

Data Matrix Technology

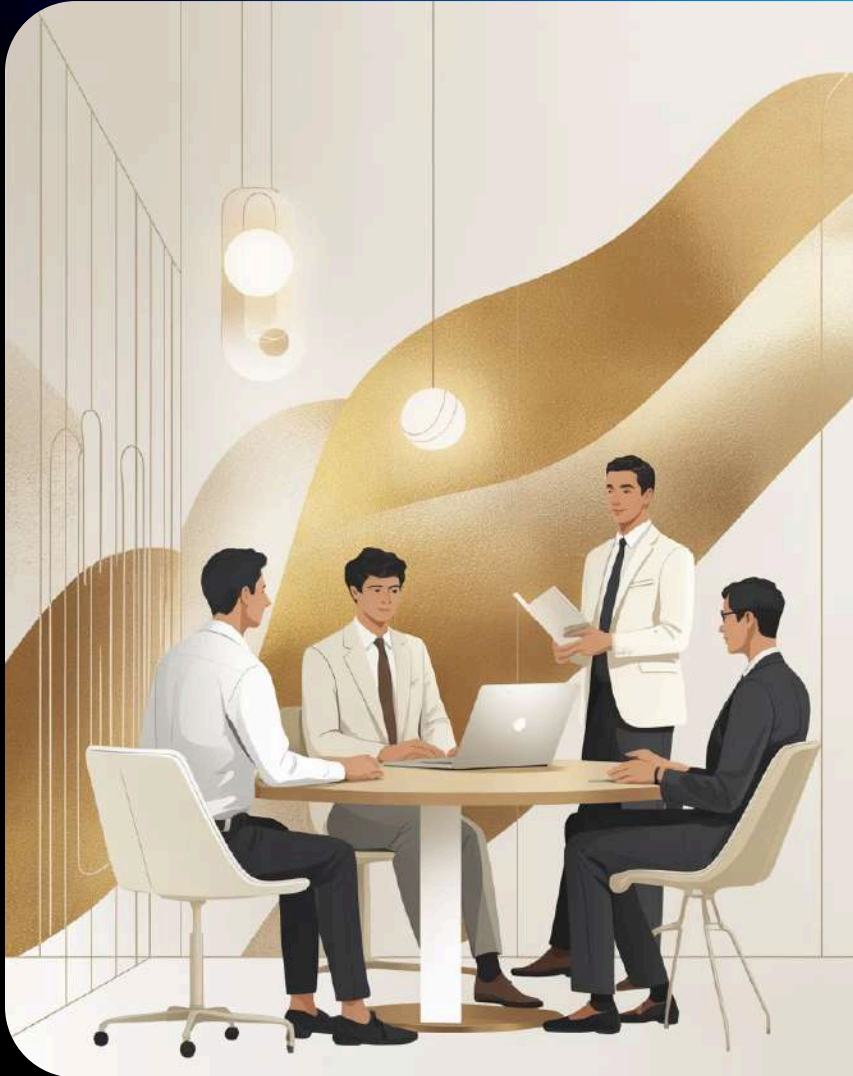
Always Try to Deliver Best Solutions for Your Business

Founded in 2017 by experienced software engineers with 17+ years of expertise, delivering powerful IT solutions and building reliable client relationships in New Delhi.

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About Data Matrix Technology

Founded 2017

Established by a team of 2 software engineers and associates with over 12 years of experience in technical and business fields.

Client Focus

Building strong, reliable relationships while providing powerful IT solutions to ensure clients never face IT-related challenges.

Innovation Driven

Always open to discussions and ideas for improvement, adapting to system changes to deliver the best results for clients.

Mr. Sumit Gupta: Founder



With over 8 years of experience, Mr. Sumit Gupta guides Data Matrix Technology with a strong focus on innovation and operational excellence.

Founder | Data Matrix Technology (2017 – Present)

As the Founder of Data Matrix Technology, he has been leading the company since 2017 with a strong focus on innovation, client success, and digital transformation. His expertise lies in **AI-Based Assessment Systems**, **Client Relationship Management**, and **Strategic Marketing**.

Linkedin:

[Click here](#)

01

Product & Sales Acumen

Extensive experience in product management and sales, with a career rooted in ecommerce products and client acquisition strategies.

02

Strategic Execution

Proven expertise in product strategy, seamless project execution, and efficient operational management, ensuring timely delivery and client satisfaction.

03

Technical Project Delivery

Successfully leveraged DMT's development team to deliver multiple complex ecommerce, HRMS, and CRM solutions.

04

Assessment Prowess

Proficient in large-scale assessments, including a record of conducting over 3,000 candidate evaluations in a single day, and experienced in CSR, University, and Skill India assessments.

Under his leadership, Data Matrix Technology has developed an advanced AI-driven Assessment Portal that helps organizations conduct intelligent, scalable, and secure online assessments. He specializes in client orientation, business growth, and ensuring seamless project execution across government, corporate, and CSR sectors.



Mr. Kunal Gupta: Co-Founder

With over 16 years of experience, Mr. Kunal Gupta is the technical force behind Data Matrix Technology, ensuring cutting-edge solutions and seamless project delivery.

Linkedin:

[Click here](#)

Extensive Technical Expertise

16+ years as a Software Developer & Lead Engineer, working with multinational corporations, international governments, and diverse entities.

Specialized Solutions Architect

Specialist in enterprise software, AI-driven platforms, CRM solutions, and developing highly scalable systems.

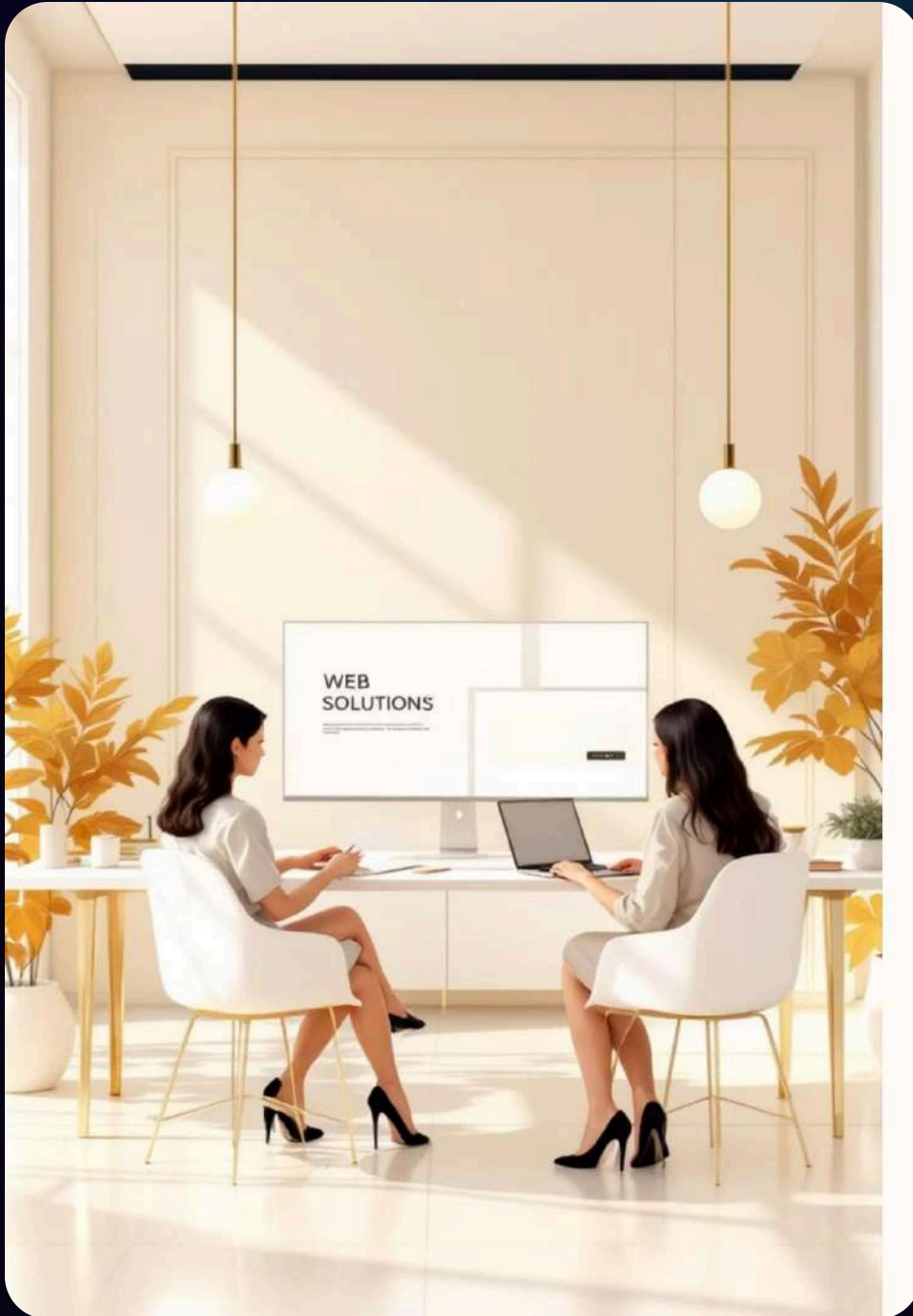
Problem Solver & Innovator

Known for writing efficient code, solving complex technical challenges, and delivering large-scale projects in record time.

Driving Force of Innovation

Serves as the technology backbone of Data Matrix Technology, consistently driving innovation and ensuring exceptional execution.

Our Mission



To enhance client businesses with creative design and development by delivering market-defining, high-quality solutions that create value and reliable competitive advantage worldwide.

Professional Services

- AI Assessment Portal
- AI Recruitment Portal
- Psychometric Portal
- Talent Acquisition Portal

Our Approach

Customer-centric, result-oriented, cost-competitive innovative solutions for valuable global clients. We focus on helping organizations fulfill their missions.

Our Vision & Philosophy



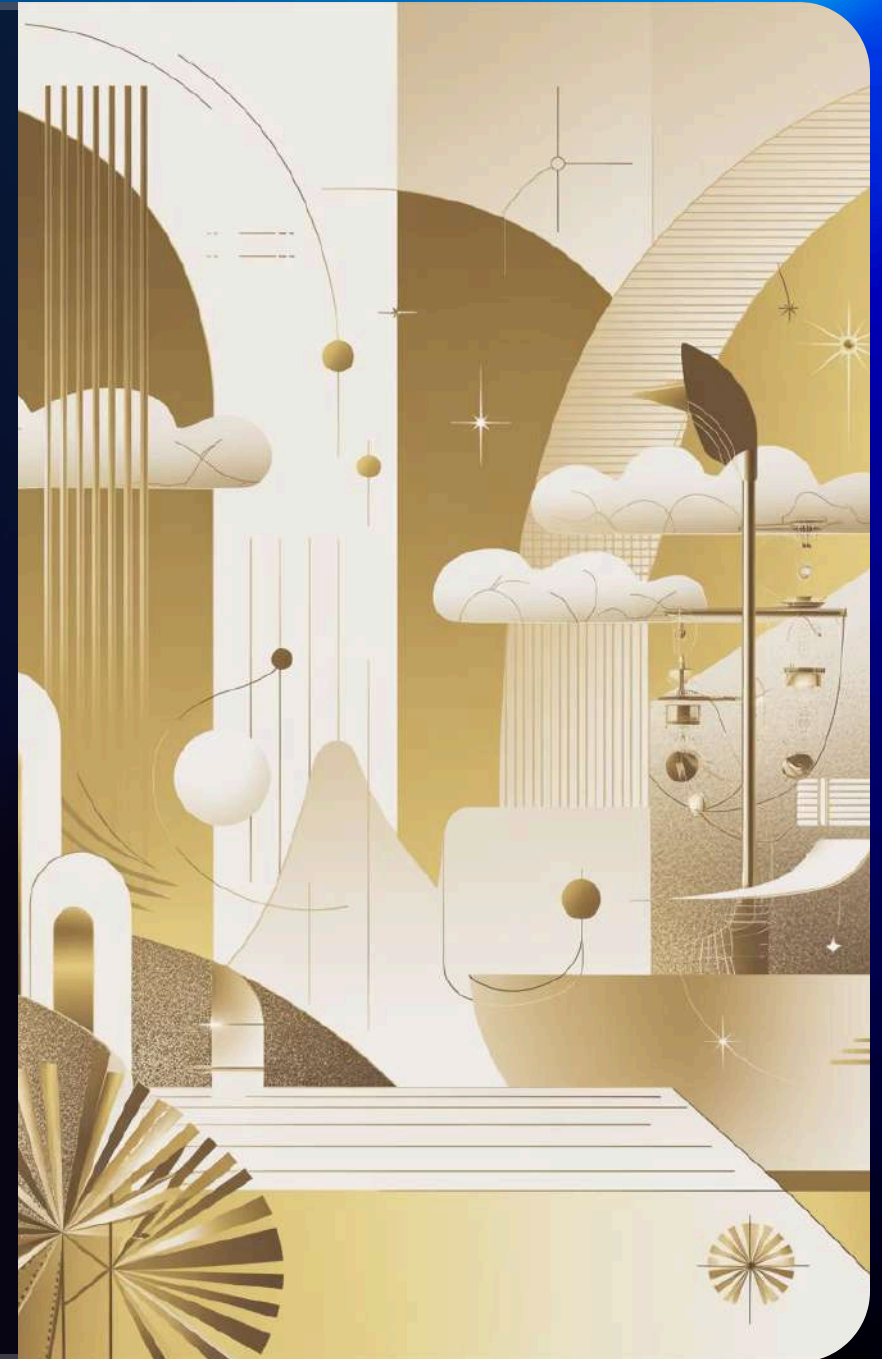
Vision

Bringing together talented professionals from agency, corporate, and private industries. Focused on constant innovation to emerge as a globally recognized company providing superior quality services.



Philosophy

Satisfied customers create economically viable investments. We treat each customer with respect and work hard for your success. More customers have stayed with us for over a decade than any other web development company.





Who We Are & What We Do



Who We Are

A smart team of very talented people with technology roots dating back to the 90's. Individually good and collectively great in their own field!



What We Do

Complete IT package bundle producing quality marketing applications, development/design solutions, and SEO services to help agencies run their business efficiently.



Why We Do It

Passion and love for developing, designing, and challenging ourselves in a fast-changing world. We obsess over every detail from user interface to final product.

AI Based Assessment

AI-Based Assessment is a modern evaluation system powered by **Artificial Intelligence** that automatically measures a learner's knowledge, skills, behavior, and decision-making abilities. It uses **machine learning algorithms, facial recognition, natural language processing, and analytics** to provide **accurate, unbiased, and data-driven evaluations**.

Key Features

- **Automated Evaluation:** AI analyzes candidate responses including objective, subjective, and practical answers – without manual intervention.
- **Adaptive Testing:** The difficulty level of questions adjusts automatically based on the candidate's performance in real time.
- **AI Proctoring:** Facial detection, voice monitoring, and screen tracking ensure fair and cheat-free online assessments.
- **Advanced Analytics & Reports:** Generates detailed performance reports with insights into strengths, weaknesses, time management, and accuracy trends.
- **Behavioral & Cognitive Analysis:** Tracks eye movement, response pattern, and decision logic to assess cognitive ability and behavioral consistency.



Benefits: Fully automated and scalable system, eliminates human bias in evaluation, saves time and improves accuracy, enables remote assessments from anywhere, provides deep insights for learning & development programs.

AI Recruitment Portal

AI Recruitment Portal is an advanced, AI-powered hiring platform that automates and optimizes the recruitment process from candidate sourcing to final selection. It uses artificial intelligence, machine learning, and predictive analytics to identify the best-fit candidates efficiently and objectively.



AI-Powered Screening

Automatically shortlists candidates based on skills, experience, and role requirements.



Skill & Competency Assessment

Integrates coding tests, psychometric evaluations, video-based assessments, and domain-specific simulations.



Predictive Analytics for Hiring

AI predicts candidate performance and cultural fit using historical data and behavior analysis.



Resume Parsing & Ranking

Extracts key information from resumes and ranks candidates objectively.



Comprehensive Reporting

Generates analytics dashboards for recruiters showing candidate scores, engagement levels, and potential.



Remote & Scalable

Supports large-scale hiring across locations with secure, online assessments and proctoring.

Live Proctoring Based Assessment



Live Proctoring-Based Assessment is an advanced method of online examination where candidates are monitored in real time by **AI-powered systems** and **human proctors**. It ensures complete **transparency, fairness, and integrity** during the assessment process – even when conducted remotely.



Real-Time Monitoring

The candidate's webcam, microphone, and screen are continuously monitored by AI and live invigilators throughout the test.



AI + Human Hybrid Proctoring

AI automatically detects suspicious activities while human proctors verify and take action instantly.



Face & ID Verification

Before starting the exam, facial recognition and ID validation confirm candidate authenticity.



Live Alerts & Notifications

The system alerts proctors about unusual activities for quick intervention.



Detailed Proctoring Reports

Post-assessment, a full report is generated showing activities, flags, and integrity scores for every candidate.



Benefits: Prevents cheating and maintains exam integrity, enables large-scale remote assessments securely, reduces operational cost and manual supervision, builds trust and reliability in certification processes.

Coding Based Assessment

Coding-Based Assessment is a **skill-focused evaluation** designed to test a candidate's **programming knowledge, problem-solving ability, and logical thinking** in real-world coding scenarios. It uses an **AI-enabled platform** to automatically evaluate code for correctness, efficiency, and best practices.

Real-Time Code Evaluation

Candidates write code in an online editor, and the system instantly checks for correctness, output accuracy, and performance.

Problem-Solving & Logic Testing

Focuses on algorithmic thinking, data structures, and optimization skills beyond theoretical knowledge.

AI-Based Scoring

Automatically evaluates code quality, complexity, efficiency, and adherence to coding standards.

Multi-Language Support

Supports multiple programming languages (Python, Java, C++, JavaScript, etc.) for diverse technical assessments.

Detailed Analytics

Generates performance reports with skill scores, areas of improvement, and coding speed metrics.

Benefits: Objective and unbiased evaluation of technical skills, saves time for recruiters and trainers, prepares candidates for real-world software development challenges, ideal for corporate hiring, skill development programs, and competitive exams.

Psychometric Based Assessment



Psychometric-Based Assessment evaluates a candidate's **personality traits, cognitive abilities, emotional intelligence, and behavioral tendencies**. It goes beyond academic knowledge to understand how an individual thinks, reacts, and behaves in real-world situations.

Cognitive Ability Testing

Measures logical reasoning, problem-solving, memory, and analytical skills.

Remote & Scalable

Can be conducted online at scale with secure proctoring and automated result generation.

Benefits: Helps in recruitment and role-fit analysis, enhances employee training & development programs, reduces bias in evaluation and hiring, provides actionable insights for career growth and succession planning.



Personality Assessment

Identifies traits like openness, conscientiousness, extraversion, agreeableness, and emotional stability (Big Five traits).

AI-Driven Analysis

AI analyzes responses to generate objective and unbiased insights on candidate behavior and potential.

Behavioral Insights & Reports

Detailed reports highlight strengths, weaknesses, motivation levels, and suitability for specific roles.

Video Based Assessment

Video-Based Assessment evaluates a candidate's **communication skills, presentation style, behavioral responses, and problem-solving ability** through recorded or live video submissions. It allows assessors to **analyze verbal and nonverbal cues**, providing a **holistic understanding** of a candidate's competencies.



Recorded & Live Video Evaluation

Candidates can submit recorded responses or appear in live video assessments monitored by AI and proctors.



Communication & Presentation Analysis

Evaluates clarity, confidence, body language, tone, and overall presentation skills.



AI-Powered Insights

AI analyzes facial expressions, voice modulation, and engagement levels to generate objective scores.



Detailed Reports

Reports highlight strengths, areas of improvement, and suitability for specific roles or programs.



Remote & Scalable

Enables organizations to conduct assessments anywhere without geographical constraints.



Benefits: Evaluates soft skills along with technical or domain knowledge, reduces bias in interview and assessment processes, saves time and cost for large-scale recruitment or training programs, provides actionable insights for skill development and role-fit analysis.

Simulator Based Assessment



Simulator-Based Assessment is an advanced evaluation method that replicates *real-world work environments* through virtual simulations. It allows candidates to perform job-related tasks in a **controlled, AI-driven digital setup**, ensuring assessment of both **theoretical knowledge and practical skills**.



Real-Time Performance Evaluation

Candidates are assessed based on their live responses and decision-making abilities during simulation.



Skill-Based Testing

Focuses on hands-on competence, problem-solving, and situational awareness instead of traditional question-based testing.



AI Integration

Artificial Intelligence monitors user behavior, accuracy, time management, and efficiency to generate an unbiased performance score.



Customizable Scenarios

Different industries (like logistics, manufacturing, healthcare, and retail) can have tailored simulation environments.



Detailed Analytics

The system produces detailed reports highlighting strengths, weaknesses, and skill gaps for better training interventions.

Benefits: Ensures job readiness by testing real-life task performance, reduces subjectivity in evaluation, enhances engagement and learning outcomes, ideal for skill-based training programs, CSR initiatives, and government assessments.

Best Solutions for Your Business

We offer a comprehensive suite of IT services designed to satisfy your specific needs and drive success.



Website Building

Crafting responsive, high-performance websites that deliver exceptional user experiences and drive business growth.



Graphic Design

Creating compelling visual identities, captivating logos, and impactful marketing materials that truly resonate with your audience.



Custom HTML Templates

Developing clean, efficient, and scalable HTML templates, providing a robust and flexible foundation for your digital presence.



Mobile Application Development

Building intuitive and feature-rich mobile apps for both iOS and Android, connecting your business with users on the go.



CRM Application Development

Streamline customer interactions, enhance sales, and improve client retention with custom-built CRM solutions.



Targeted SMS Campaigns

Engage your audience directly and effectively with personalized SMS campaigns, perfect for promotions and alerts.



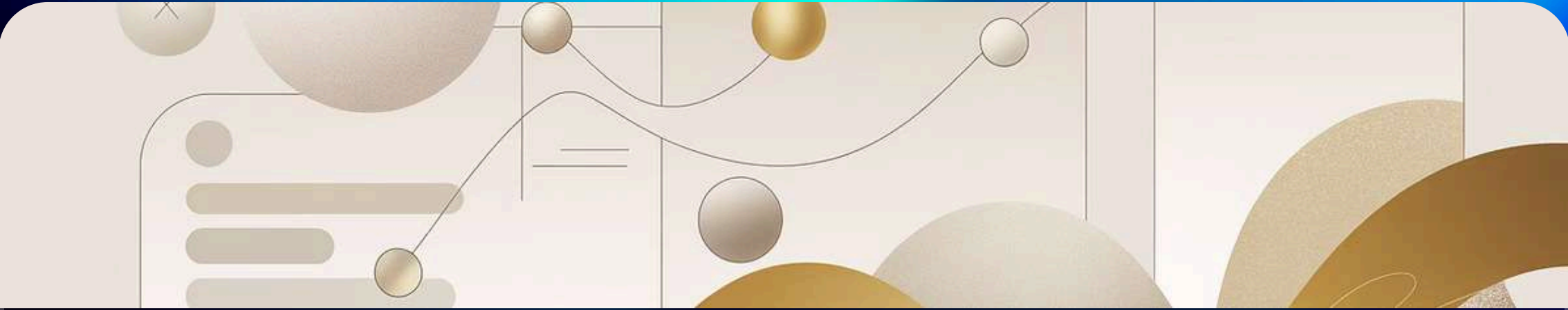
Professional Email Marketing

Build lasting customer relationships and drive conversions with professional email marketing campaigns.



Custom WordPress Development

Develop robust, flexible, and easy-to-manage websites using the world's most popular CMS.



Digital Marketing & Web Services

We empower your online presence with strategic digital marketing and robust web solutions.

1

Digital Marketing

Elevate your brand visibility and engage target audiences with comprehensive strategies spanning social media, content creation, and analytics-driven campaigns.

2

Web Solutions

Ensure a seamless, scalable, and secure online presence with our full suite of web solutions, from robust backend development to reliable hosting and ongoing maintenance.

3

Search Engine Optimisation

Improve your search engine rankings and drive organic traffic through expert keyword research, on-page optimisation, technical SEO audits, and strategic link building.

We focus on creating robust, user-friendly platforms that grow with your business, providing continuous support and cutting-edge security measures.

Our Biggest Achievement in Skill India

15L

Candidates Assessed

Successfully assessed across the entire country for different Assessment Agencies & Corporate assessments from 2019 to present.

3K

Simultaneous Capacity

Our platform can handle more than 3,000 candidates simultaneously with ease and reliability.

Data Matrix Technology is one of the leading Skill Assessment Portal companies in India. Our vision is to build the world's largest Skill Assessment Portal for employable individuals, making skills universally accessible and useful for better livelihoods.

01

Online Examination Platform

Conduct secure and credible remote exams with advanced monitoring capabilities.

02

Offline Examination Platform

Designed for remote areas with low or no internet connectivity, ensuring accessibility.

03

Platform-Based Proctoring

AI-based and human-based proctoring systems for comprehensive exam security.

04

Online Certification Software

Design unlimited certificates according to your specific requirements and branding.

Our Esteemed Clients



Educational Institutions

Rashtriya Military School RMS, Kendriya Vidyalaya KVS,
Radha Govind University, Leela's Group of Schools



Government Bodies

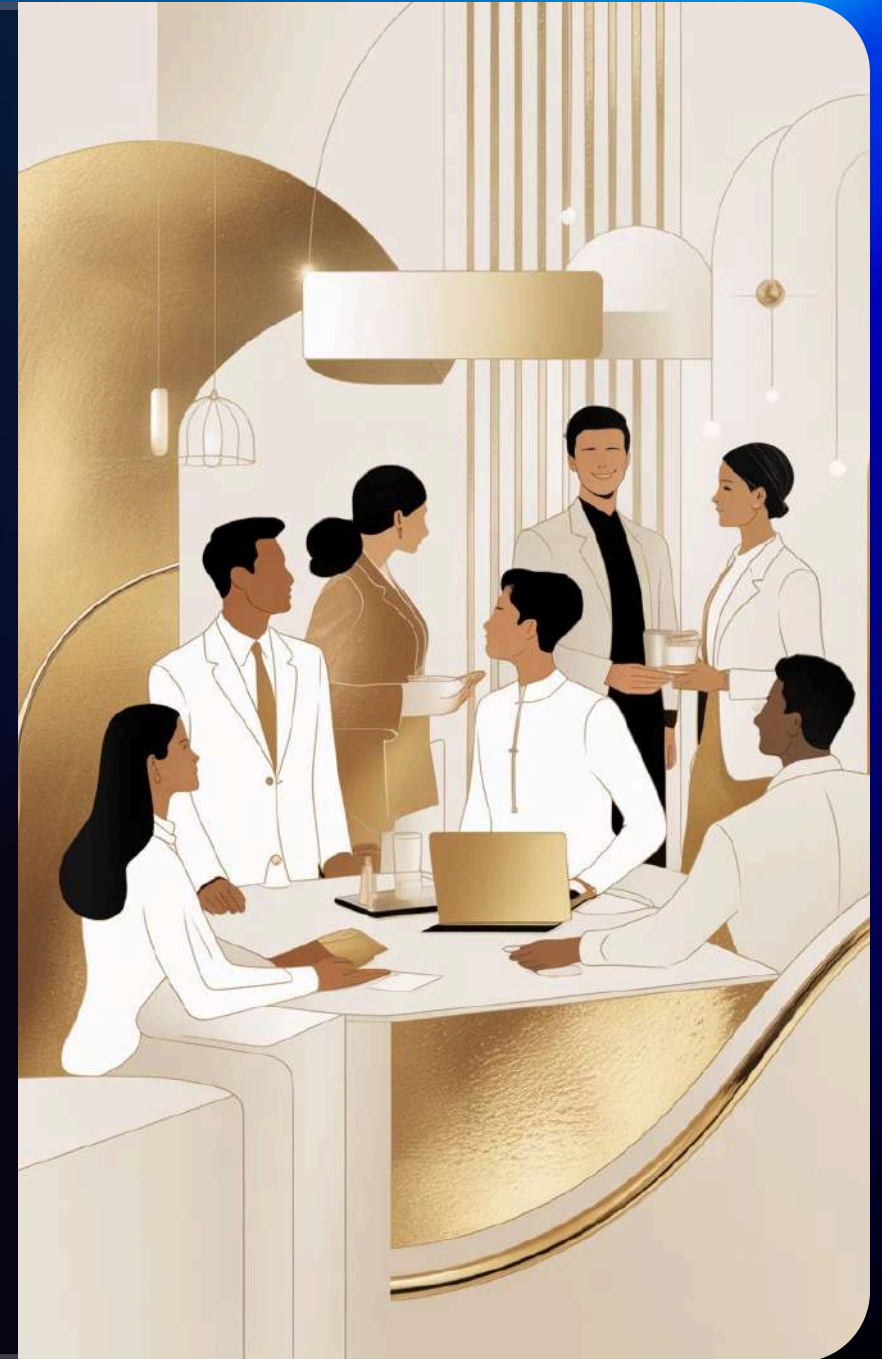
Staff Selection Commission Haryana, All India Institute of
Local Self Government Ranchi



Healthcare & Others

CMC Ranchi, Seth Kaushal Das University, Nehru Place
Online, SSC and 23 Assessment Agencies across Pan India

And many more small, ecommerce, typing software and enterprise products.



Company Milestones

Journey through our significant achievements and growth from inception to our current standing as a trusted IT partner.

- 
- 2017**
Foundation of Data Matrix Technology, laying the groundwork for innovation.
 - 2018**
Launched our first major client project: a custom LMS integration.
 - 2020**
Developed our cutting-edge, AI-powered assessment portal, a game-changer in the industry.
 - 2021**
Forged strategic partnerships and successfully completed projects with Skill Sector Councils & Awarding Bodies.
 - 2022**
Expanded our reach into Corporate Social Responsibility (CSR) skilling programs and collaborations with colleges nationwide.
 - 2023**
Introduced advanced real-time analytics and bias reduction features to our platforms, enhancing fairness and accuracy.
 - 2024**
Achieved a significant milestone by delivering over 50 successful projects, demonstrating consistent quality and client satisfaction.
 - 2025**
Recognized as a trusted IT partner within the national skilling ecosystem, a testament to our impact and reliability.

Key Achievements

Our journey is marked by significant milestones, reflecting our commitment to innovation and client success in the Skill India mission.



Impactful Assessments

Successfully delivered **15 Lakh candidates + online assessments**, ensuring accuracy and efficiency for a vast candidate pool across India.



Startup Empowerment

Supported **100+ startups & training providers** with tailored IT products, accelerating their growth and operational efficiency.



Extensive Partnerships

Built robust solutions for **23+ Skill Sector Councils, awarding bodies, & educational institutions**, CSR, fostering skill development nationwide.



Unwavering Reputation

Earned a proven reputation for **innovation, transparency, & quality** in all our endeavors, building lasting trust with our clients and partners.

Thank You!

Ready to deliver the best solutions for your business

Contact Information

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