



Butechs Consultancy Service Pvt. Ltd.



www.butechs.com



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HELLO, We are the Butechs Consultancy Group

Established in 2011 which has developed a Contemporary and futuristic web and graphic design Company including 2D and 3D animations. Our team consist of highly motivated professionals with relevant expertise and certification. This background provides your organization with a business partner who will add value to the overall IT requirements of your organization.

Butechs delivers different IT services ranging from custom made solutions, Software, consultation and outsourcing. We build our services on understanding clients' business requirements and providing dependable, tailored, cost effective solutions accordingly.

OUR VISION

We always take your forethoughts into consideration by understanding your thoughts to which we apply our technical aspects and make it a better quality design.

Our talented team can help you with all your graphics, design, animation and imagining needs. Our creative instincts, breadth of graphic design capabilities, depth of expertise, and unmatched resources allow clients unmatched graphic design services. We specialize more on graphic and web designing.

We aim to establish long term customer relationships based on trust and a commitment

We offer complete web design solutions, where our clients are benefited

We provide high quality; cost-effective; mission-critical web designing company.

We seek to understand your ideas and imagination and bringing them into light with the best quality.

We value your ideas and deals very seriously and we deliver it on time



WEBSITE SERVICES



IT
Solution

Web
Solution

Brand
Management

IT Solution

What are customized software? - Today I want to plan for a family trip to Goa. As a layman I would GOOGLE TRIP TO GOA. I can take a glimpse of What to see, Where to STAY, Where to EAT, and What NOT!

Now What if we provide you with a software that runs the way you like. I think if I wouldn't have Microsoft word, you would not have enjoyed reading this stuff. Customized software is software that is specifically designed for your business application to fulfill your specific needs!

- **Business Database and Management Software** - Total business management software. Handle all of your business needs in one place.
- **Client Database Software** - Record and manage client lists and be able to merge with them based on criteria you want to use.
- **Contact Database Software**- Record and manage contact lists and be able to merge with them based on criteria you want to use.
- **CRM Software (Client Relationship Management Software)** - Store your clients and all the communications you have with them to ensure you know where you are at with your customers.
- **Customer Database Software** - Record and manage customer lists and be able to merge with them based on criteria you want to use.
- **Financial Software** - Manage, consolidate and reconcile financial accounts and financial activities to easily see where money is going and coming from.
- **School and College Management Software** - Record and manage all aspects of schools or colleges such as students, subjects, bachelors, teachers, assessments, and equipment and room bookings.
- **Student Testing Software** - Test students on core subject material and assess them for a competency level. E-mail test results directly to key staff members.

And anything else you can imagine! This list of applications to custom designed software is by no means comprehensive. Whatever your needs are, you can have software written to match!



Web Solution

Open Source Solution - Open source software can be obtained by businesses for little or no cost. Developed and supported globally by IT professionals it provides an alternative to more traditional forms of proprietary software.

Whatever applications your business needs - whether it is a word processing solution, accounting software, customer relationship management software or website applications - you'll find it easy to find an open source version.

Some popular open source software options include:

- ❖ Abiword – word processing tool
- ❖ Joomla – enterprise content management system
- ❖ Open Office.org – business productivity suite
- ❖ Drupal – enterprise content management system
- ❖ vTiger – customer relationship management
- ❖ MySQL – database
- ❖ OpenSolaris – operating system
- ❖ FreeBSD – operating system
- ❖ Android – mobile phone platform
- ❖ Juice – podcasting
- ❖ Mozilla Thunderbird – email client
- ❖ Pidgin – instant messaging
- ❖ Zimbra – email and collaboration server
- ❖ Apache – web server
- ❖ Zope – web application server
- ❖ Wordpress – blog hosting platform
- ❖ MediaWiki – information sharing platform
- ❖ Smoothwall – firewall and security tools
- ❖ KeePass – password management
- ❖ Clam AV – antivirus software
- ❖ GIMP – image processing/graphics editing
- ❖ VLC – multimedia file playback
- ❖ Ogg – open video and audio codecs
- ❖ Ruby on Rails – rapid web application development
- ❖ Eclipse – integrated development environment



Mobile Application



Mobile applications are a huge and constantly developing market, fuelled by an escalating numbers of mobile application developers, publishers and providers, particularly targeting young people in the last few years.

Types of Mobile Applications:

- ❖ **Utilities Applications**
- ❖ **Entertainment Applications**
- ❖ **Games Applications**
- ❖ **News Applications**
- ❖ **Productivity Applications**
- ❖ **Search Tools Applications**
- ❖ **Social Networking Applications**
- ❖ **Sports Applications**
- ❖ **Travel Applications**
- ❖ **Weather Applications**

Web Support

Domain Registration – Domain is the name of your business, the brand that you create which gives you an identity on the web world.

We help you choose your domain name and as well recommend you the best domain name, which would work for your business. A right domain can increase your popularity by leaps and bounds and increase your business exponentially. We have a team of analyst who assist you finding the right domain for your company.



Website Hosting – After domain name registration the next thing you need is a company that can do hosting for you to be able to display your website on the internet. Different business requirement need different hosting services.

Key features and services we offer in Web Hosting:-

- Hosting (Static / Database)
- Email (POP and Web Mail, Alias, Forwarding, Mailboxes)
- Online Site Statistics
- HELM Control Panel(c-panel)
- Payment Gateway Integration
- My SQL Database
- MS Access Database
- Unlimited Sub-Domains
- Auto-Responder
- PHP 4 & 5
- Daily Back-up
- Maximum Bandwidth



Website Maintenance and Management – Our team provides affordable website maintenance and management packages. It includes frequent updates to website content, considerable amount of new development, adding new features and regular website visitor reporting and analysis. Our prominent team is here to help you make the most of your website.

We work for you to ensure that your business website (or group of websites) provide a real and measurable return on investment.



WEB DESIGNING AND DEVELOPMENT

A Web Designing and Development simply aims at developing a website on the internet. Butechs is providing website designing solutions as **Designing** a Static Website and Dynamic Website.

Butechs is also creating **Mobile Websites**: When we design websites, we always need to consider how they will look and work on mobile devices. More and more users are upgrading to new smart phones and tablet computers, which they can use to browse and search the internet. Search engines will 'qualify' content based on how well it will render on mobile devices.

As a reputed web design firm, we offer numerous web solutions and services including static web design and static webpage design services. Our hard-core professional web designers and web developers helps us to create a niche in the field of web designing.

Our web design solutions include Complete Site Design from Scratch, Redesign of your existing website, Error correction in your website, New Sections in your current website, Complete revamp of your present website with old / new content.

A good web design should meet the following criteria:

- Excellent eye catching colors should be used to grab the attention of visitors
- Theme used in website should be relevant to your products and services
- Clean, Crisp and Fast Loading Graphics
- Easy Navigations
- Information should be accurate and user friendly
- Clean and Uncluttered Pages
- An even balance between Text and Images
- No broken links should be there
- SEO friendly web design

We are specialized in:

- User Interface design,
- Web design & development,
- Database design,
- XHTML/CSS,
- PHP, Java, .net
- Code Igniter,
- SQL,
- Web-app based on RUBY,
- EXT - JS and Enterprise edition on JAVA



Brand Management

Why Branding:

- ✓ Consistent on-going marketing kills the effect of recession – Consistent Marketing is as important to your business as the internet, email and the telephone connection.
- ✓ Only one company can be the cheapest – The Rest have to use branding.
- ✓ The stronger the brand the greater the profit margin
- ✓ Companies that are not taking action in the marketplace are falling behind. They are not landing the clients they could be and be are missing many great opportunities.

How Butechs Help in Branding?

Butechs can help you put a stop to this by developing a way to manage all your marketing activities. Proactive marketing brings you the kind of clients you want, when you need them most... Right Now!

We work to develop an integrated marketing strategy and set milestones to track business progress. Integrated marketing that focuses on thinking like your customer and solving their problems will make you stand out from your competition.



Brand Management Offerings by “Butechs”



- **Logos** - Logos, Logotypes and Marks - a must have for identifying & positioning your business.
- **Corporate Identity Package Design** - Corporate ID Packages include Business Cards, Letterhead, Envelope design, Folder Design etc.
- **Direct Mail Campaigns** - Direct Mail Campaign strategy & design - build targeted brand awareness and track marketing results.
- **Email Campaigns** – Email Marketing - Newsletters, Announcements and Offers. An email campaign gives a spike in traffic/leads. But the downside of a campaign like this is that we need to have a system in place to either nurture all these leads or a sales strategy and system in place to work all these leads. Without a process to handle these leads, they will become stale and defunct.
- **Landing Pages** - lead generation and customer conversion. Express Text needed a strong landing page to build new leads so we helped them build a strongly branded landing page.

This landing page used some cool features in order to make it different than most landing pages. It included video and a highly stylized form design. I feel this landing page has a more welcoming approach due to these items. This landing page is mostly going to be used with a Pay Per Click campaign Express Text is going to start running.

- **Call to Action Buttons** - Call to Action Buttons drive traffic to landing pages.
- **Trade Show Campaigns** – banner display for trade show or presentations. Trade shows are a great way to get in front of your audience, do presentations and qualify leads. It is hard to generate and qualify more leads in such a short period of time.
- **Advertising** - Print Advertising done right builds on the brand while selling. Do not be YELLOW with yellow page advertising campaigns!
- **Presentations** - Slideshows help graphically reinforce the presentation messages.
- **Signage** - Signs, Signage, Outdoor and Environmental Graphics.
- **Brochures, Catalogs**
- **Promotional Items** - Specialty Promotional Items used to build brands.
- **T-Shirt Designs** - T-Shirt's are everyday casual Advertising.
- **Annual reports**



SEARCH ENGINE PROMOTION

SEO – Search Engine Optimization

Search engine play a vital role in internet marketing. Search engines are the primary marketing tools in this current business trend. The real success for your business and for your website lies in being search engine friendly. Increasingly customers are searching online to find products and services they require. It is now more commonplace for users to access websites via search engines rather than the web address.

For SEO service and to increase search engine visibility and increase traffic towards your site, we do:-

- ✓ Website Analysis
- ✓ SEO friendly Services Recommendations
- ✓ Keywords Analysis
- ✓ Meta Tag, Title Tag and Alt Tag Composition
- ✓ Content Optimization
- ✓ Manual Search Engine & Directory Submissions
- ✓ Link Building includes one way, reciprocal, three way link building.



SMO – Social Media Optimization

Social media is not about doing something new, it is about using new tools to help you spread your business' message. Used well, it can help you create brand loyalty and connect with your customers in a very personal way.

The use of social media can also support your search marketing activity. Universal or 'blended' search now means that search engines list images, news, videos, blog posts and other content types in their results pages. It is increasingly important to 'own' your position in the search rankings with different types of content, including social media.


There are so many social media tools available that choosing the right ones for your business can be confusing. This interactive tool can help you decide which options are best for your business and how you should use them to talk to your customers.





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