TECHSQUARES

2024

Changing
Digital
Marketing
Landscape

The Future
of Blockchain

Expanding
Horizon
with GCC

How Technology
is Changing
the Way We
Live & Stay Well

Challenges, opportunities & a look towards 2024
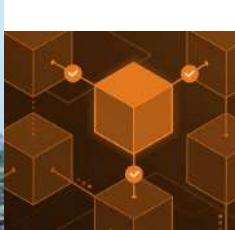
Read what our CEO, Bankim Chandra has to say, in exclusive interview

▥ Dotsquares™

YEAR OF

KAIZEN

2023

Content

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CEO's Words

In today's rapidly evolving technological landscape, it is both a great honour and a great responsibility to lead Dotsquares. We've been delivering web and mobile app solutions for over 21 years now and the current economic climate throws up different and diverse challenges continually.

Over the past year, we have witnessed the world face several unprecedented challenges. The digital realm has never been more vital, acting as the backbone for businesses, communities, and individuals alike. Recognising this, our talented Team of Developers, Designers, and Strategists have worked tirelessly to deliver solutions that not only meet but exceed the demands of our clients, never sacrificing costs for customer service and the quality of our solutions.

It's not just about crafting code and configuring databases; it's about understanding the human experience behind every click, swipe, and touch. By placing people at the heart of what we do, we've been able to create digital experiences that resonate, inspire, and make a genuine difference. By concentrating on the user experience in combination with the functionality our solutions are now powering a range of clients from different industries such as Yext and Pearsons Publishing.

As we look to the future, our focus remains unwavering: to harness the power of technology to bring about positive change for our clients and the markets they operate in. We are excited about the possibilities that lie ahead, and we remain deeply committed to our partners, clients, and the global community. Our commitment to pushing the boundaries of what's possible, coupled with a deep respect for our clients' visions, has been the driving force behind our growth and success.

I want to take this opportunity to thank our clients for their trust, our Team for their unwavering dedication, and you, dear readers, for your continued support. Together, we will shape a brighter, more connected future.

Bankimchandra

The
Leaders

Meet the Team

Bankim Chandra
CEO & MD

Bahul Chandra
Director Indian Operations

Omkar Singh
Director Indian Operations

Jon Downing
Strategic Advisor

Shilpi Chandra
Marketing Director

Andy Derrik
CIO/CTO Advisory

The Team

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Operations, AU

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Specialist, UK

Varun Mathur
Strategy & Solutions
Specialist, USA

Bilal Husain
Sales & Strategy AMER, CA

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Strategy & Solutions
Consultant, UK

Robert Tinch
Sales Consultant, UK

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Manager, UK

Nonie Dhand
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Manager, UK

Pranjal Gera
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Prad Kapoor
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Specialist, UK

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Project Manager, UK

Sachin Sharma
Project Manager, UK

Paul Thomas
Project Manager, UK

Kerry Jackman
Project Manager, UK

Mohit Sharma
Project Manager, UK

Akash Sharma
Project Manager, UK

Ankit Rathi
Project Manager, AU

The Team

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Technical Head of Sales - APAC, UK

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Rahul Verma
Team Manager, IN

Arvind Bhambhani
Team Manager, IN

Pankaj Tahiliani
Team Manager, IN

Navnit Kumar
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Tarun Kumar Arora
Team Manager, IN

Narendra Vashishth
Team Manager, IN

Chetan Maini
Team Manager, IN

**Saurabh Sethi**
Server Operations Manager, IN
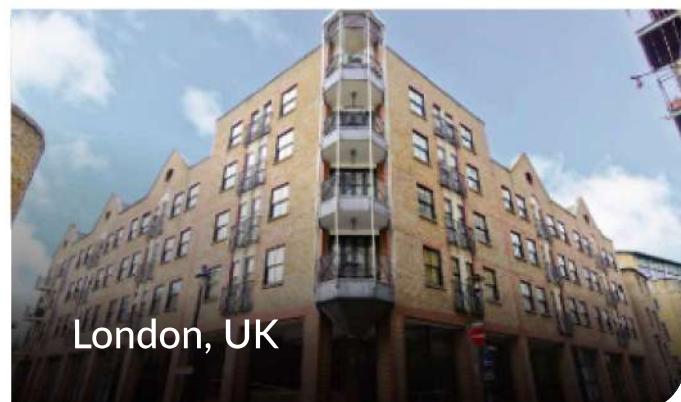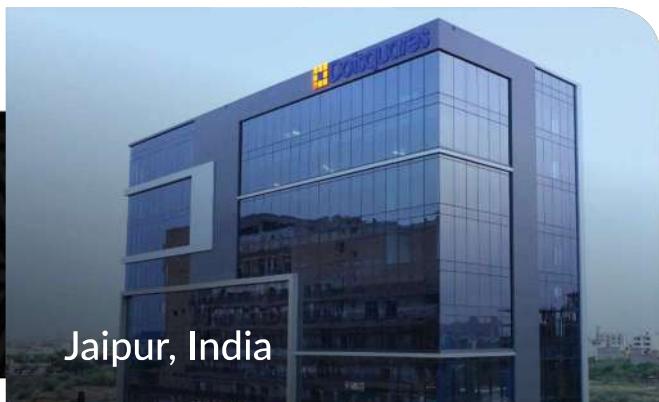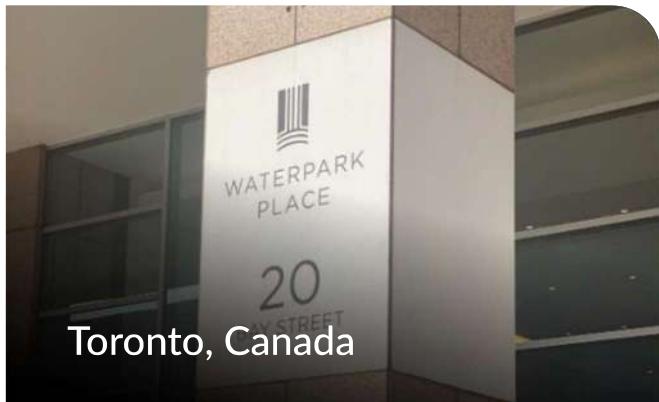
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DS Family Members
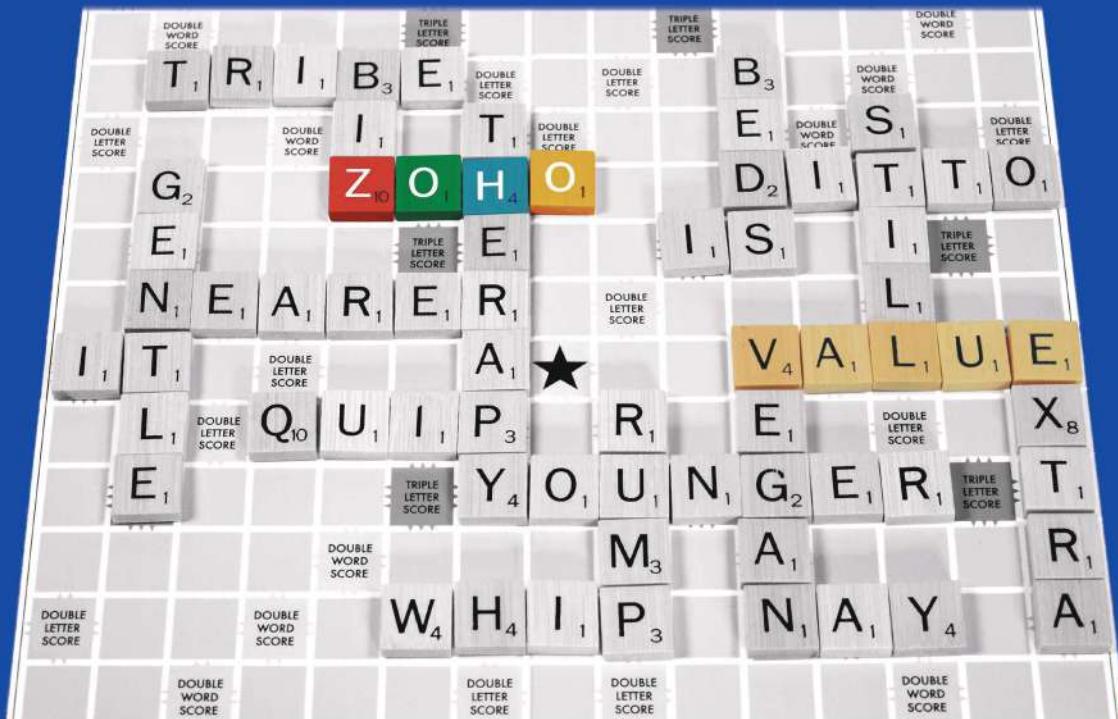
We may be spread across the world, but we're all on the same page with the commitments we make to our clients

—— Omkar Singh

Dotsquares All Around the Globe

Toronto, Canada

Mount Waverley, Australia

Jaipur, India

Bethesda, US

Brighton, UK

London, UK

Making Linens better since

1895

Sustainability & quality has always been at the heart of Woods of Harrogate.

WILLIAM WOODS
INTERIOR DESIGN

EST· 1895

Woods of Harrogate has a captivating history that spans generations. It all began in 1733 when we started as linen Mercers and weavers. Fast forward to 1895, and our first shop opened its doors, embarking on a 128-year journey.

Over the years, we've meticulously crafted a reputation as a global leader in linen retail, with extensive offerings including more than 27 pillow options, over 100 colours of plain dyed towels, & over 500 combinations of bed linens, catering to any size.

Led by renowned Interior Designers

William & Sarah Woods

Bed & Kitchen Linen | Bedding | Towels |
Bathroom Accessories | Dining | Home Luxuries

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NEWS

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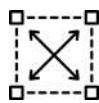
A Modern-Tech & Environment-Friendly
Global Capability Centre

Dotsquares has celebrated a major milestone in their 21+ year history with the opening of our new Global Capability Centre (GCC) in Jaipur, Rajasthan this past June. This marks a really significant milestone for the Organisation, as previously our operations in Jaipur were spread among several offices. The move is a giant leap forwards for us, ensuring that we can continue to provide technical solutions to the business challenges that are presented by our clients.

One of the obvious benefits of bringing everyone together under one roof is the increase in innovation across the company. We've always prided ourselves on our ability to continually innovate and reinvent our offerings, keeping ahead of the technological wave. Bringing everyone together allows those "water cooler" moments, where colleagues can input a particular challenge, and together we can arrive at the best solution. We've always been good at collaboration, a key underpinning of how we operate, but the new Centre allows us to take that further still.

Our new GCC has everything we need to accomplish our work and maintain our record of exemplary productivity. Within the workplace, we've crafted diverse spaces to elevate employee well-being and fulfil our culture of collaboration.

In our innovative workspace, we have smart connectivity, seamlessly integrating cutting-edge technology to ensure peak productivity. The GCC has high-speed internet access, uninterrupted wireless connectivity, and advanced communication systems are readily available, ensuring a seamless digital experience for all.

11600+
Squares m in area

1600+
Employees seating capacity

10+
Meeting rooms

4
Data Centre

Another element of our new home is the pursuit of certain sustainability goals in both the construction and day-to-day operations. This has included sustainable construction techniques in the build of the Centre, concentrating on construction materials and any waste generated. The building features plenty of natural light, with floor to ceiling glass allowing for a really comfortable environment. This is maximised by natural and Treated Fresh Air (TFA) ventilation systems. We've installed solar panels to take advantage of the year round sun (well Jaipur is next to a desert!) and aim to achieve a net-zero emissions target for 2030. This target is going to be assisted by features such as rainwater harvesting systems to collect and reuse rainwater, not least for our roof-top garden, enjoyed by Dotsquares employees every day. And that's not to mention the electric vehicle charging stations and designated carpool parking spaces. We're committed to encouraging our staff to opt for alternative modes of transport and even offer yoga sessions each day to keep everyone at their peak.

With the work that Dotsquares does it's so important that we have the collaborative environment to make all our projects a success. When working with clients on bigger SaaS projects, implementation projects or those with high levels of APIs & legacy systems it's really important that all our disparate teams have easy and effective communications. We know that this is the lifeblood of many of our projects. By design our new GCC encourages high levels of collaboration, and as is often the case the innovations that come as a result.

YEAR OF

KAIZEN

2023

With a "Kaizen" outlook towards maintaining continuous improvement and a strong emphasis on innovation and customer centric solutions, we'll be looking to continuously improve and upgrade our infrastructure. We're committed to providing all Dotsquares people with the best infrastructure that we can and ensuring that they have the best environment possible to ensure that the solutions we deliver for our customers are the best they can possibly be.

A quality workspace design is essential for employee well-being & productivity

——— Dr. Harish Chandra

FRAMEN

FRAMEN

Connect & create communities with FRAMEN

FRAMEN offers brands the unique opportunity to create, connect with communities, and elevate their marketing campaigns, all through exclusive locations such as coworking spaces, hotels, gyms, and petrol stations around the world.

The FRAMEN Ads Manager allows for real-time updates, creative flexibility, and the ability to tailor content to specific locations.

By partnering with FRAMEN, businesses can tap into this vibrant ecosystem, ensuring their message resonates with like-minded individuals.

Your Network of

15,000+ digital Screens

in 4,000+ Cities is waiting for you!

Ready?

Get in touch with

Hema@framen.com

Dotsquares Partners With Yext

to Help Businesses Boost Their Online Presence

Every business wants to deliver the best experience to users with their online platforms. It is crucial to control how listings and search results appear for each location that the company operates in. If businesses want to maximise the impact of the data, they need to manage and update data in every location where a business is present. Business is all about customer satisfaction and easy access to accurate information, and it needs to elevate decision making to ensure growth.

Who is YEXT?

Founded in 2006, Yext is a digital presence platform company that offers cloud-based services for content management, site search, website pages, listing, reviews, chat, and more. With the help of AI capabilities, it has many services that can enhance the overall performance of the business.

Brands lose millions of dollars on inconsistent and inaccurate costs associated with poor digital experiences. Too often a consumer's disjointed digital experience causes lost sales, cart abandonment or shopper hesitation. Yext's platform was built to take the entirety of a brand's information and structure it in a content model that governs and adapts across customers' digital touchpoints to ensure accuracy and consistency on both owned and third-party channels.

Dotsquares x YEXT Partnership

What It Means for Businesses

In the IT sector, Dotsquares is recognised as a leader in innovation and the adoption of cutting-edge technology. With the Yext Partnership, Dotsquares is providing comprehensive consultation, services, and support to organisations of all types that want to leverage Yext solutions.

Dotsquares is helping businesses build cutting-edge solutions with content-driven approaches. If a business from any digital horizon wants to improve user experience on any digital touchpoint, Dotsquares and Yext can help. From search engines, mobile apps, and websites to voice assistants and other digital channels, this partnership can ensure a consistent experience for users.

Reach Your Digital Potential

Dotsquares is helping businesses by harnessing the power of Yext solutions to enhance their online visibility, manage their digital knowledge, and improve customer engagement. We are utilising Yext to keep businesses updated on the digital landscape to offer the best possible user experience.

Yext offers tools for optimising local SEO, and we are utilising that to optimise the online visibility of businesses. From customer review management to analytics, we are helping businesses reach the maximum potential with every service of Yext ecosystem.

Michael Walrath, Chairman & CEO - Yext Inc

Leverage Yext Capabilities With Dotsquares Expertise

Dotsquares is here to help businesses with implementing high-performance pages. With the Yext Platform, we have helped many businesses to grow with a customer-first approach so they can turn visitors into customers.

If a business is looking to start from scratch or optimise the digital presence to offer quality information to the audience, the Dotsquares and Yext collaboration can be significantly helpful. Yext is the best solution for customer engagement for every type of business, eCommerce. With our excellence in the IT industry and Yext's capabilities to increase engagement, we can be the ultimate partner and shape any digital platform for a better tomorrow.

Dotsquares x YEXT Partnership
to Solidify Online Presence

The combined power of Dotsquares expertise with Yext's platform can offer clients more ease and control in managing their online presence and enable them to more effectively deliver information to audiences across all digital channels at the local level. Beyond just content management services, Yext's headless architecture provides best-in-class site search, search engine optimization, AI-enabled content creation, AI chat and data services and centralised management of listings, reviews and content across a wide array of third-party apps, search, sites, voice assistants and other digital touchpoints. These services can be easily combined with a brand's existing customer data platforms, and other data sources, to deliver more personalised experiences to customers.

Together, we're committed to resolving the persistent challenge of inconsistent and inaccurate business information across the digital landscape. With our integrated approach, we empower businesses to manage their digital presence effortlessly, ensuring real-time updates that foster customer trust and elevate engagement.

Navigate & win in the fragmented adtech space of online marketing.

—— Michael Walrath
Chairman & CEO - Yext Inc

Yext offers many solutions for businesses to address various customer problems related to managing their digital presence and improving customer engagement. Dotsquares has the trust factor and Yext brings the engagement. With this businesses can realise their true potential.

Businesses need to stay at the forefront to survive in the cutthroat competitive market landscape. When it comes to improving digital presence, there are many issues that can limit the potential of a business to grow.

Efficient Listings Management

Dotsquares' partnership with Yext is pivotal in addressing the prevalent issue of inaccurate and inconsistent business information online. By leveraging Yext for listings management, we empower businesses to maintain precise and up-to-date details across various online platforms. This not only enhances their online visibility but also builds trust among customers, ultimately boosting their digital presence and credibility in an ever-evolving digital landscape.

Effective Reviews Management

This growth-focused partnership addresses the challenge of efficiently managing customer feedback. Through Yext Reviews we provide businesses with a centralised platform to monitor and respond to reviews from multiple sources. This collaborative solution empowers companies to proactively build and maintain a positive online reputation, ensuring that their customers' voices are heard and valued across diverse digital channels, enhancing trust and credibility.

Real Time Customer Support

This collaboration is crucial for the challenge of providing precise and timely responses to customer inquiries on websites. With Yext and Dotsquares solutions, businesses can harness AI to offer contextually relevant answers. This elevates user experience and engagement significantly, ensuring that customers find the information they seek effortlessly. This collaboration strengthens businesses' digital presence and enhances customer satisfaction, showcasing our commitment to innovative IT solutions.

Seamless Digital Knowledge Management

Dotsquares' partnership with Yext addresses the complex challenge of managing digital knowledge across diverse locations, languages, and platforms. Leveraging Yext Content we provide businesses with a centralised solution to streamline knowledge management. This ensures uniformity and precision, enhancing their online presence. Our collaboration empowers businesses to navigate the intricacies of digital information seamlessly, bolstering their global reach and credibility in the ever-evolving digital landscape.

Enhanced Accessibility with Voice Search Visibility

There is an emerging challenge of voice search invisibility in an increasingly voice-activated world. With Yext voice search optimization, we empower businesses to optimise their information for voice search, expanding their reach into this rapidly growing channel. This collaboration ensures that our customers stay visible and accessible to a broader audience, reaffirming our commitment to innovation and enhancing their digital presence.

Enhanced Online Presence

This partnership resolves the issue of limited brand control in online search results and websites. Through Yext Pages, we empower businesses to craft and maintain web pages with structured data, guaranteeing accurate brand information presentation in search results. This collaboration enhances user experiences, enabling businesses to assert their online identity confidently, ultimately improving customer engagement and brand credibility in the digital realm.

Extensive Analytics and Insights

When there is any issue of limited insights into customer interactions with digital knowledge, this partnership of Dotsquares and Yext can be meaningful for businesses. Through Yext Analytics, we equip businesses with valuable data and insights, enabling them to understand and enhance customer engagement. This data-driven approach empowers our customers to make informed decisions, refine their strategies, and stay competitive in this ever-evolving digital landscape. Our collaboration reinforces our commitment to innovation and delivering valuable solutions to our clients.

Overview of Yext Features

- ⊘ It can correct and deliver consistent data in less than 72 hours to ensure accurate information.

- ⊘ It comes with an enhanced listings feature so businesses can add photos and promotions.

- ⊘ Yext offers a centralised dashboard where users can manage all listings from a single place.

- ⊘ It has an Answers Platform that can collect and organise content into a Knowledge Graph.

- ⊘ Yext can sync every contact information including name, address, phone number, products, services, working hours, holiday details, media, staff information, menu, calendar, etc.

- ⊘ It has a Digital PresencePlatform that collects and organises content so it is easy to enable AI and deliver AI-led experience to employees, customers, and employees.

- ⊘ Yext has a PowerListings feature that can automatically add missing listings and update every critical field across any business network.

- ⊘ In this, the Yext Content feature is used to save and manage all information about the business.

- ⊘ Yext offers an AI-powered search experience to provide accurate and latest Yext Search results to location-based queries.

- ⊘ Yext Listings Platform can syndicate business information to over 200 third-party publishers with a single click.

- ⊘ If a website has any broken links or 404 pages, Yext Search can discover and offer relevant results.

- ⊘ Yext site search analyses the website and ensures every user gets quick and relevant results.

CASE STUDY

Client Industry Real Estate

Background

A prominent name in the real estate agency with a wide range of property listings, approached our IT service provider company to revamp their digital presence and provide a seamless omnichannel experience for their clients. Drawing upon our extensive IT industry expertise and Yext's solutions, we embarked on a journey to transform their digital strategy.

Solution

We harnessed Yext's omnichannel capabilities to connect with our client's users across multiple digital touchpoints, including their website, mobile app, voice search, and social media platforms. This approach ensured a consistent and engaging experience for clients, whether they were searching for properties online, inquiring about listings through a virtual assistant, or exploring the agency's social media updates.

Outcomes

The business witnessed a 25% increase in online property inquiries via their website and mobile app, thanks to the seamless user experience we facilitated. Additionally, their engagement on social media channels soared, resulting in a 30% increase in client interactions. By combining our IT expertise with Yext's omni channel solutions, we not only helped our client boost their lead generation but also elevate their brand's digital presence, making them a preferred choice among property seekers in the competitive real estate market.

30%

The Future of Health

How Technology is Changing the Way We Live and Stay Well

Healthcare Industry   Article

It is often said that major technological advances by mankind can often be seen in the fields of warfare and medicine. Whilst we have no intention of celebrating the former, the latter has seen some massive advances in recent years.

One of the most omnipresent technologies in the news at the moment is ChatGPT and by extension the whole body of work that is going in to Artificial Intelligence (AI) and Machine Learning (ML). This is already being attributed to a seismic shift in the industry. Key applications include diagnosis and treatment recommendations, patient engagement and adherence and selected administrative activities. With treatment recommendations the emphasis is on precision medicine, so the ability to predict what treatment might be beneficial and clear any ailment. There has been a proliferation of patient outcome prediction research that applies the principles of AI & ML to a patients Electronic Health Record (EHR). The results show that these can often contain the predictive information that can be extracted by ML and used as an algorithm to give accurate patient outcomes. An example of this is predicting intensive care patient's susceptibility to sepsis. Indeed mobile phone cameras can be used in conjunction with an AI/ML app to diagnose what treatments might be best for a cut or burn.

> *AI has allowed me, as a physician, to be 100% present for my patients*
>
> Michelle Thompson
> University of Pittsburgh Medical Center

A further extension of the uses of the new technologies can be seen with the prediction and hopeful prevention of heart attacks. Chronofile, for example offer a "wearable" that pairs with Garmin devices to offer a suite of over 20 health indicators including vital Electrocardiogram and respiratory monitoring. Data is continuously assessed alongside predictive algorithms to determine critical medical events. We've already come quite some way since the Apple Series 4 watch was launched in 2018 with its integrated ECG functionality. Market size should reach USD $67 Billion by 2024, which shows how quickly the market is evolving with new innovations & solutions.

Another example of AI is of course Chatbots. With the sophisticated algorithms being applied today these can diagnose health issues quickly and effectively, allowing patients to seek the correct medical advice without leaving their homes. These are already in use for activities such as repeat prescriptions and providing mental health assistance for example. Indeed the market size for Chatbots is predicted to reach USD $943 Million by 2030.

As the market evolves and matures further there will undoubtedly be concerns over regulatory oversight from health providers and governments. There has been some collaboration already with the US Federal Drug Administration (FDA), Health Canada and the UK's Medicines and Healthcare products Regulatory Agency (MHRA) have developed ten guidelines for good practice in developing AI/ML based medical devices. This looks set to extend further with the EU moving close to passing one of the world's first laws governing the use of the technologies. A key element of this is that there would be a ban on the use of live facial recognition technology in public places. This framework is due to be ratified soon, although any legislation may not pass into law until 2026. The data security question is also a very important one, as we have all seen the media impact a data breach can lead to. The approach organisations are taking now includes data encryption, two-factor authentication, individual application firewalls and IP whitelisting.

There has been plenty of discussion around Internet of Things (IoT) but the conversation rarely focuses on Internet of Medical Things (IoMT) and this is one of the more obvious market applications of the technology. Pulsometers and smartwatches are now pretty prevalent but the technology is shifting to include wearables such as Continuous Glucose Monitoring, which assesses blood levels, transmits data via an associated mobile app and takes into account meals and workouts to ensure an accurate summary is being provided. There are plenty of other use cases for the technology and those devices which are gathering masses of information are now harnessing the power of Artificial Intelligence (AI) to help process, analyse and derive the insights available. As these devices get smaller in size, we will look to see a surge in wearable medical devices harnessing IoT. These are going to be one of the prime enablers of healthcare of the future and prime contributors to successful medical outcomes.

Of course, with the volumes of data also comes the responsibility of keeping that data safe. As we know there are massive advances in cybersecurity, and pretty much as the core technologies evolve the security side is trying to keep up. It's always been vital to comply with The Health Insurance Portability and Accountability Act (HIPAA), which sets the framework around medical data (so the patient health information specifically) has always needed to be met. But now we have HHS Section 405(d) (establishing a governance and risk reduction framework for device security) in the USA and The Network and Information Security Directive (NIS) (outlining incident response capacities), coupled with the policies outlined by General Data Protection Regulation (GDPR) are now providing the governance framework around security.

The Future of
Blockchain Technology

The Evolving Landscape From Finance to Metaverse

The rise (and fall?) of Blockchain

We've all been in a position where our conventional and taken-for-granted methods are challenged by something new and ultimately consigned to the dustbin as the new way becomes the standard.

This is the aim of blockchain in the world of online transactions. In a word, a disruptor.

To begin, let's refresh our understanding of what Blockchain truly represents. Blockchain is a distributed database that maintains a continuously growing list of ordered records, called blocks. These blocks are linked using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. In layman's terms it is digital transactions that are backed and verified by "blocks' in the transactions immediately preceding and following it. So these transactions are compounding each other, almost a transaction trail if you will. The benefits of this include ensuring secure transactions, reducing compliance costs, and speeding up data transfer processing. It's also going to help massively with any contract management and audit of the origin of a product by reviewing the chain.

Blockchain has rapidly evolved during its relatively short existence, finding applications in a multitude of ways. For instance, there is a huge opportunity for it to be implemented in the Banking & Finance world. It can be used with international payments, and in capital markets and of course is implicitly going to provide regulatory compliance and audits, leading to less money laundering and greater security. It can also be used in supply chain management, healthcare, real estate, media and energy industries. That's not even mentioning how the Government can use it in areas such as record management, big data and data storage.

So where does Blockchain go from here?

Blockchain technology has been a promising name when speaking of the future of the digital world. The adoption of Blockchain is increasing as companies worldwide recognise the potential of technology to enhance transparency and security within their operations. Whether it is Blockchain-as-a-Service (BaaS) platforms or cloud-based Blockchain applications, this technology will be adopted by even more businesses in the near future.

Many top names in the financial industry like JPMorgan Chase, Goldman Sachs, BlackRock, and Fidelity are utilising Blockchain. The merging of traditional finance with Blockchain is transforming the industry. Asset tokenisation (a process where ownership rights of digital assets are stored on a blockchain) and simplified digital transactions can transform the efficiency of the fintech industry. According to investment organisation Citibank, by 2030, $4–5 trillion worth of financial and physical assets will have been tokenised via Blockchain technology.

J.P.Morgan

Fidelity

BlackRock

Goldman Sachs

Digital asset tokenization is the process whereby ownership rights of an asset are represented as digital tokens and stored on a Blockchain.

Another Blockchain-based technology, DeFi, or Decentralised Finance, which uses distributed ledger technologies to provide services like lending, investing, and trading, is also expanding. It is giving advancement to GameFi, SocialFi, and InsureTech as there is no conventional centralised government-owned body monitoring this.
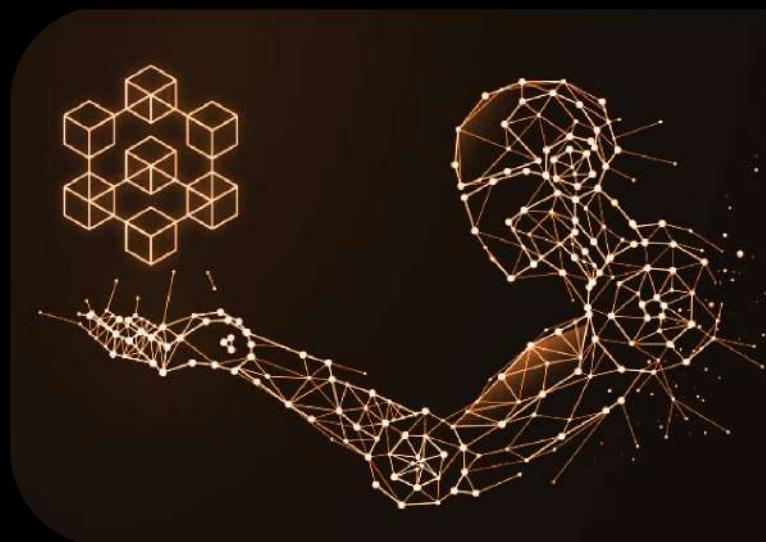
DeFi benefits SMEs and emerging markets with tailored financial tools and Blockchain-backed transparency. Emerging DeFi-based technologies promise job creation and innovation in various sectors. This new form of payment inclusion in the mainstream market has the potential to reshape industries, enhancing efficiency, transparency, and innovation.

If we talk about the trends in the Blockchain industry, Metaverse is at the top. It is an iteration of the internet that uses virtual reality and augmented technology to offer an immersive virtual world. As it creates a virtual replica of real-world objects, the growth of Metaverse is everywhere including, virtual real estate, digital fashion, global events, and gaming.

Worldwide central banks are recognizing the need for trustworthy digital assets in the era of digital payments, leading to the development of Central Bank Digital Currencies (CBDCs) as a stable monetary anchor. Blockchain is the leading player for CBDCs to maintain monetary integrity and allow conversion between digital currencies. Central Bank Digital Currencies is a dependable digital settlement and it can enhance stability and value in digital finance.

The past couple of years have been full of Artificial Intelligence (AI) and it will also impact the future of Blockchain technology. With Machine Learning and Artificial Intelligence, Blockchain is poised to disrupt businesses across industries. This combination could generate unique opportunities and interactions between people and companies.

The **apparent rise of cryptocurrency** can be attributed directly to blockchain technology. Whilst 2021 saw record returns, 2022 has seen that reversed with trillions of dollars being wiped out. The very public demise of FTX, coupled with the challenging economic landscape & decisions from the Federal Bank has massively dented investor confidence. As we now see the court cases coming to a conclusion as a result of this, where does it leave cryptocurrency and how can that affect the overall adoption of Blockchain? Speculators and analysts alike are saying there is a need for the industry to accept effective regulation. As it stands, the industry has been exposed for what it is – filled with flaws and risks.

Just like with Blockchain, IF the right groundwork & regulations are in place, then the technology can flourish. Governance is the key moving forwards and only with the key players arriving at an enforceable consensus can we look to the future.

One thing is certain; it will be exciting to see its evolution in 2024, and we are here to watch and learn.

The Future of Quantum Computing

Are We Ready for the Next Big Thing in IT Development?

The technology industry is constantly evolving, with new trends emerging almost every day. A technology such as quantum computing has the potential to revolutionise the IT industry. It is rapidly being adopted by the giants across the IT industry as it solves complex computation problems quickly.

Quantum computing is still in its early stages of development, but the potential benefits are so great that governments and companies around the world are investing heavily in research and development. While it may be some years before quantum computers become widely available, they have the potential to revolutionize many industries and change the world in ways we can only begin to imagine.

It is a revolutionary new technology that uses the concepts of quantum mechanics to make calculations. It is different from classical computers that store information in bits, which can be either 0 or 1. But in quantum computing, things get a bit more interesting. Qubits, the basic units of quantum information, can exist in a superposition of both 0 and 1 simultaneously. This means that a qubit can be in multiple states at the same time, which gives quantum computers an incredible advantage over classical computers.
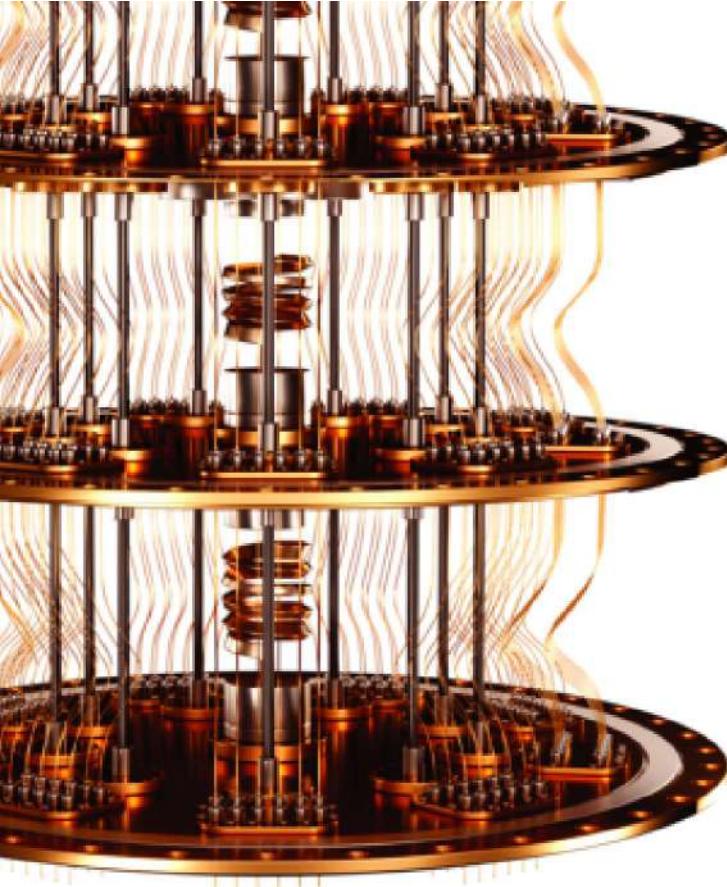
**Quantum computing can solve problems that would take today's most powerful supercomputers millions of years to crack. It can perform calculations that are impossible for classical computers.**

The rise in technology is evident as the global market for quantum computing is expected to reach

$1.2b

Before 2025

It is growing as here are some of the anticipated advancements in quantum computing in 2024.

Growing investment in quantum computing

Governments and private companies are investing heavily in quantum computing research and development. This investment is expected to accelerate the development of new quantum technologies.

Standardisation of quantum computing technologies

As quantum computing technologies mature, there is a growing need for standardisation. This will help to ensure that quantum computers from different vendors can work together seamlessly.

Development of quantum communication networks
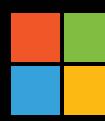
Quantum communication networks will allow quantum computers to communicate with each other securely. This will enable new applications for quantum computing, such as distributed quantum computing.

Increased qubit count

Quantum computers are expected to have a significant increase in qubit count, reaching 100 or more qubits. This will make it easy for more complex calculations.

Improved error correction

Errors are a major challenge for quantum computers, as they can cause inaccuracies in calculations. New error correction techniques are being developed that will help to mitigate these errors and improve the overall performance of quantum computers.

Advancements in quantum algorithms

There are new quantum algorithms in development and they will have unique properties of quantum computers to solve complex problems. These algorithms could have a significant impact on fields such as drug discovery, materials science, and financial modelling.

Development of quantum software tools

Quantum software tools are essential for developing and running quantum algorithms. New tools are being developed to make it easier for programmers to write and optimise quantum programs.

Increased commercialisation of quantum computing

Cloud-based quantum computing services are expected to become more widely available, making quantum computing more accessible to a wider range of users.

The utilisation of quantum computing is going mainstream with AI adoption. Big names in the IT industry like Google AI, IBM, and Microsoft are leveraging quantum computing to advance various fields.

Google AI focuses on quantum algorithms for natural language processing (NLP), aiming to enhance machine translation & chatbot technology.

IBM is using quantum computers to develop algorithms for image recognition, with potential applications in improving the accuracy of self-driving cars & other visual recognition tasks.

Microsoft's quantum computing efforts are directed toward developing algorithms for drug discovery, potentially accelerating the process of creating new drugs & therapies.

While ChatGPT currently operates on classical computers & does not directly use quantum computing, the broader exploration of quantum computing will lead to transformative advancements in the IT industry. As quantum computing technology evolves, it will impact faster & more efficient computations.

Sweets & Candy

Digital Path To Success

Retail Industry   Case Study

Project Introduction

Sweets & Candy, an online confectionery store, was on a mission to significantly enhance its sales with a comprehensive digital marketing strategy. In the early months of 2022, Sara reached out to us with a need to elevate her website's sales figures, spurred by the challenges encountered with previous marketing approaches. We collaborated closely with Sara to devise and implement a comprehensive digital marketing strategy aimed at not just recovering from setbacks but achieving unprecedented success in the confectionery market.

Sara's journey with Sweets & Candy, a thriving online confectionery store, is a testament to the transformative power of strategic digital marketing.

Delivering the sweets & candies with care, attention, & a lot of love.

Objective & Challenges

Our primary goal was to maximise return on investment, targeting an effective return on the marketing budget. Initial challenges were:

The website faced significant challenges. It was neither user- nor conversion-friendly, nor was it optimised for search engines.

Social Media Presence were quite low, we lacked the regularity and attentiveness which are the key in organic social media presence. Previous approach lacked strategy and did not align with the market trends.

Google Ads proved to be challenging for our client, with the ever-changing nature of the platform and emerging online advertising trends.

There was little to no e-mail marketing strategy, which stopped existing clients from purchasing more.

Our Approach & Strategies

Enhancing User Experience

The website redesign not only enhanced its visual appeal but also prioritised user experience, resulting in improved usability and higher conversion rates. By strategically incorporating user feedback and streamlining navigation, the redesign created a seamless journey from consideration to conversion points, making it a user-centric platform that combines aesthetics with functionality.

Content Overhaul

The process of restructuring content was a pivotal aspect of the website redesign, where we delved into a comprehensive analysis of the brand's ethos and values. By aligning every piece of content with the core principles that define the brand, we aimed to create a narrative that not only showcased the products but also communicated a deeper story.

SEO Optimisation

The meticulous on-page optimization undertaken for enhanced search engine visibility was a multifaceted strategy that went beyond surface-level changes. Our team implemented a thorough review and restructuring of the website's sitemap, ensuring a logical and well-organised hierarchy that search engines could easily crawl and index. This strategic approach aimed to provide search engine algorithms with a clear roadmap of the website's content, enhancing its discoverability and relevance in search results.

Competitor Analysis

The formulation of a robust Google Ads strategy was underpinned by valuable insights gathered from thorough competitor analysis. By dissecting the strategies and performance metrics of key competitors, we gained a nuanced understanding of the market landscape.

Weekly Newsletters

The success of targeted newsletters, honing in on specific sales, can be attributed to their ability to engage a precisely defined audience. By tailoring content to address the unique needs and preferences of a particular demographic or customer segment, these newsletters resonate more effectively, fostering a deeper connection with recipients. The impressive return on investment (ROI) of approximately 20x underscores the efficiency of this strategy.

Organic Social Media Posts

A mix of regular posts, engaging TikTok content, and live sessions has led to significant organic reach. Our team has also worked with Sara on more engaging real-life content which resonated with the importance of staying current with social media trends and adapting content to maintain a compelling online presence. This approach not only captivates existing followers but also attracts new audiences, highlighting the power of a well-rounded and creative social media strategy.

Influencer Partnerships

Incorporating influencer collaborations for product promotion and content strategy on social platforms proved instrumental. Leveraging the reach and authenticity of micro influencers enhanced brand visibility and credibility, but also the aesthetics and level of customer trust in social media content, contributing significantly to the success of the overall marketing strategy.

Facebook and Instagram Ads

Consistently leveraging User-Generated Content (UGC) in the conversion stage emerged as a potent sales driver, particularly during promotional events. By incorporating content generated by users, but also "pack your order with us" videos, the brand not only tapped into authentic testimonials but also harnessed the power of social proof. This strategy cultivated a sense of community and trust among potential customers, significantly influencing their purchasing decisions during promotional campaigns.

Results

Paid Marketing Campaign

Our efforts yielded a 7x return on ad spend, surpassing our initial target. Over one year, the results were remarkable.

10.09 M
Impressions

137,000
Clicks

8,790
Conversions

Impressive Email Marketing
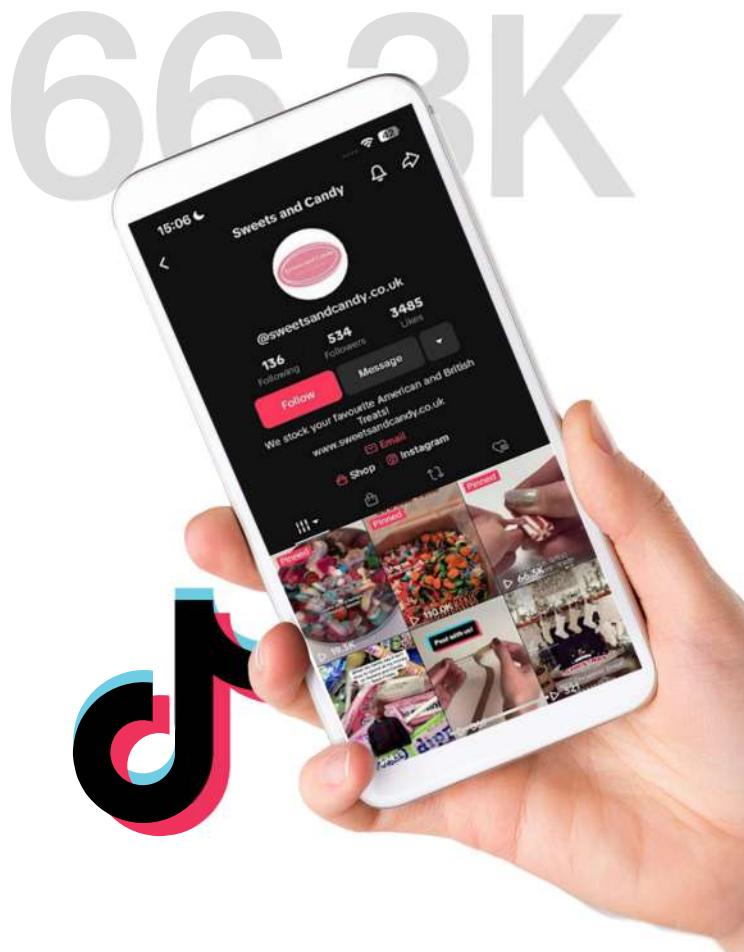
The efficacy of regular newsletters featuring weekly sales emerged as a crucial tool in re-engaging our existing audience. Remarkably, customers who had not made a purchase in over a year reconnected with Sweets & Candy through these targeted newsletters. The impressive 20x Return on Investment (ROI) underscores the significance of nurturing and caring for your existing audience—an often overlooked key to digital success.

20x
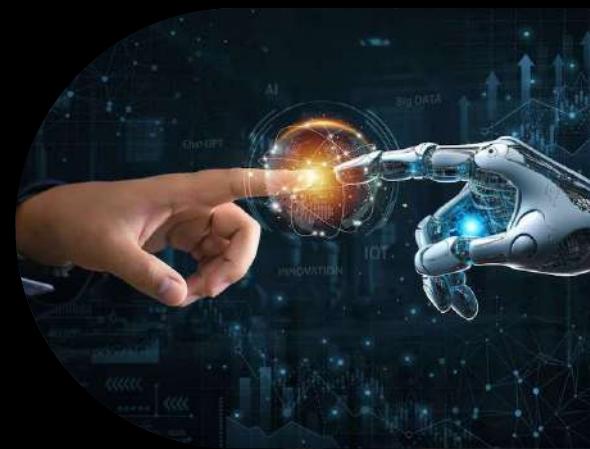
Organic Marketing Campaign

The impact of our organic posts has been outstanding, with one standout TikTok video alone reaching an impressive 66.3k organic views. Experimenting with social media trends, engaging with the audience ("pack your order with us"), and using trending sounds and templates proves to resonate with our audience and amplify our brand reach. It highlights the potential for organic posts, particularly on platforms like TikTok, to go beyond traditional metrics and create meaningful engagement, contributing significantly to our overall digital success.

66.3K

AI Going
Mainstream

HOW BUSINESSES JUMP ON THE TREND ——————

Artificial Intelligence (AI) is one of the fastest-growing technologies that businesses all over the world are implementing at a rapid pace. Following the immense success of OpenAI's ChatGPT, the wave of artificial intelligence has permeated every corner. Not only is AI reducing manual tasks, but also improving the performance of the workforce. Many big names have included AI in daily operations and now it's reaching every small business like a catchphrase.

Whether the focus is on **Blockchain, Internet of Things (IoT), Machine Learning (ML), Edge Computing, Virtual Reality (VR), Augmented Reality (AR), or Mixed Reality (MR)**, these technologies are dominate discussions in the technological landscape, with ever-evolving trends shaping the digital world.

The Future

AI is changing the way businesses operate and has become a viable option for the future growth of many industries. The benefits of Artificial Intelligence are not limited to just increasing efficiency or improving accuracy. With its advanced capabilities, AI is now all set to revolutionise website design and development. If you are thinking AI has reached its potential, we emphasise that this is merely the inception of the AI revolution. It is just the beginning of the AI revolution.

Tech Powerhouses
Using AI Innovations

The influence of AI is overwhelming, extending its grasp across businesses worldwide.

ChatGPT is the frontrunner in AI innovation and adoption. Launched by OpenAI in November 2022, ChatGPT uses GPT with conversational data and reinforcement learning. ChatGPT revolutionises content creation & IT development with human-like interactions.

Adobe released a new generative AI model, Firefly, which is set to revolutionise creativity. It generates high-quality image and text effects, enhancing workflow efficiency.

In June 2023, Salesforce unveiled AI Cloud, a groundbreaking solution designed to elevate customer experiences and boost the productivity of a business.

During the INBOUND 2023 event in Boston, HubSpot released AI products like Marketing Hub, Sales Hub, AI Chatbots, and CMS Hub to streamline business activities for various teams across a business.

The last big development as we publish this magazine is Google's AI model, Gemini. Released on December 6, 2023, its versatility spans tasks like text summarization, question answering, and creative writing.

Interview with the CEO

What do you feel are the most difficult challenges faced in 2023?

and what do you feel will be the biggest challenges and opportunities for 2024?

I think obviously the general trading environment has been one of the difficult challenges. With external factors such as war, cost of living and some political unrest the landscape has been a difficult one. Companies are looking closely at their expenditure and making changes accordingly. However we are well placed to benefit as well from this situation as Dotsquares can offer significant cost reductions as compared to onshore organisations. Other challenges have included getting up to speed with the new technologies, although working with our partners helps a great deal. For example with Yext we have had exposure to Large Language Models which will certainly be a big opportunity in the immediate future. Other opportunities will be how organisations integrate AI/ML in their business and those companies looking to make digital transformations.

With the new Global Capability Centre being opened this year what are your thoughts on the increased teamwork around Dotsquares?

As you are probably aware 2023 has been the Year of Kaizen here at Dotsquares. This means we have looked long and hard at our existing infrastructure. Whist the planning and construction started some time ago we have been factoring in the opening into our Kaizen activities. Having everyone in the same building makes a huge difference and we are fostering the concept of Dotsquares ONE, where all the people and resources planning will be focused to grow the Technology and Industry verticals under one roof. As part of our Team Augmentation for clients we now have dedicated areas

and even dedicated floors for particular clients. We always look to provide innovation for all our clients and with those cliched "water cooler moments" we can do this quicker.

We've already seen there have been some recent challenges that needed to be faced. What has been your most difficult decision in the last year?

The past year has indeed been a challenging one, not just for us but for businesses globally. The most difficult decision I've had to make amidst these challenges relates to navigating through the high inflation rate that has impacted all sectors, including IT.

With inflation soaring, every company, including ours, had to reassess its budget allocations. One of the first areas where businesses tend to cut costs is IT, which is often mistakenly viewed as a non-essential or deferred investment. This trend presented us with a tough choice: how to continue providing value to our clients while also managing our resources effectively.

In making those decisions what has been the long term goal driving these?

The decision I made was not to follow the trend of slashing IT budgets. Instead, we chose to view this period as an opportunity to expand our horizons and prepare for the future. This meant maintaining our investment in significant projects, even though they might take months or years to complete.

This strategy has recently led us to expand our offices in Canada, as well as to grow our presence in Australia. Furthermore, we have established a Global Capability Centre (GCC) in India, designed to accommodate over

1800 employees. *This expansion is a testament to our commitment to growth and innovation.*

In essence, the decision to maintain our focus on long-term technologies and not cut back on IT spending was the most challenging yet pivotal decision. It reflects our belief in the resilience and potential of the IT sector and our commitment to our clients and their future. Despite the tough economic conditions, we are optimistic about the path ahead and believe that our choices will lead to sustainable growth and success for Dotsquares and our partners.

We've seen a year of Kaizen in Dotsquares. What has been the biggest step forward resulting from this?

Our Year of Kaizen has seen a renewed focus within the organisation. As I am sure you already know, Kaizen is the Japanese philosophy and used by the companies like Toyota Motor Corporation to implement a culture of continuous improvement. Combined with our commitment to CMMI, which of course focuses on our systems and processes, Kaizen has allowed every individual in the company to benefit. With our improved processes in place we could then focus on the "people" improvements that we had planned. So our Kaizen has seen a renewed focus on upskilling and adaptation of new Technologies. This has been achieved in conjunction with our various technology partners to gain official accreditations wherever possible. As you can imagine our move into the new GCC has also made a huge difference. Improvements are already being seen in the internal communications across the entire organisation, and with this additional cohesion we can really make a difference for our clients.

A lot of clients are now looking at outsourcing their Managed Services. What would be your advice for them?

When considering outsourcing Managed Services, it's essential for clients to approach this strategy with a comprehensive long term plan. Start by defining your specific needs and objectives to ensure alignment with the services offered by a Managed Services provider (MSP). It's crucial to assess the provider's expertise and experience, particularly in your industry, and to ensure their services are scalable and flexible enough to adapt to your business's changing needs. Security and compliance standards should be a top priority, so look for providers with robust security protocols and compliance certifications. Opt for a partnership approach rather than a traditional vendor-client relationship, as this fosters a deeper understanding and alignment with your business goals. Understanding the pricing model is also vital for budget management. Evaluate the provider's support structure and Service Level Agreements (SLAs) to ensure they offer reliable and effective support. The provider's ability to integrate their services with your existing systems is crucial for operational continuity. Additionally, inquire about their plans for continual improvements and technology updates. Finally, conducting thorough due diligence, including reviewing references and case studies, is essential to make an informed decision. Choosing the right MSP can lead to significant benefits, including cost efficiency, enhanced expertise, and the ability to focus on core business functions.

![Dotsquares logo] **Dotsquares**

PLANNING
IMPLEMENTATION
MANAGEMENT
MAINTENANCE

Your whole Digital Infrastructure & systems
managed with **Dotsquares IT managed services.**

We are an extension of your team

Security First

Fortify your infrastructure
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Your data is our priority!

Monitoring

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24/7 monitoring. We fix
problems before they
impact your business.

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your IT needs. We scale with
you, ensuring technology
never limits your success.

Accessibility

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infrastructure from
anywhere in the world.
Work without boundaries!

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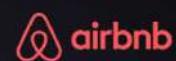
Cybersecurity Solutions   **IT Consulting**

Clients

LÉON   Community Fibre   TGI FRIDAYS   FAVORITE Britain's Tastiest Chicken!   FUJITSU

Allurion   +well   SAINT-GOBAIN   TUI Travel PLC   NHS   HONDA

AZETS   Away Resorts   FISH & CHIPS DEEP BLUE GREAT BRITISH FISH & CHIPS   Dreams   airbnb

Partners

salesforce Summit (platinum) Partner   YEXT   aws PARTNER Advanced Tier Services   aws partner network Advanced Consulting Partner   Drupal Certified Partner Gold   Acquia Community Partner   Google Partner

Adobe Solution Partner BRONZE   HubSpot CERTIFIED PARTNER   ZOHO Authorized Partner   shopify partner   Gold Microsoft Partner Microsoft

BIGCOMMERCE PARTNER   ISTQB Silver Partner International Software Testing Qualifications Board   KEYFACTOR

Accreditations

CMMI. DEV | ML 3 ® APPRAISED
Appraisal # 61873 | Exp. Oct 14, 2025

ISO 9001 UKAS MANAGEMENT SYSTEMS

ISO/IEC 27001 UKAS MANAGEMENT SYSTEMS

Memberships

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