

# MEDIA KIT 2014



**somnetics**

Som Imaging Informatics Pvt. Ltd.

ISO 9001:2008, ISO 20000-1:2011 & ISO 27001:2005  
Certified Organization

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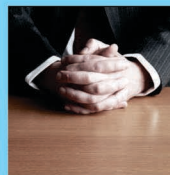
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# corporate profile

Som Imaging Informatics Pvt. Ltd., branded as Somnetics, is an ISO 9001:2008, ISO 20000-1:2011 and ISO 27001:2005 certified organization, offering enterprise class, affordable, end-to-end solutions for business process management, imaging & informatics and content management.

With a sole objective of complementing the IT demands of SMEs, corporate and government organizations at an affordable rate, our brand is already identified as a dependable, prompt and effective solution and service provider in the market. In the last two years, the organization has witnessed rapid growth with more than 650 clients in every possible domain.

A part of Group Somnet, Som Imaging Informatics Pvt. Ltd., was formed in the year 2011, much later to the establishment of the group's flagship company, Somnet Dynagraphics Pvt. Ltd., which was formed in 1996. Where Somnet Dynagraphics Pvt. Ltd., being a Canon Gold Partner for five consecutive years, continues to lend its expertise in the verticals office automation, Som Imaging Informatics is in the process of consistent growth, exploring new scopes and possibilities in various verticals, mainly IT and IT enabled services (ITES), creating a niche in document and enterprise content management, print management and business process management.



Much of the organization's success is attributed to the amiable office environment and the state of art infrastructure that has only improved with time and has helped its young breeding talent to evolve into accomplished professionals. Open Labs, a research and development center, was recently inaugurated to further nurture the skills and creativity of its young talent resulting in the creation of several successful and indigenous software products that are highly acclaimed in the market. Its recent venture into open source software, Cloud technology, Intelligent Neural Network and Solar Photovoltaics is also attributed to Open Labs. With all these facilities and many more, Somnetics is rapidly establishing itself as a market leader in document management services in Eastern India, with multi-vertical expertise in functional domain offering affordable solutions for both hardware and software. The organization operates with six divisions categorized under Business Division and Operation Division.

## BUSINESS

### Enterprise Solutions

Deals with software solutions and IT enabled services, extending to complete maintenance of our products, assuring their regular upgradation and training sessions. This division studies and analyzes Customers' requirements to propose an affordable solution for them.



### Office Automation

This division is responsible for the sales and distribution of the MFDs, copiers, printers, scanners and fax machines of various leading brands such as Canon.



### Production Printing System & Wide Format Imaging

Its main activities involve sales of production printers, digital presses and wide format printers, scanners and MFDs. Wide format printers and MFDs serve the needs of CAD/CAE, graphic industry and on-demand printing.



## OPERATIONS

### Customer Support Division

Unlike most vendors, Somnetics is known for its post-sales support system for all its products. Delivery and installation is followed by quality service at regular intervals. Its state of art customer service system is attributed to two main indigenous tools, namely OwlCMMS and Smart Portal that gives the organization an edge over others.



### Enterprise Print Management

EPM division provides the option for outsourcing your requirements for printers, copiers and MFDs, offering printing hardware of all types and capabilities on rental schemes. We also meet the requirements for spares, parts, consumables and support.

You may also avail our indigenous print management software PrintWARE, to enable easy print auditing, tracking and setting print quota for your employees. Therefore, this service enables your organization to shift from CAPEX to OPEX model. With a single invoice on monthly basis, it sets you free from multi-vendor hassles.



### Enterprise Content Management

ECM division pertains to scanning, digitizing and archiving all types of hard documents, papers, microfilms, books, medical or teleradiology images, CAD and engineering drawing. This service might also include imparting manageability to these documents through our indigenous document management, iDOC.





## Somnetics: An SME with a difference

We are driven by innovation and R&D despite our SME status

We develop our own software products with our internal team

We resort to our indigenous products for support and operation instead of outsourcing them

Only SME in India, whose service and customer care is maintained through our very own cloud, based computerized maintenance management system, OwlCMMS

Only SME in India having an indigenous web and cloud based customer self service portal, S.M.A.R.T portal

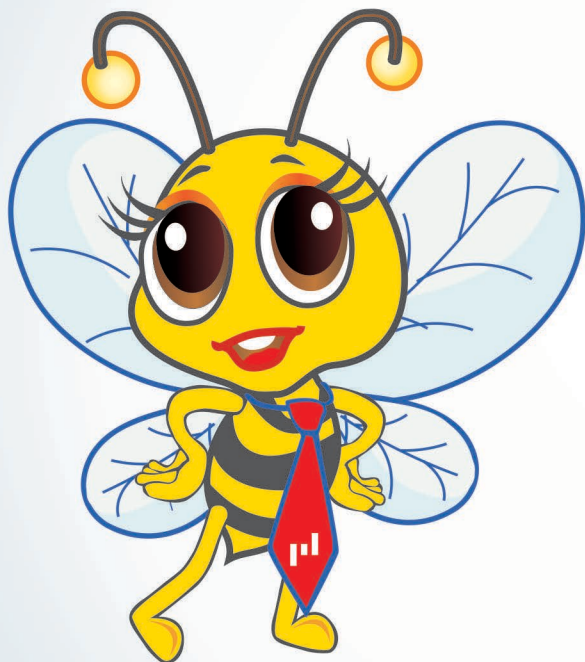
Affordable services and solutions encompassing every need of the Customer

Customization of solutions based on Customer's requirements

Wide range of domain is served by us – Office automation, digitization, document and content management, software, managed printing, Cloud technology

# meet @Bee... The Mascot of Somnetics' Managed Service.

Well informed and efficient, she keeps our Customers updated with the latest services, products and offers.



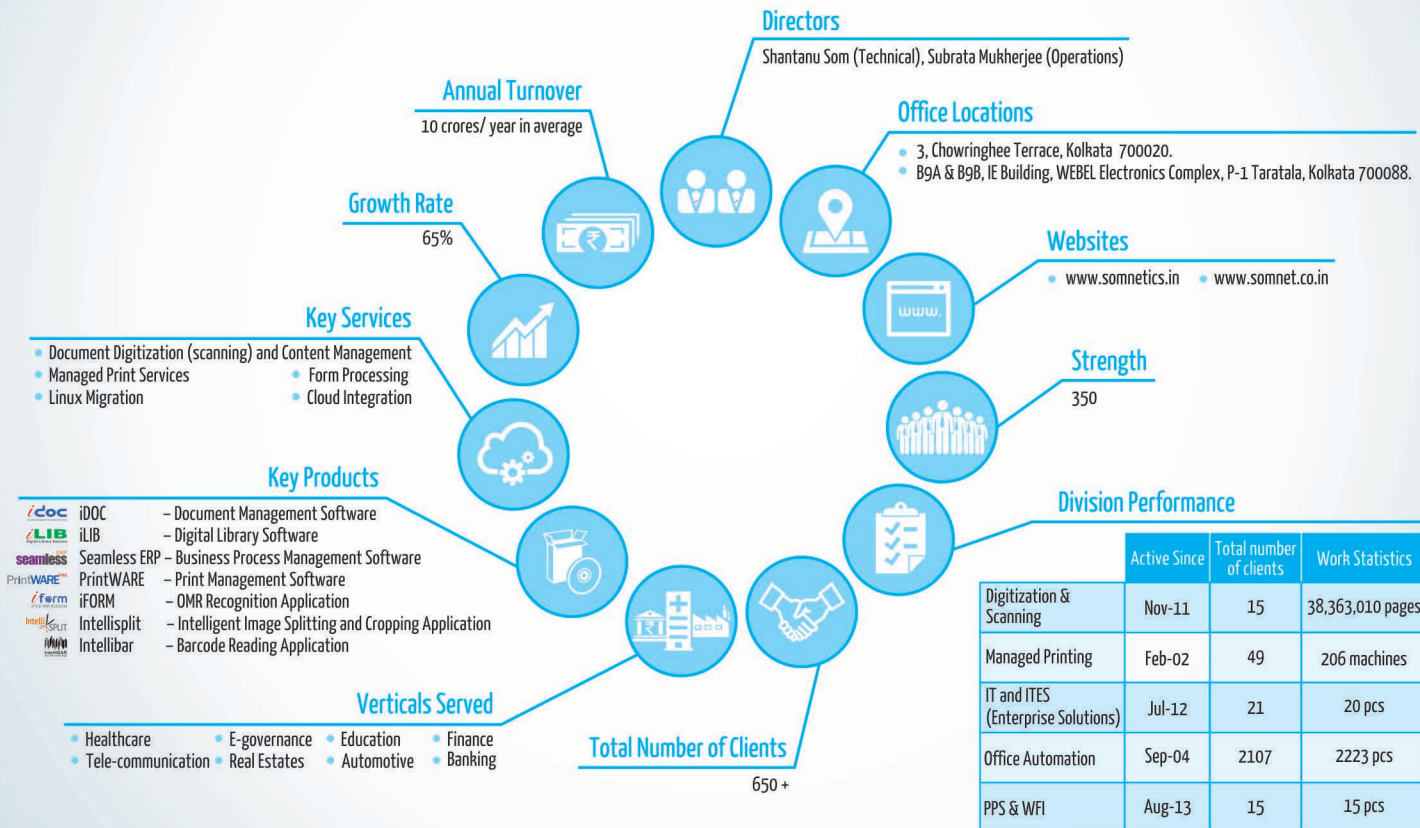
I am the brand new face of Group Somnet to endorse all managed services! Yes quite similar to my established friends.... the Amul Girl, the ZooZoo, and the Pillsbury Doughman?



My Name carries all attributes of managed Services; E for Efficiency..E for Economical... E for Environment friendly... and E for electronics savvy. Is it not just what Somnetics is all about?

Contact [ebec@somnetics.in](mailto:ebec@somnetics.in) to know about the latest services, offers and products!

# fact sheet



# directors' biographies

## Shantanu Som

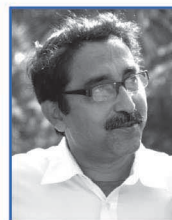


Shantanu has worked in HCL Limited, Xerox Corp and Indian Railways before he started his entrepreneurship venture with Group Somnet. Having more than 20 years of leadership experience, he led Group Somnet to become one of the market leaders in Imaging Informatics industry. Under his leadership the organization delivered India's first Open Source Document Management System (i-doc), Digital Library System (iLIB) and World's first cloud based Tele-Radiology Platform (OnmiPACS).

Alternative energy and greening of the planet is Shantanu's passion and he commits himself for this cause. Shantanu carries with him a rich background of research and development of Solar PV systems, Embedded Devices and Smart Grid Control Systems.

Shantanu takes keen interest in trekking, nature, animal rights and is an avid bird photographer. He holds a Degree in Electrical Engineering and is a member of IEEE – USA since 2002. He is also a Member of SPIE, the International Society for Optics and Photonics.

## Subrata Mukherjee



Subrata acquired his B.Sc degree from the University of Calcutta before pursuing his post Graduate Diploma in Marketing and Sales Management from Bhartiya Vidyapeeth. His first job was with a Kolkata based private firm, namely Premier Micro Systems. A few jobs later he committed himself to the development of Group Somnet, applying his accomplishment in operations, logistics, sales and marketing. Under his leadership, the organization achieved a number of accolades, including the title of Canon Gold Partner for five consecutive years.



# past press coverage

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**Solution Champ: Managed Print Services**  
 By [Shantanu Som](#) 10 January 2014

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**Top 5 Players:**  
 Sonnet Imaging Informatics  
 Indraganti Sales  
 Future Businesstech  
 Innovative Enterprise  
 Dink Infotech
 

**Solution Champ: Sonnet Imaging Informatics**

Kolkata-based Sonnet's Managed Print Service uses some unique software tools to perform a thorough and objective analysis of an organization's document output environment. Some of the products it sells are iDOC (Document Management System), i-ED (Digital Library and Printware Print Management & Audit System). The firm is moving from Capex model to Opex model. It has generated business of around 50 million INR in FY12-FY13 in the MPS space alone. The firm caters to services including Scanning and Digitization of Documents and Cloud Printing. "Our Software processes are developed in-house by the developers and our equipment partners are Canon and Xerox. We have plans to grow and enter into Outsourced Cloud Printing Services to expand our scope of work," says Shantanu Som, Technical Director, Sonnet Imaging Informatics. The i-ED System is a technology and experience of this industry helps them to recommend strategies and create innovative robust solutions. Typically, regularly visiting clients and provide them equipment as needed and provide all service and supplies, and proactively monitor usage and changing customer requirements.

Offering services like cloud printing and document digitization. Catering to most industry leading standard. The firm's target markets includes Corporates, Government Organizations, SMEs, and Institutions. "Over the last year, the response has been positive with more organizations witnessing the benefits of the eco system in MPS and this has helped building our solid expertise in printing with the capacity of printing about 500 million pages and still counting," adds Som. The company has a dedicated software development team who are constantly upgrading its Print Management Software, adding services to Cloud computing strategies. Benchmarking its services by stringent ISO 9001:2008, ISO 27001:2005 and ISO 20000:2011 Compliance requirements. Sonnet acts solution provider for Indian Association for the Certification of Systems, All India Trade Union Limited, Department of Telecommunications (DOTS), Calcutta University, Dept. of Botany. The company has seen growth at 50% y-o-y.

**Indraganti Sales**

MPS is changing on multiple fronts with the key driver being a shift in goals. In the aftermath of the MPS boom, the long-burning fuel has been priced with many organizations reducing costs and improving productivity. Market based buyers' takes P&L list of the firm company in the type of industry who obtained the environmental clearance certificate from pollution control board, so the environmental factor will be taken care while doing the manufacturing. The company produces all more, color and MCO laser cartridges for HP. It has been already proved that these laser cartridges give more print out than the OEM cartridges. Thereby the cartridges maintain the highest quality and provide extended life over other available brands available in India. The cartridges are now becoming

**Related Stories:**  
 Managed print services: Sonnet Champ Sonnet Imaging Informatics  
 Start charges zero printer lease  
 HP sales partners with new MPS program  
 "It's right that printing is expensive"  
 HP introduces 20 printing solutions in one go
 
**Procurement Solutions**  
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cover story

## Rains from private clouds percolate to SMBs

The true sign of a technology being adopted is when smaller enterprises start implementing a particular technology for maximizing business value. A case in point is Sonnet Dyanagraphics, a small IT solutions firm that has built a private cloud using open source.

Sonnet Shantanu Som, Director Technical, Sonnet Dyanagraphics, "Our sales people can now load data in CRM from anywhere, which entirely runs on cloud. Our support engineers get support tickets via SMS on their mobile while on the move, bettering their response time and increasing customer satisfaction." Som says that the open source framework has given his firm low TCO. "Now, we have more employee engagement which translates into higher operational efficiency. Less IT investment per employee is also another motivational factor." To enhance security, Sonnet uses 128 bit encryption and DTP (Data Time Password). The DTP restricts a user via a SMS. This provides a high security environment, even if employees use an Internet cafe.

The scalability of the private cloud makes it apt for SMBs. "One of our business units' supports around 2,200 installations of high-end multifunction devices and this is a customer intensive operation. We manage the entire operation and workflows of that unit with our own solution which also has a self service module for all 2,200 users. This is a complex requirement as most of the workflows and business reports are extremely customized," explains Som, on why a private cloud makes sense for his enterprise.

Another case in point is True Value Homes, a fast growing construction company. The pace of growth of the organization can be seen from the fact that the company has completed 4 million square feet of cumulative construction and has projects, covering about 12 million square feet in the pipeline-19 million in residential and 3 million in commercial property. Every year, the firm has plans to achieve a target of building 2.5 million square feet. For this organization, meeting IT infrastructure requirements with the pace of growth is a challenging task. A private cloud is apt as it gives the firm the ability to quickly deliver infrastructure requirements from a central location. "Whenever a new site comes up, it takes only two minutes to provide infrastructure and access to end users," explains Anil Mehra, Director Procurement and IT, True Value Homes, Mehra marks "security as the biggest drive of the private cloud as it helps the IT function in centralizing and monitoring user access. True Value has built the private cloud using hardware from IBM."

"Due to the private cloud, we have more employee engagement which translates into higher operational efficiency"

**Shantanu Som**, Director Technical, Sonnet Dyanagraphics

**Anil Mehra**, Director Procurement and IT, True Value Homes

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www.informationweek.in

# accolades

## Canon

Premium Partner

Group Somnet has been a **Canon Gold Partner** for the last seven years.



Group Somnet has been winning the **Wings of Glory Award** for five consecutive years.

ISO 9001:2008  
ISO 27001:2005



ISO 20000-1:2011

Somnetics is one of the only twenty five organizations in India, with **ISO 9001: 2008**, **ISO 27001:2005** and **ISO 20000-1-2011** certifications.



**DQ Channels**  
SOLUTION CHAMP 2013  
MANAGED PRINT SERVICES

Somnetics topped the DataQuest Channels **"Solution Champ"** listing in Managed Print Services in 2014.

# office infrastructure



Conference Room



Server Room



Equipment training



Research and development



Inventory



Library

# media contact information





# message to media

Som Imaging Informatics Pvt. Ltd, branded as Somnetics, is all set to launch its flagship product i-doc. This software is indigenous and designed by the highly qualified technical team, backed by four years of rigorous research and testing. 'i-doc on Cloud' is a service that has already created a niche of excellence for itself and is highly acknowledged by our existing Clients. This service rescues them from the maintenance expenditure and security issues associated with VPN and LAN. All that you experience is a great document management process in the form of flexible access, data security, collaboration, and workflow creation. Organizations with poor hardware infrastructure can avail this deployment model to curtail cost and shift to OPEX model..

The software is already used by various medium and large organizations within the city. Some of our satisfied clients are AI-minerals, Corporate RPSG Group, SAIL, Mercator Ltd, Metro Diary, Orient Fans, EXIDE, Adhunik Group and IPM Commodities. Heavy booking is going on by multiple other organizations.

# i-doc - the flagship product

In the past few years, Somnetics' products and solutions have underwent rapid improvement, with enhanced effectiveness, engaging intimately with various verticals and their thought leaders. Somnetics is one of the emerging market leaders in program and solution development.

One of them is a web and cloud based **document management system**, i-doc that comes in two versions- Standard and Professional. Available as a cloud service, its popularity is already spawning across various verticals such as heavy industries, education, retail and FMCG. 'i-doc on Cloud' is our flagship product.

When i-doc is availed on cloud, it acts as a catalyst for better productivity and document collaboration, as this service resolves the issues related to huge expenditure on maintenance and security issues on the part of the client, while they use traditional VPN and LAN. The service helps in shifting from CAPEX to OPEX model.

## Why a Document Management System?

All organizations have to resort significantly upon document oriented workflow on a daily basis. A lot of time is wasted in the process of searching and retrieval, especially in the case of hard format documents. Hard copies are often subjected to misplacement, destruction, lack of security and easy access to unwanted people. As a result the confidentiality and often the quality of the document (which may be an important one), may be at stake. It is with the motive of rescuing organizations from these possible document management hassles that Somnetics developed i-doc, a web and cloud based enterprise document and content management system that stores bulk data scanned into digital objects and other multi-media files, assuring document security and collaboration across multiple branches and departments with customized document viewing permission and document workflow creation.

Apart from that there are multiple other features that make i-doc the perfect document management system for an office environment.

## i-doc in a nutshell

i-doc is an enterprise grade document management system for searching, managing, viewing, sharing and archiving large volume of documents and data secured in digital format in a unified web and cloud based repository, addressing every gamut of document life-cycle with features such as right based access control, versioning, retrieval, document auditing, workflow creation and collaboration. It aims to minimize the hassles involved in hard copy management in an office environment with an interface supporting the storage of all document and multimedia format and seamless integration with other BPM systems. It reduces the expenses involved in making multiple replication of documents and shipping.

1. **Searching and retrieving documents** : With powerful search indexing
2. **Web document, web forms and web calender** : To enable online collaboration
3. **Privacy setting and group creation** : To ensure only authorized users have access to the specific documents
4. **Multi-company and multi branch creation** : Boost collaboration and concurrent usage in larger organizations
5. **Document versioning and reversion** : So that all previous versions can be accessed easily, while newer ones can be identified and reverted
6. **Support for all types of multimedia content and extensions** : New extensions can be added and customized, with storage facilities for all types of document extensions
7. **Document sharing and Linking** : For faster document sharing when away from office premises or no access to mail servers.
8. **Excellent security** : SSL encryption of web, Detailed document auditing facilities, https security browsing, document locking, password enabled screen locking and unlocking facilities, 128 bit encryption.
9. **Document workflow creation** : Customizable dynamic workflow automates the complete life-cycle of your documents determining its path, role, activity in all its stage, right from creation to archival.
10. **Bulk activities** : For download, upload, copying, pasting, moving that saves time
11. **Audit trail and audit log** : So that all changes are tracked and recorded with details.
12. **Hard Copy Management**: Backed by intricate meta tagging, bar code system and RFID to track the location of softcopies and movement of hardcopies in warehouses
13. **Unified online viewer**: All types of documents opens in the same online viewer
14. **Flexibility of access**: i-doc can be accessed from smartphones, tablets and laptops even when away from the organization's premise.

i-doc	Other Document Management
More affordable	More expensive with less features and less ROI
Two versions fitting the requirements of small medium and large enterprises respectively	Versioning is not done keeping the size of client's organization and their unique requirements in mind
Flexible access - From all browsers, devices, location and operating systems	Rigidity of access
Support for all types of digital objects, multiple object type and extensions.	Not all types of extensions or multimedia objects are supported
Fast learning curve with hand-held training	Hand-held training may not be provided
Customizable features according to unique requirements with multiple ad-ons and plug-ins	Rigid features not catering to unique needs
Workflow creation to design the document life-cycle	Works as a record management system for dormant documents



## Key Features

Independent of browser, OS, platform and devices

Audit trail and audit log facilities

Integrated viewer for all types of documents

Drag and drop facilities

Customized meta tagging systems

Facilities for bulk upload, copying and pasting

**Supported file format**

**Document:** doc, .docx., .xls, .xlsx, .ppt, .pptx, .pdf      **Audio :** .mp3      **Images:** .jpeg, .tiff, .png, .gif, .bmp      **Video :** .mp4, .flv

Customizable workflow creation to determine the document life-cycle

Facilities hard copy management with RFID and barcodes

## Deployment Model

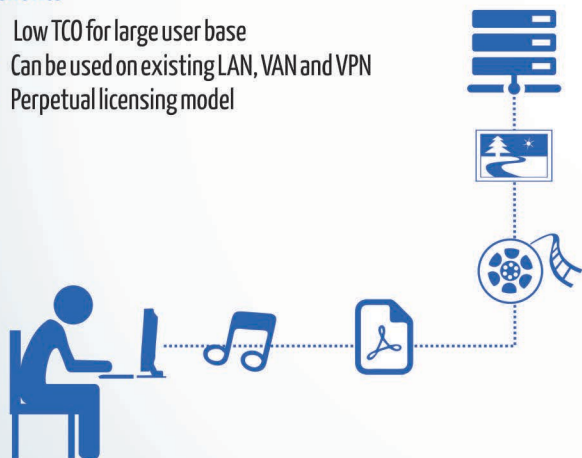
We formulated two types of deployment models to fit the requirement of all types of organizations irrespective of its size.

### On Premise

Customers having a mature IT infrastructure with capable support system can own and deploy this model. Post purchase support is available through software support agreement (SSA).

#### Benefits

- Low TCO for large user base
- Can be used on existing LAN, VAN and VPN
- Perpetual licensing model



### Cloud/ Hosted

i-doc on cloud is offered as an on-demand service. The software is hosted on Cloud rather than the server, to reduce the IT maintenance hassles pertained to VPN and LAN network, making documents accessible from any location.

#### Benefits

- Small and medium organizations can deploy
- No maintenance hassles of hardware and network
- OPEX model with no capital investment

