



ascent informatics

An ISO 9001:2008 company

Company Presentation



www.aiplindia.com
www.ascentautomation.com

About AIPL

A little bit about company...

Business
Canvas

Competencies

Quality
System

Project
Showcase



- **Ascent Informatics (India) Pvt. Ltd.** is dedicated to provide innovative IT solutions to its customers
- Incorporated in year 2000
- ISO 9001:2008 company
- Young and enthusiastic team of 40+ Software Professionals
- We strongly believe in 3 Ps
 - **People**
 - Our customers and our employees
 - **Processes**
 - Process driven, but agile approach in every activity
 - **Products**
 - High quality work products



- AIPL takes pride in its business ethics and professionalism
- We feel following qualities set us apart from our competitors and they go much beyond technology -
 - Flexible and sensitive to client's needs
 - Easy to work with
 - Optimum Quality Management System certified by ISO
 - Resources continuity and retention
 - Involvement of top management in projects
 - Cost effective and great value for money



- IT systems as business solutions
- Establish and maintain close and continuous communication with clients
- Set realistic client expectations
- Flexible client driven models

Customers



Customer base in USA, Germany, UK, Switzerland, India etc.



Our customers say...



We are delighted to have been able to work with AIPL and strongly believe that their flawless execution was a key factor to our project success.

- Director, Motion Business US & Asia, A Public Company in CA, USA

AIPL is very skilled in asking the right questions to fill in most of the holes in our requirements..... We would absolutely recommend AIPL to other firms looking for a good partner, and would give them the highest recommendation.

- Steve Drevik, CEO, Agilaire LLC

Everyone at AIPL is proactive, flexible, energetic and capable to accept and meet new challenges.


- Mahesh Washikar, CEO, FuturePath



- Sujata Tilak, CEO and CTO
 - Over 20 years of experience in software industry, in various positions and roles
 - Provides capable leadership to APL with her quality focus, interpersonal skills, flexible client-centric approach and technical competence
 - Has extensive experience of managing client relationships, technology, projects, quality processes
 - An accomplished System Architect
 - Expert in Industrial Automation Domain
- Arvind Tilak, Jt. CEO
 - Responsible for Business Development and Finance
 - APL derives immense benefits from Arvind's business acumen and strategizing abilities
 - Consulting and training in areas of Cross-Border Trade and Investments, IT Strategies, Enterprise IT Management etc.
 - Extensive experience in domain consultancy in areas of Security and Business Continuity



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- Projects for development and maintenance of Business Applications in various domains (www.aiplindia.com)
- Product sale and Projects for development and maintenance of Industrial Automation Applications. This is handled by separate “Industrial Automation Division” (www.ascentautomation.com)

Verticals and domains



Industrial Automation



Shipping & Logistics



Business Applications





Industrial automation and manufacturing is one of the core domains of AIPL. Within the domain we have experience and expertise in following areas

- Monitoring and control systems
- Data acquisition systems
- Visualization systems
- Device drivers



A IPL has developed considerable expertise in logistics and shipping domains. The experience is derived from working on products and projects in these areas -

- Enterprise shipping solutions
- Customs clearance and documentation
- Carrier compliance



A IPL has worked extensively in architecting and building enterprise business applications for various areas. Primary knowledge of the domain is derived from client and based on which the system is architected and developed.

In such projects apart from technology, A IPL leverages its own business expertise and strategizing to ensure most efficient leveraging of IT for business advantages.



- Turnkey Projects
- Product Lifecycle Management
- Managed Teams
- PlantConnect™ based Solutions

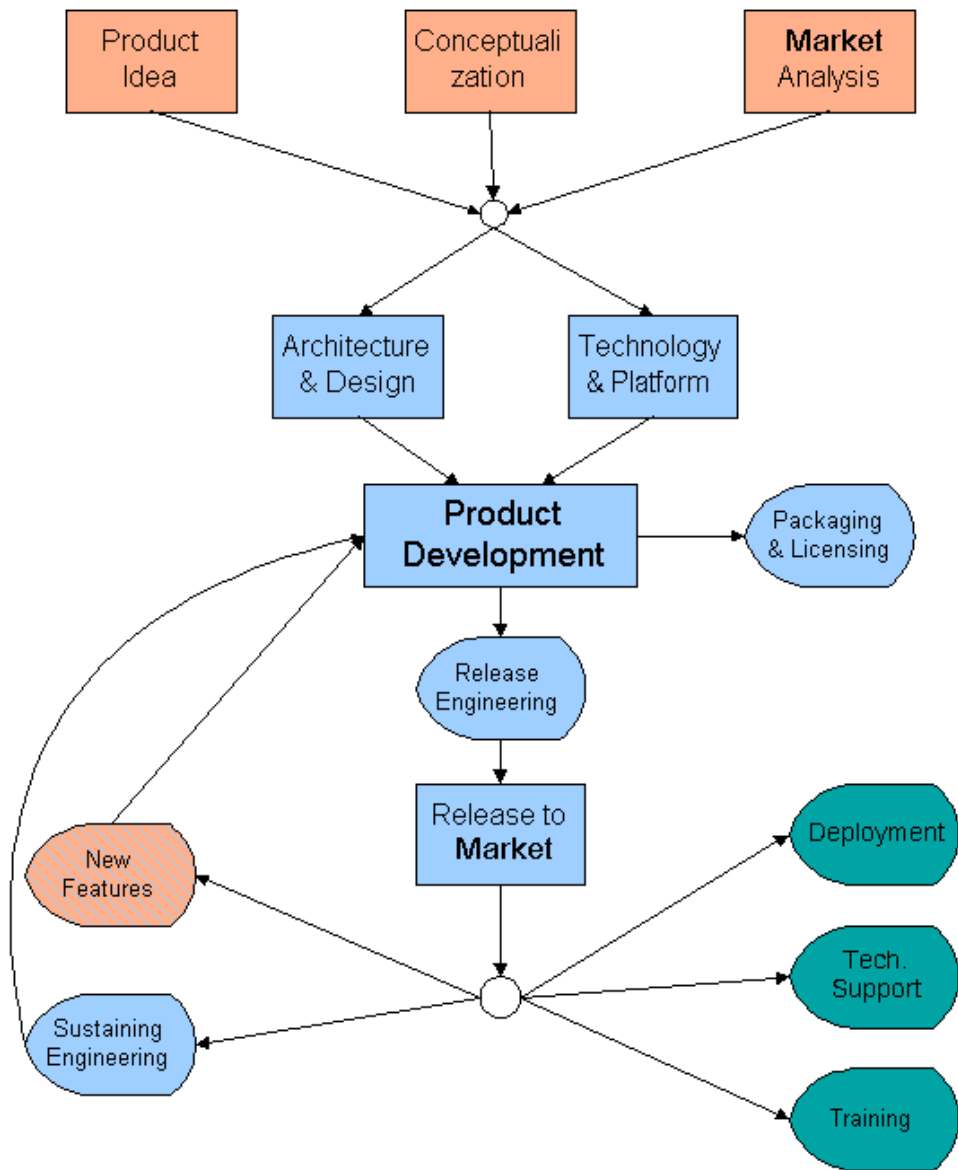




- Full lifecycle / partial projects based on customer specifications
- Fixed cost proposals
- Flexible development models depending on project needs – waterfall, agile
- Quality processes followed in all phases
- Proper documentation



Product Lifecycle Management



- AIPL will be your partner throughout the process
 - **Conceptualization**
 - **Development**
 - **Release**
 - **Support and Maintenance**
- We will support your team in
 - **Product management**
 - **Engineering**
 - **Installation and Support**
- Well tuned PLM practices



- Setup dedicated teams for clients
- Necessary infrastructure and process maturity for multi-location operations
- Ownership of team management, quality and delivery with AIPL
- Build domain competencies
- Build client specific technology and product competencies
- Proactive and value added deliverables
- Continuity of key resources
- Quick scaling up and down
- Long term partnership beneficial to client and AIPL



- PlantConnect™ is a web-based solution for remote monitoring of industrial devices
- AIPL offers PlantConnect™ for
 - Remote monitoring of devices
 - Ambient Air Quality Monitoring
 - Other customized solutions
- Private labeling of PlantConnect™



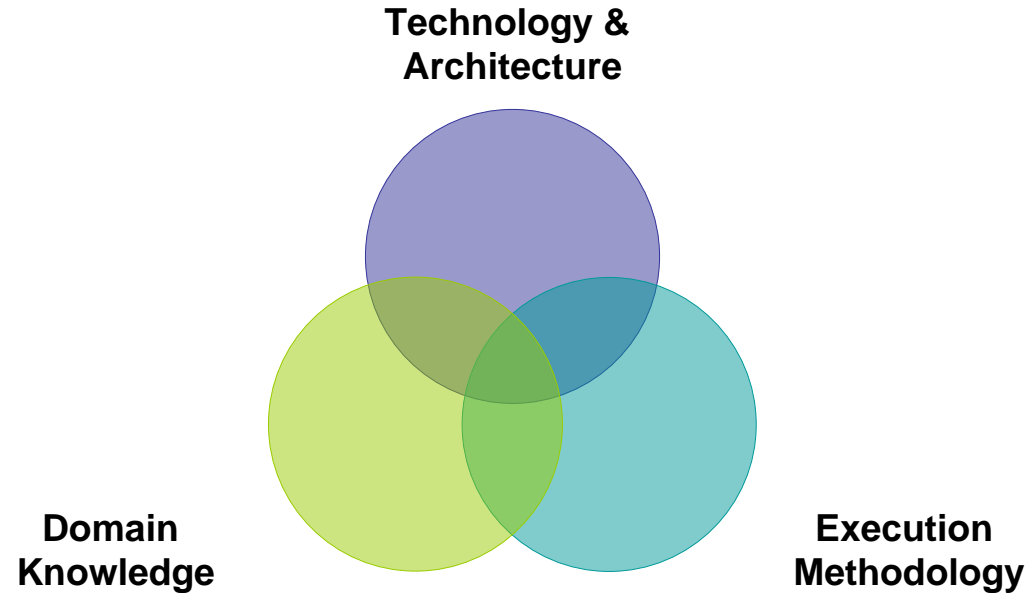
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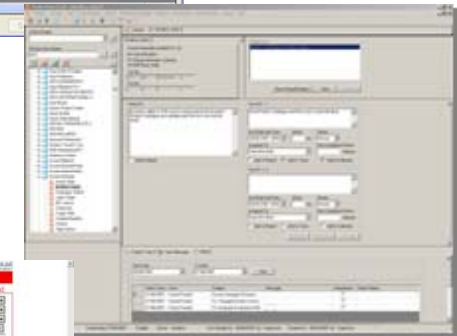
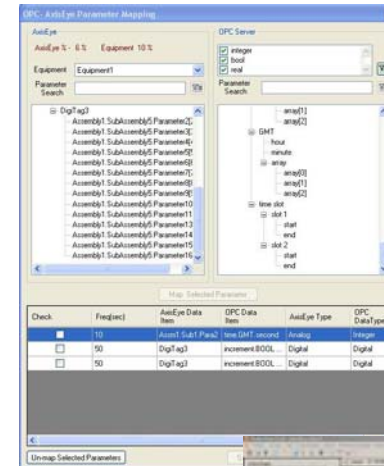


AIPL Teams are equipped with

- Requisite knowledge and insights into domain
- Solid foundation in architecture and design
- Ability to identify and use appropriate platforms & technology
- Leveraging new technologies, platforms and tools
- Using efficient execution methodologies and processes

Indicative Application Areas

- Industrial Automation
 - Web-based Monitoring Systems
 - Data Loggers / Data Acquisition Servers
 - OPC Client
 - SCADA
- Enterprise Business Applications
 - Shipping and Logistics
 - CIT
 - CRM
- Web applications
 - Web portals
 - Crawlers
 - E Commerce
 - SaaS





- Object Oriented Analysis & Design
- Component based Architecture
- Services Oriented Architecture
- Software as a Service (SaaS)
- Distributed 24x7 Enterprise Systems
- Internet and Intranet applications
- GUI centric applications
- Reusable middleware components
- Device drivers



Competencies – Technologies

- Technology landscape is ever changing
- At AIPPL, we have the ability to keep abreast with technology
- Some samples.....

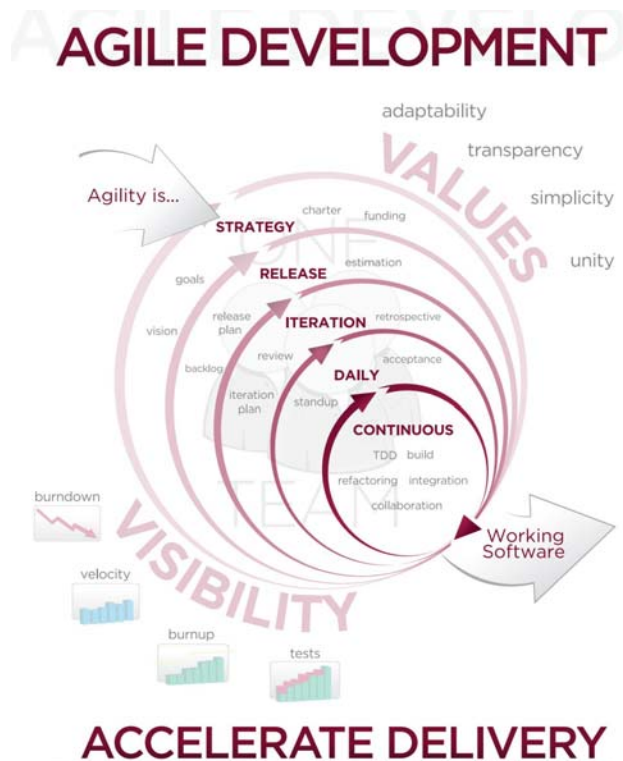
Windows	Coldfusion	My SQL
Linux, Ubuntu	J2EE	SQL Server
Win CE, RT Linux	Web Services	Oracle
C#, VB.NET	Hibernate	Crystal Reports
ASP.NET, WPF	XML	Jasper Reports
C++	Struts, Glassfish	Star UML
Java, PHP	XOOPS, Joomla	Magic Draw
LabVIEW	Active VOS	JMeter
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Execution



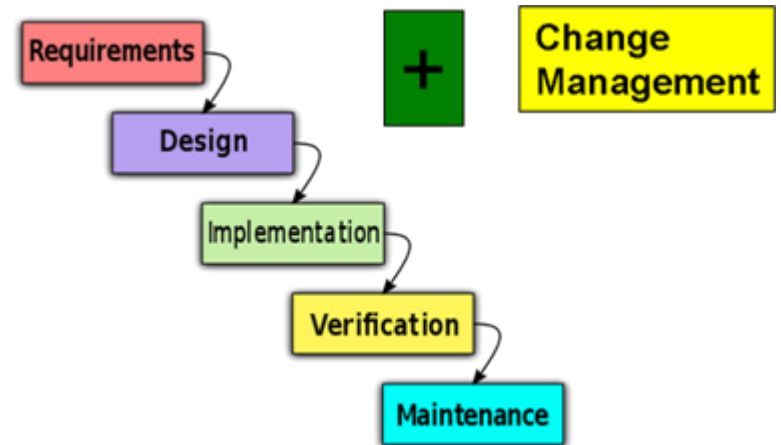
Execution methodology to suit project needs.

Agile Methodology – Scrums



Modified Waterfall

- With change management





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- Ascent Informatics (India) Pvt. Ltd. is committed to Quality Management in all activities.
- Optimum Quality processes followed for all areas –
 - All phases of Software Development Life Cycle [SDLC]
 - Project Management
 - Configuration Management
 - System Administration
 - Support areas like HR, Admin etc.
- ISO 9001:2008 Certification from TÜV Rheinland since Mar 2008



- Reviews
 - Review of every work product – design, code, test cases
 - Peer / Supervisory / Management
- Change Management
- Periodic Client Communication and Reporting
- Internal Project Control
- Use of appropriate tools



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Business Applications

Industrial Automation and Embedded

PlantConnect™



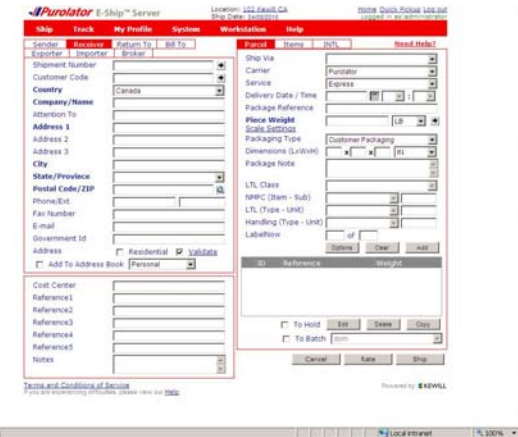
- [ODC for Shipping Solutions Company](#)
- [ODC for Business Intelligence Company](#)

- [SaaS Application > FoodLogiQ](#)
- [Files Routing & Processing > BDAQ](#)
- [Web Portal > Classified Advertisement Portal](#)
- [Internet Telephony > KwikCall](#)
- [E-Commerce > X-Media EC System](#)
- [Content Management System](#)
- [Customs Clearance System > BECS](#)



A IPL has strategic partnership with Kewill and has a Managed Team dedicated for Kewill. The team has acquired expertise in the shipping domain and Kewill products FlagShip and EShip. The team handles new development, QA as well as maintenance, especially for EShip. The team also participates in interactions with Kewill customers.

Client	Kewill Solutions North America
ODC started in	Sept 2005
Team Size	8 to 22
Application Area	Logistics / Shipping Management
Technology Profile and Tools	C++/ VC++, PHP, MySQL, Java Visual Studio, Test Javalin, JMeter, SAHI, Jasper
Environment	Windows OS, Apache





AIPL has strategic partnership with Worldbox based in Zurich, Switzerland and has a Managed Team dedicated for them. The team handles various development and maintenance activities for Worldbox. The projects include development of configurable tools for data collection, formatting and publishing

Client	Worldbox, Switzerland
ODC started in	Jan 2010
Team Size	3
Application Area	Business intelligence apps
Technology Profile and Tools	PHP, Oracle
Environment	Linux, Apache

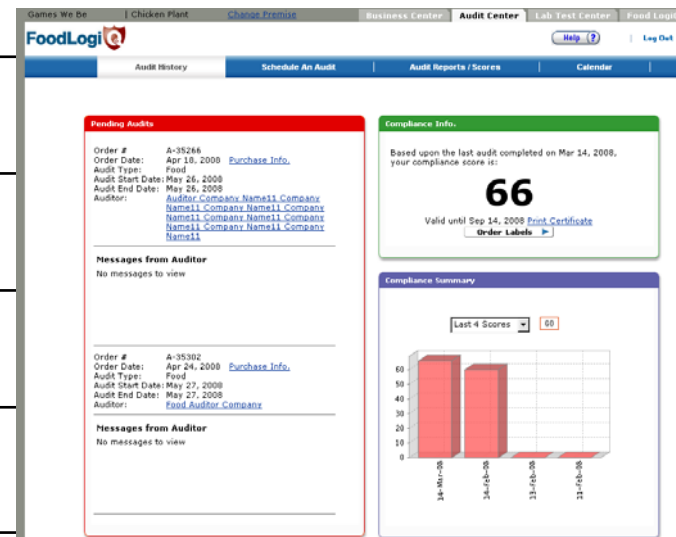


SaaS Application > FoodLogiQ

FoodLogiQ application provides an on-line B2B service for safety audits of food industry (farms, food manufacturers, restaurants etc.). It is deployed on OneBiz SaaS platform. The application also provides services for conducting various lab tests needed as part of the audit.

In addition to this the application provides various business modules like contacts management, calendar, accounting etc. to its users.

Client	Smart Online Inc., USA
Project Size	4 Person Years
Team Size	8
Application Area	SaaS Application
Technology Profile and Tools	J2EE, Struts, Jasper Reports, MySQL Net Beans, Maven
Environment	Linux (Ubuntu), Tomcat





This is a middleware deployed as a bunch of windows services that do the job of routing, queuing and processing of data files.

Client	EcoAxis Pvt. Ltd., India
Project Size	11 Person Months
Team Size	3
Application Area	Files routing and processing services
Technology Profile and Tools	C# Visual Studio .NET
Environment	Windows



A multi-lingual web portal for publishing classified advertisements.

Client	Allied Sphere Solutions Inc., USA
Project Size	10 Person Months
Team Size	4
Application Area	Web Portal
Technology Profile and Tools	PHP 5.0, MYSQL 5.0 XOOPS Framework
Environment	Windows, Apache Tomcat



Internet Telephony > KwikCall

This is a web based application providing bulk automated telephone calling facilities for clients. The application is integrated with a dialer and a Interactive Voice Recording (IVR) system

Client	Logicsoft Inc., USA
Project Size	4.5 person years
Team Size	6
Application Area	Internet based telephony application
Technology Profile and Tools	ASP.NET, VB.NET, Crystal Reports SQL Server 2K Magic Draw UML 7.0, Visual Studio.NET Intel Dialogic based Dialer from DAC
Environment	Windows, IIS





The project is part of a system for management of web stores owned by the client company. Our part included logistics and Batch Transactions of the system, which are used for interfacing with the logistics companies and various admin functions.

Client Profile	Vertex Software Pvt. Ltd., India (End client – A Japanese Company)
Project Size	25 person months
Team Size	8
Application Area	E-Commerce / M-Commerce
Technology Profile and Tools	OOAD, Struts, Apache server, Resin application server Oracle 9i release 2, Hibernate 2.1.2 Java, Servlets, JSP, Java Script, HTML, etc. Magic Draw UML 7.0, Eclipse
Environment	Red hat Linux Enterprise version 2.1

Content Management System



Template based content management system. The System handles administration and publishing of various content Types. Major portion of the content management is handled through XML and XSL technology.

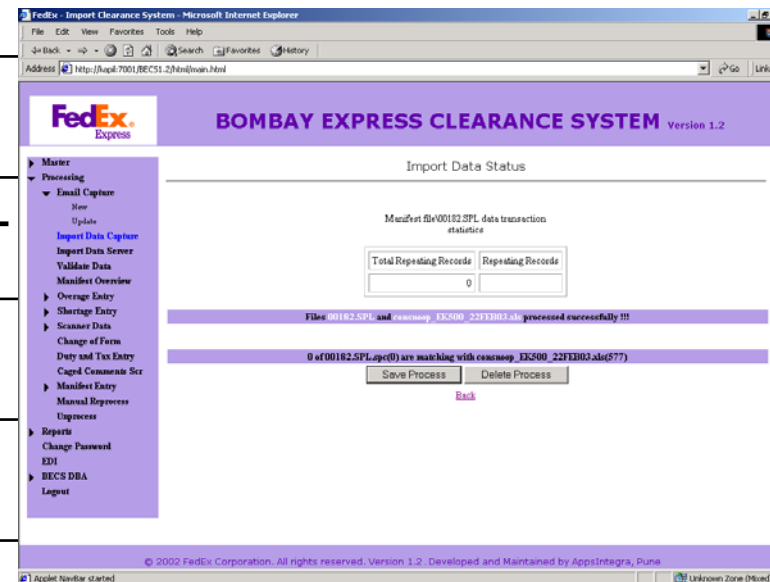
Client	Vertex Software Pvt. Ltd., India (End client – A Japanese Company)
Project Size	10 person months
Team Size	4
Application Area	Web content management
Technology Profile and Tools	OOAD, MVC Postgres database Java, Servlets, JSP, Java Script, HTML, XML, XSL etc.
Environment	Red hat Linux

Customs Clearance System > BECS



A web based system to perform tasks related to custom clearance of goods received at the airport and shipped from the airport. This system interfaces with FedEx main frame system to process various files containing shipped package data like Manifest file, CONS file and EDI file

Client	FedEx, Mumbai, India
Project Size	12 person months (Ph II +
Team Size	3
Application Area	Logistics
Technology Profile and Tools	Web logic Oracle 8i Java, JSP, Crystal Reports 9 – web interface
Environment	Windows





- [Plug n Play Instrumentation Platform](#)
- [AAQMS Data Logger](#)
- [OPC Client > SuperAxis OPC Client](#)
- [Remote monitoring & control > WebOSP](#)
- [Remote Monitoring > Q-web](#)
- [Remote Monitoring > Web View](#)
- [Trend Viewer > Master Viewer](#)
- [Embedded Systems > T-API Firmware Porting](#)
- [Embedded Systems > KBPrompt Porting](#)
- [Embedded Systems > Prizm V3](#)
- [Device drivers list](#)

Plug N Play Instrumentation Platform



This multi-tier application provides a plug and play platform for controlling and sharing various instruments of our customer.

The platform allows uniform loading and execution of instrument specific applications that run using the underlying components of the platform. The platform provides all required services like communication infrastructure, protocol drivers, configuration, logging, diagnostics etc. This means a user gets ready to use and robust framework to plug-in his applications / experiments. The framework supports applications in LabVIEW, Python Script and C#

Client	A USA based company
Project Size	Ph I - 64 person months Ph II - ongoing
Team Size	4 to 8
Application Area	Industrial Automation – Platform for instruments control and sharing
Technology Profile and Tools	C#, NI LabView, .NET remoting, drivers for FTDI, NI VISA Tools: Visual Studio.NET, NI Measurement Studio, NI LabView
Environment	Windows



AAQMS Data Logger



This is a PC based Data Logger service that acquires real time air quality data from various equipments, processes it and pushes it to an SQL database. Different device drivers are developed as dlls to connect to devices and acquire data

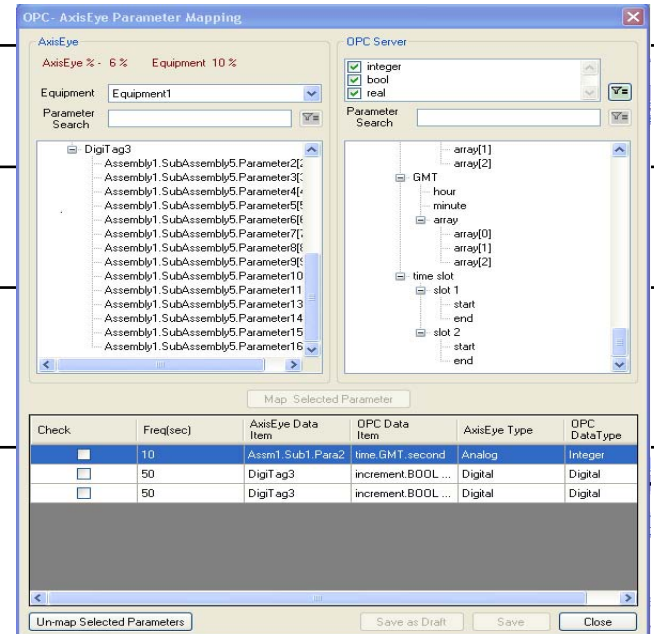
Client	A USA based company
Project Size	40 person months (Ongoing maintenance)
Team Size	5
Application Area	Industrial Automation – Data Acquisition
Technology Profile and Tools	C#, SQL Server Tools: Visual Studio.NET
Environment	Windows



OPC Client > SuperAxis OPC Client

This is a robust and fail safe OPC Client for SuperAxis Remote Performance Monitoring System. The application has a configuration module and a runtime module. It is compatible with OPC DA 2.0 specifications

Client	EcoAxis Systems Pvt. Ltd., India
Project Size	20 person months
Team Size	5
Application Area	Industrial Automation – OPC Client
Technology Profile and Tools	C#, C++ DCOM DLL Tools: Visual Studio.NET
Environment	Windows





This project will allow Rafiki fire panels to be monitored and controlled from remote locations over the internet. The system uses a dedicated hardware called Panel DAS to communicate with fire panels on one side and web server on the other side.

Client	Rafiki Protection Ltd., UK
Project Size	20 person months
Team Size	5
Application Area	Industrial Automation and embedded systems
Technology Profile and Tools	C#, ASP.NET, C++ Tools: Visual Studio.NET, Kiel IDE
Environment	Windows, ARM based Cortex M3 (32 bit MCU)



Q-web is a web-based 'Central Monitoring and Control System' that monitors all the machines in a plant. It offers various features like On line machine data view, Alarms management, Mimic pages, Set point change etc.

Client	Resotec Realtime Software Technic GmbH, Germany
Project Size	10 person years. The project was executed in 3 phases. The product was released by our client in K-Show 2001, the biggest fair of Plastic and Rubber Industries
Team Size	5 to 8
Application Area	Industrial automation
Technology Profile and Tools	OOAD, C++, LIPS protocol driver Java, Servlets, Applets, JNDI, JSP, Java Script, HTML, etc
Environment	Windows, REDIS Controllers



Prizm is the HMI product of Renu Electronics. This project has 2 parts – Conversion of HMI screens of Prizm in HTML pages. Publishing of these pages in browser and connecting to Prizm and acquiring real time data and images from Prizm for display in browser.

Client	Renu Electronics Pvt. Ltd., India
Project Size	8 person months
Team Size	3
Application Area	Industrial Automation
Technology Profile and Tools	VC++, HTML, Java Applets Visual Studio, Eclipse
Environment	Windows OS, Prizm hardware



Trend Viewer > MasterViewer

This is an offline trend viewer for paperless recorder product of the client. The system provides facility to import data from the recorder to a central web server and allow users to view trends and alarms on intranet or Internet.

Client	Tata Honeywell Ltd., India	
Project Size	12 person months	
Team Size	4	
Application Area	Industrial automation	
Technology Profile and Tools	OOAD, Java Servlets, Applets, JSP, Java Script, HTML, etc	
Environment	Windows	



Embedded System > T-API Firmware Porting

Teledyne API is a leading manufacturer of Gas Analyzers for ambient air quality measurement. This project is for porting their instrument firmware from 16 bit RTOS 'AMX86' to another suitable OS. The project consists of 2 phases – POC for identification of OS and Firmware Porting. The 2 OS short listed for POC are AMX 386 and Embedded Linux.

Client	Teledyne Advanced Pollution Instrumentation, USA
Project Size	6 person months
Team Size	2
Application Area	Embedded Systems
Technology Profile and Tools	C, C++ AMX 86, AMX 386, XLinux Paradigm IDE, Visual Studio with TAPS simulator from KADAK, Borland Compiler, GCC, Ncurses etc.
Environment	PC 104 compatible boards from Acrosser and ICOP



Teledyne API are a leading manufacturer of Gas Analyzers for ambient air quality measurement. This project is for porting KBPrompt firmware from 16 bit RTOS 'AMX86' to XLinux. The porting involved some redesigning and new development due to differences in structures of AMX and XLinux. Some kernel level drivers were also developed

Client	Teledyne Advanced Pollution Instrumentation, USA
Project Size	16 person months spread over 2 phases
Team Size	4
Application Area	Embedded Systems
Technology Profile and Tools	C, C++ AMX 86, XLinux KDevelop, GCC, Ncurses etc.
Environment	PC 104 compatible boards from ICOP



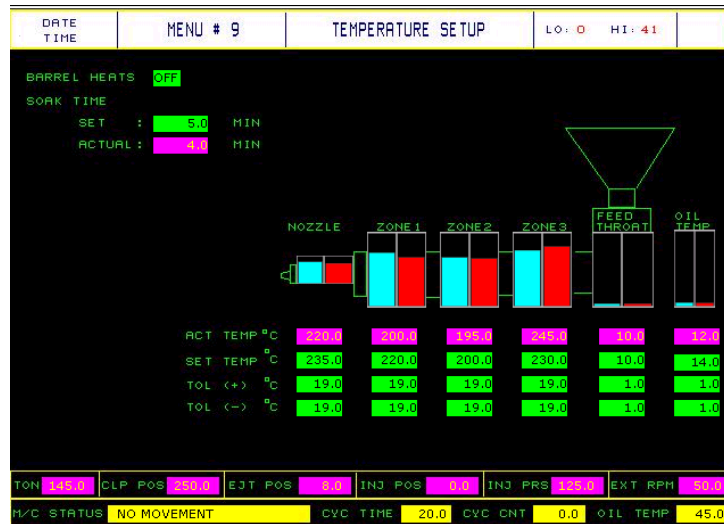
- Consulting assignment for AIPL
- Prizm series HMI - text Display, graphics display, touch screen products
- ARM processor
- Creating common firmware for all models in Prizm series
- Responsibilities
 - Design
 - Code organization
 - Special issues like performance, memory etc.

Device drivers list



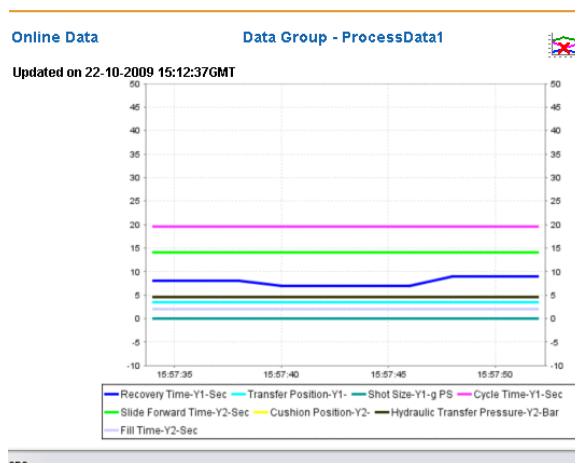
AIPL has developed many device drivers that communicate with different devices using protocols supported by the devices. These drivers were developed for PlantConnect as well as for some other systems. List of some drivers -

Ethernet Drivers	Serial Drivers
OPC Modbus TCP DDE Euromap 63	Modbus RTU FX2N Selogica MC3F MC4 Fanuc CNC Controllers TAPI MetOne GSI



← **PlantConnect** →TM
Online Remote Monitoring

Web based platform
for
Online Monitoring
of Devices through
Intranet / Internet





- Web based distributed solution for monitoring and control of factories, plants and equipments
- Scalable, flexible and can be adapted to different deployment scenarios
- Can connect to controllers from different manufacturers
- PlantConnect allows authorized users to monitor and control these devices using a standard web browser from ***anywhere anytime***

Business Drivers



From anywhere

Anytime

Keep in touch
with your
Critical Assets

Reduce Asset
Maintenance
hassles

Get a 'differentiator'
in support and
service

Monitor plant
KPIs

Give 'Premium Service'
to your customers and
get an edge over your
competitors

Get plant
health alerts
via SMS and email

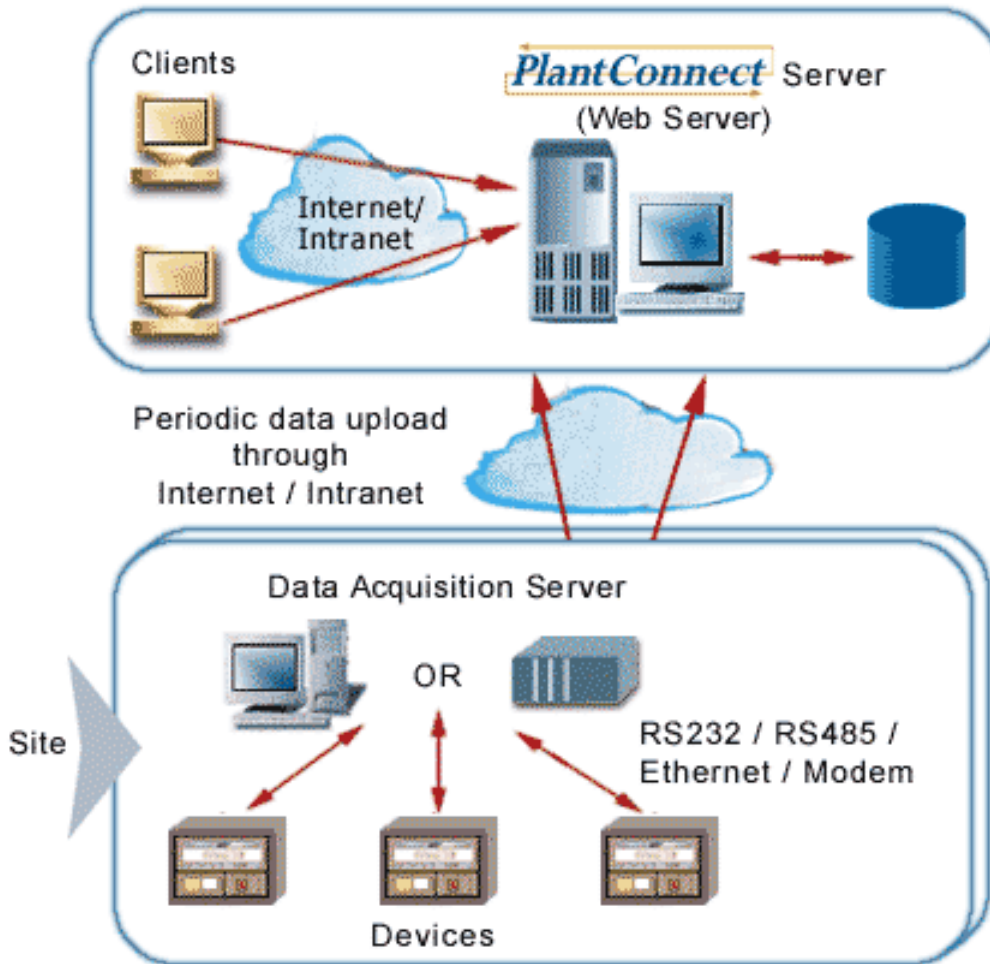
Integrate plant
data with enterprise
systems

Real time
reports

Improve resource
utilization

Stop pilferage

PlantConnect Architecture

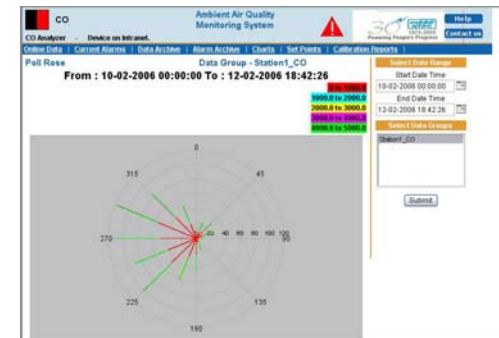


- Data Acquisition Server (DAS) connects and polls devices which are to be monitored. DAS uses protocols like OPC, Modbus etc.
- One DAS per site
- DAS sends the data to PlantConnect continuously (if server on Intranet) or periodically (if server on Internet)
- PlantConnect server provides various functions to browser based clients

PlantConnect Features



- Connection to multiple devices using various protocols
- View online data of all devices - trends / values
- Alarm and event alerts
- Historical data and alarms view
- Mimic pages
- Custom reports and charts
- Mobile interface for online data and alarms
- Comprehensive Admin Tool for managing sites, devices, parameters, users etc



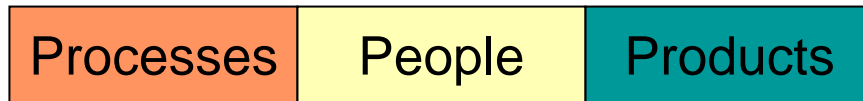
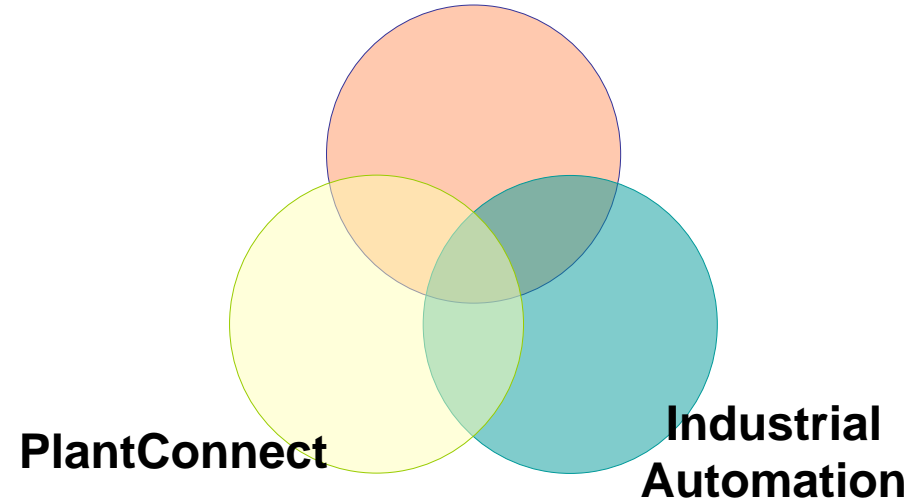
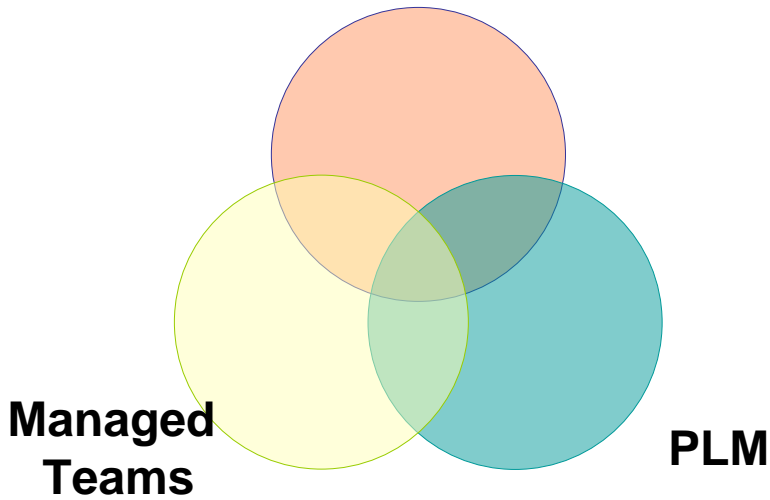


- Remote Asset Monitoring System (RAMS)
- Plant Asset Monitoring System (PAMS)
- Ambient Air Quality Monitoring System (AAQMS)
- PlantConnect MIS – real time reporting solution
- Other customized solutions as per customer requirements



Turnkey Projects

Business Applications





Thank You!

We look forward to doing business with you

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