ITPLOT®

Project Proposal Document
E-Commerce Website

Submitted to
Website Owner

Prepared by
Itplot Technologies LLP

02nd March 2015

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The contents of this document are provided to the client in confidence solely for the purpose of evaluating whether the contract should be awarded to Itplot Technologies LLP.

CONTENTS

Introduction

1.1 Background

The purpose of this document is to define the features of the Window Blind E-Commerce Website. Here Visitors can see the publicly available features such as browse products, view details of products (Size, Color and Cost), and view other static contents of site. Registered User can view all publicly available features and in addition to this they can purchase the products by adding them into shopping cart. Admin can manage all the contents and Orders from the Backend (admin side)

Types of Users of the website are:

Visitors
Customers (Registered Member)
Admin

1.2 PRICE

I proposes a Fixed Price engagement model for the development Window Blind E-Commerce Website based on the document provided, we propose following detailed in the section Fixed Price of development of Window Blind E-Commerce Website stated in scope section is

[Private] The pricing details associated with this engagement are detailed in the section Project Estimation Schedule

SCOPE OF THE PROJECT

The objective of this project proposal is to define the project scope of Window Blind E-Commerce Website and to provide the Estimation.

The advantage would be simple user interface that is easy to understand by all type of users.

2.1 SCOPE

The scope document is defined after discussing with **the Client**

2.1.1 Design Goals

The application consists of following main things:

Visitor Features
> View Home Banners or Slide Show Gallery
> Browse Products
> View Product Details
> View FAQs
> Become a Member through Registration process
> View Static Pages

Registered Member Panel
> Login to site
> Manage Account
> My Profile
> My Orders
> Buy Product (Checkout)
> Logout

Admin Panel
> Login
> Dashboard
> Administrator User Management
> Site Member (Customer) Management
> Blind Type Management
> Product Attribute Management
> Product Management
> Price Chart Management
> Banner Manager
> Order Manager
> Shipping Management

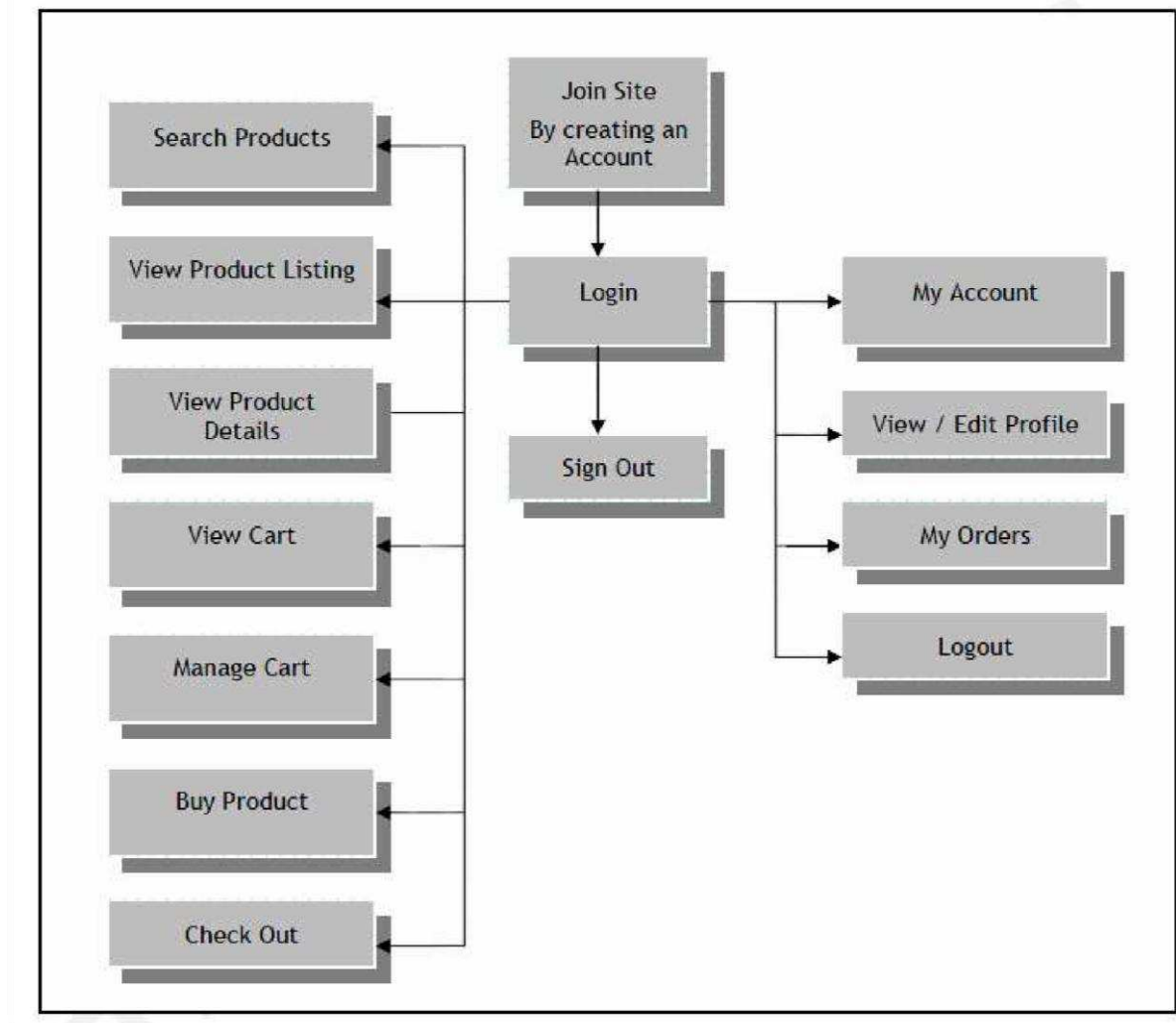# 2.1.2 High level Requirements

System Block Diagram

Fig. 1: Basic Components of the Window Blind E-Commerce Website

Join Site

2.1.3 Front-End

Home Page
- Views Website Logo, Banners or Slideshow which are integrated with Home Page

- View list of Latest Products available with details like
  - Product Title
  - Image
- View links for Login and Sign Up
- Clicking on any link, User will navigate that particular Page

Product Display

- Displays products
- Click on image will display information of product as well as choice of different sizes if available
- View the details of the products, with Image on Product Detail page

- View listing of all Related Products
  - Product Name
  - Product size
  - Image
- Clicking on Image, User will navigate to "Product Detail" Page

Product detail Page

Views Product details as follow
- Product Title
- Product Image
- Features of the selected Product

Option for "Add to Cart", User can add the Product to Cart with the specified Preference

View Cart

- Displays products added to the shopping cart with a small product image, subtotal, shipping amount Link to „Update! And „checkout! Link to „See entire shopping Cart!

Can view its shopping cart (if purchased anything will show list of items that are being purchased with the quantity and the total price of those buying) Remove Product from the Cart

- Update Quantity and Recalculate Sub Total

User Login

This section allows User to enter the website by adding login details created during registration
  Enter authenticated Email Address and Password to login
  Forgot Password Link
  Recover password through mail
  New User? Sign up link available

Registration: This section allows New Users to create new registration account on the Site

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F 126, 127 Dhanshree Tower II
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Fill the registration form with all required fields
        Enter Profile details like name, email id, password
        Enter address details like Country, State and Zip Code
        Submit Form

After creating login, the Customer enters the account with authenticated username and password and can perform the following tasks:

My Account
        Personal Information
        Change Name, Login, E-mail Address, or Password
        Manage Address Information
My Orders
        View all Orders
        View order no/ order date/ amount/ quantity
        View Status (In Process, Shipped, Open, Rejected)
History/Receipts
        View Details of all the orders made
        View order id, status, date ordered
        Link to re-Order
Last Order
        Displays the last order made
        Link to reorder and reset quantity
View Order Tracking
        Enter Order Number
View Shopping Cart
Delete Account
Sign out

Checkout
        Proceed to Shipping Details
        View/ Edit Shipping Details
        Select Shipping Method
        Proceed to Billing Details
        View/ Edit Billing Details
        Review Order
        View Total Order Summary, with Shipping and Billing Details
        Proceed to Payment Details
        PayPal Payment Gateway Integration
        Order Confirmation
        Show confirmation of order with order details on the screen

FAQ
        Displays a list of frequently asked Questions

Shipping Information

Details regarding Shipping information and collaboration with any partners which will be confirmed with client for more details

Static Pages

Contact Us
About Us
Privacy Policy
Disclaimer
Terms & Conditions

2.3 Back-End

Admin panel is the back end of the application from where the admin can manage the whole site and its contents as well.

Login
Administrator may login into the admin panel with the authorized username and password to get access to this panel.

Site Map
View Summary of the whole Admin panel

Administrators Users Management

The administrator user section shows the list of admin users accessing the panel. The admin can search and sort the list. The admin can even edit and delete the existing record.

> View Admin
> Search / Sort Admin users
> Change the Status of admin user (Active / Inactive)
> Add / Edit / Delete Admin Users

Customer Management

The Customer Management section shows the list of customers who have registered themselves on the site.

View All Customers of the site
Search / Sort Customers
Change the Status of Customer (Active / Inactive)
Add/ Edit / Delete Customers
Send mail to the Customers

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Product Attribute Management (Like Sizes and Colours)

View All Product Attribute

Change the status (Active / Inactive)

Sort Product Attribute

Add Attribute

Enter Attribute Name

Edit / Delete Product Attribute

Product Management

The Admin can view all the products that are being displayed on the site.

Admin has full rights to add/ edit the particular product once placed on the site.

View all products

Search / Sort Products

Alphabetical Search

Change the Status (Active / Inactive)

Add Product

Add General Information about the product like Name, Blind Type, Attribute
       Upload Image and Video

Edit / Delete Product

Product categories (Category management)

Price Chart Management

The Price Chart Management section allows Admin to manage all Price Chart available for Pleated / Venetian / Roller on the Site

View all Price Charts
       Change the Status (Active / Inactive)

Add new Chart
       Select Blind Type
       Title
       Upload Chart File

Edit / Delete Chart details

Country Management

View All Countries

Search / Sort Countries

Change the Status (Active / Inactive)

Add / Edit / Delete Countries

Search / Sort States

Change the Status (Active / Inactive)

Add / Edit / Delete States

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Tax Management
View All Tax percentage with the countries
Search / Sort Taxes
Change the Status (Active / Inactive)
Add / Edit / Delete Taxes

Shipping Management
View all methods of Shipping with the amount
Search / Sort Shipping Methods
Change the Status (Active / Inactive)
Add / Edit / Delete Shipping Methods

Order Management
View all Order Detail
View Order Information
View Billing/ Shipping/ Payment
View/ Change Order Status (In Process, Shipped, Open, Rejected)
Search / Sort Orders
Alphabetical Search
Edit / Delete Orders
Print Order Confirmation
Print Invoice

FAQ Management

View all FAQs
Search / Sort FAQs
Alphabetical Search
Change the Status (Active / Inactive)
Add/ Edit / Delete FAQs

Email Template
There will be different templates available for different occasion like Welcome Mail, Forgot
Password

System Settings (General Site Settings)
View / Edit all Setting of Website
General Settings
Name of Site
Main Site Title
URL
Meta Tags Information Settings
Site Copyright Text
Site Control Panel Title
Administrator Email ID

Static Pages Management
View List of Static Pages
FCK Editor provided

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F 126, 127 Dhanshree Tower II
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info@itplot.com, ktrmnjt@gmail.com
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Log out

The Administrator can log out of the admin panel from the log out link given in the panel.

2.4 Design Goals

The application consists of following main sections:

Visitor Features

View Home Banners or Slide Show Gallery
Browse Products
View Product Details
View FAQs
Become a Member through Registration process
View Static Pages

Registered Member Panel

Login to site
Manage Account
       My Profile
       My Orders
Buy Product (Checkout)
Logout

Admin Panel

Login
Dashboard
Administrator User Management
Site Member (Customer) Management
Blind Type Management
Product Attribute Management
Product Management Price
Chart Management
Banner Manager
Order Manager
Shipping Management
FAQ Management
Email Templates
Static Page content Management
Tax Management
Location Management (Country/State/City)
System Settings
Logout

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2.5 EXCLUSIONS FROM SCOPE

The following is a list of activities that are clearly excluded scope of development for this proposal.

Development of Detailed Functional Specification
Detail functional specification is not included in this timeline. Scope document will be the base document for the requirements.

2.6 ASSUMPTIONS

We have developed our estimate based on the following assumptions.

3rd Party Tool

Client will pay for 3rd party tools, if required

Client will provide Sample Data to test the entire web site.
Based on data based on organizational assets, we believe that sample set of values for data base elements having impact on business rules and business work flows, are critical from development as well as testing stand point.

User Acceptance Testing
Client will prepare business scenario and test entire website once I delivers the website.

Signoff and Acceptance of Deliverables
During the course of the project, I will make relevant deliverables avail- able to Client. I expects these deliverables to be reviewed, accepted and signed-off by in the timeframe mentioned against each deliverable. If Client finds defects in the deliverables, I will rework the defects and re-present the deliverables for acceptance.

Documentation
The responsibility of creating / updating any other documents / technical documents such as user manuals, online help etc. shall be with client and in case if any documentation required, it will be charged extra and will not be part of this contract.

3.1 COST ESTIMATION

Cost Estimation: **Items**	Cost (INR)
Delivery (Development + QA)	60000/-
User Acceptance Test Support – Beta Release	---

Itplot Technologies LLP
F 126, 127 Dhanshree Tower II
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(Post Delivery – 4 weeks)	
Total Cost of Project	60000/-

Milestone of payment schedule	Item	% of price
Milestone 1	**Award of Project**	**50%**
Milestone 2	**After First Demo on Development Server**	**30%**
Milestone 3	**After Final Demo on Development Server**	**20%**

3.2 SCHEDULE

Schedule and Time line

The project schedule is based on the project start date. Any change in start date would amount to changes in all subsequent delivery dates. The actual project schedule and detailed planning inclusive of Client reviews and feedback will be made based on inputs from Client once requirements analysis is completed.

Delivery (Design + Development + QA + Beta Release): 15 days
User Acceptance Testing: 2 days
Total duration including Delivery and UAT: 20 days

4 Technical Overview

4.1 Production Environment

The final tested version of the application will be deployed in the production environment and will be available to the end users. This will also serve as the staging/QA environment before the first release/Beta of the application.

4.2 Development Environment

The development environment will be used for developing and testing future releases of the application. The version of the application deployed in the development environment will not be available to the end users and will be accessible only to the developers.

The development environment will also serve as the staging/QA environment for subsequent releases of the application but will not be used for any performance related testing since the server configurations in the development environment are not intended to replicate the production environment and thus will not give an accurate measure of how the application would perform in the production environment.

Technology Stack Software	Product
Database Server	My SQL 5.x
Operating system	Linux
Web Server	Apache
Development Environment	PHP 5.2.x, Magento, AJAX

4.3 BROWSER COMPATIBILITY

Supported Browser
Internet Explorer 7.0, 8.0, 9.0,10.0
Firefox 3.x
Google Chrome
Safari (Windows)

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4.4 External Interface Requirements

4.5 User Interface

This section describes some specific requirements regarding the intended user interface for the application. The details of the user interface design for each screen would be covered during the prototyping phase of the project. **Seq. No.**	**Description**
I1.1	GUI standards followed for all the websites under consideration will be based on the creative inputs.
I1.2	All websites will be developed for a screen resolution of 1024 x 768 and higher
I1.3	All websites will be completely functional in the following web browsers: Microsoft Internet Explorer (IE) 7.0 and IE 8.0 Mozilla Firefox 3.x Google Chrome Apple Safari (Windows)
I1.4	Popup windows will be used only in places where it is important to keep the user on the main screen such as the Details screen. If the user has a popup blocker enabled, a message will be displayed asking the user to disable the popup blocker before continuing.
I1.5	Client side scripting, AJAX controls will be used wherever required but without making the pages too heavy to load.

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F 126, 127 Dhanshree Tower II
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I1.6	On screens that display lists (such as the search result pages), a pagination control will be displayed that will allow the user to browse through multiple pages of information rather than scrolling vertically. The pagination control will be developed so that attributes such as maximum items to be displayed per page, maximum number of pages to be displayed, etc. will be easily configurable by the website administrator through a properties file.
I1.7	A confirmation message will be displayed to the user prior to any kind of delete activity on the websites. The delete action will be carried out only if the user confirms the delete action.

5 GENERAL TERMS AND CONDITIONS

The efforts estimation and planning is based on high level Business. Any reduction/addition to this will be considered during requirement analysis and knowledge transition phase and re- estimation will be carried out.

Any change in scope during the project execution of the project will be handled through the Change Management process

Cost (in both the option) will not include cost of domain registration, hosting, payment gateway charges, data migration from old/existing site to new site and server management charges etc.

Cost Estimation is valid for 6 days from the date of proposal has been sent. Then after the cost is subject to be varied as per the change of the company policy & other terms.

I expects that Client will provide timely input/feedback for all reviews and queries raised during the project execution. It is expected that Client will resolve queries in rea- sonable time frame. Any delay can result in slippage of the schedule.

I assumes that all sign-offs from Client will be provided within agreed and specified timeframe. Such time frame can be decided at the beginning of each key milestone/activity

All the documentation will be provided in English

Itplot Technologies LLP
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It is requested to the clients provide confirmation/approval as & when required within 2 business days.

Estimation does not include any data entry or templates work as a part of this contract.

This proposal is valid for 6 days unless extended by Itplot Technologies LLP.

In case Client requires any extension of the proposed acceptance schedule, the associated effort and cost of such extension can be mutually reviewed.

My team will require a lead-time of 2 days to start the project after the project is awarded.

In case if there are delay from client with regards to response of queries or feedback longer than a week additional 10% cost of entire project will be imposed on the final payment or delivery of the project.

For any circumstances if project needs to be put on Hold / Stop it requires minimum request no- tice period of 1- 2 weeks along with duration for which request will be addressed by management and final decision on the request will be based on that.

Source code will only be delivered or uploaded on the live server once the due payment is made.

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F 126, 127 Dhanshree Tower II
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6 PROJECT EXECUTION MODEL AND DELIVERABLES

6.1 EXECUTION MODEL

Design layout and prototype based on Clients input.
Demo and deliver design layout and finalize the same with Client.
Prepare Scope document and finalize same with Client.
Design database and architecture for the web site.
Develop and test high risk and high priority features early in development life cycle to ensure verification of risk before major investment are made
Quality assurance team will test entire sites and report defects.
Development team will fix defects and ensure quality of website.
Finally demo and deliver website to Client for the final review.

These best practices in turn will help meet the objectives of a high quality and optimal solution in the specified timelines.

6.2 ACTIVITIES AND DELIVERABLES

The table below lists the inputs, deliverables and the responsibilities for the various phases of RUP and data migration activities to be carried Out. **Inputs**	Deliverables	Responsibility	Client's Responsibility
Inception (P hase I)			
Accepted Work Order Study and Analyze requirements	Refine scope document Design Layouts Prototypes in UI	Analyze requirements and HTML UI Provide queries and feedback on requirements. Work with Client to baseline scope Document and prototype.	Knowledge transfer on business logic Approve and base-line delivered artifacts Resolution for queries
Elaboration (Phase II)			
Approved artifacts Approved prototypes (GUI)	Intermediate web- site progress and demo which in-	Develop basic features based on priority if any. Demo to Client	Review and provide feedback Resolution of inter-mediate queries

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	cludes basic fea-tures		
Construction			

Approved artifacts Approved prototypes GUI	Finalize Code base source	Design changes, if any. Code construction QA(Unit and integration testing) Fixing of defects detected in Acceptance testing	Resolution of inter-mediate queries Carry out review based on intermediate delivery.
Transition, User Acceptance Testing			
All Source and binaries	Reviewed and tested source code	Provide support to Client for fixing defects during acceptance	Carry out final acceptance testing Provide acceptance on final deliverable

6.3 ACCEPTANCE CRITERIA AND PROCEDURE

The Client will perform acceptance testing of the deliverables on their systems. My team will assist the acceptance-testing phase. Any issues reported during the Acceptance Testing will be analyzed and categorized as "Defects" or "Change Requests (CRs)". Problems arising due to the defects in the realization from the starting points will be categorized as Problem Reports and rectified by me. My team will attempt to solve the problems reported at the earliest. In case the estimated time for solving the problems is going to be significant, it will be communicated to Client.

Formal Acceptance Testing will start after my team sends the final delivery. I will make out a formal Delivery Note to the Client. Client will acknowledge, review the work and approve the delivery as complete and acceptable or incomplete and unacceptable, within the number of days of delivery being made as mentioned below. If rejected, I will rework the software to requirements.

I uses following defect classification:

Itplot Technologies LLP
F 126, 127 Dhanshree Tower II
Central Spine, Vidyadhar Nagar, Jaipur – 302023
info@itplot.com, ktrmnjt@gmail.com
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Type Of Error	Description
P0	Fatal Error. Runtime error occurs which causes the application to crash.
P1	No Fatal Error, but functionality differs from the specification.
P2	Error wherein the software works but a degree of in- convenience is caused. Correction is not deferrable and an easy work around exists.
P3	Cosmetic errors like navigational errors, object positioning on the screen etc.

7 QUALITY CONTROL AND PROJECT MANAGEMENT PROCEDURES

7.1 QUALITY

With a view to providing client work products of high quality, without compromising on timeliness, Quality Processes and Controls will be prepared for the development activity. These Processes and Controls cover all activities from receipt of specifications to delivery of the work product.

The following controls are in place to ensure that projects deliver quality products on schedule and within budgets.

Contract Reviews to ensure clear understanding and identification of customer requirements, mutual roles, responsibilities and risks.

Preparation, Review and Approval of Project Related Plans.

Team Allocation using Project Management System to ensure the best possible fit between project needs and the available manpower resources.

Periodic Project Status/Progress Reviews to monitor progress against the plans and take corrective actions where necessary.

Preparation, Review and Approval of Test Plans to ensure quality of the testing process.

As part of our Quality Management System, all work is audited and reviewed at various levels.

Quality Objectives

Deliver a product that meets and exceeds client expectations

No schedule slippage

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No P0 defects are found during the Acceptance testing phase

8 COMPANY PROFILE

8.1 COMPANY HIGHLIGHTS

Founded in year 2012 by thought leaders with vast experience in academia & industry.
Achieved total financial stability since inception and grown solely on internally generated funds Service oriented and consulting firm with focus on high quality IT value Global clientele (US, Europe & Asia Pacific)
Long term client relationship with large clientele.
As preferred application development outsourcing vendors, we have delivered significant benefits to our global customers.
Maintained a phenomenon growth over years and have reached at an inspiring stage
Open Source Exposure with Experience: Joomla, Drupal, Magento, wordpress, woo-commerce, CakePHP, Os-Commerce, Zen Cart, X- Cart, AspDotNetStoreFront, DotNetNuke, SugarCRM
The fundamental company values stem from understanding that our success is tied with success of our clients.

We work closely with our customers to ensure that we meet the service levels on the most critical parameters of 'on time', 'within budget' and 'defect free' application development.

Strong Security mechanism to protect Customer Data and Information

8.2 QUALITY POLICY

We are committed to provide improved, effective quality solutions and services to our customers by meeting their requirements and achieving continual excellence in all our products & services through our youthful, committed, motivated and dynamic team. We achieve this by

Ensuring continual improvements in our processes & operations.

Providing growth oriented & satisfying work environment for our Team Members.

Establishing and maintaining a symbiotic relationship with the stakeholders.

8.3 INFRASTRUCTURE

Our highly secure, robust and agile infrastructure has been rated 'best in class' during client audits.

Vast facility space with scalability option

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Internet and email access to all employees

Advanced 24*7 Security Monitoring System

Branded workstations with latest configurations & Licensed Software

Well-structured CAT6 Gigabit cabling for all workstation with CISCO Switches.

High-end servers on various platforms (UNIX, Linux, Windows)

High Speed Bandwidth with dedicated leased lines

Automated Back up System with multiple 2MBPS Broadband Connection
3-tier security for IPR protection
Network security by Firewall (Software and Hardware)
Well Equipped Server Room
CCTV Surveillance
Separate VLANs as per client requirements
Conference Room with Wi-Fi and other Advanced equipment's
1 IBM Server - Local Development Server
2 HCL Servers - Online Development Server (1 Linux + 1 Windows).
3 IBM Online Latest configuration Server for production and Demonstration

8.4 TECHNICAL EXPERTISE

Web Technologies: PHP, .NET, RoR, ColdFusion, Java
Open Source Customization: AspDotNetStoreFront, DotNetNuke, Joomla, Drupal, Os-Commerce, Zen Cart, X-Cart, SugarCRM
Rich Internet Application: Flex, AJAX, Adobe AIR, Microsoft Silverlight
Database: MySQL, MSSQL, SQL Server, Pervasive DB, Oracle
Framework: CakePHP, Symphony, Smarty, enterprise Suite SDK
Design Tools: Flash, Adobe Photoshop, Corel Draw, Illustrator,
FireWork Documentation Tools: MS Visio, Rational Rose, Robo Help,
Adobe Captivate.

8.5 OUR SERVICES

1. Web Development Services

Web Application Development
Web & Enterprise Portals
Website Design / Development
Web based Database Programming Web-
enabling Legacy Applications
Open source Software Integration

2. Software Development Services

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Software Analysis and Design
Software Upgrade
Client Server Applications
Distributed Applications
Component Development
Complex GUI applications
Embedded Systems
Data Conversion
Systems Programming
E-Commerce Solutions
Database Maintenance

Web Design Services
Flash Design
Photo Restoration & Image Processing
Website Design
Flyer Design
Business Cards Design
Logo Design
Graphics Design
Marketing Collateral (envelopes, visiting cards, letterheads, etc)

4. Mobile & iPhone Application Development
Application development for Mobile Social Networking and Wireless Communication. Mobile Game Development including 2D and 3D graphics for single, two and multi-player. Solutions based on mobile and handheld platform leveraging Maps, GPS and GPRS technologies Applications with GPS enabled location mapping, and Geographical map based routing with latest updates through GPRS based sync with server

IPhone Application , IPad Applications

Mobile brokerage
Travel booking with Search options

5. Multimedia Solutions
Flash Games & Animations
Logo Animations
Brochure Designs
Graphics
Corporate Presentation / CD ROM Development
Computer Based Training & e-learning
Online Product Presentation
Animation for Banner Designs
Animation for Virtual Product
Character design
Template Design service
Flash 2D & 3D Animations

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6. Internet Marketing &
   Search Engine
   Optimization

Link Building /Link Popularity Services

Pay Per Click (PPC)

SEO Consulting services

Content Writing / Webcopy

Online marketing

Website Analytics

7. IT Enabled Services
   Back office Services

Site Administrator

Chat Support

Email Support

Data Conversions

8.6 WHY ME

Skilled IT Professionals

State-of-art infrastructure

Proven offshore outsourcing model

Multi culture and multi-location understandings

Quick Turnaround time

Satisfied clients globally

Proximity to skilled manpower source

Establishment work execution and delivery process

24 X 7 Services

High quality and cost effective solutions

Rapid communication

Flexible in adopting to the clients! Need

Vast experience from system implementation, integration and migration for some really Competitive customers.

Thank you and Regards.

Manjeet Kataria
CEO- Itplot Technologies

Itplot Technologies LLP
F 126, 127 Dhanshree Tower II
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info@itplot.com, ktrmnjt@gmail.com
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