CORPORATE PROFILE

Zetabyte Solutions Private Limited – Preferred Partner for Digital Services

ZB | **ZETABYTE** ™
SOLUTIONS PVT LTD

Corporate Profile

DEDICATED TO ACHIEVE YOUR OBJECTIVES WITH OUR EXPERTISE

Zetabyte Solutions Private Limited is a professional digital services and managed business solutions provider company having valuable core competencies and over 5 years of industry experience in the fields of development, implementation and management of end-to-end IT systems. Our primary endeavor is to collaborate with our clients to deliver strategic results and build long-term business partnerships. We focus on a value proposition based business model to enable the quality assurance in our services.

Established in 2009 and eventually incorporated as a Private Limited company in 2011, our primary business activities include the provision of digital services like implementation of content management systems, development of custom applications, system maintenance and IT infrastructure management. We strive towards developing business alliances with global industry leaders in the fields of information technology to achieve the capability of providing managed business solutions specially customized and managed as per project requirements. Our array of business solutions range from planning to deployment of cloud collaboration suites and implementation of enterprise applications.

We strive to continually maintain the Quality Objectives in our work

To be able to deliver tailored-to-perfection results to our clients we focus on continually maintaining and improving the quality assessment levels in our projects. We believe that the key to a successful service delivery model is derived by a transparent and continuous two way communication with the client throughout the project life-cycle.

Achieving best in class technical solutions

Increase client satisfaction

Quality Objectives

Increase efficiency of development processes

Continually Improve the work environment

Values, Vision & Mission

OUR VALUES FORM THE FOUNDATION PRINCIPLES OF HOW WE WORK

OUR CORE VALUES

- ❖ **Integrity** – We are against the notion of over promise and under delivery and this has enabled us to positively qualify our work.

- ❖ **Teamwork** – Right from our inception days teamwork has always been our driving force.

- ❖ **Respect** – We believe in upholding mutual respect at personal and professional levels.

OUR VISION

- ❖ To gain recognition as the most reliable and preferred technological services provider company across various business verticals.

- ❖ Expand & evolve our organization so as to be able to cater the large global marketplaces.

- ❖ Develop value based solutions that shall be considered as the standard industry benchmarks.

OUR MISSION

- ❖ Deliver high fidelity services and solutions thereby working towards helping our clients to achieve their business objectives.

- ❖ Build strong business partnership with our clients and assist them in all the possible ways.

- ❖ Enrich our main expertise by working together upon the emerging and innovative technologies.

Awards & Certifications

BUILDING ALLIANCES WITH INDUSTRY LEADERS FOR GLOBAL MARKETS

We have always believed in associating and partnering our organization with the top leaders in our industry and field of expertise. This has helped us to explore new areas of innovation and expand our service offerings to cater global marketplaces. Being a registered member of various technological programs rightly enables us to stand in the correct position to decide upon the best possible solution for a wide range of business requirements.

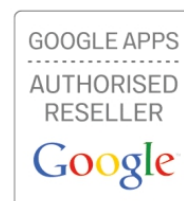|		
Nominated for All India Achiever's Foundation Award 2013	Registered Member of Microsoft Partner Network Program	Google Apps Engine and Play Services Registered Developer
Oracle Technology Network Member for MySQL Partner eco-system	Certified RedHat Linux Network and System Administrators	Microsoft Office 365 and Hosted Exchange Accelerators
Registered under Cisco Certified Network Administrators	Google AdWords Certified Company for Search & Display Networks	Registered Developer for SugarCRM OpenSource Community Program
Registered Consulting Partner Amazon Web Services Partner Network	Authorized Registration Authority with CCA for Digital Signatures	Authorized Reseller for Google Apps Business & Enterprise Solutions

Design & Development

INTUITIVE USER DESIGNS COMBINED WITH POWERFUL FUNCTIONALITY

Design and Development services include the process of systematic planning, development, deployment and the maintenance of static websites and dynamic software applications like Content Management Systems and E-Commerce Web Portals. Depending on the core value proposition and the primary objective of the type of content being developed, it is further classified into informative, commercial and business automation sections.

Static Website Designing

Website designing involves the standard methods in the production and maintenance of websites like user interface and user experience design. Unlike dynamic websites, a static website includes web pages that are delivered to the browser exactly as stored on the server.

Content Management Systems

A content management system (CMS) is a form of computer program that allows publishing, editing and modifying content as well as the maintenance from a centralized interface. CMS provides procedures to manage workflow and content in a collaborative environment.

E-Commerce Website Platforms

E-Commerce Platforms involve the buying and selling of products or services over computer networks such as the Internet. It makes use of various interlinked technologies that are used for stock inventory management, order processing, shipping and online transactions.

Custom Application Development

Custom development is an IT service that is used to specially develop software applications for some specific processes or systems of an organization. It can be contrasted with the use of software packages developed as off-the-shelf (OTS) and open-source (OS) solutions.

Digital Media Marketing

MEASURABLE MARKETING CHANNELS TO IMPROVE YOUR CAMPAIGNS

Digital Media Marketing primarily uses the Internet for delivery of promotional marketing messages to the consumers. Like other advertising mediums, internet advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. The Pay Per Click (PPC) is the most common payment method used for internet marketing.

Search Engine Optimization

Search Engine Optimization (SEO) is the defined process of affecting the visibility of a website in a search engine's organic search results. In general, the higher is the rank of a website on the search results page, the more visitors it will receive from the search engine's users.

Social Media Marketing

Social Media Marketing (SMM) refers to the process of gaining traffic and website visitors through the social media sites. The methods and programs usually center on the efforts to create content that attracts attention and encourages users to share it on their social networks.

Search Engine Marketing

Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing the link visibility in search engine results pages through paid advertising. Ad Exchange Servers and content networks are used to target specific audiences.

Bulk SMS & E-mail Newsletters

SMS marketing is marketing through the use of short messages sent via cellular networks. Email Newsletters are marketing mails having commercialized content. These marketing methods involve a generic advertising content that is sent to a group of potential customers.

Managed Business Solutions

STRATEGIC IT SOLUTIONS THAT ELEVATE YOUR BUSINESS PRODUCTIVITY

Managed Business Solutions are the practice of implementing technological systems like integrating software applications in a core business process so as to automate the process and thereby improve the productivity levels of an organization across various segments. A managed services provider (MSP) assumes the responsibility for providing a definitive set of services to its clients right from planning to proactive maintenance of the systems.

Enterprise Cloud Collaboration

Cloud collaboration is an emerging web technology used for sharing and co-authoring computer files through the use of cloud computing, whereby documents are uploaded to a central "cloud" for storage, where they can then be accessed and modified by others in the loop.

Customer Relationship Management

Customer relationship management (CRM) is a model for managing interactions of a company with its existing and future customers. It involves using software apps to organize, automate, and synchronize sales, marketing, customer service and technical system support.

Enterprise Resource Planning

Enterprise resource planning (ERP) is central business management software which is usually a suite of multiple integrated applications that a company can use to manage data from every stage of business depts like product lifecycle, inventory, finance and human resource.

Integrated IVR & Cloud Telephony

Cloud telephony is a technology that replaces conventional business telephone equipment such as a PBX with a third-party VoIP service. The voice exchange platform of the cloud based system is controlled by a software environment which is used to route multiple calls.

Clients & Portfolio

CLIENT SATISFACTION IS THE ULTIMATE REWARD THAT WE CAN RECEIVE

We have completed more than **150 projects** till date and we are proud to present a few of our renowned clients. Having served various industries and business sectors we have gained a great amount of experience and we always try to maintain a healthy bond with our clients

Government of Maharashtra

GOVERNMENT & PUBLIC SECTOR

New Beauty Centre

CONSUMER LIFESTYLE & RETAIL

Titan Multi Specialty Hospital

MEDICAL & HEALTHCARE

Saad Communications Pvt. Ltd.

MEDIA & ADVERTISING

St. Xaviers English Medium High School

EDUCATION & ACADEMICS

SRV Investments & Associates

FINANCIAL & PROFESSIONAL SERVICES

ThoughtImprint Solutions

BUSINESS PROCESS OUTSOURCING

Marathe Group of Builders

CONSTRUCTION & ENGINEERING

Agile Workflow Process

KEY MILESTONES OF OUR AGILE & STRUCTURED PROJECT LIFE CYCLE

DEFINE

Phase 01 // Initiation & Requirement Gathering

This forms the first and the foremost stage of the project life cycle and is usually completed in a couple of days. The primary focus of this phase is to completely understand the exact project requirement and thereby commence work on the said project by completing the necessary initiation documentation. Preliminary data content that is readily available is gathered and then sorted for project use. Various aspects of the project are discussed and is thereby passed into the planning phase.

PLAN

Phase 02 // Strategic Project Planning

The planning phase is initiated after understanding the project scope of the work and it is during this phase various drafts of the project development are prepared so as to finalize upon the best suitable solution. The derived solution is then discussed and polished further to define timelines and distribution of work. This phase usually takes another couple of days and we leave no stone unturned as we believe that proper planning forms the strong foundation necessary for a successful project.

BUILD

Phase 03 // Development & Validation

The third phase forms the actual core of the project and it is in this phase that most of the work of development and execution is carried out. The course of time duration taken for the completion for this phase is generally a week to a fortnight. After completion of work on the project it is tested and validated thoroughly thereby fixing any bugs and errors before it is passed for implementation. By the end of this phase the project is in its functional form and finally ready to be deployed in live production environment.

Agile Workflow Process

KEY MILESTONES OF OUR AGILE & STRUCTURED PROJECT LIFE CYCLE

DELIVER
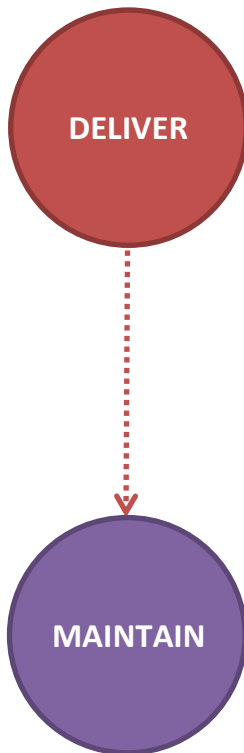
Phase 04 // Deployment & Implementation

After completion of the development phase and thereby successfully passing the testing and validation of the project it is then deployed and implemented in the selected environment. All of the project deliverables like the important files and credentials are then handed over to the concerned authority post-delivery. After deployment into development mode, the core functionalities of the project are once again tested and validated. The project is then taken live and then is passed into the final stage of its life-cycle.

MAINTAIN

Phase 05 // Maintenance & Support

The fifth and the final phase of the project life-cycle involves the provision of proactive maintenance and technical support for the project to work optimally without any hindrances. Regular system checks and monitored scans are carried out on fixed periodical intervals and subsequent reports are generated about the status of project activities. Timely feedbacks are taken and discussed about the scalability of the project depending upon the growth achieved on behalf of the primary business activities.

- ✓ **Professional Team** – Dedicated teamwork and genuine professionalism is at the very core of our work ethics and values.

- ✓ **Technical Expertise** – Our technical expertise is what makes us stand out in the crowd & we are always on the learning edge

- ✓ **Streamlined Process** – Well defined & structured workflow process and delivery models help us to produce the perfect results.

- ✓ **Proactive Support** – We believe in the notion that the ultimate reward a company can receive is the customer satisfaction.