

Groundbreaking Solutions for your Business

Mobile

- Mobile Strategy
- Mobile Apps
- Responsive Web Design

Cloud

- Cloud Computing
- IT Strategy Development
- Web Applications
- Smart Client Solutions

Online Marketing

- Website & e-Commerce
- Mobile Media Marketing
- Content Marketing
- SEO & SEM
- Social Media Engagement
- Web Analytics

Our Solutions

- mSales
- RushRoute
- The iPrint
- GoMobile
- Timesheets
- FitnessFirst



Key features of RushRoute include:

- A platform that connects merchants with their target clientele
- An app which users can use to plan their activities and complete it faster
- Coolest indoor navigation aid for supermarkets, car parks, malls etc.
- Integration of different merchant loyalty programs
- Social media integration
- Online & offline usability
- Location-based mobile (proximity) marketing

Your Companion to the Future

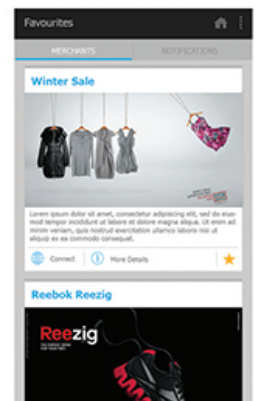


Common regular tasks such as grocery shopping or locating a store at a mall can be tedious and time-consuming. Negete presents RushRoute an intelligent system that compiles your shopping mall, airport, car park or supermarket into a user-friendly mobile application.

The version 1.0 of RushRoute, is a platform that connects users (shoppers) and merchants. It is a convenient mobile shopping companion that allows the user to view all items on sale, new arrivals and participate in the 'in-store promotions' as they enter the store. The app also allows the user to create a route list (shopping/ task list) and then compiles it to a route plan. The route will be identified based on the priority given to a task/ item on the list such as; withdraw cash from ATM first. The solution also comes with a push notifications feature which can be added to your route list.

RushRoute comes with a comprehensive browser-based backend which can be used by the merchants to manage their customers, push notifications (promotions and new arrivals), app contents and in-store promotions. Using the location based service you can monitor and interact with the customers who are at the store at that moment via the backend system.

RushRoute can be integrated with an Internal Positioning System (IPS) and provide its user an absolute experience with a mobile guide to locating (but not limited to) an airport terminal, a store at a mall or simply a free parking slot. This will speed up your customers' routines and also enable the organisation to be more cost effective in terms of number of resources on the floor.



As RushRoute is a Cloud-based solution merchants and organisations can subscribe to the service and use it on a monthly payment basis whilst enjoying the full benefit of the solution. The solution can also be labelled with your own brand and deployed in your own servers if you wish to do so.



Regional Offices

Australia & South East Asia

240, Uni Hill,
Unit 21 Plenty Road,
Bundoora, Victoria 3083,
Australia.

Asia, Middle East & Africa

Level 1,
125, Fife Road,
Colombo 5,
Sri Lanka.

North America

10555, Clarkson Road,
Los Angeles,
CA 90064,
United States.

Europe (Virtual Office)

4, Woodwarde Road,
Dulwich,
London, SE22 8UJ,
United Kingdom.

Merchant/ Organisation Benefits

- Single platform to reach the target group
- Larger user reach
- Opex model (SaaS)
- Lesser or no app marketing effort
- Feature rich app
- Easy to use cloud based backend
- Effective BI reporting
- Real-time in-store client information
- Advance demand forecasting
- Ability to carry out instant promotions & competitions
- Increased customer traffic
- Cost saving on personnel & marketing budgets
- Direct marketing through push notifications
- Better social media management
- Better management of loyalty programs

End-user Benefits

- Single app that integrates favourite brands & locations
- Effective management of shopping & task lists
- Easy indoor product & spot location via IPS
- Easy management of loyalty cards
- Ability to take part in in-store promotions & competitions
- Better informed on discounts & special offers
- Time saver
- One-touch call & navigation information to a selected store
- Ability to customise & receive notifications
- Easy access to relevant brand social media sites
- Ability to manage and claim mobile coupons

HEAR WHAT OUR CLIENTS HAVE TO SAY

"As I searched for the ideal offshoring service provider related to mobile technologies, I found Negete to be my best bet. Their enthusiasm, entrepreneurial spirit and optimism are infectious. They were able to provide excellent guidance and the transition has gone smoothly. I also noted that their knowledge in the field of mobile technologies to be impeccable. I would highly recommend Negete to any company that wants to outsource their mobile developments."

Brian Amit - CEO
Peercore IT - Melbourne, Australia

"Negete is a company that can make your dreams and imaginations come true. They take what you envision and make it a reality. We always receive fantastic service from the team and they are always a pleasure to work with. Working with Negete, we have noticed that there are no hidden messages or costs, they provide you with what they promise, nothing less. We will always continue to use Negete for all our projects."

Hardat Pariag - Managing Director
AzpirePrint - California, USA

"The partnership with Negete has been a great addition to our mobile strategy as their ability to provide effective consultancy services on the right mobile strategy is unmatched by others. We are already beginning to reap from the benefits of the end product and their staffs, are always readily available to provide any assistance."

Vicky Kapoor - Hotel Manager
United Hostel - Frankfurt, Germany



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