Optimiser Infotech & Financial Services

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                            India
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About us:-------

       Optimiser Infotech Financial Services introduce ourselves as a I.T. Solution Provider company. Optimiser Infotech & Financial Services is committed towards providing world-class end-to-end Integrated Solutions and Services. We are always aggressive for support and customer satisfaction. Optimiser Infotech Financial Services provides you with a turn-key total Internet Solution. Company is in process of ISO 9001-2000 certification. Optimiser has well qualified and highly experienced employees who have a huge specialization in their selected field. We believe that "Optimising the resources" hence implementation of solution is under taken as a partnership between our valuable clients and us. Our working is based on a staged approach will facilitate to ensure effectiveness of your business. At present the company is employing around 30+ employees and the same is growing.

       We work with our clients to determine their needs, establish their goals and offer a strategy that is rooted in business not just technology. We analyze your industry, brainstorm ideas, study your competition and offer expert advice.

       It just so happens that we are experts in technology too. Our years of experience allows to implement several technologies as determined by the business requirements.

It is our handle in each area that ensures you a multi-dimensional solutions.

- We offer comprehensive services, from strategic planning and consulting to graphic design, programming and promotion of your website or company Internet.
- We have experts in-house to work with you each step of the way.
- We offer clients a turnkey solution, allowing you to hire one firm for all of your Internet needs.

Our process:
We believe that solutions should be tailored to each specific project. Therefore, our approach is to understand a client's business strategy, which will inform us how the project is to be developed.

Our goal at Optimiser Infotech & Financial Services is to provide custom solutions that are fully integrated into the client's short and long term objectives. Our solutions will be cost effectively.
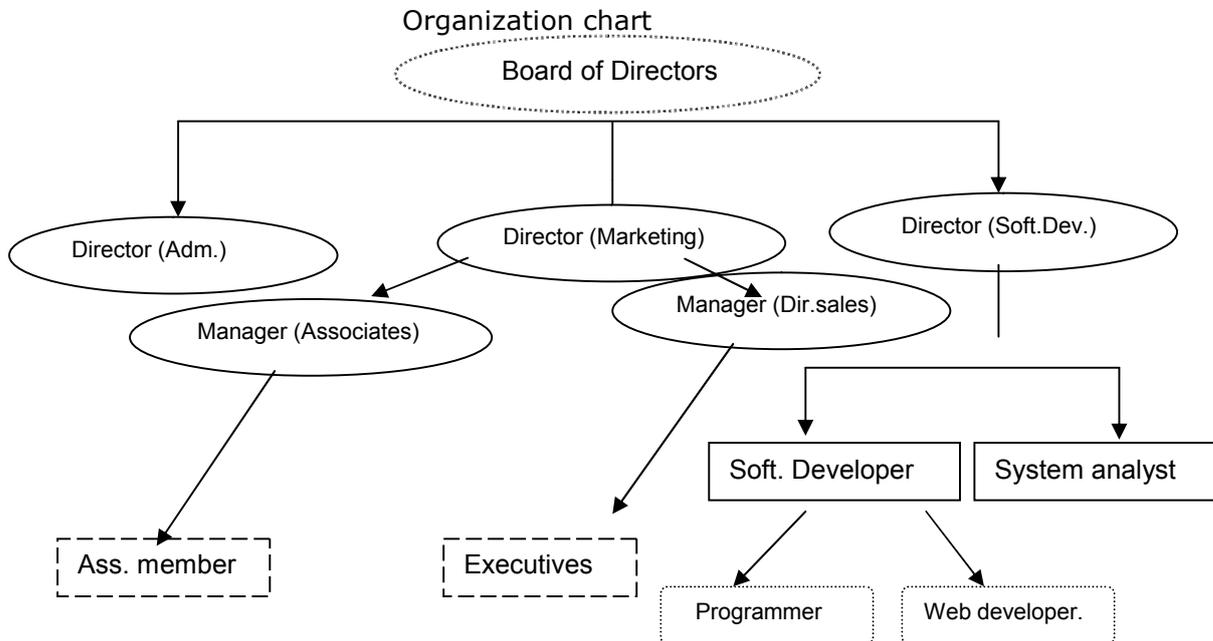
Our people:

Therefore, over the years we have assembled very talented people to be part of our staff.

Our team is comprised of significant talent in the following areas+:

- Consulting
- Project Management
- Research/Support
- Creativity
- Graphic Design
- Technical Design
- Database Developments
- Web Development
- Programming / Software Development
- Web Hosting
- Web Promotion

Organization:-------

Optimiser established an organization as per the table given under .The responsibilities an chart of the authorities of various personnel are covered in the Optimiser manual. The organization structure will under go changes as and when required based on the development an growth of the company.

Organization chart

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                          ┌────────────────────┐
                          │ Board of Directors │
                          └────────────────────┘
            ┌──────────────────────┼──────────────────────┐
            ▼                      ▼                        ▼
    ┌──────────────┐      ┌──────────────────┐      ┌──────────────────┐
    │ Director (Adm.)│    │ Director (Marketing)│   │ Director (Soft.Dev.)│
    └──────────────┘      └──────────────────┘      └──────────────────┘
            │                      │                        │
            ▼                      ▼                        │
    ┌──────────────────┐   ┌──────────────────┐
    │ Manager (Associates)│ │ Manager (Dir.sales)│
    └──────────────────┘   └──────────────────┘
            │                 ┌────────┴────────┐
            ▼                 ▼                 ▼
                      ┌──────────────┐  ┌──────────────┐
                      │Soft. Developer│  │System analyst│
                      └──────────────┘  └──────────────┘
      ┌ ─ ─ ─ ─ ┐   ┌ ─ ─ ─ ─ ┐   ┌──────┴───────┐
      │Ass. member│ │Executives│  ▼              ▼
      └ ─ ─ ─ ─ ┘   └ ─ ─ ─ ─ ┘ ┌──────────┐ ┌──────────────┐
                                 │Programmer│ │Web developer.│
                                 └──────────┘ └──────────────┘
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Corporate office:- Chandigarh

Structure:------

In order to provide the best possible services to our clients, our group is organized into different Division.

❖ **Web Development - Online Application**
Web Development was formerly a part of the software division but due to the increasing demand of the internet in every aspect of life we brought it up as a separate division . Under this division we took the task of WEB SITE DESIGNING, MAINTANENCE, and INTRANET SOLUTION. We are developing our E-commerce sites in PHP , ASP , Asp.net

When it comes to design we have that covered. Our creative staff ensures high impact graphic designs that work on the web.

Our Highlighted services are:

Website Designing and Development : We can assist in the website design/development of your company or even re-design your current website. We are one of the leading website design consultants, specializing in providing e-business technology solutions for small and medium-sized business.
We have extensive expertise and some of the best Technical Consultants and Designers in the business!

When developing a new site, we strive to help you plan for a site that is fast loading, user friendly, and more important … a site that ranks high in search engine ranking. There are no boundaries to what a well designed website can accomplish. Precise planning of your site will give you the opportunity to use the most powerful marketing tool ever to be crated.

Let our team of experts assist you in your next venture. We can develop a site plan and flow and deliver a web product that fits with your business needs.

100% customer satisfaction us is our No. 1 objective.

Portal Development:

From simple static sites that will establish your web identity to highly functional and complex data driven web applications, Optimiser Infotech and Financial Services can design, develop and host the right solution for you, within budget and on time.

SEO Solutions:

Optimiser ensures a high level of Search Engine Optimization, Website Promotion, Internet Marketing and Search Engine Ranking. We specialize in internet marketing, website optimization, search engine marketing, and other web promotion services so that our clients can effectively achieve their business objectives online and maximize their online presence. We focus our promotion on all major search engines like Google, Yahoo, MSN etc.

E-Commerce solutions:

E-Commerce solutions offers complete front and back end technology to do business on the web. Specializing in shopping carts systems and customized programming to distinguish your e-business from the rest as well Message forum, guest book, Online bids or bargaining are also customizable featured applications.

Domain Name Registration:

Domain Name Registration at discounted prices! Register your .com, .net, .org, .biz, .nu, .cc, .info, .lv, .ws or .bz domain name through Optimiser Infotech and Financial Services save ! You will get full control over your domain through the site control panel.

Web Hosting:

Reliable and affordable web site hosting for your web site. Optimiser's range of web hosting products start at lower price. If your site has special needs, we can cater for it. We also specialize in windows 2000 server at excellent rates.

❖ **Software -Window Based Application**

Software division is a dominant part of our group. It is the base over which the whole frame work stood. We are developing window based Software. Our Offline Products are integrated with Online Products. Two of its cells are viz. LARGE PROJECTS DIVISION & STANDARD SOFTWARE DIVISION.

♦ **Large Projects Division** - This software development groups is involved in providing custom built software solutions for a range of diverse applications to clients within the country. This group has highly motivated and dedicated multi -skilled software professionals using state-of-the-art technology for software development.

♦ **Standard Software Division** -The software development group is involved in providing all kinds of user friendly, Ready-made application software packages for different industries and trades.

Activities :------

We have 12 software products, which are covering all most application market.

Why Optimiser Software ? *:-------*

The aim of software implementation is to take step towards "Complete Hi-tech Company"
Which provide you with long term benefits like:

- Improve job efficiency
- Less paper works
- Generate frequently reports like tax, a/c, stock etc.
- Control your staff
- To prevent anti management works
- Increase profitability
- Prompt services

We are specialized software providing company with single user or multi user environment. Our software are with ISO features , VAT Returns, Income-tax Return . We also expertise in virtual private network, leased line networking and VSAT..Our some valuable software products given below:

Optimiser Business Solution

- **ERP**
- **Mobile Companies**
- **Logistics Software**
- **Wholesalers and Distributors**
- **Manufacturing Units**
- **Traders**
- **Workshop**
- **Taxi Operators**
- **Hotel & Restaurant**
- **School and College Management**
- **Hospital**
- **Payroll**
- **MLM Software**

COSTIMISE PRODUCTION BASED SOFTWARES

- Eye Surgical Equipment.
- **B**attery Production Management System
- **O**il Management System(rahat rooh,himratna)
- **I**nventory Management System
- **P**lastic Management System
- **P**aint Distribution System
- **F**loor mill   *(miller)*
- **R**ice mill   *(paddy)*
- **D**all mill

OTHER USEFULL SOFTWARES

- **N**ursing Home   *(sanjeevani)*
- **P**harmacy testing Labs
- **D**ressing room(clothes show rooms)
- **B**ank accounting system

Customer Support: ------

This department is headed by an Engineer who is also a Master in Business Administration. We have the excellent record of attending all complaints almost immediately. This department has excellent resources at its disposal and has been giving 24 hrs. 365 days service to all our customers.

Research & Development:------

Most of the scientific operations in computer technology has to be associated with research & development and OPTIMISER functions in this area too. It carried out extensive researches to uplift and upgrade the flourishing COM & DCOM based programming, Multi-tire application etc and in the coming days it would surely be able to cope up with the market demands.

Consultancy:------

Consultancy is one of our primary division. We have a team of experienced advisors to assist in every concerning matter from small scale Industries to large-scale industries. You are welcome to have our services and get satisfied. Afterwards we believe in the motto "Consumer Satisfaction is our reward".

Marketing:-----

Marketing is the need of hour. Optimiser had a chain of distributors to handle out the demands of its consumers. It had setup a separate division for channeling these distributors and goes through marketing researches for its products.

Consultancy:------

Information Planning & Need Analysis
System Indigenization & Conversion
Feasibility Study & Evolution of requirement

Software Development:------

Client /Server environment with back-end server like MS Acess ,MS-SQL Server, Sql, and Oracle.
GUI Front-end like Visual Basic, Developer 2000, Programming and application development.
Internet Programming.

Services:------

We have a customized operating approach to fit your needs , like
Off-shore and /or on-site software development
Contract Programming
Consultancy

Resources:------

Optimiser has highly competent staff employed and located at various cities, to serve the customers to the best utilization of their competence for the benefits of costumers at large. Optimiser has a number of non-exclusive members and software specialists available to augment its resources and to ensured transparency of Optimiser service operation.

Advisory board :------

Optimiser Infotech Financial Services has established a expertise team for advisee in any matter of Accounting, Legal, Cyber law or Consumer forum.

Legal advisor

- S. Bhupinder Singh
- Sartej Singh Narula

Associate: ------

Optimiser has a agreement with various technical person to support for our softwares in different cities. We have highly man power to support latest software.

Associate Members:--

- Ludhiana (Punjab)   Mooradabad (U.P)
- Ambala (Haryana)   Jammu (J&K)
- Kanpur(U.P)   Shimla (H.P)
- Delhi (Delhi)   Basti (U.P)
- Mumbai (Maharashtra)   Panchkula(Haryana)

Achievements :------

- ➢ Company has more than 10 clients in various countries .
- ➢ Company has more than 100 clients in various cities of India.
- ➢ Company has established more than 10 associates in all over India.
- ➢ Company has a web solution for any software.

Our Services :------

Websites	Design	Writing
Web Design	Logos & Corporate Identity	Web Content
Web Programming	Brochures	Copywriting
Ecommerce Website	Illustration	Creative Writing
Flash Animation	Banner Ads	Translation
SEO & SEM	Graphic Design	Editing & Proofreading

Programming	Business Consulting	Other Services
Application Development	Business Plans	Administrative Support
Database Development	Competitive Analysis	Architecture & Engineering
Scripts & Utilities	Marketing Plans	Legal
System Administration	Accounting & Bookkeeping	Audio, Video & Multimedia
Handhelds & PDAs	Email & Direct Marketing	