



Defying the power of quality

Company Profile

If you're looking for a professional web design company and need a strong, stylized Internet presence that will be highly ranked on the main search engines, look no further. A good website is far more than a few clever effects and technical wizardry - it's about keeping things simple but strongly focused with a clear 'message'. **Sphere Technologies** can provide you with such a website. We take pride in the quality and effectiveness of our work. **Offshore Web Design and Web Application Development services include:**

- Web Designing
- e-Business Applications
- e-Commerce Applications
- Search Engine Optimization
- ASP/.NET Applications
- Java Programming
- PHP Programming
- Website Maintenance
- Multimedia Presentations
- Business CDs
- Template Customization

Web Designing



Step 1 : Concept Development

We believe that a web site can only generate business for you if the designers have a fair understanding of your business and your prospective audience. After discussing your products/services and your business model, our design team develops a unique concept that best Suits that model. Basic layouts and text are scribbled on paper and discussed with you. After brainstorming on the final appearance, structure and content of the site we proceed to the next step.



Step 2 : Production with State of the Art Tools

After concept development, our designers and developers get down to develop the basic design and layout on the computer. The same is shown to you and a basic approval is sought. Finally after go ahead, latest software tools are put on overdrive to produce scintillating and productive web solution for your application.

A final appraisal is sought and last changes are affected. The site would now be ready for Launch!



Step 3 : The Execution (Upload!& Testing)

The site is then uploaded on to our dedicated host servers. These servers have a fat bandwidth pipe and your site comes fast as a blink onto your visitor's browsers. Then begins the thorough testing of the uploaded site. We check its performance through different browsers, bandwidths, computer configurations and various platforms. We check for cross browser compatibility and fix any anomalies that may be discovered. The site is optimized for search engines and relevant tags are added to pages. This final version of the web site is then deemed fit for Post Marketing.

Our Goal As A Company Is To Have Customer Services That Is Not Just The Best, But Legendary

Dubai: P.O Box-116800, Telephone-+971 04 3979172, FAX -04 3979218 Email- contactuae@sphere-technologies.com

London: 119, Dephna House, 1st Floor, Neasden Lane, London-NW 10 1PH, UK. Tel-0044 20 84597179

FAX- 0044 20 84537179, Email- contactuk@sphere-technologies.com

India-3-4-424/20 A & B, 2nd Floor, Rahul Towers, Narayanaguda, Hyderabad-029. Phone:-040-64579699 .

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Step 4: Search Engine Marketing (Web Promotion)

A Web project is only considered worthwhile when it is marketed properly and its desired audience can reach to it effectively. We utilize the following techniques to market your site :

- Search engine registration (600+ search engines including top ones like Yahoo, AltaVista, Google and many more...)
- Web Directory registration is done and your site appears in relevant categories so that people looking for related content are able to locate it easily.
- Other techniques like Banner exchange, link exchange are employed to generate traffic.

A post-marketing manual is then posted to your address that contains over 22 carefully researched techniques that you can employ to make your site popular and generate desired results from it.



Template Customization

Website templates are more or less useless until these templates are customized as per the business requirements and own likings. We help you customize both HTML Website templates as well as flash templates to give them a unique look and feel.

E-Commerce Solutions



Dare we tell you what E-commerce is?

Looking at the hype surrounding the internet, it makes us feel that you probably have already seen or dealt with E-commerce. But for the sake of those of us who haven't, we'll define E-commerce" **E-Commerce is a subset of business, where products and services are advertised, bought and sold over the Internet.**" Many businesses have become extremely profitable through online sales. Dell Computers is a prime example. Small companies and even individuals can also market their products or services on a worldwide basis through e-commerce. Large companies can reduce sales and stocking costs by selling online.

Comparison with traditional commerce

online commerce provides an additional method for buying or selling.

Traditional sales

In traditional sales, the buyer and/or the salesman is the active party. In one case, the buyer initiates the purchase by either going to the store to buy or calling on the phone and making an order. In another situation, the salesman goes to the home or place of business to make the sale, or he calls on the phone to make the sale.

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A third method combines action from both parties. The business' sales department mails a catalogue or other material, and the customer then makes a purchase from the catalogue. These methods all apply to business-to-person as well as business-to-business sales.

Online commerce (e-Commerce)

Online commerce adds a new method, similar to a mail order catalogue. The business' sales department posts a Web site with an online catalogue. The buyer then selects items from the online catalogue and makes the purchase, either online or by phoning or mail order.

Although the buyer is really using an online catalogue, the metaphor of browsing a store with a shopping cart of most often used in e-commerce. This allows the customer to put items in the shopping cart to hold until checkout or when the purchase is finally made.

What are the necessities?

Just as in traditional commerce, especially that done by mail order, there are certain elements required to perform online business. You must:

- Promote your Web site presence
- Have an online catalogue or store
- Have the capability to receive payments
- Be able to deliver the item
- Provide after-the-sale support

Website promotion

You need to advertise and promote your business, so that the customers will come to your store, read your catalogue or view your Web site.

Online catalogue or store

You need to have a store or catalogue where customers can view and select goods or services. Customers need to be able to easily get around your catalogue to find things. The customer should be able to easily browse the selection and mark products for later purchase. They also need to be able to information or see pictures of the items.

Finding items

The Web site should be easy for customers to find what they want. The customer must know what is in the store, and the products must be organized in a logical manner.

The customer must be able to easily search for what he or she wants without the help of a sales clerk.

Selecting what to buy

Once the customer finds what he is looking for; he can put the selection in a "shopping cart" and search for other items. This makes it easier for the customer to purchase multiple items, as well as to buy things he may not have been looking for.

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Just as in a physical store, people often buy things they just happen to see. For example, stores place some "impulse items" at the checkout stand.

Purchase

It should be easy for customers to purchase the items they want. You must have a way to receive online payments, either using credit cards or other means of payment. For example, business-to-business sales may simply involve a purchase order.

The purchase of the item can be complex, but it should be made as simple as possible for the customer.

1. The customer must give certain information about himself. Usually this is name, address and e-mail
2. A mutually acceptable payment method must be chosen. Credit card or billing information must be gathered.
3. The merchant must process the customer's payment information.
4. Finally, the customer must receive confirmation of the sale.

Security is a concern in credit card purchases and the ability to encrypt transfer of data.

Delivery

You must have a good means of fulfilling the order and delivering the material to customers. Different means of delivery depends on the type of item purchased.

The product may be access to special information on the Web site, it may be downloadable software, or it may be items that must be physically delivered to the customer.

Support

The customer needs a way to voice problems. You also need a customer service system, consisting of support to handle complaints or returns in the event of problems.



Our Strength

Our wide ranging skills and experience in developing e-commerce applications can handle any web based requirement you propose to us. The following advantages make sure that your e-commerce project is a success :

- In-house dedicated and highly skilled team of full time developers who are prepared to meet any kind of challenges.
Good experience in implementing web based applications with e-Commerce capabilities
- More than 150 satisfied customers all over the country and abroad.
- Highly skilled design team with experts in HTML, JavaScript, FLASH as well as in coding part.
- We specialize in Search Engine Optimization and Promotion to make the project a success

Appoint dedicated teams to update and maintain your project or train your team to do the same

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Multimedia Presentations



Why Multimedia Presentations

In a study it was concluded that a sales team was able to close deals with prospective customers more effectively and in lesser time by using Multimedia based Sales demonstration. In another study it was concluded that managers were able to retain and understand information far better with a multimedia based presentation. Multimedia based presentations can wake up sleeping executives and also involve them in active interaction during the presentations. They are an effective marketing tool that can empower any sales team whether it is selling products or services.

Types of Multimedia Presentations

Interactive (Navigable)

These presentations have a navigation structure and the viewer can choose the topics she wants to go through by clicking and choosing. They require active interaction from the user. All the elements of Multimedia like sound or Animation are effectively utilized to make the transfer of message clearer. This type of presentation is suited to be handed over to a prospective customer or to be distributed at a seminar or trade show. These can also be used for in house, simulated, hands on training.

Self Running

A self running multimedia presentation is like a sales demo that can be shown to a group of people. It does not require any navigation techniques and runs continuously. Content-wise it is similar to the Interactive Presentation.



Now is the Time

We are confident that your product line or brand will immensely benefit from a multimedia presentation. Empower your sales team with a multimedia presentation and see them churn out better sales, demo after demo. Please get in touch with us for a free evaluation of the suitability of this concept for your product or service.

So whether you are looking for a web design company to develop your Internet presence from the very beginning or whether you already have a website and are looking to improve its exposure on the worldwide web we offer a good approach to what is a complex yet vitally important area of activity for any commercial business. With our extensive design and marketing experience we will customize your website to suit the needs of your customers. We will look closely at how best to convey the essence of your business, the most appropriate layout of the site, ease of navigation, usage of and balance between graphics and text and even the quality and style of language and expression used. We use the latest design software and are meticulous in our crafting of a site in order to ensure its marketability to the most important and appropriate search engines. Thus your site can have the opportunity to enjoy a far greater audience than many other sites and with almost



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We do not believe in being technically clever just for the sake of it. Rationality of purpose for a client's site is always uppermost in our minds. Sites utilizing frames, for example, may look a little more impressive but do not register as well on some of the key search engines and can be difficult to log in a browser's Favorites list or Bookmarks folder (e.g. Netscape). Complex Java scripting and animations, again initially impressive perhaps, can and do cause pages to load more slowly risking a potential customer 'clicking away' onto another site in preference to yours. We only use such devices in sites where they have an important, functional role to play relative to the product/service being marketed. To summaries, our basic **company philosophy** is to create the kind of website that most businesses want.... easy to find, stylish and appealing, quick loading, easy to navigate and easy to buy from. Imagine having the means to make your business available to customers 24 hours a day, 365 days a year promoting or selling your products without worrying about staff that might be sick or taking holidays....

....say hello to **The Internet**

Many businesses have already embraced online advertising, providing them with a new means to receiving orders as well as attracting new customers and offering existing ones access to valuable information about their services. Moreover, a web site can give you the potential to reach not only your local market, but international markets and indeed the world market. The possibilities for increased turnover and business growth are therefore tremendous. Recent statistics show that with 100,000+ prospective clients going online each month there are now 1 billion potential customers around the world to whom your products or ideas can be offered. In addition, there are more disabled people using the Internet through advanced technology such as screen reading software, etc - it's estimated that this section of the global community accounts for approx 10% of all traffic. Most of your competitors will already have web sites, but are they effective? Are they compliant? How can you create an 'edge' over them? Just having a web site is not enough - it is the quality and functionality of your site which is vital if you are to make the right impression and remain ahead of your competition.

As a recognized solution provider in emerging markets, Sphere Technologies is fully committed to producing groundbreaking solutions that push the boundaries of innovation. At the same time, Sphere Technologies strives to add value to the services and products that are delivered and assures you of the highest quality standards.

Mission

It's our mission to offer unparalleled solutions to our clients based on Innovative Thinking, which will enable them to run ahead of their competitors.

Vision

We envisage ourselves as a path-breaking organization that will set new parameters in the arenas of multimedia & web, e-learning and software.

We invite you to browse our website and learn more about our services and see what sets Sphere Technologies apart from all the other **web design companies**. Advantages of having a well structured and an updated web site are enormous. Customers from all over the world can see your product or service online 24x7, 365 days a year, even while you are asleep!



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Sphere Technologies is constantly evolving and our **web designer** constantly upgrade their skills to build your web designs in tune with the latest trends and technologies available. Unlike other web design companies and web design

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firms, we put a lot of importance on web page design, structure, and download speed, internal and external links which play

a significant role in determining the success of the web site on search engines and ultimate customer satisfaction. Intuitive web site interfaces and user-friendliness are the hallmark of our **website designs**. As a leading **web design company** our website design, ecommerce solution services are incorporated with an insight into search engine positioning and placements, maintaining a professional appeal at an affordable price. Its simple, if you are looking for a professional, affordable, business driven, customer friendly **web development company** call on Sphere Technologies, you will be astonished to see how simple the solution to your problem is!

Sphere Technologies serve a diverse range of clients in USA, Europe and around the globe, we are proud to say that we have already been enlisted in the UK Web Design Company under Web Design firm listings.

Looking for customized website design, outsourced **web application development** in the realm of **web Design Company ?**

To read more on our approach to website design and marketing go to our page.

P +91 40 27552897

E info@sphere-technologies.com

W www.sphere-technologies.com

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