

A graphic with an orange-to-white gradient background. It features a hand typing on a keyboard, overlaid with binary code (0s and 1s), gears, and a brain icon connected to circuit lines. The text "Digital Transformation" is written in a white, outlined font across the center.

Digital Transformation

DSM SUITE 2.0

DISCOVER OUR DIGITAL SALES & MARKETING PLATFORM

ALIGNED WITH IMDA'S DIGITAL ROADMAP FOR WHOLESAL TRADE





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INTRODUCTION



INVEST IN A DIGITAL SOLUTION WITH TRANSFORMATIVE POWER

Digital transformation is a hot topic in business right now, especially after COVID-19. But businesses have been managing information digitally for decades. What then is different?

Businesses now realize that simply storing and transmitting information digitally will not enable the degree of agility, efficiency and effectiveness needed to thrive in an environment of constant change and disruption.

Businesses also realise that their multiple, disconnected silos of systems make it impossible for their staff to update each of them frequent enough and without making mistakes.

Businesses also recognize that they need to provide a complete, centralized view of information to their employees and the customers they serve.

That's why Zooloo has been called in to put together a single enterprise platform which has become such a key part of our customer's journey toward digital transformation.

Zooloo's digital transformation solutions help our customers make decisions, drive processes and serve their customers. For them, digital transformation is a journey, not a destination. From cloud technology to mobile access to analytics; every decision our clients make helps propel them further toward their goal of becoming a more digital business.

Zooloo's customers who have embarked on the digital transformation journey have realised cost, time and headcount savings they did not imagine possible.

Last year marked Zooloo's 11th anniversary as a company providing digital transformation solutions. We can't wait to see what digital transformations the next 10 years will bring!

THE DIGITAL TRANSFORMATION JOURNEY

Businesses begin by digitizing information, then they digitalise processes that make up the operations of the business, and finally digitally transform the business.

LEVEL 1 DIGITIZATION

This refers to the taking of analogue information and encoding it into digital form so that computers can store, process, and transmit such information.

For example, we may scan a paper document and save it in digital form.



LEVEL 2 DIGITALISATION

Here we digitize the workflow. You no longer need to manually chase each other to get things done.

A good example would be the employee leave process. Your staff can apply leave online and you can approve it online.



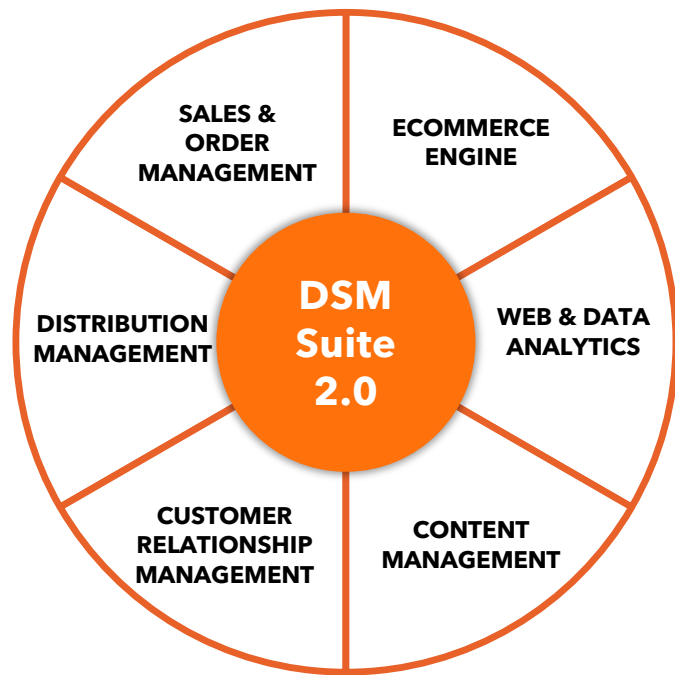
LEVEL 3 DIGITAL TRANSFORMATION

This is the use of digital technologies to change a business model and provide new revenue opportunities.

For example, selling online instead of just retail shops would involve a core change to the business model.



WHAT IS DSM SUITE 2.0?



A **digital platform** that provides business owners with the essential IT infrastructure to be able to conduct their entire business offline or online.

It forms the **backbone** for business owners to digitally transform the way they buy, market, sell and distribute products from multiple brands.

It reduces the reliance on manpower which is prone to human lapses and provides the **flexibility** to respond to rapid changes in customer demand.

BENEFITS OF DSM SUITE 2.0



A Multi-Device Digital Platform that delivers the following benefits to our Clients:



One-stop cloud based digital solution which eliminates Client IT infrastructure and maintenance costs.



User friendly web apps that support multiple devices for all types of users anytime and anywhere.



Digital services that simplify eCommerce and logistics interaction with customers, suppliers and sales agents.



All information is electronic and securely stored in the system and easily integrated with third party systems.

BENCHMARKING IMDA'S GO-DIGITAL ROADMAP FOR WHOLESALE TRADE

SG:D | SMEs GO DIGITAL

3 STEPS TO GO DIGITAL

1 | Is your business digital ready?
Find out using the Industry Digital Plan (IDP) for your sector.

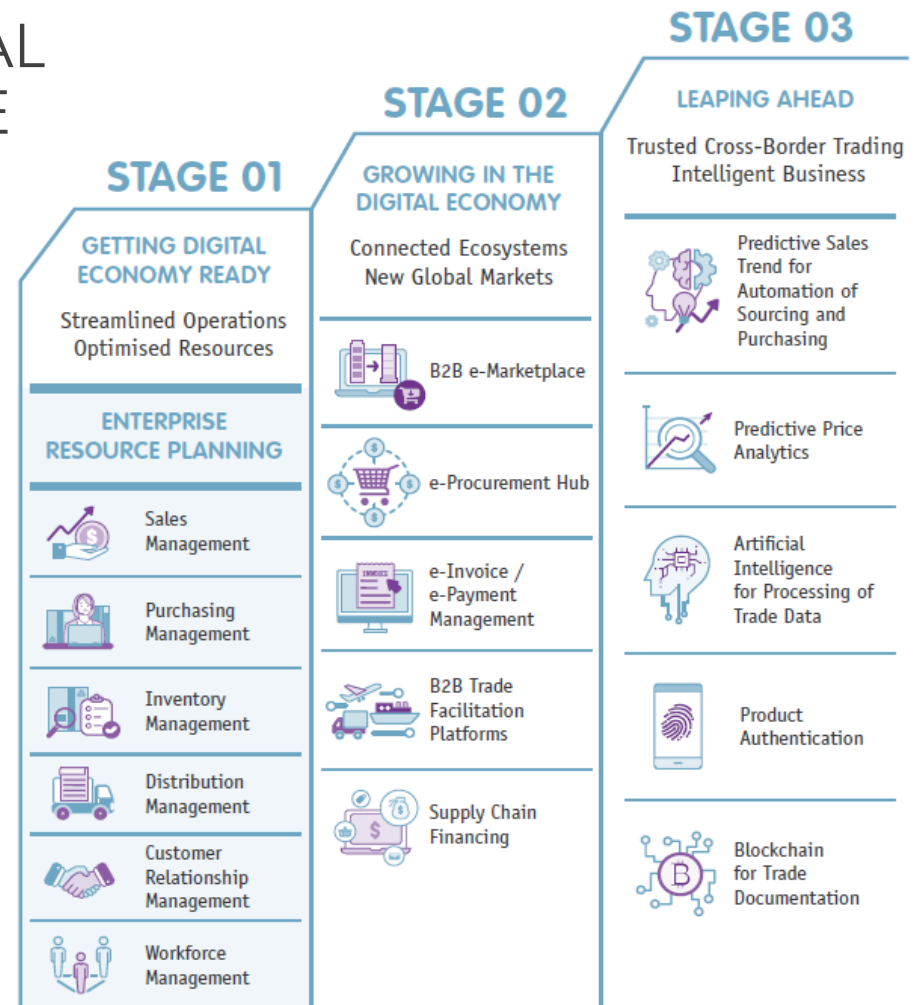
2 | How do you get started?
Take up pre-approved solutions with grant support.

3 | Where can you get help?
Contact the nearest SME Centre for support.

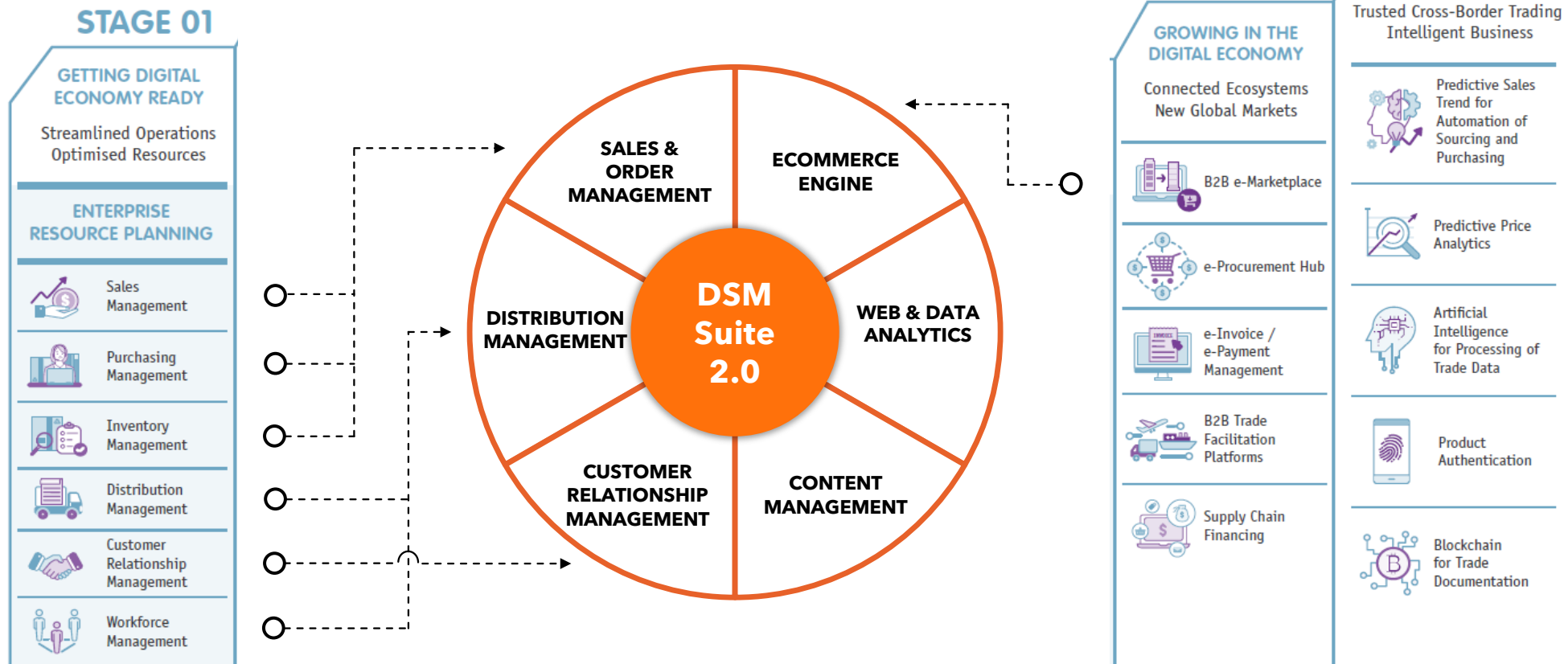
For more information
Scan the QR code or visit www.imda.gov.sg/SMEsGoDigital

Support available

- Consultancy Services (SME Digital Tech Hub)
- Project Management Services
- Pre-Approved Solutions
- Government Grants (e.g. Productivity Solutions Grant - PSG)



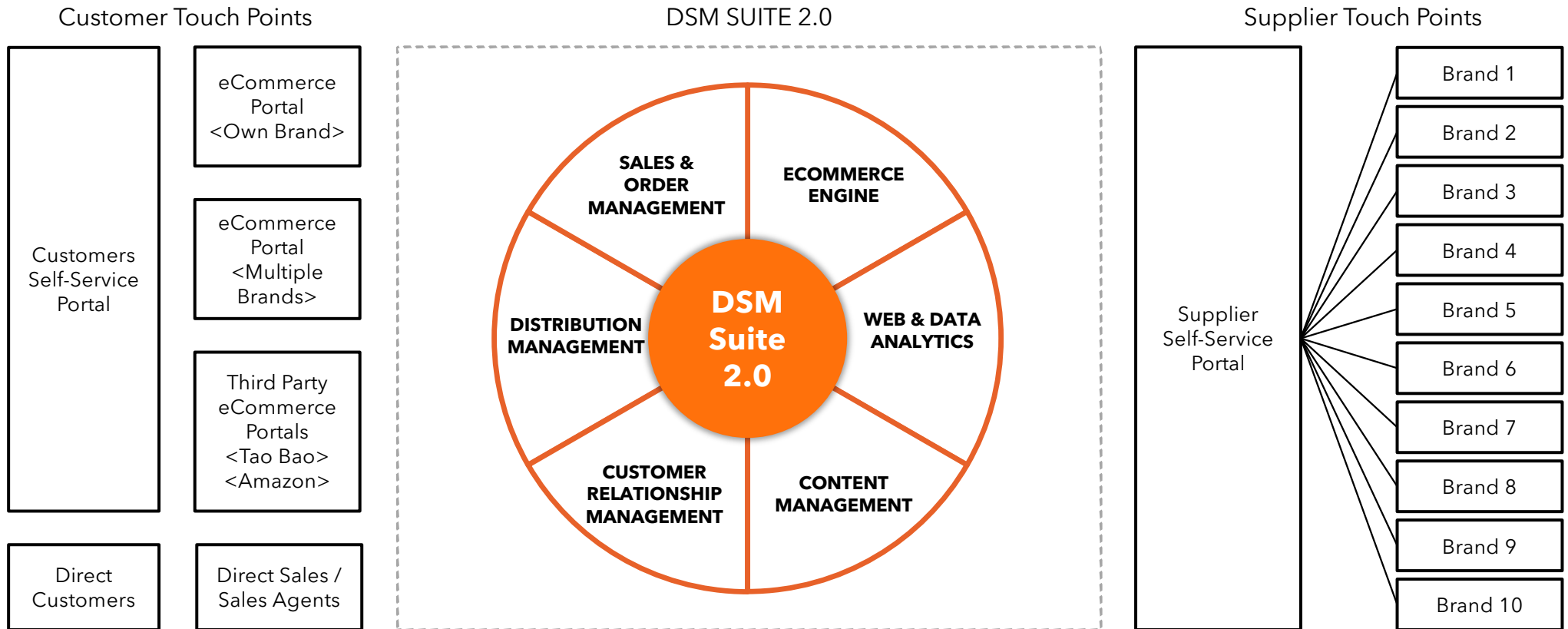
DSM SUITE 2.0 ALIGNS WITH IMDA'S GO-DIGITAL ROADMAP FOR WHOLESALE TRADE



- All Stage 01 elements and one Stage 02 element covered
- Balance of Stage 02 & 03 elements to be addressed in the future Product Roadmap

DSM SUITE 2.0 OVERVIEW

IN THIS DIAGRAM, WE HAVE OUTLINED WHAT MAKES ZOOLOO'S DSM SUITE 2.0 SO POWERFUL



DSM SUITE 2.0 OVERVIEW

BEST-IN-CLASS COMPONENTS FROM WORLDCLASS DIGITAL PLAYERS

**AMAZON AWS
MICROSOFT AZURE**

FOR CLOUD SERVICES.

MICROSOFT DYNAMICS

FOR ERP, CRM & ORDER
FULFILMENT

**TABLEAU
MICROSOFT POWERBI**

BUSINESS INTELLIGENCE &
REPORTING SYSTEM

SITEFINITY

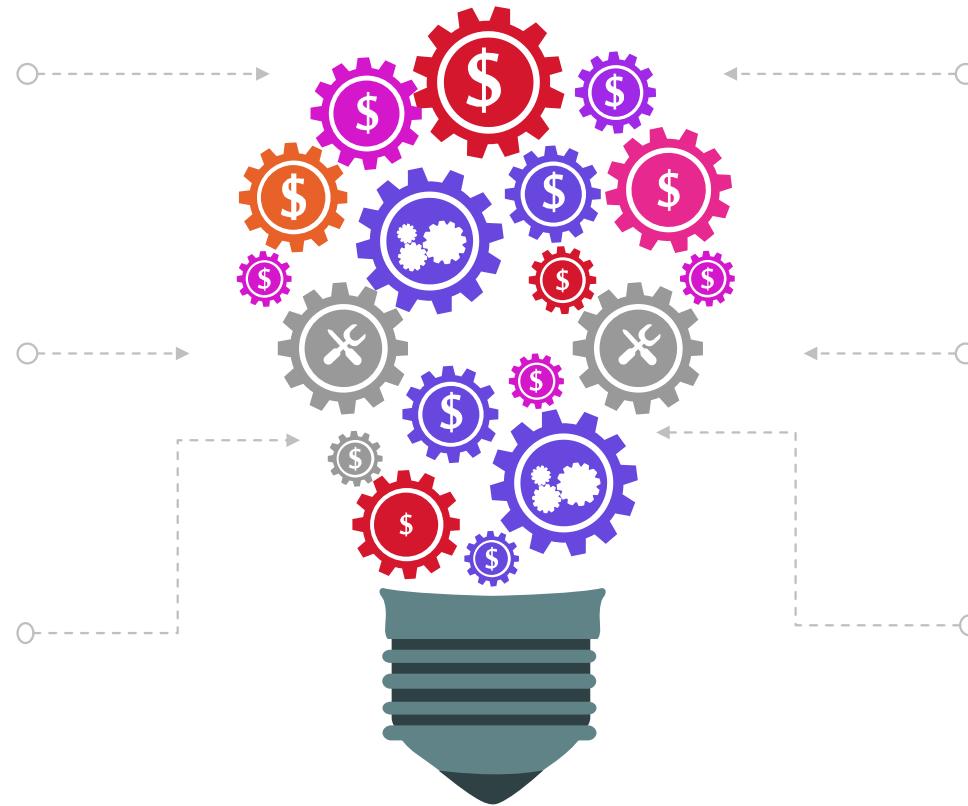
CONTENT MANAGEMENT
SYSTEM

**GOOGLE ANALYTICS
MATOMO**

DATA ANALYTICS SOLUTION

NOPCOMMERCE

ECOMMERCE OPEN SOURCE
SYSTEM



DSM SUITE 2.0 OVERVIEW

PRODUCT APPROACH

INTEGRATED SUITE

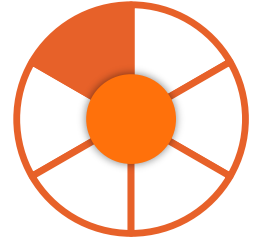
- Best in class and proven solution components from the industry.
- End to end solution approach with all workflow processing seamlessly integrated.
- Parcel approach with building block architecture opens for future expansion.
- Caters to SMEs of various sizes.
- Future proof.

100% CLOUD BASED

- Increased availability and reliability.
- Scalable on demand as required.
- Reduces the overhead and costing to maintain an IT team to support the infrastructure and applications.
- Allows companies to focus on their core business.
- Agile, resilient and innovative.

DSM SUITE 2.0 FEATURES & BENEFITS

1.1 SALES & ORDER MANAGEMENT



KEY FEATURES

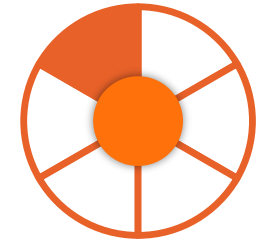
- Sales Management: Manage customers, sales orders, products and pricing information
- Purchasing Management: Manage suppliers and products, and create and process purchase orders
- Inventory Management: Manage inventory within a warehouse - receiving, putaway, picking, packing, stocktake and movement of products

BENEFITS

- Track and manage sales effectively to capture business opportunities and minimise losses
- Convert seamlessly from customers' purchase orders to sales orders to reduce human interventions and improve productivity
- Track and manage purchases accurately to enable clear communication and smooth transactions with suppliers
- Optimise warehouse activities to improve productivity
- Eliminate errors seen in paper-based processes

DSM SUITE 2.0 FEATURES & BENEFITS


1.1 SALES & ORDER MANAGEMENT



Customer Orders from the front-end Web Store are automatically captured into the ERP System for timely processing.

The entire Order Management and Fulfillment is automated. Inventory is tracked and replenishment order is triggered to Suppliers.

SHOPPING CART


CART




CONFIRM

IMAGE	PRODUCT(S)	PRICE	QTY.	LEAD TIME	TOTAL
	12p, -20°C Laptop Coolers	\$134.17	1	7 Working Days	\$134.17

Save Save & Close New Delete Refresh

Create Invoice Create PDF Email as PDF Process Fulfill Order

Cancel Order Recalculate Get Products

yanglk_193179 \$253.90 Active Processing MSD CRM Application User 2

Order Total Amount Status Status Reason Owner

Summary Goods Receive Create Delivery Order Goods Issue Timeline Related

Order Number*
SO-357421

Name
yanglk_193179

Description
Order from ecommerce, order ID 193179

PRODUCTS + Add Product Refresh

Group By: (no grouping)

Product	Type	Propert	Price Per	Order Q.	Disco	GST	Extended A.	Remark
> Delivery ...	Miscellane...	Not C...	\$45.00	1	...	\$3.15	\$48.15	...
> Hygromy...	Sales Inve...	Not C...	\$192.29	1	...	\$13.46	\$205.75	...

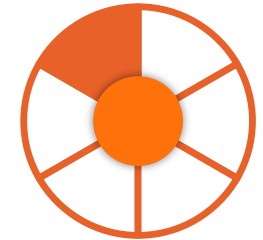
Order Date & Status

Order Type * Consumable

Order Date 8/7/2020

DSM SUITE 2.0 FEATURES & BENEFITS

1.1 SALES & ORDER MANAGEMENT



Stock Level alerts enable timely purchases to ensure no disruptions to Order Fulfilment.

Goods Receive function updates the Stock Level and in turn provides real-time update to the front-end Web Store.

PO-001001
Purchase Order

General Goods Receive Related

VendorCode 1001471

Purchase Order Date 13/5/2020

Purchase Order Number PO-001001

Owner Chen Hao #

Purchase Order	Product	PO Quantity
PO-001001	*Gene Pulser Cuvettes 0.1cm Gap (50pcs/bag)	40
PO-001001	01 011 42	121

PO-001001
Purchase Order

General Goods Receive Related

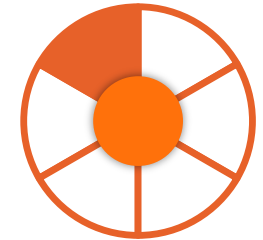
+ New Purchase Order ... Refresh Run Report

Group By: (no grouping)

Product	PO Quantity	Received Quantity	Balance Quantity
> *Gene Pulser Cuvettes 0.1cm Gap (50pcs/bag)	40	20	20
> 01 011 42	121	5	116

DSM SUITE 2.0 FEATURES & BENEFITS

1.1 SALES & ORDER MANAGEMENT



Real-time Inventory Tracking ensures timely sales order fulfilment. Alert notification sent to Administrator when stock level reaches re-order level.

Product: (L) Adenosine-5 Triphosphate (ATP)			
Product			
Summary Product Properties Additional Details Notes Related			
Package Size	5 ml	Brand	New England Biolabs (NEB)
Available Stock Quantity	55.00	In-Stock	<input checked="" type="checkbox"/> Yes
Date Available Stock Quantity Calculated	---	Unit Price	* \$263.86
Warehouse Stock Quantity	20	Minimum Order Qty	1.00
Last updated:	8/7/2020 11:59 PM		
Lead Time (hours)	24	Replenishment Time (hours)	168
Lead Time (In-Stock, Delivery)	144	Lead Time (Out-Of-Stock, Delivery)	288
Lead Time (In-Stock, Self-Collect)	48	Lead Time (Out-Of-Stock, Self-Collect)	192
Vendor ID	* 3005297	Product Type	Sales Inventory
Vendor Name	New England Biolabs Pte Ltd	Item Type	In-Stock
Product Group	* PLA		
Valid From	---	Safety Stock Level	---
Valid To	---	Re-order Stock Level	1

DSM SUITE 2.0 FEATURES & BENEFITS

1.2 ECOMMERCE ENGINE



KEY FEATURES

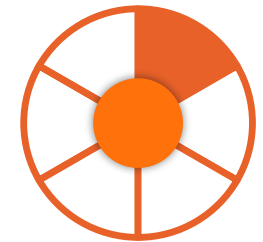
- Perform sourcing, buying and selling of products through e-commerce platforms.
- Integrates to popular e-commerce platforms such as Alibaba, Amazon and Shopee.
- Allows for own brand e-commerce Web Store.
- Allows for custom multi-brand e-commerce Web Store.

BENEFITS

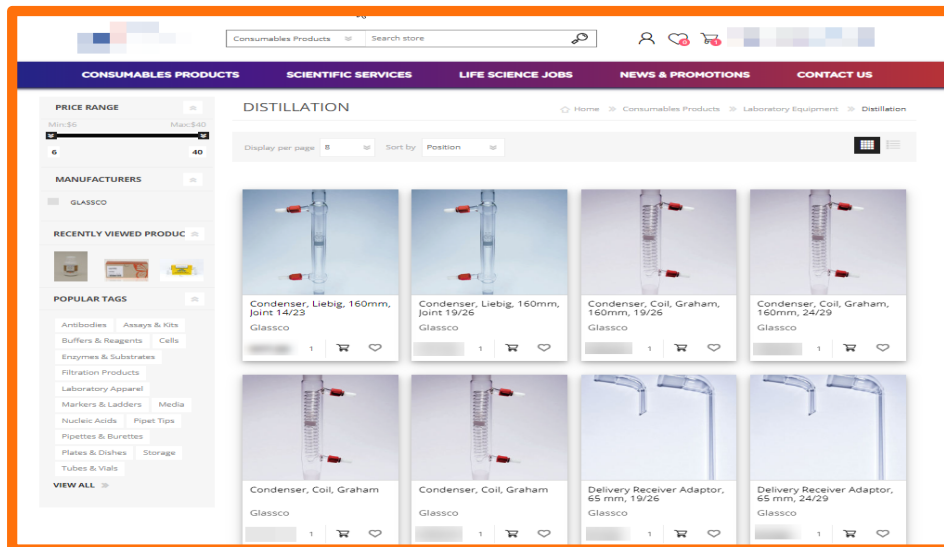
- Access to global markets for sellers resulting in higher sales opportunities.
- Builds own brand and control of customer relationship for upsell and cross sell opportunities.

DSM SUITE 2.0 FEATURES & BENEFITS

1.2 ECOMMERCE ENGINE

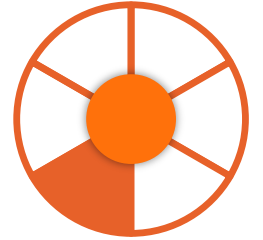


Round-the-clock and borderless showcasing and promoting of your products ensure maximum exposure and widen sales opportunities.



DSM SUITE 2.0 FEATURES & BENEFITS

1.3 CUSTOMER RELATIONSHIP MANAGEMENT



KEY FEATURES

- Manage customers and analyse their profile, needs and preferences.
- Real-time integration with ERP system allows completion of the sales process (from Lead capturing to generating quote, sales order and invoice) without going to different systems (CRM and ERP) .
- Sales orders are automatically posted to ERP for order fulfillment.

BENEFITS

- Deepen understanding of customers' demographics and preferences through data analysis to improve relationships with them
- Develop better customer retention strategies and improve the interactions with them to drive sales growth

DSM SUITE 2.0 FEATURES & BENEFITS

1.3 CUSTOMER RELATIONSHIP MANAGEMENT

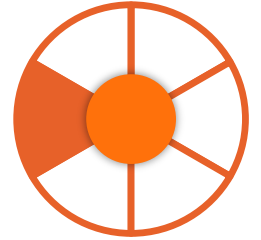


Automated documentation of customer's correspondence enables staff to track progress with Customers and the Wizard function guides staff to take appropriate next steps forward.

The screenshot displays the CRM interface for 'June 2020 Pte Ltd'. At the top, there is a navigation bar with various actions like 'Save', 'Add to Marketing List', 'Assign', etc. Below this, a horizontal bar contains five main navigation items: 'Review Store (34 D)', 'Suggest Order', 'Plan Visit', 'Store Visit', and 'Confirm Order'. The 'Review Store' item is highlighted with a red circle. Below the navigation bar, there are tabs for 'Summary', 'Details', 'Files', 'Timeline', and 'Related'. The 'Timeline' tab is active, showing a search bar and a list of events. The events include an undeliverable email from Outlook Microsoft, an email from the MSD Inbox Queue, and an auto-post message from June 2020 Pte Ltd.

DSM SUITE 2.0 FEATURES & BENEFITS

1.4 DISTRIBUTION MANAGEMENT



KEY FEATURES

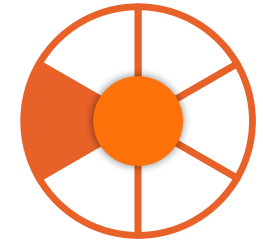
- Route jobs to specific teams intelligently and keep track of trucks, drivers, and shipments from the point of pick up through delivery on a live map view.
- Create customisable, SOP-aligned workflows to track processes and get a bird's eye view of your operations on Kanban smartboards.
- Manage employees through work scheduling, performance tracking and skills upgrading.

BENEFITS

- Optimise delivery routes by minimising distance and time between stops to improve productivity
- Simplify Fleet Management - Gain a comprehensive view of your delivery team's activities and ensure they strictly adhere to operational guidelines
- Minimise operational disruptions to businesses by reducing conflicts in work scheduling
- Optimise workforce to increase overall productivity

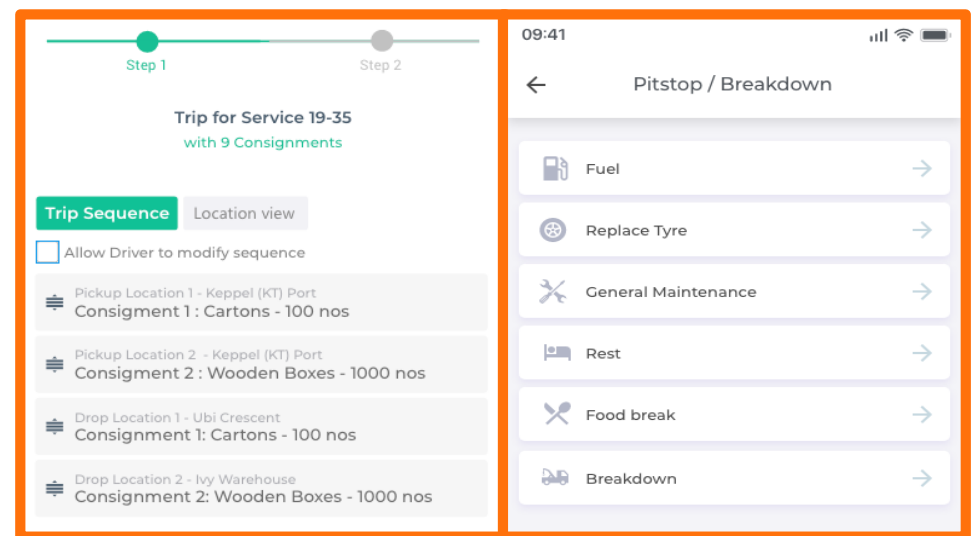
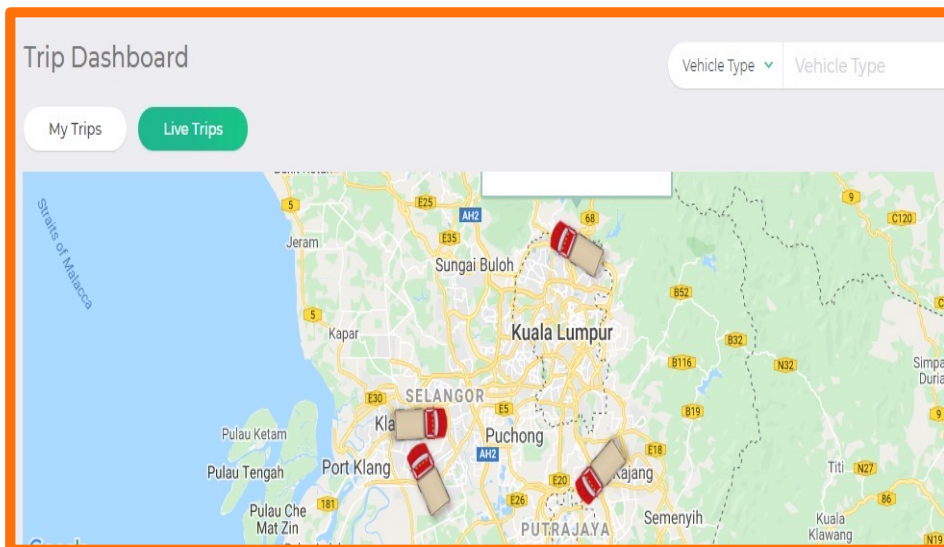
DSM SUITE 2.0 FEATURES & BENEFITS

1.4 DISTRIBUTION MANAGEMENT



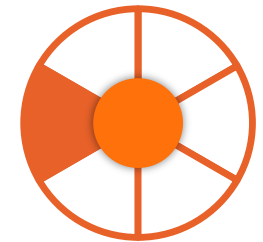
Comprehensive view of Delivery Team's activities and ensure they strictly adhere to operational guidelines.

Clear KPI tracking for each trip to minimize delivery costs.



DSM SUITE 2.0 FEATURES & BENEFITS

1.4 DISTRIBUTION MANAGEMENT



Automated workflow allows for employees work scheduling, performance tracking and skills upgrading.

Workforce management through standard workflows ensures that no item is left unattended and fall through the cracks.

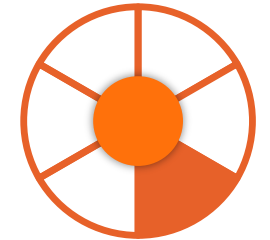
The screenshot shows a Kanban board with three columns: TO DO (15 items), DOING (11 items), and DONE (8 items). Each card includes a customer name (e.g., BBDemo Customer, Yoga), an activity (e.g., Export - Door to Port, Warehouse to Retail Shop), and a step (e.g., Step: Receive Client Approval, Step: Delivery). Cards are color-coded by activity type: Import/Export (orange), Domestic (purple), and others.

The screenshot shows a task list with the following items:

- Created by Deepalakshmi (04:56 PM on Jun 21st, 2019)
- ✓ **TODO : Send Quote to Client** (Entered 04:56 PM on Jun 21st, 2019)
- ✓ **TODO : Get Client Approval** (Entered 05:03 PM on Jun 21st, 2019)
- ✓ **TODO : Pick & Plan Activity** (Entered 05:04 PM on Jun 21st, 2019)
- ✓ **TODO : Start Activity** (Entered 05:04 PM on Jun 21st, 2019)
- ✓ **DOING : Collect Documents** (Entered 05:04 PM on Jun 21st, 2019)

DSM SUITE 2.0 FEATURES & BENEFITS

1.5 CONTENT MANAGEMENT



KEY FEATURES

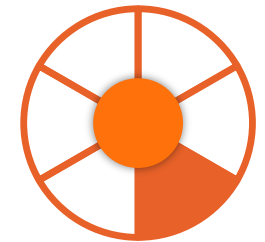
- Builds engaging digital experience with intuitive content creation and management.
- Personalization and responsive design.
- Powerful content editors
- Marketing campaign tools

BENEFITS

- Managing the content across dozens of different microsites made easier.
- Easy for marketers and sales personnel to deliver compelling, multichannel user experiences for customers.

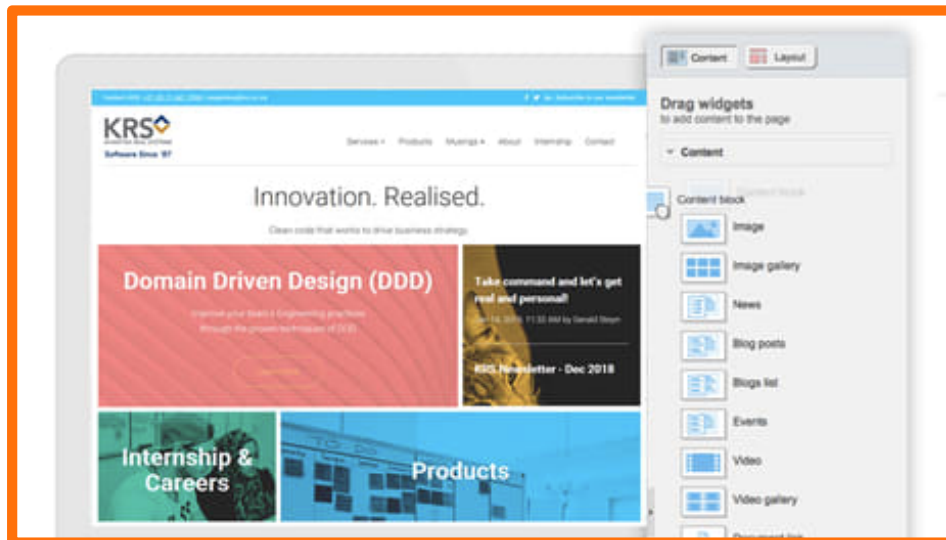
DSM SUITE 2.0 FEATURES & BENEFITS

1.5 CONTENT MANAGEMENT



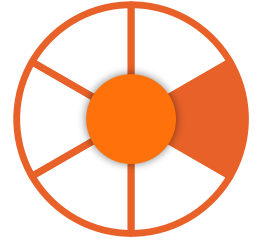
Content is created by dragging & dropping widgets and layouts onto a page. Easy to create rich, dynamic content by interacting with user-friendly web-based interfaces.

Mobile-friendly responsive design, and seamless integration for marketing campaigns, social media, and e-commerce.



DSM SUITE 2.0 FEATURES & BENEFITS

1.6 WEB & DATA ANALYTICS



KEY FEATURES

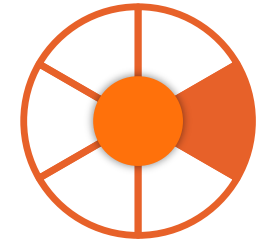
- Turn your unrelated sources of data into coherent, visually immersive, and interactive insights.
- Find and share meaningful insights with hundreds of data visualizations, built-in AI capabilities, tight Excel integration, and prebuilt and custom data connectors.

BENEFITS

- These tools allow businesses to make better use of data to improve service and to engage customers and suppliers.
- Enables everyone at every level of your organization to make confident decisions using up-to-the-minute analytics.

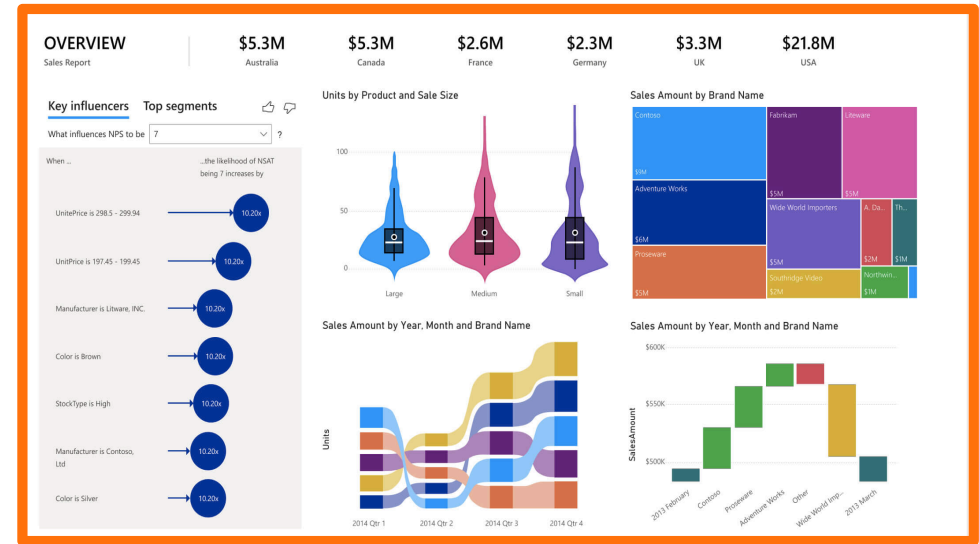
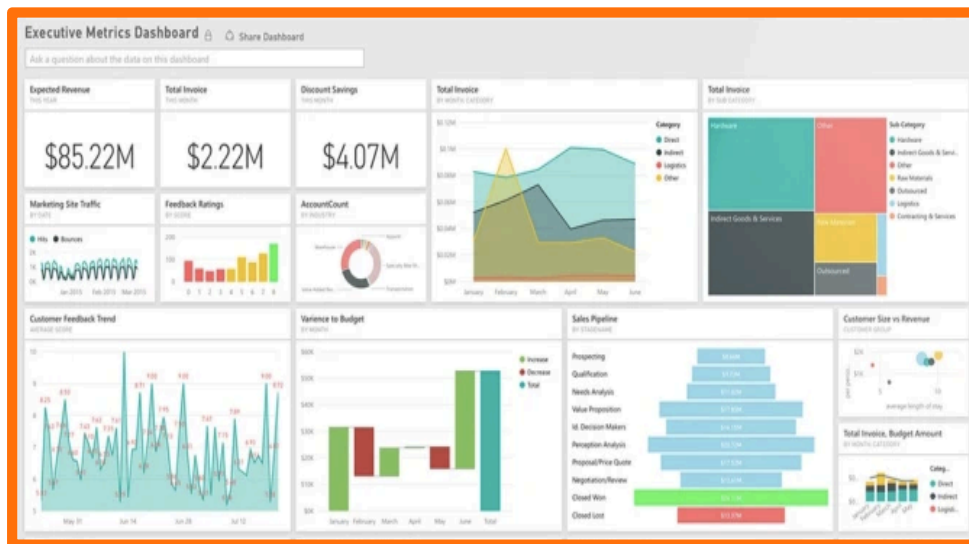
DSM SUITE 2.0 FEATURES & BENEFITS

1.6 WEB & DATA ANALYTICS



Web analytics dashboard generated from the various store fronts.

Sales Dashboard customizable for different job roles.



DSM SUITE 2.0 SKILLS UPGRADING

DEVELOPING CLIENT COMPETENCIES

Staff of customers who adopt DSM Suite 2.0 will be trained on the following:

- Digital Transformation
- Digital Marketing
- eCommerce

This allows the staff to upskill and to maximise the value of the DSM Suite 2.0 investment and implementation.

Digital Transformation Competency

Proficiency Level	Course Available	Proficiency Level Requirements
Level 1 Foundation	Digital Transformation - eCommerce Fundamentals	Certificate of Attendance
Level 2 Intermediate	Microsoft Dynamics NAV - Trade - Sales & Marketing - Purchase - Inventory	Associate Level Certificate
Level 3 Advanced	Digital Marketing	Professional Level Certification

DSM SUITE 2.0 IMPLEMENTATION PROCESS

MINIMUM VIABLE PRODUCT

Adopting Agile methodology and automated testing, MVP can be delivered within 3-6 months.

Thereafter, new functionalities can be implemented and deployed to the production in the short life cycle of 2-4 weeks for each iteration.

3-Step Process

Adoption Planning	Application Migration	Operate, Measure, Optimise
Adoption Plan	Re-develop	Administration training
Decide Migration Approach	Re-host	Operations training
Implementation Roadmap	Replace	Sales & Marketing training

DSM SUITE 2.0 – USE CASE

INDUSTRY SPECIFIC IMPLEMENTATION



DSM SUITE 2.0 - INDUSTRY SPECIFIC IMPLEMENTATION



WHOLESALE TRADE - DISTRIBUTOR OF PHARMACEUTICAL PRODUCTS

The Wholesale Trade industry is a major contributor to Singapore's economy, accounting for about 16% of the nation's GDP in 2017. SMEs make up 97% of the establishments.

With more than 80% of sales derived from overseas markets, the sector is highly influenced by the evolving global trading environment such as the rise of digital B2B marketplaces and the use of blockchain and artificial intelligence to improve trade processes.



DSM SUITE 2.0 – INDUSTRY SPECIFIC IMPLEMENTATION



WHOLESALE TRADE – DISTRIBUTORS OF PHARMACEUTICAL PRODUCTS

Building up the necessary digital capabilities required to compete effectively is increasingly critical to wholesale trade companies for sustainable growth.

Through digital transformation, SME wholesale trade companies can boost output, supply chain efficiency and response time resulting in cost reduction and increased revenue.



Singapore
- The Regional Distribution Centre

DSM SUITE 2.0 – INDUSTRY SPECIFIC IMPLEMENTATION

WHOLESALE TRADE - DISTRIBUTORS OF PHARMACEUTICAL PRODUCTS

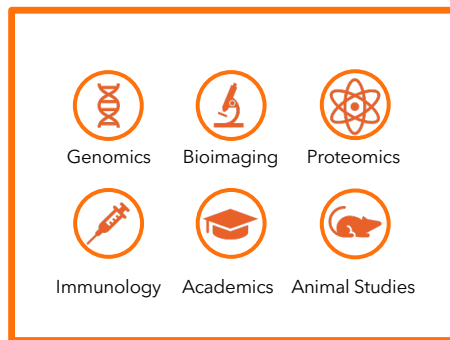


Distributors of pharmaceutical products operate their own online stores featuring multiple brands as well as on digital marketplaces like Tao Bao, Amazon, and Lazada as indicated in the eCommerce landscape diagram below.

Consumer	Business to Consumer (Brand Store - Single Brand) - Brand Owners: Charles & Keith Love, Bonito (Brand Store - Multiple Brands) - Distributors who market multiple brands [Need marketing resource to drive discovery]	Consumer to Consumer - eBay - Carousal
	Business to Business - Ali-Baba	Business to Consumer (Marketplace) - Amazon Lazada Q0010 Tao Bao [Highly Competitive, Commodity Pricing, High Transaction Costs eats into profits, No ownership of customers, hence no ability to re-market]
Business	Business	Consumer

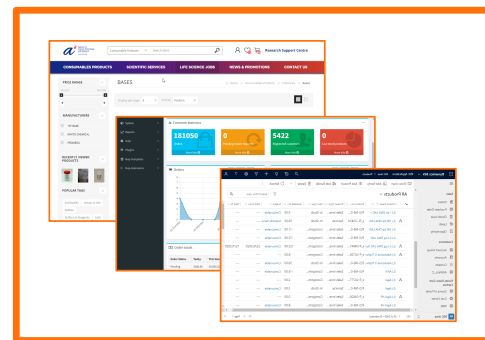
DSM SUITE 2.0 - USE CASE A*STAR RESEARCH SUPPORT CENTRE

DISTRIBUTION OF LIFE SCIENCE PRODUCTS & SERVICES

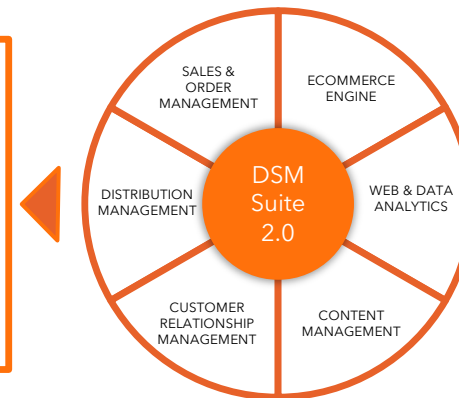


Customer Base

3,000+
A*STAR Research Institutes
Industry Players
Educational Institutions



Store Front



Supply Base

10k+ life science products
from 70+ major providers

DSM SUITE 2.0 - USE CASE A*STAR RESEARCH SUPPORT CENTRE

DISTRIBUTION OF LIFE SCIENCE PRODUCTS & SERVICES



	Item	BEFORE DIGITAL TRANSFORMATION	AFTER DIGITAL TRANSFORMATION
1.	Vendor Profiles	Manually created in ERP. No interface for Vendor to manage profile, products and promotions.	Managed in ERP. Synced to CRM. Provide vendor self-service portal for vendor to manage profile, products and promotions.
2.	Product Structure	Admin manually creates in ERP. Some use excel to manage.	Managed in ERP. Allow vendor to update product and price. Synced to CRM, ecommerce engine and other third-party marketplaces automatically.
3.	Pricing Updates	Content Admin manually updates in individual systems.	Updated from different channels: <ul style="list-style-type: none"> - Admin update from ERP - Vendor update from Vendor portal Prices are auto synced to CRM, ecommerce portal and other third-party marketplaces like Amazon and Alibaba.
4.	Promotions	Content Admin manually updates in eCommerce sites	Content Management System populates all sites.
5.	Customer Profiles	Sales Admin manually creates in ERP system	Customer creates own profile on eCommerce site which updates ERP system automatically.
6.	Online marketplace Platform	Each online marketplace platform is manually managed.	Auto synced with main-stream online marketplace for products, price lists, promotions and orders.

ZOOLOO DSM SUITE 3.0

TECHNOLOGY ROADMAP FOR 2021



DSM SUITE 3.0 - TECHNOLOGY ROADMAP



E-INVOICE / E-PAYMENT MANAGEMENT - PEPPOL

Peppol Electronic invoicing (or E-invoicing) provides the ability to send an invoice digitally between the accounting systems of business suppliers and buyers.

Instead of sending a PDF file or online invoice via email, the invoice is automatically sent to a buyer's accounting system through a secure network which is provided by Peppol's eDelivery Network.

This feature is part of IMDA's Go-Digital Roadmap Stage 02.

- Eliminates manual handling of the invoices by Business.
- Allows different accounting systems/software to 'speak' to each other because Peppol is an international standard.
- Able to communicate with any trading partner connected to Peppol's eDelivery Network, convert documents to Peppol's format, and send or receive documents to and from all them.

DSM SUITE 3.0 - TECHNOLOGY ROADMAP



BLOCKCHAIN FOR TRADE DOCUMENTATION - TRADETRUST

This is a new digital global trade platform that uses blockchain technology to digitalize international commerce.

This is a significant step toward shifting international trade from a paper-based system to one that is digitally enabled.

The new system will create enormous potential value, based on time and operational cost savings and the greatly reduced incidence of fraud and human error.

A digital utility that comprises a set of globally-accepted standards and frameworks that connects governments and businesses to a public blockchain to enable trusted interoperability and exchanges of electronic trade documents across digital platforms.

This is part of IMDA's Go-Digital Roadmap for Wholesale Trade Stage 03

DSM SUITE 3.0 - TECHNOLOGY ROADMAP



PREDICTIVE PRICE ANALYTICS VIA AZURE'S MACHINE LEARNING SERVICE

Predictive pricing refers to businesses using machine-powered algorithms to process historical data about price optimization and sales dynamics and use the established quantitative relationship to recommend optimal prices.

Predictive analytics requires statistical techniques, such as data mining (identification of patterns in data) and machine learning.

Using Azure Machine Learning Service, all data captured in DSM SUITE will be used to provide the price predictive analytics.

This is part of IMDA's Go-Digital Roadmap for Wholesale Trade Stage 03.



Zooloo Information Systems is a Singapore based digital solutions provider.
We provide the backbone for our client's digital transformation.

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