



TECHNOLOGY-NEXT

Services that meet expectations

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INTRODUCTION

Who we are?

Technology Next is established at New Delhi (India) in 2012, as a leading IT solution and service provider, provides innovative information technology enabled solutions and services to meet the demands arising from on-site and off-shore Individuals and Enterprises.

What we are recognized as?

Technology Next is propounded as a onsite and offshore software development company that is aiming to surpass any magnitude on any platform with its mesmerizing qualities such as reliability, security, cost effective solutions and custom software development.

OUR VISION

By the end of 2017 “Technology Next” will be the most admired & trusted brand all across the globe.

- To Bring Outputs Beyond the Clients’ Expectations
- To Bring Personalized attention
- To Present Innovative & Interactive Solutions
- Thinking out of the Box

OUR MISSION

“To Become a global leading IT Solution & Services provider through continuous Organizational process optimization, leadership, employee development and commitment to strategic alliance & open innovation.



OUR VALUES

➤ **Simplicity**

The core of our business is to simplify complex data / business requirements which supports development and the stakeholders.

➤ **Accountability**

Our accountability lies in client's satisfaction, which can only be ensured by timely feedback and delivery of project with best quality.

➤ **Collaboration**

We offer services by building relationship with the client to maximize the input (business requirement) for the development, which in-turn supports achieving client's satisfaction.

➤ **Respect & Integrity**

We always sign and abide Non Disclosure Agreement to make our client's safe and secured. It is our policy that we handover all intellectual property rights while project deployment.



Why Technology Next?

ONE STOP SOLUTION:

By leveraging our existing infrastructure and through years of experience, we provide the unique capability to serve as the one-stop solutions shop for our esteemed Clients.

EXPERIENCE RANGE:

Tech – Next symbolizes quality and its only possible with the experts it has. We use our resources in such a way that their skills and knowledge if fully utilized with the project they are involved on considering their growth as on priority.

DELIVER WHAT WE COMMIT:

At tech-next we always keep clients requirement on priority where our expert review the requirement info and then we provide suggestions along with time-frame and price to complete the job.

FLEXIBLE APPROACH:

Our approach towards clients, his requirement, budget, time-frame and other factors has always been flexible which is adding value to our name and increasing percentage in repeat business form clients.

OUR SERVICES

Our Corporate Brochure & Services

Our skilled and certified consultants and business analysts, Project manager helps you to design, develop, and implement software solutions that optimizes business productivity, operational efficiency and profitability.

Our Services Offerings

✓ **Strategy & Consulting**

- *Business Analysis & Consulting*
 - We provide a detailed analysis to inform digital growth for your business.
 - We set up startups for success
 - Develop a business plan and pitch deck to gain investor support
- *Brand Identity*
 - We provide new and existing businesses with refreshed, custom strategies for telling unique brand stories.
 - Differentiate from your competitors with a compelling brand story
 - Naming, taglines and positioning
- *Campaign Strategy*
 - We provide creative direction to your advertising campaigns and cohesively coordinate your online and offline efforts.
 - Engage your audience with creative advertising
 - Build a campaign around your brand story
- *Content Strategy & Copywriting*
 - Unify your brand messaging and engage your audience across all media with content strategy and copywriting.
 - We create content that converts
 - Start your communication strategy with a strong foundation
- *Information Architecture & User Experience*
 - Every website starts with a wireframe. Our UX experts provide detailed blueprints for high-performance websites.
 - We plan websites with relevant content for your audience

✓ **Creative Design**

- *Website Design*
 - Custom designed websites with strategic insights to generate greater brand engagement, higher conversions and measurable results.
- *Ecommerce Design*
 - Raise the bar for your customers with an online experience that exceeds their expectations and enhances your ROI.
- *Mobile Design*
 - Stay ahead of the crowd. Our mobile apps are designed for maximum impact, breaking convention and creating demand for your business.
 - Connect with customers on the go
 - Be a leader in your industry
 - Build a memorable mobile presence that stands out
- *Logo Design & Branding tailored to your brand's culture, core values & distinction.*
 - We take a strategic approach to creating unique brand identities.
- *Print Design*
 - Your print marketing materials are the only remnants of your company that are left behind after a meeting. Make sure that they pass the test.
 - Business Cards
 - Annual Reports
 - Brochures
 - Print Advertising
 - Post Cards
 - Direct Mailings
 - Trade Show Displays
 - Catalogs
- *Video Production*
 - Show, don't tell. Make a greater impact on your customers through interactive video production.
 - Provide deeper insight on your products/services.
 - Train employees or educate customers about your business with corporate video production.
 - Increase marketing engagement with interactive videos, banners, and motion graphics.

✓ **Web & Mobile Development**

○ *Responsive Website Development*

- Responsive Design prepares websites for the future of modern website design by making them beautiful across multiple devices.
 - Our team plans, designs, and develops stunning responsive websites that will increase conversion rates and overall traffic.
 - We make sure that our responsive websites are beautiful across all devices.

○ *Mobile Development*

- Mobile websites represent a massive opportunity to take your business to the next level while targeting customers on mobile devices.
 - Our team plans, designs, and develops stunning mobile websites that will take your business to the next level.
 - Our mobile websites feature striking mobile web design and fast load times so that your business is sure to impress potential customers who visit your site on their mobile devices.

○ *Content Management System*

- The robust and scalable CMS solution that customizes to your needs.
 - Customizable robust scalable solution.
 - Creative Freedom with your design.
 - Intuitive and Flexible CMS interface.

○ *Magento Development*

- The developers at Technology - Next work with Magento, a flexible ecommerce CMS platform, to optimize your consumer's experience.
 - Magento is a product that gives you creative control over the appearance and functionality of your website. Our developers will help to set up your system, and make it easy for you to use.
 - The various features can be tailored to fit your individual needs. This provides the ideal balance between heightening the user's experience, while increasing conversions for your business.



- *Drupal Development*
 - Drupal is a flexible CMS platform that we use to create engaging websites and mobile apps to provide the functionality your brand needs to succeed.
 - Drupal's diverse features allow companies to create a website or mobile app that can complement their existing online marketing efforts.
 - Regardless of industry, or size of the company, Drupal provides customizable options to fit the needs of your business, and administrative control to maintain a secure digital presence.
- *Wordpress Development*
 - We work with Wordpress to create diverse platforms that allow you to manage your content and modify your websites to reflect your growing business.
 - Collaborate with our developers at our agency to create a website that reflects both the essence of your brand, and the personality behind your business.
 - Integrate your blog and website into one cohesive platform, giving audiences access to all of your online content quickly and efficiently.
- *Joomla Development*
 - Joomla's various themes and functions allow for endless possibilities in designing a website for your company, customizing it for your audience, and utilizing it to grow your digital footprint.
 - From ecommerce designs to online publications, Joomla can be structured to fit your industry, and catered to satisfy your specific audience.
 - Joomla's diverse extensions give you the necessary tools to adjust your website or mobile app to fit the needs of your business, and customize your platform for digital success.



✓ **Online Marketing**

- *Search Engine Optimization*
 - Drive traffic to your website by achieving page 1 rankings in search engines for valuable keywords
- *Pay-Per-Click Marketing*
 - Increase relevant traffic to your website through paid search engine advertising
- *Email Marketing*
 - Make the most of your list of subscribers through an optimized email marketing strategy.
- *Social Media Marketing*
 - Engage and expand your audience across the web with social media marketing.
- *Conversion Rate Optimization*
 - Increase the percentage of your website visitors who turn into leads.
- *Display Advertising*
 - Why waste your advertising budget on traditional display when you can pay less to target users with intent?
- *Online Public Relations*
 - Control your image (and success) on the Internet

✓ **Mobile Apps**

○ *Mobile App Strategy*

- Our strategies balance an optimal user experience with competitive marketing tactics to help your company succeed in the mobile app market.

○ *Mobile App Design*

- Stay ahead of the crowd. Our mobile apps are designed for maximum impact, breaking convention and creating demand for your business.

○ *Mobile App Development*

- Develop a mobile app to help increase the online presence of your business and connect with users through a new digital platform.

○ *iOS Mobile App Development*

- Make sure your mobile app is competitive within the popular Apple market by creating a platform that is optimized for the iOS operating system.

○ *Android Mobile App Development*

- By building a mobile app for Android users, your business can reach a wider audience and tap into a global market.

○ *Mobile App Marketing*

- From beginning to end, we implement the necessary marketing campaigns to make your mobile app stand out amongst industry competitors.
 - Our marketing team learns what makes your mobile app different from the competition, and we use these features to strategically market your business.
 - We understand that marketing a mobile app is different from marketing a website, and we prepare unique approaches to overcome those differences.
 - We tap into the market with feedback provided by your customers, and work to optimize their experience as a user, while maintaining your own experience as a brand.

✓ **Training**

- Summer Training
- Internship



How do we work?

Discovery:

- To know your business, understanding your goals, assessing your competition. The essential, strategic 1st step.

Definition:

- Creating the blueprint for success: mapping your site, laying it out in wireframes, and generating a keyword bank.

Design:

- Crafting the user experience. The visual design blooms from the templates / design you choose.

Development:

- Bringing the design to life. Content and programming transform your template / design into a finished, manageable website.

Deployment:

- Introducing your site to the world. After quality assurance, your site is submitted to search engines and is officially live.

OUR STRATEGIES

Technology-Next strategic objective for its IT business is to become the leading service provider in IT sector to corporate customers along with Individuals. To achieve this strategic objective, the Company is aimed at capturing high revenue generating customers in our targeted markets by:

- Offering several IT services like software development service, website designing & development, mobile application development, Digital marketing (SEO/SMO), web services and other IT related services to provide customers with a "one-stop shop" solution.
- Providing superior customer service to promote a high level of customer satisfaction and achieve customer loyalty.
- Focusing on satisfying and retaining customers by ensuring high level of customer satisfaction.
- Leveraging strengths of its strategic and financial partners.

OUR INITIATIVE

Technology-Next also creating its foothold in other domain of the business with its upcoming Initiatives.

1. **Flip4jobs:** Finding a dream job is like finding a pearl in an oyster. With the increasing competition, every business entrepreneur wants to hire the best of the industry talent. At the same time, aspiring professionals and young talent also looks out for organizations which can give their career a kick start. Organizations does not only give placements to candidates but are also a platform to showcase their skills and upskill themselves with time, Hence, considering the needs of both, Flip4Jobs is a venture which is transforming dreams into reality.

This jobs portal is managed and owned by Technology Next, an emerging company in the arena of Web Development, Web Designing and e-Commerce solutions. We provide quality in everything we do and our sheer ability of customizing everything according to our stakeholders' needs is what makes the experience unmatched and memorable.

2. **Meet Intern:** We provide professional experience to university students / graduates / post – graduates seeking work experience / knowledge / skills. We guide our candidates through every step of the internship placement program. We professionally review and advise your resume and search to match you to a suitable internship placement opportunity and in-turn brings together the most suitable companies with the most qualified applicants.
3. **Letzby:** Letzby is an e-commerce company which is supposed to be launched during end of this year 2016. This initiative is made considering the new trend and the Indians Buying Behavior.



OUR CULTURE

CREATING EXCELLENT WORK ENVIRONMENT: A conducive work environment increases the productivity and provides room for individual's development. Keeping the same in mind we attempt to provide the best possible work environment and office ambience to our employees.

DATABASE CONFIDENTIALITY: The most important part of any relationship is 'Trust'. There are security checks at all levels. Access to the database and other servers is form authorized personnel. The complex has a complete security setup & is manned 24 hrs.

STORNG HR PIPLINE: The most important asset of any successful organization is its people. We have a very strong pipeline, which has been built the through various channels like advertisements, consultants, referrals (HUMSAY), internet, training institutes, This help us in providing the right kind of manpower for the client on a short notice.

REWARD AND RECOGNITION: To ensure healthy competition and moral boosting of the best performers. We have a comprehensive reward and recognition scheme in place.

OUR BUSINESS ETHICS: Our Business Ethics aim to determine the fundamental purposes of delivery and maintenance of your projects. Our entire deal will make sure your projects' security and satisfaction to the utmost level. Our systematic analysis will help you to get the maximum benefit with us as we deliver the real meaning of business ethics in our entire business process.

OUR CULTURE & PHILOSOPHY

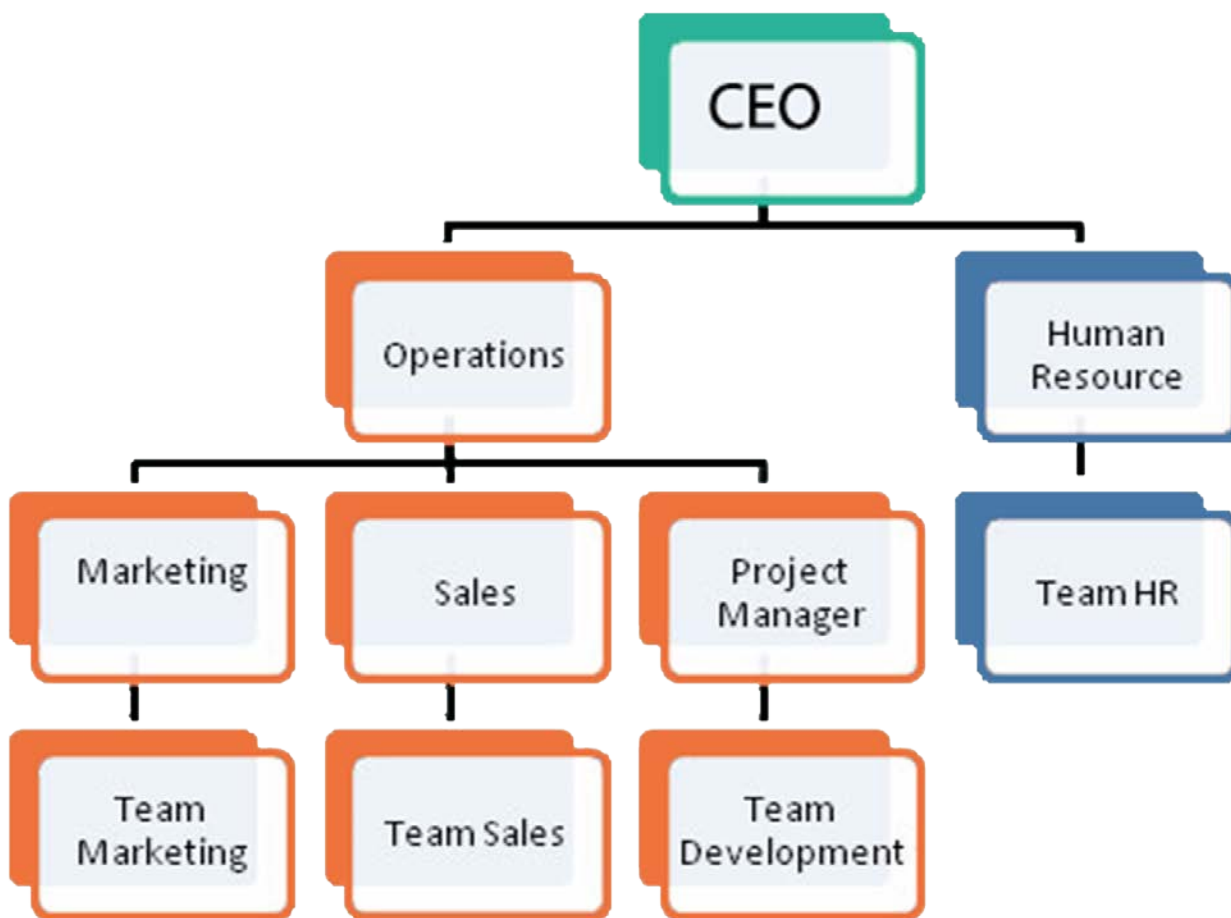
Business Model: Flexible Business Models to suit your businesses requirement in an unstable economy may work against market changes with flexible and pioneering business strategies therefore, the right partners will be the ones who stand by you in executing the responses to these market changes. In the new fast growing economy, we realize that information technology outsourcing customers are increasingly demanding the flexibility that best serves their unique business needs.

Our people security is paramount:- Strict security policy specially for our woman team members.



OUR TEAM

Our people are our greatest asset and biggest differentiator. They are passionate about results, On the other hand also believe in having a lot of fun along the way. However, that does not take away from the focus on work. Our people are passionate about delivering results to clients. We are ambitious and impatient for success, and yet down-to-earth and approachable. In short, we are not only the kind of people you would love to work with, but we are also the people you would want to socialize with outside work. We encourage you to take every opportunity to interact with our people and witness the vibrancy of the office in person.



OUR INFRASTRUCTURE

- 60 workstations with i5, i3 and dual core of 3.6 GHz, 4GB RAM, 19.6” LCD & LED monitors for software developments, testing and support facilities.
- Uninterrupted power supply through reliable UPS of 7.5 KVA.
Internal Training Facilities: In-house staff training facility to train people with the help of interactive tools.
- Internet Connectivity: A dedicated leased line for all our development facility supported by a backup broadband cable link in-case the leased line fails.
- Dedicated Servers for application Hosting, Testing and Client presentation
- Communication Infrastructure: Facility for video conferencing 24 x 7 VOIP calling for on Site/offsite client team coordination

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Thank you for taking time to
look over this profile sample.

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