



Company Profile

*P*roviding 360 degree services in the areas of website development, brand identity, corporate communication, website design, **SEO/SEM** and internet marketing.



Internet is becoming more and more widespread and is revolutionizing the way world conducts business. In order to carve a niche in these extremely competitive times, companies are on the lookout for organizations that would meet their specific requirements web applications and internet marketing. Flexsin Technologies (P) Limited has been established primarily to meet the ever increasing demand for the development of web applications and internet marketing for varying businesses. We endeavor to cater to the today's requirements of software and web development in the most professional as well as satisfying manner. After a careful analysis of the client's requirements, we deliver agile web solutions with the fastest turnaround time.

This includes Website Design, Web applications & Internet marketing. We take care of client's needs during and after the development of applications. We consider it our responsibility to see to it that the client's requirements are met in the manner he desires and feels comfortable with. We take utmost care that our client gets the value he deserves and that too within the shortest possible time frame agreed upon.

Website and graphics designing, we believe in pushing the boundaries as much as we can while performing the aforementioned functions for our clients. We provide value to our customers by offering them various benefits like speedy marketing, high quality professionals and processes, expertise in cutting edge technologies and a full service portfolio. Our satisfied customers across the globe bear testimony to our hard work, our vision and implementation.



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THE CORE SERVICES OF OUR ORGANIZATION

- WEBSITE DEVELOPMENT
- ENTERPRISE APPLICATIONS
- IPHONE APPLICATIONS
- INTERNET MARKETING
- SEO/SEM SERVICES
- PAY PER CLICK (PPC)
- WEBSITE DESIGN
- HOSTING / DOMAIN
- ECOMMERCE
- OPEN SOURCE



Team

The Flexsin team has been tutored to work in co-ordination with clients whenever there is a need for communication with regard to the specific application being developed. The work environment that we provide to our employees is of the highest standards and has been set up with the best advice and vision. Flexsin has an experienced team of highly qualified professionals from reputed companies in IT industries. We make full use of proven and time tested techniques to ensure the timely and appropriate completion of each project while ensuring a high quality.

At present the company has a team of 35 plus people and has plans to increase this strength. Our professionals include Project Managers, Programmers, Web Developers, Graphic Designers, Multimedia Programmer, and Visualizers cum scriptwriters, Data Processors & Webmasters who supervise the development as well as the maintenance of projects. There is a customer support/ relation executive and a strong dedicated team for marketing that deservingly complements the development team. We are a well guided unit of professionals who take pride in their work and are always ready to face new and engaging challenges.



The Objective

Our primary objective is to develop and utilize innovative and creative products, services and concepts and provide total communication and information solutions to individuals and organizations. We try to make sure that each and every client who puts his faith in us is satisfied and forms a relationship that lasts long and is mutually beneficial.



The Vision

Our plan is to make Flexsin one of the best-known organizations in terms of infrastructure and skills as far as web solutions development and services are concerned. It is our continuous endeavor to provide the best possible services in the concerned domains and that too in a manner that is appreciable and satisfactory. Everyone at Flexsin is committed towards achieving this goal of excellence with principles and ethics.



Our Strengths

Our strength lies in our belief in values of integrity, honesty, loyalty and dedication. Custom designed software; prompt response and flexibility in execution are our forte.

We sincerely believe in the value of team work and personal responsibility that an individual has to take while being a conducive part of a team.



Our Expertise

As far as personnel and infrastructure are concerned, we consider ourselves quite lucky to have the best that could be made available in the industry for developing, testing and implementing solutions. Our experts in different fields have a rich experience of quality work in their respective domains. Our infrastructure is world class and quite commensurate with the talent that we possess. The entire span of software application development life cycle, from technical architecture and need analysis to software development and implementation, including professional software quality assurance, training and documentation services, is covered by us. We implement a powerful set of proven techniques that assure quality and confidence in the design, construction, and deployment of client's business application.



Data Security

The security of information and data within the premises as well as at other locations are kept at the highest priority at all times. Restricted physical access to the premises, strict deterrent measures, non-disclosure agreements, round-the-clock traffic monitoring, graded access/authorization to resources and data based on a right-to-know approach are some of the measures that we follow to minimize the possibilities of information/data pilferage.



Range of Services

Web Development Services

We specialize in turnkey web assignments both online as well as offline. Our major thrust is on providing web applications and web database applications. We have developed applications such as multiple entry internal Search Engines, E-commerce enabled Shopping Cart solutions, Password Protected web pages that support multiple logins & passwords, Chat Clubs etc. We have a wide exposure in handling databases like SQLServer, and MySQL. We form an Offshore Development Centre for many of our overseas development partners.

Enterprise Application Development

Flexsin is a well known name in the field of Enterprise Application Development. The professionals at Flexsin are well versed with the intricacies of the application development and thus are able to deliver the quality product as desired by the client. The professionals at Flexsin are cognizant of the technologies and are able to incorporate new technologies into their work of enterprise application development.

We appreciate that each business has its own unique requirements. We develop and integrate customized business solutions for our clients. It includes areas like ERP, SCM, CRM, HRM, and Integrated Accounting Systems. We provide complete business solutions in the areas of intranet, extranet, internet, cluster-based implementation and client-server architecture.

The clients that we have worked for are well known in their field of work and have expressed their desire to continue with our services.

Search Engine Optimization (SEO)

Apart from developing the sites we are also involved in the promotional aspects of the site. Realizing the importance of the business of all our clients, we feel that it is an integral part of our profile to provide web promotion services to our customers. We effectively market the sites online on the web by promoting them on various domestic and international search engines as well as listing with business directories on the internet.

Our Core competency / expertise lies in search engine Optimization (SEO) pay per click (PPC), internet marketing, and SEO friendly web designing and web application development.

Pay Per Click (PPC) Services

PPC mode of advertising has captured the imagination of the companies and is going to stay that way for a long time to come. This mode of advertising on the net is one of the most efficient, valuable, and instant way for various businesses to leave a lasting impression on the visitor. A PPC campaign generally involves a bidding process in which the companies make bids on the keywords. In this campaign the advertisement of the businesses appear prominently on the right side of the search engine and also on the network pages of the search engines like Yahoo, MSN, and Google. In the PPC way of internet marketing a specific amount is deducted from the account of the businesses every time the ad is clicked by the visitor.

Social Media Optimization (SMO)

Social Media Optimizatio or SMO is the latest buzzword in the field of online marketing. The term SMO refers to the set of methods that are used to generate publicity by making use of the social media. Some of these social media are like community websites and online communities. Some of the methods that are used in the SMO are social news buttons, RSS feeds, blogging and other methods like images and videos. The concept of social media optimization differs from the concept of search engine optimization. The former can lead to an improved ranking on the search engines.

The companies that are very much interested in their online reputation are actively involved in the process of SMO. Social book marking, online communities, video sharing and photo sharing websites are used to generate publicity. The method of SMO is one of the most effective methods when it comes to online marketing.

IPhone Application Development

We have a tremendous appetite for every new technology that shines on the horizon. Our team of professionals and technical experts are always on a look out to learn anything new and use to the best advantage of our clients. The latest developments in the field of I-Phone technologies has provided our experts a reason to roll up their sleeves and provide some of the most breathtaking applications to their clients. It has been estimated that there are somewhere around 25000 applications that are officially available on the I-Phone. It is our concerted effort to provide the organizations that have put their faith in us with all the latest I-Phone applications.

E-Commerce Solutions

We offer complete e-commerce solutions for online shopping. We have the resources and the capability to provide total and complete solutions to any enterprise or customers who may require this solution. We have the experience of developing sites, which are of the same model as any other e -commerce sites.

GUI and Graphics Designing

Graphic designing is one of the most important facets of online marketing. The term graphic designing includes a whole gamut of creativity that can be thought of. The professionals at Flexsin have a vast experience of designing graphics for a myriad of companies from varying backgrounds and industries. Their experience holds them in good stead when it comes to understanding the true requirement of the client. Apart from sharing from their repertoire of knowledge the graphic artists at Flexsin try to incorporate the dreams and the visions of the clients so that the end product is a fine blend of new ideas and client's requirements.

The graphic artists at Flexsin completely understand that their primary job is to give shape and form to abstract ideas, notions and wishes. As a result they are better able to empathize with the client's point of view.

Web Server and Domain

We deliver the highest quality client/server applications. We have two state of the art Linux servers located in USA, through which we provide hosting services to our clients.

All our servers are reliable and secured. They come with an uptime reliability of 99.995% that is immaculate by any technical norms.

Some of the Technologies that we are Expert at are:

PHP/MYSQL (LAMP) development - The solution stack of software used to run dynamic websites is known as LAMP. When expanded this acronym means LINUX which forms the operating system, APACHE that refers to the web server, MySQL that is the database management system and P refers to the scripting language which could be Perl, PHP, or Python. This combination of technologies is used in defining programming paradigm of developing software, in order to establish a software distribution package and also when a webserver infrastructure is to be defined. The professionals at Flexsin are well versed in the above mentioned technologies and take care that the exact needs of the client are met in the best possible manner.

Microsoft .NET /SQL Server Development: The .net framework is one of the world's most comprehensive and dependable programming model that is used to build applications that provides the user with the most astounding visual experience. The .NET programming provides a secure communication and has the wherewithal to develop an extensive range of business processes.

Open Source- Open source software is that computer software whose source codes and some other rights are made available under the software license that is in accordance with the open source definition or that is in the public domain. This procedure allows the user to improve, use or change the software and also allows them to redistribute it in the changed form. The open source software is most often developed in the public domain.

AJAX/XML- AJAX is the acronym that stands for the asynchronous JavaScript plus XML. AJAX is a group of interrelated web development techniques that are used in the creation of interactive web applications or in other words rich internet applications. The AJAX allows the user to successfully retrieve the data from the server in an asynchronous manner without disturbing the display and behavior of the page. In fact the AJAX has allowed the development of many interactive internet applications.

Web2.0 Application - This application refers to the supposed second generation of web design and development that inculcates a secure information sharing, communication, and also collaboration on the web. It has been the web2.0 concepts that have led to the development and evolution of web based communities. Many of the social networking sites, video sharing sites, blogs and wikis have been made possible because of the Web 2.0 applications.

Industries we cater

Banking Finance and Insurance- We have a wide experience of working with the banking, finance and insurance sector. Majority of our clients in this sector are some of the most well known names in the industry. The professionals at Flexsin cherish their experiences with the banking, finance and insurance industry and are always too eager to share their experience with new clients and peoples.

Consumer goods and services- Consumer goods and services are one sector that we have been associated with for quite some time now. Our clients wanted to make their presence felt on the internet in the most impressive manner. Professionals at Flexsin were able to comprehend their needs and thus were able to deliver as per the client's requirement.

Medical and Health Care- Medical and health care is one sector that needed a lot of commitment and dedication. To make the client's presence felt on the internet was not just important for the marketing purpose but also for the larger benefit of the society. The professionals at Flexsin took a personal interest in the projects and thus were able to deliver the end product that was satisfying for both the client as well as the professionals.

Media and Entertainment- Media and entertainment are another field that requires a lot of research. The professionals at Flexsin did their homework and were able to deliver in the manner that justified the client's requirements as well as our hard work.

Travel and Leisure- Travel and leisure industry is one domain that is mostly customer centric. The companies in this field have to cater to the customers with diverse backgrounds. As a result the end product had to be enticing as well as rich in content and also be able to clearly convey the desired message to the visitor. Professionals at flexsin were able to recognize the matter and thus delivered the product as desired.

NGO and Government- This sector is another sector that required a lot of dedication and commitment from us. The professionals undertook the challenge of coming out with a product that was enduring as well as able to deliver the message in the most comprehensive manner. The professionals were able to design a product that met the stated objectives.

Automobile- This sector is another sector that is largely consumer centric and thus required a thorough research. The professionals undertook the challenge and came out with a product that was hugely impressive and right up to the client's satisfaction.

Real Estate- Real estate industry caters to completely different needs of the customer. Thus the client's requirement was quite different from those in the other projects. People at Flexsin undertook the challenge and delivered the product in the most accomplished manner.

Retail- Retail is another segment that is highly customer centric and thus required a customer oriented approach. The professionals at flexsin committed themselves to the task and came out with the desired product.



Skill Set

The security of information and data within the premises as well as at other locations are kept at the highest priority at all times. Restricted physical access to the premises, strict deterrent measures, non-disclosure agreements, round-the-clock traffic monitoring, graded access/authorization to resources and data based on a right-to-know approach are some of the measures that we follow to minimize the possibilities of information/data pilferage.

- **Operating Systems: Unix, Linux, Free BSD, Windows 9x, NT/2000 Server**
- **Databases: SQLServer, MYSQL, MS Access, Oracle**
- **Web Server: Red Hat Secure, Apache, IIS**
- **Web Tools: Dreamweaver, FrontPage, Editor**
- **GUI Designing: Photoshop, Image Ready, CorelDraw, Flash**
- **Client Side Scripting: HTML, CSS, JavaScript, XML, AJAX**
- **Server Side Scripting: PHP 3.x/4.x/5.x, ASP.NET, ASP, ISAPI/NSAPI**
- **Open Sources: osCommerce, Joomla, Drupal, Magento, Zen/X Cart**
- **Technologies: Web 2.0 and RIA's**
- **Frame Work: Zend & CakePHP**



Quality assurance is an essential element of any business activity at Flexsin. Here, the Software Development Life Cycle of any project starts with marketing activity, moves through different phases of development of the product / solution and culminates with the successful installation and implementation of the same.

To ensure quality assurance we employ various technical methods and measures, conduct formal technical reviews, and perform planned software testing. We utilize SQA (software quality assurance) team testing that includes formal technical reviews, testing strategies and techniques, procedures for change control, procedures for assuring compliance to standards, and measurements and reporting mechanisms.

Our quality assurance (QA) team assists the project team in achieving a high quality product. This team performs a set of activities that address quality assurance planning, oversight, record keeping, analysis, and reporting. A QA plan (governing the QA team and all activities performed by the project team) for a project is developed during project planning and is reviewed by all parties. 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 provided to software project team**

The project team narrows down a process for the work to be performed. The QA team reviews the process description for compliance with organizational policy, internal software standards, externally imposed standards, and other parts of the project plan.

The QA team audits and reviews selected work products. It identifies documents and tracks deviations from the process and verifies that relevant corrections have been made. The team ensures that deviations in the software work and work products are documented and handled according to a set procedure. Deviations encountered in the project plan, process description, applicable standards, or technical work products are then tracked till resolved. The team reports non compliance to senior management.

Software reviews ensure that errors are removed while they are comparatively inexpensive to correct. Software engineering process data needs to be collated and disseminated to conduct proper software quality assurance. The SQA group collates software metrics.

The QA team improves the quality of the product and of the software process itself. Software reliability models allow collated defective data to be extrapolated into projected failure rates and reliability predictions.



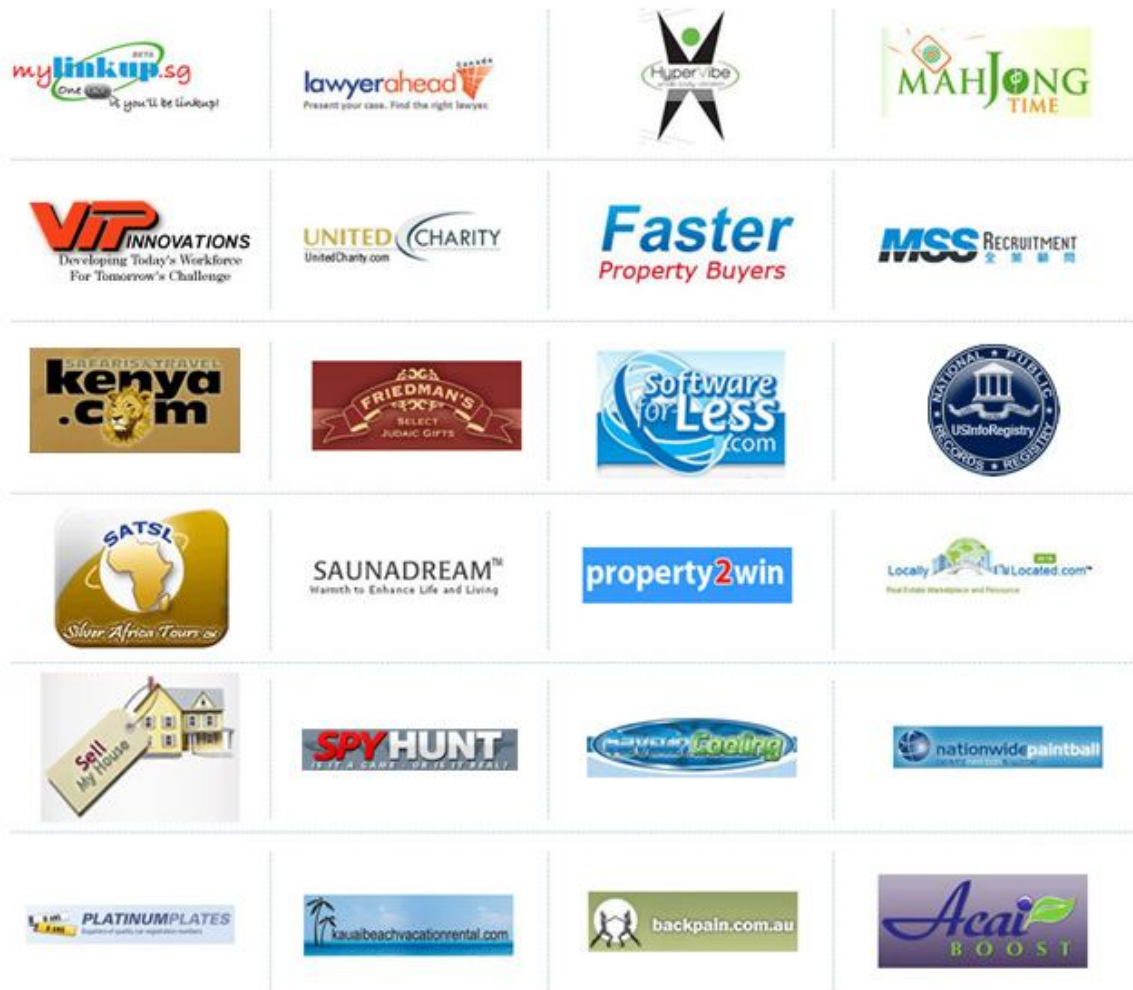
Some of Our Recent Project

We have successfully completed over 100 projects both online and offline, website designs, development and SEO/SEM for companies across the world. Following is a compilation of a few of our projects. For a complete list of most of our projects till date, please visit our website.

- <http://www.mylinkup.sg>
- <http://www.friedmansgifts.com>
- <http://www.mss-recruitment.com>
- <http://www.collectibleplayboys.com>
- <http://www.unitedcharity.com>
- <http://www.saunadream.com>
- <http://www.property2win.com>
- <http://www.locallylocated.com/forum>
- <http://www.saveoncooling.com>
- <http://www.platinumplates.co.uk>
- <http://www.Nationwidepaintball.co.uk>
- <http://www.backpain.co.au>
- <http://www.softwareforless.com>
- <http://www.lawyerahead.ca>
- <http://www.hypervibe.com.au>
- <http://www.mahjongtime.com>
- <http://www.jpatrickhomes.com>
- <http://www.kenya.com>
- <http://www.dxmart.com>
- <http://www.Adsrack.com>
- <http://www.dxmedico.com>



Our Clients



Flexsin has powered by intellect and driven by values. Speed, Quality and Expertise are our mission. At Flexsin, we are confident of providing you with any web or server based solution or service that your organization may require. Please visit our website at <http://www.flexsin.com> for more information about our company, our work and also our ethos.