



Kangaroo Agency

We're KANGAROO AGENCY

Who we are, What we do
About Us | Services

Presented to
To Whomsoever Reading

Presented by
Kangaroo Agency

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About Kangaroo Agency

We [Design Strategies](#) which [transform Businesses](#).

We're a [Full-Stack Creative Digital Agency](#) founded with the motive to Re-Mould Businesses with [Innovation at it fullest](#) and achieve [Efficiency at it best](#).

[Result Oriented](#) Creative Agency with wide range of Offerings and Premium Clientele in masses.

We look to offer [innovative solutions](#) & [declutter the inefficiency](#) in businesses and achieve growth in multiple folds.

A team of [30+ Creative Minds](#) sitting under a roof to help you achieve your business goal with the help of [Design, Technology & Marketing](#).



MISSION AND VISION

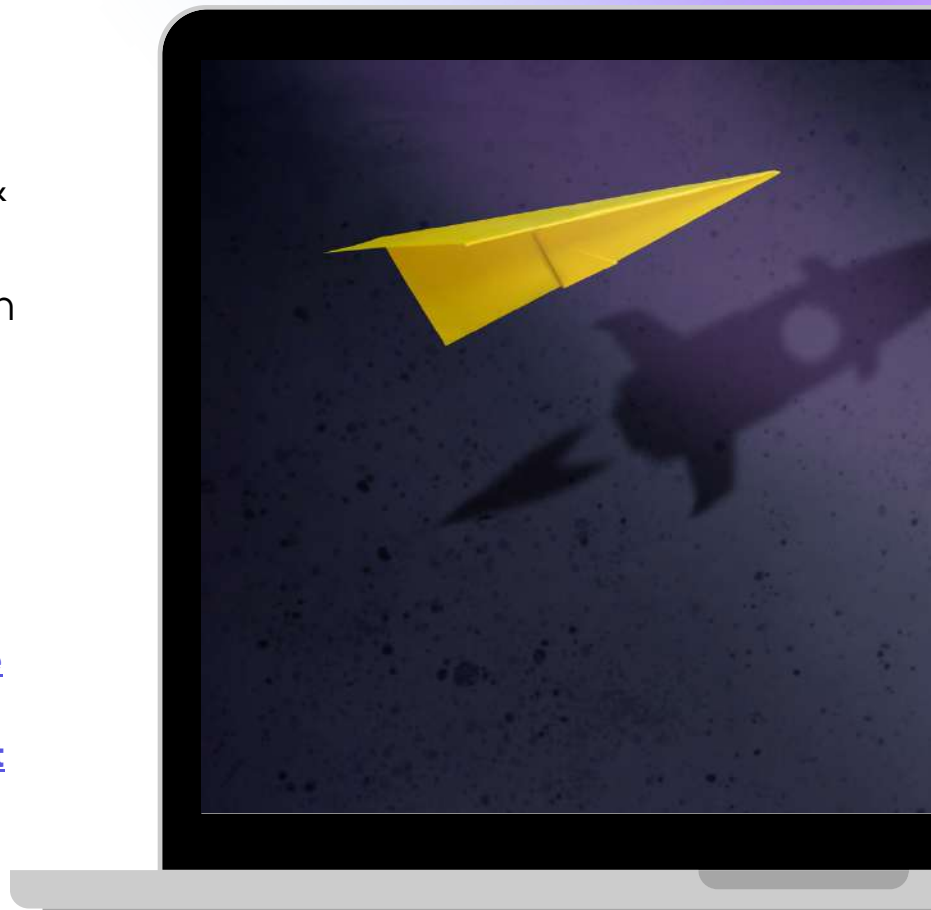
Our mission & vision is to create sustainable growth environment full of innovation & opportunities.

Mission

To innovate, accelerate & reflect the authenticity of businesses and transit in an everchanging era.

Vision

To reach every finger-tip of the world with Creative & Innovative Solutions for our Clientele and create Sustainable environment for Innovation & Creativity.



WHAT KANGAROO'S DO?

300%

increase annual footprints via offline or online modes

50%

increase in annual revenues.

30%

decline in annual operational expenses.

These are not some random numbers, these are the growth metrics of our clientele. We strategies your next business move for the most optimum and efficient growth that could be achieved.

Services WE THINK WITH YOU

01.

Innovation Strategy

What separates the best from the rest? A world-class innovation system that is strategy-led, internally consistent, and adaptable enough to drive serial success through an ongoing innovation journey.

02.

Digital Product Strategy

We help you de-risk what can be a huge investment. We concentrate on the “why” and the “what” up front before you ever get to the “how” of the technical solution. Then we help you build the right thing for the right audience.



HOW WE DO?

Research and insights: to understand your market, your buyers, your users, and the landscape of all those players

Vision definition and design: to establish your north star

Strategic planning and prioritization: to establish the right features first, ready for validation

Strategic design: with user experience expertise that understands and works with development

Brand skills: that help establish visual identity and name that tells the right business story

Foundational positioning and messaging: so that people understand your product and why they should be using it

Go-to-market strategy: that takes your product out to the world the right way

Go-to-organization strategy: that helps your internal teams understand what you're doing and why

03.

Technology Architecture

We incorporate the latest trends to help you plan and deliver a strong foundation for your organization with "which" and "why" questions at top. We ensure Scalability and Performance for users.

04.

Information Architecture

We focus on looking at what you want to do with your site and planning before any cosmetic design begins. Working with this solid foundation ensures that you can test design against specific success criteria and develop experiences that are closer to your user's needs.



Services

WE ENVISION WITH YOU

01.

UX/UI Design

We bring Human centered design for Digital tools to Empower your Business.

We believe excellent Designs are Experienced not seen. Being it Web or App we master all of it.

Tools/ Technologies we use:

- Figma
- Sketch
- InVision Studio
- Adobe XD
- Webflow
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

02.

Brand Identity Design

we've developed an approach that results in professional, stand-out brand designs which build trust. We make sure the identity works well in the online environment and is visually consistent across all mediums.

Brand strategy

- Brand equity audit
- Audience analysis
- Competitive review
- Strategic direction

Brand identity

- Visual positioning
- Visual identity system
- Icon & illustration guides
- Brand application

Communication strategy

- Verbal identity
- Tagline exploration
- Communication style guide

03.

Promotion & Print Design

We provide an exhaustive suite of retail branding, packaging, brochure, OOH, and print design services: from designing a visual design system from scratch to revamping extant design for newer, evolving contexts – we do it all.

Tools/ Technologies we use:

- Adobe Illustrator
- Inkscape
- Affinity Designer
- CorelDraw
- Graphic Design Studio
- AR/VR Experiences



Services

WE BUILD WITH YOU

01.

Software Development

- Application Development
- Product Development
- Product Re-Engineering
- Enterprise Solution
- Software Consulting

02.

Mobile Development

- Native App Development
- Cross-Platform Mobile App
- Hybrid Mobile App
- Progressive Web Application

03.

Big Data Analytics

- Big Database Management
- Big Data Testing
- Big Data Security & Information Management
- Big Data Visualization & Analytics
- Big Data Consulting
- Data Integration
- Data Governance
- Data Warehousing and Reporting

04.

Web Development

- CMS
- E-commerce
- Web API
- Front-End Development
- Back-End Development
- Database Setup

05.

Enterprise Data and AI

- IT Automation
- AI Powered Automation
- Cognitive Insights
- Intelligent Process
- AI-Powered Customer Engagement
- AI for Supply Chain Optimization
- AI for Predictive Maintenance
- AI for Fraud Detection
- AI for Predictive Health
- Robotic Process Automation (RPA)
- RPA software
- Intelligent Automation
- Automated Testing
- Automated Deployment
- Automated Operations

06.

Cyber Security

- Mobile App Security
- Network Security
- Penetration Testing
- Software Security
- System Security
- Cloud Security
- Monitoring Services
- Data Security
- Cyber Consulting
- Cyber Defence



Services

WE BUILD WITH YOU

07.

Game Development

- C++, Java, JavaScript, C#, Lua
- Unity 2D
- Unity 3D
- Unreal Engine
- Cryengine

08.

Testing & QA

- Mobile Application
- Websites
- UI/UX Design
- Product
- Consulting

09.

Other Services

- Metaverse
- Blockchain
- NFT
- AR/VR Technology

10.

Cloud Services

- AWS
- Azure
- Google Cloud
- Hybrid Cloud
- Cloud migration
- Cloud management
- Cloud optimization
- Cloud security
- Cloud application development
- Cloud analytics

11.

Chatbot App Development

- Chatbot design
- Chatbot architecture
- Natural language processing
- Chatbot consultancy

12.

IT Consulting

- Software Development
- Mobile App Development
- Big Data Analytics
- Web Development
- Cloud Services
- Enterprise data and AI
- Testing And QA
- Cyber Security
- Blockchain and Nft
- Ar/Vr Technology
- IOT Solution
- Game Development
- Design

13.

Internet of Things

- IOT Consulting
- Full-Cycle IOT Development
- IOT Firmware Development
- IOT Application Development
- Quality Testing
- IOT Security
- IOT Device Management



Services

WE PROMOTE WITH YOU

01.

**SOCIAL MEDIA
MARKETING**

Social media marketing is a critical element in staying connected with your audience. Working independently of, or side-by-side with you, we help keep your social community engaged.

02.

PAY PER CLICK – PPC

While SEO offers long-term growth, sometimes you need an immediate boost. OUR PPC campaign ensures that the money you spend is put to the very best possible use.

03.

CONTENT WRITING

Our content writers know Search Engine Optimization and create great marketing copy, designed to be informative and compelling, pushing your business objectives.

04.

VIDEO PRODUCTION

There is no more powerful way to get your message across than through video. Engage your audience by telling your story and sharing your mission.

05.

E-COMMERCE MARKETING

Getting found on Amazon/ Flipkart is not easy! Competition is fierce and thick. We'll help your products get found in this massive marketplace.

06.

**CONVERSION
OPTIMIZATION**

Turn more site visitors into customers! Our experts utilize the latest Conversion Optimization techniques to help increase the percentage of passive website visitors into active users.

07.

**ONLINE REPUTATION
MANAGEMENT (ORM)**

Your reputation is everything. Our team of experts can help protect and enhance your reputation online for tangible, long-term results.

08.

E-MAIL MARKETTING

We create personalized email newsletters to keep your emails out of spam folders and encourage your customers to take your desired action.



Services

BRICKS OF BUILDING

01.

SOFTWARE DEVELOPMENT

- FRONTEND
- BACKEND
- SER/ DEVOPS

Operating Systems

- Linux (C, C++, Python, Java)
- iOS (Swift, Rust, Objective C)
- Android (Java, Kotlin, C#, Swift)
- Windows (C++, C#, Visual Basic)

Servers and load balancing

- AWS
- Google Cloud
- Azure
- Apache
- Nginx
- Cloudflare
- Fastly

Data storage and querying

- MySQL,
- Azure SQL Synapse Analytics
- MongoDB
- Redshift
- PostgreSQL
- Snowflake
- Splunk
- Talend
- Fivetran

API platforms

- Segment
- Google Apigee
- Mulesoft
- Tealium
- Zapier

Frontend frameworks and tools

- AngularJS
- React
- Bootstrap
- jQuery
- Emberjs
- Backbonejs

Backend Frameworks

- Ruby on Rails
- Django
- Laravel
- Spring
- .NET

Backend Developmet

- Ruby
- Node.js
- Python
- C#
- PHP
- Perl
- Visual Basic
- Rust



Services

BRICKS OF BUILDING**02.****ARTIFICIAL INTELLIGENCE****Data Management****Data Gathering**

- Collecting
 - Labelling
 - Generation
- OpenML, ImgLab, OpenCV

Data Transformation

- ETL/ELT
- Fivetran, Talend, Singer
- Storage
- Databricks, Snowlake

Data Processing

- Analysis
- Fivetran, Talend, Singer
- Feature Management
- Tecton, Feast
- Versioning & Linage
- DVC, Pachyderm
- Data Monitoring
- Grafana, Censius, Fiddler

Model Management**Algorithm Building**

TensorFlow, Keras, ONNX

IDE

PyCharm, VS Code, Jupyter

Experiment Tracking

Kuberflow, Neptune, W&B

Evaluation & Monitoring

Comet, Evidently, Censius

Deployment**Model Serving**

Cortex, TFX, TorchServe

Resource Virtualization

- Containers
- Kuberflow, Docker, Flyte
- Virtual Machines
- Azure, Oracle, VMWare
- Testing
- Censius, Seldon Core, Functionize
- Model Monitoring
- Censius, Fiddler, SageMaker



Services

BRICKS OF BUILDING

03.

MOBILE DEVELOPMENT**Android****Programming languages**

- Java
- Kotlin

Android Toolkit

- Android Studio
- Android SDK
- Android SDK Platform Tools
- JDK

Crash/product analytics

- Firebase Crashlytics
- Firebase Analytics
- Google Analytics
- Mixpanel Analytics
- Flurry Analytics
- Appsflyer Analytics

Dependency management

- Gradle

CI/CD tools

- Jenkins
- Bamboo
- TeamCity
- CircleCI
- GitLab CI

iOS**Programming languages**

- Swift
- Objective-C

Android Toolkit

- XCode
- iOS SDK

Crash/product analytics

- Firebase Crashlytics
- Amplitude crash reporting (non-Google Play devices)
- Amplitude Analytics
- Firebase Analytics
- Google Analytics
- Mixpanel Analytics
- Flurry Analytics
- Appsflyer Analytics
- Instabug

Dependency management

- CocoaPods
- Swift Package Manager

CI/CD tools

- Fastlane
- CircleCI
- Buddy Build

Cross Platform**Programming languages**

- Xamarin
- Flutter
- React Native
- Ionic
- Sencha

App integration tools

- Payment platforms
- Social platforms
- Mapping technologies
- Cloud messaging systems
- Real-time, socket-based data capabilities
- Audio & video communication



Services

BRICKS OF BUILDING

04.

INTERNET OF THINGS

Device software

- Linux
- C
- Perl
- Python
- QT

Device Hardware

- Sensors
- SBCs
- Gateways
- PLC Interface modules

Communications

- Wired Network
- Wi-Fi
- Bluetooth
- Zigbee/Thread
- 2G/3G/4G/5G cellular networks
- LTE-M/NB-IoT cellular licensed LPWANs
- LoRaWAN, Sigfox

Cloud Platform

- Bare Metal Servers
- Amazon Web Services (AWS)
- Microsoft Azure
- Google Cloud Platform (GCP)

Cloud Applications

- Device Management
- Data Visualisation
- Data Analytics
- Alerts & Alarms
- Machine Learning



**LEFT WITH A
QUESTION?
ASK US NOW!**

**WE ARE
AVAILABLE 24/7**

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