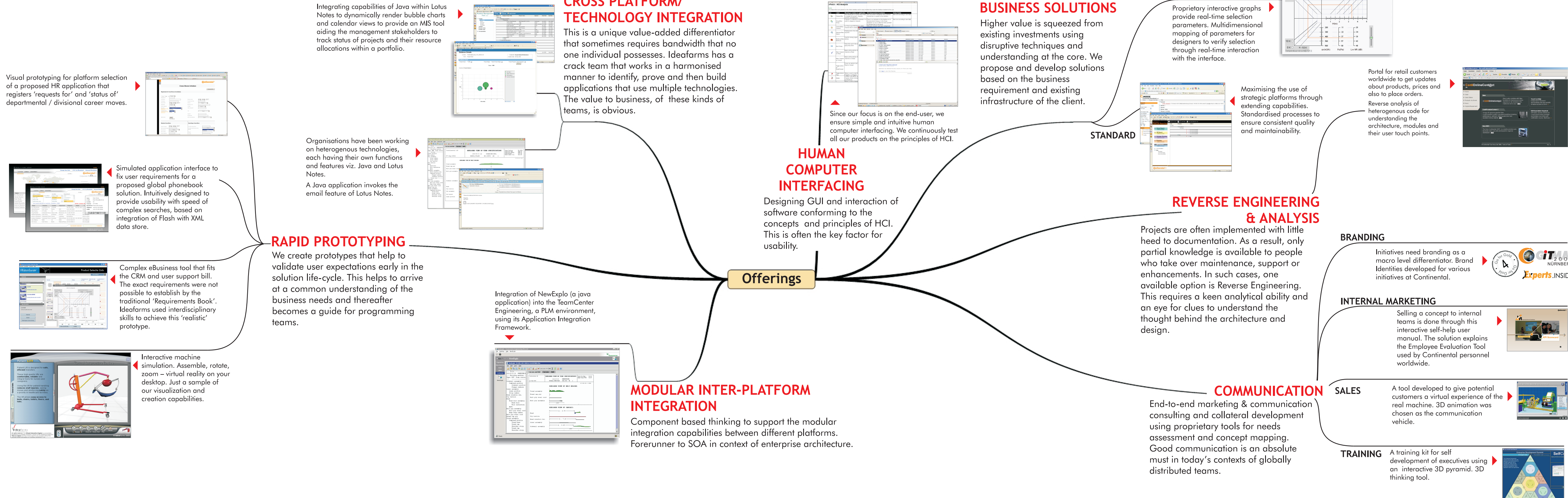Ideafarms is a division of Delhi based Confidign Solutions P Ltd., a privately held 'Innovation in ICT Services and Software' company.

We pioneered the application of Industrial Design concepts and approaches to the delivery of holistic IT-enabled services and solutions. Our fundamental business model is to be selective in customer engagements, favour long-term, value driven business relationships, and always tint all activities with our unique brand of creativity and innovation.

Ideafarms leverages its powerful Visual Design expertise, HCI and Animation capabilities besides technologies such as the Lotus Suite, Java and Web 2.0 in providing niche services and solutions to its clients.

Ideafarms
(Div. Confidign Solutions P. Ltd.)

SPECIALISED   VALUE-ADDED   SERVICES

Visual prototyping for platform selection of a proposed HR application that registers 'requests for' and 'status of' departmental / divisional career moves.

CROSS PLATFORM/ TECHNOLOGY INTEGRATION

Integrating capabilities of Java within Lotus Notes to dynamically render bubble charts and calendar views to provide an MIS tool aiding the management stakeholders to track status of projects and their resource allocations within a portfolio.

This is a unique value-added differentiator that sometimes requires bandwidth that no one individual possesses. Ideafarms has a crack team that works in a harmonised manner to identify, prove and then build applications that use multiple technologies. The value to business, of these kinds of teams, is obvious.

BUSINESS SOLUTIONS

Higher value is squeezed from existing investments using disruptive techniques and understanding at the core. We propose and develop solutions based on the business requirement and existing infrastructure of the client.

HIGH-END

Proprietary interactive graphs provide real-time selection parameters. Multidimensional mapping of parameters for designers to verify selection through real-time interaction with the interface.

Simulated application interface to fix user requirements for a proposed global phonebook solution. Intuitively designed to provide usability with speed of complex searches, based on integration of Flash with XML data store.

Organisations have been working on heterogenous technologies, each having their own functions and features viz. Java and Lotus Notes.
A Java application invokes the email feature of Lotus Notes.

Since our focus is on the end-user, we ensure simple and intuitive human computer interfacing. We continuously test all our products on the principles of HCI.

HUMAN COMPUTER INTERFACING

Designing GUI and interaction of software conforming to the concepts and principles of HCI. This is often the key factor for usability.

STANDARD

Maximising the use of strategic platforms through extending capabilities. Standardised processes to ensure consistent quality and maintainability.

Portal for retail customers worldwide to get updates about products, prices and also to place orders.
Reverse analysis of heterogenous code for understanding the architecture, modules and their user touch points.

Complex eBusiness tool that fits the CRM and user support bill. The exact requirements were not possible to establish by the traditional 'Requirements Book'. Ideafarms used interdisciplinary skills to achieve this 'realistic' prototype.

RAPID PROTOTYPING

We create prototypes that help to validate user expectations early in the solution life-cycle. This helps to arrive at a common understanding of the business needs and thereafter becomes a guide for programming teams.

REVERSE ENGINEERING & ANALYSIS

Projects are often implemented with little heed to documentation. As a result, only partial knowledge is available to people who take over maintenance, support or enhancements. In such cases, one available option is Reverse Engineering. This requires a keen analytical ability and an eye for clues to understand the thought behind the architecture and design.

BRANDING

Initiatives need branding as a macro level differentiator. Brand Identities developed for various initiatives at Continental.

Interactive machine simulation. Assemble, rotate, zoom – virtual reality on your desktop. Just a sample of our visualization and creation capabilities.

Integration of NewExplo (a java application) into the TeamCenter Engineering, a PLM environment, using its Application Integration Framework.

INTERNAL MARKETING

Selling a concept to internal teams is done through this interactive self-help user manual. The solution explains the Employee Evaluation Tool used by Continental personnel worldwide.

MODULAR INTER-PLATFORM INTEGRATION

Component based thinking to support the modular integration capabilities between different platforms. Forerunner to SOA in context of enterprise architecture.

Offerings

COMMUNICATION

End-to-end marketing & communication consulting and collateral development using proprietary tools for needs assessment and concept mapping. Good communication is an absolute must in today's contexts of globally distributed teams.

SALES

A tool developed to give potential customers a virtual experience of the real machine. 3D animation was chosen as the communication vehicle.

TRAINING

A training kit for self development of executives using an interactive 3D pyramid. 3D thinking tool.

#smallideasBIGDIFFERENCE