

### 1. OVERVIEW

#### 1.1. Introduction

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SOIBRANDZ is a leading software company offering high quality cost effective software applications and business Technologies. As a company with a global footprint, we take the time to understand our client's business strategies and focus on total customer and end-user satisfaction by providing Technologies that enable companies to address their changing business needs. In tough economic times, companies need more than a vendor, they need a partner. A partner dedicated to add value by improving processes and delivery of business and technology initiatives.

SOIBRANDZ develops high-quality software that complies with all of today's standards. SOIBRANDZ concentrates on ensuring that software is profitable and user friendly too. We differentiate our service with our technological expertise and delivery quality. The services offered cover Custom Software Development, Application Development, Web Application Development, Software Outsourcing, Software Maintenance etc. Our goal is to deliver premium quality software development services and products while giving unmatched value to enterprises worldwide at an affordable cost. We believe in "**Customer Satisfaction is Our Satisfaction**".

SOIBRANDZ is pleased to respond to Web Solutions Company, request for proposal for Implementation of a **Website/Software Development**. We are certain that we as a company can provide the technical expertise, experience level, cost structure and value that Web Solution Company, requires. SOIBRANDZ is submitting this proposal after a detailed discussion with the top management of Web Solution Company, India.

#### 1.2. Long term Benefits of the proposed solution

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Apart from providing the apt solution to handle the current and future challenges, our Application is highly flexible when it comes to expanding the user base in the system. The system is also upward scalable and can easily be integrated with the other modules as the organization moves higher up in the value chain.

#### 1.3. Background

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The current proposal is aimed at helping the Ecommerce to have the solution deployed and reap the benefits. The objective of this document is to:

- 1.3.1. Provide SOIBRANDZ perspective on implementation based on its experience in this area.
- 1.3.2. Document our understanding of the project and scope
- 1.3.3. Describe our proposed integration solution and technical architecture
- 1.3.4. Describe the project methodologies and proposed delivery mechanism
- 1.3.5. Detail the commercial aspects of the proposed engagement