

COMPANY PROFILE

OF

STERLING

SOFTWARES

Located At

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COMPANY OVERVIEW

Sterling Softwares is located in Baroda, Gujarat, India. STERLING SOFTWARES is creative and ambitious Software Development Company that was established in the year 2002. The Company was earlier operated as Innovative Technologies but was merged with the Sterling Softwares to facilitate management. Sterling Softwares offers expertise in Client Server Application, Standalone Application Software and Web Development. The company specializes in custom design and development of applications to client specifications.

Since the development of the Internet, software security has been a central concern. At STERLING SOFTWARES we are sensitive to the client's need for secure software solutions and protection of their intellectual property. That is why we take every measure necessary to guarantee the client's protection from a potential compromise that could jeopardize the client's position in the market.

Our expert development team is capable of providing clients with a strong web presence and utilities through brilliant graphic design and cutting edge programming techniques. For customers unclear on their precise IT needs, STERLING SOFTWARES also offers **comprehensive consulting services** in Information Technology. Because of our team's training, experience and commitment to customer service, we feel confident that STERLING SOFTWARES can provide the most advanced comprehensive and cost-effective software solution for your business.

COMPANY VISION

Sterling Softwares develops products and technologies to help build their businesses, gain competitive advantage and open new markets. As the information revolution continues to accelerate, organizations and individuals are already overwhelmed in a flood of information, and tomorrow there will be even more. But more information does not equal more knowledge, or more value. That is the philosophy behind Sterling Softwares. We understand that for information to become knowledge, people must be involved. Where people, knowledge and technology intersect is where innovation takes place, where ideas are born, and where new value is created. Sterling Softwares has chosen this path to be the facilitator of this exciting and profitable fusion. We do it with a suite of Web-based, component-based solutions that simplify the management of knowledge, and of the people who create it. Sterling Softwares does more than just facilitate knowledge management - they actually magnify it, expanding the reach of knowledge creation and capture throughout your entire enterprise, and indeed into the world beyond.

COMPANY MISSION

The basic purpose of the company is to perpetuate an investor-owned company engaging in various phases of the information technology business, striving for balance among those phases so as to render needed satisfactory services and earn optimum, long-range profits by developing relationships with clients. Also the burning desire to make Sterling Softwares a hub for Client Server Technology specialized software.

1. Conceptualization, development, production, marketing and sales of ready-made Stand-alone software for system level, application level and web level tasks for use in domestic environments in national and international markets.
2. Conceptualization, development, production, marketing and sales of ready-made stand-alone and ready-made client-server software for system level, application level, web level and database level tasks for use in small and medium scale business environments in national and international markets.
3. Marketing, systems study, development, sales and installation of tailor-made stand-alone and tailor-made client-server software for system level, application level, web level and database level tasks for use in small and medium scale business environments in national markets.
4. Marketing, design, development and sales of tailor-made graphical and animated presentation CD for use in small and medium scale business environments in National markets.

WHY STERLING SOFTWARES?

Expertise: All our employees have several years of expertise developing customized, fully integrated systems in a variety of industrial standards. In addition, Sterling Softwares has a well-managed administrative support staff to assist in meeting your needs.

Technically: Advanced our development tools and products implement Object-Oriented design and programming. Further, we use the most modern development tools and technologies available on the market today. We are keeping pace with the fast evolving capabilities and uses of multimedia and the Internet.

Methodology: Sterling Softwares approaches development using a top down methodology - from first determining client business objectives to then recommending the technology necessary to accomplish these objectives. We employ western project management software to effectively deliver even the most complex software projects on time and to your specifications.

Flexibility: We are custom-build to client specific requirements. We have proven to be able to react quickly and to adjust to any changes or additions thrown at us during the course of a project.

Speed: Because of our experience, the tools we have evolved, and our talented programmers (among other reasons) we can develop quality, customized systems very quickly.

Dedication: Our programmers are professionals in the truest sense of the word. When we have your deadlines to meet we ensure the deadline is met. When you have a last minute change in specifications, we don't turn the lights off at five and go home. Our people put in whatever work is required, whenever needed, to keep our clients happy.

Expandability: For our clients' proprietary software development projects, we tap a virtually unlimited supply of highly skilled programmers and technicians.

AREA OF EXPERTISE

STERLING SOFTWARES is particularly well versed in new technology and is fully capable of providing our clients with the most advanced software solutions. Our areas of expertise are:

1. ISP Services.

1. Domain Name Registration.
2. Web Hosting.

2. Web Development.

1. Static Website Development
2. Flash based Website Development
3. Database Driven Website Development
4. Flash based Interactive Website Development
5. CSS based Website Development
6. Web Application Development
7. Web Portal Development
8. SEO (Search Engine Optimization)
9. XML based web Development.
10. Web based Bulk Email & SMS Solutions.

3. Application Development

1. Business-to-Consumer Client-Server Applications.
2. Business-to-Business Client-Server Applications.
3. Stand alone Application Development.
4. Hardware based Software Development.
5. Network Application Synchronized with Web Application.

4. Systems Level Software Development.

1. Computer monitoring software.
2. Network Monitoring software.
3. Integrated Voice Response (IVRS).

5. Data Base Applications Development.

1. Database Conversations.
2. Database Synchronization.

6. Computer Graphics Development.

1. Logo Designing.
2. C.D presentation.
3. Virtual Design.
4. Flash Based XML Driven Animation
5. 2D Product Animation.
6. Company Presentations.
7. Educational CBTs

DEVELOPMENT ENVIRONMENTS

- **Programming languages:**
 - Visual Basic
 - Vs.Net (Vb.net, C#)

- **Wireless Technologies:**
 - Wireless Markup Language [WML]
 - Wireless Markup Language Script [WMLS]

- **Web Technologies Server Side:**
 - Active Server Pages [ASP]
 - Active Server Pages.net [ASP.net]
 - AJAX
 - PHP

- **Web Technologies Client Side:**
 - HTML/DHTML
 - JavaScript
 - JQuery
 - VBScript
 - XML / XSL

- **Web Technologies Client Side: Graphics**
 - Adobe PhotoShop
 - Macromedia Fireworks
 - Macromedia Flash
 - Coral Draw

- **Web Technologies: Specialized Tools.**
 - Microsoft FrontPage
 - Macromedia Dream Weaver
 - Nusphere Professional

- **DBMS / RDBMS:**
 - Oracle
 - Microsoft SQL Server
 - My SQL
 - Microsoft Access

- **Web CMS**
 - Joomla
 - Dhrupal
 - Wordpress
 - Os Commerce

- **Crystal Reports**