



COMPANY PROFILE

Protocolz Technologies FZC

PROPRIETARY AND CONFIDENTIAL

By accepting this document the recipient agrees to keep all information permanently confidential or otherwise acquired by the receiving party from Protocolz Technologies FZC including, all handbooks, manuals, drawings, designs, specifications, charts, diagrams etc. and any other documents or materials containing such information.

The information presented in this document is for discussion purposes only and is subject to change according to actual requirements.

Protocolz shall not be liable for errors contained herein, or for consequential damages in connection with the furnishing, performance or use of the material.

No part of this document may be reproduced or transmitted in any form or by any means, for any purpose, or translated to another language without the prior written consent of Protocolz.

All products or brand names used in this document are trademarks or registered trademarks of their respective companies.

CONFIDENTIAL

TABLE OF CONTENTS

- 1. WHY CHOOSE US**
- 2. MANAGEMENT SUMMARY**
- 3. OUR TEAM**
- 4. OBJECTIVE**
- 5. PROJECT MANAGMENT & MONITORING**
- 6. CHANGE MANAGEMENT**
- 7. STATUS REPORTING AND CONFERENCE CALLS**
- 8. PROJECT MEETINGS**
- 9. PROBLEM REPORTING & ESCALATION PROCESS**
- 10. RISK MANAGEMENT**
- 11. QUALITY POLICY**
- 12. PROTOCOLZ DELIVERY MODEL**
- 13. METHEDOLOGY & APPROACH**
- 14. TECHNOLOGIES**
- 15. OUR PRODUCTS**
- 16. OUR MAJOR CLIENTS**
- 17. PORTFOLIO**
- 18. QUALITY ASSURANCE**

1. WHY CHOOSE US?

- We use the Most Modern Technologies.
- Unique, Creative & Interactive Web Designs.
- We follow Web 2.0 Standards.
- Always committed to client benefits.
- Dedicated Project Manager.
- Best Team in the Industry.
- International Company with Customers Globally.
- 100% Satisfaction Guarantee.
- Our dedication to meet deadline.
- Providing low risk delivery model.
- Intellectual property protection.
- High technology expertise.
- Approach and attitude to build long term relationship.

SERVICES WE OFFER

- IT Consulting
- Web Solutions
- Software Solutions
- Internet Marketing
- SEO

2. MANAGEMENT SUMMARY

Protocolz Technologies offers a flexible business-centered solution that enables our clients to improve day-to-day implementation of their business strategies, providing full cycle custom software programming services, from product idea, offshore software development to outsourcing support and enhancement. We develop and support software that facilitates our customer to have quality worth the value of their time and money.



We specialize in both online and offline services providing customized cost-effective solutions, racing your business forward using the best possible communication mediums. We work on interactive marketing communication methodologies providing end-to-end creative solutions.

'Quality and timely deliverance' is our Motto

Our previous experiences in providing solutions to our clients have given us the confidence to work on any complex level and to handle it within the given time frame. Our development strategy is cross platform and we are specialized in building the most intuitive user interfaces.

Protocolz always attempts to follow only the best and most efficient software engineering methods. We have a dedicated management team specialized in information technology to manage and make sure that the whole development process meets industry standards.

3. OUR TEAM

We have a talented and creatively rich team with great experience and unparalleled achievements. We deliver high quality solutions and services through our motivated and qualified team, which is focused on meeting customer requirements consistently. They love challenges as well as celebrate their successes in unique ways. Every step is a motivation to our team and every competition is a healthy challenge to get better at what we do.



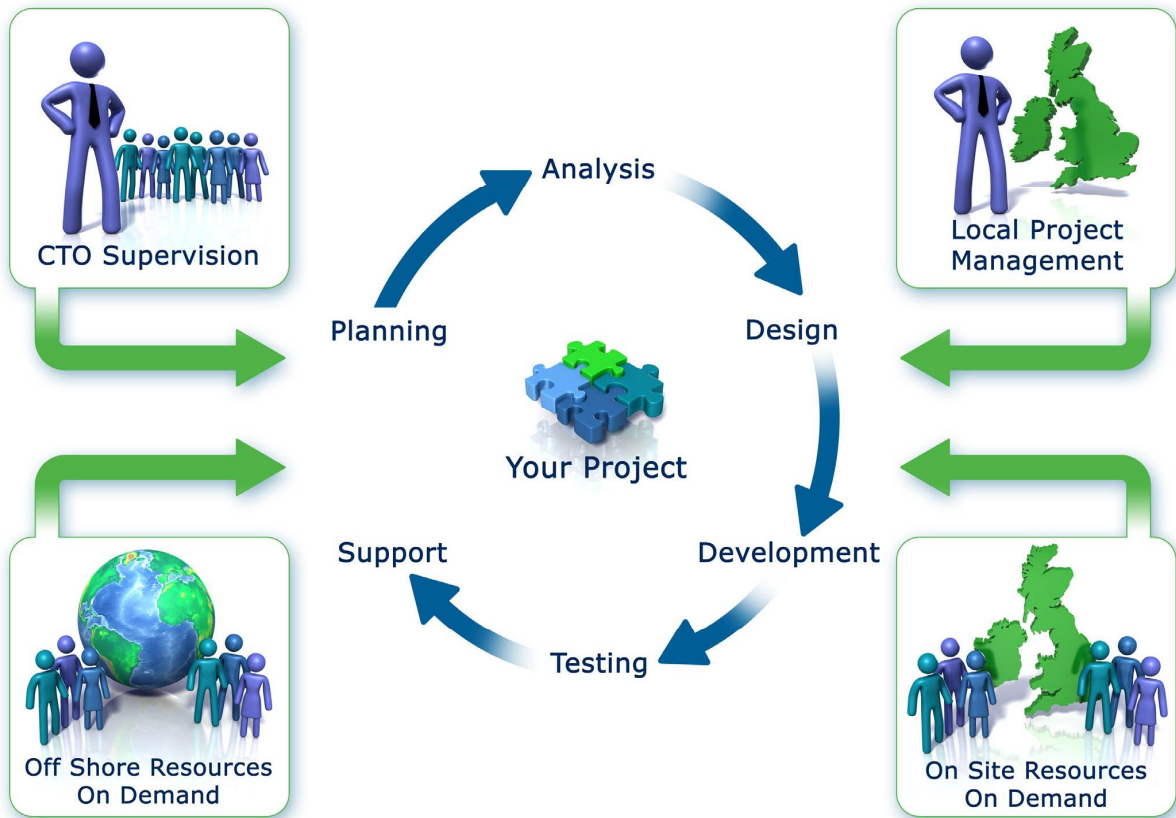
The team is equipped with members from various backgrounds, both online and offline communications. They are highly experienced professionals in their field and can handle a wide range of projects simultaneously, working from different locations spread across the world.

We have a very informal and friendly environment with tremendous space for professional growth and learning.

4. OBJECTIVE

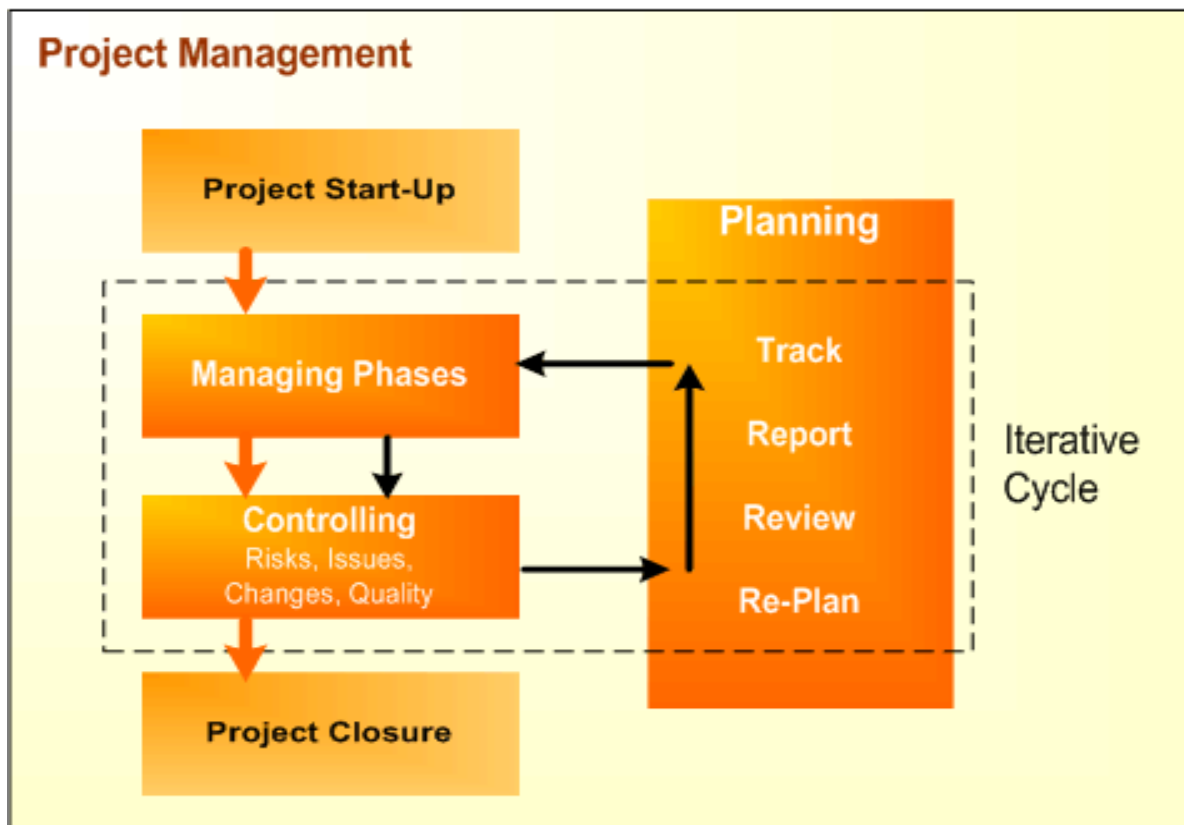


Objectives



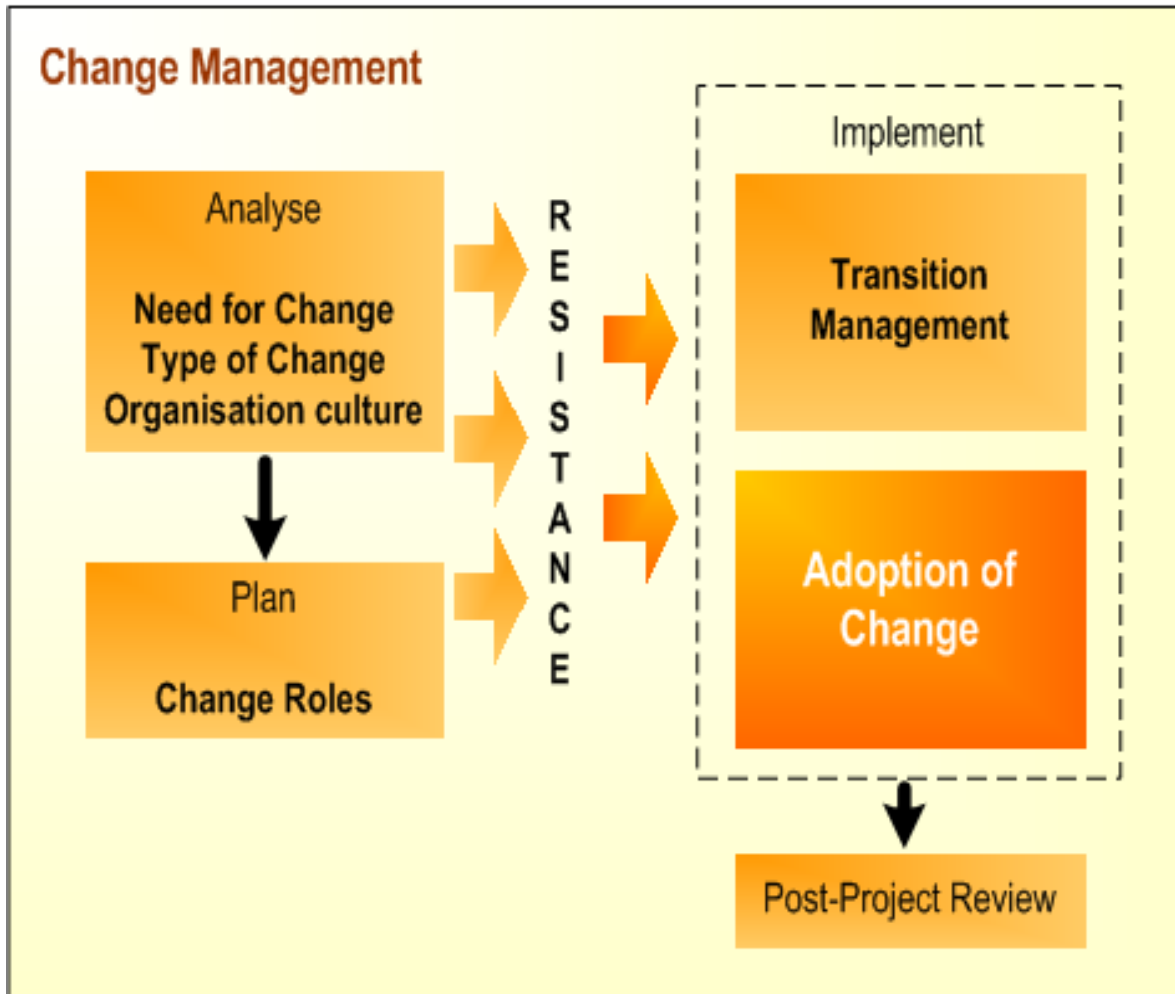
5. PROJECT MANAGEMENT & MONITORING

Project plan forms the basis for tracking and monitoring the project and is maintained up to date as the project progresses. The process of monitoring the project adheres to the documented procedures. Project tracking is done using project management tools like Microsoft Project.



6. CHANGE MANAGEMENT

Protocolz believes in strict adherence to the change management procedures as defined in the QUALITY process for the success of any project. All the activities strictly follow these procedures, which will be defined during project initiation.



Another aspect of Change Management relates to change in scope of the original contract in terms of expansion and contraction of requirements. When such requirements arise, Protocolz PMO (Project Management Office) will assess the impact of the change on the contract and will negotiate to finalize the adjustments that need to be made to handle the changes. We can also adopt any of the procedures suggested by customer after ensuring that the procedures cover all the required aspects of the change management.



7. STATUS REPORTING AND CONFERENCE CALLS

The project team holds periodic conference calls with the customer. The frequency of such calls can be mutually agreed at the beginning of the project. Protocolz is flexible in changing this frequency if desired during the project execution. Status of work products would be sent prior to the call, which provides a basis for review.

Minutes of these meetings are recorded, distributed to the participants and maintained by the Project Leader. Regular checkpoint meeting will be conducted between Protocolz and client project management team along with team members as required.

Protocolz will follow the client defined Status reporting template or its own template upon acceptance by the client.

8. PROJECT MEETINGS

The Project members meet both on a regular basis and upon the completion of important milestones. The purpose of these meetings is to review the progress of the project and decide on corrective actions wherever necessary. These meetings are also used for information sharing within the project team on project-based issues.

9. PROBLEM REPORTING & ESCALATION PROCESS

All outstanding issues will be reported in the status reports. These will be discussed during the weekly status calls. Issues will be tracked on a regular basis. Any critical issues that are not resolved within two status calls will be escalated to appropriate levels.

10. RISK MANAGEMENT

One of the main tasks of project management is risk management and containment. The purpose of this section is to identify the various risks that could impede the project progress and identify the possible measures to contain them. The highest risk items will also be monitored on a continual basis and corrective action will be taken at the appropriate time.

11. QUALITY MANAGEMENT

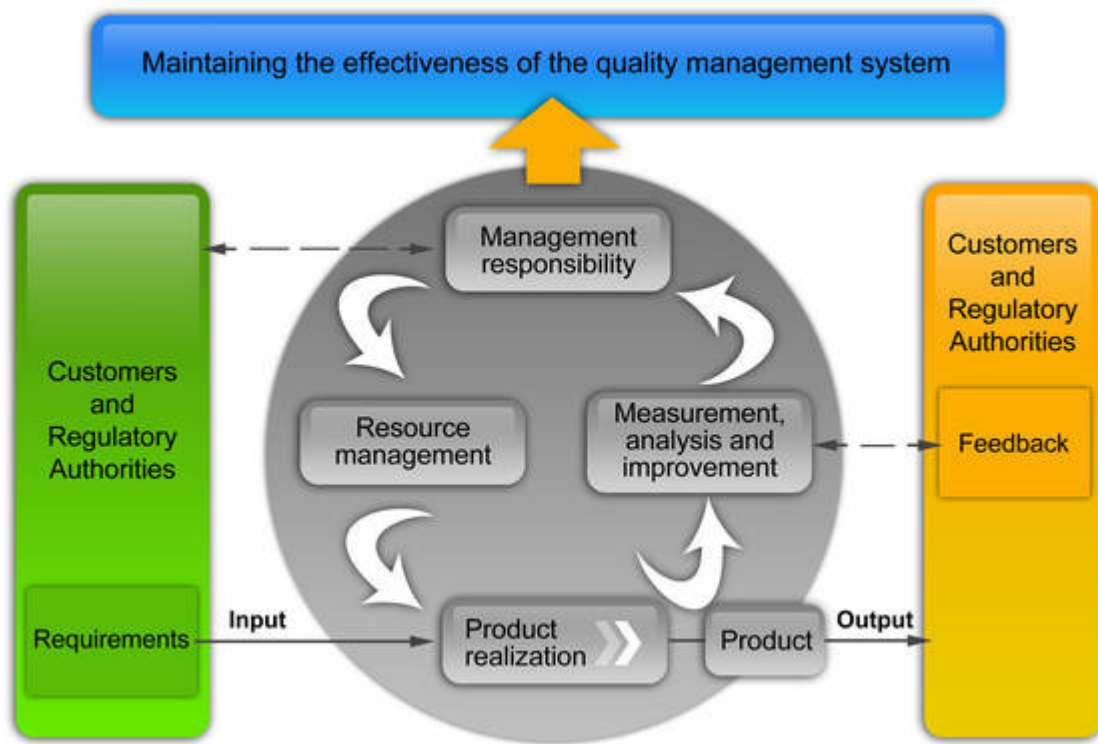
Protocolz Quality Assurances Processes and Practices are built in Quality Management System (QMS). The QMS defines comprehensive, organization-wide standards for software estimation, development, maintenance and test methodologies, documentation templates, and audit or review procedures.

The following processes facilitate quality assurance:

- Customer interface processes
- Inspection / review process
- Risk management process
- Project review meetings

Tracking of:

- Effort, schedule
- Risk, scope
- Defect prevention effectiveness through various process measures
- Software quality assurance processes
- Defect prevention meeting
- Internal quality audits
- Project process monitoring
- Introspective / retrospective meetings



12. PROTOCOLZ DELIVERY MODELS

ON-SITE

To meet short-term and specific requirements, our onsite consultants work at our client's premises under the direct supervision of their managers. The client has the advantage of complete project control and maintenance including analysis, review, installation, user acceptance testing and so on.

ON-SHORE

Our onshore mode of services signifies considerable savings in terms of the client's infrastructure usage and management resources. In onshore mode, we provide services from our own location in the client's country using our own infrastructure.

OFF-SHORE

The Offshore model offers major benefits for medium to large sized clients in terms of price performance. In this mode, activities like low-level design, coding, unit testing and so on are split into onsite and offshore components. To meet the client's requirements, a unit of the project team visits client's locations for carrying out tasks at onsite.

The Seamless Integration of Global delivery Model provides the best of both worlds: the low-cost of offshore development coupled with critical management presence. This allows our clients to interact with us on a regular basis, forming meaningful partnerships. The client is free to focus on the business, while we focus on the technologies necessary to support it. This approach to outsourcing is suitable for projects of high complexity and large-scale transformational outsourcing.

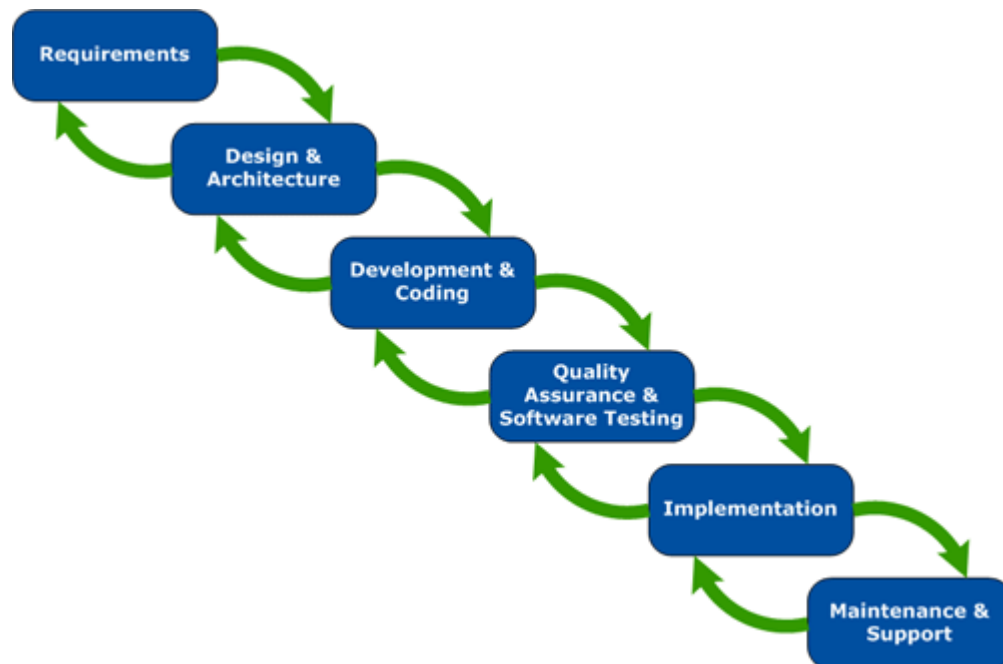


13. METHODOLOGY AND APPROACH

WATERFALL MODEL

The software development model to be used will be the Waterfall Model

The waterfall model derives its name due to the cascading effect from one phase to the other as is illustrated in figure below. In this model each phase well defined starting and ending point, with identifiable deliveries to the next phase. This model is sometimes referred to as the linear sequential model.



The model consists of six distinct stages, namely: (see above figure)

In the *requirements analysis* phase

- (a) The problem is specified along with the desired service objectives (goals)
- (b) The constraints are identified

In the *specification* phase the system specification is produced from the detailed definitions of (a) and (b) above. This document should clearly define the product function.

Note that in some text, the requirements analysis and specifications phases are combined and represented as a single phase.

In the system and software *design phase*, the system specifications are translated into a software representation. The software engineer at this stage is concerned with:

- Data structure

- Software architecture
- Algorithmic detail and
- Interface representations

The hardware requirements are also determined at this stage along with a picture of the overall system architecture. By the end of this stage the software engineer should be able to identify the relationship between the hardware, software and the associated interfaces. Any faults in the specification should ideally not be passed 'down stream'

In the *implementation and testing* phase stage the designs are translated into the software domain

- Detailed documentation from the design phase can significantly reduce the coding effort.
- Testing at this stage focuses on making sure that any errors are identified and that the software meets its required specification.

In the *integration and system testing* phase all the program units are integrated and tested to ensure that the complete system meets the software requirements. After this stage the software is delivered to the customer [Deliverable – The software product is delivered to the client for acceptance testing.]

The *maintenance* phase is usually the longest stage of the software. In this phase the software is updated to:

- Meet the changing customer needs
- Adapted to accommodate changes in the external environment
- Correct errors and oversights previously undetected in the testing phases
- Enhancing the efficiency of the software

Observe that feedback loops allow for corrections to be incorporated into the model. For example a problem/update in the design phase requires a 'revisit' to the specifications phase. When changes are made at any phase, the relevant documentation should be updated to reflect that change.

Advantages

- Testing is inherent to every phase of the waterfall model
- It is an enforced disciplined approach
- It is documentation driven, that is, documentation is produced at every stage

14. TECHNOLOGIES

Operating Systems

- ▶ Linux
- ▶ Microsoft Windows

Programming Languages

- ▶ PHP
- ▶ C/C++, C#
- ▶ Visual Basic, VB.NET, ASP.NET
- ▶ Scripting Languages (Java Script, VBScript, Perl, etc.)
- ▶ Java

Database

- ▶ MySQL
- ▶ Microsoft SQL Server
- ▶ Microsoft Access

Web Technologies

- ▶ Web Services (WSDL, UDDI, etc.)
- ▶ SOAP
- ▶ HTTP(s)
- ▶ DHTML
- ▶ XML

Java Technologies

- ▶ J2EE (EJB, JSP, JDBC, etc.)
- ▶ J2ME

Web Servers

- ▶ Apache
- ▶ Tomcat
- ▶ IIS

Integrated Development Environments

- ▶ Borland Jbuilder
- ▶ Microsoft Visual Studio
- ▶ Eclipse

Interactive Design Tools

- ▶ Adobe Photoshop
- ▶ Adobe Illustrator
- ▶ Adobe PageMaker
- ▶ CorelDraw, Discreet 3DS Max
- ▶ Macromedia Dreamweaver
- ▶ Macromedia Flash

15. OUR PRODUCTS

1. Protz HRMS

Protz HRMS is a simple-to-use yet powerful Human Resources Management System with the depth and capabilities to handle a wide range of HR and Corporate objectives, starting with basic needs in small companies and growing to address complex requirements in larger organizations.

2. Protz Shoppe Builder

Shopping cart software used in e-commerce to assist people making purchases online. The software allows online shopping customers to place items in the cart. Upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e. postage and packing) charges and the associated taxes, as applicable.

3. Web portals:

Protocolz is currently specializing in web based applications, as a part of which we have developed two different kinds of web portals focusing two of the main domains they are real estate and job hunt. As a result of which we have two different portals,

- **Job portal**

The employee and the employer both can create their profiles, employee can upload his CV into his profile and the employer can search for suitable employee and inform them.

- **Real Estate Portal**

The owners of the plots to be sold can upload their plot profile into this website and the customers who are looking for plots for sale can search for plots in this portal and find a suitable plot to buy.



4. Protz School Administration Software

School Administration Software is a complete suite of applications that empowers to automate all aspects of school management without data redundancy and proper inter module exchange. It permits to capture, manipulate and present student data in a meaningful manner by integrating - admission management software, student billing software, student attendance software, student grading software, time table management system, library management system and staff payroll management system into one integrated and easy-to-use application.

5. Protz POS

Inventory software is a point of sale software developed by Protocolz. It manages the customers, items of the store, sales and reports. It's a web based application and supports multi-user and with barcode reader and printer adaptability.








6. Protz CRM

Protz CRM combines business processes, people, and technology to achieve a single goal: getting and keeping satisfied customers. This CRM helps you learn more about your customers and their behavior so you can develop stronger, lasting relationships with your customers. It involves different areas like sales, marketing, customer service etc.

7. Protz ERP

ERP System helps businesses improve their performance. Its functional coverage will include all areas of an integrated management system. Additionally, this same application can be integrated the rest of the areas, starting with a management scope directly helping clients with its CRM (Customer Relationship Management), BI (Business Intelligence)

16. OUR MAJOR CLIENTS

	<p>CDAC (Centre for Development of Advanced Computing, a Central Government Project. We are providing Video Wall System for Kerala Police handling by CDAC)</p>
	<p>Alfa-one group (Middle East based business group. We have provided software solutions for them. We have developed website for Alfaone builders. Another project undertaken from this client includes their corporate website development and another software module for linking their offices across MiddleEast and India).</p>
	<p>AM Motors Pvt. Ltd. (Dealer of Maruthi Automobile in Kerala, India. We have provided HRM software for them. Also developed website for this group).</p>
	<p>Aries Group (Leading Naval Architect & Marine surveyors. We are providing support for their maritime TV channel, Marine Biz).</p>
	<p>Mar Baselios Medical Mission – (Indian based Institution having Hospital, Dental College, Nursing College and School)</p>
	<p>Qplus Communications Ltd. (Nigerian based Marketing Company)</p>
	<p>Ringway- (UK based Company)</p>

	<p>Kerala Times (US based News portal for NRI Keralites. We provide support for their website, www.keralatimes.com)</p>
	<p>Western Interiors & Marine Contractors (Dubai based Marine Contractors & Interior Designers)</p>
	<p>Astute Engineering (UK based Engineering Company)</p>
	<p>AICA Trading Company (Australian based Company)</p>
	<p>Afaq Al Khaleej (UAE based Engineering Company. We provide ERP Solution for them.)</p>
	<p>Toyz (UAE based Toy Company. We provide Shopping Cart & ERP Solution for them.)</p>
	<p>Locale Restaurant (US based Restaurant.)</p>
	<p>BRAN Technologies (India based Company)</p>
	<p>Pillais Corporate Education (Cochin, India based Corporate Education Center)</p>
	<p>Reliable Communications- (A US based Telecom Company)</p>

 <p>DANWAY ELECTRICAL & MECHANICAL ENGINEERING</p>	<p>Danway (Dubai based Engineering Company)</p>
 <p>ريتاش REACH Advertising & Publishing FZC</p>	<p>Reach (UAE based Product Search Engine developed by Protocolz.)</p>
 <p>KERLON TECHNOLOGIES</p>	<p>Kerlon Technologies (UK based Software Company)</p>
 <p>KLT INFOTECH RULINGS AT YOUR FINGER TIPS</p>	<p>KLT- (Kerala Law Times)</p>
 <p>KAWADER HR Consultancy كوادر استشارات الموارد البشرية</p>	<p>Kawader- (UAE National Company)</p>
	<p>JVM Logistics Pvt. Ltd.- (New Delhi, India based Logistics Company)</p>
 <p>ANALYTIX CORPORATE SOLUTIONS PVT LTD.</p>	<p>Analytix Corporate Solutions Pvt. Ltd. (Cochin, India based Company providing Corporate Solutions)</p>
 <p>BIO SYSTEMS & DEVICES WATER PURIFICATION EXPERTS</p>	<p>BioSystems and Devices (Cochin, India based Company providing Water Purifiers)</p>
 <p>INNOVATIVE INTERIORS</p>	<p>Innovative Interiors (Cochin, India based Interior Designing Company)</p>
 <p>H D O C DENTAL CLINIC</p>	<p>HDOC Dental Clinic (Cochin, India based Dental Clinic)</p>
 <p>PILLAI'S CORPORATE EDUCATION</p>	<p>Pillais Corporate Education (Cochin, India based Corporate Education Center)</p>

17. PORTFOLIO

Below are some of the projects done by Protocolz

- ✦ *A project from Dubai completed by Protocolz*
www.alfaonebuilders.com (Using CMS)
- ✦ *A project for Indian based Interior Designing Company*
www.innovativeinterior.in
- ✦ *A project from Australia completed by Protocolz*
www.aica-trading.com
- ✦ *A project from UAE completed by Protocolz*
www.afaquae.com
- ✦ *A project from Abu Dhabi completed by Protocolz*
www.kawader.biz (Job Portal)
- ✦ *A project of US based Telecom Company.*
www.reliancedial.com
- ✦ *A project from Dubai completed by Protocolz*
www.danwayeme.com (Complete CMS Website)
- ✦ *An project for Indian based Car Dealer Company*
www.ammotors.in
- ✦ *An project for UK based Engineering Company*

www.astuteltd.com

- ✦ *A Product Search Engine in UAE developed by Protocolz*

www.reachuae.com

- ✦ *A project from Nigeria completed by Protocolz*

www.qpluscommunications.com

- ✦ *Kerala based Lakeside Resort*

www.lovedalelakesidehomestay.com

- ✦ *Other Projects*

www.analytix.org

www.hdocdentalclinic.com

www.pillais.org

www.wheelandwheels.com

www.journeyconference.com

18. QUALITY ASSURANCE

Quality Assurance is an essential part of any project, which ensures the top quality of our solutions. This is a complicated process, which takes place at all other stages of the project and includes the following activities:

- Strong project management
- Transparent project flow
- Well-defined requirements and structured project documentation
- Deep testing, bug-tracking and fixing



- Process monitoring, product evaluation in regard to the specified requirements and client expectations
- Usability analysis
- Confidentiality and Intellectual Property Protection

We consider it as an opportunity to offer our services to you. We look forward to build a mutually benefited long term business relationship with you in the years to come.

Thank you

Lijas Farook