



Advancing Solutions Through Choice

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### Overview:

MetaOption is a privately held, Global Software Development Company. We specialize in **Advanced IT Solutions and Staff Augmentation, Process Reengineering, and Quality Testing.**

Since 2005, MetaOption has differentiated itself through a **Transparent Operating Design**, offering customers **total access, insight and control over project parameters.** Proactively deviating from the traditional silo based system of operations, MetaOption thrives in **rapid-response model delivery** that has become the 'new norm' for IT business performance, yielding a demonstrable competitive advantage to your organization in a demanding and ever-changing market.

Our broad range of **US Based Software Development Consulting Services** are custom tailored to each client's needs, providing the agility, wisdom and competency that our growing number of diverse clients have come to respect.

### A Common Problem:

Simply put, sometimes what we want doesn't easily translate into what will work: In today's hyper innovative climate, new technologies quickly weaken the effectiveness and ability of legacy systems to operate cohesively with new solutions or hardware. At the same time, lack of in-house resources with specific skills, coupled with new strategies and business priorities, constantly erode project management integrity, causing delays and ultimately, the failure of systems to meet current internal needs and customer expectations.

### A Unique Solution:

Highly adapted and deeply vested with technology specialists whose expertise spans IT Consulting, and Software Development & Solutions, MetaOption provides fully-scalable, tailored IT solutions and systems support based on the most important business consideration; yours.

### Our Valued Partners:



## Dynamic Project Modeling

MetaOption customizes each engagement to meet your present and future needs as the project(s) progress, providing critical insight and support where and when required. We can assist or directly manage your IT/Product Development demands.

<b>Premier:</b>	US Based Resources Provided Onsite or Offsite
<b>Hybrid:</b>	US Based Management coupled with 24/7 Delhi Based Development Services
<b>Practical:</b>	Delhi Based Project Management and Development

## The MetaOption Advantage

<b>Fixed Cost Pricing Model</b> – Simplicity, No Surprises
<b>Clear, Simple, Entirely Flexible Client Engagement Models</b> – Pick, Choose and Augment
<b>Short On Ramp to Project Starts</b> – Nimble and Quick Execution
<b>Outcome Oriented Methods</b> – Cultivate End User Insight and Feedback to Foster Adoption and Accelerated Development. Training is also Customized to the User Group.
<b>Retained Resource Option</b> – Like Our People? Keep Them. No Downtime for New Projects.
<b>US Based Expertise and Experience</b> – Confidence, Foresight and Knowledge.
<b>Guaranteed Service Level Agreements</b>
<b>100% Reference-able Client Base</b>
<b>Customer Focus – REALLY!</b> – Being Privately Held Means We Focus on You and not Shareholders

## Total Customer Transparency

MetaOption uses following tools to provide a complete transparency on projects to our clients.

<b>MOSS (Microsoft Office SharePoint Portal Server)</b> - Dedicated project collaboration portal. Daily updates, project documents and major milestones.
<b>SVN (Subversion)</b> - Around the clock direct client code control.
<b>PMS (Project Management System)</b> - Direct client insight into project status and milestones
<b>Time Tracking</b> - Around the clock client access to entire project team effort and progress
<b>Bug Tracking</b> - Project Validation testing.

## Testimonial

"Thanks goes out to the MetaOption team, **our inventory and accounting nightmare has turned into a dream.** From concept, to design and implementation, we could not have asked for a more professional company to put our trust in. Not only did they complete the project on time and on budget, but they have been here for us to help with the transition from the old system. **With MetaOption, service definitely does not end after the sale.**

If you are looking for a company to solve your technology problems, look no further."

Todd Burt  
General Manager  
R. Hollenshead Auto Sales, Inc.  
Manheim, PA 17545

"MetaOption delivered high-end application development, on-time and on-budget. **Their commitment to our specific needs have been unparalleled in 10 years of working with such providers.**

MetaOption delivers impressive code which runs straight out-of-the-box and their team does not exhibit any of the usually anticipated concerns associated with remote development. Their turn around time is excellent and we look forward to continued engagement with them"

Leading Tuition Management Company  
New York, USA



## Business Segment Solutions

• Custom Application Development	• Enterprise Resource Planning (NAV)
• Legacy Migration and System Re-engineering	• Mobile Application Development
• Business Intelligence and Reporting	• System Integration
• Customer Relationship Management (CRM)	• Portal and Content Management
• Quality Assurance (QA) Consulting	• Process Reengineering

## Industries

• Adventure	• Automotive/Trucking	• Consumer Packaged Goods
• Education	• Entertainment	• Financial Services
• Food and Beverage	• Government	• Healthcare
• Information Technology	• Insurance	• Marketing
• Manufacturing	• Publishing	• Real Estate
• Religious and Non Profit	• Telecom	• Transportation

## Expertise

<b>Microsoft</b> <ul style="list-style-type: none"> <li>• Microsoft Dynamics CRM 4.0, Dynamics NAV 9.0</li> <li>• .Net 3.5, C#, VB.Net, AJAX, Web Services</li> <li>• ASP, COM, Visual Basic, VBA</li> <li>• SQL Server 2005</li> <li>• SQL Server Reporting Services (SSIS), SQL Server Integration Services (SSIS), and SQL Server Analysis Services (SSAS), MDX, OLAP</li> <li>• Windows and Web Applications</li> <li>• Microsoft Office SharePoint Portal Server (MOSS), InfoPath</li> <li>• LINQ, SilverLight, WPF</li> </ul>	<b>Adobe/Quark</b> <ul style="list-style-type: none"> <li>• ColdFusion MX 7.0/8.0, CFC, Flex, Flash, Oracle, SQL Server</li> <li>• Flex, Cairngorm, Granite</li> <li>• Adobe forms, LiveCycle</li> <li>• Adobe Plug-ins on Windows and Macintosh using C++, Visual Studio, Code Warrior for <ul style="list-style-type: none"> <li>• InDesign, Photoshop</li> <li>• InCopy, InDesign Server</li> <li>• Version Cue Server, XMP</li> <li>• Acrobat, Illustrator</li> </ul> </li> <li>• Quark XTensions on Win/Mac <ul style="list-style-type: none"> <li>• XTensions, XDK 8.0</li> </ul> </li> </ul>	<b>Apple</b> <ul style="list-style-type: none"> <li>• Objective-C</li> <li>• Cocoa Framework</li> <li>• iPhone/iPad SDK</li> <li>• iPod SDK</li> <li>• Xcode</li> <li>• Quick Time</li> </ul>
<b>Mobile</b> <ul style="list-style-type: none"> <li>• iPhone/iPad</li> <li>• Blackberry</li> <li>• Google Android</li> <li>• Windows Mobile</li> </ul>	<b>Oracle</b> <ul style="list-style-type: none"> <li>• Oracle Database</li> <li>• Oracle Identity Management (OIM)</li> </ul>	<b>IBM</b> <ul style="list-style-type: none"> <li>• IBM FileNet</li> <li>• IBM Cognos Business Intelligence and Reporting</li> </ul>
<b>Others</b> <ul style="list-style-type: none"> <li>• CSS, AJAX, XML, XSL, XSLT, PHP</li> <li>• Crystal Reports, MySQL</li> <li>• Java, JSP, Web Logic, JBoss, J2ME</li> <li>• C/C++, OpenGL, DirectX, Windows Application, MFC, Qt Framework</li> <li>• RFID (Alien SDK, Impinch SDK)</li> <li>• Barcode scanning</li> </ul>	<b>Open Source</b> <ul style="list-style-type: none"> <li>• PHP</li> <li>• Joomla, Drupal, WordPress</li> <li>• OSCommerce</li> <li>• CakePHP</li> <li>• Zend Framework</li> <li>• Smarty, jQuery</li> <li>• MySQL, Eclipse</li> </ul>	<b>3rd Party Tools/Components</b> <ul style="list-style-type: none"> <li>• Dundas Charts, Telerik Controls</li> <li>• Infragistics</li> <li>• AnyDoc Software</li> <li>• Authorize.Net CC/ACH Integration</li> <li>• Salesforce SDK</li> <li>• Twilio VOIP</li> </ul>



## SMART Phone / Professional and Consumer Mobile Application Development

MetaOption fully supports the end-to-end development of mobile applications. Your field engineers, sales representatives and managers will have real time access to your central database/server, enabling enhanced productivity, field effectiveness and customer service.

### Solution Platforms:

<b>iPhone™/iPad™</b>	<b>Google Android™</b>
<b>Blackberry™</b>	<b>Windows™ Mobile</b>

### Business Segments

<b>Cable Companies</b>	<b>Utility Companies</b>
<b>Life Science Companies</b>	<b>Local, City, Regional Government Services</b>
<b>Business Services</b>	<b>Transportation</b>
<b>Consumer</b>	<b>Consumer Packaged Goods</b>

### General Solution Services

<b>Complete end-to-end System Integration.</b>
<b>Real time, updated Data Visualization and Capture.</b>
<b>Automated or On Demand Data Synchronization.</b>
<b>Field Operative Location Identifier enabled through GPS (Global Positioning System).</b>
<b>Paperless Reporting, Data Input and Image Capture.</b>
<b>Barcode Scanning Utility.</b>

### Advantages to Business

<b>Real-time data available to mobile field staff.</b>
<b>Field staff real time operability from any location.</b>
<b>Integrated GPS real time location data - Pinpoint staff location and customer exchange time.</b>
<b>Immediate Capture and Synchronization of Images and Videos</b>
<b>Improved Performance through optimized efficiency.</b>
<b>Better Customer Service</b>

## Testimonial

The MetaOption team was originally contacted to assist us with an iPod programming project. Upon reaching out to Naushad (MetaOption's CEO), he suggested coming to our office to walk through our outline for the iPod project. **Naushad's professional demeanor, skill, efficiency and insight provided a solution that streamlined and expedited our programming process.** Due to his project leadership, we were able to achieve development to this project under an extremely tight deadline.

In the days following our live meeting, the MetaOption team followed up with us repeatedly, proactively began work ahead of schedule and offered time-saving insight that produced a winning solution. Once the final project was received, on time and as outlined and described, we had affirmed our working relationship with MetaOption, and were eager to discuss our next project to further explore capabilities and our business collaboration.

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