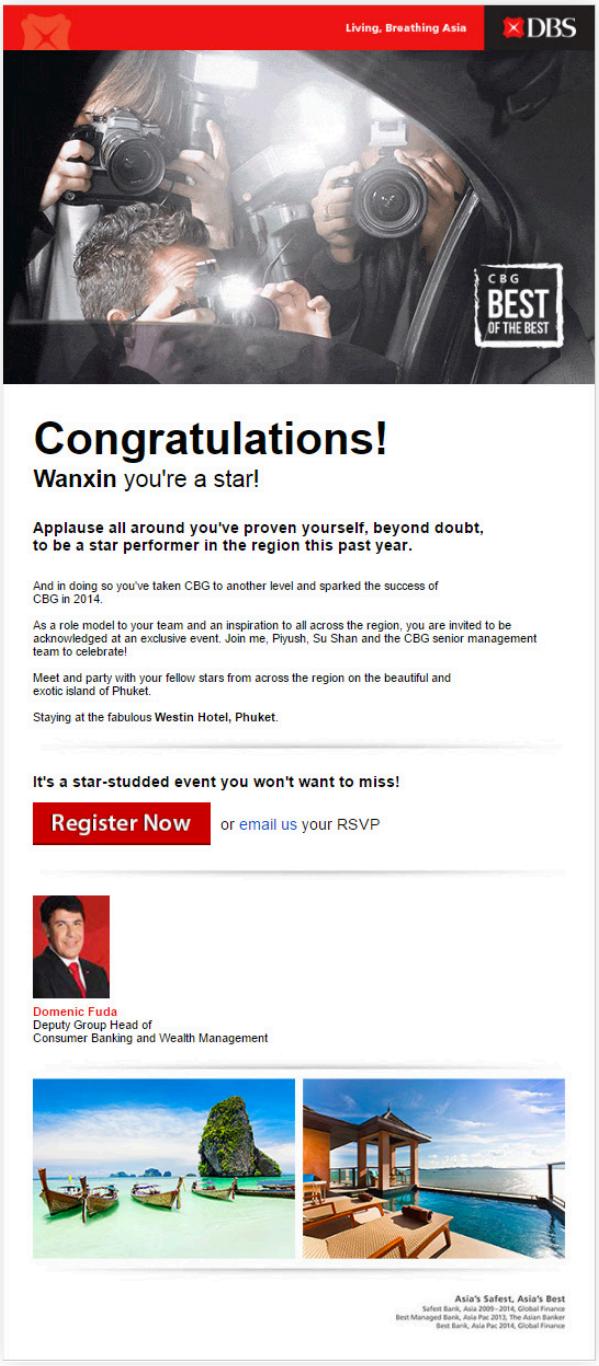
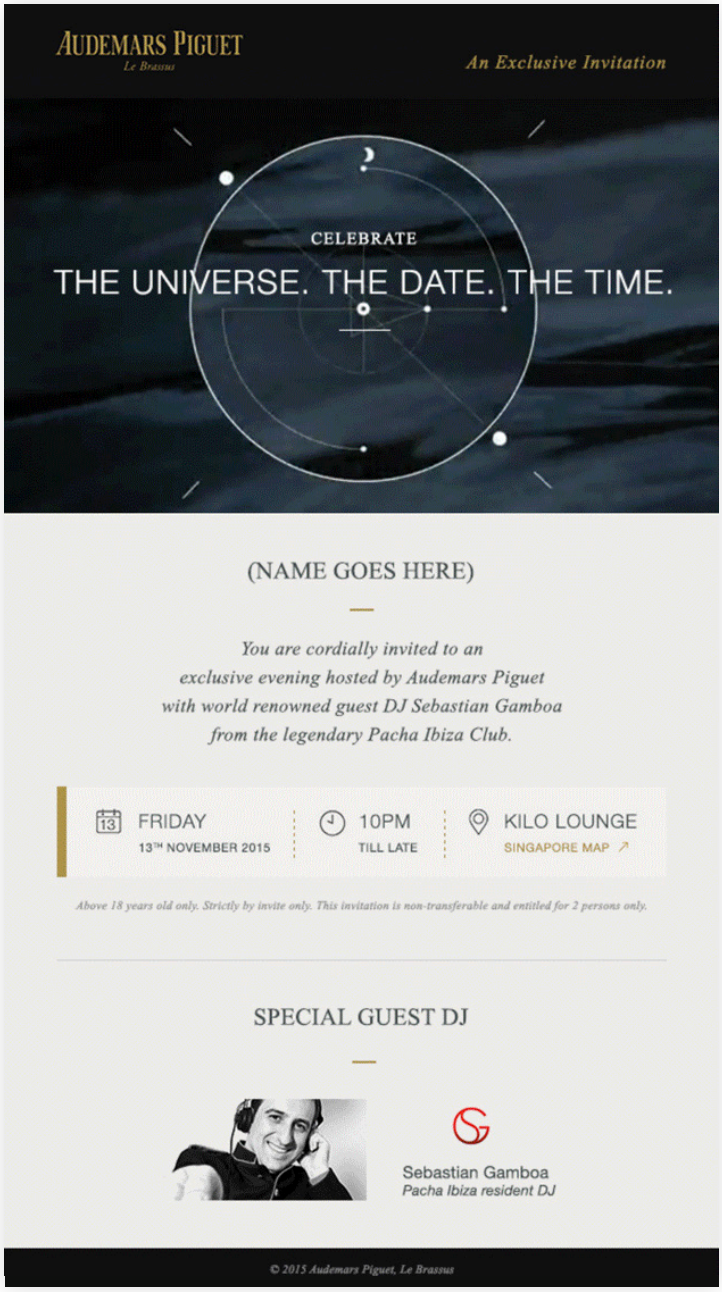
ANIMATED GIFS EDM DESIGN & CODING

Responsive Email Design Across Devices and Software.
Full Image or HTML Layout, Personalized EDM to each individual.





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CLOUD SOLUTIONS

Website Fixes

Your website comprises of many layers of technology working together - the application frontend and backend, the database, the web server, the database server, the domain name, the DNS, the Internet and the various layers of network, and so many more. When something goes wrong, where do you start? We have ***a team of senior developers*** who are able to advice on, fix and upgrade your ***website's functionalities and accessibility***.

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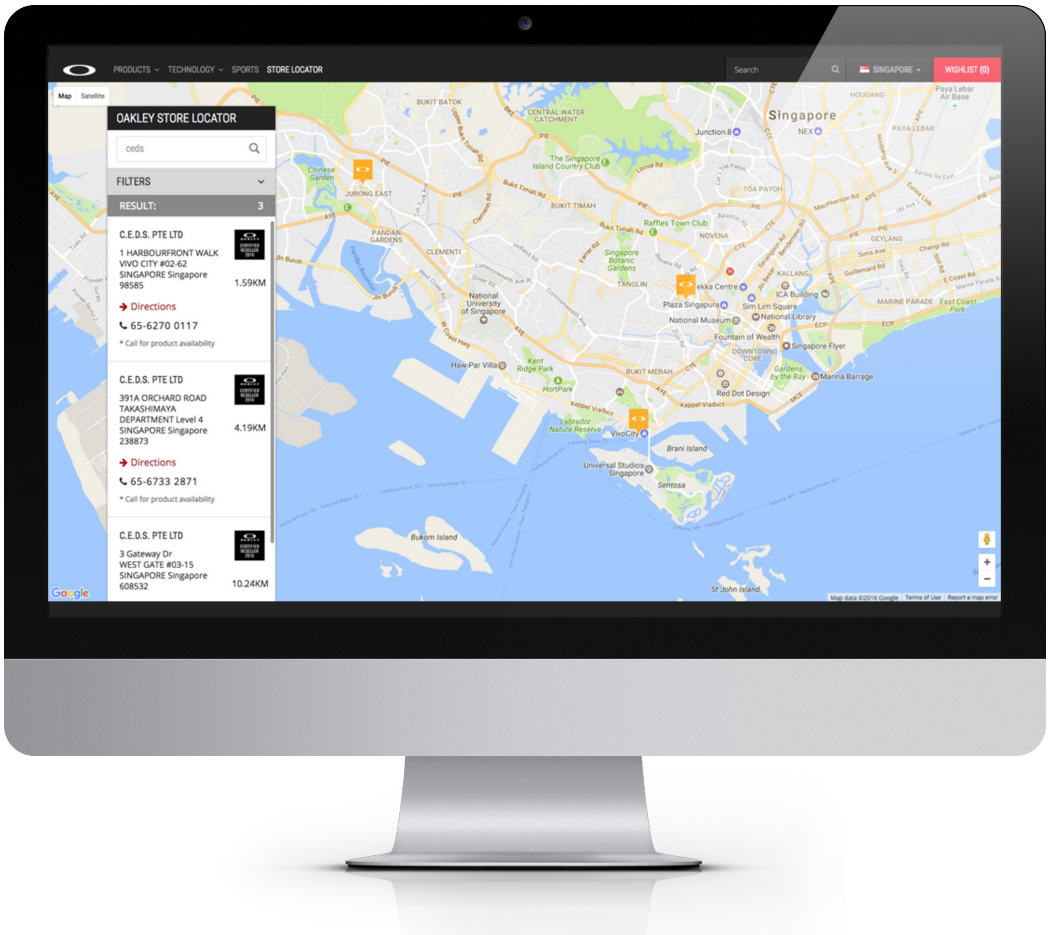
CASE STUDY #1

Oakley Store Locator

The current live version of Oakley's store locator for South-East Asia can be found ***here***.



From their previous version, we developed

- ***Fuzzy search capabilities***
- ***Integration with Google Maps search***
- ***Country-based restrictions***
- ***Directions based on current user location***

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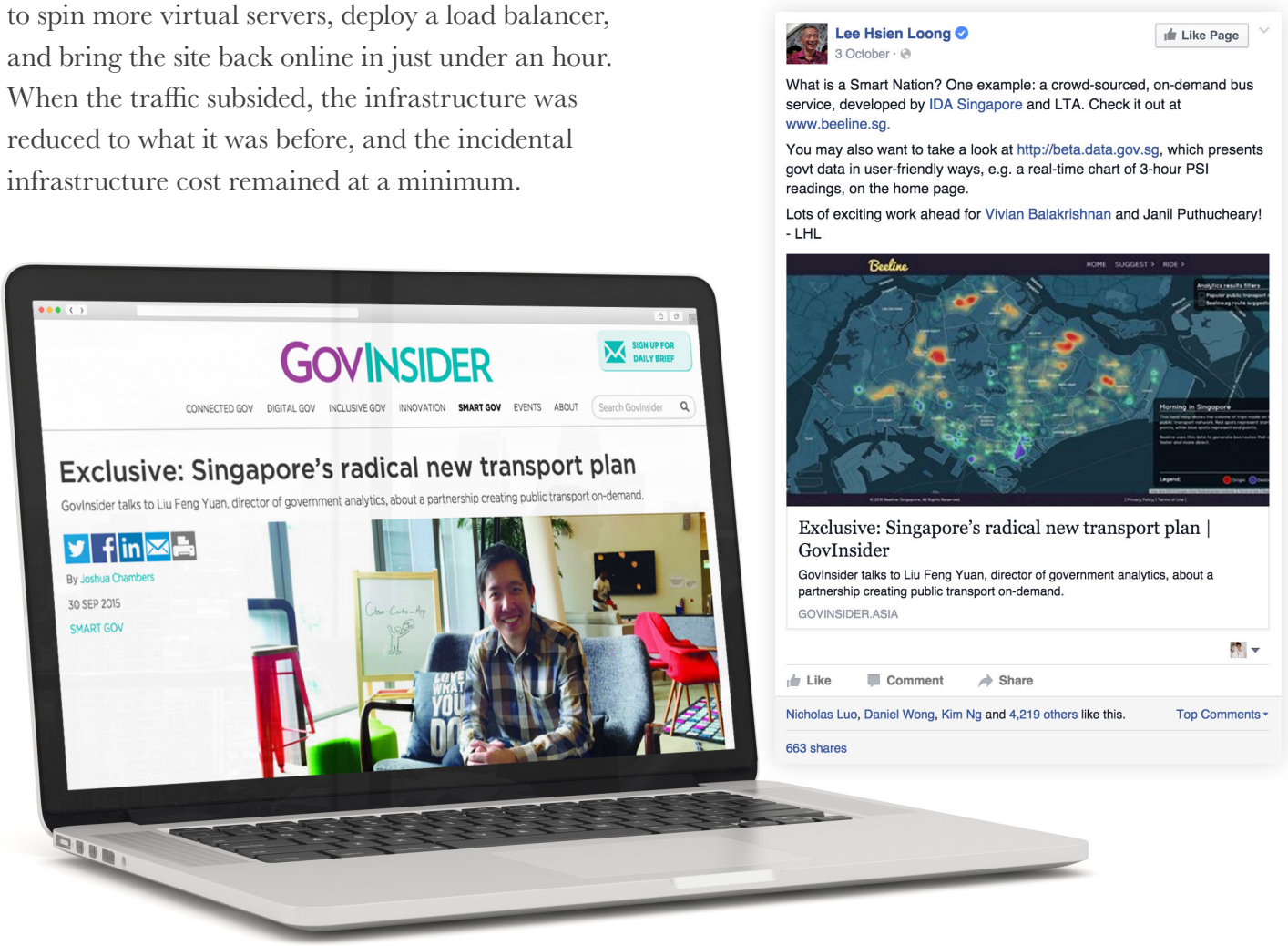
CASE STUDY #2

GovInsider's Traffic Spike

One of the first articles that GovInsider put up was shared by Prime Minister Lee Hsien Loong on his Facebook page. Once shared, the site received 20,000 hits in less than 4 hours. We were not prepared for that traffic and the site crashed.

However, thanks to the ***cloud-based infrastructural setup*** that we did, we were able to spin more virtual servers, deploy a load balancer, and bring the site back online in just under an hour. When the traffic subsided, the infrastructure was reduced to what it was before, and the incidental infrastructure cost remained at a minimum.



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MARKETING SOLUTIONS

Search Engine Optimization (SEO)

If SEO is about merely using the right code and buying backlinks, everyone would be the at the top of every search term. Many claim to be SEO experts, but few have real ***long-term marketing-focused strategies and the technical know-how to back it up***. Check out some of our past experiences in the next page.

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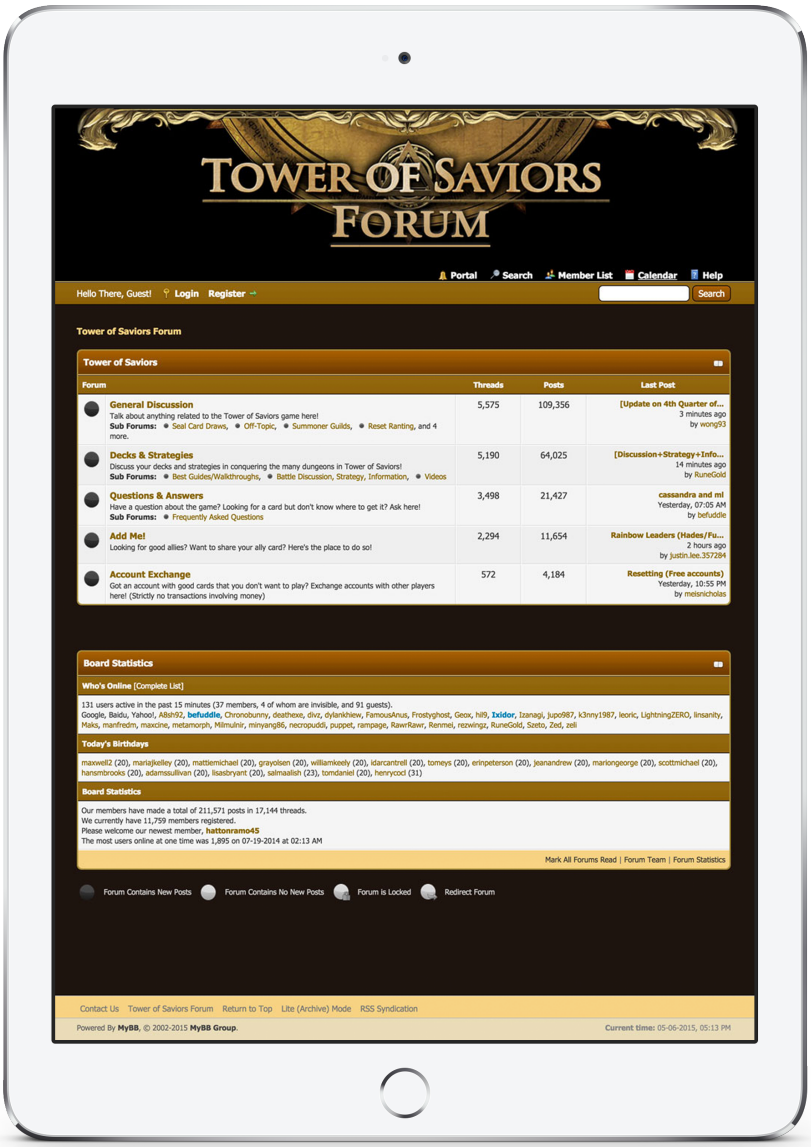
CASE STUDY #1

Tower of Saviors

This is a game that was developed in Hong Kong. When a fan decided to create an ***unofficial*** forum for it and intended to ***sell a successful community back to the game developers***, we took on the job of optimizing the site for Google.



As of writing, searching for the short-tail key phrase "***tower of saviors***" will return the forum as the 4th result on the 1st page. It ***ranks higher*** than the app's official Facebook and Twitter accounts, its ***official*** download pages on the Google Play Store and iTunes Store, and even its pages on Wikipedia, Twitch TV, Reddit and GameSpot.

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CASE STUDY #2

Resolving Technical / Spam Issues

We've had clients experiencing Google classifying their sites as "***Pure Spam***", clients who had websites that Google couldn't render and index properly, clients who had their website listings marked as "***This site may have been hacked***", clients who have experienced problems with robots.txt, and so many more.

Check out some examples of these issues and how we resolved them ***here***.

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MARKETING SOLUTIONS

Google AdWords Optimization

It is easy to get started with AdWords, but with the wealth of options available, and the complex algorithms at play that decide how much you pay, how many clicks you get, and how much impression share you receive, mastering AdWords is a whole other ball game.

We have ***Google Certified professionals*** who can help to manage AdWords accounts, ensuring that you get to achieve ***high Quality Scores for keywords, high Impression Shares, great conversion rates, and maximized budgets.***

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OTHER PRODUCTS

Events Systems

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ON-SITE EVENT REGISTRATION

Over 100 Events 1 Powerful System

In 2016, we developed an electronic event registration system that reads bar codes to mark the attendance of guests. It is a web application that runs on an ad-hoc Intranet that can be set up on-site, and registration data is synced across all stations. The attendance is further integrated with a ***lucky draw system and a voting system***.

Headquartered in Singapore, Deployed across Asia.

To date, the system has been used for over 100 events, including those organized by Coca-Cola, IKEA, Prudential, Standard Chartered, Dimension Data, CPF Board, NUS, and more.

→ *Check the overview & testimonial*

For annual dinners, loyalty awards, family days, corporate events

For meetings, incentives, conferences, exhibition, seminars, awards, AGMs

- ***Everything Can Be Customized***
- ***Printing Invitation Cards With Bar Codes***
- ***Technical Support Crew***
- ***Electronic / Computerized Live Lucky Draws***
- ***Integrated Voting System***

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LUCKY DRAW SYSTEM

Jackpot Style Animation Number & Text Draws

Co-developed with our event registration system, the lucky draw system utilizes the ***concept of a rolling slot machine*** to determine a winning number or name, based on registered attendees.

Headquartered in Singapore, Deployed across Asia.

The novelty of this system has caught the attention of many organizations and has been used even by audit firms (e.g. Ernst & Young), banks (e.g. DBS) and government organizations (e.g. HDB).

For annual dinners, loyalty awards, family days, corporate events

For meetings, incentives, conferences, exhibition, seminars, awards, AGMs

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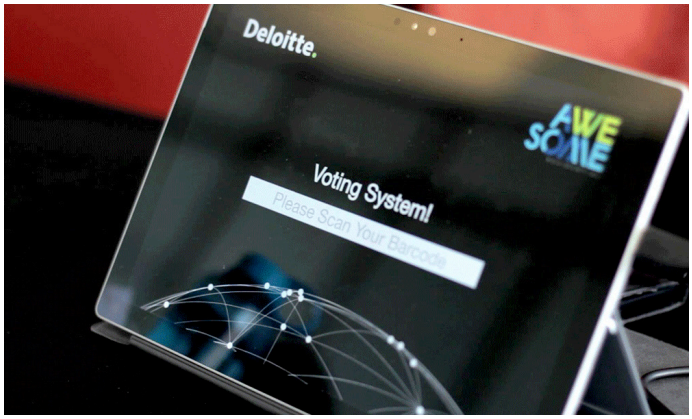
LIVE VOTING SYSTEM

Live Voting System with Kiosks / QR Codes

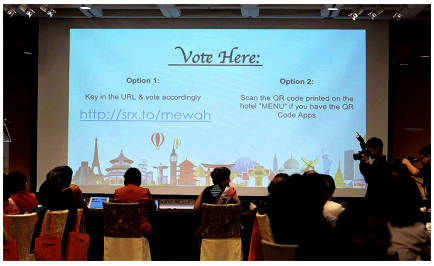
Because of its integration with our Event Registration System, our Voting System is able to capture the identity of voters and their votes. Alternatively, the system can be configured to allow anonymous voting. A graph of the results can be ***projected live at events***.



Headquartered in Singapore, Deployed across Asia.

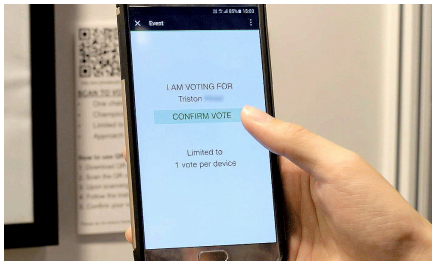
It has already been widely used by organizations like Deloitte, UOB and SIA.

Live QR Voting Usage #1 – The "Sit Down"



Live Voting Usage #2 – The "Queue Up"

Live QR Voting Usage #3 – The "Walk-Around"



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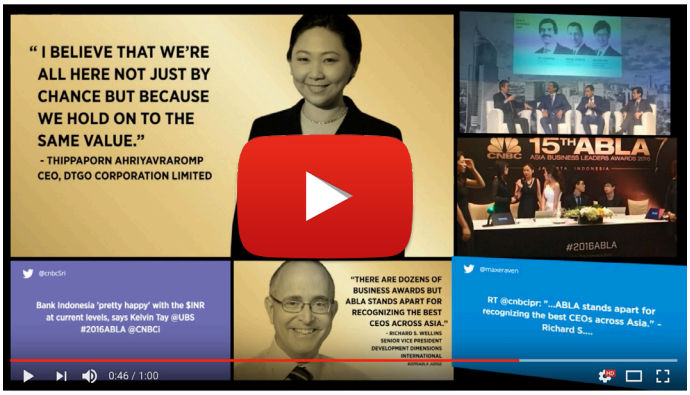
SOCIAL MEDIA WALL

Twitter & Instagram Feeds

The latest customization and deployment of our Social Media Wall was for an American international news broadcaster. It crawls Twitter and Instagram for posts that have a user-specified hashtag, and puts them in a moderation queue.

The user can then accept or reject the posts in the queue – accepted ***posts being put up on a grid of such posts on a TV or projected screen***.



Take a quick peek at how it looks

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SHORT WEB URL

Short-Linking & Dynamic QR Codes

Creating a short web URL that redirects to a longer URL gained popularity with the rise of Twitter. Verizon has vr.zn, Twitter has ***t.co***, and Google has ***goo.gl***.

Searix has srx.to as well.

→ **http://srx.to/demo-monthly-promo**

↓

[January] http://yourshop.com/january-promo
[February] http://yourshop.com/february-promo
[March] http://yourshop.com/march-promo
and so on!

We take it one step further by allowing this to be converted into a ***QR code*** so that we can ***change where a user is directed to after scanning it***.

For example, when a potential lead scans a QR code that redirects to our short URL in January, he is redirected to the January promotion page. When he scans it in February, he is redirected to the February promotion page, and so on.

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TALK TO US!

We've done many more projects than what's listed here, including:

- **Brand sentiment analysis from public Twitter posts**
- **Syncing of external file repositories with Dropbox**
- **Full suite of an enrichment center management system**
  - including students and parents information curation, attendance taking, assessment, HR management, invoicing and more
- **Mobile apps for direction provision, with integration to Google Maps & Uber**
- **Custom e-Commerce setups**
- **TaoBao & Qoo10 shop setups**
- **WordPress, Joomla and Drupal migrations & plugin development**

… and many, many more.

THINK WE COULD WORK TOGETHER?

Contact Lance, at ***lance@searix.net****, for a discussion*

Coffee's on us ;)

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