



# Corporate Profile

## EXECUTIVE SUMMARY

SBR Technologies (SBR) is a leading Web Application Development and Internet Marketing Company that has been catering outsourcing needs of global customers since 2006. SBR is based in Kolkata, India with customers in North America, United Kingdom, Europe, and India.

SBR Technologies possesses in-depth experience in providing a wide array of web application and web marketing services along with other related services ranging from Web Application Development, Search Engine Optimization, Pay Per Click, Social Media, Video SEO, Voice based Back Office Processing, Software Development, Infrastructure Management Services and Staff – Augmentation. We are a

With its concept of 'Growth by Partnership', SBR Technologies has established strategic technology and business partnerships with several small to medium scale enterprises. Quality has been a cornerstone of our culture and we empower the same quality along with our global partners. We have a dedicated team of over 60 experienced resources who have worked on mission critical Applications for major organizations globally. SBR has the capacity to acquire and assimilate the latest technology and apply these to provide the best possible business solutions to customers.

SBR's strength lies in leveraging innovation and a global onsite-offshore delivery model to provide the best Return on Investments (ROI) for its clients. Our Web Competency Center built around the latest technologies, proven methodologies and global delivery model. At SBR, the success of each project remains our first priority. The Company's commitment is driven by its dedication to providing the finest information technology services while building a portfolio of enduring client relationships.

## SERVICES

SBR has development centers situated in Kolkata, India and has built competencies spanning a wide range of platforms, tools and programming environments enabling it to offer a wide spectrum of IT solutions and services to clients.

While each engagement is different and is customized to suit the individual needs of each client, the following summaries the services, which we offer:

### ***Web Development Services Portfolio***

1. Business Application Development
2. Web and Enterprise Portal Development
3. Website Development
4. Web-based Database Programming
5. GUI Design and Usability Modeling
6. 3d-party Software Integration
7. Open Source Software Customization
8. User Interface Skinning



### ***Search Engine Optimization & Internet Marketing***

1. Initial website analysis
2. Competitor's analysis report
3. Keyword analysis
4. Link popularity analysis
5. Website conversion analysis
6. Site usability improvement analysis
7. On-page optimization of all relevant pages
8. Keyword density validation
9. Title and meta tag optimization
10. Sitemap creation
11. Google sitemap creation
12. Page content optimization
13. Search engine submissions
14. Directory submissions
15. Ongoing link development
16. Article posting
17. Press releases
18. Blog campaigns
19. Original content writing
20. Pre SEO index report



21. Internal pages SEO report
22. Online testing reports

### **Additional Internet Marketing Services**

1. Pay per Click
2. Video SEO
3. Reputation Management & Branding
4. Social Media
5. Video Creation
6. Corporate Profile & Brand Establishment
7. White Paper Release

### **Check Our Certifications:**

<https://adwords.google.com/partnersearch/#profile;05691229866757589876>

<http://advertise.bingads.microsoft.com/en-us/training-accreditation-find-a-pro-directory?MemberID=07bbb56f-6565-45a3-a100-abb09f0e03a2>

## Testing Services Portfolio

SBR Technologies Testing Services delivers a comprehensive solution that minimizes web applications application failures and helps you achieve business results. We understand the value of independent testing on parameters of applicability, functionality, and scalability for enterprise IT solutions as well as products.

Our domain and industry-focused testing services can ensure that your IT solutions as well as products meet growing business needs with high performance and availability.

We make use of our technology skills, domain expertise, and in-depth knowledge of software quality assurance concepts, process-oriented approach and customer orientation to deliver the utmost in value. SBR's Core Testing Services are offered as a seamless extension to your in-house IT and business testing capabilities.

We improve our testing processes by constant research of tools, techniques, and test models.



Our offerings include:

1. Functional Testing,
2. System (Integration) Testing
3. Regression Testing
4. User Acceptance Testing
5. Usability Testing
6. Performance, Load, Volume and Stress Testing
7. Test Automation
8. Security Testing

## HUMAN RESOURCE

SBR resources are handpicked and assigned in line with the highest quality standards outlined as per the SBR Web Development Process (WWDP). The WWDP conforms to the ISO 9000 series quality systems and defines pre-requisites of resource selection vis-à-vis project scope.

Typically all our employees have Bachelors in Engineering or Masters in Computer Applications as the basic qualification. Some of them also have Masters in Engineering or Computer Science. A majority of SBR employees have experience in multiple technologies. Our processes and methodologies help us offer uniformly qualitative services in all technology areas.

All our employees working on an offshore project are given regular orientation on client-specific communication and cultural attributes. The HR department organizes periodic role-play sessions designed to facilitate inter-personal communication skills.

## DELIVERY MODEL

<b>OFF SHORE HYBRID</b>	<b>OFF SHORE</b>	<b>ON SHORE</b>
Our combination of onsite and offshore services enable us to provide “Best Value” services by leveraging offshore based skilled resources, infrastructure, low costs, processes & methodologies and 24x7 supports combined with the local onsite presence for seamless integration and effective project management to meet the requirements of our customers. Our tightly coupled model allows SBR team members to intensely participate with the customer, all through the project life cycle.	Our off-shore model has been devised to reduce customer costs by more than half. Entire development and project management will happen at our state-of-the-art offshore development center in India. Our offshore development center will be connected to client central computers through high- speed dedicated satellite links. In other words, the offshore center will function as a virtual extension of clients own development center.	SBR has been helping its clients with skilled resources working under the direct supervision of the client at the client’s facility.  The Onsite Services team consistently delivers very high customer satisfaction levels and is a critical component of SBR’s service delivery model.

## QUALITY

SBR believes in acting as an extension of our client's organization and we follow client processes, our objective remains the same – to maintain consistency and usability of the process. All the employees are imparted detailed orientation on processes on their joining SBR and also regular sessions and workshops to improve process orientation.

Apart from following Customer laid down process definition, SBR has its own time tested and proven process in place which complies with ISO 9000 series quality systems.



## INFRASTRUCTURE

SBR's has offshore Web Competency Center in Kolkata, India. Our competency center is continually expanding. Often times, base infrastructure like buildings and networking is created ahead of demand, to be able to offer rapid ramp-up for customers.

Our development center is equipped with world-class infrastructure with dedicated high-speed satellite links, server farm, video and audio conferencing facilities and uninterrupted power supply SBR's server farm is equipped with leading servers running NT, Windows 2000, Solaris operating systems. Remote login, on high-speed pipes, is used to connect client side servers.

## COMMUNICATIONS

SBR has a 2 mbps dedicated bandwidth for external client communication for both voice and data. A standby 2 mbps IPLC line is also maintained for ensuring 100% uptime for critical functions. SBR offers its customers various options like frame relay, dedicated point-to-point connection, and VPN (Virtual Private Network) to connect to its offshore facility. The communication network has been designed with redundancy to provide highest uptime.



## SECURITY

SBR imposes various levels of security access control mechanisms ranging from user Id Security, to disabling of Floppy Drives, restricted access to CD Burners, monitoring of incoming and outgoing e-mails, restricted access to internet, data encryption, firewalls, etc. Access to data gets decided by the corresponding project manager and is strictly is on need-to-access basis only. Communication over VPN uses standard data encryption protocols and hardware-based-firewall protects the network from unauthorized access

## CONTINGENCY PLANNING

SBR has a robust contingency plan for its offshore center and it also realizes the possibility of a loss of control due to various factors. Detailed process, methodologies and policies for the various factors form a part of the process that SBR follows for any offshore-based project.

## DISASTER RECOVERY PLAN

SBR understands the importance of customer retention and satisfaction and also appreciates that there could be some disasters that are inevitable and hence we have a well-documented disaster recovery plan in place as part of our safety procedures. Back up of the incremental activity is taken every day, in addition comprehensive back up of the development end of every week on Saturday morning is also taken.

## CUSTOMER SERVICE PHILOSOPHY

SBR Technologies understands and appreciates the fact that every customer needs vary with project scope and every project is unique in its own way. To enable better customer service, SBR Technologies adopts customized customer service model which suits the need of individual customer assignments. The underlying generic philosophy of such model is to provide maximum ROI to customer with a short TAT. To facilitate customer service, SBR Technologies follows standard Service Level Agreement (SLA) with customer to achieve the following –



- Increase responsiveness to customers
- Empower to manage relationships with customer in real-time
- Reducing complexity in understanding and delivering as per customer expectation
- Gain complete visibility over project and process in real-time
- Proactively eliminate bottlenecks and mitigate errors
- Ensure compliance with service level agreements

## SBR VALUE PROPOSITION TO CUSTOMERS

- Flexible Engagement and Delivery Model
- Low cost of resource ownership with rate starting as low as USD 10/hr
- Shadow Resource to handle spikes in production
- Productivity from Day1
- End-to-End service with web development and SEO under same roof
- Better team co-ordination resulting in customer site ranking in search engines
- Infrastructure with 24 hrs power backup and high speed broadband connectivity

***PERFECTION IS NOT AN ACT FOR US,<sup>i</sup> IT IS A HABIT FOR US***

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SBR Technologies Pvt. Ltd.

An ISO 9001:2008 Certified Company

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