

The  
**STRATEGIC**   
Insight

Company Profile





**The Strategic Insight** IT solutions provider offers web development, web designing, e-commerce, software application development, mobile application development and internet marketing solutions to businesses worldwide. With a proven track record of delivering IT products and services in the UK and USA, we pride ourselves for having a global presence. Since our inception in 2001, we have helped our partners and clients with our services to enhance their business performance and broaden their success horizons.

We started our venture as a small web development company with only limited services and grew into a full range service provider whilst expanding our skill-set to fulfill all types of web needs. Altering the business landscape and revolutionizing ecommerce, we proudly claim to be one of the fastest growing IT companies.



## Our Vision

To stand out in IT industry with passion by facilitating our valuable customers to achieve their objectives through innovation, commitment and top quality services.

## Our Mission

Deliver efficient and the most reliable IT solutions that keep businesses one-step ahead.



## We Believe in

- Commitment
- Innovation
- Integrity
- Honesty
- Continuous Improvement
- Consistency
- Passion
- Quality

## Web Development

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Our highly reliable custom web development services empower your business to surge ahead of the competition. The complete range of our services includes:

- Custom Website Design & Programming
- E-Business & E-Commerce Solutions
- WAP Integrations
- Rich Internet Application Development
- Enterprise Application Development
- Facebook Application Development
- Wordpress Plugin Development

## Mobile Apps Development

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Our developers and designers with competencies in designing, coding and distributing mobile applications build apps both for clients and for The Strategic Insight use. We work for:

- iPhone Mobile Apps
- Android Mobile Apps
- Symbian Mobile Apps
- Blackberry Mobile Apps
- Windows Mobile Apps
- Games Development

## Software/Application Development

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We have extensive expertise, experience and resources to develop innovative software applications that best suit your needs, budget, schedule and existing infrastructure. We develop software applications for:

- Business & Financial
- Resource Management
- Data Management
- Document Management
- Educational
- Middleware/Services/APIs
- Game Development
- Many more...

## Web & Graphic Design

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In the following arenas, we design compelling online / offline experiences with creative concepts, usability and interactivity, and an intuitive grasp of users' needs, that move people to take action:

- User Interface design
- Logos and Branding
- Motion design
- Print Media
- Flash Games

## Quality Assurance

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Our structured QA process includes:

- Functional/Regression Testing
- API Testing
- Performance/Load/Stress Testing
- Compatibility/Configuration Testing
- Usability/Security Testing
- Data Migration/Conversion Testing

## Search Engine Optimization

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We support your web properties with a strategic blend of internet marketing and web optimization services to outpace your competition. Main features of our SEO services are:

- SEO Services
- SEM Services
- Keyword Research and Analysis
- Link Building Services
- Pay Per Click Management
- Social Media Marketing
- Social Network Marketing

## Database Design & Development

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Due to extensive dependence on data, database management system has become important than ever. We're proud to possess a team of highly-competent professionals with expertise in:

- Database Designing
- Database Development
- Database Integration/Migration/Conversion
- Database Consulting
- Database Administration
- Database Maintenance/Support

## Tools & Technologies

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- Microsoft ASP.NET, C#.NET,
- VB.NET, C++.NET
- J2EE, JavaScript
- PHP,
- AJAX
- XML Web services
- XHTML, CSS
- Mobile Applications SDKs
- Microsoft SQL Server
- MySQL Server
- PostgreSQL
- Oracle
- Adobe Suite
- Autodesk 3ds Max
- LoadRunner
- WinRunner
- SEO Quake
- WordTracker Keyword Tool
- Google Insight

## Outsourcing Potentials



The Strategic Insight offers “Outsource IT Services” to give an essential support to your business to compete in the ever changing industry trends. Our methodology comprises the analysis of the mechanisms of your organizations, business objectives and the targeted audiences, based on them, we initiate our outsource services. Our highly skilled team of professionals is committed to be taking an extra mile for the betterment of your businesses.

- Web Development
- Web Designing
- Graphic Designing
- Quality Assurance
- Software/Application Development
- Mobile Applications
- Search Engine Optimization
- Database Design & Development
- Content Management Applications
- Ecommerce Solutions



## Why Choose Us?

### Industry Experience

Our experience through years has made us a top choice of every startup and established firm of both small and big sizes. Our expert team of development, designing, marketing, and Quality Assurance professionals has developed tons of websites for the clients of America, Europe, Canada and Australia.

### Less Expenses, Bigger Results

Whether you want a simple application or fully-featured website, we will give you maximum benefits at the most competitive prices.

### Quality That Stands Out



What distinguishes The Strategic Insight from the rest is that we do not compromise on quality. We maintain rigorous quality standards and follow an industry-proven web development & designing methodology.

### One-Stop Solution

The Strategic Insight is one stop solution for IT, eCommerce and web development needs. We deliver effective services with quality, reliability and guarantee.

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