



## **Apexdivision Profile**

*We create a presence for your business on-line!*

we know how to deliver growth to  
your business **through online**



## About Apex Division

Apex Division was founded in 2001, and is a highly responsive and a fleet-footed band of consultants and developers. Entirely customer driven, Apex understands the need for quick yet robust solutions to customers, particularly in the SME segment. Our focus is on delivering applications and solutions that meet the business goals of our customers and deliver tangible and measurable business values.

We do this by developing robust, secure and cost-effective web solutions that meet the requirements of a range of verticals such as travel & transportation, aquarium, media and entertainment, automotive, health & medicine, real estate, apparels, FMCG and education. With 6 years of industry experience and expertise behind us, we are able to address the needs of customers globally.

*Quite simply, we provide consulting and development services as if we were an extension of your organization structure!*

## Our Expertise

Every project starts with a planning phase. Our project coordinator would talk to the people of your organization and make sure we understand your requirements, particularly the business value you want to obtain through the project. We'll, quite often come over and sit down for a face to face with relevant people. Through the project we use every technology available, telecom, web based tools and so on to remain in touch.

What's possibly unique is that Apex understands that a website presence is not just about a well designed site. Most outfits with good graphic designers and web technology programmers will be able to give you a nice web presence. Most important ingredient in this mix is the right marketing strategy to go with the web solution. And the time to finalize a plan is at the beginning of the project so that the design solution can have the right solutions built in and does not need another set of experts to decide nor to fit the requirements later as an afterthought, possibly after you have discovered that your very nice web presence is not driving right amount of traffic to you.

## **Our Team Strength**

Apex Division currently employs around 20 personnel, with a minimum experience of 3 years each. The core body comprises of 4 technology teams working in PHP, ASP, ASP.Net and J2EE which are headed by their respective Project Managers. Each team has 2 to 3 full-time Programmers and a dedicated Designer. They are assisted by HR, Accounting and Sales staff.

- Each project is assigned a Project Manager, minimum of two full time programmers and a designer.
- The Project Manager remains the singular communication point throughout the project's lifetime.
- Additionally a Team Leader is appointed if the particular project demands so.
- We have our dedicated test servers (US datacenter) where our clients can monitor the work in progress 24x7. Actual development work is carried on local servers.
- Round the clock remote support is provided and if necessary, on location.
- Max turn around time for change requests: under 24 hours on weekdays and under 36 hours on weekends.

## **Insight & Strategy and not forgetting the marketing strategy**

So we do online brand strategy as the very first step of planning and have the skills and expertise to develop a unique strategy for you. In-house skills at Apex lets you reach out to desired profile of customers on-line, mobile or in-store. We are able to implement a broad spectrum of strategies based on the tools suitable for the on-line world. One-stop solutions include,

- Online advertising, Search engine optimization, Google Ad words and similar campaigns with other major search engines
- Web analytics, Search engine marketing, E-mail marketing
- CRM, Data analysis, SMS marketing
- Integrated online marketing campaigns, Viral marketing
- Copy writing, Technical marketing to back up marketing campaigns

Business case development & analysis followed by scoping documentation is the next step. User analysis and profiling and the professional development services are then applied to the project.

*We unearth the most effective methods of creating powerful, emotional online experiences for your customers. We want to ensure your customers come back to your site again and again!*

## **Our Balanced Approach**

### **Design & Usability**

It is essential that your web site convey your message effectively and forcefully, easy to navigate back and forth and ensures there are enough customer touch points for him to get back to you and ask questions, if necessary. Should he decide to buy, it should be very easy for the customer to do so. Deliver powerful message to convert him from a prospect. This conversion factor alone could make or break your marketing efforts. While the marketing effort can bring in prospect traffic, key is in the conversion. It takes a lot to design the web façade for your organization's on-line presence. Apex Division has the expertise and experience to handle all the aspects of design & usability of your portal.

- Brand identity, Concept & idea generation
- Graphic design, Interface & website design
- Information architecture, Illustration, Wireframes
- Prototyping, Usability & accessibility testing
- On-line advertising, Game design and development

### **Development**

When a website is not planned and implemented the right way, you may need to invest in development all over again, particularly if it does not meet your business goals. Apex Division implements cutting edge technology. Quite often this means integration of a content management system so that content on the site could be easily managed. Technological and skills based expertise that Apex brings to the table are;

- e-Commerce, Content management system (CMS), Customer relationship management (CRM)
- Website reporting, database design & development, Infrastructure development
- Internet, intranet and extranet, Platform migration, Third party integration
- Wireless development, security architecture
- Web hosting, management and support
- Work flow and management systems
- Specification documentation

## Project Management

All the latest and greatest technology is no help if they cannot be managed properly or the whole development cycle is un-coordinated. The glue that keeps everything in place and makes for successful product development is the project management skill. Project management and account management are prime concerns for Apex team. Two project coordinators on projects ensure that your business goals are understood well on an on-going basis. Also gives you a window into the status of the development activities. We ensure that the products that we develop keep working. To do that we continue this relationship over the use and maintenance phases of the product.

Project managers will look after the details of the project, phase it, plan it and work with you all the way to meet the goals you set for us. Deliverables are as follows.

- Building long term relationships
- Scope definition, Project planning, Project monitoring and tracking
- Regular work in progress/status reporting and meeting, Status reports
- Quality assurance

*We not only consider the cultivation of relationship between you and your customers, but we also address the work-flow and management of supporting these relationships.*

## **Why Apex Division**

There are several reasons that Apex Division can mitigate all the risks associated with new developments for web presence. Apex brings a range of skills to the table that lets you rest assured that Apex would deliver on its promises on time and every time!

### **Proven experience**

Over its existence of more than six years Apex has delivered web solutions for around a hundred customers. That covers the whole range of e-commerce solutions, a simple business to customer solutions to business to business marketplaces.

### **Lasting Relationships**

Apex believes in maintaining lasting relationships with its customers, offering long term support over the life cycle of its products delivered.

### **Financial Strength**

Apex is financially strong and has experienced steady growth over the years. We could thus take on all kinds of projects be it small or a complex and demanding projects. It should be comforting to know we would be around to support you for the long haul.

### **Hosting services**

One of the biggest irritant after development is completed is to locate a hosting service, making sure they understand your service level requirements and so on. Apex can offer the hosting services too to offer an integrated, turnkey deal whereby a fully functional website on the net is delivered.

### **Unbeatable cost effectiveness & service**

The icing on the cake is that all this does not have to cost you an arm and a leg because you are investing in sophisticated technology. Apex offers the best blended rates by developing the products in India, bringing significant cost effectiveness to your project. No compromise is made on either the quality or the services either. The geographical distance involved does not need to make you nervous. In this age of internet geographical distance do not mean anything. In fact all the net technologies, be it IM, Skype, Netmeeting, webcam conferencing and so on bring you face to face with your contacts whenever you need them.

*Isn't it great to work with people who can make your life that little bit better!*

## **Range of Services Offered by Apexdivision**

A host of solutions are offered by Apexdivision for your business needs. Whether you choose a static company identity site, a robust database driven e-commerce solution, auction website or a community portal, Apex brings the same customer focused approach to your particular problem and delivers a robust solution that keeps working.

That dedication, skills and expertise are in evidence whether you need a standard client server solution or need to upgrade a legacy application to a robust and scalable platform.

Apex provides solutions that keep working and help your business to grow and surpass your competition. A range of solutions are offered in the following categories.

- Web design
- e-Commerce solutions
- Hosting
- Software development
- Support & Maintenance



## **Web Design**

### **Professional, Creative and User-friendly Websites**

Our team designs a consistent look in all the pages with graphics designs that project your image and also is consistent with the industry type and the target audience. The team is proficient in the right tools for this purpose and proficient in Dream weaver, Macromedia Flash or MS front page. W3C standards are incorporated in all our designs.

Redesign of existing sites also are undertaken to bring in the same kind of business focus, help improve graphic look & feel, corporate identity and to increase traffic. Logo designs also are undertaken that enhance branding of the site and pertain to the specific industry as well as your corporate image.

#### **Solution Features**

- Corporate look & feel
- Popular browsers supported
- CSS driven pages, crisp images
- Quick page loads
- Flash introductions and headers

#### **E-commerce Solutions**

Solutions we offer are easily navigable, incorporate elaborate product catalogs, customizable shopping cart and payment gateway solutions for credit card and Paypal facilities. These create a on-line presence for existing brick and mortar companies and allow a on-line selling portal. Membership and subscription based access to specific facilities on-line can be provided. Even more complex B2B or B2C solutions can be handled equally easily.

#### **Solution Features**

- Database driven catalog systems
- Robust cookie based basket
- Site admin allows enhancement and customization of product categories
- Dynamic homepage driven by products database
- Basic and advanced search
- Product listing with product image thumbnails
- Customer recognition on return visits
- Order confirmation by e-mail
- Clear record of purchases
- Gift certificates & discount management
- Inventory management
- Integration with desired payment gateways

## Customized Software Development

We understand no one-size-fits-all solution is ever optimal for anyone. Our technology specialists, database experts, quality managers ensure that a custom solution built for your specific requirements work not only on the target system but also in the actual business environment that you work in.

### Solution Features

- eBusiness applications
- Enterprise architecture design
- Proof of concept development
- Adoption of newer technologies such as XML, web services, web 2
- Porting of legacy applications to J2EE and .net platforms
- Product co-development
- Customization
- Internationalization & Localization
- IT consulting & research

### Technologies

- Scripting Languages
  - PHP 5
  - VB
  - ASP
  - AJAX
- Platform
  - .net 1.1 / 2
  - Python (Zope)
  - J2EE
  - CFM
  - Windows Mobile 5 / 6
  - Blackberry
- Database
  - MySql 5
  - MSSQL 2005
  - PGSQL
  - ORACLE 10g

## **Support and Maintenance Services**

These are offered in the following three categories. Bundles support for 4 to 6 weeks after delivery is standard. Customers can opt to buy any of the following as required.

- Bundled services
- Server maintenance services
- Web hosting services

### **Bundled support services**

- Migration to new host providers
- Minor cosmetic changes
- 18 hour a day live support
- 24 hours weekdays and 36 hour weekends problem report response

### **Server Maintenance services**

- Apache server configuration/maintenance, virtual host configuration, additional module integration & implementation
- Heterogeneous network configuration for LAN/WAN
- Tree structured DNS configuration & maintenance with sub domain management
- E-Mail push type SMS system integration, MMS push/pull integration and integration of eFax
- Application system installation/implementation/management on demand
- Omail, Vpopmail, Imap, Senmail configuration, installation and customization

### **Web Hosting services**

- Support for Coldfusion 4.5
- Support for SQL Server 2005
- Hosting on Windows 2003 servers
- Hosting on RHEL 4.5 servers
- Multiple Dell servers
- Servers are located in 24X7 supported data center

## **Our Pledge**

All the skills and expertise do not mean a thing if it is not backed by the corporate attitude. To ensure that our customers, big or small, get the best we could provide at all times, we pledge the following.

### **Account service**

Our customer service will be second to none. These are not just talk. We walk the talk too. We shall communicate project progress on a regular basis be it a small company or a large one. We shall help you understand the technology involved and communicate with you in your terms. Internal standards ensure that we are responsive all the time. For example any e-mail will be replied to within 24 hours. Being exactly 12 hours ahead of US time, that'll probably mean you'll have an answer to your query first thing next morning. Our team in India works, and resolves a problem you may have raised, while you sleep. If the problem cannot be resolve in 24 hours they will come back to you with a definite date by which solution will be available.

### **Quality**

Projects we deliver shall represent industry best practices and will cater for growth and ongoing development in the future. Finished product we deliver should meet or exceed your quality expectations.

### **Integrity**

We shall provide value for money and work on agreed fixed cost basis. No surprise expenses or hidden costs! Our recommendations and strategic solutions offered are always driven by your business goals rather than our revenue targets.

*We shall provide design work that complements your branding and business goals.*

## Case studies



### **Aquarium Consultants International**

*www.acicorp.us*

ACI is the world's largest manufacturer of acrylic aquariums. Apex Division were selected to provide strategic recommendations and redesign the ACI website to make it more user friendly, compelling and feature rich.



### **One Whole World- Alicia Britt Chole**

*www.onewholeworld.com*

Alicia Britt Chole is a leading spiritualist – an international personality. Apex Division was selected to design and develop her website – a medium to feature her work and reach out to the world. The site design and layout speaks a lot about her personality.

## Case studies



### Justice Jewelers

[www.justicjewelers.com](http://www.justicjewelers.com)

Justice Jewellers the biggest jewelers in the Midwest (USA). Apex Division was commissioned to design and develop their website to showcase their extensive product range and synchronize the online database with POS system.



### Detroit United

[www.detroitunited.com](http://www.detroitunited.com)

A free classified site for major cities of USA. Apex Division was selected to develop the site on the lines of the popular craigslist site and make it user friendly, robust and feature rich with the ability to spawn 'n' number of child site for each city.

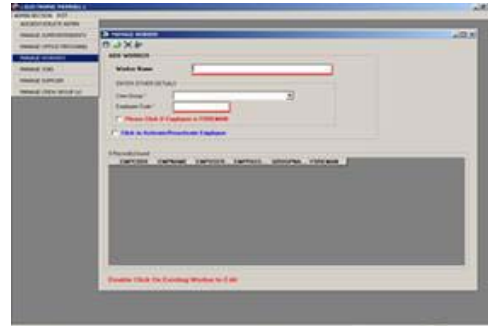
## Case studies



### **Coca Cola**

#### *Attendance Database*

Apex Division was commissioned to develop an application to keep track of the absenteeism of their employee across all shifts for their plants. An automated punishment/compensation message system is built into the software based on the points each employee accumulates.



### **Seal-O-Matic**

#### *Electronic Payroll*

Seal-O-Matic is a premiere paving company in the US with over 30 years of paving experience. Apex Division was selected to develop and application to manage all work-order across the country and keeps track of the time and material consumed for each work-order. The application has strong authentication system for different category of employees' viz. administrator, superintendent and office personnel allowing each to administer and manage key data.

## Case studies



### Net Auto Sales

[www.netautosales.com](http://www.netautosales.com)

Net Auto Sales is the biggest used car seller in Farmers Branch, Texas (USA). Apex Division was commissioned to develop an application to keep track of their car inventory and eBay sales plus car exchange. An automated trade off system is built into the software based on the difference of monetary valuation of exchanged cars.



### PEMSA

[www.pemsa.ch](http://www.pemsa.ch)

PEMSA Human Capital Management is one of the pioneer Swiss corporate management and human resource administration organizations. It has won a strong reputation within a short period of time courtesy of Apex Division's intuitive design work and tailor made marketing consultations.



## Case studies



### **Union Capital Corporation**

[www.unioncapitalcorp.com](http://www.unioncapitalcorp.com)

Union Capital Corporation, is one of the oldest and most successful private equity firms in the USA. Their continued success stems from partnering with Apex Division's experienced development team and in turn providing their target corporate demographics with operational resources, analytic support, and financial strategies needed to grow revenues and create value.



### **Speak Shop – Learn Spanish One-on-One**

[www.speakshop.com](http://www.speakshop.com)

"Project Enterprise Contest" run by PBS (Public Broadcasting Service, USA) has chronicled Speak Shop as one of the 4 finalists out of over a hundred applicants who work towards the goal of social entrepreneurship. As long term partners, Apex Division feels elated to build the very business tools that help Speak Shop solve social problems so effectively.

## Get in touch

Please contact us to discuss your requirements.

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