TVoice

Search ...

Trending Story

Mobile Arena All News Home

Internet of Things

Interviews IT Voice Interview ICANN

e-Magazine IT Voice e-Magazine **Blogs**

Search

Q

Videos & Byte

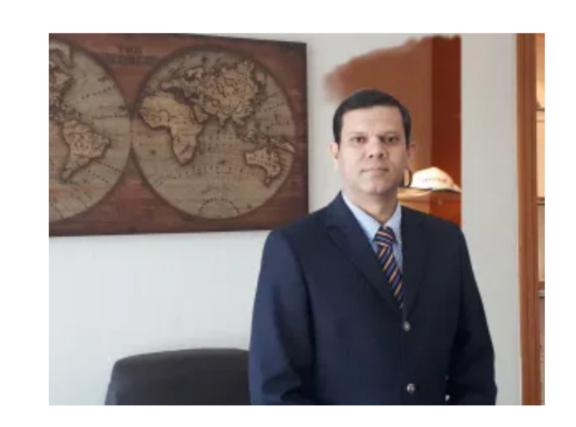
Interview

"Dedicated platform for Business, Professionals, Entrepreneurs, Freelancers, Interns which creates an open database for Cross Border Connect."-Mr.Alan Gomes -Founder and CEO Magas Service Media

Tweet to @ITVoiceNews

u

Thours ago IT Voice News



Mr.Alan Gomes -Founder and CEO Magas Service Media

IT Voice:- What do you mean by Service Media? Mr.Alan Gomes:-Service Media means intellectual property created based on mediums

of mass communication such as Internet, Mobile, Television, Radio, etc. which enables Lead Generation and Delivery of Services involving Humans and Technology. (This definition is accredited globally and copyrighted by INTEROCO - EU Depository, Berlin, Germany) MAGAS is pioneering Lead Generation and Service Delivery mass media portals based

on Geo-locations and also specific to Industries. The concept is called "Service Media." MAGAS connects with service providers across geographies and industries who can fulfil clients' needs with cost effective solutions arising from shared economy and idle resource capacities. It delivers services through various channels to cater to its consumer's demands and taste. MAGAS Service Media platforms in several locations will create a Global Network for Lead Generation and Delivery of Services based on combination of Human and Technology resources. Conceptual Analogy:

- The concept of <u>#Service Media</u>, whereby we extract the business element out of the Social Media creates a dedicated platform for Business and Professionals to facilitate transactional business.
- MAGAS is a B2B & Professional Services Platform which integrates Advertising, Lead Generation and Service Delivery under one roof. (In other words, a combination of Linkedn & Freelancer or a mix of Alibaba for Services with Uber for **Professional**)

IT Voice:- What kind of business impact did Magas Services witness last year? What was your strategy to deal with that difficult situation? Mr.Alan Gomes:-Like any other business MAGAS also was impacted due to the COVID19

for few months when it started. However the recovery was much faster as lots of focus came on the online platforms where work could be outsourced to save costs or costefficient solutions could be found. Given that MAGAS provides the best solutions through its aggregator network we gained plenty of new leads from different geographies without doing much marketing. Our model is palatable and can work in any situation. We have created products to get

the services providers aggregated in various categories so that the delivery becomes seamless in any location whether in Indian or GCC. We will be integrating more

technologies to maintain the QA/QC for the managed services when clients comes to MAGAS. We endeavour that the End User must always have the best experience with MAGAS. We firmly believe "Since doing cross border business is getting tougher day by day, we envision an aggregation for B2B & Professional Services is critical in today's crowded space which filters with moderated content for lead generation and transactional

IT Voice:- What is MAGAS's business model and USP? How is MAGAS Services empowering organizations to simplify customer experience? Mr.Alan Gomes:-MAGAS MODEL & USP's:

services delivery"

Dedicated platform for Business, Professionals, Entrepreneurs, Freelancers, Interns which creates an open database for Cross Border Connect

Fully Integrated B2B & Professional Services Aggregation in Single Window -

- Most cost-effective platform for Advertising & Business Promotion Buy a Page Listing to self-promote and get more visibility. There is no other transaction commission and Advertisers can freely connect and transact. (Only for Service Packages, there is payment collection admin charge of 10%.)
- Platform for Direct & Qualified Leads Generation where you get notified personally
- Network that enables Entrepreneurship & Self Employment through its Associate **Programme**
- Professional services as listed in Ala Carte & Managed Services

Cost Efficient Professional Services Delivery if outsourced to MAGAS for high value

Moderated Content which comes from genuine sources

Premium Quality Database for direct reach and influence

IT Voice:- How do we fulfil Service Outsourcing? Mr.Alan Gomes:-

We allow buyers to connect with listed Services Providers directly through our

platform products such as BZZ, PRO, etc.

determined.

- If they cannot fulfill or not sure of the services delivery, the buyer is free to
- the client's requirement thoroughly. (i.e. Assignment or Recurring). We then scrutinize the lead very deeply so that we know the quality of Client and

approach MAGAS through POST YOUR REQUIREMENT FORM (KYC) and we Scope

Determine if we can deliver in-house or outsource to our pre-RFP'd (Request for Proposal) channel partners who are registered with us.

the level of Service expected. This is where the Sales Qualified Leads (SQL)'s are

- If its outstation we connect with Associates/Partners within our network who are specialist in their fields.
- MAGAS stays in the middle to moderate and manage the transaction flow.
- Future, APP will cater to low budget leads and filter from the fake leads automatically.

IT Voice:- What is MAGAS's growth strategy & innovation roadmap for 2021?

Mr.Alan Gomes:-MAGAS relaunched an enhanced platform in January this year and has been testing the tech features. For the next 3-6 months will maintain organic growth so that all the tech related parameters are fulfilled and awareness is created digitally. Given that Service Media is proprietary to MAGAS, it is not in a rush to

expedite the growth. Also the End User got to understand that it's a need based platform and not want based like Social Media. MAGAS believes the most powerful medium is the word of mouth and it always takes an organic route. There are other marketing strategies also being planned such Associates Programmes, B2B Channel Partnerships, Paid Marketing Campaigns (online and offline), Associations with Print Media etc.

Our USP's and Tech Features are quite unique and a combination all of this is offered

MAGAS will be going for its Series A funding from strategic investors later this year which will boost its OTT presence. It plans to introduce APP and IPTV to enhance

are at a very Minimal Price so that benefits are passed to the End-Users.

Content Gathering & Delivery. We believe we are solving one of the toughest challenges of today's era i.e. Lead Generation and Service Delivery through this Unique Ecosystem which will empower the Entrepreneurs and enable Employment right from their desktops.

Wipro Partners with and Invests in Headspin to Deliver Next-

Related

Solutions & Services December 16, 2017 In "News" 9 Tags: Geo-locations, INTEROCO - EU Depository, MAGAS Service Media platforms, social media

Generation Mobility Quality

Zomato Expands Deliveries to 14 Indian Cities, Launches Windows Phone App July 24, 2015 In "4G" in

Largest Salesforce Consulting Partner in Nordics September 15, 2018 In "News" 0 **(1)**

Infosys to Acquire Fluido, the

"Creation of BenQ Zowie gaming zones is one such initiative."-Mr.Rajeev Singh, Managing

More Stories

Director, BenQ India

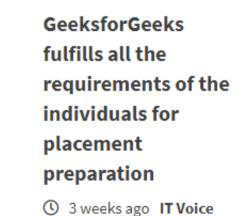
Previous

Benq

"Creation of BenQ

Interview

Zowie gaming zones is one such initiative."-Mr.Rajeev Singh, Managing Director, BenQ India (10 hours ago IT Voice News



Interview

News



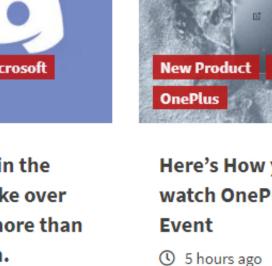
© 2 months ago IT Voice

News

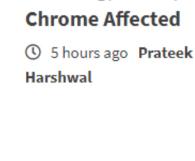
Interview

You may have missed

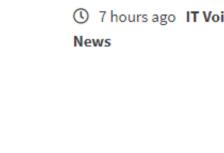












SHARES

Chinese Counterparts In A

Tech Mahindra To Bear Cost Of Vaccination Of Its **Employees** Indian Brand VoLTE **Gateway Outshines**

Google Reduces

Commission To 15%

Series Of New High-

Samsung Launched

Resolution Monitors By

PC vs Mac Comparison,

Intel has webpage for it.

Survey

Follow Us

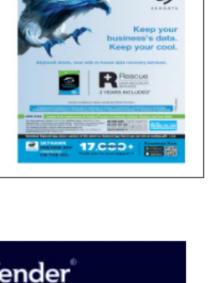
intel

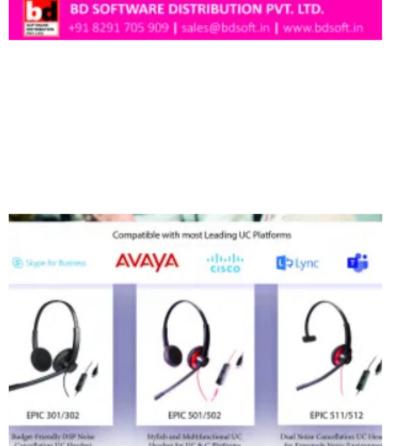




IT Voice Latest Magazine Edition







500 MILLION USERS WORLDWIDE

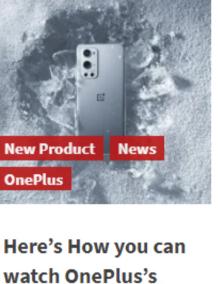
RELY ON BITDEFENDER ANTIVIRUS

SOLUTIONS



talks to take over Discord, more than \$10 Billion.





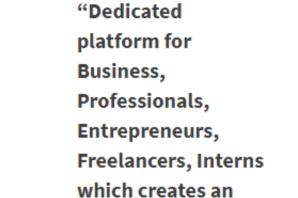
Khushagra Taunk



and how to avoid them Thours ago IT Voice

Instagram scams

SOPHOS



open database for

Interview

Cross Border Connect."-Mr.Alan Gomes -Founder and CEO Magas Service Media ① 7 hours ago IT Voice News

Upcoming Events

time.

y

There are no upcoming events at this

in

0