



A

A company that stands by its beliefs



**ISO 9001: 2000
CERTIFIED**

Microsoft®
GOLD CERTIFIED
Partner

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We believe in shooting for the moon. That way, even if we miss, we can still get some stars.



SOFTWARE DEVELOPMENT CONSULTING

SOFTWARE DEVELOPMENT OUTSOURCING

CUSTOM SOFTWARE DEVELOPMENT

E-LEARNING SYSTEMS

MULTIMEDIA APPLICATIONS AND CONTENT

INNOVATIVE PRODUCTS

E-MARKETING AND WEBSITE DESIGN

SEARCH ENGINE OPTIMIZATION



E Exploring new horizons

A complete range of solutions and services

At Netsmartz, we believe in expanding our horizons and thinking ahead. Over the years we have expanded our offerings to bring you a complete range of solutions and services under one roof. Exciting multimedia content, custom software development, software outsourcing, software consultancy, e- marketing, hosting, and website design are just some of our services. Besides these, we also develop innovative applications that add value and efficiency to your business processes.

Speed means a 24 hour cycle

Netsmartz is headquartered in Rochester, N.Y. We also have an offshore development facility in India that provides us the ability to work on projects 24X5. With parallel development cycles in the US and India, we provide high

quality, low cost solutions and enjoy a reputation for extremely fast turnarounds. We have multiple marketing offices in the U.S. and Europe.

Tackling your business and technology challenges

We aim at bringing defect-free products to market, on time and within budget. Our competencies allow us to bring a high degree of technological expertise, dedication, and a complete hands on approach to the table. Our solutions provide you the highest quality at the lowest possible cost of ownership.

Impeccable credentials

We have the ISO 9001 : 2000 Certification and are a Microsoft Certified Partner. Our team boasts varied skill sets to their credit.

T Teamwork all the way

At Netsmartz, we work in multi-disciplinary teams. Each member works closely with others and can play many roles.

The Multimedia Team

We have a highly trained multimedia team with an extensive knowledge of Flash, Generator, Director, Authorware etc. The team includes multimedia development professionals like graphic designers, creative directors, illustrators and animators. They meld a high degree of creativity with practical hands-on knowledge.

The Applications Development Team

Providing functionally rich, custom business applications is our Applications Development team. Our engineers are Microsoft certified professionals specializing in Microsoft technologies, Data warehousing application architecture, Web application development, and Application maintenance. Together, they combine many years of experience in ASP, SQL Server, VB, COM/DCOM and all web technologies.

The Quality Assurance Team

Our Quality Assurance Team monitors development and rigorously tests solutions at every stage of production in a variety of scenarios. These professionals use testing techniques like Black Box and Regression Testing and automated tools like Winrunner etc. to ensure defect free deliveries.

The SEO Team

The SEO team is largely involved in Internet Marketing and Search Engine Optimization. They spend hours marketing websites to search engines and their painstaking research is instrumental in getting client websites ranked high on search engine results. The SEO team also creates and executes e-marketing strategies that add high profile online visibility to our clients.



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S K I L L S E T S

Project Managers

Bachelor and Masters degrees in Computer Science.
Software development experience in ASP, HTML / DHTML,
Javascript, SQL Server, ADO, COM / DCOM.

Creative Directors / Graphic Designers

Information Architecture, Usability Design, Corel Draw,
Macromedia Flash and Fireworks, Adobe Illustrator and
Photoshop.

Multimedia Application Development Engineers

Macromedia Flash (Advanced Action Scripting), Generator,
Dreamweaver, Authorware, Fireworks, Macromedia
Director, 3D Max, Corel Draw, Adobe Illustrator,
Photoshop, Adobe Premiere, Sound Forge, Java Script, GIF
Animator. Knowledge of E-Learning standards like SCORM.

Microsoft Technology Engineers

ASP / ASP+, COM / DCOM, XML, ADO, HTML / DHTML,
SQL Server, .NET platform, most are MCSD certified.

Database Designers and Administrators

DBA, MCDBA

Quality Assurance Team

Black Box, Regression Testing, Unit Test, Application Test,
System Test, Requirement & Test Management
(Test Director), Functional Automated Testing (Winrunner),
Load & Stress Testing (Load Runner), Rational Rose.

Business Analysts

MBA's in Marketing and Finance drawn from the best
business schools in the U.S. with years of professional
experience.

P Partial Client List



Home Diagnostics, Inc.
Dedicated to Diabetes Management



Why Netsmartz?



There are many reasons to partner with us. At Netsmartz, we understand your business goals, the need of being there before the competition. Our tried and tested methodology ensures a low risk, predictable path to success. Our cost structure is amongst the lowest in the industry and our speed to market is tremendous.

Quality counts

We have the ISO 9001: 2000 certification and follow SEI CMM process implementation methodology - that is implemented by only a handful of software service providers. We have now taken up a Six Sigma initiative to reduce defects and cycle times in the support function process.

Expertise guaranteed

We have a large pool of software engineers with diverse skill sets and expertise. Our Multimedia team includes experienced Microsoft Certified Engineers, Multimedia Development Professionals, Creative Designers, Illustrators, and Animation experts.

Full Service Portfolio

We offer you the advantage of being able to architect, integrate, and manage technology services. This means that you can rely on us, as a single point of contact, fully accountable source instead of trying to integrate disparate multi-vendor solutions for your technology needs.

Service Level Agreements

We offer customer-centric agreements for all software projects and we undertake and offer the following commitments:

- Fixed costs and transparent development effort.
- On time and on budget delivery.
- Overall lower cost of Total Ownership (Lower cost than if you implement the project in-house).
- The majority of project costs are paid only after complete satisfaction and project implementation.

On Time On Budget Deliveries

We have a proven track record in software development with Fortune 500 clients, including Kodak, Intel, and Global Crossing. Netsmartz delivered projects on time and on budget 90% of the time over the past two years as opposed to a global average of 16%.

Source: Standish Group

Shorter Lead Times and Development Cycles

You can leverage our ready infrastructure and qualified professionals to jump-start your projects. This substantially shortens your lead times for project start-up. Also your work happens on a 24-hour basis due to a 12-hour time zone difference between our offshore development office and the US office.

Significant Cost Advantage

Our Netsmartz Development Model typically provides you cost savings of more than 40% as compared to an in-house execution.

Leverage strong Project Management Expertise

We bring strong Project Management Expertise to the table with a highly experienced team of Project Managers handling your projects.



P R O D U C T S

PROPOSALSMARTZ

SMART IMAGE CONVERTER

E-MAILSMARTZ

TRAFFICSMARTZ

WEBSMARTZ

FOLIOSMARTZ

IMAGESMARTZ

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The Netsmartz suite of products

■ **ProposalSmartz**

The automatic proposal generator that generates multi-format proposals in minutes - with multimedia effects. Include movies, video and sound through Flash proposals. Proposals are generated in Word, PDF and Flash formats.

■ **Smart Image Converter**

Convert images into more than 50 different image formats including GIF, JPEG, TIFF, and lesser known ones.

■ **E-mailSmartz**

Automate your e-mail marketing efforts. Add the power of automated bulk e-mail to your marketing strategy.

■ **TrafficSmartz**

The easy way to get your website featured on top of search engine results relevant to your field of expertise.

■ **WebSmartz**

Get Flash intros and customize them to reflect your company. Create instant HTML websites with a range of attractive templates to select from.

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We also have multiple marketing offices in Europe and U.S.A. Our offerings include exciting multimedia content, custom software development, software outsourcing, software consultancy, e-marketing, hosting and website design.



W W W . N E T S M A R T Z . N E T

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