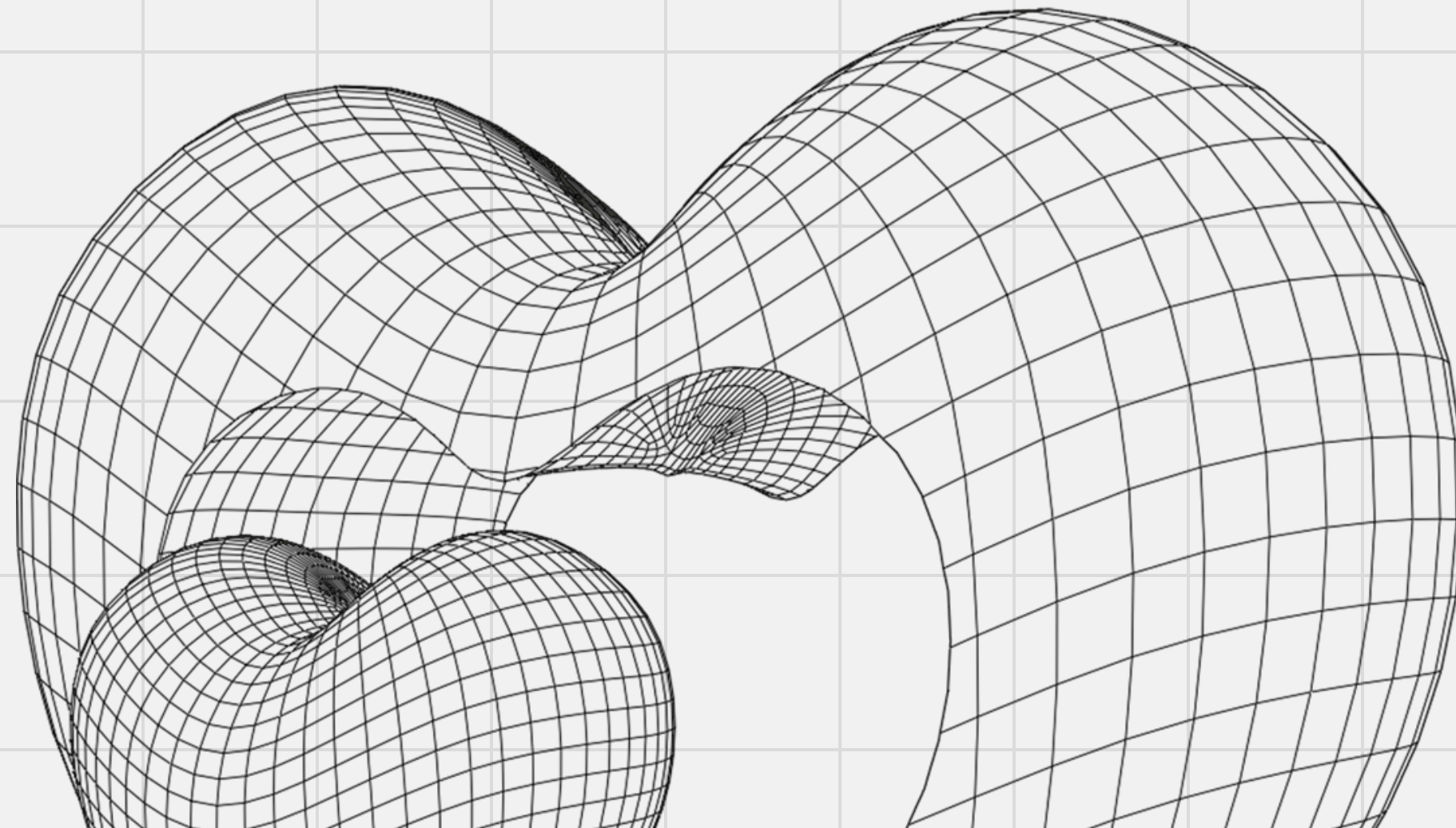




ECHOBOOOM MANAGEMENT

INTERVENTIONS SINCE 2020 AND FUTURE OF IT





EVOLUTION OF IT @ EB

STAGE 1 (PHYSICAL FORM)

Before I joined EB, BA were using physical form for their detail and later on it was entered in excel manually

STAGE 2 (ONLINE FORM)

BA form on the website played a crucial role because still there a many error after giving options aswell.

STAGE 3 (CRM)

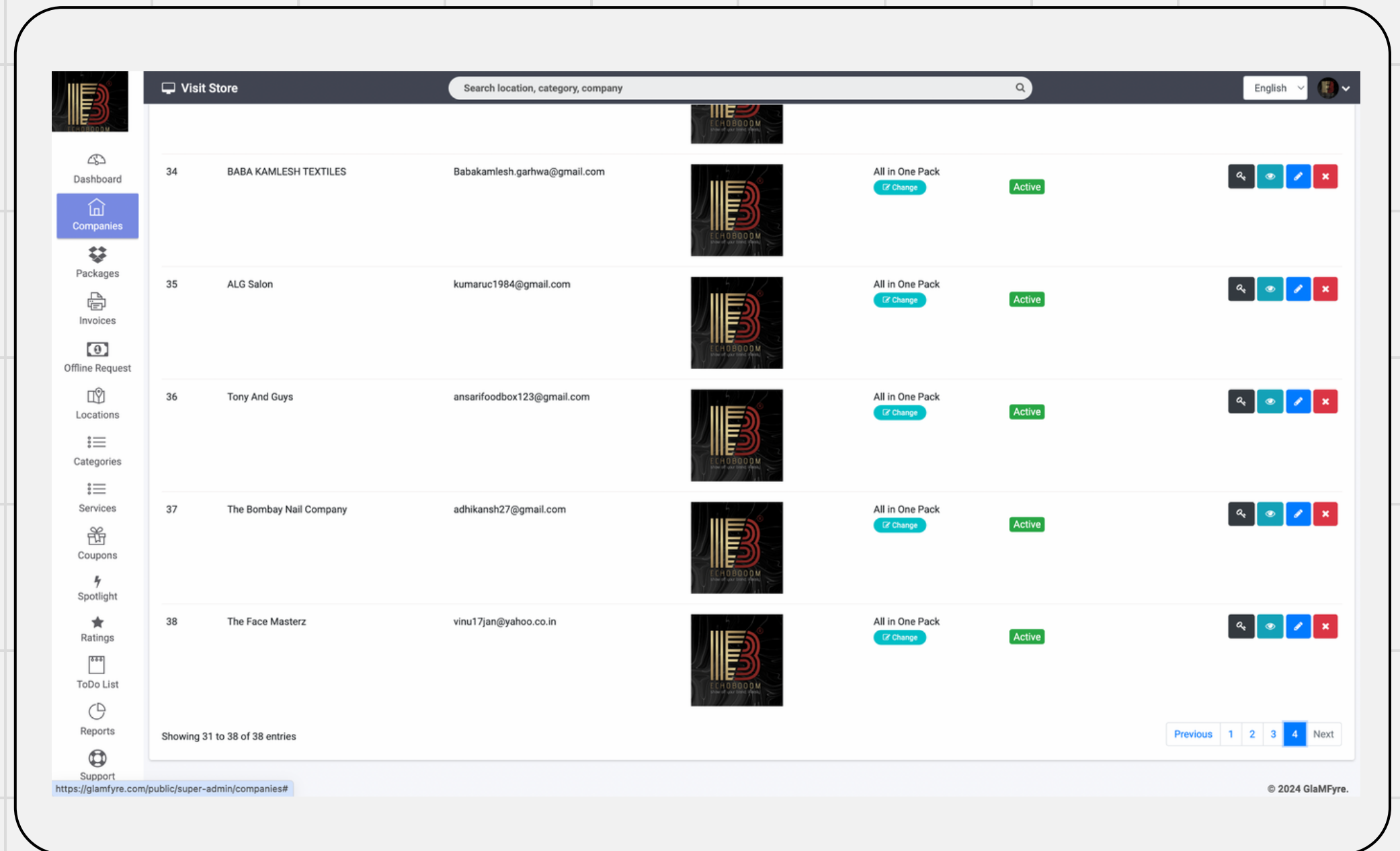
When CRM came in picture whole process took a huge turn and all process more smoother.

GLAMFYRE

I remember that Sagar Swati n Richa were searching for CRM for salon's. and they almost finalised the CRM at a bit high cost.

Sagar called me explained to take all the code and necessary assets from the vendor. I was shock to hear the price and asked Sagar to give me sometime will get the actual cost of the software.

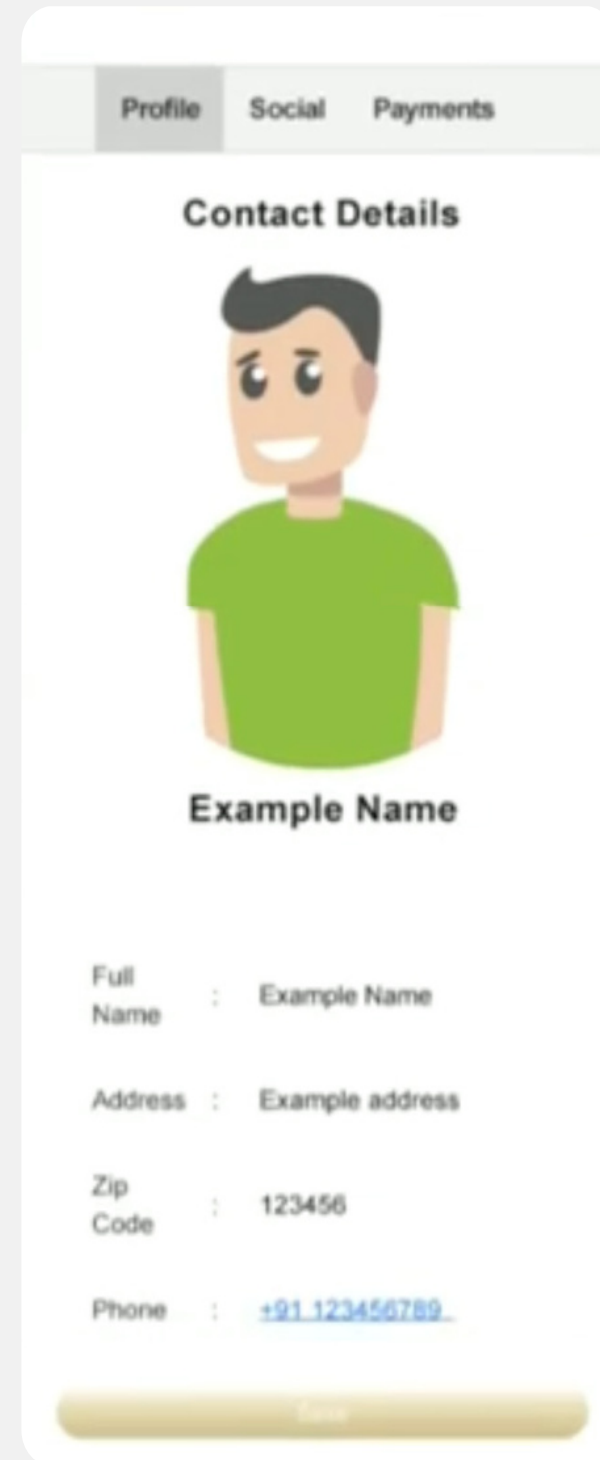
After 30 mins i brought down price by 80-90% and acquried Glamfyre.



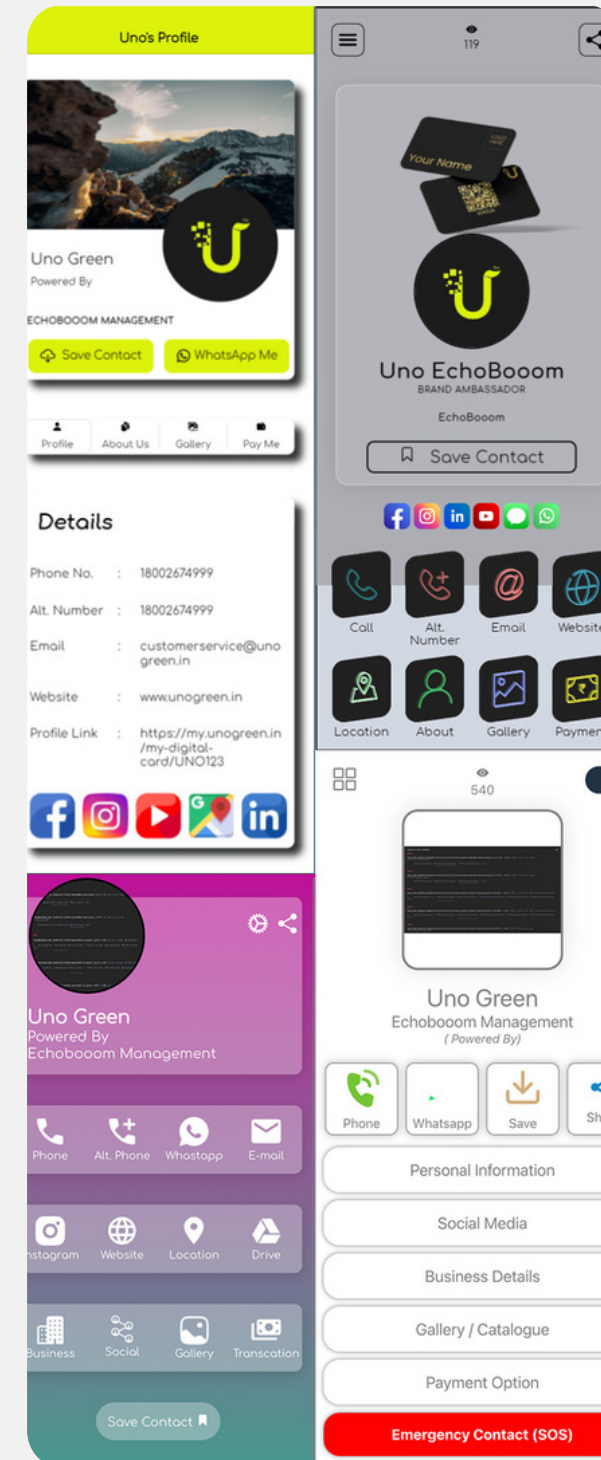
ROADMAP OF UGC

Its been almost 2.5 years since UGC has launched. I remember that we were only 3 guys in the Backend Me, Shefali and Kumar. But now there is whole new 2 departments of UGC.

No matter how many hurdles came to our track we all jumped ahead towards success, and track is long enough, no matter what, sooner or later we will reach our destination.



In June 2021, we had only 1 theme for all user



Improved and created 4 theme

*Cannot
fit all 20
in such
a small
place*

and right now we have 20 themes.

UNO GREEN INSIGHTS

We had started with only standard cards, eventually we added multiple card variants as we grew.

For printing we were depended on a vendor, which was very hectic to deal with so doing some Research n Development we made our printing in-house.

CARDS VARIANTS
2021-22

STANDARD CARD

BLACK N GOLD
BLUE N SILVER

CARDS VARIANTS
2022-23

STANDARD CARD

BLACK N GOLD
BLUE N SILVER

SILVER GLARE
BLUE SKIES
MULTICOLOR

GUN METAL CARD

CARDS VARIANTS
2023-24

STANDARD CARD

BLACK N GOLD
BLUE N SILVER

SILVER GLARE
BLUE SKIES
MULTICOLOR

GUN METAL CARD
BLACK METAL CARD
SILVER METAL CARD

WHITE CARDS

TAP PRO
TAP MATE

GOOGLE REVIEW CARD
TRIP ADVISOR CARD



ECHOB000M CRM

- Payment Integration
- More detailed view
- Improvising UI
- Deploy on GCP

GLAMFYRE

- User Application
- Payment Gateway - (Salon Owner)
- Minor Improvements
- Deploy on GCP

UGC

- Auto Debit
- Dual Chip Tech
- Metal Card Printing (In-house)
- Adding more information
- Specific Domain
- Multiple Profile
- Socail Login
- Multiple Profile
- ETC

REQUIREMENTS

- Team Member
- Time

FUTURE OF IT @ ECHOB000M

CONCLUSION

In conclusion, the journey of IT evolution at Echoboom and Glamfyre showcases adaptability and innovation, from transitioning to online forms to acquiring CRM solutions at reduced costs. The growth of UGC from a small team to multiple departments underscores resilience and determination in overcoming challenges. Looking forward, the roadmap for IT outlines key initiatives like payment integration and UI enhancements, reflecting a commitment to continuous improvement and technological innovation.



THANK YOU