



ANALYZE | STRATEGIZE | SUCCEED

WE UNDERSTAND YOUR BUSINESS

Our Solutions are Designed for your Success

Innovate

The graphic consists of three overlapping diamonds with a light blue border and a white fill. The diamonds are arranged in a triangular pattern, with one diamond at the top and two at the bottom. The background is a solid blue color.

Quality

Strategy



COMPANY OVERVIEW

Bluepetal Understands each of our customers requirements. Bluepetal Provides comprehensive and integrated IT services that includes Software Development, Website designing and development, Mobile Application development, Digital marketing as well as development and implementation of mission critical business applications with cutting edge technologies to our customers round the globe. At Sowedane, we ensure you high quality deliveries every time and on time!

Vision

“Organizational objectives driving technology rather than technology driving organizational objectives”.

It will be our constant endeavor to evolve into a most sought-after business partner in providing integrated business solutions empowering organizations to face global challenges and exploit the ‘Digital Era’.

Mission

To provide **"Mission critical e-solutions"** that exactly meets the needs of our customers resulting in meeting the needs of all the stakeholders.

Core Values

- ❖ Equality
- ❖ Trustworthiness
- ❖ Transparency
- ❖ Empowerment
- ❖ Quality
- ❖ Respect
- ❖ Continuous learning



BLUEPETAL ADVANTAGES

Bluepetal understands responsiveness as not just timely delivery but also the ability to customize according to the specialized needs of clients. At Bluepetal you get a one-stop shop for all your IT service needs, we will take care of all your needs right from Strategic concept development, Business analysis, Software development to online marketing all in one place. Once you go anywhere else again.



Our Services

- ❖ Web Development
- ❖ Application Development
- ❖ Digital Marketing
- ❖ Mobile Development
- ❖ Creative Designing
- ❖ Website and Application Maintenance
- ❖ Outsourcing Services
- ❖ Training and Job Support



Our Strengths

- ❖ Single point of contact for all your needs
- ❖ Dedicated team over 40 experts
- ❖ A commitment to quality and generation of value
- ❖ A domain knowledge across multiple businesses
- ❖ Competitive pricing and support
- ❖ Continuous upgrade to new and emerging technologies

Why Bluepetal

- ❖ Time tested Business model
- ❖ Diverse Domain Competency
- ❖ Strong technical expertise
- ❖ Reliable and consistent communication
- ❖ Flexible pricing model
- ❖ Over 500+ satisfied clients globally



OUR SERVICES

We Have developed our service portfolio with a 360 degree approach. We continually add to our service portfolio as the internet market evolves and new technologies are added to the IT pool. we understand that as the technologies evolve and our business model allow us to evolve with them to ensure that you get the advantage of the latest of all times.

Web Development

- ❖ Custom web development
- ❖ Application development
- ❖ Enterprise portal development
- ❖ Ecommerce solutions – B2B / B2C
- ❖ Facebook apps & social media
- ❖ Ecommerce websites

Software Development

- ❖ Custom software development
- ❖ Software Outsourcing
- ❖ Software Testing and QA Services
- ❖ Migration and Re-Engineering
- ❖ Sharepoint Consulting
- ❖ Microsoft .NET Development

Mobile Apps Development

- ❖ Mobile Apps development
- ❖ iOS/iPad/iPhone Apps
- ❖ Android Apps
- ❖ Cross platform Apps
- ❖ Android tablet apps
- ❖ Mobile responsive websites

SEO & Digital Marketing

- ❖ Search Engine Optimization (SEO)
- ❖ Pay Per Click Services (PPC)
- ❖ Social Media Optimization (SMO)
- ❖ Reputation and Brand Management
- ❖ Internet Marketing
- ❖ Lead Generation

Creative Designing

- ❖ Logo, Brochure & Corporate Identity
- ❖ Graphic Designing & Illustrations
- ❖ White Board Animations
- ❖ Website/Microsite/Blog Designing
- ❖ Landing Pages, News Letters, Mailers
- ❖ Brochures and printing material

Flash and Whiteboard Animations

- ❖ Flash Application development
- ❖ Flash Component
- ❖ Flash Game development animation
- ❖ Whiteboard Animations
- ❖ Flash Widgets
- ❖ 2D and 3D Animations

Training and Support

- ❖ Tableau Training and Support
- ❖ .NET Technologies Training
- ❖ SQL and .NET Support
- ❖ SQL server training
- ❖ Career Guidance
- ❖ Interview Hacking Skills

Instagram Handlings

- ❖ Consistent Posting
- ❖ Engaging Audience
- ❖ Strategic Hashtags
- ❖ Instagram Stories
- ❖ Influencers Collab
- ❖ Analyze and Adjust

WEB APP DEVELOPMENT

We work Both on opensource and proprietary development Platforms
When you come to Bluepetal we understand that your endeavor is an investment. We analyze your business needs and budget needs and devise a solution for you which provides you with the best business advantage at the cost you had in mind. thus ensuring positive returns on your investment at all times.



Our Core development teams are complimented by our user experience, Java, Flash, .Net Development experts. By integrating these core web technologies we deliver the tactical edge to our clients which helps them in generating more revenue by increasing customer experience, product recall and brand value to the existing business.

PHP

Strong PHP core and framework expertise including cakePHP, zend, coreigniter, symphony etc extensive experience in PHP CMS such as WordPress, Joomla, Drupal and Moodle. Proficiency in E-Commerce/E-Business solutions such as Magento, Opencart, Drupal, Xcart, Zencart etc. and also Data Visualization and Communication tools like Tableau



ASP.Net

Our Expertise includes Asp.Net(4.0,4.5,MVC), Window Forms, Window Services, Web Service, Silverlight, Azure, ORM, and SharePoint we have also implemented websites using various E-Commerce solutions like DontNetNuke, SiteCore, NopCommerce etc.





CROSS PLATFORM MOBILE DEVELOPMENT

The emergence of mobile technology has always kept people connected right from pagers to this very sophisticated smart phones. Usage of Mobile phones is increasing drastically and forcing businessmen to come out of their desktops and embrace the presence of smartphones. These Android and iPhone apps keep techno savvy people engaged with their smartphones. Mobile app development has become an inevitable part of the industry with the increase of smartphone users.



Bluepetal has a team of iPhone experts who stand out for their depth of technical knowledge and delivery excellence. Besides having worked for clients from various industries and geographies, we know what it is to understand ideas, concepts, custom development needs and accommodate changes during the interim stages of development to arrive at the final outcome - ensuring high quality of delivery all throughout. Bluepetal is counted among the top iPhone app development companies in India.



Bluepetal has a team of Android experts who stand out for their depth of technical knowledge and delivery excellence. Besides having worked for clients from various industries and geographies, we know what it is to understand ideas, concepts, custom development needs and accommodate changes during the interim stages of development to arrive at the final outcome - ensuring high quality of delivery all throughout.



With mobile revolution and an increase demand for mobile app development, Xamarin has emerged as an undisputed king of cross-platform development.



PhoneGap Development As an open source framework, PhoneGap has its own irresistible charm for developing hybrid mobile applications of various types. Today, many mobile application development platforms are using this framework. Bluepetal acknowledges the power of PhoneGap and offers genuine PhoneGap Development services to its worldwide clients at affordable prices. Our every PhoneGap Developer is extremely passionate and proficient in his work to deliver an outstanding application.



DEVELOPMENT MODEL

Bluepetal Business model provides a structured framework aimed at delivering high quality solutions to our clients. The Bluepetal Development model has been refined over a period of time by bluepetal leadership who have an experience pool between them. This Business Model takes the best of industry practices and benchmarks the best approach achieve maximum performance and highest Quality.



Bluepetal software development model ensures that the customer is involved in all stages of development and transparency is maintained. It allows the customer to understand the core at development and a part of Bluepetal Team.

Pre Development Phase

- ❖ Strategic Information Gathering and Analysis
- ❖ Strategic Business Solution Analysis
- ❖ System Analysis
- ❖ Strategic Design
- ❖ Documentation of User requirement specifications

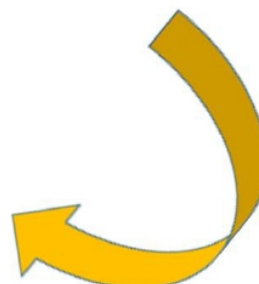


Development Phase

- ❖ High Level Design
- ❖ Low Level Design
- ❖ Modular Development Methodology
- ❖ Application Integration
- ❖ Application Documentation
- ❖ Application Testing

Post Development Phase

- ❖ Installation
- ❖ Set-up and Deployment
- ❖ Integration with the Back –end Systems(if requirement)
- ❖ User Training





BUSINESS MODEL

The Bluepetal Business Model engages the clients in accordance with their business requirements and the project at hand. Our Experts tune the existing business models to ensure that client goals are met with within the direct measures of Quality (DMOQ) specified by the clients. These DMOQ's May be delivery time, Cost, Design Security, Technology etc.

At Bluepetal we believe each individual need is unique, our business models are developed with the same philosophy in mind.

Fixed Price – Fixed Time Model

When the client has a clear scope of project in mind our business analysts and project managers work with the client to define specific deliverables and timelines which are then converted to a mutually agreed price for the project. With the involvement of the development manager from the first day the process guarantees predefined performance and delivery. With the budget clearly defined the client can plan their overhead in line with project delivery

Hourly Rate Model

At Times the client has an idea which needs to be developed into a project. This is where our hourly rate project model comes handy. Also when the client application needs minor enhancements overtime they prefer this model.

Dedicated Teams Model

Simple Web Projects to high turnover applications and turnkey projects deserve a dedicated team working towards its development and maintenance.

All our major clients/business partners opt for this model, the team working with them shares the same relationship with them as if they were under direct employment

Maintenance Model

This is the perfect investment in your website instantly giving returns. By hours in advance from us and get your work done as and when you require it. We make sure that we deliver the same quality and response every time.



DIGITAL MARKETING

Rules of Marketing dictate that a great product is only as good as the position it holds in the minds of your target customers. This holds true for the internet market as well., at Bluepetal we ensure that your websites remains at the top of all search engine results instantly converting your website to a great business venture.

Our experts help you and build strategies in this effort right from the word GO!!



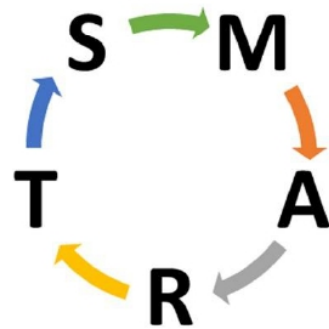
Our Bluepetal team of marketing experts focuses on delivering measurable business results in a short time frame

Bluepetal helps business websites in enhancing their business by increasing their visibility over internet and giving a boost to their search engine rank by means of affordable SEO and Whiteboard animations. The better the **SEO**, the higher the revenue your website will be able to generate. Thus, with our long term, effective SEO strategies the ranking and sales of our clients increase.

Services We Provide

- ❖ Search Engine Optimization (SEO)
- ❖ Pay Per Click Service (PPC)
- ❖ White Board Animations
- ❖ Search Engine Reputation (SERM)
- ❖ Digital Media Services
- ❖ Social Media Optimization
- ❖ Search Engine Submission
- ❖ Internet Marketing
- ❖ Online Advertising
- ❖ AdSense Optimization
- ❖ Web Promotion
- ❖ Link Building
- ❖ Lead Generation

And Many More...



Bluepetal focus on 5 key elements in SEO:

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Attainable**
- ✓ **Relevant**
- ✓ **Time bound.**



OUTSOURCING

It is a challenge to keep track of emerging technologies and deploy them effectively to fuel your growth. Outsourcing helps you manage this challenge. Bluepetal 360 Degree approach enables us to help you meet the ever growing challenge of integrating technology to your business needs. Organic growth can be expensive, we help you grow virtually!

This Model provides for an extension to your current capacity thus adding a virtual task force, domain and technology expertise to your organization instantly. With Bluepetal as a business partner you can be assured of on time delivery and an instant increase your business!

From design, application development to internet marketing under this model Bluepetal delivers with your stamp on it

Concentration on the core business operations

Gaining additional phase in providing complex services to the customers by providing framework to through outsourcing

Building confidence in organizations to venture into new area of business

Offshore outsourcing is cost effectiveness, quicker turnaround times and minimising customer attrition through non-local outsourcing

Experienced support for IT Re-Skill of remaining staff on more marketable skills and services reduced operating costs

Optimization of system management and support processess

Enhancement of project management and service delivery

Time Saving
(For Most Important Tasks)

QUALITY PROMISE

We Got the extra mile for you to do ordinary things in unique ways! with the Bluepetal Quality promise you can be assured that you always get what was promised to you and more, always.

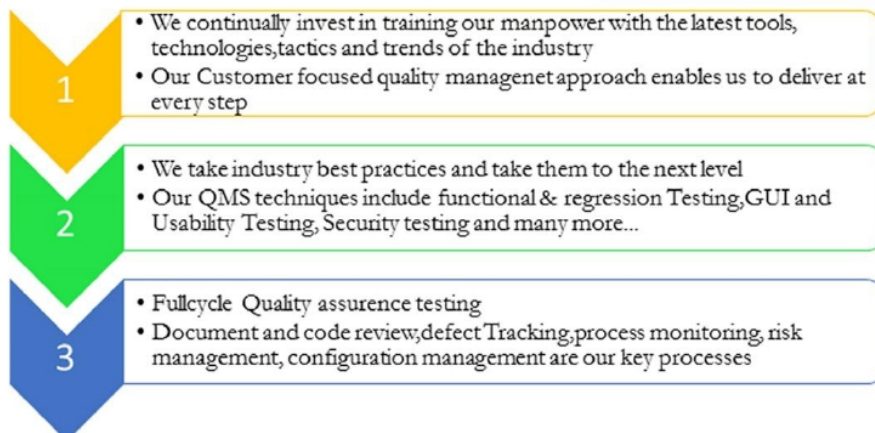
We are tough approach to quality we ensure we always improve with every step



Quality is the core of our Bluepetal values and it reflects in everything we do. Our leaders along with the dedicated independent quality control team monitors and alerts at every step of our production

Bluepetal Quality Principals

Three Principals Dictate Our Quality Analysis And Parameters

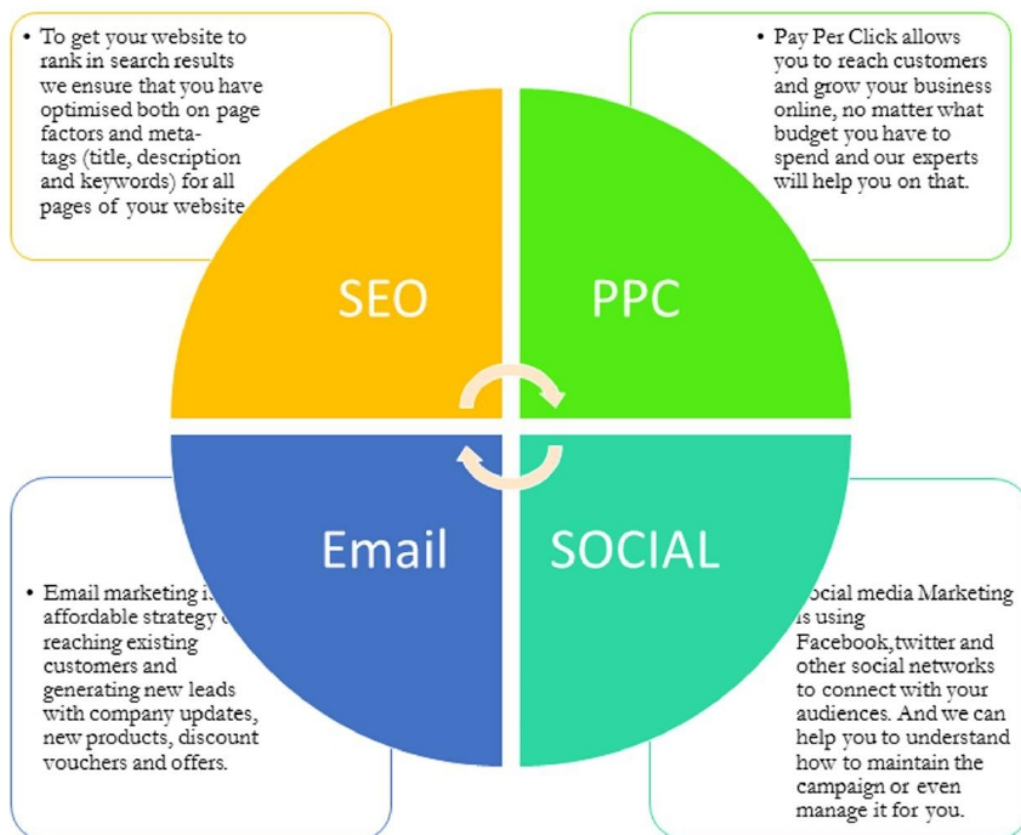




INTERNET MARKETING

SearchEngine Optimization (SEO)
Pay Per Click (PPC) Marketing Management
Email Marketing
Affiliate Marketing
Social Media Marketing

Getting your business found online in local search is important source of enquiries for many different companies. We optimize your website for local search through can, if done right, help you reach your target market, generate new leads and increase revenue.



Affiliate marketing is an internet marketing strategy that allows businesses to increase website traffic through paid referrals from other websites.

Affiliate marketing provides a cost-effective way to drive traffic to your business website and increase sales.

WHITE BOARD ANIMATION

Whiteboard animations grab and keep your audience's attention in a way that other video formats can't match. With better engagement comes more social shares and higher conversions. We have a wonderful creative team that builds unique animations by understanding the business requirements and needs.



Global Marketers Want To Be More Engaging And Better Storytellers

This is taken from the Content Marketing Institute's survey of 5000+ global business-to-consumer marketers.

5 clear proofs that whiteboard animations boost engagement





JOB SUPPORT & TRAINING

Microsoft .NET Technologies

Tableau

Microsoft SQL Server

Mobile App Development

HTML, Javascript and other Web Developing Technologies.

We are a pioneering Centre offering a dedicated one stop for Tableau,.Net Technologies, SQL and other Web and Mobile based tools Job Support, with your minimal discomfort and emphasis on optimizing easy solution.

We Equipped with a comprehensive tools, we ensure management of complex problems, offering the best of solutions for Java Issues.

At Bluepetal we continuously strive to achieve technological excellence and exceed your expectations through advanced programming techniques.

We are holding classes according to your needs at your time conveniences hourly/Weekly/Monthly.



PORTFOLIO

Bluepetal Understands each of our customers requirements. Each of their websites have their own style, personality and needs. We also strongly believe that our customers are looking for professional, affordable, and reliable company when looking to build their applications and websites. Have look through our professional web design and development portfolio and estimate the kind of dedication and professionalism we show for our clients and count on.



And Many More..



GET IN TOUCH

We Operate from the leading and one of the fastest growing
IT economics in Asia.

Our Services cater everywhere across the globe

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