

**DIGITAL**  
**ONE**  
LABS



# About The Company

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Digital One Labs is a digital marketing agency that supports organizations in their digital transformation. Established in 2020, we capitalize on nearly two decades of experience and expertise in several areas, including the education domain, IT and non-IT training, consultancies, and selling solutions to the corporate and government sectors.

We recently incorporated an office in Singapore to better serve our regional customers. Using smart business concepts, we aim to bring cutting-edge technology and creativity to your marketplace and company. We integrate industry experience with sound professional skills that help to boost your business. With our vast experience and focus, we enable customers to successfully operate more innovatively, efficiently, and differently in the markets that they serve. We are an experienced and result-oriented team providing premium quality services. Our strategic approach to your business problems will help you overcome issues and thrive in any business setting. We care about what matters to you, and will help you turn obstacle into opportunity.



# About The Founder

An entrepreneur, marketer, and administrator with over 18 years of experience in the education and training industry as well as the information technology industry, Pradeep has experience in diverse areas of strategic management, strategic marketing, and operational excellence. He holds a Master of Business Administration (MBA) degree from Aldersgate University, Pilippines.

Drawing from his personal strengths and industry experience, he founded Digital One Labs (Pvt) Ltd in 2020 with a focus on digital transformation, digital marketing, and strategic marketing to support organizations and businesses in their digital transformation journey. Prior to that, he co-founded InnoventSys (Pvt) Ltd in



**Pradeep  
Pushpakumara**

MBA | Entrepreneur | Founder | Director |  
CEO | Principal Consultant | Marketer

2019, focusing on 'Global Knowledge Delivered Locally'.

Pradeep has extensive experience in working with information technology companies, banks, and financial institutions in Sri Lanka and the Maldives. He was the Sales Manager – Learning at Tech One Global (Pvt) Ltd (Tech One Learning) and subsequently Head of Professional Development Center at CICRA Campus (Pvt) Ltd. He has contributed to enhancing operational excellence in information technology as well as education and training institutions

# Future Objectives

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At Digital One Labs, our aim is to always go beyond. With that in mind, we intend to expand business from Sri Lanka to other regions. We have had significant success already, including a 5-star hotel in the Maldives (please see case studies for more details). We have identified two main areas as our next point of expansion: South East Asia and Europe.

We recently incorporated an office in Singapore, which will facilitate our expansion into the region. Coupled with our success in Maldives and this addition, we are extremely confident of soon expanding into Europe. Once we have established ourselves in these regions, we will provide better and more services to the rest of the world through a larger global presence.

For this ambitious plan, we have identified a two-pronged approach that will bring us success. Firstly, we will partner with agencies and companies in other markets. These large players in the international market are companies looking to outsource their requirements. We will use excellent Sri Lankan resources: These will be people who are experienced, detail-oriented, and dedicated to ensuring the customer's satisfaction. Secondly, with proven progress, we will look for partnerships or offshore service accounts from a few more countries.



# Road Map

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**Incorporated  
Digital One Labs Pvt Ltd,  
Sri Lanka in 2020**

**Incorporated  
Digital One Labs Pte Ltd,  
Singapore in 2022**

**2020**

**2022**





**WEB DESIGN AND DEVELOPMENT**



**MOBILE APP DEVELOPMENT**



**SOCIAL MEDIA MARKETING (SMM)**



**CONTENT TRANSLATION**



**GRAPHIC DESIGN**



**CONTENT WRITING**

# Our Services

We are a digital marketing company with a combination of cutting-edge technology and creativity that supports boosting your business.



Search engine optimization (SEO)



Search engine marketing (SEM)



Software development



API development



UI/UX design



Digital marketing strategy and consultancy

We pay special attention to our process with you. We spend a considerable amount of time identifying your need and planning the solutions, so that we can find and present the prototype that works best for you. Once you give us the go-ahead, we implement and deliver a product that will make your life much easier.

We can offer you all this because we have the domain experience, innovative solutions, and scalability for cost-effective solutions. This is why we can deliver products to you in record time. Our capabilities set us apart from the rest. Why not check that claim? Give us a call!

# Our Clients

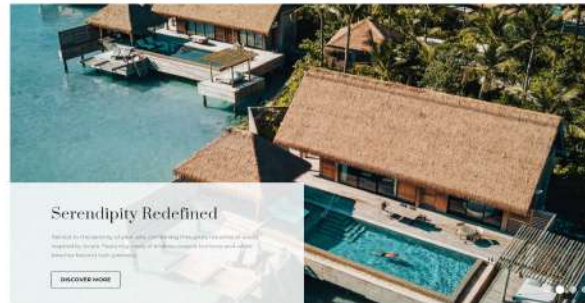
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# Case Studies

We recently worked with a super luxury hotel in the Maldives, which had a website that lacked good UI/UX and where the client had limitations on site updates. The client had two websites that needed work.

In the first requirement, the company wished to revamp the website and was looking for a web design/development company to develop this new site. Following the initial discussions, we proposed our plan with the wireframes. Upon receiving the official approval, we kicked off the project. Our first task was to design the pages. To do so, we used WordPress as the platform, and we successfully migrated the new site within a few months. We are currently engaged in effecting minor changes consistently to make it better. Also, we have added four languages (Arabic, Chinese, Russian, German) to the site. Our newest value addition is a 'Mobile Web App'



to provide all necessary information to their guests.

In the second requirement, the client had a website done by another agency but requested Digital One Labs to take over the ownership and maintenance of the website. After conducting an audit, we took full control of the website. Due to the client's limitations, we converted the website into WordPress and developed a custom site using the existing theme, content, etc. In addition, we added three languages (Arabic, Chinese, Russian) to the site.


The client has expressed satisfaction with the work and continues to engage with us.









## Head Office – Singapore


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**THANK YOU !**