



## Computer Science Engineering Research & Development Technology

CSERD Technology Private Limited is a global web design and application development company with over 2 years of successful experience globally. We specialize in web, mobile and software development solutions. Our clients include SMEs, enterprises and start-ups from around the globe. When it comes to creativity and innovation, CSERD Technology speaks success.

We believe in endless possibilities. Our experienced taskforce is highly efficient at meeting your requirements promptly and professionally. We guarantee the best of services to our clients through our goal oriented approach. We grow in a culture of constant improvement and are constantly learning and exploring new avenues. Equipped with up-to-date technologies and skills, we boast of excellence in our work.

### At a glance

Established	2013 at Delhi, India
Development Centers	Delhi, National Capital Region, India
Employee	50 plus strong technical force
	Less than 10% employee turnover annually
Customers	Over 50% Repeat customers
	Over 100 satisfied customers worldwide

*Delivering High-value, comprehensive,  
reliable web solutions!*



# What We Do

## Web Development

- Web 2.0 Design and Development
- Flex, Flash and Rich Internet Apps
- Enterprise Web Applications
- Social Media, Mashups and Facebook Apps
- CMS and e-Commerce Solutions

## Creative Services

- Website Designing, CSS and XHTML
- Logo and Corporate Identity Designing
- Flash Animations and Presentations

## Support and Maintenance

- Application Support & Maintenance
- System Admin Support
- Performance and Scalability Monitoring

## Mobile Development Solutions

- iPhone/iPad Apps
- BlackBerry Apps
- Android Apps
- Symbian and Windows Development

## Application Development

- ERP & CRM Product Development
- Custom Software Development
- Applications for Logistics & Process Chain.
- E-Learning Application Development

## Internet Marketing

- Online Brand Management
- Search Engine Optimization and Marketing
- Social Media Marketing
- Pay per Click Management

## Technology Profile

### Web

ASP .NET, VB .NET, C#  
PHP, Perl, JQuery, Wordpress, Magento  
Joomla, Zend, J2EE (JSP, EJB, Servlets)  
Action Script, Flex, Flash, AIR

### Software

.NET, Win Forms, VB.NET, C#  
Java and J2EE Solutions  
Objective C and Cocoa  
C++/C++

### Mobile

J2ME  
Objective C and Cocoa  
Flash Lite

### Databases

MS SQL  
MySQL  
Oracle





# How We Work

We are a team that's flexible and versatile to offer truly a service well tailored for minutest details. Our process is structured such that we instantly adapt to the requirements of each client. And above all, our goal remains to make our client's experience with CSERD Technology a DELIGHT.

There are various models from which clients can decide upon to kick-start the project. These define the resources, time and costing and form as a good structure and base for planning and execution. In some cases, the projects can be a combination of two or more models.

## Fixed Cost Model

- The scope of a fixed cost model is very well-defined.
- Any changes in scope are estimated separately and require budget approval from the Customer.
- The project is straightforward with little or no external dependencies.
- The customer are billed on defined milestones and this model works best for well-defined, small to mid-scale projects.

## Time Material Model

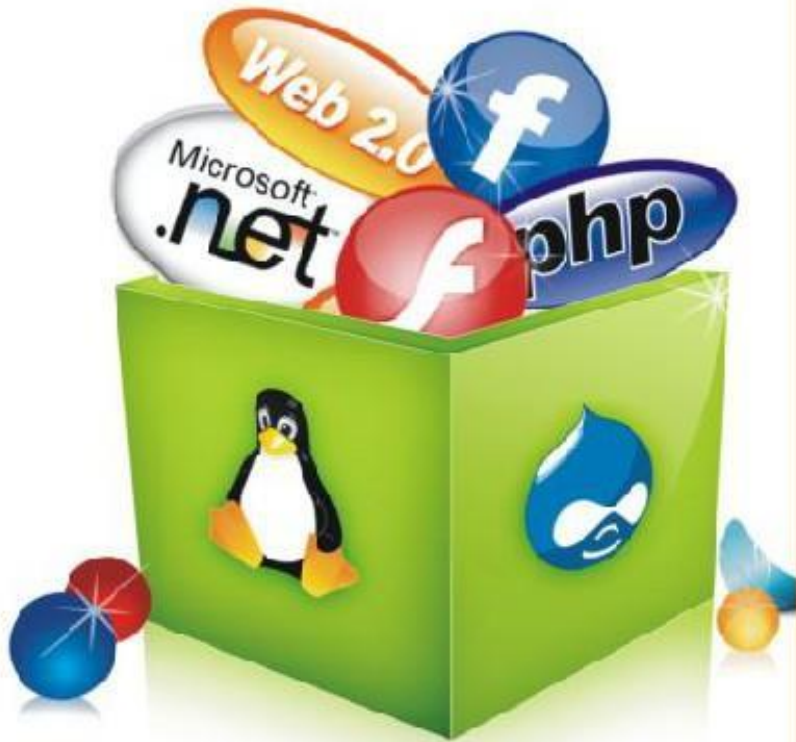
- The scope of the Time Material Model is defined tentatively, and evolves as the process moves forward.
- The project can be complex with a lot of integrations and external dependencies.
- The customer is billed bi-weekly or monthly with supporting timesheets.
- This model works well for any size of project.

## Dedicated Hiring Model

- Dedicated resources working from our Offshore Development Centre are assigned to the customer in a Dedicated Hiring Model.
- Project management and task management are both handled by the customer directly. Herein the resources act as Virtual Employees.
- The customer is billed a fixed price for each resource on a monthly basis.
- The Dedicated Hiring Model is best for companies with in-house IT staff to manage and direct projects.



# Web 2.0, Social Media & Rich Internet Applications



## Web 2.0 design and development

Web 2.0 defines the second-generation web applications, including social networking websites, niche communities, wikis, blogs, business productivity tools and many more. The two very important aspects of Web 2.0 applications are the design and the UI usability. Keeping up with the technology, Our team comprises of skilled designers and developers are fully equipped to deliver state-of-the-art and innovative Web 2.0 applications. Some of our Web 2.0 solutions include:

- Web 2.0 Product Developments
- Web 2.0 Developments for Productivity Tools
- Social Networking and Community Website Development
- Custom Web 2.0 Application Development
- UI Planning and Designing

## Flex Programming and Rich Internet Applications

RIAs are mainly those web applications that work like a desktop application on the web. ISTPL has extensive experience in delivering high performance Rich Internet Applications. We specialize in Flex and Flash Development using Action Scripting. Some of our RIA solutions include:

- ELearning and Online Conferencing Tools
- Custom Print and Album Creators
- Interactive Apps like Live Chatting and Video Broadcasting
- Video Players and Streaming Solutions
- Custom Component Development
- Business and Productivity Tools Development

## Facebook Apps and Social Media Mashups

Internet has revolutionized the way we interact today. Between video streaming, online networking, blogging, micro-blogging, facebook, twitter and more, lifeless web pages don't stand any chance to impress! And of course then, it becomes very important to device your online presence and marketing strategies around Social Media and Networking. ISTPL masters that very well for you! Some of our Social Media solutions include:

- Facebook Apps Development
- Facebook Connect and API Integration
- Google Maps Integration
- Twitter and OpenSocial API Integration
- Custom Widgets and Mashups

## LAMP Development

ISTPL houses a team of over 50 PHP experts. Our solutions range from eCommerce applications to complex content management solutions. We specialize in custom web applications as well as customizing open source solutions. Some of our LAMP Development solutions include:

- Custom Web Development and CMS Solutions
- CakePHP, Code Igniter, Zend and Symfony Framework Programming
- eCommerce Websites and Payment Gateway Integration
- Joomla, Drupal, Expression Engine, Word Press Customization
- Magneto and osCommerce deployment and Customization

# iPhone and Mobile Development Solutions



## iPhone and iPad Apps

iPhone has been a radical innovation in the mobile industry. ISTPL's mobile development experts specialize in building amazing applications for the iPhone, iPod Touch and iPad. Our team follows the Human Interface guidelines outlined by Apple to design the application interfaces. Some of our iPhone and iPad solutions include :

- Submitting applications to App Store.
- Application Interaction with Social Network Sites like Facebook, Twitter, MySpace.
- GPS/Location based applications. Integrated Google Maps within the application.
- Audio/Video Content Streaming on iPhone.
- Client-Server Enterprise applications. XML, JSON as communication format.
- Effective use of SQLite for storing data within the device and syncing it with the central database on the server.
- Use of Push Notification API to send alerts to the application users from server even when the application is inactive/closed.

## Windows Mobile Development Solutions

Windows Mobile is one of the most popular mobile OS. ISTPL has expertise in developing state-of-art Windows Mobile applications using C++, .NET Compact Framework and C#. Our services include migration and porting of applications from other mobile platform to Windows Mobile platform.

## BlackBerry Apps

ISTPL specializes in creating BlackBerry Applications using the RIM APIs. Our team expertises in creating applications which are compatible with different BlackBerry OS and models. The apps are also adjustable across the variable display screens. We follow the guidelines set by RIM to submit application on the BlackBerry App World. Some of our solutions include :

- Creating applications with native look and feel.
- Pinpointing Locations on Maps. Utilizing Native Blackberry Maps to display Landmarks.
- Application's connectivity with server using all possible connection types in blackberry like BIS, MDS, Wi-fi, and more.
- Multimedia Apps like playing audio/video from server.

## Android Apps

Android platform is the latest addition to the smart phones helping users to completely tailor the phone to their interest. It is also the latest addition to our mobile development expertise. The applications are developed using Java Programming Language. A core set of frameworks and libraries includes C/C++ libraries System C library, Media Libraries, Surface Manage, Lib Web Core, SGL, 3D libraries, Free Type & SQLite. Our solutions on Android platform include social networking applications, business utilities and productivity apps.

# Enterprise Web Application, Cloud Computing & SaaS



## Enterprise Web Applications

Enterprise Web Applications comprises of the advancement of corporations to richer and more effective web based applications. We provide the best and most innovative Enterprise Web Applications and Solutions to clients. Some of our solutions include, Project Management Systems, CRM, eHRMS, Print Management, web based ERP, Intranets and Order Management Systems, Healthcare Solutions and Workflow Management Systems.

## Microsoft .NET

Microsoft .NET has been the ideal choice for portals and enterprise applications alike. It offers an ecosystem apt for scalable and large applications. Our developers have expertise in implementing n-tier distributed architecture, service-oriented architecture (SOA), and client-server architecture by leveraging Microsoft .NET Technology. We work in .NET Framework (2.0, 3.0 and 3.5) using C#, ASP.NET, VB.NET and Visual Studio. Our experts work with latest industry standards, Microsoft Enterprise Library Blocks, Pattern & Practices and integrating with third party components.

## MOSS Consulting and Implementation

ISTPL boosts businesses by leveraging SharePoint to deploy their extranet, intranet, collaboration platforms and any other customized portals. SharePoint helps companies to lower the cost of deploying collaboration platforms. Our services include branding solutions like customization of the look and feel, customization of web part development and implementation consulting.

## SaaS Product Development

Software as a Service is an industry that's booming and growing at the rate of 25% annually. Today companies opt for SaaS offerings primarily due to the low cost. Developing SaaS applications is very different from traditional application development. Data of multiple customers is hosted at one place and therefore security and scalability becomes very important. ISTPL specializes in developing and maintaining SaaS offerings.

## Amazon AWS Implementation and Monitoring

With focus shifting to social media, video streaming and SaaS solutions, infrastructure management for web applications has become more complicated and difficult to scale than ever. Amazon offers a perfect ecosystem for Content Hosting, Content Delivery, Server Auto Scaling and Load Balancing. The Infrastructure team @ ISTPL has extensive experience working with various Amazon AWS products. We offer round the clock monitoring of your Amazon infrastructure.

## Sales force and Force platform Consulting

SalesForce.com was one of the first SaaS Solution offering turnkey CRM solution. Now it also aids businesses to leverage the power of hosted platforms and is a complete ready to go ecosystem. Hosted platforms and complex workflow oriented applications can be easily deployed and customized using SalesForce.com and force.com platform. ISTPL specializes in SDFC solutions helping businesses understand the ecosystem and implement solutions to reduce the overall costing and boosting the productivity.

## Key Contacts

### Deepak Kumar

Managing Director/Founder

[deepak@cserdtechnology.com](mailto:deepak@cserdtechnology.com)

### Sandeep Kumar

Corporate Director

[sandeep@cserdtechnology.com](mailto:sandeep@cserdtechnology.com)

For any query, inquiries for the services we offer, and related quotes: Please mail us at [info@cserdtechnology.com](mailto:info@cserdtechnology.com) with your detailed requirement

## Development Centers

### CSERD Technology Private Limited

Centre 1: B-156/C-9, New Ashok Nagar, Delhi/NCR, India

Centre 2: Kalyani Nagar, Pune, India

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Feedback

“Share your ideas  
to serve you better”