
SynapseIndia is a global provider of offshore development solutions, delivering advanced products and services to businesses, markets, governments, and a wide array of customer segments. We capitalize on our experience, exposure to multi-cultural environment, deep understanding of industry-specific needs and processes, and a pool of professionals to develop and deploy innovative and future-ready solutions. Founded to fulfill the demands of small and medium-sized enterprises, SynapseIndia features as trustworthy name for a clientele spread wide around the globe. Our excellence has evolved out of our professionalism, ability of innovative thinking, and a sincere urge to rise above the ordinary.

Our core business:

- Web based application development
- Mobile and Wireless development
- Internet marketing and online reputation management
- Software application and product development
- Game and rich Internet applications
- Graphic User Interface
- Content Writing
- Offshore Staffing Services

SynapseIndia has always been at the leading edge at driving innovation in the offshore development industry by providing a multitude of quality and reliable solutions services at competitive cost. Our specialty lies at adding value to our services through short time to market capability, high quality, and technologically innovative processes. A clientele of above 2,000 satisfied businesses and individuals across the globe bears testimony to our capability.

The Objective

To combine innovation, creativity and experience in developing and delivering comprehensive IT solutions that meet individual and organizational needs.

The Vision

SynapseIndia aspires to be a leader in the SME segment, as a one-stop solutions provider for a wide range of web and mobile based services.

Our Strengths

We deliver quality solutions to our customers by integrating a wide range of capabilities. The know-how gained from the experience of working across a wide spectrum of businesses allows us to be innovative and to apply the acquired skills on a multitude of projects, ranging from custom designed software applications to comprehensive product development and result-oriented internet marketing solutions.

Our Expertise

We bring together a unique, multidisciplinary team of professionals to create solutions for our clients' offshore development needs. We are one of the leaders in our arena with over 250 experts devoted towards supplementing their knowledge with research and development to ensure seamless delivery and profit for clients. We implement a powerful set of proven techniques that assure quality and confidence in the design, construction, and deployment of business applications.

The Team

We are a well-knit team of over 250 self-motivated professionals including Project Managers, Programmers, Web Developers, Flash programmers, Graphic Designers, Mobile Application developers, Multimedia designers, Content writers, Online Marketing Professionals and Webmasters to take care of development and maintenance of projects. Besides, there are customer support/ relationship personnel and a strong dedicated team of Business Development professionals.

The judicious blend of experience and expertise gives SynapseIndia the required mileage to meet the expectations of clients every time we commit for a service or solution. We understand that expertise has no alternative. Our employees are experienced at working in close collaboration with clients and an excellent communication infrastructure helps them in their cause.

STPI

We are a member of Software Technology Parks of India (STPI) and are committed to exporting quality software worldwide. The STPI accreditation helps us interface with the Indian government and leverage our natural advantages to offer quality solutions at extremely competitive prices.

CMMI Level 3

Being a SEI-CMMI level-3 certified organization, SynapseIndia brings in a proven capability to deliver solutions following the highest standards of process control/improvement measures.

Range of Services:

Web based application development

SynapseIndia offers custom application development services to suit specific requirements of the respective businesses. Considering the inherent complexities and specifications of different businesses, we provide the organizations and businesses with application development services tailor made to meet their specific business needs.

We support SMEs via offering conceptualization, integration and maintenance solutions in various areas including but not limited to:

- Social Networking solutions
- E-commerce solutions
- Workflow automation solutions
- CRM solutions
- CMS based applications
- Custom web development

Mobile and Wireless development

Our customized iPhone/BlackBerry/Android application solutions come with a promise of Seamless integration with iPhone/BlackBerry/Android OS architecture, User-friendly interface with 2D and 3D graphics, interoperability with these Smartphones' diverse functionalities. Be it multi-touch interface, accelerometer, proximity sensor, GPS; or other such advanced features of the Smartphones we develop applications for, we carry experience and expertise required to meet the complexities of mobile application development.

Internet marketing and online reputation management

Our web promotion and SEO services help businesses target relevant traffic towards their websites. We bring in the necessary know-how required to effectively market websites on the web via following advanced promotional measures corresponding to various local and international search engines and listing with online business directories using the latest on & off-page SEO/SEM techniques.

Software application and product development

Our application development services are evenly packaged to cater to unique individual as well as organizational requirements. We develop applications, features, extensions, enhancements, interfaces, and upgrades for business and individual needs. Our associates are experts in technologies from mainframe platforms to web and desktop-

based applications. We develop both host and distributed applications and develop as well as integrate customized business solutions for needs like ERP, SCM, CRM, HRM, and Integrated Accounting Systems. We help enterprises with complete business solutions in areas including intranet, extranet, Internet, cluster-based implementation and client-server architecture.

Game and Rich Internet Applications

We develop intuitive Flash and Flex applications and online/offline Flash games (for both single and multi-player environment). Our team is adept at developing Flash-based solutions involving action scripting, communication server, audio/video streaming, remote functioning, or XML based solutions - along with attractive front-end possibilities. Our skill in Flash and other multimedia tools help us in developing Rich Internet Applications (RIAs).

Graphic User Interface

We design websites for our clients across the globe that range from ideating pure graphic interfaces to development of dynamic sites comprising multimedia and animations. One of our biggest strengths is our ability to create Graphic User Interfaces that are high on usability and intuitiveness with the right blend of aesthetics. We take pride in executing all types of web and interface design assignments within time, cost and quality constraints.

Content Writing

We offer effectual web site content writing as well as SEO Copywriting services to clients across the globe. We have a team of copywriters with experience and the ability to develop effectual content, search engine copywriting materials, articles, white papers, sales and marketing materials, etc. We develop content that are search engine friendly, informative, navigable, and most importantly interesting to read.

Offshore Staffing Services

As an offshore staffing services provider company, we extend our service that bears the yield of our experience in strengthening their online presence and help them benefit from an effective online identity.

By taking up our offshore IT staffing services, you stand to reduce resource utilization, operating costs and problems in communication with your target audience group. Our Webpage designer employs a modular approach for designing and development, which in turn facilitates development of scalable and robust functionalities, front-end or back-end.

Quality Assurance:

We are CMMI Level 3 certified organization and our process control measures comply with CMMI regulations. Quality assurance forms an essential part of every activity performed at SynapseIndia.

From conception of a project to its delivery, we strictly adhere to industry standards and best practices. We employ technical measures, conduct formal technical reviews, and perform planned software testing as part of our quality policy.

Software Quality Assurance

Our SQA (Software Quality Assurance) testing includes scrutiny of formal technical reviews, testing strategies and techniques, procedures for change control, procedures for assuring compliance to standards, measurements, and reporting mechanisms. By timely software reviews, we ensure error negation at the nascent stage.

Quality Assurance Plan

A QA plan (governing the QA team and activities performed by the resources involved) is developed at the project-planning phase.

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 to be provided to software project team

Quality Assurance teams

Our quality assurance (QA) team assists the project team to adhere to the quality commitments, perform activities that address quality assurance planning, oversight, record keeping, analysis, and reporting.

The QA team defines a process for the work to be performed. It reviews the process description for its compliance with organizational policy, internal software standards, externally imposed standards, and other parts of the project plan. It also audits and reviews selected work products and documents, and tracks deviations - in the process or the product - for future references. Deviations encountered are tracked until resolved.



Our Skills:

Open Source	PHP 5, PHP 4, CGI/Perl (Mod_perl/ ActivePerl/ ePerl), Python
Microsoft Technologies	C#, VB.NET, Visual Studio .Net 2003 / 2005/ 2008, SharePoint services 3.0, MOSS 2007, ASP, ISAPI/NSAPI, ASP.NET 1.1/ 2.0 / 3.0 / 3.5. Crystal Reports, SQL Reporting, Microsoft Azure, Silverlight, Microsoft Office Live.
IPhone, Mobile & Handhelds	Apple iPhone development using Xcode and Objective C, Blackberry, Google Android, Microsoft Windows Mobile, J2ME platform CLDC1.1, MIDP1.0, MIDP2.0.
Frameworks & CMS	Magento, Joomla, Drupal, WordPress, CakePHP, Zend, Symphony, CodeIgniter, OSCommerce, DotNetNuke, Zope, ASPDOTNETSTOREFRONT, Django, BVCommerce, CheeryPy, Plone
Internet Marketing	Search Engine Optimization, Pay per Click Management, Social Media Marketing, Brand Reputation Management, Social Network Marketing, Content Copywriting, Link Popularity Development and SEO Consultancy for under development sites and portals.
Flash & FLEX	Adobe Flash CS4, Adobe Flex, Flash Action scripting (AS 3.0), Flash Gaming, Flash Media Server, Flash Remoting, Rich Internet Applications (RIA), Adobe AIR.
User Interface / Graphic Design	Adobe Photoshop, Image Ready, Flash, CorelDraw, Adobe AfterEffects, Fireworks, HTML, XHTML, Dreamweaver, HTML5.
Databases	Oracle, Sybase, MS SQL Server 2000 / SQL 2005 / SQL 2008, MS Access, Postgresql, MySQL 4.x/5.x.
Operating Systems	Windows 2003/2008 .NET Server, Linux, Unix, Windows 95, Windows 98, Win ME/XP and Windows NT/2000.
WebServer	IIS, Apache, RedHatSecure
Miscellaneous	AJAX, XML, JavaScript, Application development for Facebook and Twitter, PayPal integration, Google checkout and other Payment Gateway integration, Database Administration.

Some recent projects:

We have successfully delivered a list of services and solutions meeting both online and offline needs of clients worldwide. From web development to logo designs, Online Promotions to application development for companies across the world we have done it all. Following is a compilation of some of our recent projects.

- <http://www.kidspoints.co.uk>
- <http://www.fitnovo.com>
- <http://www.redcauctionhome.com>
- <http://www.findadoc.com>
- <http://www.insiderscoupons.com>
- <http://www.kitmondo.com>
- <http://www.racingtheplanet.com>
- <http://www.zoekdokter.nl>
- <http://www.prepsonthenet.com>
- <http://www.dogonweb.com>
- <http://www.ourknotspot.com>
- <http://www.prmia.org>
- <http://www.fishingguidesworld.com>
- <http://www.trivia.com>
- <http://www.eonewdelhi.in>
- <http://www.envyss.com>

For a complete list of most of our projects till date, please visit the portfolio section of our website - <http://www.synapse.co.in/clients/index.shtml>

Please visit our website at <http://www.synapse.co.in> for more information about our company and our work.

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SynapseIndia is powered by intellect and driven by values. People, Speed, Quality and Expertise are our assets.