

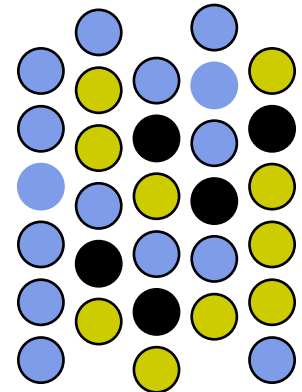
# Rapidsoft Systems Inc.

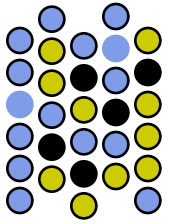
([www.rapidsoftsystems.com](http://www.rapidsoftsystems.com))

**Ecommerce and Business Applications -  
An Introductory Presentation**

**A Software Design and Development Company**

Development / Project Centers: **N. Delhi, Mumbai, Chennai, Singapore**  
US Operation: **Princeton, NJ – San Jose , CA – Boston, MA**





## Rapidsoft's Applications/ Technologies Skills

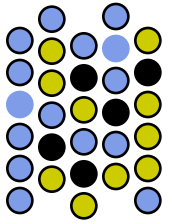
### Ecommerce and Business Applications



**LINUX  
(LAMP)**

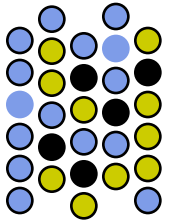


**MS-  
Windows  
(ASP.NET)**



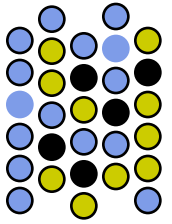
## Development Team Experience

- Our Management and development team includes senior engineers and experienced architects with decades of software development, and senior management experience with leading US and Japanese technologies companies like:
  - Motorola, Cisco, Glanayre, Corona Networks, Ennovate Networks, Fujitsu, Matsushita, Nortel, Alcatel, Nokia, NEC, Digital Equipment, IBM, Hitachi, HP etc.
  - Experience and expertise in various sectors – Vertical knowledge + Skills.
  - Millions of Lines of Operational Code Delivered.



## Rapidsoft's Core Services

1. **Customs Applications Development**
2. **Product Design and Development Services**
3. **Extended Product Life Support Services (Maintenance Releases, Support, Build)**
4. **Product Validation and Verification (PVV) and Test Services**
5. **Embedded Custom Software Porting and Development (including Open Source Porting and Maintenance)**



## Our Core Competencies

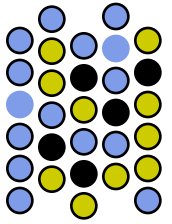
### Core Technology Expertise

- Mobile Applications and Systems Development
- IP Networking Protocols, P2P Software and Applications Development
- Web 2.0 and Internet Applications Development
- Database Redesign and Application/ Platform Migration

### Industry Segments Served

- **Technology:** Mobile Communication and Networking Equipment Manufacturers, Wireless Communication Equipment Manufacturers, WLANs Equipment
- **Manufacturing:** Pharmaceuticals, Electrical Equipments, Retailers, Media
- **Banking and Insurance:** Banking, Brokerage, Insurance,
- **Misc. Sectors:** Energy, Transport, Construction, Goods Distribution etc.





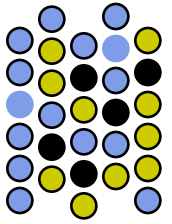
## Custom Software design Services

**We can be engaged during any phase of the system development Cycle:**

- Requirement Development Phase
- Detailed Software Design
- Implementation Phase (including Rapid Prototyping)
- Testing
- Operational/ Beta Trials
- Pre-Release and Post Release Support
- Small, Medium and Big projects get the same attention to details.

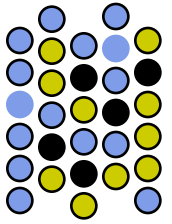
- **We Offer Multiple Operational Models –**

- i) Time and Material,
- ii) Fixed Cost, and
- iii) Build, Operate and Transfer (dedicated facility) available - details provided later



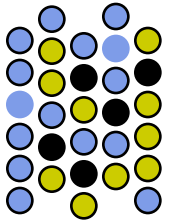
## Quality By Mature Software Processes and Methods

- **At Rapidsoft, we use well defined and mature processes for:**
  - New Application Development
  - Application Enhancements
  - Application Consolidation
  - Application Performance Optimization
  - CMM Level 4 and ISO 9001 Processes Followed.
- **We Support Many Development/ Operational Models:**
  - Waterfall Model
  - Prototyping Models
  - Spiral Model
  - Iterative Model
  - Rational Unified Process Model
  - SCRUM Methodology



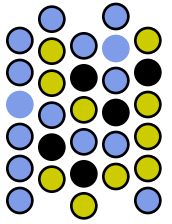
## Our Team's Skills Sets

- Open source Technologies Skill set
  - LAMP (Linux, Apache, MySQL, PHP)
  - Ruby On Rails (ROR) with gems plugins
  - Facebook Applications, Orkut gadgets, Opensocial API
  - Content Management Systems ( Joomla/ Drupal/ Mambo)
  - JavaScript/HTML/AJAX
  - PLSQL
- Java Developer Skill set
  - Java , J2EE, JSP, Servlet, JSP Tags
  - Web Frameworks such as Struts/Spring/Webwork, Webservices, SOAP, UDDI
  - OR Mapping tool Hibernate
  - Flex, AJAX
  - JavaScript/HTML
  - PLSQL



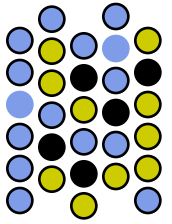
## Understanding Ecommerce & Options

- Ecommerce allows a company to sell its product on-line
- The entire sales to shipment and customer management systems have to be integrated in one system
- Many choices from open source like Drupal, Joomla, Magento, OpenCart based systems to third party commercial system
- Only a few systems meet all the needs. Often a custom system is the only thing that can keep the business running as it is.
  - **That's where Rapidsoft Team can help – Selection, Customization, Installation and On-going Support.**



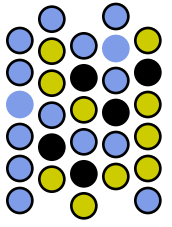
## Rapidsoft's Expertise

- Enterprise ecommerce Web software solutions & Design
- Multit-tiered pricing structures
- Shared, multi-store shopping cart applications
- Ecommerce software and Tax + Accounting integration solutions
- Search engine friendly ecommerce software
- Business-to-business ecommerce software solutions
- Business-to-consumer ecommerce software solutions
- Multi-channel retailing solutions
- LDAP & Active Directory integration
- Yahoo ecommerce shopping cart migration
- Amazon, Froogle, eBay integration
- UPS/ USPS shipping calculation software
- ColdFusion Shopping Carts
- QuickBooks integration
  - o Custom Reports



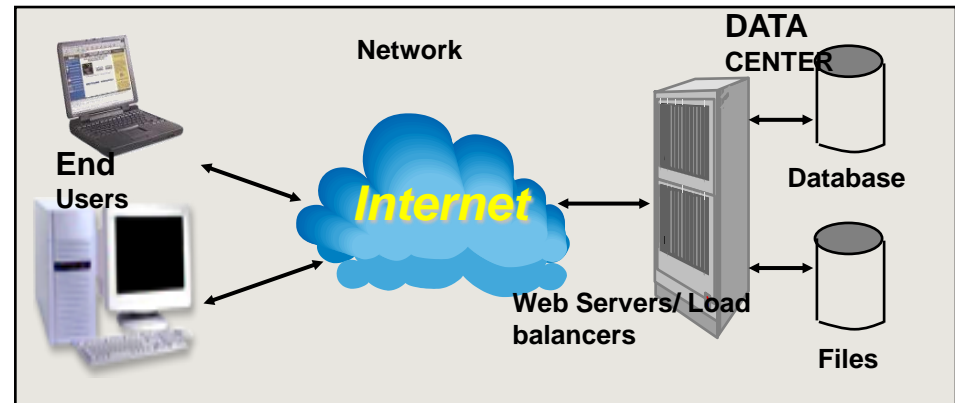
## Rapidsoft Systems Technology Matrix





## Biz Sector Expertise: Web Services, Database Transaction Processing Applications

Rapidsoft Experts can Help in Large Scale Network Design, and Datacenter Set up, Equipment Selection etc.



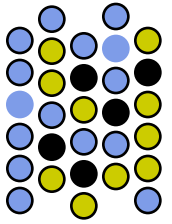
**Tools:** Java, XML, PHP, Ruby on Rails, MySQL, PostGres, MS- SQL Server, Oracle, AJAX

**LAMP:** LINUX, APACHE WEB SERVER, MySQL, PHP / PERL, RUBY on RAILS

**MICROSOFT .NET:** Microsoft IIS, .NET 2.0/ 3.0 Framework , C#, VB+, XML, SOAP

**GRAPHICS DESIGN:** CSS, Photoshop, Adobe Flash





## E-Commerce & Business Applications: Planning to Implementation



### .NET Expertise

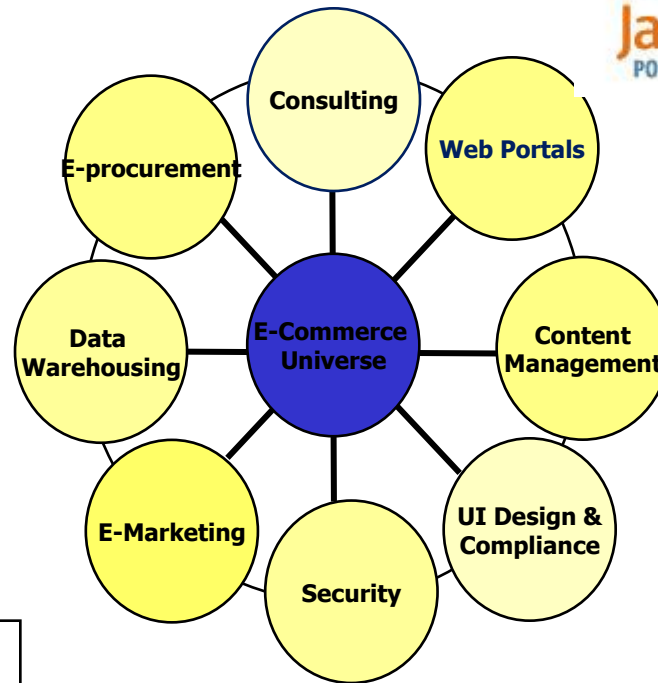
- Net Framework
- c#, VB.NET, ASP.NET, BizTalk, MTS, MSMQ, XML, XSL, Kana CRM,
- SQL Server, Microsoft Commerce Server



**Datawarehousing:** informatica, BRIO, Broadbase

**Content Management:** Broadvision, Interwoven, Vignette

**Database Server:** Oracle, SQL Server, Sybase, DB2

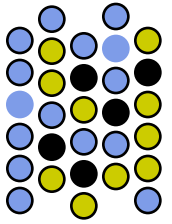


**Reengineering of Traditional Business Applications**



### Java and Application Tools Expertise

- Tools: Jbuilder, Visual Age, Visual Café, JDKs
- Distributed Computing: EJB, Java Beans, CORBA, RMI, JMS (also COM/DCOM)
- Application Servers: Weblogic, Websphere, iPlanet, PowerTier
- Web Tier: IIS, Tomcat, Netscape
- Presentation: HTML, DHTML, JSP, Servlet
- Mobile: J2ME, WAP, WML, MIDL



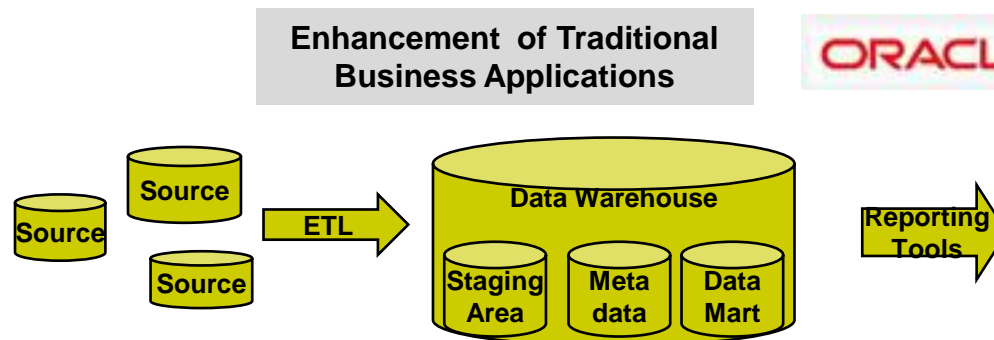
## Development of Complex, Multilayered Business Applications for Small and Mid-size Organizations

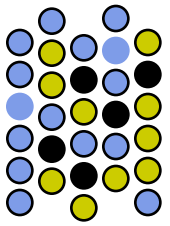
### Common Enterprise Applications

- Worker collaboration
- Operations and logistics
- Decision Support Systems
- Information and knowledge management
- Customer/supplier commerce
- Consumer commerce

### Typical ERP Systems

- Sales force management
- Document management
- Customer service and support
- Manufacturing logistics
- Accounting
- Human resources
- Supply-chain management

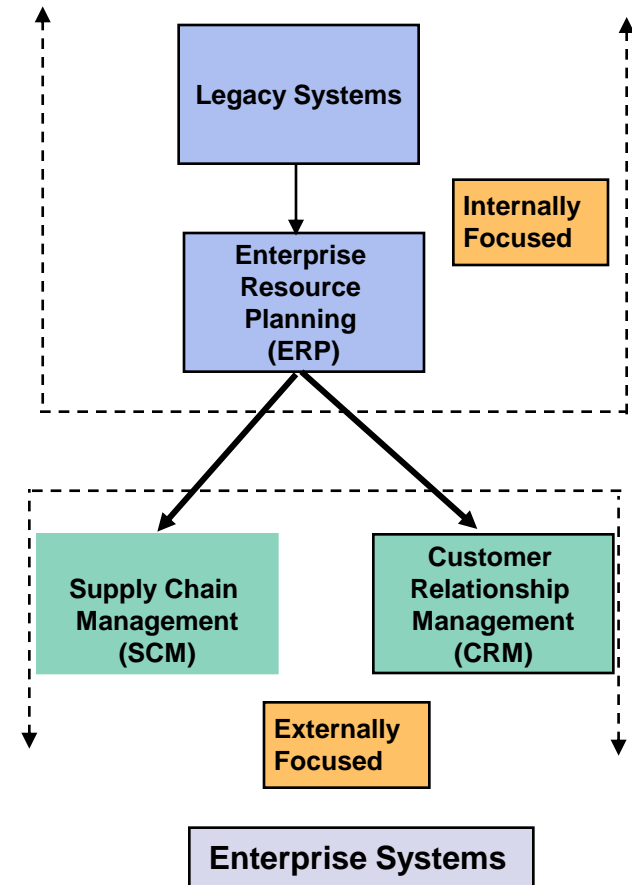


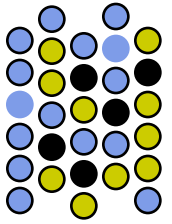


## Rapidsoft's Business Software Development Skills

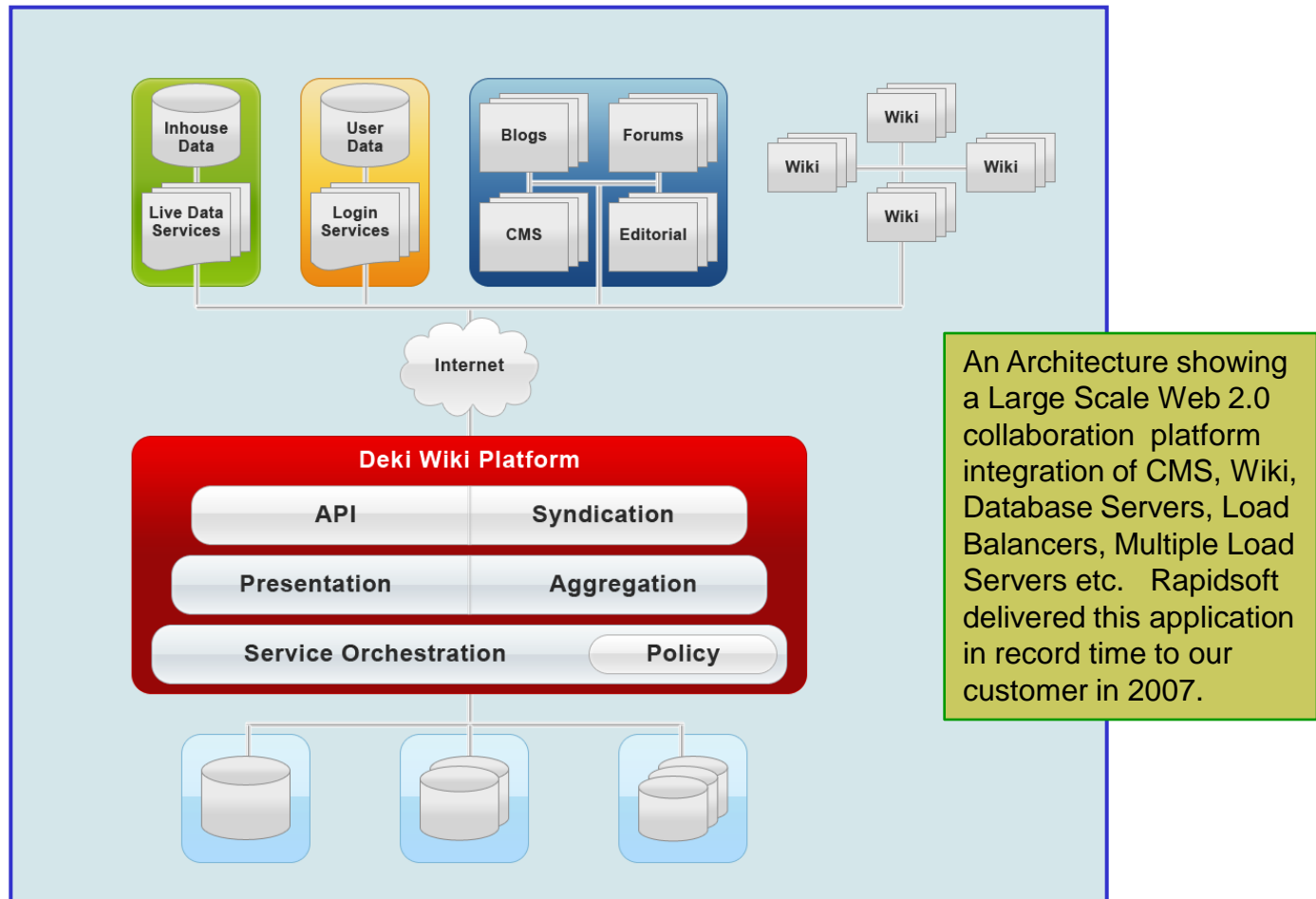
### Business Sector Applications Skills

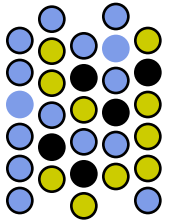
- Languages : C#, VB, JAVA(J2EE-EJB, Struts, Tiles, Swing, JNI)
- Tools : J-Builder-3.5, Symantec Visual Cafe 3.0, Eclipse2.1/3.0, Rational Rose, JTest, TOAD, Install Shield, MS-Project 2000
- Scripting: JavaScript, CTS Scripting Language
- Middleware : CORBA, EJB, RMI
- Application Server: J2EE, Concur Transaction Server, PWS, IIS 5.0.
- Web Servers: Weblogic7.0/8.1, Apache-Tomcat, IIS4.0-ServletExec3.0
- Databases: Oracle8i/9i, MS Access, SQL Server
- Operating Systems: Windows NT 4.0, Windows 2000, Windows 98, UNIX
- Configuration Management Tools: Visual Source Safe 5.0, Rational Clear Case 5.0, PVCS





## Sample Web Architecture Developed By Rapidsoft Team



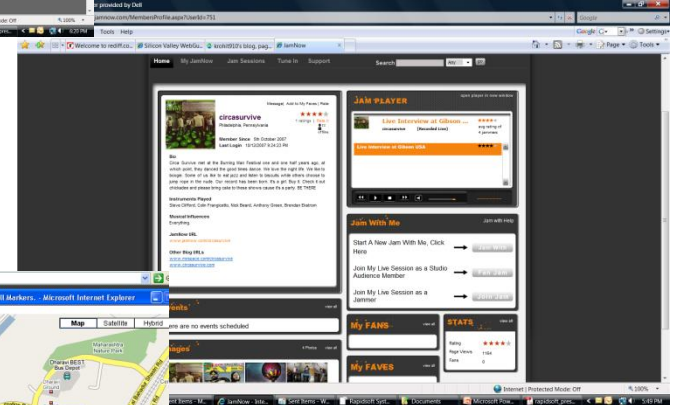
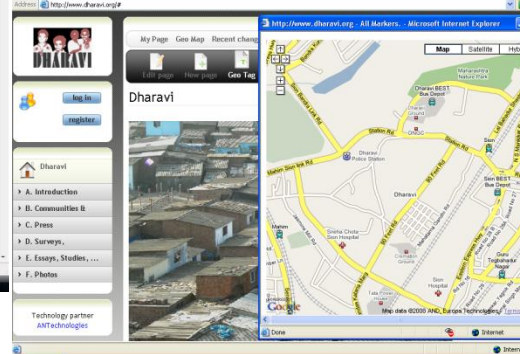
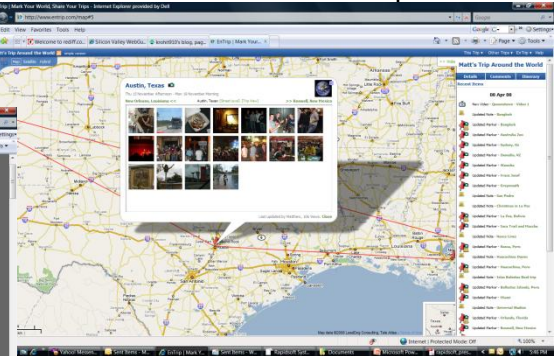


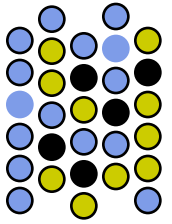
## Various Web 2.0 Developments Projects



Downloads by Country

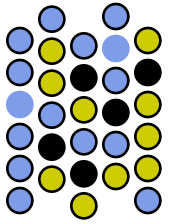
Country	Downloads	Percentage	Percentage of all downloads
United States	1,000,000	10.00%	10.00%
United Kingdom	500,000	5.00%	5.00%
Germany	400,000	4.00%	4.00%
France	300,000	3.00%	3.00%
Italy	200,000	2.00%	2.00%
Spain	150,000	1.50%	1.50%
Canada	100,000	1.00%	1.00%
Japan	80,000	0.80%	0.80%
Australia	70,000	0.70%	0.70%
India	60,000	0.60%	0.60%
China	50,000	0.50%	0.50%
South Korea	40,000	0.40%	0.40%
Sweden	30,000	0.30%	0.30%
Netherlands	20,000	0.20%	0.20%
Belgium	15,000	0.15%	0.15%
Switzerland	10,000	0.10%	0.10%
Austria	8,000	0.08%	0.08%
Portugal	7,000	0.07%	0.07%
Greece	6,000	0.06%	0.06%
Poland	5,000	0.05%	0.05%
Russia	4,000	0.04%	0.04%
Finland	3,000	0.03%	0.03%
Denmark	2,000	0.02%	0.02%
Norway	1,000	0.01%	0.01%
Sweden	1,000	0.01%	0.01%
Other	1,000	0.01%	0.01%





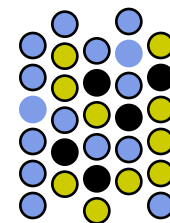
## Rapidsoft's Quality Processes and Project Management Models

▪



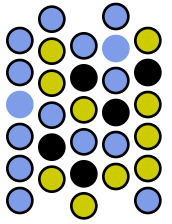
## Our Quality Philosophy

- Total Quality Approach- Quality of:
  - Management
  - Resources
  - Structured Continuous Improvement (CMM, ISO 9001, Six Sigma)
- Team based Approach to Projects
- Planning, Planning and Planning
- Development – Following the Processes
- Testing – Unit, Blackbox, Automated Regression Testing
- Work closely with customers to ensure early integration/ interoperability with legacy systems



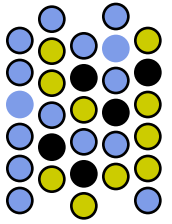
## Our Formula for Fault Free Software

- **Dependable Software Processes** - Rigorously following the development processes for each and every project.
- **Integrated Quality Management** – Integrating quality with development processes, and never underestimating the value of QA.
- **Formal specification** – No design without formal system specifications and formal team review.
- **Adherence to Coding and Review Guidelines**
  - Static verification
  - Strong typing
  - Safe programming Practices
  - Protected Information and Multi-Thread Safe Code
- **Testing, Testing and More Testing**
- **Document Everything- Design to Test.**



## Business/Operational Models

- **Project Based Pricing**
  - Project schedule estimated and Fixed prices offered. Low Risk option for well defined projects where requirements are well understood and known fully.
- **Effort Based Pricing**
  - Function of Efforts in Execution. Very Flexible Approach change requirements as often as needed. Good for complex projects where requirements are fluid.
- **Dedicated Development Facility**
  - We set up a dedicated development facility for the customer. Like an extension of their own engineering office. Cost function of efforts of manpower, duration and other resources.
- **BOT (Build, Operate and Transfer)**
  - We create a dedicated facility that would be transferred to the user at some time in the future at agreed terms. We take care of all facility set up efforts in any new operation and give our customers a well trained, functional center.

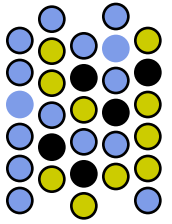


## Some Sample Projects

### *Our Philosophy*

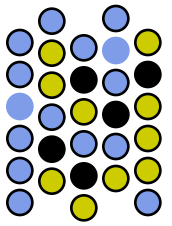
*A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work - he is the purpose of it. We are not doing him a favor by serving him. He is doing us a favor by giving us the opportunity to serve him.*

*- Mahatma Gandhi*



## Sample of Projects by Rapidsoft Engineers-

- Development of MSN/IMSI Management (2 & 3 Generation Mobile Technology, SIM Based Applications)
- Mobile-Chat and Mobile Blog Application in BREW 2.0 for a Cellular Operator
- Jabber Chat Server and Clients Modification for Social Networking Site
- Mobile Service Delivery Platform – Including (Ring N Fun, Hot Movies, GPRS Ring N Fun, GPRS Hot Movies, Configure Handset) etc. Ice-cast Media Servers
- Mobile Applications – Lotto Processor and Online Casino like Games for a Mobile Operator
- AODV - Ad-hoc Routing Protocol (over Linux), SNMP MIB development, SNMP Client software etc.
- SCPLAN - A supply chain management (SCM) and strategy planning system , "eWorkplace" – Office Automation Suite.
- Material, Purchase and Schedule Tracking for a large Civil Engineering organization
- Mobile games, Content Management Server
- Media Streaming Servers Development for Web 2.0 Portals
- Internal Web Portals for Employee benefit management for a Electronic Component Manufacturer using .NET/ MYSQL
- Web 2.0 Social Networking Site for Various Vendors
- Jamnow.com – a social networking Web 2.0, Media Streaming Servers Software, Audio Client, Chat Server, Forum Softwar
- P2P Software for media distribution, statistics gathering, Billing, invoicing etc.
- Traffic management software



## Web 2.0- Media Streaming by Rapidsoft

JamNow - Internet Explorer provided by Dell

http://www.jamnow.com/

Google iso 9000

Bookmarks 0 blocked Check AutoLink AutoFill Send to iso 9000

JamNow

Sign Up Free Login About

**JAMNOW**  
beta

Home My JamNow Jam Sessions Tune In Support Search Any go

**HOW DO I USE JAMNOW**  
TO LEARN CLICK HERE

**ARTISTS** view all

- paulgoss** Boothwyn (M) 222 offline
- truittjohnson** Maryville (M) 222 offline
- startat28** Ecorse (M) 222 offline
- pularu** portland (M) 222 offline
- frescabear** atlanta (F) 222 offline
- reaxion2** East Granby (M) 222 offline
- ninab** NEW YORK (F) 222 offline

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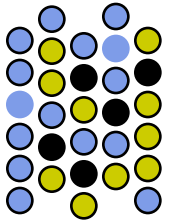
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**THE HIVES** FOR MORE VISIT: [www.TheHivesBroadcastingService.com](http://www.TheHivesBroadcastingService.com)

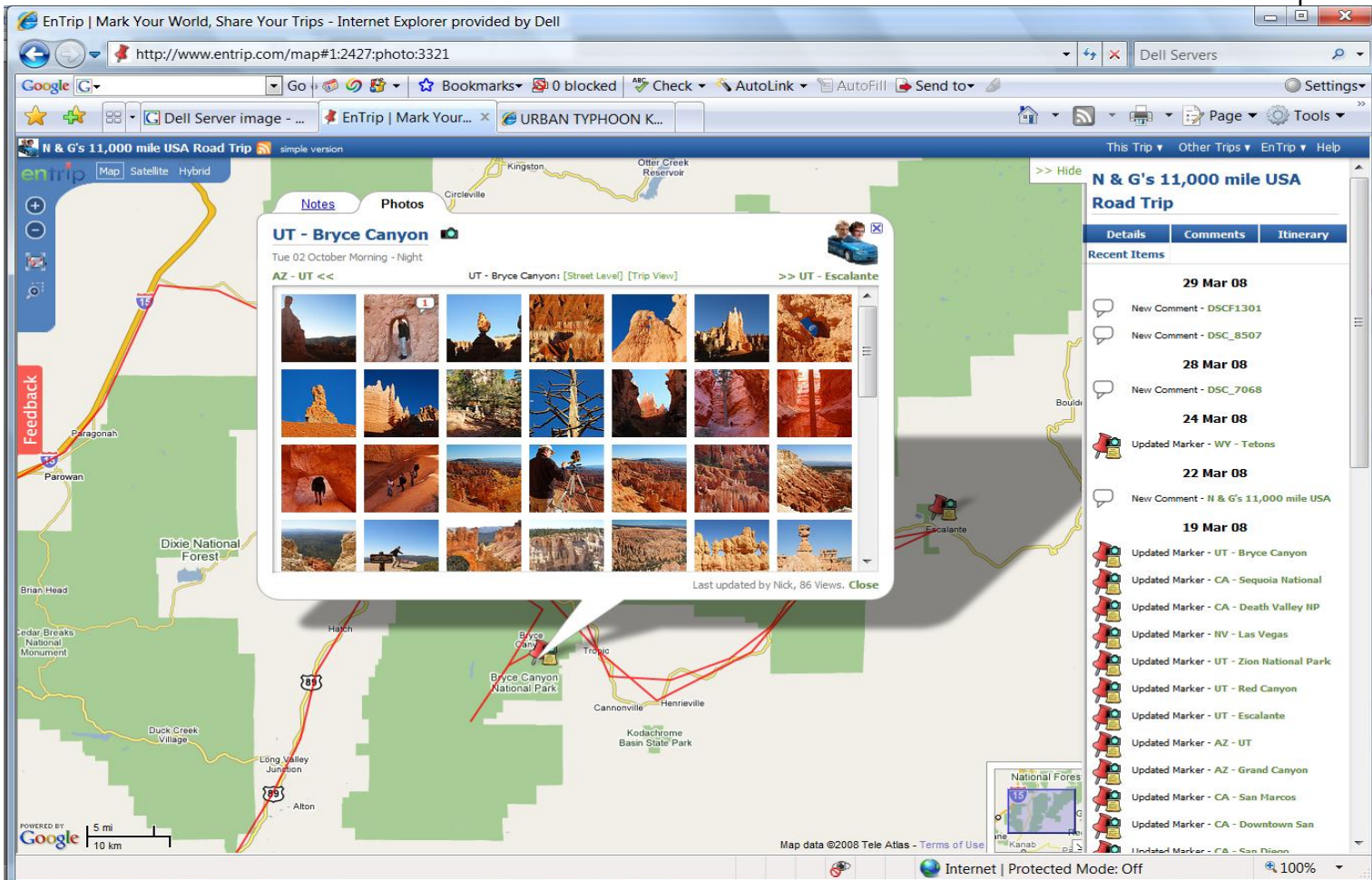
Internet | Protected Mode: Off 100%

10 Microsoft Office... CMS Documents Microsoft PowerPoin... JamNow - Internet Ex...

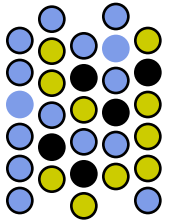
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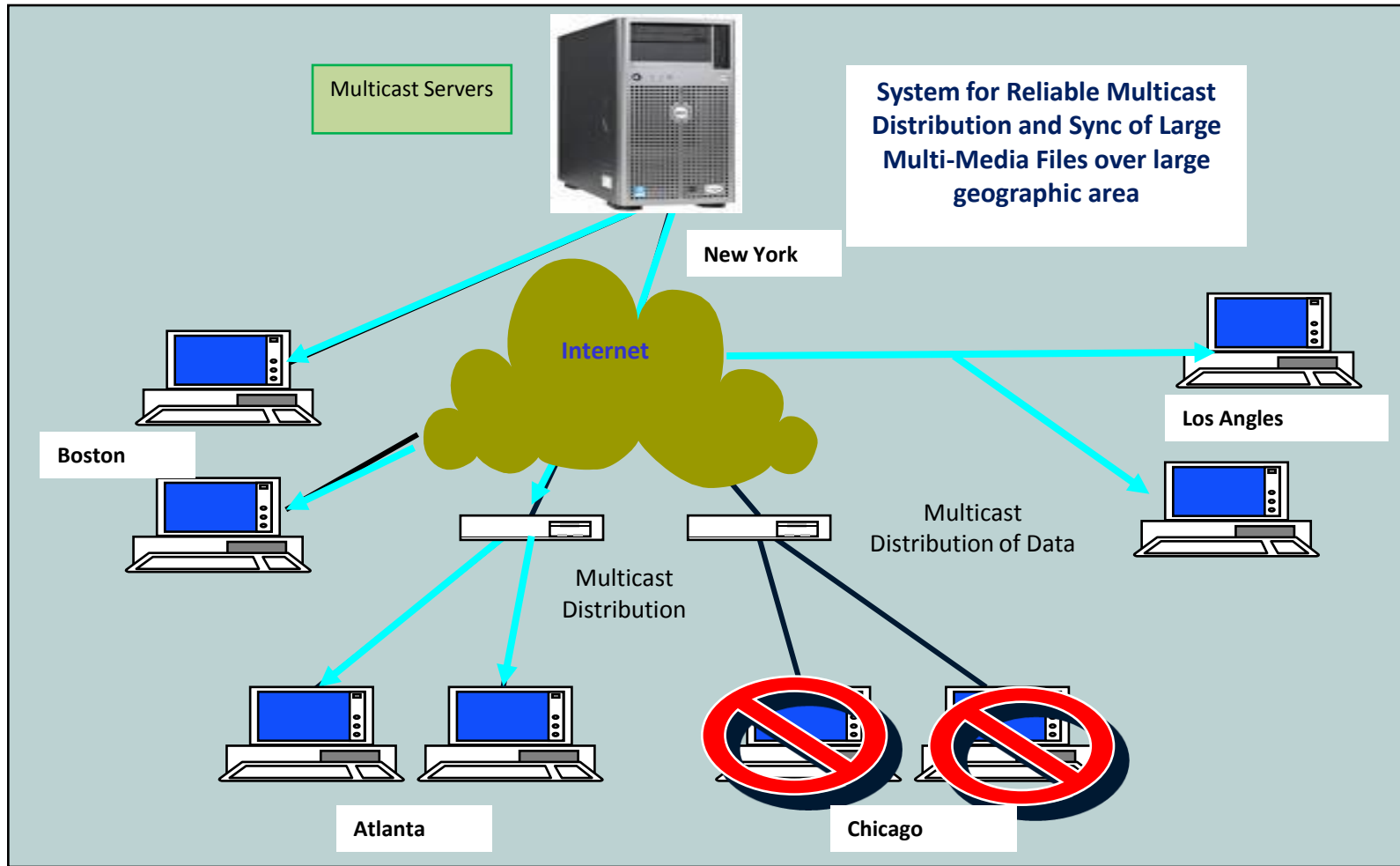
## Social Networking with Mashup by Rapidsoft

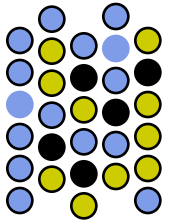


The screenshot shows the EnTrip website interface in Internet Explorer. The main map displays a road trip route across the USA. A pop-up window titled "UT - Bryce Canyon" is open, showing a photo gallery of Bryce Canyon National Park. The gallery includes a grid of 24 photos and a "Close" button. The right sidebar lists recent items and updates for the trip, including dates and locations like "29 Mar 08", "28 Mar 08", "24 Mar 08", "22 Mar 08", and "19 Mar 08". The bottom status bar indicates "Internet | Protected Mode: Off" and "100%".



## Reliable Multicast Software by Rapidsoft

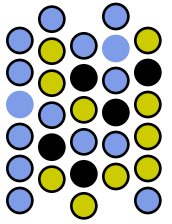




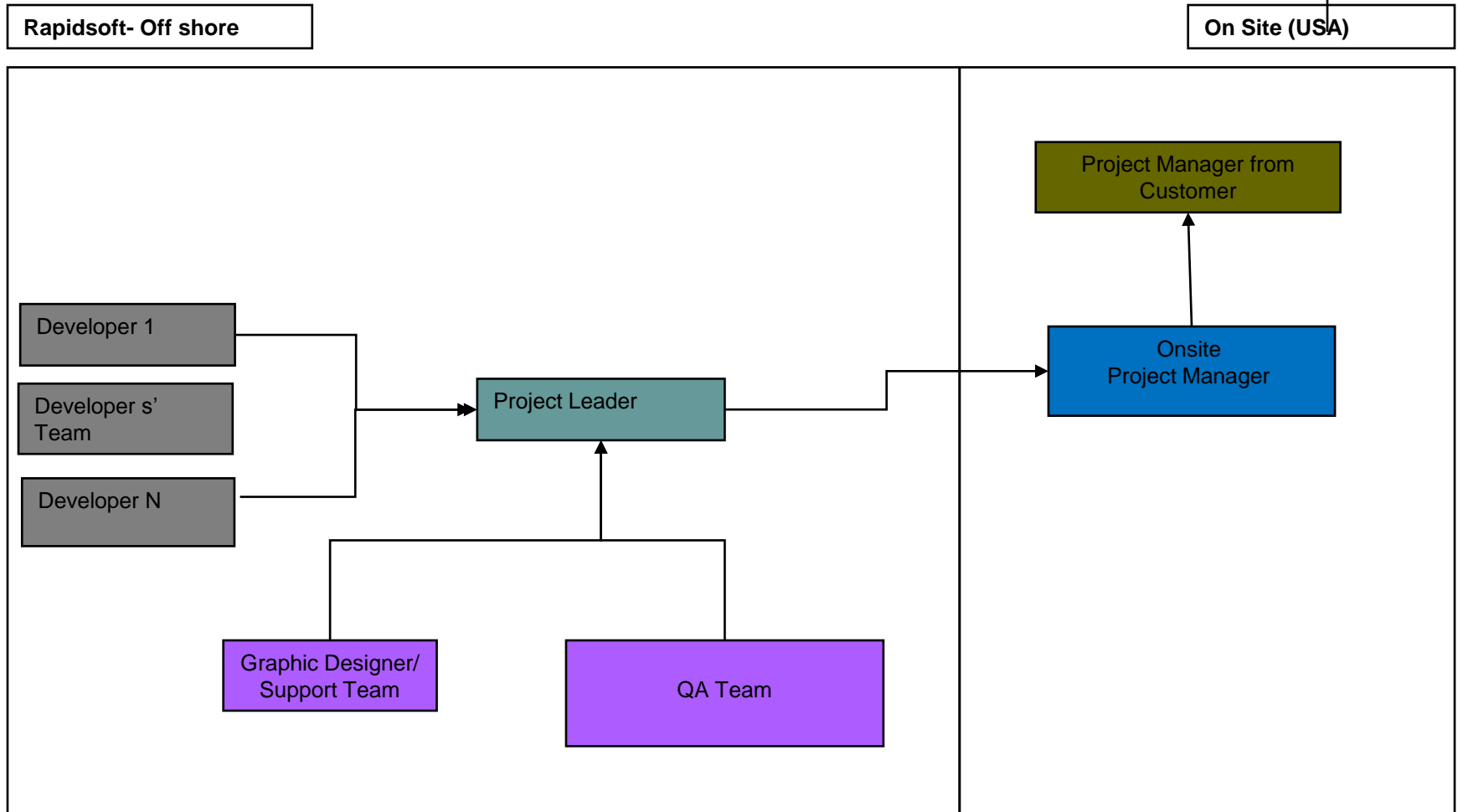
## Our Unique Strengths

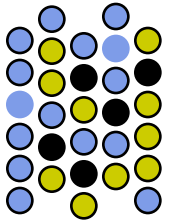
- **Culture of Product Development** – Management and Project Leaders have been involved in many many product developments in the USA, CANADA, UK, JAPAN and INDIA.
- **Continuous Training of Staff to Latest Techniques and Tools**
- **Engineers exposed to reality via visits to customer sites**
- **Seasoned Project Managers with Multiple project experience**
- **Partnerships with Key Companies to Leverage Technologies**
- **Strong Domain Knowledge in the Areas We Operate**
- **Experienced Management that has done it over and over again** – We manage project Risks, and Take pro-active actions.
- **Management and project teams with solid product development experience and delivered to Fortune 500 companies.**





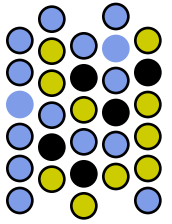
## Project Management Structure





## Summary - Why Rapidsoft Systems

- A Professionally Run Company with Highly Qualified and Experienced Management Team with over 200 Man years of Experience in Software Development.
- We meet or exceed our customer expectations – No outstanding customer dispute of any kind.
- We understand the business and technical domain and stand behind our commitments. We are partners to our customers.
- Financially Stable Operation – we have no debt of any kind, and are a profitable company. That allows us to go and provide outstanding services to our customers.
- First Development Centre in the Heart of Gurgaon, a modern satellite city of N. Delhi in 2005 and then in Mumbai (2006) and Chennai (2007)
- Complete Confidentiality and Security of Project Information Guaranteed.
- And Lastly:
  - We deliver to the US expectations – high emphasis on meeting agreed - Deadlines, Quality and Budget. We will go to any length to meet our Commitments to our clients.



## Locations and Contact Information

- Rapidsoft Systems Inc. Established in 2005.  
[www.rapidsoftsystems.com](http://www.rapidsoftsystems.com)
- Project Centers: N. Delhi, Chennai, Mumbai, Singapore, Princeton (NJ), San Jose (CA)
- Sale, Support or Representative Office (Rapidsoft Systems, Inc.) in the US (Princeton, NJ, San Jose, CA)
- 100+ Trained and Experienced Software Engineers Availability at 3 Development Centers
- Contact: [info@rapidsoftsystems.com](mailto:info@rapidsoftsystems.com)
- US Phones:  
East Coast: +1 609. 439.4775/ +1 609.439. 9060,  
West Coast: +1 408.829.6284 /1-408-890-2509