SEFIENT
EXCELLENCE IN EVERY CREATION

Sefient Technology (P) Limited.

Leading

360 DEGREE .

Services in the realm of
Web Development, Mobile Apps Development & SEO Services !

COMPANY OVERVIEW

Sefient Technology (P) Limited.

Sefient 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 technology to our customers round the globe. At Sefient, we ensure you high quality deliveries every time and on time!

Team Work **Integrity** **Client Satisfaction** **Diversity** **Quality**

Who We Are?

The company was established in the year 2015, with the goal to provide high quality cost effective services to the internet & IT outsourcing community and businesses who wish to maximize their ROI and REACH by harnessing the unlimited power of information technology.

Today we have a team of over 300 highly qualified professionals operating from our facilities in India, United States and South Africa. We have sustained a growth rate of 300% annually fueled by the high delivery standards we maintain and pride in.

Within a timespan of just 4 year we have successfully delivered over 500 projects to clients worldwide.

Our Values

Unparalleled Client Satisfaction

We value our clients, understand their business, and pledge our commitment to contribute to their success and satisfaction.

We value team accomplishments and seek opportunities to join with our colleagues to advance the success of our clients.

Team Work

Integrity

We value, above all, our integrity in everything we do.

We value the unique combination of qualities and contributions that each individual brings to the workplace.

Diversity

Quality

We value quality in all we do; in quality we deliver the perceived value of our product.

SEFIENT ADVANTAGE

Sefient Technology (P) Limited.

At Sefient you get a one-stop shop for all you 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 with Sefient you will never have to go anywhere else again.

Services We Provide

- Web Development
- Application Development
- Digital Marketing
- Mobile Development
- Creative Designing
- Website and Application Maintenance
- Flash and Flex Development
- Outsourcing Services

Why Sefient?

- Time-tested Business Model
- Diverse domain competency
- Microsoft certified partner
- Strong Technical Expertise
- Reliable and consistent communication
- A flexible pricing model tailor made to the individual needs
- Over 1200 satisfied client globally

Our Strengths

- Single point of contact for all your needs
- Dedicated team of over 50 experts
- A commitment to quality and generation of value
- A domain knowledge pool across multiple business domains
- Competitive pricing and support
- Continuous upgrade to new and emerging technologies

SERVICES PORTFOLIO

Sefient Technology (P) Limited.

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 technologies evolve and our business model allows us to evolve with them to ensure that you get the advantage of the latest at all times.

Web Development

- Custom Web Development
- Application Development
- Enterprise Portal Development
- Ecommerce Solutions - B2C / B2B
- Facebook Apps & Social Media
- eCommerce Websites

Software Development

- Custom Software Development
- Software Outsourcing
- Software Testing & QA Services
- Migration & Re-Engineering
- Sharepoint Consulting
- Microsoft .NET Development

Mobile Apps Development

- Mobile Apps Development
- iOS/iPad/iPhone Apps Development
- Android Apps Development
- Mobile Websites Development
- Android Tablet Apps
- Mobile Websites

SEO & Digital Marketing

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

Creative Designing

- Logo, Brochure & Corporate Identity
- Graphic Designing & Illustrations
- Flash Animations
- Website & Microsites Designing
- Landing Pages, Newsletters & Mailers
- Brochures and Printing Material

Flash & Flex Development

- Flash Application Development
- Flash Component
- Flash Game Development animation
- Flash Integration
- Flash Widget Development
- Hire 2D and 3D Flash Animators

Application Support & Maintenance   System Admin Support   Performance and Scalability

WEB APP DEVELOPMENT

Sefient Technology (P) Limited.

We expertize in both open source and proprietary development platforms. When you come to Sefient we understand that your endeavor is an investment, we analyze your business & 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 complemented by our User Experience, Java, Flash and Flex development experts. By integrating these into the core web technologies we deliver the tactical edge to our clients which helps them generate more revenue by increasing the customer experience, product recall and brand value to the existing business.

PHP/LAMP

We have delivered over 300+ exceptional PHP websites and applications.

Strong PHP Core and Framework expertise including CakePHP, Zend, Coreigniter, Symphony, Yii etc Extensive experience in PHP CMS such as Wordpress, Joomla, Drupal and Moodle

Proficiency in Python, Angular JS, Node.js, React, E-commerce/E-business solutions such as Magento, Wocommerce, Opencart, Drupal, OSCommerce, X-cart, Shopify etc.

Sefient is unsurpassed in leveraging the benefits these open source technologies deliver.

ASP.NET

Having built not just websites but robust web applications covering the entire width of the business administration from Sales, product management to HR services we prize our development team's capabilities.

Our expertise includes ASP.net (4.0, 4.5, MVC), Windows Form, Web services, Silverlight, Azure, ORM and SharePoint We have also implemented websites using various E-commerce/E-business solutions like Dotnetnuke, Sitecore, AspDotNetStorefront etc.
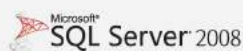
MOBILE APP DEVELOPMENT

Sefient Technology (P) Limited.
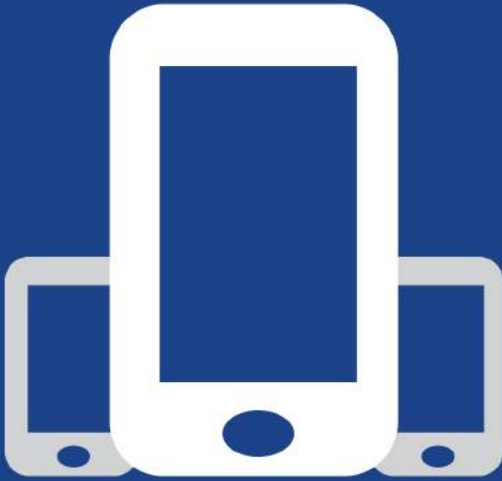
80% of the world's population today has mobile phones. This creates a whole new channel of communication to your end user. At Sefient we help you maximize this advantage by integrating the mobile world into your existing business processes. If you have an existing website or are planning for one, Sefient helps you integrate this advantage into your business

IPhone and Ipad

With more than 8 years in IOS app development our team has provided some revolutionary app solutions to our customers.

If you have an idea our team can give it life on an iPhone or iPad!

Equipped with the latest in technology our IOS development team constantly upgrades itself to ensure we remain at the top of our game.

We provide high resolution and rich graphical application design through the use of the latest equipment in 2D and 3D graphics.

Android Phone/Tablets

We have earned both recognition and experience having developed applications for the latest version of Android including Gingerbread 2.0.x, Honeycomb 3.0.x and Ice-cream Sandwich 4.0.

Employing the android 4.0 SDK for developing apps we offer both scalable and flexible apps with stunning graphics supported by our strong design backbone.

Having developed B2B, B2C, social networking, financial domain, Video chat and collaboration tech apps there is nothing we cannot take on.

DIGITAL MARKETING

Sefient Technology (P) Limited.

Rules of marketing dictate that a great product is only as good as the position it holds in the minds of your target consumers. This holds true for the internet market as well, at Sefient we ensure that your website remains at the top of all search engine results instantly converting your website to a Great business venture. Our experts help you strategies this effort right from the word go!

Our team of internet marketing experts focuses on delivering measurable business results in a short time frame. Sefient is proficient in providing a complete web presence to their clients through Search Engine Optimization, Search Engine Marketing and Social Media Marketing With 800+ top ranking clients under our belt and supported by a top notch development team we are one of the best in the game today

Sefient is at your service when your business needs a strong Digital Marketing platform that can transform the online Marketing campaign completely with focused promotion through the right mediums.

We are a leading search engine optimization and internet marketing company which renders services such as SEO marketing, social media optimization, pay per click, internet marketing, and reputation management for an organization. The specialists that work on your project are capable of formulating business driven SEO & internet marketing solutions in order to provide the complete ROI for your trade.

Services We Provide

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

Brainstorming

- Highlighting area of improvement
- Competitor analysis and performance measure
- Developing plan of action to reach goal in minimum possible time

Implement and Enhance

- Perform constant tests and adoption of competitive SEO strategiespossible time
- Observe search engine activity and website's performance
- Evolution of your SEO campaign on a regular basis

Campaign Tracing and Performance Reporting

- Maximum automated processes for high accuracy
- Report typically covers SEO summary, ranking progress and performance
- Monthly activity summary for complete transparency

BUSINESS MODEL

Sefient Technology (P) Limited.

The Sefient 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 Sefient we believe each individual need is unique, our business models are developed with this 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 agree 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.

Sefient 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 come handy. Also, when the client application needs minor enhancements over time they prefer this model. A project manager along with the business analyst provides and hourly sheet per requirement which when approved by the client moves forward to development.

Sefient Dedicated Teams Model

High turnover applications and turnkey projects deserve a dedicated team working towards its development and maintenance.

This model provides for a dedicated team of experts working only on the one project continuously. This provides for an always on support team which understands the huge application inside and out and can step-in and delivers as soon as a need presents itself.

All of 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.

Sefient Maintenance Model

The Sefient maintenance model allows you to benefit from our services at a cost up to almost 50% of our regular service charges.

This is the perfect investment in your website instantly giving your returns. Buy 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.

Each task is appraised and the hourly estimates are approved by the client beforehand. Any hours that are not used up are carried over to the next cycle.

DEVELOPMENT MODEL

Sefient Technology (P) Limited.

Sefient's Development model provides a structured framework aimed at delivering a high quality solution to the clients. The Sefient development model has been refined over a period of time by Sefient's leadership who have a total experience pool of over 20 years between them. This business model takes the best of industry practices like Agile and Rational Unified Process(RUP) and benchmarks the best approach achieve maximum performance and highest quality.

The Sefient Transparent Development Model

Our software development model ensures that the customer is involved at all stages of development and transparency is maintained.

By keeping the customer involved we ensure a satisfactory product in all phases of software development. It allows the customer to understand the core at development and a part of the Sefient team. Here we make you feel not just a part of the action but also leading from the front.

The Sefient development model places the customer at the helm of the process thus raising the confidence and returns from the product delivered.

Software Development Cycle

- Analyze — Customer Input & Review
- Quote & Approve
- Mockup — Customer Input & Review
- Create
- Stage & Test
- Release — Customer Input & Review

Development Phases at Sefient

1- Planning: Clients usually have an idea of what they want as the end result, but not what the software should go. Our skilled and experiences experts help the clients define the software requirements and scope thereby generating a clear map for the client and our development teams. We it is this step where we generate maximum value for the clients.

2- Implementation, testing and documenting: All plans are as good as their implementation; At Sefient we understand that and our software experts ensure that we follow the code to the letter. Our Quality team ensures that defects are recognized as soon as possible.

3- Deployment and maintenance: One the product is accepted by the client we move towards deployment. Our support teams ensure that the applications have the right environment for the applications and take care of any eventualities. Sefient CRM team keeps an eye on the latest trends and updates our clients continually on how to improve their applications, adding value to your business even after the product has been delivered.
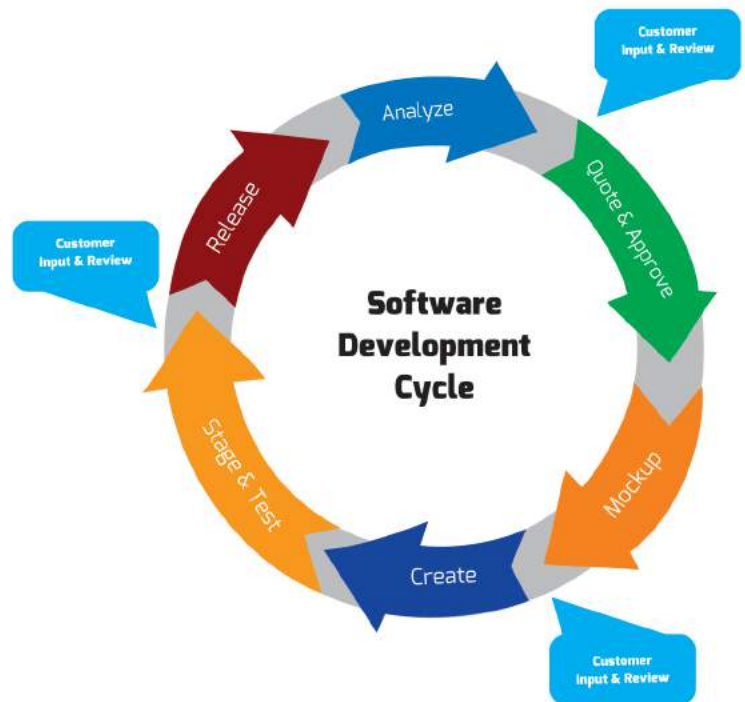
OUTSOURCING

Sefient Technology (P) Limited.

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

Outsourcing Model

Sefient Outsourcing/Private label Model Organic growth is not always the best option. 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 Sefient as a business partner you can be assured of onetime delivery and an instant increase of your business! From Design, Application development to Internet marketing under this model Sefient delivers with your stamp on it.

Outsourcing is not a necessity it's a Phenomenon now. It is a well established fact that outsourcing is having a positive impact on the world economy at large. Some of the many benefits that are entailed in outsourcing are the savings in costs, improved quality, and access to talent that is untapped and is available at a lesser wage, reduction in the time to market, tax benefits and also the much hallowed concept of commodification. In spite of some minor deterrents, outsourcing is the way forward for the developed as well as the developing countries. The skilled work force that is available in these emerging markets is very much at par if not exceeds those of other markets.Offshore outsourcing is an lucrative business model that helps global IT and software companies to streamline their core operations at a significant cost advantage.

Outsourcing Benefits

- Concentration on the core business operations.
- Gaining additional pace in providing complete services to customers by providing framework through outsourcing.
- Building confidence in organizations to venture into new area of business.
- Offshore outsourcing is cost effectiveness, quicker turnaround times, and minimizing 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 &support processes.
- Enhancement of project management, and service delivery.
- Time saving (for more important tasks).
- Improved system reliability

QUALITY PROMISE

Sefient Technology (P) Limited.

We go the extra mile for you to do ordinary things in unique ways! With the Sefient Quality promise you can be assured that you always get what was promised to you and more, always. With our Kaizan approach to quality we ensure we always improve with every step.

We Deliver Value By Delivering Quality!

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

Sefient quality principles: Three principles dictate the quality analysis and parameters at Sefient.

1- Fit for purpose: The quality analysis begins right from the planning stage ensuring that the product should be suitable for the intended purpose.

2- Right first time: At Sefient we believe even a small glitch as cost us client or even worse cost our client their brand equity, we ensure that any mistakes should be eliminated before deployment.

3- Total Quality management (TQM): We believe quality should be reflected in not only the end product but the processes and the people that are involved with the development of the product.

- We continually invest in training our manpower with the latest tools, technologies, tactics and trends of the industry

- Our customer focused quality management approach enables us to deliver at every step

- We take industry best practices and standard and take them to the next level

- Our QMS techniques include
    - functional & regression testing
    - GUI and Usability testing
    - Performance benchmarking
    - Security testing
    - Systems integration control and much more..

Key Processes

1- Full- cycle quality assurance testing
2- Document and code review
3- Defect tracking
4- Process monitoring
5- Risk management
6- Configuration management

DON'T TAKE OUR WORD FOR IT
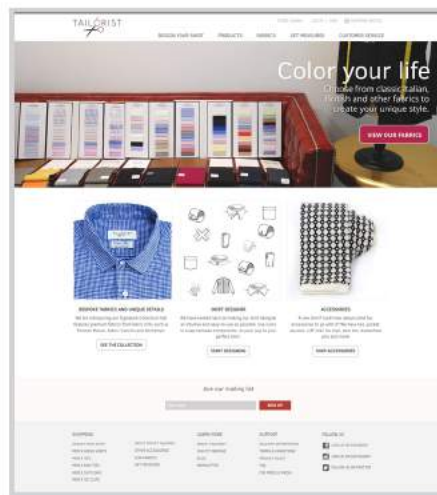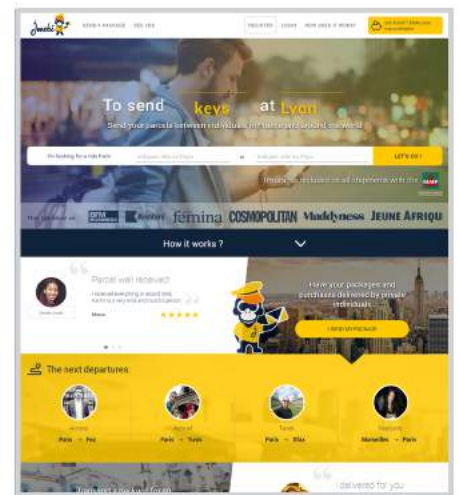
Sefient Technology (P) Limited.

At Sefient our clients are also our greatest advocates. It is our dedication to add value to our client's business that converts customers to clients and clients to business partners. Our clients are our greatest assets and marketing channel!
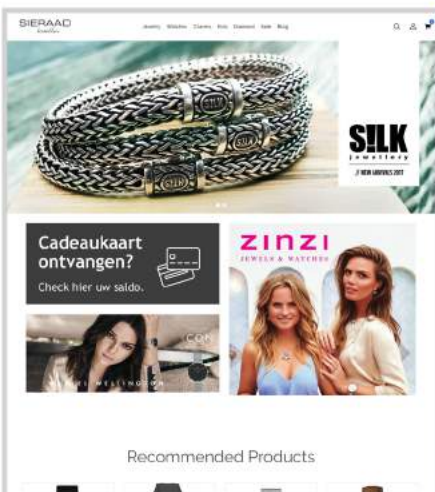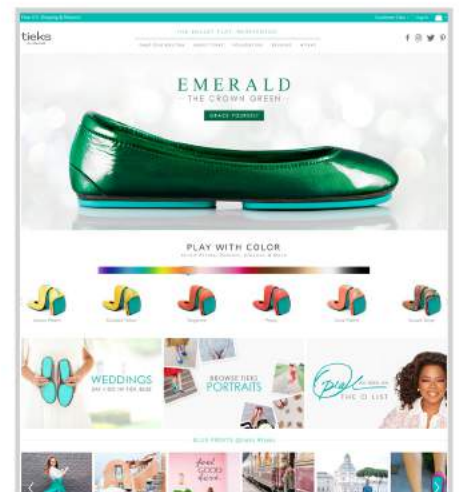
"I would never hire anyone else to do a project except Sefient. If you are lucky enough to work with Sefient you will understand. Also they worked faster then I was able to keep up...if you want professionalism and quality work then I would look no further, I want to thank Sefient for their patience and understanding in every detail that we worked on."

Philip Tomich
Miami/Fort Lauderdale Area, USA

"Sefient worked with me on a fixed price web platform development for a startup company that offers a marketplace for musicians and media talent. The project was quite ambitious, included many areas of functionality (project management, user profiling, Paypal payments with split payments, advertising, etc). I would highly recommend Sefient as a development company..."

Mike Constable
United Kingdom

"Sefient has provided a professional and cost effective product that is of the highest class. I currently have 2 other projects with them and highly recommend their services."

Rodney Bartely
Wetherill Park, NSW, Australia

"Sefient have demonstrated a good handling of my project requirements being able to handle most requests quite easily. This has been my first project with them and I will likely be using them again in future for additional projects."

Toby Hone
Johannesburg, Gauteng, South Africa

WEB DEVELOPMENT PORTFOLIO

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At Sefient our clients are also our greatest advocates. It is our dedication to add value to our client's business that converts customers to clients and clients to business partners. Our clients are our greatest assets and marketing channel!

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Url : https://www.tailorist.com/

Url : https://www.jwebi.com/

Url : https://www.sieraadbestellen.nl/

Url : https://www.emag.ro/

Url : https://tieks.com/
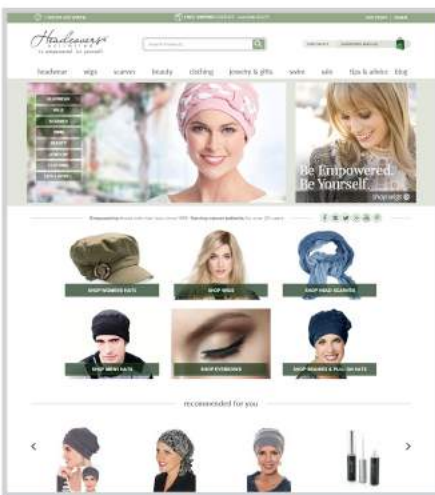
INTERNET MARKETING PORTFOLIO

Sefient Technology (P) Limited.

"The Sefient team is really professional. They have done a great job on our website and we had very nice improvement in our SEO. They always guide me to make my website awesome and they spent more time to solve some other stuffs out of project scopes as well. I highly recommend them and will work with them for other projects. Great Thanks Sefient team."

Richard - Australia

Project Name: SEO Service for Travel Management
Industry: Travel and Hospitality
Technologies Used: SEO

Kenya.com is a member of EAWLS/ASTA/KATO/APTA/BBB/CST and a host of other professional African Tourism organizations. The company has been successfully exercising this business for more than 15 years and since that time it has been serving around thousands of safaris trips every year.

Google

Keyword	Ranking Status	
	Initial	Current
Kenya safaris	0	1
Kenyan safari	0	1
Kenyan safari tour	0	1
Kenyan safaris	0	1
kenya safari tours	0	1
safari tour	0	1
Kenyan safari tours	0	2
kenya safari tour	0	2
safari kenya	0	2
safari in kenya	0	2
African safari packages	0	3

YAHOO!

Keyword	Ranking Status	
	Initial	Current
Kenya safaris	0	1
kenya safari tours	0	1
kenya safari tour	0	1
kenya safari packages	0	1
lodges in kenya	0	1
Africa Private Safaris	0	1
safaris kenya	0	1
kenya africa safari	0	1
Kenyan safari	0	2
Kenyan safaris	0	2
safari kenya	0	2

msn

Keyword	Ranking Status	
	Initial	Current
Kenya safaris	0	1
Kenyan safari	0	1
Kenyan safari tour	0	1
kenya safari tours	0	1
Kenya safari tour	0	1
safari in kenya	0	1
lodges in kenya	0	1
African safari tour	0	1
kenya	0	1
mt kenya safari	0	1
Kenyan safaris	0	2

MOBILE DEVELOPMENT PORTFOLIO

Sefient Technology (P) Limited.

"I have been well looked after by Sefient, they have gone out of there way to help and I would happily recommend them to anyone wishing to develop an app. A professional group, well organised and pleasant at all times."

Ann - Australia
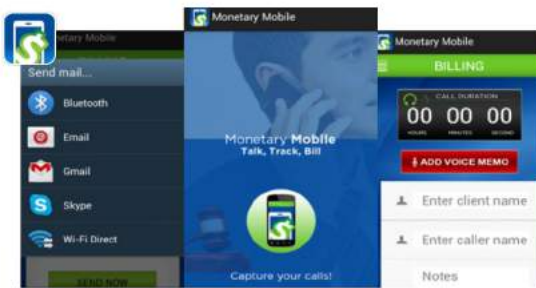
Project Description:

Professionals who bill by the hour know this well. Accurately keeping track of billable time is a challenge under the best of circumstances; keeping track while out of the office and talking on a mobile phone makes the challenge even more insurmountable.

Project Description:

Alice's Wardrobe allows you to virtualise your wardrobe and take it everywhere you go! No need to empty your wardrobe everytime you need to decide what to wear, use the app to help you plan your outfits and even share with friends!

Project Description:

This is a load board app designed to make trucking easier for hard working Truckers.This app is designed to connect "Truckers" who use this app can auto post their trucks, or look for posted loads on the website Brokers and Shippers can use this app to find Truck Drivers, or post their freight.

Project Description:

HotSnap is an online photo contest. Users submit photos using our app then the entire community of Hotsnap users vote for their favorite photo.
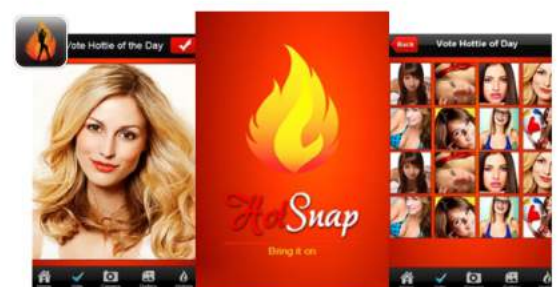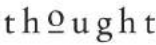
OUR CUSTOMERS

Sefient Technology (P) Limited.

Sefient is powered by intellect and driven by values. Speed, quality and competence are our mission. We assure you for best in class service and support. For any kind of web or client-based solutions or services you can visit our website www.sefient.com.

jmebi

TAILORIST

SIERAAD
bestellen

Headcovers
unlimited
be empowered · be yourself.

SonicMotoShop

thought

aftcra
CRAFTED BY AMERICAN HANDS™

eMAG

Drankgigant.nl

ROCKY MOUNTAIN OILS™

tieks
by Gavrieli

NOMADIC EXPEDITIONS

NIEUWE FRONTJES.NL
CREATIEVE OPLOSSINGEN VOOR KEUKENS & BADKAMERS

A-TEAM
WORKS4U

Lazy Susan

Tiles
GURU
QUALITY TILES AT UNBEATABLE PRICE

OUR ADDRESS

Sefient Technology (P) Limited.

See how your business can increase with Sefient on Your team.

India (Development Center)

**13/862 Vasundhara , Ghaziabad,
Uttar Pradesh 201012, India**

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