

**“Everything begins
with an idea.”**



About Our Company

Tip Top Platform is a DIPP approved startup registration no **DIPP1110**.

The company is outcome of 18 years of research in Service Industry primarily focusing on getting effectiveness through development of **Business + IT unification platform** that gets effectiveness in **Human Utility Management** creating the **first 'SERP'** (**S**ervice **E**ffectiveness **R**esource **P**lanning) solution in the world in simple words it's a *People Effectiveness Management Solution*.

The company is backed by Patent* of Arun Puri and core solution architecture built over 18 years of R&D and development and has a huge intellectual property.

The core team is backed by: -

Arun Puri (Chairman and CTO): Inventor and engineering technocrat with many successful projects over 30 years.

Ashwini Bhaskar (CEO): An Engineer with MBA who has a vast portfolio of serving Mackenzie, PWC, IBM etc. he has head IBM USA business division for many years.

Ankur Rara (President S&D): A Commerce Graduate with MBA (Finance & HR) & Gold medalist she has done GMP (Operation Management) with Cornell USA.

The company has a well established portfolio of SAAS platform and applications and has transformed its customers operation and business efficiencies unmatched by any other solutions.

The company is located in Jaipur Rajasthan and has a well established infrastructure of administration/ support and development.

* Patent pending.

What is the problem for Business Today?



“The dinosaurs who dropped out of the picture was not because they were beaten by any other type of creature but simply because they could not respond successfully to the challenge of a changing environment. Given their large size, their response time from head to tail was inadequate making them vulnerable to fatal attack”

Today’s businesses are also vulnerable to such fatal attacks because Business and technology has increased in size like dinosaurs with too many applications , large business size and complex IT infrastructure

Conclusion: Businesses Require a Quick request and response time to survive in fast changing world today by creating a **Business + IT Unification Platform**

According to Report of the U.S. Federal Reserve, information technology (IT) drove the late 1990s’ historically high productivity growth. However, research has shown that despite immense advances in IT capabilities since then, we have seen flat productivity. Why?

After years of trying to align, business and IT have failed to work together in a unified fashion.

Because Since the early 2000s, external business complexity has been growing faster than companies’ abilities to adapt Because of too many solutions and tools that are being used in silos and are creating this whole problem.

All these point to one definite direction that there is a strong need for a solution that can provide a Business and IT unification with People , processes and Performance integrated into one solution .

We present the solution with our innovative Tip Top Platform with Business management applications SERP (SERVICES, EFFECTIVNESS, RESOURCES And PLANNING) and other business with IT unification applications

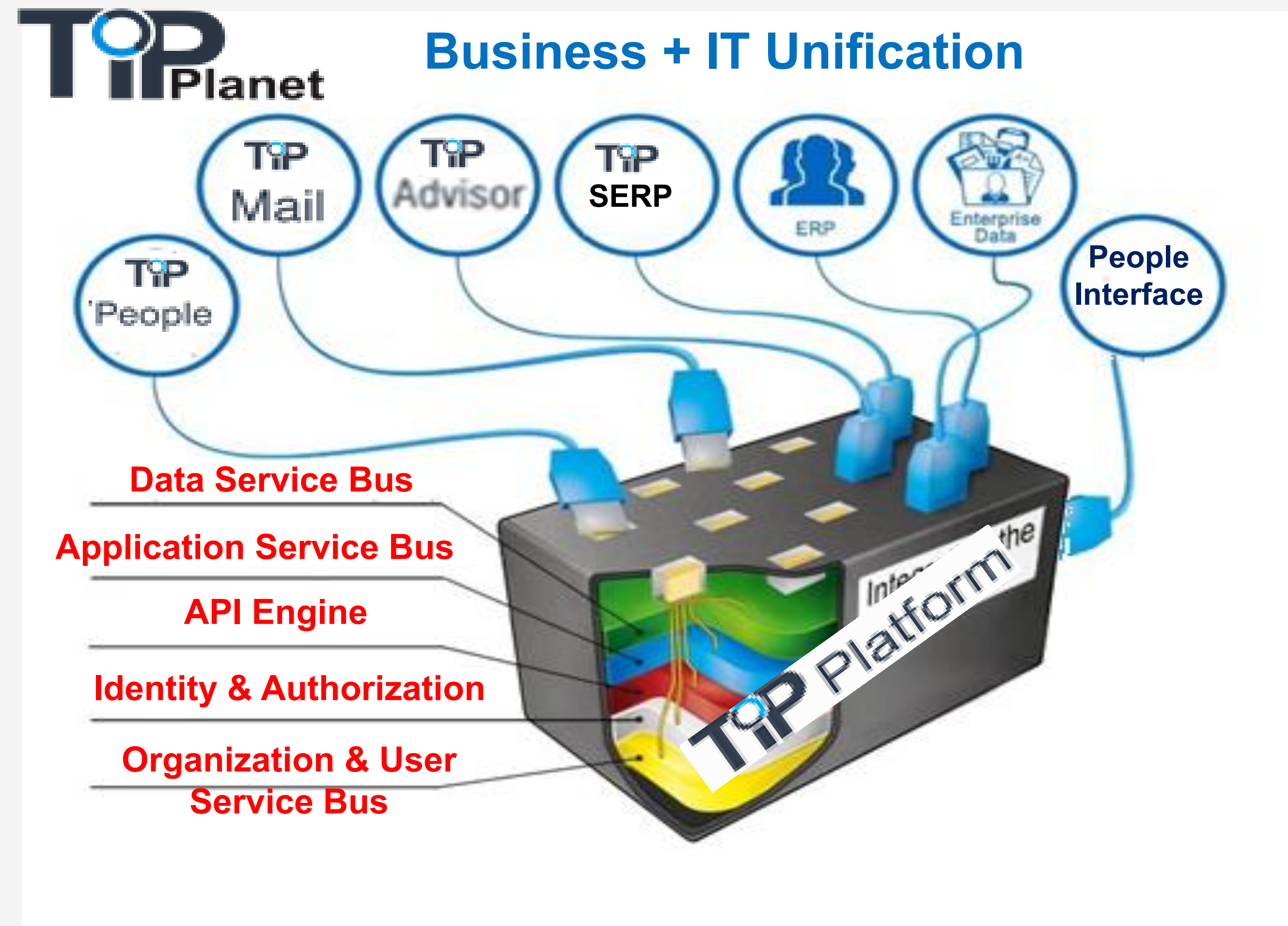
Criticality of problem that our startup is trying to serve

We are Solving two most critical Problems Business + IT unification & Total people Management with 'SERP'

Business + IT unification with TipTop Platform
(one platform that can plug in current IT infrastructure and create a Ready to run and build unified Business Application hybrid cloud services)

Total People Management world's first 'SERP' through its unique SERP Solution that Fills the GAP of Aligning people to Organizations Goals this quotient is left by Legacy ERP Solutions Because ultimately service means processes for people by the people and ERP is focused more on compliance, production and supply chain SERP is for Aligning People , processes and Performance.

ERP's get efficiencies but SERP's get effectiveness by making *"right people doing right thing"* not *"People just doing right thing"*.



Innovativeness of Idea

World's First Business + It unification 'Tip Top platform' Built over Neural Object framework and unified with Total People management 'SERP' Solution






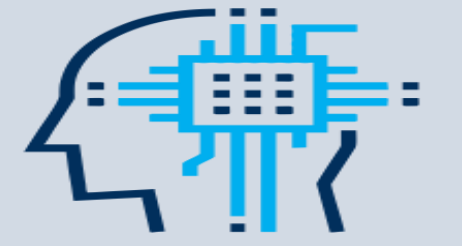





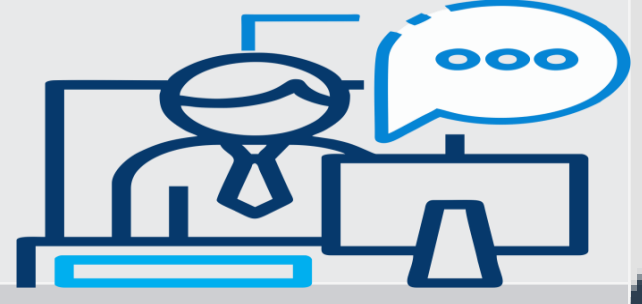



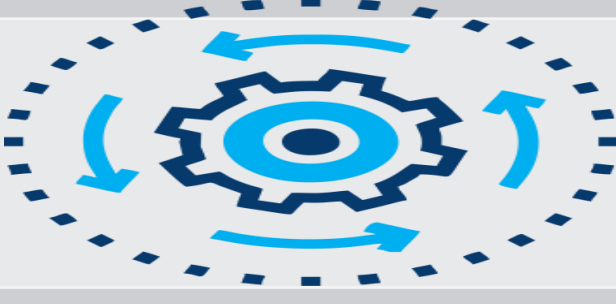



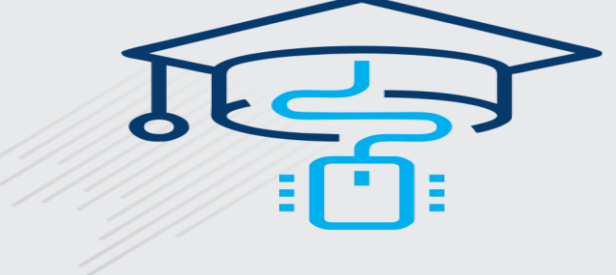
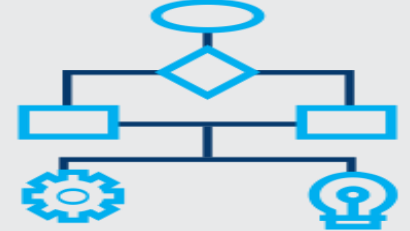















We provide freedom from code development Organizations can focus on process and leave technology to us using our ready API driven platform and applications that are discontinuous and adaptable with current solutions and technologies thereby moving with forward integration reducing the change management resistance .

Ready Technology Integration Pipelines

- API integration Pipeline
- User and Group Management Pipeline
- License Management Pipeline (With market place to bundle and create your own application using multiple applications or API)
 - Business user and group management pipelines
- Application Development and management Pipeline
 - Object Pipeline (neural pipelines used for AI)
 - Authentication Pipeline (SSO)
 - Authorization Pipeline
 - Communication and collaboration Pipelines
 - Time engine/ Location Awareness Pipelines
 - Object and AI Pipelines
 - IOT and device Management Pipelines
 - BI Pipelines

Ready Business Logic Engines

- Resource Engine
- Communication and collaboration engine
 - Notification engine
- Information and Knowledge Engine
 - OGM Engine
 - CPM Engine
- Virtual Business Model simulator engine
 - Role Engine
 - Scheduling Engine
 - Delegation Engine
 - Workflow Engine
 - Rule Engine (IFTT)
 - Analytics Engine
 - EECM Engine
 - IOT and AI Engine

T						
Technology	Integration	API	Hybrid-data	SSO	IOT	AI
I						
Integration	Communication	CMS	Contact	Social	KMS	Customer/Advisor
P						
Planning	Vision	OGM	Strategy	Action Plan	Scheduled	Calendar
T						
Technique	Mission	Academy	Role Engine	Delegation Engine	Rule-engine	IT-Business
O						
Operations	HRM	Work-space	Tip Top Mail	ERP-Integration	EECRM	Cost-effective
P						
People	Performance	Reporting	Anywhere-start	HRIS	Balance-score	Job - Succession

Out of BOX Solutions that can be bundled

Potential incremental value we add/ savings to current businesses

- We can shift the whole paradigm from **efficiency to effectiveness** improving your Top line and Bottom line simultaneously.
- We can **reduce your Manpower cost by 30%** with improved productivity.
- We can **reduce your IT cost by 50%** with our unification platform.
- We can increase your brand value from internal and external perspective with **nearly zero defect operation**.
- We can provide you our Robust business process engines and technology integration pipelines that **can reduce custom development, consultancy, time and cost by 50%**.
- Our ready solutions can **reduce your time to development and implementation by 90%**.
- Our unique Performance appraisal will **add value to your talent pool and hidden gems will surface up and Non performers shall be notified using AI**.
- We can **reduce your energy cost by using our IOT engine** integrated into the operational workflow and routing engine.
- OUR HALTS (Human Authentication & Location and tracking services) shall add value to tracking workforce and security.
- We can increase organizational skill set with our auto induction process and KMS integrated with LMS solution creating a succession planning pipeline reducing employee induction cost.
- We have a 100% tested and service industry architectures solution reducing the risk of experimentation and failures as we have already crossed that barrier over last 18 years of R&D.

Relevance in terms of HOTEL INDUSTRY's core mandate

We do have Service Industry Leading ERP (SERP- **SERVICES, EFFECTIVENESS, RESOURCES And PLANNING**), Solution, which majorly caters the entire operational, management and planning needs within the Hotel Industry.

Currently Hotel are using PMS that is built to handle the hotels operations and management areas like: Reservations, Guest management, stores and inventory management, POS, Room management , sales and marketing management

SERP solutions Fill the Gap left in the core requirement of Hotels service delivery pipeline that consists of

- 1. One platform for entire technology integration requirement that can talk to your PMS**
- 2. Cloud based hybrid data solution ready to run day one**
- 3. HUM (Human utility Management) end to end employee life cycle management beginning with job posting to exit**
- 4. Flexible Roaster and time management (specially designed roaster management with flexible timing and PTO options required by service industry)**
- 5. Organization Communication embedded platform**
- 6. Performance and planning Management**
- 7. Operations Management**
- 8. Reputation Management**
- 9. Guest information broadcasting and management**
- 10. Complaint Management**
- 11. IOT pipeline**
- 12. Training Management**
- 13. Knowledge management**
- 14. Asset Management**
- 15. BI and AI reporting and forecast**

Visit for more information : <http://www.tiptopplanet.com>

Request for demo <http://www.tiptopplanet.com/request-a-demo>

Thank You