



Software Development Services Experience Showcase



The Provider – XentaQsys Technologies

A joint-venture between **Qsys Solutions India** and **Xenta Systems GmbH**, Germany, is an **I.T outsourcing services provider** with its headquarter for Asia Pacific operations in Gurgaon. At **xentaqsys technologies**, we deliver turnkey solutions to support new structuring, continuous optimization, integration and operations of I.T systems.



Software Design/Development Operations

- Web based solutions for dynamic websites
- Intranet based custom application development
- Real time systems information systems
- e-Learning solutions



Services Overview – Solution Domains

- **Website Design**
 - ◆ Simple web presence
 - ◆ Flash based multimedia enabled websites
 - ◆ Complex information portals

- **Web based development of dynamic components**
 - ◆ Administrative Interfaces for data management
 - ◆ Workflow automation solutions
 - ◆ Dynamic interfaces for mailers, website structures
 - ◆ Intranet based closed group applications hosted on local network

- **Website Maintenance**
 - ◆ Search Engine Optimization
 - ◆ Ensure a fresh and active search engine friendly website for visitors
 - ◆ Constant monitoring for search keywords/phrases/ranking of websites

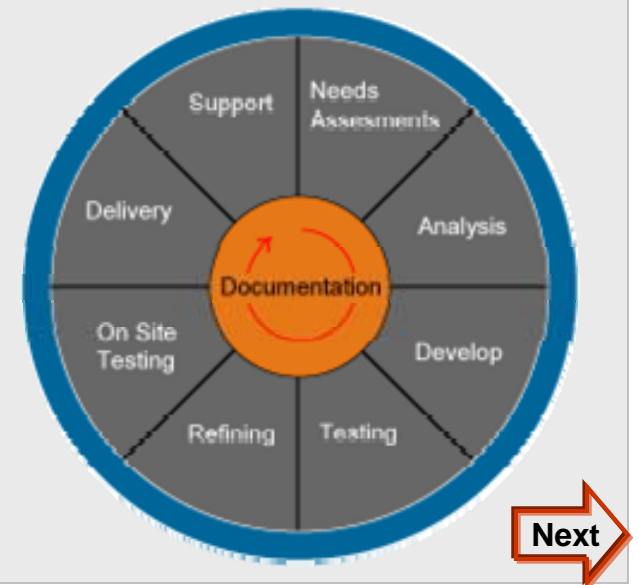
- **Real time information systems**
 - ◆ Interfacing with external applications (web services)
 - ◆ Interfacing with external devices (APIs)
 - ◆ Exposure to development in embedded systems

- **Interactive e-Learning solutions**
 - ◆ Solutions to facilitate learning from Web/Intranet/CD
 - ◆ Based on instructional design principles
 - ◆ Integral use of multimedia and interactive learning techniques



Services Overview – Development Philosophy

- ❑ An integrated single-source web development firm of highly-skilled experts with a business-driven common-sense approach:
 - ❑ Identifying requirements
 - ❑ Understanding target audience demographics and drivers of the media
 - ❑ Strategic planning to align media and business objectives
 - ❑ Strict adherence to usability standards and best practices
 - ❑ Ensuring effective content (text, audio)
 - ❑ Brand enhancing creativity (colours, logos, graphics, animations)
 - ❑ Media enablers (search engine optimisation, technical innovation, support)
 - ❑ Monitoring and statistics
- ❑ Project Development Process has evolved through years of experience with dozens of diverse projects borrowing from the project management principles stated by PMI and industry best practices in software development.
- ❑ Project execution approach is determined on client requirements, location and the customization quotient
 - ❑ Fixed Cost Development
 - ❑ Offshore Development
 - ❑ Consulting Service
- ❑ Extensive initial research and planning before starting actual development to ensure
 - ❑ Our efforts match requirements
 - ❑ Deliver to client satisfaction











Services Overview – Process Insight

- ❑ Step 1 : **Needs Assessment** with close client interactions to identify:
 - ❑ Requirements
 - ❑ New from scratch model
 - ❑ Revamp existing model
 - ❑ Business objectives
 - ❑ Goal behind the need
 - ❑ Business location – national and/or international
 - ❑ Industry and nature of operations
 - ❑ Associations/sponsorships with world agencies, if any
 - ❑ Corporate identity – brand name, logo(s), brochures, business cards
 - ❑ Target audience demographics
 - ❑ What kind of audience and where located
 - ❑ How will they use – information/interact/commercial
 - ❑ Media elements mix
 - ❑ Text – static and/or dynamic with normal/heavy graphics
 - ❑ Text with embedded Flash elements – animations, sound
 - ❑ Flash Only
 - ❑ Low graphics version
 - ❑ Client preferred look - recommended sites/artwork
 - ❑ Hosting configurations
 - ❑ Available and/or need upgrade
 - ❑ Not Available
 - ❑ Special Considerations – multilingual, accessibility, in-house design standards



Services Overview – Process Insight

- Step 2 : **Analysis** with client interactions for clarifications:
 - Research
 - Business goals driving the need
 - Audience profile
 - Competitors and associates
 - Corporate identity marks
 - Thorough study of existing web identity (Revamp existing model)
 - Analysis Outcome
 - Solution Definition
 - Simple web presence
 - Information portal  SPOTLIGHT
 - e-Commerce portal  SPOTLIGHT
 - Interactive e-Learning solution  SPOTLIGHT
 - Application development  SPOTLIGHT
 - Administration Interfaces  SPOTLIGHT
 - Determine standards – usability, branding, accessibility, language  SPOTLIGHT
 - Identification – features, media mix, enhancements
 - Promotion techniques – SEO, cross linkages, hit counters, mailers  SPOTLIGHT
 - Applicable hosting solution
 - Post delivery support services – maintain, monitor  SPOTLIGHT
 - Plan to establish
 - Communication channel
 - Timelines, Milestones – Feedback response mechanism

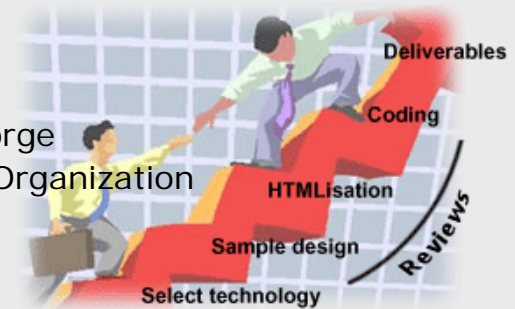


Click on the Spotlight button to view more information

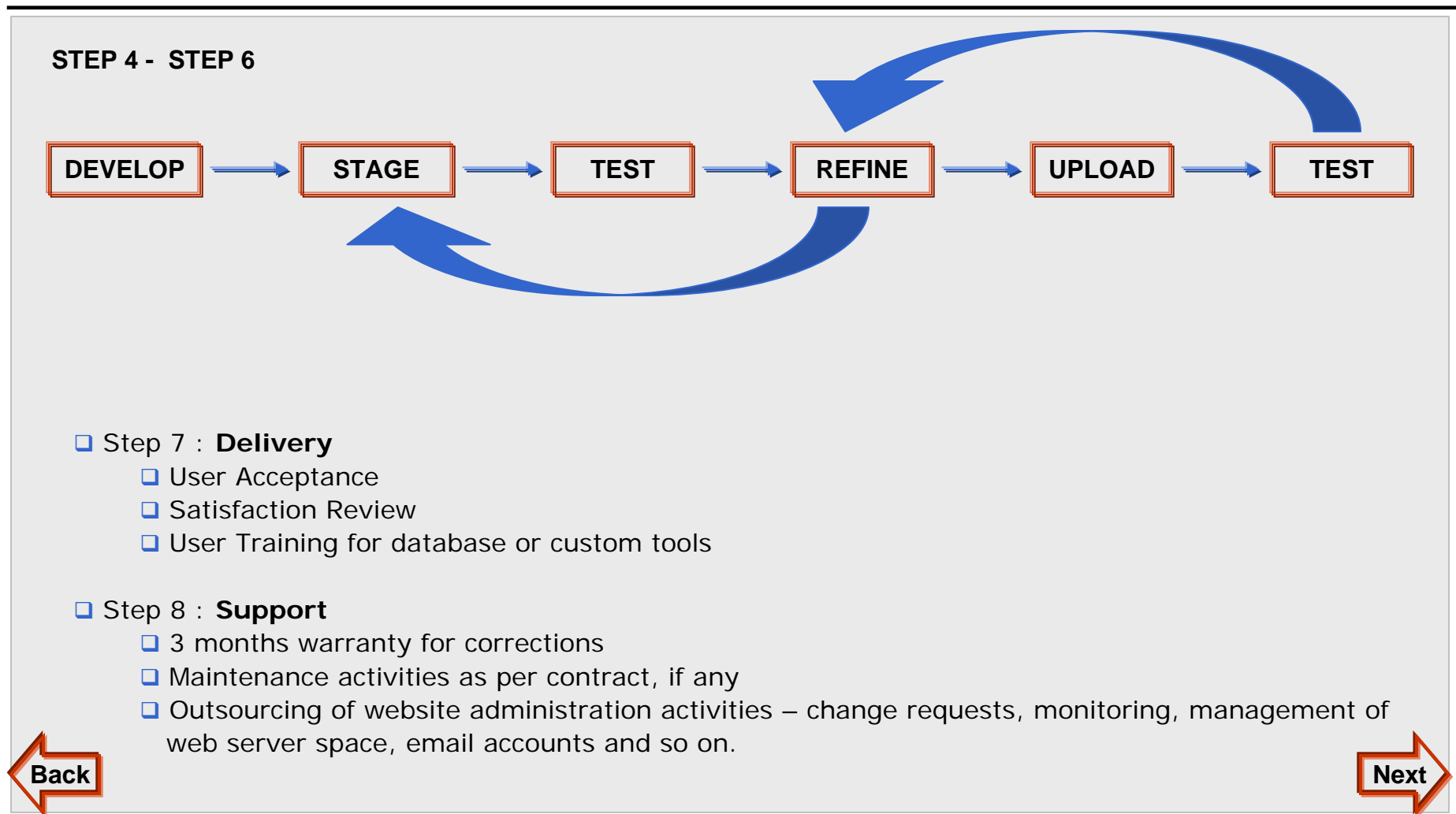
BackNext

Services Overview – Process Insight

- Step 3 : **Develop** the solution as accepted with client:
 - Select technology combination
 - Foundation: HTML/XHTML, DHTML, CSS, Java Script
 - Accentuate w/Graphics – Photoshop, Illustrator, Flash, Sound Forge
 - Accentuate w/Instructional Design – Image:Text ratio, Content Organization
 - Built Up: ASP, ASP.NET(VB.NET, C#), PHP, XML
 - Database: Ms SQL Server, MySQL, Ms Access
 - Sample Design
 - Creativity – colours schema, navigation, layouts
 - Adherence to in-house design standards – brand colours, fonts, markings
 - Client selection, suggestion, fine tuning
 - HTMLisation/Prototyping
 - Adherence to W3C standards – accessibility, usability, best practices – HTML, CSS
 - Ensuring effective content - text, graphics, audio with client
 - Creativity – graphics, animations, flash intros, content customization
 - Design Techniques – Fast download, Browser compatibility, Templates
 - Coding
 - Dynamic content display – database driven, search functionality
 - Script driven content – scrollers, animations, pop ups
 - Form interfaces – contact us, subscription, membership
 - Administration tools and utilities
 - Reviews
 - In-house Quality checks and Client feedbacks



Services Overview – Process Insight



Services Overview – Portfolio

□ SARI /Energy

Description: Web site design and development for **USAID funded** social project - **South Asia Regional Initiative for Energy Cooperation and Development**.

Client: Nexant Inc.

URL: <http://www.sari-energy.org>

Development Tools : HTML, CSS, JavaScript, ASP, Photoshop, Dream weaver, Ms-Access, Ms SQL Server

Current Status: After a successful service delivery period of 3 years since May 2001, we were awarded a repeat order to redesign and maintain this website for the second phase of the project w.e.f June 2004.

□ SARI /Energy program sites

Website design was also done for various **Regional programs launched under SARI/Energy project**. These sites have been delivered during year 2004 and under maintenance until Sept 2006.



Initial Design
2001-2004



New Look
2004 onwards



2006 onwards
Branded as
USAID project

PRESK



REAN



Services Overview – Portfolio

□ Dronacharya College of Engineering

Description: An online *educational services information portal* for Gurgaon based Dronacharya College of Engineering. This project included design and development of college main website as well as full fledged Alumni website alongwith webhosting and email solutions.

Client: Dronacharya College of Engineering.

URL: <http://www.dronacharya.info>

Development Tools : XHTML, CSS, Javascript, ASP, Photoshop, Dream weaver, Flash, SQL Server.

Current Status: Site was launched in July 2005.

After a successful service delivery period until May 2006, we were awarded a repeat order to redesign and maintain this website along with the development new website for their new campus at Greater Noida delivered in Sept 2006.

We are currently maintaining all these sites.

Initial Design 2005



New Look 2006



Services Overview – Portfolio

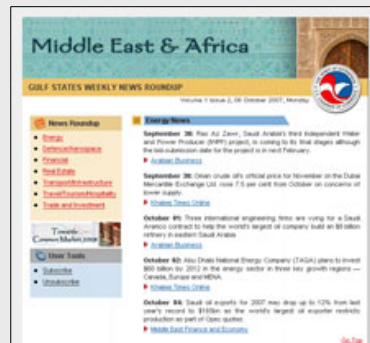
USCC Middle East/Africa Newsletter

Description: Weekly Newsletter design, content integration, delivery and hosting service for **United States Chamber of Commerce** focusing on the regional news of GCC - Gulf Council Cooperation countries since Oct 2007 and Iraq Initiative since June 2008

Client: USCC

URL: www.qsysgroup.de/mailler/nlkw01.html

Development Tools : HTML, CSS, Photoshop, Dream weaver



eLearning Solutions

Description: Interactive learning solutions developed for imparting training on knowledge concepts, products and process based business operations.

Client: XentaQsys Technologies

URL: <http://elearning.xentaqsys.com>

Development Tools : XHTML, CSS, Flash MX 2004, Javascript, Photoshop, Dream weaver, MS SQL Server, ASP



Services Overview – Portfolio

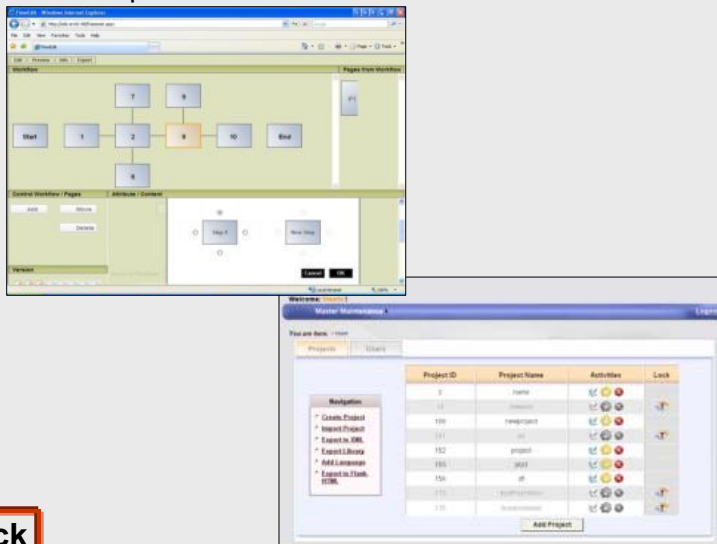
❑ eLearning Content Management System

Description: Design and development of customized elearning courses content management system for **Teach Concept AG** – a recognized eLearning course development company based in germany.

Client: Teach Concepts

URL: In Progress

Development Tools : XHTML, CSS, ASP.NET(VB), XML, AJAX, Javascript, Flash CS3, MS SQL Server, Photoshop, Dream weaver



❑ Recruitments Process Automation

Description: Web Interfaces developed to automate in-house recruitment process – managing job vacancies, job applications, screening, scheduling, tracking and reporting status of applicants.

Client: Plan India

URL: In Progress

Development Tools : XHTML, CSS, ASP.NET (C#), AJAX, Javascript, Photoshop, Dream weaver, MS SQL Server



Services Overview – Portfolio

□ NCAER

Description: Web site design and development for *National Council of Applied Economic Research* – a globally recognized establishment conducting research and analysis for Indian economy. Administration tool is also being developed to manage the dynamic components of the website.

Client: NCAER

URL: <http://www.ncaer.org>

Development Tools : XHTML, CSS, Javascript, ASP.NET, Photoshop, Dream weaver, MS SQL Server



□ OET

Description: Online Examination Tool developed for training purposes.

Client: XentaSystems GmbH

URL: <http://oet.xentaqsys.com>

Current Status: Delivered in April 2006

Development Tools : XHTML, CSS, ASP, Javascript, Photoshop, Dream weaver, MS SQL Server



Services Overview – Portfolio

❑ Intrust Global eServices Website

Description: Website redesign for BPO organization based in India specializing in Legal Process outsourcing.

Client: Intrust Global eServices

URL: <http://www.intrustglobal.co.in>

Current Status: Site was launched in July 2006.

Development Tools : XHTML, CSS, Javascript, Photoshop, Dream weaver, Flash.



❑ RvaluE Learning Systems Website

Description: Website design/maintenance for Learning services and people development consulting organization based in India.

Client: RvaluE Learning Systems

URL: <http://www.rvalue.com>

Current Status: Site was launched in July 2006.

Development Tools : XHTML, CSS, Javascript, Photoshop, Dream weaver, Flash.



❑ RvaluE Consulting Website

Description: Website design/maintenance for BPO consulting organization based in India

Client: RvaluE Consulting.

URL: <http://www.rvalueconsulting.com>

Current Status: Site was launched in February 2006.

Development Tools : XHTML, CSS, Javascript, Photoshop, Dream weaver, Flash.



Services Overview – Portfolio

❑ SAREC

Description: Web site design for *South Asia Regional Energy Coalition* – an organisation established by *U.S. Chambers of Commerce* and *USAID*.

Client: U.S. Chambers of Commerce

URL: <http://www.sari-energy.org/sarec>

Current Status: Launched in June 2005; integrated later with SARI/Energy project.

Development Tools : HTML, CSS, Javascript, ASP, MS SQL Server



❑ Global Union

Description: A *corporate web design* in English and German languages for Global Union Management & Consulting GmbH & Co.KG – a Germany based I.T services consulting company.

Client: Global Union Management & Consulting GmbH & Co.KG

URL: <http://www.global-union.de>

Current Status: First version delivered in March 2005. Revamped in Sept 2008.

Development Tools : HTML, CSS, Javascript, Photoshop, Dream weaver, Flash.



❑ ICI Knowledge Audit Tool

Description: Audit tool to store nationwide sales data for DECO business segment and generate statistics and reports based on regions, distribution channels and competitors' sales volumes.

Client: ICI Paints India

Current Status: First version delivered in Jan 2005. Next version in Jan 2006.

Development Tools : MS-Excel, Macros developed using VBA



Services Overview – Portfolio

□ LEICA

Description: The equipment is a **robotic staining system** used in Histology for sectioning and processing products for medicine and life science.

Client: Available on request

Development Tools : C++, VC++, CYGWIN Tools, Visual GNU X-Tools, VSS, Windows NT/2K/XP, SH2 7045F 16Mhz Processor with 2 MB RAM, CMX RTOS, TRACE32 ICD Debugger.

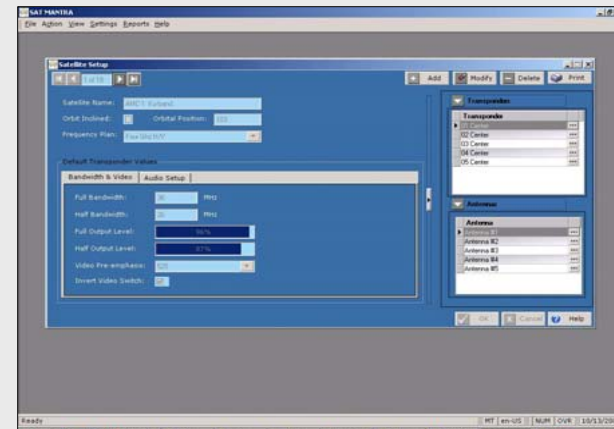


□ BELSAT

Description: Windows based interface to retrieve real time data for monitoring and data transfer purposes from satellite and various devices in a TV studio.

Client: Available on request

Development Tools : C#, SQL Server 2000, XML.



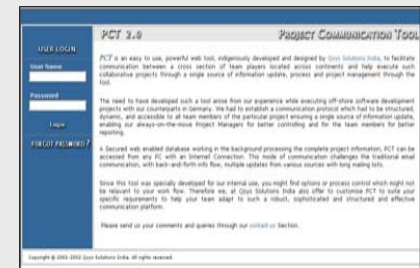
Services Overview – Portfolio

Enterprise wide Collaborative Multi user Information systems

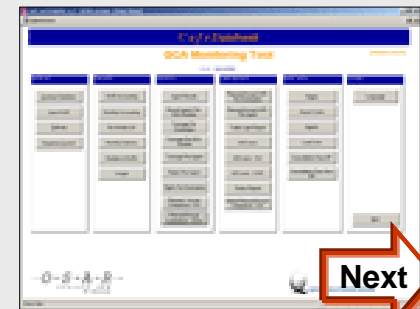
- ❑ **XNET:** Browser based Intranet platform developed for Xenta Group with primary aim to:
 - Provide **role based access to centralized information** for all departments
 - Providing a **central repository** for communication from corporate office to all users
 - **Automate basic workflow processes** related to day-to-day operations
 - **Single sign on interface** with external web based applications/tools.**Development Tools:** ASP.NET, C#, Web services, CSS2, XML, MS-SQL Server 2005.



- ❑ **PCT:** Web based *Project Communication Tool* to facilitate communication and management of Projects between Team members located across the Globe.
 - **Web based Collaborative work environment**
 - Facilitates **Structured as well as Dynamic mode of Communication**
 - **Accessible Anywhere Anytime**
 - Serves as **Single Source of information** for the Global Team**Development Tools:** Dream weaver, Flash, Photoshop, CSS, ASP, MS-SQL Server.



- ❑ **IRIS:** *Integrated Revenue Information system* for Lufthansa Cargo encompassing all activities related to Cargo and generate performance index at oranzizational level:
 - Contract Management
 - Booking and Delivery of Cargo
 - Airway Bill Accounting
 - Comprehensive Statistics/Reports**Development Tools:** Visual Basic, MS-SQL Server, MS-Access, VBA



Why XentaQsys Technologies

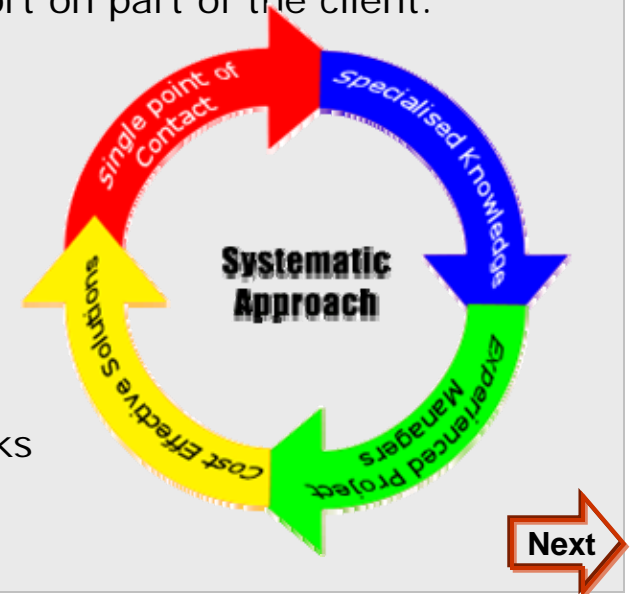
- We follow **Systematic Approach** of Functioning at all levels of our processes with focus on quality. Our Indo-German JV ensures global presence providing solutions for the clients
 - Anywhere
 - Faster turnaround times
 - Standardised comprehensive documentation

- Our 'Single Point Of Contact (**SPOC**)' interaction mode provides a single company delegate to access all our services reducing the time and effort on part of the client.

- **Specialized Knowledge/Understanding** of implementing .NET technologies

- **Experienced Project Managers** exposed to PMBOK® principles of project management managing diverse I.T projects from initiation till delivery

- **Cost Effective Solutions** that undergo strict quality checks in the prevailing cost vigilant I.T industry.



The Initiative

Translating Technologies into Solutions...

HAPPY USERS !!



Email Us : prashant.george@xentaqsys.com

Website : <http://www.xentaqsys.com/>

Back

Thank You!

Exit

Technical Spotlight – Standards

- Usability
 - Navigation, breadcrumbs, related links side bars, highlight panels, sitemap
 - Content balancing – text and graphics, positioning, case-sensitiveness
 - General testing - spell checks, form submissions, missing links
 - Usage of Web safe colours
 - Web Typography – Verdana and substitutes, font colour and size
 - Monitor resolution compatibility
 - Cross browser testing – Internet Explorer, Firefox

- Accessibility
 - Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web
 - W3C Web Accessibility Initiative (WAI) guidelines
 - U.S. Federal Law Section 508 guidelines

- Best Practices
 - W3C standards for HTML and XHTML
 - W3C guidelines for use and implementation of CSS1, CSS2
 - User must reach relevant content within 3 mouse clicks from home page
 - User must reach order form within 4 mouse clicks from home page in e-commerce site
 - Form validations with hints, help notes and useful error messages
 - Use of symbols, icons that assist text content



Technical Spotlight – eCommerce Portals

❑ e-Commerce enabling

- ❑ Searchable catalogue of products
- ❑ Price List/Comparison charts
- ❑ Secured Order Forms/ Shopping cart
- ❑ Payment Processing
 - ❑ Transaction security – SSL, Digital Certificates
 - ❑ Merchant Account – specialised bank service to process credit cards online
 - ❑ Payment Gateway – Third Party service provider – process interface between e-commerce site and bank's financial processing system
- ❑ Order Status Tracking
- ❑ Customer Relations
 - ❑ FAQs,
 - ❑ Special Discounts
 - ❑ Seasonal Sales
 - ❑ Repeat Order promotions
- ❑ Backend Operations
 - ❑ Infrastructure to manage orders and their fulfilment



Technical Spotlight – Site Promotion

❑ Search Engine Optimisation

- ❑ Web page coding standards to maximize its search engine ranking potential
- ❑ Search engine friendly site = Writing + Web design + Marketing skills
 - ❑ Keywords and Phrases identification for services offered
 - ❑ Page optimization – keyword placement techniques
 - ❑ Spiderable Pages – mark up that enable robots/crawlers to 'read' and 'see' pages
 - ❑ Accessible Content – ensure text content and alternate text links for image links

❑ Cross Linkages

- ❑ Directory services
- ❑ Network of similar sites

❑ Mailers

- ❑ Email newsletters to known people

❑ Publish URL

- ❑ Print identities
- ❑ Banners



Technical Spotlight – Web Hosting

Web Hosting Solution

- Domain name registration
- Storage space
- 24/7 availability
- Email accounts
- SSL encryption
- Share/Dedicated web hosting on Windows
- Site Logs
- Customer support



Technical Spotlight – Administration Tools

□ **Administrative Interfaces**

- Secured, multi user access levels
- Data management – Site contents, visitor data
- Site content updates with zero downtime
- Storage - Retrieval mechanisms
- Monitor – Act mechanisms
- Browse – Approve – Reject mechanisms
- Reports : Filter, export, print mechanisms



Technical Spotlight – Interactive eLearning Solutions

□ Service Offering

- Secured, multi user access levels
- Complete customized content development,
- Scripting (Storyboarding),
- Creation of Static graphics (Images , Logo's etc.)
- Creating animations based on given storyline,
- Creating interactive simulations for delivering concepts,
- Integrating Multimedia (Audio / Video / Simulations & Animations) in existing static content,
- Developing CBT and WBT solutions and conversions,
- Developing and hosting web sites etc &
- Developing eLearning Portals



Technical Spotlight – Interactive eLearning Solutions

□ Our Expertise

- Creating content that is AICC and SCORM compliant.
- Exposure to various infrastructure and learning frameworks related to elearning like the Learning Management System (LMS), eLearning Portal Development etc.
- Expertise in using proven methodologies like RAD and ADDIE for development of solutions.
- Exposed to international standards and practices.
- Knowledge of tools like Flash, Director, Action scripting, Graphics designing in Photoshop, Animator for simulation, Adobe premier and Sound Forge for video and audio integration etc



Technical Spotlight – Website Maintenance

□ **Activities in Website Maintenance Project**

- Search Engine Optimization
- Information changes in web pages as sent by client
- Support client via suggestions and implementations of same to ensure a fresh and active website
- Constant monitoring for search keywords/phrases/ranking of websites
- Changes in media elements and text to make website more search engine friendly
- Administration tasks such as responding to member queries/requests after verification process
- Database backup and optimization
- Email management
- Monthly reporting on activities

