

Proposal No:-

Date:-



**NI-LUX SOFTWARE (I) PVT. LTD.**

*Submitted by:*

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## Introduction

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Ni-Lux Software(I) Pvt Ltd. was incorporated and UK based in 2008 with an objective of extending dedicated IT support and providing quality IT solutions to Indian and overseas clients. Starting from a handful of professionals, Ni-Lux Software, with offices at London and India, now employs around 100 trained professionals. So far, we have around 150 man-years of experience in software development, maintenance and support.

Ever since its inception, Ni-Lux Software has had a steady growth, extending business critical IT support to its select clientele. At Ni-Lux Software the competitive strategy orientation has been the 'Commitment'. Ni-Lux Software believes in providing varied, personalised, quality services to a focused market share. Ni-Lux Software has thus developed long-term relationships with our clients whom we treat as our partners in progress.

We primarily extend our services in two ways, viz. offshore turnkey application development and extending on-site support. So as to provide better service to our overseas customers, we have established offices at London (UK) and New Jersey (USA).

Ni-Lux Software's major strength lies in the areas of understanding client's requirements and providing world-class software solutions on diverse platforms and architectures. Ni-Lux Software has established itself in the fields of Bespoke Software Development, Software Maintenance and Support, Software Implementation and Conversion and Software Project Consulting.

Over these years, Ni-Lux Software has honed its skills in software project management and has also laid down the comprehensive training policy so as keep its software professionals well updated on latest technologies. Ni-Lux Software is ISO 9001:2000 certified and has well established and field proven quality processes and methodologies.

To its clients, Ni-Lux Software extends Staff Augmentation, On-site and offshore development services. Ni-Lux Software has an experience of working on varied applications. Our software expertise can broadly be classified into following categories:

### PRINCIPLE OF NI-LUX SOTWARE

**Responsibility:** Taking responsibility for the successful delivery of a solution.

**Quality:** Delivering quality at every stage from project definition to 24/7 supports.

**Experience:** Using the best skilled people and the most appropriate approach.

**Confidence:** Having the confidence to take on complex projects and deliver on time.

**Delivery:** Always deliver the project on time.

**Services:** Provide services that make client satisfied and make a landmark in relationship.

**Challenges:** We like to take challenges to work on new technology and provide extraordinary solutions.

## Our Services

NI-LUX SOFTWARE(I) PVT LTD provides professional services to customers and partners to help them maximize their efficiency. NI-LUX is software specialists work closely in the day-to-day operations of the leading companies, understanding their challenges and helping them develop and enhance business activities.

Our services include

### Customize software Development :

Our Solutions and services help optimize organizational process and integrate operational requirement with enterprise level decision making processes. We analyze the exact nature and working of customer system & resources to design, develop and implement the suitable solution that simulates the existing system. We take very practical approach in the design of our systems which yields confidence from managers to workers in the automation process.

### Offshore Software Development :

The objective essentially is to provide cost effectiveness to our partners and client around the globe. At every stage of development process, from conceptual design to product release, the highest quality & transparency standards are maintained. Using our proven project management and mature development methodology we ensure best offshore experience for our customers.

Expertise included:

- MVC frameworks (Zend, Cake PHP, CodeIgniter)
- Open Source CMS (WordPress, Drupal, Joomla)
- Ecommerce CMS (Magento, OScommerce, Big Commerce, PrestaShop, Zend Cart, Xcart )
- PHP template engines (PHPLib, Smarty)
- Web User Interface development using AJAX, JQuery, Java Script, Asp.net
- Expert RDBMS Database Designers such as MySQL, SQL, DB2, Oracle
- Mobile Application development (Android, iOS, Windows, Blackberry)
- Online Marketing ( SEO, SMO, Bulk Email)
- Customized Software Development

Delivery Platform :

**NI-LUX SOFTWARE** will provide solution by the use of Secure Platform like Advance java Development Architecture Platform for Scalability and Solution Effectiveness.

Development Platform – .Net/JSP/Servlet  
Database – Sql Server/Oracle/Mysql/ MS Access  
Server – Apache Tomcat/IIS/Jboss/Weblogic  
Server Operating System – Linux or Microsoft Window 2000 Professional  
User O/S Window XP

Tool Development Key Attributes:

1. Requirements Discussion
2. Requirements Analysis
3. Prototype Demo Development
4. Redefine and Structure of all the functionality
5. Release Demo Version for Testing
6. Release Final Version of Software Project

Why NI-LUX SOFTWARE?

- Ni-Lux Software is UK based Company**
- Experience in Industry Process & Services
- Scalability and cost effectiveness
- Shorter Business Process Cycle and Increased Revenue
- Accelerated of Market Potential of Company
- Flexibility of Integrated Solution
- Measurement of Costs Variation
- Project Delivery in turnaround time (TAT)

Infrastructure :

Our facility provides an ideal and exclusive environment to creative and skilled professionals engaged in information technology development activities.

network of 20+ nodes & 100+ Employees

Structured Cable networking with Rack: We have structured cable networking with cat6 cables, IO port, with rack and patch panel

High-end servers with separate server room

Highly secured Firewall

Automated backup service integrated with all servers

State-of-the-art EPABX system and VOIP enabled services.

Uninterrupted power supply for seamless operation: Also we have 24 hrs Online UPS Backup

## Commercial Offer

### Search Engine Optimization (SEO)

We also have an SEO expert on our team who can undertake the following tasks. The SEO expert will

Review all the text copy used in the website for spelling and grammar and optimize each page individually.

The following method and techniques will be used to optimize the website:-

#### SEO Deliverables:

Initial Analysis for measurement of website performance

Keyword Search

Page Title optimization

Keyword optimization

Description optimization

Image optimization

Breadcrumb navigation

Header tag optimization

Robots.txt creation

Local Search Engine Submission (up to 5 search engines) Social Bookmarking

Manual link requests to related websites (up to 100 websites)

Google Analytics script generation

Submission to Google, Yahoo, Bing search engines

One-way links from directory submissions (up to 1000 popular directories)

Sitemap generation

Article Submission

Content Optimisation

Link Optimisation

Business Synopsis

Press Release

Forum posting

Blog Creating & Posting

Google Classified

Monthly/Weekly Progress Report

**DELIVERY & COST ESTIMATIONS:**

We sincerely thank you for the opportunity given to us to be of value and service to you. As your requirement we are offering as Follows.

<b>Commercial</b>	
SEO(10+2 Keywords): Duration:- 1 Year	75,000/-
SEO(20+5Keywords) Duration:-1 Year	1,20,000/-
Service Tax will be extra	
<b>Grand Total:</b>	

**Terms And Conditions:**

Additional functionalities or features that may be needed will be charged additionally.

Ni-lux will Charge 50% against the Purchase Order.

Remaining 50% will Charge after 3 months

Ni-lux will provide training and service support for all the users.

All fees are payable in advance to "**Ni-lux Software(I) Pvt. Ltd**"

Taxes Extra (12.36%)

Change in requirement will charge extra.

Third Party Software charge will be extra.

Necessary Training will be provided by Ni-lux Software.

**Delivery**

1. Timeline is subject to delivery of content from customers.

3. In terms of SEO we provide suggestions for marketing and Monthly progress report

**Maintenance :**

1. Annual Technical Support For SEO ATS will be 30% of the Implementation cost. ATS will be applicable after service period will get expired.

2. 6 months Maintenance Chargers will be free of cost.

3. In terms of SEO Maintenance, we provide 6 Months free of cost.

ATS will be applicable on given Services & its Functionality.

For any new requirement charges will be extra.

**2. Support**

Telephonic support, Internet support,

**Approvals:**

The scope document for services as defined above shall form the basis of development / integration. In case of any changes to the above, the change shall be printed and signed between the two parties.

Approved By:

Date: