

SynapseIndia®

I.T.Outsourcing@Peace of Mind

SynapseIndia is a global provider of offshore development solutions, delivering advanced products and services to businesses, markets, governments, and a wide array of customer segments. We capitalize on our experience, exposure to multi-cultural environment, deep understanding of industry-specific needs and processes, and a pool of professionals to develop and deploy innovative and future-ready solutions. Founded to meet the demands of small and medium-sized enterprises, SynapseIndia features as trustworthy name for a clientele spread wide around the globe. Our excellence has evolved out of our professionalism, ability of innovative thinking, and a sincere urge to rise above the ordinary.

Our Core Business:

- Web site & Web Application Development
- Mobile Applications & Desktop Applications
- Custom Product Development
- Search Engine Optimization
- Internet marketing and Brand reputation management
- Games, Flash & Rich Internet Applications (RIA)
- Graphic User Interface
- HTML5 Web & Graphic Design
- Content Development
- Offshore Staffing Services

SynapseIndia has always been at the leading edge at driving innovation in the offshore development industry by providing a multitude of quality and reliable solutions services at competitive cost. Our specialty lies at adding value to our services through short time to market capability, high quality, and technologically innovative processes. A clientele of above 3500 satisfied businesses and individuals from more than 60 countries across the globe bears testimony to our capability. We rated 4.9 out of 5 for over 9500+ projects.

The Objective

To combine innovation, creativity and experience in developing and delivering comprehensive IT solutions that meet individual and organizational needs.

The Vision

To be trusted & respected as a world-class web development company in delivering and developing state-of-the-art, innovative IT solutions

Our Strengths

We deliver quality solutions to our customers by integrating a wide range of capabilities. The know-how gained from the experience of working across a wide spectrum of businesses 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 and result-oriented internet marketing solutions.

Why SynapseIndia?

- Three Ultra- Modern, all equipped Units in Noida, India
- State of the art DELL machines as the development platforms. Scheduled data backups at all times on the servers.
- Disaster recovery management system to ensure zero loss of data and minimum downtime. Centralized access control system.
- Ensure redundancy of all critical servers.
- Shadow staffing implemented for backup human resourcing.
- Multiple redundant connectivity and communication options – including WIRELESS.
- 24 hrs power backup ensuring uninterrupted deliveries to the project commitments. World Class Recruitment Process - Top grading, and lateral hires through skill bank.
- Senior Management involvement and attention in each engagement has led to critical success
- Satisfied clients continuing to partner with SynapseIndia for over 5+ years. Confidentiality of the project data throughout the project lifecycle Short response time
- Competitive Project Cost with an Hourly Rate is 60% less of the US market price

Multiple Service Offerings

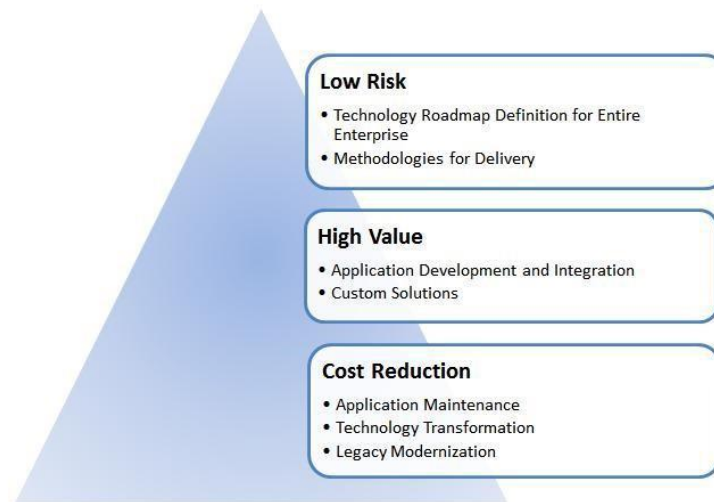
- Software Development
- Operating from well-equipped India Development Center. Large team of experienced
- software professionals. Microsoft Gold Certified Partner. Project Management
- Domain Knowledge

- Domain Knowledge in implementing industry specific websites/ portals and other web
- applications.
- Software Delivery Optimization

Reliability

Standardized and effective processes in compliance with CMMI and the best of the industry. Satisfied clients continuing to partner with SynapseIndia for over 5+ years. Confidentiality of

the project data throughout the project lifecycle.



Our Expertise

We bring together a unique, multidisciplinary team of professionals to create solutions for our clients' offshore development needs. We are one of the leaders in our arena with over 300 experts devoted towards supplementing their knowledge with research and development to ensure seamless delivery and profit for clients. We implement a powerful set of proven techniques that assure quality and confidence in the design, construction, and deployment of business applications.

The Team

We are a well-knit team of over 300 self-motivated English speaking professionals including Project Managers, Programmers, Web Developers, Flash programmers, Graphic Designers, Mobile Application developers, Multimedia designers, Content writers, Online Marketing Professionals and Webmasters

to take care of development and maintenance of projects. Besides, there are senior management, project managers, client delivery managers in addition to the customer support/ relationship personnel and a strong dedicated team of Business Development professionals.

Range of Services:

Web Site & Web Application Development

SynapseIndia offers custom application development services to suit specific requirements of the respective businesses. Considering the inherent complexities and specifications of different businesses, we provide the organizations and businesses with application development services tailor made to meet their specific business needs.

We support SMEs via offering conceptualization, integration and maintenance solutions in various areas including but not limited to:

- E-commerce Website Magento, Amazon Webstore, osCommerce, AspDotNetStoreFront, Joomla Etc.
- CMS based applications - Wordpress, DotNetNuke, Drupal , Magento, Drupal Workflow automation solutions – Sharepoint, Silverlight Etc.
- HTML5, Flash, RIA, Flex Etc.
- Custom Shopping Cart, Payment Gateway Integration Social Networking solutions
- CRM solutions
- Custom web development

Mobile and Wireless development

Our customized iPhone/BlackBerry/Android application solutions come with a promise of Seamless integration with iPhone/BlackBerry/Android OS architecture, User-friendly

interface with 2D and 3D graphics, interoperability with these Smartphones' diverse functionalities. Be it multi-touch interface, accelerometer, proximity sensor, GPS; or other such advanced features of the Smartphones we develop applications for, we carry experience and expertise required to meet the complexities of mobile application development.

- iPhone & iPad Applications iBook Publishing
- Android Phone & Tab Application Windows Phone 8 Application
- Blackberry 10 App development

We have expertise in iPhone & iPad Application Programming & Development using iOS, using Cocoa with the Xcode IDE. We design and develop applications for iPhone & iPad for the following domains

PhoneGap Mobile Application Development

We have expertise in PhoneGap application development and we build native applications for Apple iOS, Android and blackberry using HTML5, Javascript & CSS3. We assist in deployment of these applications via the APP store, Android Market etc.

Our PhoneGap experts reuse their existing skills in HTML and JavaScript to create extremely fast, Multiple devices supportable cross platform Mobile web apps taking advantage of the native hardware interactions in the iPhone, Android and Blackberry SDKs in PhoneGap development.

Why PhoneGap Development at SynapseIndia:

- Years of expertise in International market in mobile app development for business utility to exciting games.
- Team of industry experts in HTML, HTML5, CSS, JQuery and JavaScript
- Cost effective solutions
- Ensure that you have Wider Range of User engagement without spending a fortune in development
- A continuous thrust to your ROI

Internet marketing and online reputation management

Our web promotion and SEO services help businesses target relevant traffic towards their websites. We bring in the necessary know-how required to effectively market websites on the web via following advanced promotional measures corresponding to various local and international search engines and listing with online business directories using the latest on & off-page SEO/SEM techniques.

The primary services being offered in this segment are:

- Research, Consulting and Analysis of website & relevant keywords Search Engine Optimization (SEO) Services
- Social Media Optimization (SMO) Services Link Advertising
- Pay Per Click (PPC) Management Services Optimized Press Release Services
- Product promotion & submissions Web Content Writing (SE optimized)

Software application and product development

Our application development services are evenly packaged to cater to unique individual as well as organizational requirements. We develop applications, features, extensions, enhancements, interfaces, and upgrades for business and individual needs. Our associates are experts in technologies from mainframe platforms to web and desktop-based applications. We develop both host and distributed applications and develop as well as integrate customized business solutions for needs like ERP, SCM, CRM, HRM, and Integrated Accounting Systems. The software & products development services we offer can be diversified as -

- Desktop & Dashboard Applications Microsoft .Net application
- Mac Application Development Silverlight Programming
- Software design and testing Software consulting services
- Software maintenance enhancement

We help enterprises with complete business solutions in areas including intranet, extranet, Internet, cluster-based implementation and client-server architecture.

Graphic User Interface

We design websites for our clients across the globe that range from ideating pure graphic interfaces to development of dynamic sites comprising multimedia and animations. One of our biggest strengths is our ability to create Graphic User 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.

Creative and innovative web design solutions for a broad-market exposure to global businesses, we provide –

- Flash Design HTML5 Design
- Graphics & Template Logos
- Web Site Design
- Corporate Identity Ecommerce Templates Theme Designs
- Dashboard Designs Illustrations

Offshore Staffing Services

As an offshore staffing services provider company, we extend our service that bears the yield of our experience in strengthening their online presence and help them benefit from an effective online identity.

By taking up our offshore IT staffing services, you stand to reduce resource utilization, operating costs and problems in communication with your target audience group. Our Web page designer employs a modular approach for designing and development, which in turn facilitates development of scalable and robust functionalities, front-end or back-end.

IT Consulting

SynapseIndia provides Information and Technology Consultancy services to help global SMEs create and sustain competitive advantage in the following areas –

- Ecommerce Solutions Software Development
- Business Solutions Search Engine Optimization Custom Product Development
- Web Applications Development Mobile Application Development IT Staff Augmentation Services
- CRM Solutions ERP Applications
- Social Media Website Development

Quality Assurance

From conception of a project to its delivery, we strictly adhere to industry standards and best practices. We employ technical measures, conduct formal technical reviews, and perform planned software testing as part of our quality policy.

Software Quality Assurance

Our SQA (Software Quality Assurance) testing includes scrutiny of formal technical reviews, testing strategies and techniques, procedures for change control, procedures for assuring compliance to standards, measurements, and reporting mechanisms. By timely software reviews, we ensure error negation at the nascent stage.

Quality Assurance Plan

A QA plan (governing the QA team and activities performed by the resources involved) is developed at the project-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 to be provided to software project team

Quality Assurance teams

Our quality assurance (QA) team assists the project team to adhere to the quality commitments, perform activities that address quality assurance planning, oversight, record keeping, analysis, and reporting.

The QA team defines a process for the work to be performed. It reviews the process description for its compliance with organizational policy, internal software standards, externally imposed standards, and other parts of the project plan. It also audits and reviews selected work products and documents, and tracks deviations - in the process or the product - for future references. Deviations encountered are tracked until resolved.

Our Skills:

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, Zope, ASPDOTNETSTOREFRONT, Django, BVCommerce, CheeryPy, Plone, Dotnetnuke, Amazon Webstore, Wordpress

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: 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.

User Interface / Graphic Design: Adobe Photoshop, Image Ready, Flash, CorelDraw, Adobe AfterEffects, Fireworks, HTML, XHTML, Dreamweaver, HTML5.

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,Angular.js,node.js,JavaScript, Application development for Facebook and Twitter, PayPal integration, Google checkout and other Payment Gateway integration, Database Administration.

Some Recent Projects:

We have successfully delivered a list of services and solutions meeting both online and offline needs of clients worldwide. From web development to logo designs, Online Promotions to application development for companies across the world we have done it all. Following is a compilation of some of our recent projects.

- <http://www.ezgovopps.com/>
- <http://www.saccny.org/>
- <http://www.dng.com/>
- <http://www.kitmondo.com/>
- <http://www.zoekdokter.nl/>
- <http://co.listerinesalud.com/>
- <http://www.fishingguidesworld.com>
- <http://www.heartsoflondon.co.uk/>
- [http://www.niibee.com /](http://www.niibee.com/)
- <http://www.ozeallasses.co.uk/>
- <http://www.oursocialcloud.com>

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

- <https://www.synapseindia.com/portfolio>

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<https://www.synapseindia.com>

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