

**THE OFFICIAL PUBLICATION OF  
VDOIT TECHNOLOGIES PRIVATE LIMITED**

# VPOST

VDOIT NEWSLETTER



**DEAR CONNECTIONS**

**In this fast-changing technological world, the web we are experiencing today is much different than what it was just 10 years ago. How has the web evolved, and more importantly – where is it going next? Also, why do any of these things matter? If history has taught us anything, these changes will matter a lot. VDOIT, one of the most recognized agile organization of the world believes in constant innovation and value addition in this Web 3.0 era.**



*Walking into a decentralized internet world.*

## THE EVOLUTION OF THE WEB

The web has evolved a lot over the years, and the applications of it today are almost unrecognizable from its most early days. Imagine an internet built, powered, and owned by its users instead of a few major tech companies. Social media users could monetize their own data. Content creators could receive crypto payments directly every time someone views their latest post. Data storage and flow will take place on networks that run on many computers without a single entity controlling them. This is the promise of Web 3.0, a decentralized internet built on an open, permissionless blockchain network.

**PRIVATE &  
SECURE**

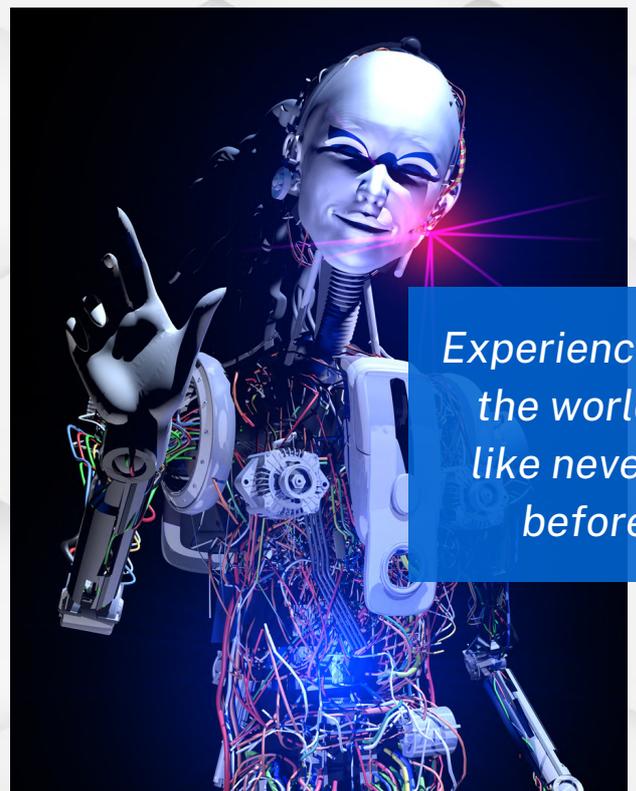
**DECENTRALIZED  
BLOCKCHAIN**

**USER  
CENTRIC**

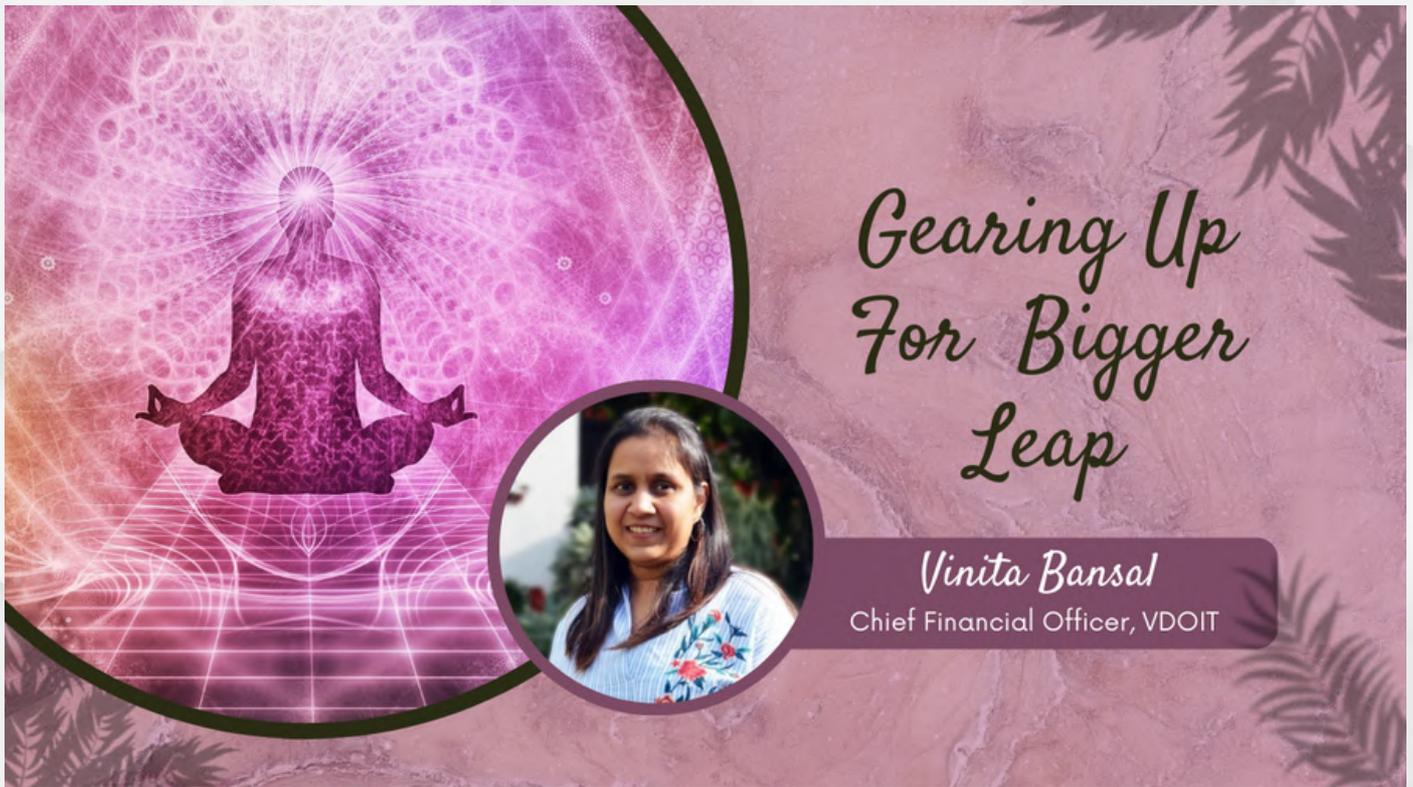
### Web 3.0 can give privacy and control back to consumers?

A peer-to-peer network based on a user community is the foundation of a decentralized web. Instead of a collection of powerful servers, this group's own internet-connected gadgets would host websites or applications. Every website or application has hundreds of nodes spread across various devices.

This process reduces the chance of a server crash, hackers taking down a website or an oppressive government taking over viewpoints. The dark and the decentralized web are similar in that they both support journalists and citizens with limited freedom of speech, safeguard whistleblowers, and keep users safe by protecting their anonymity.



*Experience the world like never before.*



When global giants like Microsoft, Meta, Alphabet are taking a beating in their valuations, is it too presumptuous for a company like VDOIT do not only claim immunity from the expected, upcoming recession; but also be assured that we will actually multiply exponentially, and register record growth going forward? Please rest assured, we are not building castles in air here. We have enough analysis and research in place to believe what we do, and will be happy to share why we believe what we do in this article.

## **EMERGING TECHNOLOGY AND BUSINESS TRANSFORMATION IN TIMES OF CRISIS**

Let us get into the very basics of why our services are required by our clients, or potential clients, in the first place. While it is common to talk in terms of disruptive technology, traditional businesses are increasingly discovering that emerging technology has more potential to on-board digitisation processes than plain-vanilla digitisation. And mid-size organisations like VDOIT are better placed to handle traditional businesses not receptive to digitisation.

In difficult times, like we discovered during the unfortunate period of pandemic, organisations tend to revisit age old practices, processes and methods of doing business. We have a good reason to believe that we will witness a similar influx of businesses questioning their current methods and choosing to introduce technology for various reasons.

Apart from this, it is well established that consistent investment in Innovative solutions by leveraging the right technologies can help companies to become recession proof. In the same lines, VDOIT is heavily investing in the adaptable and niche technologies such as Web 3.0, Metaverse and chatGPT which are need of the hour throughout the Globe.

## **RESILIENCE TO CHANGE, FORESIGHT AND ADAPTATION**

However, organisational transformations (of traditional and other businesses) will not be the only reason to expect unprecedented business growth. Given our scale of operations, we are way more resilient to the effects of a recession than very large organisations. Our organisation structure, human resource acquisition and development practices, overhead arrangements, marketing and selling efforts are relatively leaner, allowing adjustments to change. We do not, for instance, foresee any need to lay off employees or revise remunerations. On the contrary, we are looking to hire better talent and invest more in learning and development of existing and new employees. Currently, our overhead margins are negligible. This allows us ample room to not only absorb any shocks, but, actually give wings to our expansion plans.

## **LEVERAGING LEANER COST STRUCTURES FOR ACCELERATED EXPANSION**

We shall be easily able to scale up our overhead costs to meet the demands of a growing organisation, and yet maintain very low overhead ratios, in the next 4-5 years.

Our returns on marketing spends carry a big margin for scaling up. It'll be a long time before our marketing expense ratio starts to inch closer to industry average. While the industry struggles to maintain a ratio of 3-4% on marketing expense, we are yet to cross 0.1%. In simple words, every rupee spent on marketing fetches us more revenue than is expected in the industry. In the upcoming months and years. So, when multinational giants will feel the need to revisit their spends, we will actually consider increasing our market base, leading to quicker revenue growth. We are, similarly, not impacted by currency movements in periods of turmoil.

VDOIT is enthusiastically working towards rapid expansion into newer markets, strengthening existing client relationships with strategic partnerships, building a stronger foundation for team growth and evolution. We are targeting rapid geographical, product and technological growth

## STAR PERFORMERS OF PAST MONTHS



**MANASVI  
NAGPAL**

Full-Stack Dev



**ADARSH  
MUNDRA**

Data Science Lead



**SIDHARTH  
GUPTA**

Technical Architect



**DEVESH  
GAUR**

.Net Developer



**VAIBHAV  
AGARWAL**

Global Delivery Head



**SANDHYA  
RAJWANSHI**

Full-Stack Dev



**AKANSHA  
MALLICK**

Marketing Lead



**PINKI  
MONDAL**

Full-Stack Dev



**ASHISH  
GARG**

Test Lead

## HIRINGS / NEW JOINERS

NAME : VISHAL BIRAJDAR  
DEGREE : BTECH (IT)  
POSITION : METAVERSE INTERN

NAME : ARZOO CHOUDHARY  
DEGREE : BTECH (CS)  
POSITION : REACT NATIVE DEVELOPER

NAME : VIDUSHI SRIVASTAVA  
DEGREE : BACHELORS OF DESIGN  
POSITION : UI/UX DESIGNER

NAME : RIYA GUPTA  
DEGREE : BTECH (CS)  
POSITION : FULL STACK DEVELOPER

NAME : UDYAN MAKHIJA  
DEGREE : BTECH (CS)  
POSITION : DATA SCIENCE INTERN

NAME : AISHWARYA KHARAT  
DEGREE : MCA  
POSITION : QA INTERN

NAME : VAIBHAV NAGRE  
DEGREE : BE (MECHANICAL)  
POSITION : QA INTERN

NAME : SHILPA  
DEGREE : CS, LLB, BCOM (ICSI CERTIFIED)  
POSITION : COMPANY SECRETARY

## INTERVIEW OF THE MONTH

### 1. What aspect of project management is the most difficult?

The difficult aspect of project management is working with clients who have no clarity on what they want and don't have a clear goal.

### 2. How do you keep your team motivated when there is a lot of work to be done?

I think the only way to keep my team motivated is by understanding their concerns and handling that efficiently through proper communication. I always keep myself available for my team whenever they find any issue to discuss.

### 3. What about your work do you find most satisfying?

I found it very satisfying when any task given to me is done by me and my team on time and as per the requirements given. It is very satisfying to see myself growing with each passing day with teamwork.

### 4. How do you prioritize tasks on a Project?

I always create a list of tasks after taking the requirements from the client as per the priority. After that I do regular meetings with my team members to check their progress and keep the track of tasks. I always try to keep myself flexible with team members as per their personal and professional needs and push them to give their best.

**Neelam Pahuja**  
Senior Project Manager



### OUR EDITORIAL TEAM

Narinder Kamra  
Neetu Gupta  
Yadvinder Singh  
Akansha Mallick



### GET IN TOUCH

