



Dogma Soft Limited

ग्राहक नहीं दोस्त बनाते हैं हम

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An ISO 9001-2008 Certified

Software Development, Web Hosting, SEO, Google Promotion, Project Training & Hardware Services

IT Awareness Movement

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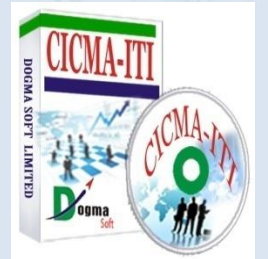
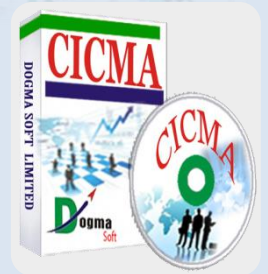
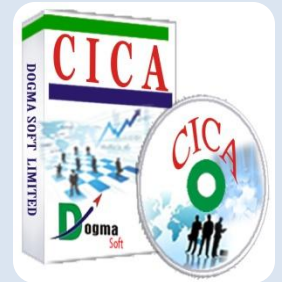
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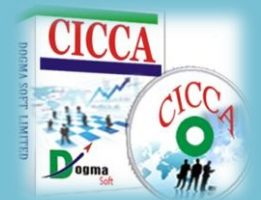


2014



**Dogma
Soft**

Training | Development | Consultancy



9/58, Palika Bazar, Malviya Nagar, Jaipur (Raj.)-302017

क्या आप **Businessman** है और क्या आपको पता है की आपके **Business** को बढ़ाने, या व्यवस्थित करने और आपको **Relaxation** देने में **IT** का कितना बड़ा योगदान है !

The

यदि नहीं ???????.....

अब आप सोच रहे होंगे की हमारे **Business** में **IT** का क्या योगदान है तो इसे जानने के लिए हमारे

“IT AWARENESS MOVEMENT”

को एक बार जरूर पढ़े और खुद जाने की **IT** किस प्रकार **Helpful** है आपके **Business** में !!!

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WEB DESIGNING

What is website?

A website is a collection of Web pages, images, videos or other digital assets Website is hosted on one or many Web server which is usually accessible via the Internet, LAN etc.

Webpage is a document usually written in HTML, which is accessible via HTTP (Hyper Text Transfer Protocol), that transfers information from the Web server to Web browser

The beginning page of a website is called as a home page.. From the home page, you can access other pages of that website. For example, the Web site for DOGMA SOFT LIMITED has the home page address of <http://www.dogmaindia.com> Dogma website's home page address leads to many pages of that site.

From the home page, you can open many links for accessing other sections of the site. A website can consist of one page, or thousands of pages, depending on owner's requirement.

One thing you should remember that your website is not for you It is for your customers so it should contain which contents that are understandable by your users.

A Website means to communicate with your intended users and provide information about your offers and services which should be received by user in same manner in which you have conveyed.

Dogma Soft Limited provide professional website for our valuable customers according to their requirements and we have proper knowledge and experience about how to make website useful for our customer's business promotion.

Types of Website

A Static Website

A static website is a simple website, Static websites are written in HTML and CSS only, with no scripting. Hyperlinks are used for interactivity in Static website..

If you want your website to be a small one (3 pages or less), then a static website is a good option for you.

Advantages of static websites

- 1.) Easy and Quick to develop
- 2.) Low cost for development
- 3.) Low cost for hosting

We provide static website find the following links:-

- 1.) www.iifaindia.com
- 2.) www.astraazin.com

A Dynamic website

It is a website that not only uses HTML and CSS, but it uses scripting as well. If you want an interactive web application that your users can use, not just read

If you want to share HTML code between your pages dynamic and interactive website is a good option for you..

Each page of a dynamic website is generated from information stored in a database or external file. And the content management system that you may use to maintain your website by modifying this stored information

Advantages of dynamic websites

- 1.) Interactive and functional website
- 2.) Easy to update
- 3.) You are able to maintain your own content.

We provide dynamic website find the following links:-

- 1.) www.dipsglobal.ac.in

In partially dynamic website certain pages such as 'About Us' or 'Contact Us' pages can be static, whereas galleries or product catalogues can be dynamic this saves your cost.

Categories of Websites

We provide these types of websites:-

- Custom web application
- Dynamic Website
- Database driven websites
- Membership website
- E-commerce website development
- Advertise websites
- Community/Job Portal
- Real Estate application
- ERP and CRM applications

Technology used for website development

We Use technology Like PHP, Mysql, Asp.net, MSSQL, AJAX, Javascript, JQuery etc. We use Object Oriented Programming (OOP) procedure for web application, which increases quality of application and your application can be easily upgraded from small to large system.

Uses/Benefits of website for a business

1. This is more Cheaper and flexible method for promotion and advertising your product and services.
2. Increase opportunities for business expansion Internet breaks the geographical barriers and become accessible ,So You can find your potential customers in any country.
3. We provide visitor polls, online surveys etc features on your website which helps you to know how your customers feel about your product and services and it can improve your product and the way you do business.
4. Add credibility to your business and keep up with the latest technology and innovation in the industry
5. Online you can promote your business widely you have unlimited space and web pages for offering your product and services
6. Professional Website is a powerful investment in your business, It can increase your business from local to international market drastically
7. A website will allow you to reach more customers, to respond quickly to market changes and to provide the best customer service.
8. we provides measurable features which helps you to know many people are visiting your website, what pages they are viewing and how long they are spending on your site.
9. Website helps to Increase Your Profile it indicates professionalism. if your competitors have websites and you don't it effects your business negatively.
10. A website is a dynamic, Unlike other methods of marketing that are either static, or difficult and expensive to change, a website is easily updated.
11. Website helps to increase interaction with your customers. We provide features which helps you to get feedback or place an order easily
12. When people visit your website they are already interested in what you offers because they have reached on your site through searching by content and location. Therefore, it promotes your business effectively.

Phases of Website Design and development

- Information Gathering
- Planning
- Design
- Development
- Testing and Delivery
- Maintenance

LOGO DESIGN

What is Logo Design?

Logo design makes an impression on the marketplace. With the absence of a memorable, eye catching and meaningful logo design, a business - no matter how small or large - will fight an uphill battle when it comes to name and brand recognition. With great logo design, a company's name will resonate clearly with all of their customers.

Benefits of Logo Design

- A strong logo can project a good impression to potential customers
- A great logo design creates an identity for your organization, even a personality
- It will separate you from the competition. I
- A unique and creative logo design can be recognized without even mentioning the name
- A well thought out logo design can build consumers confidence in your products and services
- A logo can assist with identifying an organizations products and/or services.

DOMAIN AND HOSTING

A website contains the following three things:-

- 1.) Domain name
- 2.) Web Hosting
- 3.) A Topic and Content

Domain name is the name of website or your URL (Uniform Resource Locator) and can be purchased by domain name registrar

Examples:-

- .gov - Government agencies
- .edu - Educational institutions
- .org - Organizations (nonprofit)
- .mil - Military
- .com - commercial business
- .net - Network organizations
- .ca - Canada
- .th - Thailand

For accessing your website on internet , website's files need to be uploaded on a server. These can be "hosted" at a hosting company. Hosting is usually billed monthly or annually depending on the type of server you need and how much space and bandwidth you are using.

Domain names can be purchased anywhere, but it's convenient to buy the domain and set up hosting in the same location

Under Web hosting services your website files are stored in high-powered computers (web servers) which are connected to a very fast network.

When someone types address or URL of website ,the Internet connects to the web server holding your website files and then transfers your website information back to their computer. From there they can surf and view the pages of your website.

URL: <http://www.dogmaindia.com/index.html>

Top-level domain name: com

Second-level domain name: dogmaindia.com

Host name: www.dogmaindia.com

How to choose a domain?

Choosing domain name for your site is very important for your business promotion

- 1.) It should be related to your business it should reflect your business and purpose of business..
- 2.) It should be unique ,short, easy to say, remember and spell.
- 3.) It should have letters, numbers, and hyphens. Spaces or other symbols are not allowed.

A website consists of:-

- 1.) Domain Name
- 2.) Web Hosting Server
- 3.) Site files

Domain Registration

Domain registration is the process by which a company or individual can secure a website domain, such as www.yoursite.com. Once you have completed domain registration the domain becomes yours for the period of the contract, usually one year. Before registration expires it must be renewed, or the domain reverts back to being available to the general public

Benefits of Domain Registration

- 1.) It makes simple for your customer to reach your business.
- 2.) It Builds your brand in the market.
- 3.) Easier for people to
- 4.) Gives a more professional image
- 5.) You can keep the name for years to come
- 6.) Easier to get your site registered with search engines
- 7.) Better position in some search engine listings

Domain Transfer

If you are unhappy with the services provided by your current Website hosting service provider you can always contact us and get the domain transferred to our servers. We are known for our affordable price and impeccable quality. You can also be rest assured to know that we are the leading Web hosting provider in all of India. The simple steps you need to follow to transfer your domains are:

If you're ready to transfer your domain:

- 1.) verify that at least 60 days have passed since you registered or last transferred your domain.
In accordance with ICANN rules, you cannot transfer your domain to another provider until 60 days after you register or transfer your domain.
- 2.) Make sure your domain is unlocked.
For your security, locked domains cannot be transferred. If your domain is locked, visit your Domain Control Panel and click the Edit Domain Locking link.
- 3.) Check your administrative contact email address.
Your new provider will send an email to your domain administrative contact to confirm your domain transfer. If you can't receive the confirmation, you won't be able to complete the transfer!
- 4.) Disable Private Domain Registration.
Private Domain Registration is an optional service that masks personal information that would otherwise be visible in the public WHOIS registry—information that includes the administrative contact email address mentioned above. To ensure you receive your new provider's email, we recommend that you disable this feature.
- 5.) Get your authorization code.
To find your authorization code, head to your Domain Control Panel, and click the View Your Authorization Code link. On the following page, you'll see your unique domain authorization code. Print this code, as you'll need it to give to your new provider
- 6.) Contact your new provider.
When you're ready, contact your new provider to begin the transfer process. Be sure to have your authorization code handy, as your new provider will need it to verify the move. If you have made any changes in steps 2–4 above, we recommend you wait at least 24 hours before contacting your new provider; this will allow time for your updates to be recognized.
- 7.) Cancel your plan.
Once your transfer is complete, we'll send you an email confirming the transfer (you can also check this status with your new provider — it should take about nine days). When you receive this confirmation, you may Note that Yahoo does not automatically cancel your service when you transfer your domain.

WEB SERVER

A Web server is a powerful system which delivers content or services to end users over the Internet. A Web server consists of

- 1.) A physical server
- 2.) server operating system (OS)
- 3.) Software used to facilitate HTTP (Hyper Text Transfer Protocol) For communication.

A Web server is also known as an Internet server.

CMS(CONTENT MANAGEMENT SYSTEM)

What is CMS?

A content management system is a software or system is used to manage website It is useful for non technical users who want to add, edit and delete content of website. Content Management System is not only used in content editing but also useful in keeping track on users, checking authentication etc.

There are 2 components of CMS:-

- 2.) Content Management Application (CMA):-It is Editing component.
- 3.) Content Delivery Application (CDA):-It is Publishing component.

Functions of CMS:-

1. Create contents of website
2. Manage contents of Website
3. Publish Contents of Website
4. Presentation of contents

Benefits of CMS

- It helps to keep your website contents updated,So numbers of visitors can be increase because of this updated information about your products and services.
- You need not get proper training of website designing and pay to designer for website updation,you can easily change your website according to your requirement so you can maintain your website at lower cost.
- It is easy to add and manage content on sites like editing pages, linking web pages to a certain domain, updating content, uploading images, multimedia and much more.
- It has strong security system,only owner of the website can control the website.
- Content Management system takes less time to publish content of the website it works smoothly.
- It provides Search engine friendly contents so your website will be on the top of the google list because of your contents.

DATABASE

A database is a collection of data/information which is organized in that way can be accessed, managed, and updated easily.

A database is a collection of information organized to provide efficient retrieval. The collected information could be in any number of formats (electronic, printed, graphic, audio, statistical, combinations). There are physical (paper/print) and electronic databases.

A database could be as simple as an alphabetical arrangement of names in an address book or as complex as a database that provides information in a combination of formats. Examples: phone book, address book

SOFTWARE DEVELOPMENT

What is software

Software is a collection of instructions that enable a user to interact with the computer or perform specific tasks according to the user. Software helps to perform specific work and maintain data effectively and frequently. For example, CICMA (Common Integrated College Management Software)Which are used to maintain an organization record like-Student,fees,Library Employee etc. If we maintain these records in papers it is very difficult to manage and access these data for long time but if we use Management software it will be easy for organization to maintain data and fetch data according to requirement.

Types of software

There are 3 types of Software:-

1. Application software
2. System software
3. Malicious Software/Other Software

1. Application Software:-

For maintaining specific task these type of software are used, They are developed according to user requirement, there are no direct link between application software and computer hardware for example CICMA,CICMA_ITI are the examples of application software.

2. System Software:-

There is direct link between system software and computer hardware, they provide basis to make application software useful they are used to operate computer hardware.

For example:-

- 1.) Operating System
- 2.) Device Driver

Software Development Life Cycle:

1. Requirement Analysis
2. Designing
3. Coding
4. Testing
5. Documentation
6. Training and Support
7. Maintenance and Debugging

Software Package

There is special method of distributing and installing our software (or software upgrades) to a computer. For example, We provide package that contains all the information or files which are required to install our software. It includes the software itself, as well as files that are used only during the installation process they all make collectively software package.

Purpose of Software

1. Software is used to make a specific task easier and user friendly for example PC spy software is used to keep record of targeted pe like your employees and children's activities.
2. Software helps the user to do a particular task in a specific and proper manner when user does know how to implement the system for example CICMA_ITI software helps user to maintain ITI data according to norms.
3. Software is very cost effective for maintaining data and solving a problem, it saves user's time and money. For example by using software you don't need to maintain data in files it saves store rooms also and you can easily secure your data for long time.
4. Better performance, reliability, fault tolerance, data handling efficiency, Speed are the advantages of Software.
5. If software used by organization it shows that organization adopts modern technology and it will be beneficial in competitive market it makes different organization's image among customers.

Our Software Products

We are using by different type of organizations like:-

1. Distance/Regular College Management Software
2. Coaching Centre Management Software
3. ITI/ITC Management Software
4. School Management Software
5. Computer Centre Management Software
6. PC Spy Software

Standard configuration for Our Software products

For using our software product the following configuration is required:-

Operating system	:	Windows Family (xp, 7, vista & other)
Processor	:	p2 and higher
Hard Disk	:	2 GB and Higher

Ram : : 128 MB and Higher
Screen Resolution : : 1024*768

PC SPY SOFTWARE

PC SPY software is powerful monitoring and information gathering tool.

This software is used to monitor remote pc or personal pc from anywhere .It helps to increase organization productivity and profitability by tracking employees's activities on their own pc and prohibit employees to do illegal useless and unwanted activities.

PC SPY can help you to view past recording of any pc and provide proper report according to your requirement.

Security is a major concern in today's corporate environment as well as Social Environment.

By using PC SPY software you can implement security measures in your organization.

By using PC SPY software you not only view the remote pc's activities but also control that activities effectively

Benefits of PC SPY Software

- Eliminate personal use of internet, email, IM and social networks at work.
- Prevent viewing of inappropriate content and sites by employees at work.
- Stop employees wasting work time on computer games.
- Keep records of your company's electronic communications.
- Protect your company from suffering fraudulent activities

ECOMMERCE SOLUTION

The buying and selling of products and services by businesses and consumers through an electronic medium, without using any paper documents. E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce.

Benefits of Ecommerce

- E-commerce improves the brand image of the company.
- E-commerce helps organization to provide better customer services.
- E-Commerce helps to simplify the business processes and make them faster and efficient.
- E-Commerce reduces paper work a lot.
- E-Commerce application provides user more options and quicker delivery of products.
- E-Commerce increases competition among the organizations and as result organizations provides substantial discounts to customers.
- E-Commerce has enabled access to services and products to rural areas as well which are otherwise not available to them.
- Customers need not to travel to shop a product thus less traffic on road and low air pollution.
- E-Commerce helps reducing cost of products so less affluent people can also afford the products.

PORTAL DEVELOPMENT

A portal represents a web site that provides a single point of access to applications and information.

From an end user perspective, a portal is a web site with pages that are organized by tabs or some other form of navigation. Each page contains a nesting of sub-pages, or one or more portlets—individual windows that display anything from static HTML content to complex web services. A page can contain multiple portlets, giving users access to different information and tools in a single place. Users can also customize their view of a portal by adding their own pages, adding portlets of their choosing, and changing the Look And Feel of the interface.

Technically speaking, a portal is a container of resources and functionality that can be made available to end users. These portal views, which are called desktops in Web Portal, provide the uniform resource location (URL) that users access. A portal presents diverse content and applications to users through a consistent, unified web-based interface. Portal administrators and users can customize portals, and content can be presented based on user preferences or rule-based personalization. Each portal is associated with a web application that contains all of the resources required to run portals on the web. Portal offers you following:-

- sell products online

- handle the problems of any customer
- publish the newest data about the products
- offer the full range of services and easy methods of payment

ERP(ENTERPRISE RESOURCE PLANNING)

It is a process by which an organization manages and integrates the important parts of its business. An ERP management information system integrates areas such as planning, purchasing, inventory, sales, marketing, finance, human resources, etc.

Benefits of ERP

Improved visibility: Due to the centralized nature of ERP systems, organizations can track inventory levels on a daily basis, including inventory in transit and future consignments to be received. This visibility can enable organizations to control their working capital requirements to a great degree. This visibility also enables organizations to run their enterprise in accordance with their strategy, while empowering them to make quick decisions to pursue opportunities.

Reduced operating costs: One of the most immediate benefits from implementing an ERP is reduced operating costs: such as lower inventory control costs, lower production costs and lower marketing costs. By avoiding duplication of information an ERP provides opportunities for cost reduction and value-added tasks, leading to increased margins.

Standardized business processes: Most ERP vendors design their products around standard best-business processes, which are based on industry best practices. Organizations can use these business processes to standardize their own processes. This process consistency allows a consolidated view of the business across the distributed enterprise, enabling organizations to drive continuous improvements, as operations are streamlined and there is healthy synergy between departments and functions. The improvement also comes from transparency and reduction in human errors due to automation of inter-company transactions.

SEARCH ENGINE OPTIMIZATION

When we enter a term for searching related topic we get a list of web results that contain the term. we tend to visit websites that are at the top of this list as they perceive those to be more relevant to the searching term. These websites rank better than the others because of a powerful web marketing technique called Search Engine Optimization (SEO).

SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps you get traffic from search engines.

We provide SEO Service to our valued customers by using this service your web site will be more accessible on the Internet in terms of Top rankings for specific keywords across the major search engines.

Benefits of SEO

- The SEO's Results are Low Cost.Organic listings are essentially free. When you are listed at the top, you don't need to pay per click or allocate a budget for advertising, one of the main benefits of SEO is that it is the gift that keeps on giving. With a little bit of effort (and some money upfront to pay for SEO costs) you can watch your website get consistent traffic.
- SEO Increases Traffic on your website Users Prefer to visit those sites which have top ranking in searched list.So If your website's SEO is strong then more users visit your site.
- SEO Improves brand credibility because everyone knows and trusts Google to provide searched and relevant data. So when your website's link on the first page you are gaining respect in the eyes of your customers.
- SEO helps to gain business goals and increase sales and productivity if your business goals are to raise sales and increase profits, the internet is a fantastic platform from which to reach a greater audience and help you achieve those goals
- By using SEO service you can get your potential customer's data You can discover new products to expand to by looking at keyword data and seeing what people are searching the most for.Customer data is extremely valuable for our business.
- The SEO's Results are Permanent, Unlike advertisements the affects of SEO are permanent. They don't suddenly stop if you stop paying for them.

PAYMENT GATEWAY

What is a payment gateway?

Online payment is fastest and easy method of payment. Payment Gateway provides connection between website and concerning bank that means payment can be made on website and it will be deposited into bank directly. So online credit card transactions can be completed easily and in real time.

It is safe method of credit card transactions because it encrypts the account information and transmit it through secure internet connection.

How does a payment gateway work?

Payment gateway provides link between website and concerning bank. User first of all submit his credit card information on the site, Payment gateway receives these information and sent it to the concerning bank for verification after that bank replies regarding to the provided information that can be accepted and declined after that payment gateway sends reponse of the bank to the webserver and user can get appropriate message according to the response on the website so we can say payment gateway is medium of link between user and bank.

What is required for a payment gateway?

There are 3 requirements of payment gateway process:-

- A website that has all the features which fulfill requirement of payment gateway like :-Security for issuing account by bank
- A account from a bank. which can be linked directly to a payment gateway.
- A payment gateway provider. Payment gateway providers offer the server that links website and Bank Server has all the security system for transaction

Benefits of payment Gateway

- Through Payment Gateway Visitors can be stayed on your site during payment process Customers do not need to leave your website, all the required information is available on your website for making payment online.
- Payment through Payment Gateway is a real time process transactions is done in real time that means receiver can get his payment immediately and customers can get the feedback immediately that his transaction is declined or accepted.
- Payment Gateway saves time and money.
- It is a secure and Reliable method for online payment

ONLINE MARKETING

Our online marketing services are not just about converting offline promotions to the online format. Our focus is on developing creative and campaigns that strategically take advantage of the online medium and cut through the clutter, to achieve high impact levels for the target audience. Our objective is to drive direct response and build brands effectively.

We focus on end-to-end campaign management, and develop and implement tools and lead management systems to maximize lead conversion rates.

Benefits of Online Marketing

- online marketing is measurable You can measure the number of clicks and impressions your ad receives and also measure the amount of traffic it brings to your website. So your organization takes future steps according to measured outcome.
- You can easily reach your targeted market .
- It's cost effective. The cost of placing an ad online is far less than placing an ad in a newspaper or billboard.
- You can make your messages according to your customers . Sending a customer a personalized e-mail has a far greater impact than sending a generic message to all your e-mail subscribers.
- There is no distance barriers by using online marketing you can reach and sell your product ans services across the world You're not just limited to your local region.

GOOGLE ADWORD

Google Adword is a Promotional and Advertisement Tool for businesses it helps to display ads of your business on google.It is a very cost effective tool for advertising because business has to pay when visitor click on your ads.

Benefits of Google AdWords

1. When Customers search for particular thing then it helps you to reach those at precise time
2. Your ad is displayed to people who are already searching for the kinds of products and services you deal with. So there is much chances to take the opportunity
3. You can decide where you want to show your ads.

4. is cost effective, you are charged only when visitors click on your ads.
5. You can get different type of reports like how many visitors click on your ads, How many visitors become customers of your product and service through ads.
6. You can make your ads more relevant and it can be displayed to those people who are looking for those product and services which are relevant to your business, So it is easy to convert interested visitors to Customers of your products and services.
7. It is a fast advertising tool you can reach to your customers within few seconds
8. You can start and stop your compaign any time whenever you want
9. You can edit your ads any time whenever you want and very quickly

COPY RIGHT

Copyright is that it is a bunch of rights in certain creative works such as text, artistic works, music, computer programs, sound recordings and films. The rights are granted exclusively to the copyright owner to reproduce the material, and for some material, the right to perform or show the work to the public. Copyright owners can prevent others from reproducing or communicating their work without their permission or may sell these rights to someone else.

Copyright does not protect ideas, concepts, styles or techniques. For example, copyright will not protect an idea for a film or book, but it will protect a script for the film or even a storyboard for the film.

you alone have the right to do any of the following or to let others do any of the following:

- make copies of your work;
- distribute copies of your work;
- perform your work publicly (such as for plays, film, dances or music);
- display your work publicly (such as for artwork, or stills from audiovisual works, or any material used on the Internet or television); and
- make "derivative works" (including making modifications, adaptations or other new uses of a work, or translating the work to another media).

Benefits of Copyright

- Public notice of your ownership. Your work will be published in the Copyright Office's Catalog and will be searchable to the public. Anybody thinking of using this work will be able to search this Catalog and see that your work is protected. This gives constructive notice to the public that you own the work and helps defeat claims of "innocent infringement."
- Legal evidence of ownership. If somebody takes your work, registration will avoid a costly dispute over the actual ownership. Your copyright registration will provide proof of your ownership and relieve you of this legal burden.
- Validity. Your registration will demonstrate the validity of your copyright if it is registered within five years of publication. This can prevent future challenges to your rights in the work.
- Copyright protection provides benefits in the form of economic rights which entitle the creators to control use of their literary and artistic material in a number of ways such as making copies, performing in public, broadcasting, use on-line, etc. and to obtain an appropriate economic reward. Creators can therefore be rewarded for their creativity and investment.
- Copyright also gives moral rights to be identified as the creator or author of certain kinds of material (known as the paternity right), and object to the distortion and mutilation of it. An author's right to object to the modification or derogatory action in relation to his or her work is known as an integrity right

TRADEMARK

What is Trademark

Trademark may be a name, Logo, device, or mark which distinguishes the goods or services of your organization from other organization. A service mark is the same as a trademark, except that it identifies and distinguishes the source of the service rather than the product..

Why register a trademark

- Registration protects an organization name, Image logo etc. which are valuable for an organization
- Registration prevents other organization from proceeding with the registered mark which is obtained by an organization
- The trademark owner obtains the right to alter trademark as per requirement.
- A registration increases the likelihood of the successful filing of a dispute resolution

Importance of Trademark

- It helps to advertise and sell goods and services.
- It identifies the source of the manufacturers/goods.
- It serves as a proof of certificate in court proceedings..

- ™ and ® these type of trademark Increase an organization reputation and mark products and services as Brand.
- It establishes your organization's Goodwill.

What does trademark indicate

Trade mark is a discrete indicator used by a legal entity such as business house, individual or a firm so that the consumers can easily identify their product or services.

Meaning of the Symbols

- A ™ is usually used to indicate an unregistered trademark. It is an informal notification that there is a public claim as a trademark.
- An SM represents an unregistered service mark. It is also an informal notification that there is a public claim as a service mark.
- The ® (commonly pronounced "R-in-a-circle" or "Circle-R") is a warning notice to advise the public that the mark is registered and their use provides legal benefits. This notice can be used only with registered marks. Use of a ® with any unregistered trademark may result in claims of fraud. Several other countries also use the ® symbol to indicate that a trademark or service mark is registered in their respective systems.

Trademark Types:

1. Descriptive
2. Suggestive
3. Arbitrary
4. Fanciful

1. Descriptive:

Descriptive trademarks are often the easiest to market because they describe the goods or services they are marketed Like:- FAST BAUD for modems which describes the quickness of modem.

2. Suggestive

Suggestive trademarks indirectly refer to the goods or services with which they are associated. Suggestive marks require the consumer to exercise their imagination in order to determine the nature of the goods or services MICROSOFT which is suggestive of software for microcomputers

3. Arbitrary

Arbitrary marks are common English words which are used in a way such that their normal meaning bears no relationship to the goods or services to which they are applied. The trademark "Apple" for computer products is another example of an arbitrary mark. Obviously, whether a mark is arbitrary or not depends upon its context. "Apple" as applied to computers is arbitrary, but as applied to a fruit grower that mark would be descriptive.

Arbitrary marks are generally easy to register because there is no connection between the mark and the goods or services.

4. Fanciful

Fanciful trademarks are different from other type of trademarks and has no meaning, they secure great amount of trademark protection. Examples:- KODAK,XEROX

BULK EMAIL

Bulk email means sent mail from hundreds to thousands recipients simultaneously Companies use bulk emails to promote it's goods and services and reach to potential customers.

Bulk Email Advantages

- 1.) A Company can sent a message to numerous recipients at a very low cost so it is a cost effective method for promoting business. Reach thousands of recipients with one email.
- 2.) you can Send thousands of bulk emails within few minutes so it is less time consuming method.

- 3.) Helps to create strong relationship between company and customers.
- 4.)It provides legal evidence of conversation which is done between company and customers so it will be used in the case of dispute.
- 5.)It builds Brand Image of your organization introduce your products and services effectively.

BULK SMS

What is Bulk SMS

If your organization needs to send SMS to large number of customers at a time then we provide Bulk SMS Service to them It is easiest and fastest way to send SMS from pc to mobile phones by a single click in a very short time, This service is useful in many ways.

Features of Bulk SMS

- This service is used to give alerts like if you are running an organization and you want to update your customers about their pending amount etc.then you can use this service.
- An organization can use Bulk SMS service for marketing and advertising purpose.
- This service is also known as Information tool,This information may be concerned with customers,employees,share holders and franchises etc.

Benefits of Bulk SMS

We can list down following benefits of bulk sms:

1. It takes less time to deliver messages to millions of people it is fastest advertising method then TV advertising and newspaper advertising It's timeless.
2. In this service issue of time, location and messages do not occur these issues are easily controllable and manageable.
3. By using this service you can reach and communicate with your targeted customers
4. Bulk SMS is a low cost method for an organization and we provide it at minimum cost to our customers Bulk SMS are much cheaper than the conventional method of sending sms.
5. It is secure and confidential method of sending SMS.
6. It is customized method you can update message as per your wish by a single click, you can also make a schedule for future delivery of messages at a specified time.

How Bulk SMS Works

We provide web based control panel which allows to send bulk SMS and manage your messages and contacts, Numbers are stored on which you are intended to send messages after that messages are sent to those stored numbers all the numbers get messages except those which are incorrect numbers and switch off

Bulk SMS Gateway

Bulk SMS gateway is a system that enables organizations for enables themselves for sending or receiving large volumes of SMS by using bulk SMS Service. The Bulk messaging service follows a specific channel with particular bandwidth limitation. The message senders can also receive delivery reports for the sent SMS.

VOICE SMS

It is Used to record & send voice message via SMS. It is easy to use, Recipient receives normal SMS with a link to stream your voice message. The voice message is in your own natural voice. It is not using text-to-speech technology so all tones and emotions are preserved.

Benefits of Voice SMS

- Voice SMS is an excellent way to contact the elderly, blind and partially sighted
- Ideal way to contact people who are driving and those on hand free systems
- A good method for contacting people on their home landlines
- Particularly useful when sending long messages (long messages are charged in multiples of 160 characters)

- Voice SMS is perfect when the need to communicate is strong and a live conversation is not in order — for example when you think the other party is likely to be asleep, in a meeting, or in a noisy environment. Voice SMS is a convenient way to give call recipients information or initiate a non-real time conversation, while allowing them to delay their response until it is convenient. Even more important, voice conveys emotion and can provide more in-depth understanding than any text message.
- Schedule your Voice campaigns at predefined date & time.
- Real-time reporting to measure the response of the campaign
- Pay only for successfully connected calls.

SHORT CODE

- Short codes (also known as short numbers) are special telephone numbers, significantly shorter than full telephone numbers, that can be used to address SMS and MMS messages from certain service providers' mobile phones or fixed phones. There are two types of short codes: dialing and messaging. The equivalent for voice calls is known as abbreviated.
- Short codes are designed to be easier to read and remember than normal telephone numbers. Like telephone numbers, short codes are unique to each operator at the technological level. Even so, providers generally have agreements to avoid overlaps. In some countries, such as the United States, some classes of numbers are inter-operator (U.S. inter-operator numbers are called common short codes).[1]
- Short codes are widely used for value-added services such as television program voting, ordering ringtones, charity donations and mobile services. Messages sent to a short code can be billed at a higher rate than a standard SMS and may even subscribe a customer to a recurring monthly service that will be added to the customer's mobile phone bill until the user texts, for example, the word "STOP" to terminate the service.

LONG CODE

Messages to a long code are usually treated as a standard SMS for the end user, making them widely used in a number of different mobile messaging campaigns.

Benefits of Long Code

- Are the most cost effective dedicated number solution
- Are quick & easy to setup
- Receive SMS replies through your long code
- Brand your mobile campaigns by using the same long code every time you send an SMS campaign

TOLL FREE NUMBER

What is Toll free Number

Toll free numbers which allow callers/Clients to reach your business without any charges to them. The charges are paid by toll free subscriber /Called party. Toll-free numbers are numbers that begin with one of the following three-digit codes: 1800-137 - 2014.

Toll free number has become popular for business promotion. it is successful in customer service ,It is a very easy method to contact your business easily. It is used for both commercial as well as personal use.

Benefits of Toll Free Number

1. Communication is the key for a successful business It is necessary to communicate their customers properly and listens their suggestions and complains and give them information about products and services which you are offering. This is the reason for becoming toll free number popular.

2. When an organization expands its business then toll free numbers provide a wider range of service that local numbers cannot provide. You don't need to have a physical office for fulfilling requirements of your customers, Toll free number can make it easy for you.
3. Toll free number creates positive and professional image for business in competitive market. Customers and prospects prefer businesses which have toll free numbers because it is trustworthy. It is the best option for branding recognition.
4. Toll free number builds strong customer relation.
5. Toll free number is a point for contacting with you they can contact you anytime about their queries.
6. Provide customer support During Working hours.
7. Customers can thus dial toll free number anytime throughout the day as per their convenience. This helps to establish a long-term relationship with the customers.
8. Toll free number helps to reduce cost of organization, Subscription rates for toll free numbers are comparatively lower than regular telephone devices. With toll free number we also provide voice mail, ignoring unwanted calls and a message.

Toll Free Codes

Today, there are five toll-free codes: 800, 888, 877, 866 and 855. Although 800, 888, 877, 866 and 855 are all toll-free codes, they are not interchangeable.

What is FCC

FCC is a set of rules under which toll free numbers are used, It requires that toll free number be portable subscribers can port their number to a new provider while changing service provider. FCC also describes the criteria for determining the status of toll free number.

Virtual Numbers

A virtual telephone number lets you choose a telephone number from other local calling areas outside of the geographical location where you answer your telephone. Virtual numbers allow you to add telephone numbers to your phone line so that you are no longer restricted to one telephone number per line.

Virtual Number reduces charges for long distance, It provides local presence for your business.

Services

- 1) **Miss Call Service:** - In this service you can have **Virtual Number** with CRM, When someone calls you at your Virtual Number the call gets disconnected and user will receive a message, then you will see his number in CRM and you can call him back.
- 2) **Back Caller Service:** - In this Service When someone calls you at your Virtual Number he will get a Welcome message and the call will be forwarded to your call center number, you can add 2 Numbers in it, then you will see his number in CRM and you can add details of this user and can manage full Lead.

ISO CERTIFICATION

ISO stands for the International Organization for Standardization. It is a common set of requirements to assure a quality product, in an increasingly global market. It was originally intended for use by purchasing organizations as part of supply chain agreements with suppliers, as a means to define the basic requirements for giving confidence that products would meet the intended specifications. It represents a series of standards.

It can be applied to every type and size of organization from manufacturing to service, small to large organization, moneymaking enterprises to nonprofit and governmental agencies, the standard has proven its worth as an effective model for managing an organizational system.

Benefits of ISO Certification

- It improves efficiency and cost savings.
- It enhances customer satisfaction and improved customer loyalty leading to repeat business.
- It enhances business performance and better cost management.

- It increases organization's image and competitiveness in the market
- ISO is the evidence of a company's financial status
- ISO certified companies document, review, and approve product designs that meet applicable safety, regulatory, and customer requirements.
- ISO certified company products reduce the need for the buyers to perform audits and reviews to determine if quality systems are in place and being maintained.

SSL CERTIFICATION

The SSL protocol is used by millions of e-Business providers to protect their customers, ensuring their online transactions remain confidential. To use the SSL protocol, a web server requires the use of an SSL certificate. Sites need SSL Encryption to protect an exchange of data including login boxes, credit card payments, or any personal information.

An SSL certificate contains the following information:

- 1.) The certificate holder's name
- 2.) The certificate's serial number and expiration date
- 3.) A copy of the certificate holder's public key
- 4.) The digital signature of the certificate-issuing authority

Benefits of SSL Certification

- 1.) SSL certificates will keep you and your site protected and not just your customers.
- 2.) SSL certificates will make it almost impossible for online fraudsters to pretend to be another server on your website, making your customers feel safe and want to use your site again.
- 3.) One of the main functions of using SSL protection on your site is that it makes transaction conversations private. SSL certificates encrypt any data used on your site, such as credit or debit card numbers, paypal details, login details into unreadable pieces of information. Once your information has been transformed into a mass of characters, to enable the recipient of the information to transform it back to a readable format the website owner will have an encryption key that will allow them to decode the messages. .
- 4.) SSL Certificate builds Customer.
- 5.) Websites with SSL certification will protect any of your customers personal payment information safe and secure. As a visitor to your site, one of the the key things that will go through your head is if the site is safe to use and you will want to know that your personal information is as safe as it can be. By looking out for the SSL certificate you will know that the site you are using is safe and the online company you are using is safe and reputable company, and all your details will be safe and secure.

AGMARK CERTIFICATION

AGMARK is a certification mark of the government of India which is given to agricultural product confirming to scientifically laid down quality standards

Products which can be under agmark certification:- Honey .Ghee, Butter Chilies, Turmeric, Curry powder, Garam Masalas, Cardamom, Cumin, Coriander and other curry powders. Vegetable Oils Spices, Wheat, Atta, Maida, Suji, Besan, Pulses and many more items required by customers.

Requirement of Agmark Application Proceedings

- Copy of test report which should be authenticated from independent Agmark recognized laboratory.
- Document which are related to authentication of your firm such as Registration by Company Registrar
- Name of the products .
- Name of the applicant
- Name of the Firm/ Company
- Address of the Firm/ Company
- Sample of the product(in pouch of 500gm.1kg.
- Started Time period of product(specify exact Date/Month/year)
- Total gross product in K.g.(for last year)

- Turnover of last year

HALLMARK CERTIFICATION

1.) What is Hallmark?

Hallmark certifies that the piece of jewellery conforms to a set of standards laid by the Bureau of Indian Standards, the national standards organization of India. Hallmarks guarantees the purity or fineness of gold jewellery

2.) Benefits of Hallmark Certification

- It protects the customers against to be victimized due to bad quality of gold.
- It develops export competitiveness.
- It provides assurance of purity of gold by third party So it increases customer's satisfaction and believe.
- It ensures strong evidence of commitment to quality and purity of gold so it increase confidence in sellers about their product and it will also help to increase goodwill of the company.

DESIGN REGISTRATION

Design registration allows the designer of a product to protect the way the product looks. Most commonly, registered designs are used to protect the three-dimensional visual appearance of a given product, often referred to as the product's shape and/or configuration. In addition, a design registration can also protect the two-dimensional visual appearance of a product, often referred to as the product's pattern/ornamentation.

Benefits

There are a number of benefits of registering your design. Some of these are listed below

- Exclusive rights in your design
- A Registered Design grants exclusive rights in the look and appearance of your product. You can stop people making, offering, putting on the market, importing, exporting, using or stocking for those purposes, a product to which your design is applied.
- Protect all aspects of your design
- Design Registration protects the overall look of the whole or a part of your design. You can claim protection for the shape of a product, a two-dimensional surface pattern or graphic design, or a combination of the two.
- Long period of protection
- Registered Designs can be renewed every 5 years up to a total of 25 years.
- Easier to enforce
- The existence of your registration may be enough to stop anyone infringing your design irrespective of whether they copied or came up with the design independently.
- Make money from your design
- A registered design allows you to sell your design and the intellectual property (IP) rights to it; or licence somebody else to use your design whilst you retain the IP rights.

SERVICE TAX REGISTRATION

Service tax is imposed by Govt. of India on services provided in india,Service provider has to pay this tax to government. it includes all services except illegal /Negative services The current rate is 12.36% on gross value of the service.

Generally, the liability to pay service tax has been placed on the 'service provider':

- Service tax is payable @ 12% of the 'gross amount' (in specific cases partial deductions are allowed, refer section 67 of the Finance Act) charged by the service provider for providing such taxable service. The Education Cess is payable @2% of the service tax payable. The liability to pay service tax has been placed on the 'receiver / recipient' of the service under certain situations.(Refer section 68 of the Finance Act and Rule 2(1)(d) of Service Tax Rules, 1994) Example: Suppose the value of taxable service is Rs.100. Service tax @ 12% will be Rs.12 and Education Cess @2% of the Service Tax will be Rs.0.24

- 1.3 The Table below shows the category of services which are taxable with the date of introduction of such service. The table also shows the 'accounting heads' for each category service, for the purpose of payment of service tax, interest / penalty and Education Cess.

TIN NUMBER

What is TIN number?

TIN stands for Tax-Payer Identification Number. It is unique number which is allotted by Commercial tax department of respective State. TIN number is used to identify dealers registered under VAT. TIN is applied for both sales done within a state or between two or more states

Who Needs TIN number?

TIN number registration is required for Manufacturers, Traders, Exporters and Dealers. When new registration is undertaken under VAT or Central Sales Tax a new TIN will be allotted under registration number. The TIN number should appear on all Quotations/Orders/Invoices by both Sending Company and Receiving Company.

Importance of TIN

- Tin number is not only required for taxpayer but it is also important for government and to those people who are engaged in those services to TIN
- It fulfills legal requirement of the country and helps to taxpayer to be identified legally and secure his business from municipal, Local Authorities etc.
- This is vital during the acquisition of drivers' license, registration of motor vehicles, facilitation of single transaction activities like sale of land and fixed properties'
- It helps government to maintain database of all businesses which is very helpful for increasing stability of the economics of a country

IEC CODE

IEC Code is unique 10 digit code issued by DGFT – Director General of Foreign Trade , Ministry of Commerce, Government of India to Indian Companies. IEC Code is mandatory. No person/Business can make any Import or Export without IEC Code Number. It is your first requirement for starting import/export business in India.

IEC is not required when we Import/export of goods for personal use, which is not connected with trade, manufacture or agriculture, Import/export by government ministries and departments, and certain notified charitable organizations need not IEC Number.

Who requires IEC Code?

All the international transactions or trade must be registered in Import Export Code IEC covers Freelancers, individuals, companies etc.

Uses of IEC Code

- IEC forms are primary required document for recognition by Government of India as an Exporter/Importer.
- By Registering IEC Code company can obtain various benefits on their exports/imports from DGFT, Customs, Export Promotion Council etc.

PATENT SERVICE

What is patent

Government grants a property right to the inventor for inventing it is called patent. Patent includes how invented thing works, how they are made etc it is used to protect our inventions from others. So if your patent is granted then you can stop others from making, selling and using the same thing. Your invention must:

Patent covers the following things:- Patent thing must be new/Innovative, It is must be capable of being made or used in some kind of industry

Why it is useful

if you don't patent your invention it may be used sold and altered by others,you can't stop them So it is required to patent your invention for making it's use exclusive.

Benefits of patent

- It is a ability to take legal action against other from copying,selling and importing your invention without your permission.
- You have all right about your invention like selling your invention.license the invention to other party but retain all rights etc
- Others can get benefit from you patent because we publish it so they can get knowledge of your invention and take advantage of it.
- A patent is also one of the important assets of your business it increases value of your product and It considers a valuable assets by banks and potential purchasers of your business.
- It is needed to protect you from unscrupulous individuals who could benefit from your invention/hardwork.

BARCODE

A bar code is Series of black bars and white spaces of varying widths are printed on labels to uniquely identify items. The bar code labels can be read by barcode reader which interprets the code into numbers and letters

Barcodes contains specific product related information. It basically encodes alphanumeric characters and symbols using black and white stripes, also called bars.

Benefits of Barcode

- By using barcode there is less chances for human error.
- It is fast and accurate it takes less time to enter data in database..
- Barcodes are inexpensive to design and print.
- Barcodes can be used for any type of information collection.
- Inventory control improves. Because barcodes make it possible to track inventory so precisely, inventory levels can be reduced. This translates into a lower overhead. The location of equipment can also be tracked, reducing the time spent searching for it, and the money spent replacing equipment that is presumed lost.
- By using barcode we can get reliable data for a wide variety of application.
- Because barcode provide accurate data that it is possible to take a decision based on this data and a good decision definitely saves time and money so we can say indirectly it increases productivity of an organization.

CE MARKING

The CE marking indicates a product's compliance with EU legislation and so enables the free movement of products within the European market. By affixing the CE marking to a product, it is producer's responsibility, that the product meets all the legal requirements for the CE marking, which means that the product can be sold throughout the European Economic Area

- The CE marking is a kind of trade passport for the European marketplace, manufacturer can freely circulate their product throughout European Economic Area (EEA).
- The great benefit for manufacturers is that there is now only one set of requirements and procedures to comply with in designing and manufacturing a product for the entire EEA
- The product will be safer for the user and this may also reduce damage and liability claims.

ISI MARK

Indian Standards Institute, now known as Bureau of Indian Standards (BIS), is an Indian Standard body, which checks the quality and standards of any product and gives them a certification mark. Some of the products which need to have ISI Mark are LPG Cylinders, Electric cables, Drinking Water, Thermometers,Electric,Switches

Benefits of ISI Mark

- The quality and standards of products with ISI mark are set up as this mark is issued after proper investigation.
- If you are not satisfied with the quality of product with ISI mark, then the company will give you new product in return to it.
- An action can be taken against the manufacturer of the product with ISI mark in case of its bad quality.

PARTNERSHIP REGISTRATION

A Partnership is defined by the Indian Partnership Act, 1932, as 'the relation between persons who have agreed to share profits of the business. A partnership is an agreement between two or more people to finance and operate a business.

Benefits of Partnership

- your business is easy to establish and start-up costs are low
- Partnership provides more capital for the business
- Provides greater borrowing capacity
- Partnerships bring the benefit of "economy of scale" with the sharing of both responsibility and funding requirements.
- Prospective employees may be attracted to the business if given the incentive to become a partner.
- A partnership may benefit from the combination of complimentary skills of two or more people. There is a wider pool of knowledge, skills and contacts.
- Partnerships can be cost-effective as each partner specializes in certain aspects of their business.

The requirement to register the partnership Firm or Company -

- ID proof of all the Partners - Voter ID or DL or Passport.
- One Partnership Deed between the partners which show the share of each partners.
- One electricity bill or water bill of office premises.
- NOC from the landlord of the premises.
- Name of the company and nature of bussiness.

LLP (LIMITED LIABILITY PARTNERSHIP)

Limited Liability Partnership entities, the world wide recognized form of business organization has been introduced in India by way of Limited Liability Partnership Act, 2008. A Limited Liability Partnership, popularly known as LLP combines the advantages of both the Company and Partnership into a single form of organization. In an LLP one partner is not responsible or liable for another partner's misconduct or negligence, this is an important difference from that of a unlimited partnership. In an LLP, all partners have a form of limited liability for each individual's protection within the partnership, similar to that of the shareholders of a corporation

Unlike in partnership, no partner is liable on account of the independent or un-authorized actions of other partners and accordingly individual partners are protected from joint liability created by another partner's wrongful actions or misconduct.

Mutual rights and duties of the partners within a LLP are governed by an agreement between the partners or between the partners and the LLP as the case may be. The LLP, however, is not relieved of the liability for its other obligations as a separate entity.

NGO REGISTRATION

We provide NGO Registration Services to our esteemed clients. NGOs in India are registered under the Societies Registration Act, 1860, which is a central Act. We provide these services for charitable societies, military orphan funds or societies, societies established for the promotion of science and others.

Basic Requirement for NGO Registration

- A registration form
- A memorandum of association and rules and regulations of the organization.
- Consent letters of all the members of the managing committee.
- A minimum of seven members comprise a managing committee, authority letter duly signed by all the members of the managing committee and other.

NGO may be registered at a state level or at all india level depending upon the requirement and goal of NGO. A NGO can be in the area of education, help to poor & needy, environment, animal protection, free medical treatment and other areas.

Benefits of NGO Registration

- Registered Society has more value than unregistered Society
- Name Benefit
- Income Tax Benefit
- Grant from Government
- Land from Government
- Publicity
- Expenditure made on Society is an Investment
- Benefits in Entertainment Tax

MISS CALL MANAGEMENT SYSTEM

Every business needs a close bond with their clients. One Ring provides a unique dedicated toll-free number which helps business owners to generate leads, customer support, customer feed-back, customer call-back service user registration, pledge campaign etc.Services.

We offer host of added services that make your Phone experience altogether different:

Call Waiting, Call Hold, Call Divert

Caller Line Identification Presentation (CLIP)

Back up Contacts

Missed Call Alert

Benefits of Miss call Management

- It Improves Customer Satisfaction.
- It Improves Benefits.
- It saves Cost of Organization.
- It has privacy and security tool.
- It improves productivity for business users.
- It helps to identify important calls.
- Real-time call monitoring capabilities of the platform.
- Sends alert SMS to called party and calling party.
- It provides missed call history

TARGET DATABASE

A database is a collection of information that is organized so that it can easily be accessed, managed, and updated. In one view, databases can be classified according to types of content: bibliographic, full-text, numeric, and images.

We Provide All India Email and Mobile Number Database. Our database is Validated and updated till August 2013. We are Providing Bulk Email Database, Business Email ID Database since 2002.

All the data is separated category wise and city wise. This Database Contain MLM Leader Database, Doctors Database , HNI Database and many more. Mobile Numbers are separated City Wise. Job Seekers Database have Name address, Mobile and Email address with Present Job Details. We are One of the Leading Email and Mobile Number Database Providers in Jaipur. Our Mailing List's are category and city wise separated.

ONLINE BOOKING SYSTEM

Our Internet Booking Engine links your reservation system with the Internet to create an online booking system. The Internet Booking Engine (IBE) makes your products become available online in your existing web site

An internet booking engine allows a customer to specify their travel requirements such as city of departure, destination, departure date, return date and class of travel. Once this information is received, the IBE will offer a list of available air tickets, hotels and excursions which the customer can then book.

Benefits of Online Booking Service

1.) Saves valuable time and reduces costs of Organization

Availability check and instant confirmations eliminate email exchanges between guests and your reservations department. Valuable reservations staff time is saved because reservation requests will no longer have to be processed. Guests can check availability and book instantly, thus closing a booking without having to wait for your reservations staff to confirm the reservation by email.

2.) No third party involvement

All reservations system will be only under your control.

3.) Reliable and efficient

This system is easy to follow and auto-generated emails saves time!

4.) You can beat your competitors

With the growing trend towards Internet-based bookings across the industry, online bookings from websites are increasing dramatically. With Online Booking Manager products you are at the forefront of this industry bookings trend.

5.) Instant answers to their availability inquiries

6.) Professional, instant automatic e-mail confirmation

7.) The ability to book anytime, from anywhere with Internet access

8.) Easy access to your special offers and promotions

ONLINE RECHARGE

We offer our direct online B2C and B2B users a high quality of service with the convenience of recharge facility available from their desktop as well as mobile.

We have the vision of creating a pre-paid recharge station through which users can make all their recharges anytime from anywhere using the internet and mobile phone, giving them the freedom to recharge according to their convenience.

We are focused on providing a platform to its users to simplify Any Time Recharge(ATR), which is committed to reliability, efficiency and performance.

We have deployed a certified commerce platform that enables users to make secure payments on Web, WAP, IVR and SMS through credit card, debit card, bank account, mobile wallet or prepaid cash cards. We have involved an effort to offer a secure, easy and reliable medium for mobile and online users to recharge their Mobile & DTH.

Benefits of Online Recharge

- **You can Recharge instantly and anytime:**

Customers can recharge their account easily and instantly. The account debits are reflected immediately into the account. Customers can also receive online recharge status over the phone via SMS or via email so that they can easily keep track of transaction details.

- **It provides Multiple Options for choose:**

There are multiple options available for online recharge over the internet. Consumers can select any mode of payment (Net banking/Credit Card/Debit Card) as per their convenience.

- **It provides recharge flexibility:**

Online Recharge facility offers complete freedom to consumers to do instant recharge of any desired amount as per their convenience

- **It is Convenient and User friendly recharge Option:**

Online recharge enables stress free, user friendly and convenient option of refilling of the prepaid account for doing online recharge over the internet. We can offer this facility through their websites and other companies have tie up with other service providers that perform online recharge for them

- **Provides recharge facility 24*7:**

You can use online recharge facility anytime and anywhere without worrying about the time it provides 24*7 support service.

VEHICLE TRACKING SYSTEM

It combines the use of automatic vehicle location in individual vehicles with software that collects these fleet data for a comprehensive picture of vehicle locations. Modern vehicle tracking systems commonly use GPS or GLONASS technology for locating the vehicle, but other types of automatic vehicle location technology can also be used. Vehicle information can be viewed on electronic maps via the Internet or specialized software. Urban public transit authorities are an increasingly common user of vehicle tracking systems, particularly in large cities.

Benefits of Vehicle tracking System

- i. You can get the exact position and status of your vehicle
- ii. 2.)Provide History of your vehicle journey Accurate
- iii. Provide accurate traffic updates
- iv. Provide useful reports
- v. Manage Routes and Rules for Alerts
- vi. Provide Alerts - which is sent by email or text message
- vii. Speed Management
- viii. It reduces:-
 - Working hours
 - Idle time cost
 - Fuel costs
 - Vehicle thefts
 - Insurance expenses
 - Communication with the driver expenses

GLOBAL POSITIONING SYSTEM(GPS)

- The Global Positioning System (GPS) is a satellite-based navigation system made up of a network of 24 satellites placed into orbit by the U.S. Department of Defense. GPS was originally intended for military applications, but in the 1980s, the government made the system available for civilian use. GPS works in any weather conditions, anywhere in the world, 24 hours a day. There are no subscription fees or setup charges to use GPS. GPS technology became a reality through the efforts of the American military, which established a satellite-based navigation system consisting of a network of 24 satellites orbiting the earth. GPS is also known as the NAVSTAR (Navigation System for Timing and Ranging).
- GPS works all across the world and in all weather conditions, thus helping users track locations, objects, and even individuals! GPS technology can be used by any person if they have a GPS receiver.

Benefits of GPS System

- 1.) It maximize Fuel economy: If you want to maximize your fuel economy you'll need a good GPS system.
- 2.) GPS is extremely easy to navigate as it tells you to the direction for each turns you take or you have to take to reach to your destination.
- 3.) GPS works in all weather so you need not to worry of the climate as in other navigating devices.
- 4.) This is the best navigating system in water as in larger water bodies we are often misled due to lack of proper directions.
- 5.)It helps to reward hard work, Increase security.
- 6.) It helps to Increases productivity.

Travel directions:

Utilizing a GPS system will give you accurate directions for travel. Whether you are travelling locally, across country, or globally, you will get accurate direction and constant monitoring of your current position. I wouldn't think of taking another family vacation without a GPS system in my vehicle.

Recreation:

Whether you are camping, or hiking, a hand held GPS unit will benefit you. I can't imagine going camping in the middle of the woods and not being able to find my way out. The news is filled with daily reports of people (or kids) that go hiking in the woods or the desert, and can't find their way back home or to their campsite. A GPS unit is the answer for these people.

Maritime GPS:

If you have ever watched one of the popular fishing shows on T.V., or are a fisherman or sailor yourself, then you know how a GPS unit will benefit you. Getting lost at sea or on a large lake would not be fun. The other side of the coin is the fisherman, say there is a great hotspot on any given lake in the world, that specific spot can be saved in your GPS system and found again at any time. This could be beneficial to the recreational or professional fisherman.

GPS Tracking:

If you run a courier business, rental business, or just plain delivery service, and need to keep track of several vehicles, then GPS is what you need. Keeping track of your vehicles will keep your overhead down. The other end of tracking is keeping track of a family member or child, a GPS tracking system will aid in your efforts.

 **CONTACT US** 



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Thank You!

