



Advancing Through Technology

ICT Services

Business Web Applications & Office Automation

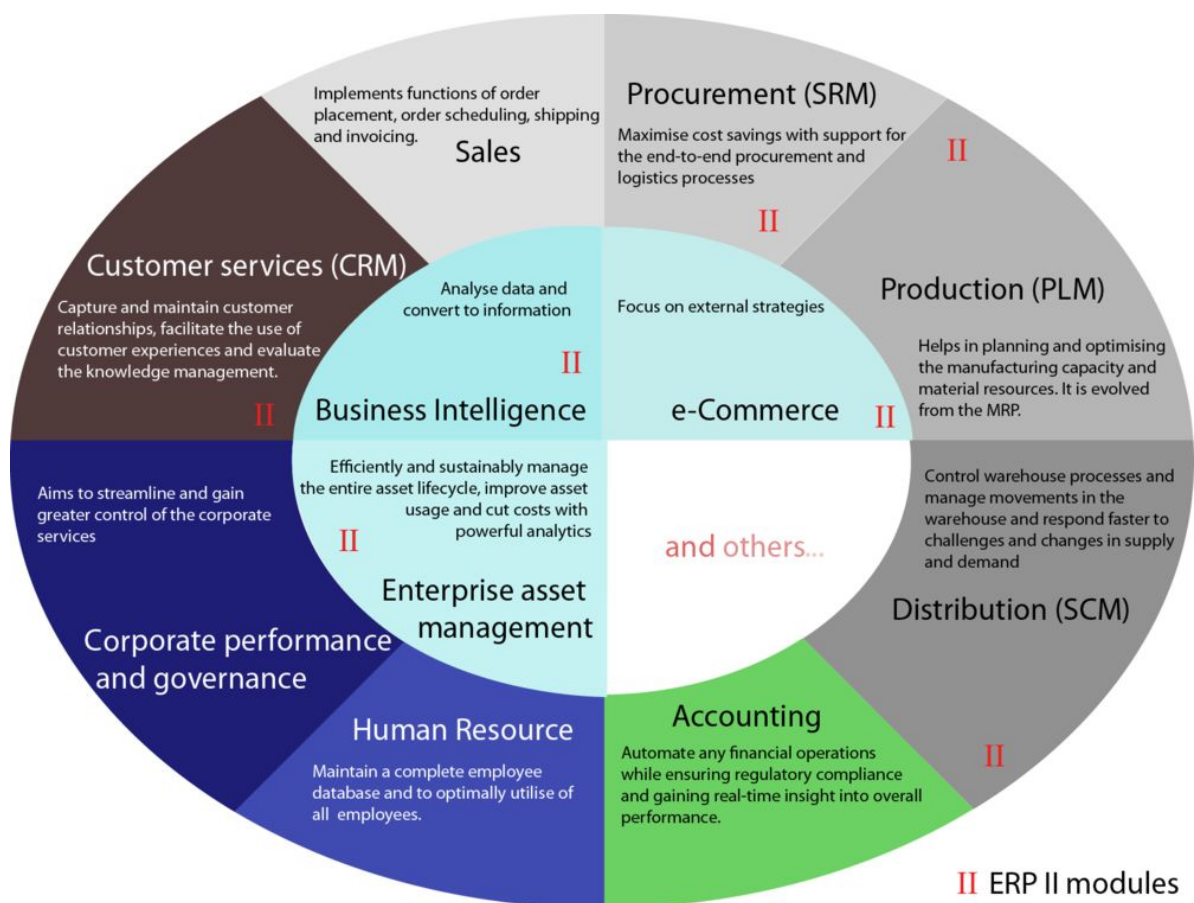
Business software (or a business application) is any software or set of computer programs used by business users to perform various business functions. These business applications are used to increase productivity, to measure productivity and to perform other business functions accurately.

By and large, business software is likely to be developed to meet the needs of a specific business, and therefore is not easily transferable to a different business environment, unless its nature and operation is identical. Due to the unique requirements of each business, off-the-shelf software is unlikely to completely address a company's needs. However, where an on-the-shelf solution is necessary, due to time or monetary considerations, some level of customization is likely to be required.

- **Accounting.** Accounting software describes a type of application software that records and processes accounting transactions within functional modules such as accounts payable, accounts receivable, journal, general ledger, payroll, and trial balance. It functions as an accounting information system.
- **Analytics Tool.** Data analytics refers to qualitative and quantitative techniques and processes used to enhance productivity and business gain. Data is extracted and categorized to identify and analyze behavioral data and patterns, and techniques vary according to organizational requirements.
- **Customer Relationship Management.** Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth. CRM systems compile customer data across different channels, or points of contact between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social media.
- **Human Resource Management Systems.** A human resources management system (HRMS) or human resources information system (HRIS) is a form of human resources (HR) software that combines a number of systems and processes to ensure the easy management of human resources, business processes and data. Human resources software is used by businesses to combine a number of necessary HR functions, such as storing employee data, managing payrolls, recruitment processes, benefits administration, and keeping track of attendance records. It ensures everyday human resources processes are manageable and easy to access
- **E-commerce.** E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to the transactional processes for online shopping.
- **Enterprise Resource Planning (ERP).** Enterprise resource planning (ERP) is the integrated management of the main business processes, often in real-time and mediated by software and technology.

ERP is usually referred to as a category of business management software — typically a suite of integrated applications—that an organization can use to collect, store, manage, and interpret data from these many business activities.

ERP provides an integrated and continuously updated view of core business processes using common databases maintained by a database management system. ERP systems track business resources—cash, raw materials, production capacity—and the status of business commitments: orders, purchase orders, and payroll. The applications that make up the system share data across various departments (manufacturing, purchasing, sales, accounting, etc.) that provide the data. ERP facilitates information flow between all business functions and manages connections to outside stakeholders



- **Enterprise content management (ECM).** Enterprise content management, as a form of content management, combines the capture, search and networking of documents with digital archiving, document management and workflow. It specifically includes the special challenges involved in using and preserving a company's internal, often unstructured information, in all of its forms. Therefore, most ECM solutions focus on business-to-employee (B2E) systems.

Websites & Web Applications

A web-based application, weblication, or web application is a software program that runs in an Internet browser, on or through a web page. Similar to a software program that runs on a computer desktop or desktop application, a web application allows for user interaction and can be designed for a variety of uses.

There are 6 major types of Website & Web Applications —

1. **Static web application.** Examples of static web app development include professional portfolios or digital curriculums. Similarly, a web page introducing a company could also make use of this kind of web application to display contact information or the like.
2. **Dynamic web application.** Dynamic web applications are much more complex at a technical level. They use databases for loading data and their contents are updated each time the user accesses them. They generally have an administration panel (called CMS) from where administrators can correct or modify the app's content including text and images.
3. **Online store or e-commerce.** If the web application is an online store or shop, its development is likely to resemble that of m-commerce or an e-commerce site. This kind of app's development process is more complicated because it must enable electronic payments via credit cards, PayPal or other payment methods. The developer must also create a management panel for the administrator. It will be used for listing new products, updating or deleting them and managing orders and payments.
4. **Portal Web Application.** By portal, we are referring to a kind of application in which we access several of its sections or categories through a home page. These apps can include plenty of things: forums, chats, email, browsers, areas accessed through registration, the latest content, etc.
5. **Animated Web Application.** This programming approach allows for presenting content with animated effects. It also enables more innovative and modern designs and is one of the most widely used technologies by designers and creative directors. Animation is a great tool to make your website brighter and more attractive. Animations are extremely popular among mobile apps, as it's a crucial part of the user experience on small screens. But animation in web design is also important, as it makes your web app friendly.
6. **Web application with a content management system.** Content must be continually updated when it comes to web app development, so installing a content management system (CMS) is a serious option to consider. The administrator can make use of this CMS to implement changes and updates.

These content managers are intuitive and very easy to handle. Some examples of content management systems are:

- WordPress
- Joomla
- Drupal

Design

Design is a broad stream of subjects and isn't limited to graphic design. When someone says "I'm a designer", it is not immediately clear what they actually do day to day. There are a numerous pillars of responsibility which together holds design upright.

Design related roles exist in a range of domains, graphic design, textile design, interior design, fashion design, ceramic design, print design and more. With the relatively recent influx of tech companies focused on creating interfaces for screens, many new design roles have emerged.

Job titles like UX Developer or UI designer have emerged as the future front of design roles. Its meaning is unfamiliar even to designers who come from other industries.

Separating UI UX

UX design refers to user experience design, while UI design stands for user interface design. Both of these are crucial to an IT product and need to work closely together.

Despite being very integral to each other, the roles themselves are quite different, involving distinct processes.

UX is User Experience

Web/Mobile devices are now used for everything from banking to gaming – so user interface (UI) and user experience (UX) design has never been more important. If a website is difficult to navigate or the layout of an app is confusing, users will be gone in seconds. An in-depth understanding of mobile UI/UX design is critical for good mobile usability, for keeping your users engaged, and for ensuring your product stays relevant.

Mobile Applications

A mobile application (mobile app) is a computer program or software application designed to run on a mobile device such as a phone/tablet or watch. Apps were originally intended for productivity assistance such as Email, calendar, and contact databases, but the public demand for apps caused rapid expansion into other areas such as mobile games, factory automation, GPS and location-based services, order-tracking, and ticket purchases, so that there are now millions of apps available.

Types of Mobile Applications

Mobile applications may be classified by numerous methods. A common scheme is to distinguish native, hybrid, and web-based apps.

Native Apps

All apps targeted toward a particular mobile platform are known as native apps. Therefore, an app intended for Apple device do not run in Android devices. As a result, most businesses develop apps for multiple platforms.

While developing native apps, professionals incorporate best-in-class user interface modules. This accounts for better performance, consistency and good user experience. Users also benefit from wider access to application programming interfaces and make limitless use of all apps from the particular device. Further, they also switch over from one app to another effortlessly.

The main purpose for creating such apps is to ensure best performance for a specific mobile operating system, but they are more expensive to build.

Hybrid Apps

The concept of the hybrid app is a mix of native and web-based apps. Apps developed using Xamarin, React Native, Sencha Touch and other similar technology fall into this category.

These are made to support web and native technologies across multiple platforms. Moreover, these apps are easier and faster to develop. It involves the use of a single code base which works in multiple mobile operating systems.

Despite such advantages, hybrid apps exhibit lower performance. Often, apps fail to bear the same look-and-feel in different mobile operating systems. However, with the vast improvement of mobile computing capabilities the performance differences are now much less significant. Thus, hybrid apps are cheaper to build compared to Native Applications.

Digital Services

Digital Services involves three separate wings which involves:

1. **Content Management/Writing.** Content writing is a form of online writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites that are designed to sell or promote a specific product. Content writers work according to the brief provided by a client.
2. **Digital Marketing.** Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing channels are systems based on the internet that can create, accelerate, and transmit product value from producer to the terminal consumer by digital networks such as LinkedIn, Facebook, YouTube and Twitter.
3. **Search Engine Optimization.** Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine such as Google, Bing, etc. SEO refers to the improvement of unpaid results (known as "natural" or "organic" results), and excludes direct traffic/visitors and the purchase of paid placement. Primarily SEO pertains to search engine.

Knowledge

There are three separate services that we provide:

1. **ICT Training.** Via trained ICT training professionals various ICT related training can be provided to batch of individuals. The training topics can vary vastly and can range from “Introduction to Microsoft Excel” to “Mobile Application Development Training”.
2. **E-learning Solution.** The delivery of a learning, training or education program by electronic means. E-learning involves the use of a computer or electronic device (e.g. a mobile phone) in some way to provide training, educational or learning material.
3. **Consultancy Services.** We provide consultancy services to our clients looking for a software solution for any business or personal needs.