

Medma Infomatix: A Doorway to Software Development Solutions Realm

By Rashmisree Deb

A leading company engaged in mailing postcard decks in 80 different markets stumbled to seize the attention of its seekers with its postcards which resulted in poor response rate. The company beat its brains out in exploring the options, until an IT company named Medma Infomatix came to their rescue, who architected a simple, yet robust iPhone/iPad application. Christened as RSVP, the application was an instant hit which rapidly accelerated quality, color, positive image and rate of response for the postcard company. The success saga of Medma does not end here. The company has completed hundreds of projects for its clients in U.S., UK, Australia, Canada, Sweden, Italy, Denmark, Fiji, Thailand, Mauritius, Austria, Switzerland and many other parts of the world.

Debuted in 2005, Medma – the brainchild of Harsh Jaiswal – provides best-of-breed web and mobile solutions to its clients across the globe. Headquartered in Lucknow, the enterprise built its forte in offering Magento in e-Commerce, OpenERP/Odoo, Drupal, Ruby on Rails, OrangeHRM and HTML 5 technologies. The company’s proven mettle also lies in providing Android, iOS and IT consulting solutions. “We started our journey by providing web solutions but soon emanated to embrace mobile and cloud based offerings. As our expertise lies around custom development, we also developed bespoke solutions that meet our client’s requirements. Recently, we have also forayed into the Analytics domain,” asserts Harsh Jaiswal, Founder & CEO, Medma Infomatix.

Claimed to be a NASSCOM member, Medma has deep domain knowledge in deploying and modifying Open Source solutions. Embracing the right blend of technology to make a

positive difference to its client’s business, this fastest growing company has been focusing on developing products from the past one year. Medma has a strong team of around four certified Magento developers who are specialists in creating extensions, which are small modules in Magento.

In-Depth Understanding to Solve Clients Problems

Medma’s unparalleled expertise lies in drilling deep into the root cause of its client’s problems and coming up with best possible modern IT solutions in cost-effective price. The ISO 9001: 2008 certified company forges long-term relations with all its customers by providing after sales services, which most of the software development companies fail to provide.

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“We place great emphasis on customer’s requirement and try to give them quality services. Our aim is to achieve total customer delight by superseding the customer’s expectations,” he adds. Today, Medma’s trustworthy cadre of clients stands out as the enterprise wows some of its biggest MNC clients that include Amway, LAVA mobiles, iSuzu Motors and many more.

With a 95+ strong workforce spread across three cities, Medma inspires both experienced and young professionals to be a part of them. The organization hires talented brains from premier institutes and provides in-house trainings to keep them in tune with the upcoming technologies. Medma also takes active participation in conducting various workshops to groom its people both technically and professionally. After tasting success for ten years, Medma is looking forward to continue developing some flagship products which can boost the company’s revenue. With a well-established sales office in U.S., the company plans to open a development center there. Medma also envisions making inroads in IoT, Big Data and Analytics domains in the upcoming years. 



Harsh Jaiswal,
Founder & CEO