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## **A Profile: SynapseIndia**

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SynapseIndia is a global provider of offshore development solutions, firmly poised to deliver new generations of products and services to businesses, markets, governments, and a wide array of customer segments. We capitalize on our background, exposure to multi-cultural environment, deep understanding of industry specific workflows, processes and extensive experience in developing and deploying innovative and future-ready technology solutions. Set up to fulfil the needs of small and medium sized enterprises, SynapseIndia has been able to accumulate a high degree of credibility and reliability among its clientele for its services. This excellence has evolved out of a great deal of professional thoughts, ideas, planning, and sincere efforts with an urge to rise above the crowd.

Our core business:

- Web designing and hosting
- Customized Web based applications
- E-business solutions
- Software (Application) development
- Flash based application/Games development
- Corporate multimedia presentations
- Internet Marketing
- Content Writing

SynapseIndia has always been at the leading edge of driving innovation in the offshore development industry by providing a multitude of quality and reliable services at competitive cost. Our record of accomplishment is at adding value to our services through short time to market, high quality, and technologically innovative processes. A satisfied clientele across the globe bears testimony to this.

### **The Team**

We being an offshore development company, recognize the need for our employees to be proficient in working in close collaboration with our offshore clients. Qualified professionals from reputed engineering and management institutions with proven record of accomplishment in the IT and communications sector constitute the crème of the SynapseIndia team. The work environment is maintained using expert professional advice to help the team deliver up to its potential.

SynapseIndia's growing team is a significant determinant of its augmentation. Today SynapseIndia has a well-knit team comprising of 200 self-motivated professionals including Project Managers, Programmers, Web Developers, Flash programmers, Graphic Designers, Multimedia designers, Content writers, Online Marketing Professionals, Data Processors, and Webmasters to take care of development and maintenance of projects. Besides, there are customer support/ relation personnel and a strong dedicated team for business development. It

is the judicious combination of experience and expertise that gives SynapseIndia the required mileage.

### **The Objective**

To combine innovation, creativity and experience in developing and delivering total communication and information solutions for individual and organizational needs.

### **The Vision**

SynapseIndia aspires to be a leader in the SME segment, as a one-stop solutions provider for a wide range of web-based services with a specialization in Travel and Hospitality verticals.

### **Our Strengths**

We deliver total quality solutions to our customers by integrating a wide range of capabilities. The know-how gained across the whole spectrum of our activities allows us to be innovative and to apply the acquired skills on a multitude of projects, ranging from custom designed software applications to comprehensive product development.

### **Our Expertise**

We bring together a unique, multidisciplinary team of professionals to create solutions for our clients' offshore development needs. We are the technical leader in our arena with over 200 experts hailing from engineering, technical and management backgrounds devoted towards supplementing their knowledge with internal research and development to ensure seamless delivery. We implement a powerful set of proven techniques that assure quality and confidence in the design, construction, and deployment of business applications.

### **STPI**

We are a member of Software Technology Parks of India (STPI) and are committed to exporting quality software worldwide. The STPI accreditation helps us interface with the Indian government and leverage our natural advantages to offer quality solutions at extremely competitive prices.

## **Range of Services:**

### **Web Development**

We act as an Offshore Development Centre for our overseas development partners. We specialize in turnkey web assignments, both online as well as offline, with expertise encompassing web applications, web database applications including C/C++, Java 2, Visual Basic, and VC++ VB Script. We have developed multi-functional applications such as multiple entry internal Search Engines, E-commerce enabled Shopping Cart solutions, Password Protected web pages supporting multiple logins & passwords, Chat Clubs etc. We have wide exposure in handling databases like Oracle, SQL Server, and MySQL.

### **Application Development**

Our application development services are evenly packaged to cater to unique individual as well as organizational requirements. We develop new applications, features, extensions, enhancements, interfaces, and upgrades for existing as well as new businesses. Our associates are experts in technologies from mainframe platforms to web and PC-based applications, and we can develop both host and distributed applications. We also develop and integrate customised business solutions encompassing areas like ERP, SCM, CRM, HRM, and Integrated Accounting Systems and help enterprise with complete business solutions in areas

including intranet, extranet, Internet, cluster-based implementation and client-server architecture.

### **Web Designing**

We design websites for our clients across the globe that range from pure graphic interfaces to dynamic sites using videos and sound effects with tailor made animations; one of our biggest strengths is our ability to create interfaces that are high on usability and intuitiveness with the right blend of aesthetics. We take pride in executing all types of web and interface design assignments within time, cost and quality constraints

### **E-Commerce Solutions**

We help our clients plan, conceptualize, and implement customized e-commerce websites. Our state-of-art solutions are integrated with complete website management system to empower efficient management of pages, content, products, images, forms, etc, and come with added functionalities that facilitate efficient order tracking, customer feedback processing, etc.

### **Flash Scripting and Gaming**

We develop multifaceted Flash applications and online/offline Flash games (for both single and multi player environment). Our team is adept at developing Flash based solutions involving core action scripting, communication server, audio/video streaming, remoting, or XML based solutions along with the attractive front-end possibilities that the latest versions of the platform offers.

### **Web Marketing & SEO Promotions**

Our web promotion and SEO services help businesses target relevant traffic towards their websites. We combine all the necessary know-how required to effectively market websites on the web via promotion with various local and international search engines and listing with business directories on the Internet using the latest on- & off-page SEO techniques.

### **Content Writing**

We offer effectual web site content writing as well as SEO Copywriting services to clients across the world. We have an adept team of copywriters who have the experience and the ability to merge their technological and conceptual skills to write effectual content, search engine copywriting materials, articles, white papers, sales and marketing materials, etc. that are search engine friendly, informative, navigable, and most importantly interesting.

### **Web Hosting**

We deliver the highest quality client/server applications. Two multiple state of the art Linux and Windows servers located in the USA and multiple servers in India, help us provide hosting services to our clients. All our servers are highly reliable and fully secured and come with an uptime reliability of 100%.

### **Multimedia Presentations**

We develop interactive multimedia presentations for various customer segments. A team of experienced graphic artists and designers possessing a great deal of knowledge and foresight about user interfaces and usability aspects help us deliver customized multimedia presentations of various types, which include course based training (CBT) materials, web based training (WBT) materials and corporate CD-ROM presentations.

### **iPhone Development**

Our customized iPhone application solutions come with a promise of Seamless integration with of iPhone OS architecture, User-friendly interface with 2D and 3D graphics, Interoperability with iPhone's diverse functionalities. Be it multi-touch interface, accelerometer, proximity sensor, GPS; or other such advanced features of this Smartphone.



## Our Skillsets:

|                                 |  |
|---------------------------------|--|
| Open Source                     | PHP 5, PHP 4, CGI/Perl (Mod_perl/ ActivePerl/ ePerl), Python   |
| Microsoft Technologies          | C#, VB.NET, Visual Studio .Net 2003 / 2005/ 2008, SharePoint services 3.0, MOSS 2007, ASP, ISAPI/NSAPI, ASP.NET 1.1/ 2.0 / 3.0 / 3.5. Crystal Reports, SQL Reporting, Microsoft Azure, Silverlight, Microsoft Office Live.                         |
| IPhone, Mobile & Handhelds      | Apple iPhone development using Xcode and Objective C, Blackberry, Google Android, Microsoft Windows Mobile, J2ME platform CLDC1.1, MIDP1.0, MIDP2.0.   |
| Frameworks & CMS                | Magento, Joomla, Drupal, WordPress, CakePHP, Zend, Symphony, CodeIgniter, OSCommerce, DotNetNuke, ASPDOTNETSTOREFRONT, BVCommerce, CheeryPy, Django, Zope, Plone   |
| Internet Marketing              | Search Engine Optimization, Pay per Click Management, Social Media Marketing, Brand Reputation Management, Social Network Marketing, Content Copywriting, Link Popularity Development and SEO Consultancy for under development sites and portals. |
| Flash & FLEX                    | Adobe Flash CS4, Adobe Flex, Flash Action scripting (AS 3.0), Flash Gaming, Flash Media Server, Flash Remoting, Rich Internet Applications (RIA), Adobe AIR.   |
| User Interface / Graphic Design | Adobe Photoshop, Image Ready, Flash, CorelDraw, Adobe AfterEffects, Fireworks, HTML, XHTML, Dreamweaver.   |
| Databases                       | Oracle, Sybase, MS SQL Server 2000 / SQL 2005 / SQL 2008, MS Access, Postgresql, MySQL 4.x/5.x.  |
| Operating Systems               | Windows 2003/2008 .NET Server, Linux , Unix, Windows 95, Windows 98, Win ME/XP and Windows NT/2000.  |
| WebServer                       | IIS, Apache, RedHatSecure.   |
| Miscellaneous                   | AJAX, XML, JavaScript, Application development for Facebook and Twitter, PayPal integration, Google checkout and other Payment Gateway integration, Database Administration.   |

## Quality Systems

Quality assurance is an essential part of any business activity at SynapseIndia. Right from the conception of a project to its delivery, we strictly adhere to our time-tested procedures to ensure that all work is conducted in compliance with best practices and industry standards. We employ a series of technical methods and measures, conduct formal technical reviews, and perform planned software testing as part of our quality policy.

### Software Quality Assurance

Software engineering process data needs to be collated and disseminated to conduct proper software quality assurance. Our SQA department exercises SQA (software quality assurance) team testing, which includes a series of formal technical reviews, testing strategies and techniques, procedures for change control, procedures for assuring compliance to standards, and measurements and reporting mechanisms. Timely software reviews ensure that errors are negated right in the nascent stage when they are comparatively inexpensive to correct.

### Quality Assurance Plan

A QA plan (governing the QA team and all activities performed by the project team) for a project is developed at the start of the planning phase. The plan identifies:

Evaluations to be performed

Audits and Reviews to be conducted

Standards applicable to the project

Procedures for error reporting and tracking

Documents to be produced by the QA team

Amount of Feedback provided to software project team

### Quality Assurance teams

Our quality assurance (QA) team assists the project team in adhering to the quality commitments, performing a set of activities that address quality assurance planning, oversight, record keeping, analysis, and reporting.

Each time a project is handed over, the project team narrows down on a process for the work to be performed while the QA team reviews the process description for compliance with organizational policy, internal software standards, externally imposed standards, and other parts of the project plan.

The QA team audits and reviews selected work products, and identifies, documents and tracks deviations from the process before verifying that relevant corrections have been made. The team ensures that deviations in either the processes or the products are always documented for future reference and handled according to a set procedure. Deviations encountered in the project plan, process description, applicable standards, or end-products are then tracked till resolved.

The SQA team works towards improving the quality of the product and of the software processes itself utilizing relevant software reliability models that allow collated defect data to be extrapolated into projected failure rates and reliability predictions.

## Some of our recent projects:

We have done over 1,000 projects both online and offline, web development to logo designs, Online Promotions to application development for companies across the world. Following is a compiled list of a few of our recent projects.

- <http://www.blackfamilynet.net> - Website for the Black Family Network of USA.
- <http://www.empowerism.com> - Website for online NetMarketing training kit sales
- <http://www.fulcrumlimited.com> - Website for Hedge Fund Administration firm.
- <http://www.greatfallsconstruction.com> - Website for real estate builders.
- <http://www.orbiseducation.com> - Website for an Education firm.
- <http://www.lafamilianet.net> - Website for Hispanic community of America.
- <http://www.trivia.com> - Online trivia, games, quizzes portal.
- <http://www.scindia.edu> - Website for The Scindia School.
- <http://www.ccgmag.com/jobboard/v2/> - Community Job portal.
- <http://www.tnsc.co.uk> - Website for network consultancy company.
- <http://www.travelanalytics.com> - Website for spend management firm.
- <http://www.flexwood.com> - Website for wood veneer manufacturers.
- <http://www.spasearch.co.uk> - Website for spa manufacturers & distributors.
- <http://www.hotspringshomesites.com> - Website for recreational properties.
- <http://www.conceptmentor.net> - Website for concept evaluation system.

For a complete list of most of our projects till date, please visit the portfolio section of our website.

SynapseIndia is powered by intellect and driven by values. Speed, Quality and Expertise are our fortes. At SynapseIndia, we are confident of providing you with any web or server based solution or service that your organisation may require.

Please visit our website at <http://www.synapse.co.in> for more information about our company and our work.

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