



PROFILE

PRIMEX INFOTECH BEST OPPORTUNITY
FOR IT NEED'S



The Primex Infotech

Name Of Company **Primex** Stands On Prime – **X**. Where *Prime Indicates – The Best Quality Services* and *X – Contain Various Updated Technologies Used For our Processes Development*. So Primex InfoTech is the only place where all technology meets. Primex InfoTech is the right Place where you found all your needs of all technology with great Quality.

The company was originated on January 2006 by a five member team named as Idea Info Technology, which was converted in Primex Infotech on July 1st 2006.

The Primex Infotech is driven by a team called as Blue Team. The blue team makes the final decisions for Primex Infotech.

Purpose to start this Company to Give Our Customers an imaginable Height In The world of Internet, through web development, Company automation Through Software's, And Provide a unique Solution For E-Marketing And make a big Contribution to Grow our customer's Profit. And Provide unique Solution Of all Your B2B requirements.

We help you in:

- ❖ Business Automation through Web Development
- ❖ Business Automation Through Software's
- ❖ Creative Business Presentation
- ❖ Business Promotions/ Online Marketing Services



Mission / Business Goals

Our Mission to Ensure Good Quality in Minimal Cost and take part In All Organization Business grow. And Bring Our Company to Imaginable Height and Becoming the Part of our country infrastructure we believe in **"First Impression Is last Impression"**.

Our Goal is to play an Important Part in your organization's Business Grow.

"Customer Satisfaction is Owner proud"

A handwritten signature in black ink, appearing to read "Jank Joneha".

Managing Director

Peoples

Mr. D.K. Saxena	- Managing Partner
Mr. Ashish Saxena	- Sr. Consultant(Software)
Mr. Surendra Singh Chauhan	- Consultant ERP
Mr. Shashank Saxena	- Sr. Consultant (Design)
Mr. Gaurav Aggarwal	- Consultant (Q. A.)
Mr. Ankush Kohli	- Sr. Consultant(S.E.O.)
Miss. Deepti Gangwar	- Consultant(Copy Writing.)



Services

Primex Infotech Will Provide full range of Website design and Development, Software Development, Multimedia Services including:

Services

- Consultation Services
- Net Writing
- Copywriting
- Web Development
- Web Hosting
- Website Review
- Website Maintenance
- Dynamic Flash Website
- Software Development
- Database Development
- ERP Development
- Video Presentation
- Logo Designing
- Multimedia Solutions
- Photo Editing
- Graphics Designing
- SEO(Search Engine Optimization)
- E-Marketing
- Pay per Click
- Affiliate Marketing
- Business Outsourcing



Services:

Consultation Services:

We Provide Consulting , Project Management , IT and IT Enabled Services i.e. Software Development, Web design , Search Engine Optimization Internet related services & E-Commerce services

Copywriting:

Copywriting is concern about the words which promotes your business, website, products; sell your products and change the perception of customers. It Includes Corporate writing, Sales Writing, business mail, promotional mail, Slide presentation, Audio- video Presentation, Speeches, News Letters, Bid & Press releases. We can make words which can be appeal to customer emotions; to their hearts, as well as to their minds. This is an area in which we can help you to extreme .

We provides Advice and Research on Internet Marketing, Software Development, Website development & designing on which we are acknowledged experts. Skills auditing, the evaluation of IT training requirements and the formulation of IT training strategy are also Included in our consultation services

Net Writing:

Net Writing is a process of writing for online magazines, tutorials, business and educational websites. Writing for the Web is not the same as writing for print, however, and many concepts that it's good to keep in mind in order to get the most out of the medium because these words are what explain you, your products, your idea. And we know it very well what the value of our customer's opinion to us. Hence we provide you best words for your requirements.

Website Review :

Website reviewing is a process of time to time observation and then updation of Website. Website Reviewing enhanced the performance and presentation of website By time to time improvement and modification in different aspects of website. Website Reviewing includes Content Review, Traffic Review, Search Engine Position, Accessibility, Taxonomy, and Usability

Website Maintenance:

As the maintenance of physical product , hardware, software etc. is necessary as well Website Maintenance. Once your site is online, it will certainly need to be updated to keep your content fresh. It may be a simple change but some time unexpected problems or bugs comes into website . It can waste your several hours to find put them and fix them. We cure you from these problems by our Website Maintenance Services which includes Modification and Addition of Website Content, Image Manipulation and Addition Updating of Sites, Replace images i.e. pictures & graphics, Adding/removing pages , PDF creation and uploading etc.



Web Hosting

A web hosting service is a type of Internet hosting service that allows individuals and organizations to provide their own websites accessible via the World Wide Web. Web hosts are companies that provide space on a server they own for use by their clients as well as providing Internet connectivity, typically in a data center. Webhosts can also provide data center space and connectivity to the Internet for servers they do not own to be located in their data center, called colocation.

Flash Website

At the present time , Flash Web Design has become a influential technology to make a website impressive and customer centric. Flash Website Designing allows rich presentation of your concepts through graphics and sound via dynamic winning tutorials, training courses, introductions and film clips. Impressive color used in flash animated logo designs is more like a business campaign as it iput a positive impact in people's imagination by striking visual effects that insist them to visit your website time-to-time and become your regular customer.

Database Development:

A database is a collection of data, which is categorized in some way. The data has to be quickly accessible and modifiable for optimal categorization. Database development is an important and continuing need for any business, especially if you desire a dynamic Web site. Databases are the heart of dynamic Web pages. All dynamic Web pages must get their information from a database. Our team of developers have experience with a variety of database like MS SQL Server , MYSQL, ORACLE , ACCESS etc.

ERP Development

If You Belongs to any Business or software development you need not know about how ERP is being Popular . Planning Of Every Process is a necessary and complex task but using ERP it can be made easier. Enterprises Resource Planner(ERP) follows some standard to make efficient use of recourses. Some Benefits of ERP are Process Improvement, it eliminate redundant transactions and multiple reconciliations ,More efficient job rotation process, More efficient staff and succession planning, Reduced support costs. Reduced infrastructure costs. Improved resource allocation, More flexible organization. Better future decision making.

Video Presentation:

Presentation is the process of presenting the content of a topic to an audience. A video Presentation used to display information, in the form of a slide show. There are many different types of presentations including professional (work-related), education, worship and for general message. An effective presentation performs a important role in success of business or products.



Search Engine Optimization

Search engine optimization is a set of methodologies aimed at improving the visibility of a website in search engine listings. The term also refers to an industry of consultants that carry out optimization projects on behalf of client sites. Improves Rank of websites by using different methods and modification in website. SEO (SEARCH ENGINE OPTIMIZATION) is an essential service of Web Marketing. It Includes Traffic Generation, Affiliate Programs, Link Exchanges, Keywords etc.

Pay Per Click :

Pay Per Click Is a method of payment in SEO (SEARCH ENGINE OPTIMIZATION). You will be paid by the advertiser's on 'Per click' basis in this method. When any visitor click or go through the advertisements a 'Click' is count. Company will paid you amount according to number of clicks made by visitors. So as number of clicks increases your money will also increases.

E-Marketing:

E Marketing is the practice of using all facets of internet advertising to generate a response from your audience. It ties together both the creative and technical aspects of the internet, including design, development, advertising and marketing. Internet Marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, and interactive advertising etc.

Affiliate Marketing:

Affiliate marketing is a method of promoting web businesses (merchants/advertisers) in which an affiliate (publisher) is rewarded for every visitor, subscriber, customer, and/or sale provided through his/her efforts. Affiliate marketing is also the name of the industry where a number of different types of companies and individuals are performing this form of internet marketing, including affiliate networks, affiliate management companies and in-house affiliate managers, specialized 3rd party vendors and various types of affiliates/publishers who utilize a number of different methods to advertise the products and services of their Merchant / advertiser partners.

Business Outsourcing

"Outsourcing" involves transferring or sharing management control and/or decision-making of a business function to an outside supplier, which involves a degree of two-way information exchange, coordination and trust between the outsourcer and its client. Such a relationship between economic entities is qualitatively different from traditional relationships between buyer and seller of services in that the economic entities involved in an "outsourcing" relationship dynamically integrate and share management control of the labour process rather than enter in contracting relationships where both entities remain separate in the coordination of the production of goods and services. Business segments typically outsourced include information technology, human resources, facilities and real estate management, and accounting. Many companies also outsource customer support and call center functions, manufacturing and engineering.



Business Automation through Web:

In today Scenario of High Competition, everyone faces The High level Competition in their respective Fields. And the Globalization of Market which gives more and wide choice to the customers and take them in the global market, other hand it open the challenges in front of the businesses to survive in the global market

Today The great part of Globalize Market is based on the Web Technology. The Web Technology Gives the Opportunity to the customer to choose the best and also gives a great opportunity to the businesses to show them in front of users and customers in a effective way and reaches of them on the different parts of world. The Idea Info Technology tries to increase the ratability of businesses on the different parts of the globe . The Idea Info Technology Have a Separate research & Development Department for web development and for research of the web based problems.

Through Our Web Automation Services You Can:

- Harness The Power of Internet.
- Expand Your Customer base.
- Increase your Sales And Profit.
- Promote Your Product online.
- Complete Automation



Why Internet Presence Is Right for You:

Exponentially Increasing Number of Potential Customers

The number of potential customers on the Internet is increasing exponentially at every tick of the clock. In fact, the user growth rate is almost 100% a year. Smart & aggressive entrepreneurs are already cashing in on huge profits by successfully tapping into this huge market.

Cost Effective & Most Effective Global Advertising Medium

Compared to any other medium, advertising your company, products & services on the net, is most effective and economical. A full year of Internet advertising is usually less than a single ad in the local newspaper or in any of the popular yellow pages and you still reach out to customers.

Your Cyber Shop: Open to the World, 24 Hours, 365 Days

Your company profile, advertisement, product catalog becomes your virtual shop or office that remains open even while you sleep and fetches customers for you from places you might have never seen, thought or even heard of. With on-line ordering and transactions your cyber shop caters to your customers on its own.

Huge Savings & Faster Business

A recent study by IBM suggests that online catalogs & product displays on the Internet can save firms up to 25% in processing costs and reduce cycle time by up to 62%. You therefore not only increase your profitability but also process more customer orders for higher sales revenue.

Direct, Effective & Inexpensive Communication with Customers

You can communicate directly with your customers, within no time and at no cost through e-mails. You can answer your customer's queries with a click of your mouse to enhance your customer's satisfaction and ensure more business.

Provide Updated, Current Information in No Time

Isn't it important for your business to provide current information to your customers? The faster you provide your customers with the latest on your products & services, the faster they sell. With Internet, you do not spend time & money on re-designing the whole advertisement – you simply add the latest & remove the old content.

Search Engines: Making the Information Quest Easy

Search Engines are like yellow pages directory of what's available on Internet with a difference of keyword based search facility. Some of the most popular ones are AltaVista, Yahoo, Excite, Comfind, HotBot, AOL Netfind, & Northern Light, besides thousands of industry and region specific search engines.



Our Web Products are:

- Forums
- Portals
- Social Networking Sites
- Shopping Carts

Online Demos of some of our products are:-

Some Of Our Best Designs:

<http://Primexinfotech.com/Designs>

Job Sites:

<http://Primexinfotech.com/Jobsite>

Shopping Cart:

<http://Primexinfotech.com/Shoppingcart>

Send us Query For Your Customized Development Services:

<http://Primexinfotech.com/query.html>

Technologies That We Used:

For Web Development We Uses Some Of The Best Technologies Such AS:

- ASP (VB Script)
- PHP 5.0
- JSP
- Ajax
- ASP.Net 2.0, 1.1 with C# etc.

Database We Used Dynamic Web Development such as:

- MySql
- MSSQL Server
- Access



Business Automation through Software:

It Is The Truth Of The Life That Every One wants To Be Faster and Smarter Than Other's , We Are Providing Just few Steps in this Life Themes. In this way, We Help the People to become Faster With Our Fast Software's And of course Smarter With Our Smart Software's. We are dealing with the software solution of companies, institutes and different firms who wants to run with today's scenario or wants to go one step ahead from their Competitors. The Idea Info Technology Runs It's Own Research and Development Department for the Software Development.

Through Our Software Automation You Can

- Getting Organised .
- Reduce Analysis time
- Increase your Sales And Profit.
- Automated Working Process .
- Excelent Information Management

Software Products which we are serving to Industries:-

Customer Relation Based:

- Reporting
- Field Service Management

E-Business:

- Web Portals
- Shopping Cart
- Billing & Invoicing
- Purchasing
- Inventory Management
- Ware House Management

Back Office:

- Payroll
- Time Clock
- Banking System
- Account Management System & other MIS

Tours & Travels:

- Event Management
- Registration
- Reservation
- Travel Agency
- Online Travel Guide

Educational:

- Classroom Management
- Grade Book
- School Accounting
- Library System
- Material Management System
- Faculty Management System
- Fee Management System

Others

- Billing
- Finance
- Money Landering



Technologies That We are Used:

For Software Development We Are Using Some of The Best Technologies That Are:

- Visual Basic
- Visual Basic.Net
- Java

Database We Are Used For Software Developmen are:

- Oracle
- MSSQL Server
- Access



Creative Business Presentation:

Everyone wants to represent himself most Attractive and Interactive, And Multimedia can powered them on this way. To survive in today's competitive market the businesses needs a powerful presentation, so that they take help of Advertisements and most of the part of this field is depends upon Multimedia. Today's most of fields requires the help of Multimedia, It doesn't matter that are from Show Businesses , Films or Other Industries. As the world of advertisement or show businesses increases the role of multimedia also increases at the same or more then the rate.

Presentation is the process of presenting the content of a topic to an audience. A video Presentation used to display information, in the form of a slide show. There are many different types of presentations including professional (work-related), education, worship and for general message. An effective presentation performs a important role in success of business or products.

Multimedia Technologies We used, are:

- 2D/3D Animations
- Audio-Video Presentations
- Flash & Photoshop



Business Promotion / Online Marketing:

E-marketing is a type of marketing that can be defined as achieving objectives through the use of electronic technology such as Internet, e-mail, Ebooks and mobile phone. Online Marketing/Internet Marketing is very much similar but limited to the scope as it only refers to internet technology with marketing objectives.

Through Our Business Promotion Services You Can:

- Get a Global Market & Customers to sell your Product.
- You can save your Time which can be waste in door to door marketing.
- You May Earn With Your Website.
- Harness The Power of Internet.
- Expand Your Customer base.
- Increase your Sales And Profit.
- Promote Your Product online.



Online Marketing:

Online marketing is a type of e marketing. Online marketing includes several techniques to advertise something online i.e. on the web/Internet. Internet marketing is the practice of using all facets of internet advertising to generate a response from your audience. It ties together both the creative and technical aspects of the internet, including design, development, advertising and marketing. Internet Marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, and interactive advertising.

Some of the benefits associated with Internet marketing include the availability of information. Consumers can log onto the Internet and learn about products, as well as purchase them, at any hour. Companies that use Internet marketing can also save money because of a reduced need for a sales force. Overall, Internet marketing can help expand from a local market to both national and international market places. And, in a way, it levels the playing field for big and small players. Unlike traditional marketing media (like print, radio and TV), entry into the realm of Internet marketing can be a lot less expensive.

Pay Per Click :

Pay Per Click Is a method of payment in SEO. You will be paid by the advertiser's on 'Per click' basis in this method. When any visitor click or go through the advertisements a 'Click' is count. Company will paid you amount according to number of clicks made by visitors. So as number of clicks increases your money will also increases

Online Marketing Techniques:

- o Ad Serving
- o Affiliate Marketing
- o Social Marketing
- o Email Marketing
- o Viral Marketing/Advertisement
- o Direct Marketing
- o Spamming & E-spam
- o Blog Marketing
- o Conversational Publishing



Search Engine Optimization:

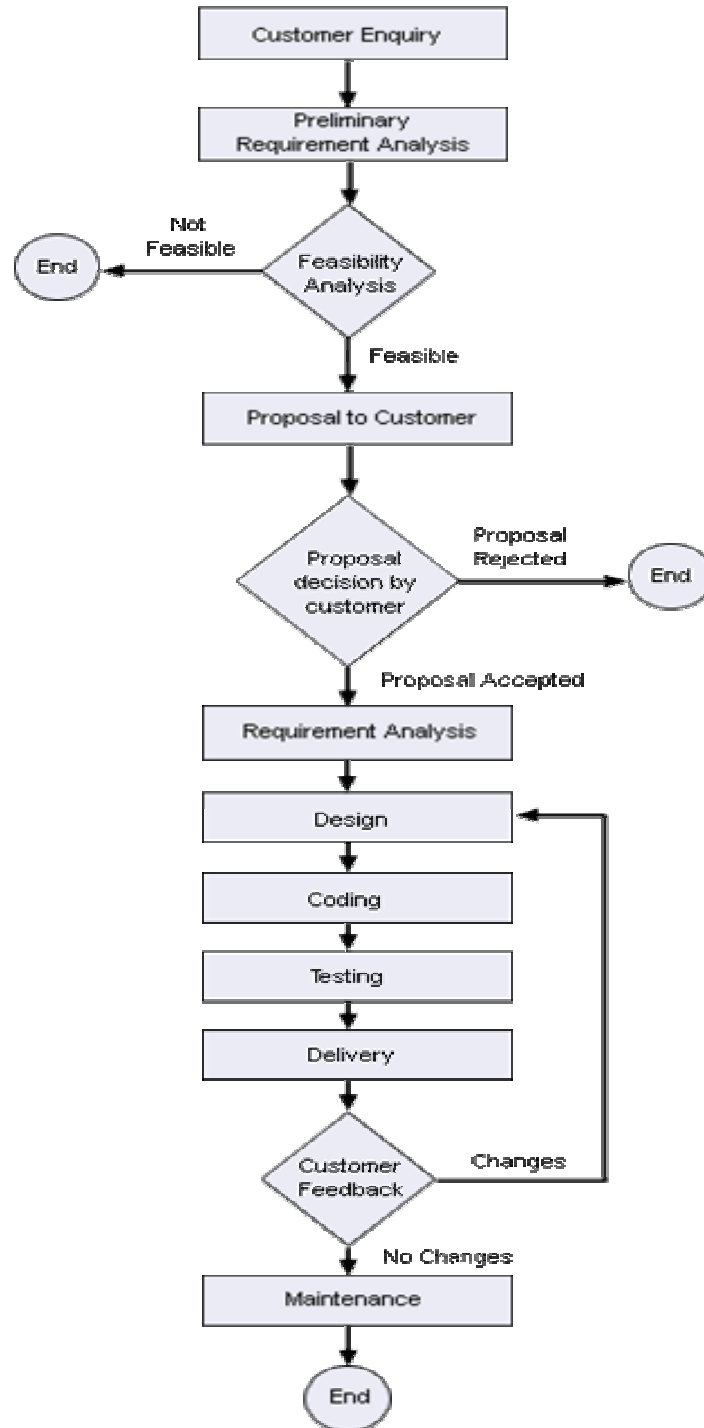
For increasing a site's popularity a marketing strategy is used that is SEO (SEARCH ENGINE OPTIMIZATION). SEO (SEARCH ENGINE OPTIMIZATION) considers how search algorithms work and what people search for. SEO (SEARCH ENGINE OPTIMIZATION) may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site. Other, more visible work may include adding unique content to a site, and making sure that the content is easily indexed by search engines and also appeals to human visitors

Why SEO (SEARCH ENGINE OPTIMIZATION) Is Beneficial

To make your website investment worthwhile it needs to be visible to customers and search engines. Search engine optimisation allows this to happen for free.

When implemented correctly search engine optimisation can have a dramatic effect on a business. Many companies purchase a website in hope that it will bring business without actively promoting it or seeking ways in which to see a return on investment. Alternatively companies get tempted by 'web promotion' businesses offering of submitting your site to thousands of search engines in the hope it will make their site easier to find.

Methodology Chart





Press Release



(+91)-129-3263726
N.I.T. Faridabad, Haryana (INDIA)
Web Address : www.PrimexInfotech.com
Email : info@primexinfotech.com

Faridabad, 15/01/2006 – “Primex Infotech” is an IT (Information Technology) company. It is mainly designed for IT businesses like Online Marketing, SEO (SEARCH ENGINE OPTIMIZATION) (Search Engine Optimization, PPC (Pay Per Click) , Web Designing {HTML, PHP}, Graphic Designing (PhotoShop, Flash, GIF Animator Illustrator, Video) & visual Basic and C/C++ Programming” etc. It’s an India based company with efficient & qualified Team members (Indian). For every work you have to think before starting that, make a plan for that but Primex Infotech is only that company who always think for itself & it’s customers. Primex Infotech denotes an symbol of idea which everyone have to think each & everytime because without idea nothing can be possible, If u think to take help of something like above mention business criteria then u must think about us i.e. **“Primex Infotech”, which always believe in thinking new known as Creativity.**


Managing Director



Location of Head Office

Primex Infotech
767-Parvatiya Colony
N.I.T Faridabad 121001
Haryana India.

Mailing Address:

Primex Infotech
767-Parvatiya Colony
N.I.T Faridabad 121001
Haryana India.

URL: - <http://www.primexinfotech.com>

E-Mail:- info@primexinfotech.com

Contact No: - (+91)-129-3262421
(+91)-9810837200,9810924942

Q. How We Help For Our web Customer?

- A. We Provide Following Services: -
- o Rank well With Search engine.
 - o Attract Interested Targeted visitors.
 - o Focused on the needs Of Their visitor.
 - o Keep visitor on the site (and encourage repeat visits).
 - o Get the Desired response (Contact, buy, Etc...).

Q. I need a website what is the minimum needs?

A. You Need Domain Name, Web Hosting Service. And Minimum Pages As follows: -

- Home Page : - Introduction to your business.
Services : - What Type of Service You Provide.
Product : - Which type Of Product You Sell.
Article Page : - Up to six article Pages (written by Client)
FAQ : - Frequently Asked Questions.
Guarantee : - guarantee of Product
Contact Us : - company Address, phone, Email Address, link, map, contact Form.

Q. What is your Schedule for designing a website Or How Much I Pay for That?

A. for Rate You Follow the Estimated rate Chart attached With the Profile.

Schedule: - We submit a proposal after finalize a deal, after approval of proposal we start working it takes time 2-3 weeks.

Payment schedule is divided in to three parts: 1/3 advance, 1/3 approval of Proposal remaining with in a week after delivery.

This Schedule defines the major task to be completed during the life of the project. Individual task may be added, deleted or moved as requirement to meet the demands of the design. The elapsed time are estimated and may vary depending on workload, changes, customer submissions, and third-party service providers.

Q. How Software Automation can Help?

A. Automated Software's improve your productivity and save time. They are Easy to use as compare to Manual Work. Output Given by software's are more flexible, reliable and accurate as compare to manual work done. Software's can perform task of many days in a single day. So you can increase your production by your time and cost and can get profit in less investment.



Q. How SEO(SEARCH ENGINE OPTIMIZATION) Works? In How Many Days can get Result from This Process?

A. For increasing a site's popularity a marketing strategy is used that is SEO(SEARCH ENGINE OPTIMIZATION). SEO(SEARCH ENGINE OPTIMIZATION) considers how search algorithms work and what people search for. SEO(SEARCH ENGINE OPTIMIZATION) may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site. Other, more visible work may include adding unique content to a site, and making sure that the content is easily indexed by search engines and also appeals to human visitors. There Is not a fix time limit to get higher rank in Search Engine. It depends on many factors related to SEO(SEARCH ENGINE OPTIMIZATION) although it will take app. 50-60 Days.