

# Effective Technologies For Business Success

We, at Flairtek provide total commitment to customer services. We offer complete solution in web designing, web development, Software Development, Mobile applications and many other web related services.

We are committed to offer innovative & robust Web Applications and solutions that present considerable value for our employees, clients & internet users, through our positively energizing working environment.

We deliver expert solution for small, medium and large projects, based on the best web design practices including ecommerce, desktop applications, websites and dynamic database-driven web applications, mobile application & GIS Development.



“With Digital Businesses, there’s a trend toward being cool, funny, funky and casual – We are just all about creativity, casualness and fun.”

Parvez Mirza; DIRECTOR, Flairtek



#### NETWORKING

We deliver innovative networking & server solutions to the organizations by utilizing latest products and technologies in the industry.



#### SECURITY

We provide security solutions with unrivaled expertise by building high-performing, reliable, simple and absolutely secured networks, applications & e-commerce platforms



#### CLOUD SERVICES

As your business grows rapidly, need for robust, flexible and scalable network infrastructure is imperative



#### CONSULTING

At Flairtek, our approach is to understand client’s unique requirement, designing an optimal solution, deploying it and finally sustaining it.

IT CONSULTING

NETWORKS

SECURITY

HOSTING

CLOUD SERVICES



P: +91 942 118 3838  
+91 942 008 3838  
+91 955 232 9007

[WWW.FLAIRTEK.COM](http://WWW.FLAIRTEK.COM)  
# 10, Sushila Layout, Nara Ring  
Road Jaripatka, Nagpur 440 026



**The Team:** Our team consists of 30 employees with different roles. This team fully understands and adopts the company mission, vision, values, policies and procedures.

With a great focus on training, R&D, and process improvement, we strive to have one of the best teams in our field.

The professional diversity ensures us the coverage of the whole web project creation and management process. It also provides all the supporting tools and services to ensure the achievement of the client's goals.



**The Company:** Flairtek is an Indian based Web & Software Development Company based in Nagpur (Maharashtra) the heart of India, set up to cater today's needs of vibrant and ever growing Information Technology market, exceptional service and high quality in web designing, web hosting, software and web development.

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**The Vision:** To become the preferred Web Applications provider in the India. To offer innovative & robust Web Applications that present considerable value for our employees, clients & internet users, through our positively energizing working environment. Flairtek's team share a set of standards that govern the working environment and aims to maintain a level of productivity and client satisfaction that will realize our mission to establish valuable applications and services.

Our common values are based on a mix between business ethics and a humanitarian approach. Starting with genuine passion and deep belief in the importance of presenting positive community serving output, our team embraces a professional attitude, a transparency and integrity standard and exerts the utmost effort to achieve its challenging targets. Trust and respect for our clients is an extension of our respect for our people.

We adopt an empowerment and delegation business model to release the creative energy and stimulate the ownership spirit within the organization

## SOFTWARE & SERVICES

Application Software Development

Enterprise Portal Development

e-Commerce Solution – B2C/B2B

Mobile Apps Development

Enterprise ERP & CRM Solution

Database Management System

Application Support & Maintenance

Infrastructure Management Services

# Solutions that we provide

**Business Intelligence** applications provide historical, current, and predictive views of business operations, most often using data already gathered into a data warehouse or a data mart and occasionally working from operational data. Software elements support the use of this information by assisting in the extraction, analysis, and reporting of information. Common functionality of business intelligence applications includes reporting, OLAP, analytics, dashboards, scorecards, data mining, corporate performance management (CPM), and predictive analysis. BI applications tackle sales, production, financial, and many other sources of business data for purposes that include, notably, business performance management. BI operatives may gather information on comparable companies to produce benchmarks.

**Open ERP** is an open source comprehensive suite of business applications including Sales, CRM, Project management, and Warehouse management, Manufacturing, Accounting and Human Resources. OpenERP has separate client and server components. XML-RPC interfaces are available.

It is based on a strong MVC architecture, flexible workflows, a dynamic GUI, an XML-RPC interface, and customizable reporting system with convenient OpenOffice.org integration.

**Business Dashboard (KPI)** The business dashboard is an executive information system user interface that (similar to an automobile's dashboard) designed to be easy to read. The Dashboard is used to track main KPIs to help an organization define and measure progress toward organizational goals. Digital dashboards allow managers to monitor the contribution of the various departments, Business units, or branches in their organization. To gauge exactly how well an organization is performing overall, digital dashboards allow you to capture and report specific data points from each department within the organization, thus providing a "snapshot" of performance.

**Content Management System** supports the creation, management, distribution, publishing, and discovery of web information. It covers the complete lifecycle of the web pages, from providing simple tools to create the content, through to publishing, and finally to archiving. The CMS also allows you to manage the structure of the site. That is, where the pages go, and how they are linked together. Many even offer simple drag-and-drop restructuring of the site, without breaking any links.

The software provides authoring (and other) tools designed to allow users with little or no knowledge of programming languages or markup languages to create and manage content with relative ease of use.

**E-Commerce** A complete e-commerce system with categorized addition of items and full backend control, the shopping cart covers all the online shopping.

E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. . E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. India is showing tremendous growth in the Ecommerce. The low cost of the PC and the growing use of the Internet is one of reasons for that There is a growing awareness among the business community in India about the opportunities offered by e-commerce.

The future does look very bright for e-commerce in India with even the stock exchanges coming online providing an online stock portfolio and status with a fifteen minute delay in prices. . In the next 3 to 5 years India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries.

E-commerce (electronic commerce or EC) is the buying and selling of goods and services on the Internet, especially the World Wide Web. In practice, this term and a newer term, e-business, are often used interchangeably. For online retail selling, the term e-tailing is sometimes used.

**Mobile Application** is a rapidly growing sector providing brands, agencies and marketers the opportunity to connect with consumers beyond traditional and digital media and directly on their mobile phones. Mobile applications consist of software that runs on a mobile device and performs certain tasks for the user of the mobile phone.

They are common on most phones, including inexpensive, entry-level models. Their wide use is due to the many functions they perform, including providing user interfaces for basic telephony and messaging services, as well as for advanced services such as games and videos. Other examples include tools for downloading and reading blogs.

**Digital Marketing** YouTube Partner Channels, Flairtek is an official YouTube partner authorized to qualify partner channel through the channel, will get the following:

[Show off your content](#)      [Analyze you Content](#)      [Protect your copyright](#)      [Revenue sharing](#)

YouTube gives partners the necessary tools to create a premium, lean-back viewing experience. Are streamed at the highest possible quality—up to full 1080p HD if available—in a 16:9 aspect ratio player. Upload long-form content with no length or file size limit Present high-quality video inside a fully-branded channel. Additional design and interactivity options.

**Search Engine Optimization** is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine. SEO targets different kinds of search, including image search, local search, and video search. This gives a website web presence.

Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. We work on the technical part to improve the code. Online marketing companies help with the content part.

# Few of our Esteemed Clients



Shri Bapuraoji Deshmukh Foundation's



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