marg

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company brochure

logon to : http://www.margsoftware.com

where
you
need
to be.

MARG's
COMMITMENT

Our approach focuses on new way of business, thereby combining IT innovations and adoption while leveraging an organization's current assets.

Our team is committed to provide IT Services with:

- Quality
- Technology, Innovation, Support

Quality

Our main emphasis is to deliver best quality in every project we undertake. With our time tested business methodology, and structured solution building approach, we ensure to maintain our global business standards. Our Certification includes globally accepted Ukas Quality Management ISO 9001-2000, for Quality MGT System.

Technology, Innovation & Support

Technology leadership is the most successful strategy to challenge competitors and consolidate our position since business and technology work hand in hand. Our firm's belief in this synthesis has motivated and enabled us to deliver solutions with a decisive competitive advantage. MARG Software Solution, today, is a new generation framework of technology innovators to accelerate growth.

In our each project, we emphasize on innovation. Our structured team works with a methodology and knowledge to innovate and deliver excellent services.

We are committed to provide development and tech-support teams to software and high–tech companies with the required infrastructure at a competitive rate from our State of the art development centers based in Lucknow and Noida, India. We provide a wide range of profiles including project managers, project leads, Technical leads and Software Engineers. On the support side, we provide Team leads, Senior, and Junior Technical support personnel on a 24 x 7 basis.

Values

Quality | Technology | Innovation | Customer Satisfaction | Win together

We aim to be the best at what we do. MARG has a dream of evolving into a Global IT Company, ensuring that the solutions being delivered include best practice in I. T. with the chosen area of technology.

- We operate with complete focus to Maximize customer satisfaction.
- Develop and encourage an environment of mutual respect within company and extending it beyond to clients.
- Encourage commitment and personal learning of workforce.

We are proud to have built our organization on the strong pillars of integrity, honesty, and self-respect.

Mission

To produce excellent services in the field of IT Services and Consultancy with maximum efforts driven towards customer satisfaction.

Vision

To build upon a reputation of being one of the most innovative IT Solution and Service provider. We believe in doing our work in the most efficient way with robust and structured methodology, with gradual evolution from hard-work to smart- work culture, at client's end also.

The
CONTENTS

About us

MARG, an ISO 9001-2000 certified company, is the leading information technology consulting, services, and business process outsourcing organization that envisioned and instigated the adoption of the flexible business practices that today enable our client companies to operate more efficiently and produce more value.

MARG Software Solution's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions, which are highly reliable. We commenced operations in 1998, to provide consulting and IT services to clients - globally as partners to conceptualize and realize technology driven business transformation initiatives.

With a rare mix of domain, technology & project management experts, we bring the most complete team to bear on every project we take on. Business & technology experts, from some of the best universities in the country, bring invaluable insights and expertise into their areas of expertise. Industry veterans, who laid the foundation of the offshore services business, form the backbone of our leadership team. In a business model where people are the growth drivers, we are endowed with one of the most enviable pool of talent from across the country.

With a presence in 5 countries, we have presence in regions such as America, Asia, Europe & the Middle East. While our strong sales & marketing presence across the globe gives us the ability to strengthen existing relationships, build new ones & enter new markets. On the other hand, our alliance partners give us an extended reach into markets where we do not have a direct presence.

MARG

MARG, an Indian company, is the leading information technology consulting, services, and business process outsourcing organization. It envisioned and instigated the adoption of the flexible business practices, to operate efficiently and produce more value.

MARG Software Solution's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions which are highly reliable.

MARG Ahead

MARGAHEAD is the dedicated Product Marketing division of MARG Software Solutions. It was incorporated in 2001, keeping in view, the phenomenal rise in customer base of generalized software solutions. MARGAHEAD is a fast growing name, owing to its successful solution launches in Financial, Insurance and Hospital Management. With ever-increasing users in Financial and Insurance sector, MARGAHEAD is spreading at a meteoric speed   to all corners of India.

MARG International

MARG International Pte. Ltd. was incorporated in Singapore to provide techno consulting and outsourcing of IT enabled services to corporate in Japan, Australia, Dubai and Singapore. Managed by a team of professionals with extensive experience in IT consulting for various industry verticals, MARG International values its team more than any other asset.

Infozen

Infozen's foundation lies in the profound "POWER OF NOW".
Education empowers a human being to dispel darkness and bring light in life. It is Infozen's sincere effort to build upon the technical education, in order to equip today's generation to be appropriately suited to booming IT industry.

Infozen, a Premier Technology Education Institute, was set up in 1999.
The prime objective of Infozen is to deliver technology driven training. Infozen is the only Education institute that is backed up by Complete Development set up

Infozen takes pride in being the only institute that offers exposure to **Live Projects**, with a wide variety of clientele, in India and off shores.

Yabtech

YABTech helps companies meet their IT & communication needs, be it outsourcing development and maintenance work, or VOIP solutions for corporate. YABTech aims to innovate and provide easy to use IT solutions for corporate. YABTech focuses on user friendliness of technology, an aspect often overlooked, in the race for the latest technology.

Financial Strategy

The operational structure has been built in such a manner that it lets each unit operate individually and tap the business generated by other unit as well. The interdependence of each unit is minimal with maximum support to each one. This renders four prime operational verticals to MARG Group. The entire group is able to churn out substantial benefit upon investment made within 3-5 years cycle. The complete business has been structured with a vision to achieve revenue targets.

The primary business set up was done with the help of Bank loans. With gradual spiraling up business, the amount earned was re-invested to create more opportunities. With long terms government contracts and substantial annual income from long standing potential clients, MARG group of companies were able to reach break even in due time.
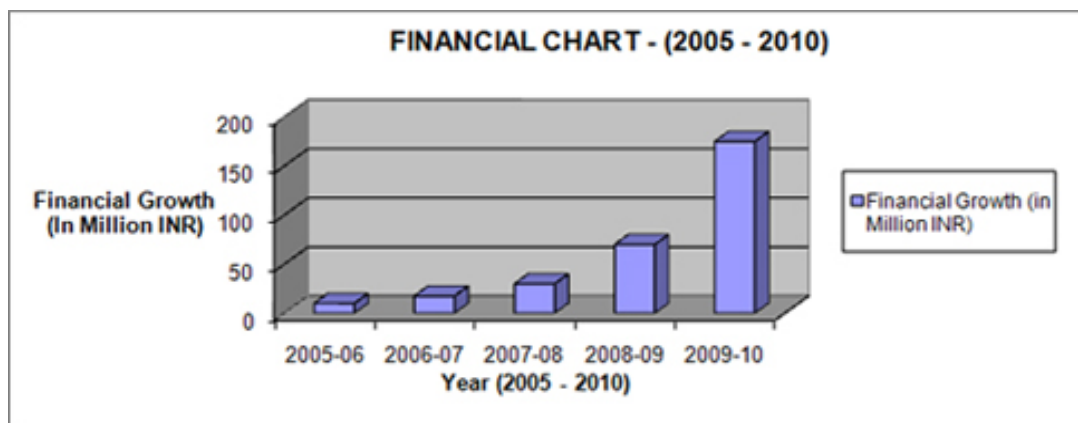
We expect to look up to a complete new standard of operations, project management due to the new competitive and long projects under progress.

Note: The financial growth for the current year is expected to double the company's financial revenue generation. This has come about due to major government projects being undertaken, that are in process of development.

Key Milestones

- Year of Incorporation: **1998.**
- Started a separate education division (Infozen Software System Private Limited) and became a Private Limited Company: **2001.**
- Started a fresh Subsidiary centred on overseas business (MARG International Pte Ltd.) Under the companies act (CAP. 50), Republic of Singapore: **2005.**
- Started a separate Product division (MARG Ahead Technologies) in **2006.**
- ISO 9001-2000 Certifications awarded: **2007.**

Infrastructure

MARG is not only equipped with a pool of talent where manpower is concerned, but it also has that infrastructure that assists them achieve their targets efficiently. The company is equipped with the latest hardware and other related peripherals and uses up-to-date software for its efficient functioning.

Facility Infrastructure

- 2 floors with 5000 sq ft development centre and underground parking.
- Complete Power Backup

IT Infrastructure

- 100 High-end workstations with a file share server.
- E-CAT6 cabling - Switches with GIGABIT interconnectivity.
- Windows 2003 Server domain with Windows XP Professional Workstations.
- Redundant remote server for disaster recovery and back up.

Data Connectivity

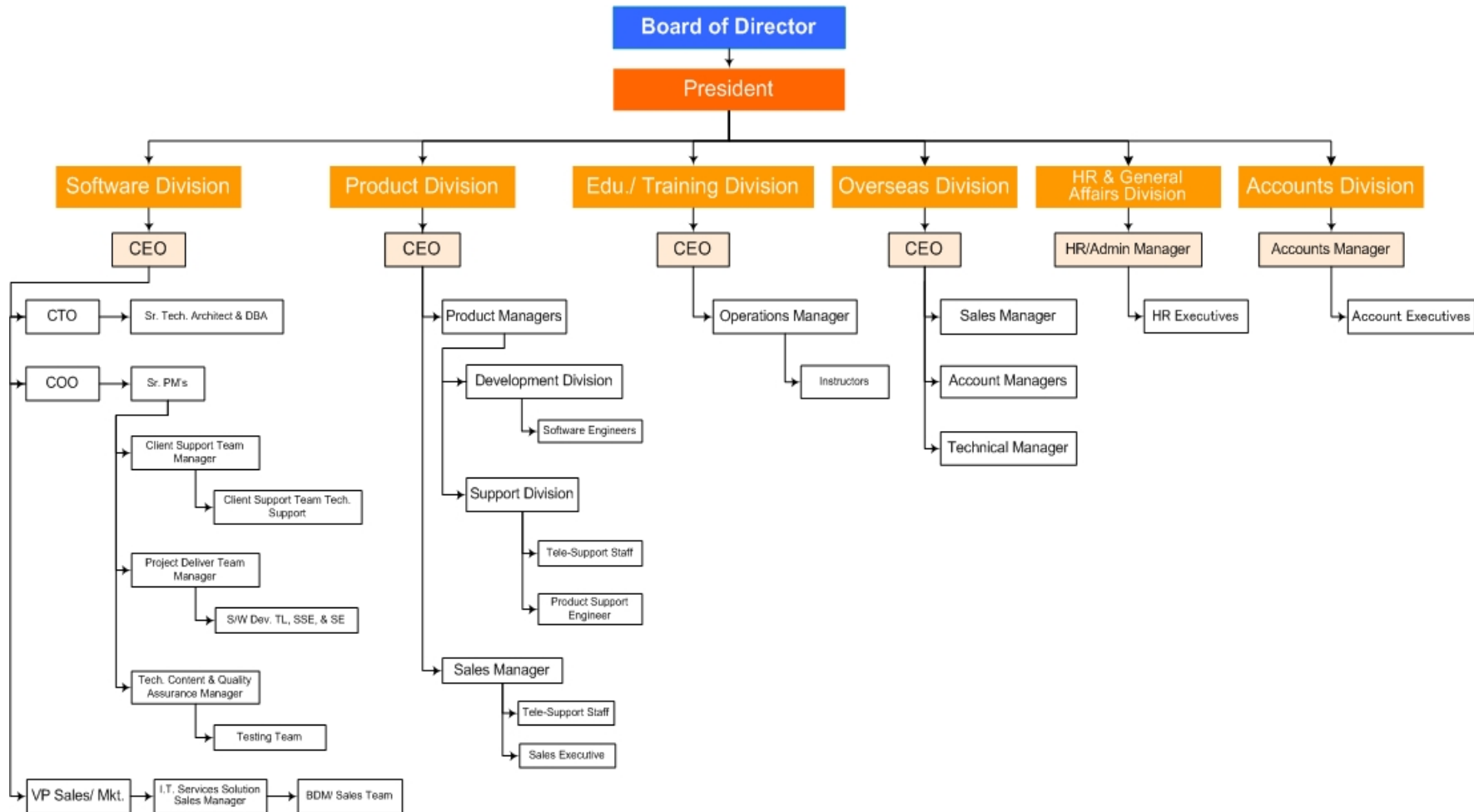- High speed Lease line, with DSL backup.

Windows 2003® Server OS

- Fire walled Proxy Server & SSL Encryption / VPN.
- Network Audit on a weekly basis.

Data Security

- Fire walled Proxy Server & SSL Encryption / VPN.
- Network Audit on a weekly basis.

MARG Group - Organization Chart

Board of Director

President

Software Division	Product Division	Edu./ Training Division	Overseas Division	HR & General Affairs Division	Accounts Division
CEO	CEO	CEO	CEO	HR/Admin Manager	Accounts Manager

Software Division
- CEO
  - CTO → Sr. Tech. Architect & DBA
  - COO → Sr. PM's
    - Client Support Team Manager → Client Support Team Tech. Support
    - Project Deliver Team Manager → S/W Dev. TL, SSE, & SE
    - Tech. Content & Quality Assurance Manager → Testing Team
  - VP Sales/ Mkt. → I.T. Services Solution Sales Manager → BDM/ Sales Team

Product Division
- CEO
  - Product Managers
    - Development Division → Software Engineers
    - Support Division → Tele-Support Staff → Product Support Engineer
  - Sales Manager → Tele-Support Staff → Sales Executive

Edu./ Training Division
- CEO
  - Operations Manager → Instructors

Overseas Division
- CEO
  - Sales Manager
  - Account Managers
  - Technical Manager

HR & General Affairs Division
- HR/Admin Manager → HR Executives

Accounts Division
- Accounts Manager → Account Executives

Management Roles & Responsibilities

CEO

COO Head
- Research, Technology and Platforms
- Software Products
- Website Development
- Software Development

CMO Head
- International Sales And Management
- Marketing Team
- Solution Sales Management
- Customer Business Teams

Services Head
- Managed Services
- Education
- Corporate Trainings
- Outsourcing
- Consultancy Services
- IT Services

Operations Head
- Subcontractor Management
- Delivery Execution
- Delivery Capability Management

CFO Head
- Corporate Taxes
- Corporate Finance

CDO
- Business Excellence
- Information Technology

- Corporate Affairs and Communications
- Legal and Compliance
- Human Resources

Management Team

MARG's Management team consists of experts and innovators from in field of Technology, Business and visionaries that lay the founding stone of the business. The team has made it from initial phase to today's business stance, with full-fledged, completely owned set of variety of operations.

The presence of MARG is global and it is known and recognized by a talented team, who put in their hard work and efforts to help MARG attain great heights of success.

With a mix of domain, technology & project management experts, we bring the complete team to every project we take on. Our people work with enthusiasm, and a drive to be the best. Their innovative spirit and ambition to be the best encourages them to voice new ideas without any fear as ours is a company of minimal hierarchy and makes MARG a congenial place to work.

WORKFORCE CHART (2000-2010)
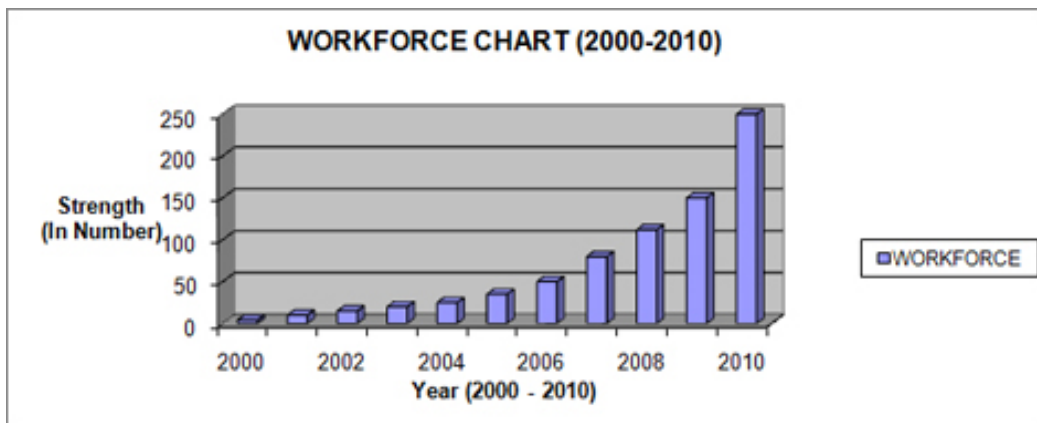
Partners

MARG'S partners include varied range solution providers. With expertise in IT Solution domain to high end marketing service providers, we have strategic alliances with companies who have taken technology driven solutions to a completely new level of experience for clients.

Based on the type of solutions, MARG along with its partner, share processes to deliver the best and the most suitable solutions to clients. MARG's Services and business solutions are strengthened by alliances with leading solution partners. This amalgamation of business solution processes has given an advantage to MARG and its partners a leading edge in providing business solution with a global orientation.

YABTech Pte. Ltd.
Singapore.

YABTech helps companies meet their IT & communication needs, be it outsourcing development and maintenance work, or VOIP solutions for corporate. YABTech aims to innovate and provide easy to use IT solutions for corporates. YABTech focuses on user friendliness of technology, an aspect often overlooked, in the race for the latest technology.

www.yabtech.com

Victory AID
Dubai, U.A.E.

Victory Advertising is a full-fledged Advertising Agency, providing all kind of communication services to its clients. It has right from its inception, build up a reputation for professionalism, creativity, and quality & above all, an excellent customer service. Best of the skills are employed to project client's image to the consumer, an image that they will carry away with them, an image…however subconscious, that establishes the client's products or brand's on the "top-of-mind "recognition.

www.victoryme.com

Infozen Software Systems Pvt. Ltd.
Lucknow, India.

Infozen is one of the best addresses to have quality IT education, Infozen promises a vast array of courses given by ace educators in one of the finest structured methodology. With state of the art labs and similar ambiance, students get a chance to work n live projects associated with MARG Software Solutions, in the process of which they gain the experience under the watchful yet cooperative eye of the faculty.

www.infozenvarsity.com

MARG Ahead Technologies
Lucknow, India.

With customer base growing at phenomenal rate, MARGAHEAD is a fast growing name. Our products are widely accepted in small and medium enterprises in India and are known for their user friendliness and robustness. With over lac users in Insurance and Mutual fund sectors we are spreading fast to all the corners of India. We keep upgrading our products to support new policies in the concerned sector. With every new release our products are technically upgraded to incorporate new advancements in technology.

www.margheadtech.com

MARG International Pte. Ltd. Singapore.

MARG International Pte. Ltd. was incorporated in Singapore to provide techno consulting and outsourcing of IT enabled services to corporate in Japan, Australia, Dubai and Singapore. Managed by a team of professionals with extensive experience in IT consulting for various industry verticals, MARG International values its team more than any other asset.

www.marginternational.com

McEinnon & Company
U.S.A.

McEinnon & Company is a California based Technology Services, Strategic Consulting and Outsourcing Company. The Company has a unique blend of technical, functional expertise, commitment, quality service with the most cost effective solutions to meet your business needs.

www.mceinnon.com

Aris Creations
Holland

ARIS creations is a Holland based company that specialize in Internet consulting, Web designing, Video films, 2-D and 3-D Animations, Digital Albums, Photo Animation, online marketing. ARIS creations have always delivered world-class quality, competence and consistency in its flash animations, online marketing and web designing services.

www.updesco.up.nic.in

Uttar Pradesh Development Systems Corporation Ltd.

MARG Software Solutions is an authorized associate with Govt. undertaking organization "UPDESCO- Uttar Pradesh Development Systems Corporation Ltd" and is empanelled to provide I.T. Services to Govt. sector.

www.updesco.up.nic.in

Uttar Pradesh Electronics Corporation

MARG Software Solutions is an authorized associate with Govt. undertaking organization "U.P. Electronics Corporation ltd." and are empanelled to provide I.T. Services to Govt. sector.

www.upit.com

Shreetron India Limited

MARG Software Solutions is an authorized associate with Govt. undertaking organization "SHREETRON India Ltd" and is empanelled to provide I.T. Services to Govt. sector.

www.shreetron.com

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	Tel: + 971 43554055
	Fax: + 971 43552745
	Cell: + 971 505152216
	E-mail: info@margsoftware.com

Marketing Network and Channel Partners in INDIA.	
Northern Region	New Delhi and Haryana
North-Central Region	Kanpur
	Allahabad
	Bareilly
Eastern Region	Burdwan
	Kolkata
	Manipur
	Bongaigaon
	Cuttack
	Jalpaigudi
East-Central Region	Patna
	Dhanbad
Central Region	Bhopal
	Korba
	Jabalpur
	Pune
	Akola
	Thane, Mumbai
	Gujarat
South-Central Region	Hyderabad

MARG delivers quality and timely solutions and services at a price that make our clients smile. MARG focuses on offshore development at our excellence centre in Lucknow, India. This allows us to scale up rapidly (leveraging on the plentiful supply of talent and thus cutting down on execution time) at costs that are on an average 70% cheaper.

An in-depth knowledge of various technology areas enables us to provide end-to-end solutions and services. With our 'Web of Participation', we maximize the benefits of our depth, diversity and delivery capability, ensuring adaptability to client needs, and thus bringing out the most innovative solutions in every business and technology domain.

MARG is your one stop partner where you can outsource all your support services with complete peace of mind about quality and reliability. MARG Software Solution's strength lies in understanding the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions which are highly reliable, creating customer comfort.

Our team is committed to provide IT Services with:

Quality | Technology | Innovation

Our Services Include:
- **IT Services**
- **Project Management**
- **Consultancy**
- **Outsourcing**
- **Education / Training**

IT Services

IT has high potential in terms of employment and revenue generation. The IT manufacturing sector is growing at an average rate of 28-30% annually over the past decade. Software industry continues to contribute a major portion of Indian IT industry's revenues. According to the IT vision of Govt. of India, the expected level of this by the end of year 2007-08 is expected to reach US$ 50 billion.

With the dedicated and adroit employees at MARG, it has been adept in assisting the growth of the nation in the field of Information Technology. MARG with its vision of quality and innovation has been successful in catering the needs of those who seek our assistance in following areas of IT enabled services:

1. **Software Solutions**
2. **Web Solutions**
3. **Graphic & Multimedia Solutions**
4. **Networking Solutions**
5. **Quality Assurance & Testing**
6. **Application Maintenance & Support**
7. **Turnkey Solutions**
8. **Offshore development**

Software Solutions

MARG Software Solutions has developed a number of products and MIS applications for its clients in this service. Our mature software development processes, combined with excellent infrastructure have significantly increased the "on-time and on-budget" delivery of software in the offshore mode. We use a highly effective IMPACT Methodology for offshore and distributed software development. Our services begin from analysis, moving through designing, development, testing and implementation to maintenance. Our applications come in all sizes, be it a one-table database, or a massive client-server application. The creation of complete database applications is yet another field that we specialize in.

We offer*:*

1. Application Development
   - Interactive Application Development
   - Custom Application Development/ Maintenance
   - MIS and ERP Solutions & Support
2. Re-engineering

1. Application Development

Interactive Application Development

Interactive Application Development (iAD) is about harmonizing art with technology. This business division of MARG Software Solution complements the client's requirement of online and desktop applications - be it a workgroup solution or mailing platform. It adds a further arc to the circle of 'Net Totality'.

A strong team of software professionals empowers the application development capability at iAD, MARG Software Solutions. The applications developed range from Web-stores, online service retailing to enterprise information systems.
Our competencies in .Net technologies, ASP, XML, PHP and C/C++ are demonstrated in various network-based applications. SQL/ Oracle database engines support most of these applications.

Custom Application Development/ Maintenance

It is a well known fact that some of the ready-made, packaged applications have failed to meet the requirements of the customers because of their unique needs and differing business practices and processes. In addition, prohibitive cost of implementing a packaged application and the maintenance thereafter becomes an unwelcome perspective.

We have experienced I.T. Consultants for Project analysis, formulation and concept planning, right up to project management and installation. We develop customized Software that is completely based on user's requirement with GUI (graphical user- friendly interface) on any of the mentioned platform / languages.

MIS and ERP Solutions & Support

We offer customized low cost solutions to industries based on open standards, contemporary technologies and maintenance support. While incorporating the best of business practices, we do take special care of the customer requirements.

ERP Solutions include the development of software in a distributed model, with some phases of the project being conducted onsite and others being conducted offshore. Each phase is uniquely defined and executed. After unit, and system testing the product is then sent to the client for acceptance testing. We have satisfied customers find the solutions user-friendly, flexible, and comprehensive

2. Reengineering

Reengineering Business Reengineering is on the agenda of many companies in different industries. Striving to improve business processes to better meet customer requirements, Business Reengineering initiatives aim at revolutionizing key performance criteria, such as cost, delivery, and quality. As this is a top management issue we ensure that the structure, the work-place contents, the information technology in use and the culture of the organization will successfully assimilate the improved processes.

To tackle with hard and soft barriers and make the reengineering process a success we make sure that following steps are taken in each project:

- ✓ Diagnosing resistance to change
- ✓ Managing individual change
- ✓ Coaching tools and techniques for helping employees navigate the change process
- ✓ Implement work teams and case managers extensively throughout the organization.
- ✓ We believe creative thinking cannot be replaced with software tools and stay away from over-sophistication
- ✓ Build learning, renewal, and short feedback loops into business processes.

Web Solutions

MARG provides web solutions & services to help customer reach to a wider customer base. The web is a new and different medium for communication and requires a different viewpoint and skill set to use it in the most effective way. You need web consulting to get more return on your investment in your web site. We can help you get the most effective solution through:

- Website Development
- Web Multimedia
- Intranet Development
- Web Promotion
- Web hosting
- E-commerce

Website Development

Websites can enhance awareness of your brand, leading to more sales. Build relationships with customers, vendors, and shareholders through your online identity get more traffic from the search engines
Get more traffic from the search engines, fast loading web pages with excellent navigation and designing, communicate more effectively.
Either you are looking for Dynamic site or a static site is your solution we can help you acquire both. We offer web sites on flash, asp, php which are tailor made to target your customers and make your presence live on web.

Web Multimedia

Add video on your web site or have a complete flash web site and see your popularity ranking high.

Web Promotion

We can promote your site to acquire more traffic, more enquiries, more leads, and more value. Web Promotion is a three phase process and we are your companion to see you through all the phases and that too very well. We get your site listed at the most popular Internet directories because they can send you substantial amounts of traffic and affect you're ranking in various search engines.
Email marketing is a great way to promote your electronic Shop to buyers- including those who are interested in your shop but have not purchased items from you in the past.

Search Engine Optimization- your website doesn't mean anything to anyone unless it can be found by your customers. Phase two in Web Promotion is optimizing your site so it appears high in the search engines and uses them to bring even more people to your pages. Our Web development and Promotion methodology, caters to the best of breed processes which helps in a successful on-time and above expected delivery.
Phase three ensures that your site attracts even more traffic for which our experts go over techniques like reciprocal links, email signatures, newsletter articles and more.

Web hosting

We provide service to host your own website, and users with online systems for storing information, images, video, or other content accessible via the World Wide Web. We offer 10 MB, 50 MB, 200 MB web hosting. We also offer custom web hosting as per your requirements.
File Hosting Service: Host your static content, typically large files that are not web pages.

E-commerce

We offer e-commerce services in custom-built solutions as well as packaged software customizations and implementations. This helps customers to heave their business from point of sale implementation and go global. Our competent management team, good post-sales services, well-organized business structure, network infrastructure and a secured, well-designed website will ensure ripe results on your investment.

Graphic & Multimedia Solutions

Each Client is different with his own ideology and vision, so should be his designs. Having done more than 200 design solutions, we lend our services for:

Logos, Brochures, Advertisements, Corporate Profile Presentation, Product Catalogue, Training/ Tutorials Presentation, 2D-3D Animation and Walkthrough.

Networking Solutions

MARG Software Solutions can network your computers together by peer-to-peer or using a server-based network and connect you to the Internet. We will help you secure a domain name, locate an Internet service provider, and configure your network for T1-T3, Dialup, DSL, Cable or connection sharing. We can establish remote access setups, which will help an employee, stay in touch with the workplace, irrespective of the geographical location.

We offer following networking services:

- ✓ Preparation of Network Architecture (Network protocol, Backbone at twisted wire, cable or optical fiber, Net topology, Hub/Switches, Conceptual Diagram etc).
- ✓ LAN/ WAN set-up.
- ✓ Corporate Intranets
- ✓ Network Administration.
- ✓ Windows NT/ Novell Netware/ UNIX/ Linux Server support.
- ✓ IIS Support and ORACLE/ SQL Server administration.

Quality Assurance & Testing

All the software solutions developed undergo following cycle of testing:

Requirements Analysis:

Testing begins in the requirements phase of the software development life cycle.

Design Analysis:

During the design phase, testers work with developers in determining what aspects of a design are testable and under what parameter those tests work.

Test Planning:

Test Strategy, Test Plan(s), and Test Bed creation.

Test Development:

Test Procedures, Test Scenarios, and Test Cases & Test Scripts to use in testing software.

Test Execution:

Testers execute the software based on the plans and tests and report any errors found to the development team.

Test Reporting:

Once testing is completed, testers generate metrics and make final reports on their test effort and whether or not the software tested is ready for release.

Retesting the Defects

In this cycle applications are passed through following **levels of testing:**

- ✓ Component testing tests the minimal software item that can be tested.
- ✓ Component integration testing exposes defects in the interfaces and interaction between integrated components.
- ✓ System testing tests an integrated system to verify that it meets its requirements.
- ✓ Acceptance testing allows the end-user or customer to decide whether or not to accept the product.
- ✓ After modifying software, either for a change in functionality or to fix defects, a regression test re-runs previously passed tests on the modified software to ensure that the modifications haven't unintentionally caused a *regression* of previous functionality.

Application Maintenance & Support

We have years of experience in executing maintenance projects. Our team of experienced consultants has been successfully managing maintenance projects of local clients as well as offshore ones.

The quality of product deployment, training and support has everything to do with customer success and satisfaction. We offer annual maintenance plans which are tailor-made as per the client's requirement. If required we depute technical team which works at the client site for the system execution or support as per requirement.

Our clientele includes Government organizations as well. We ensure maximum return on investment to the customer as we provide complete off-site telephone support in the form of consultations, assistance and advice on the use and maintenance of the Licensed Software. Our experts' providing technical assistance and advice for problem diagnosis and resolution, have gained us admirer world over.

We also offer on-site service calls to Customer's facility. In such cases, our consulting charges are subject to service hour charge, plus reasonable travel and out-of-pocket expenses.

Turnkey Solutions

MARG Software Solutions takes up projects under this service for a fixed price and takes all responsibility of execution and project management. These solutions are ideally suited for projects that are fairly well specified and require well-defined interfacing with the client. We have developed a number of products and MIS applications for its clients in this service. MARG Software Solution's mature software development processes, combined with excellent infrastructure have significantly increased the "on-time and on-budget" delivery of software in the offshore mode. We use a highly effective IMPACT Methodology for offshore and distributed software development.

Offshore Development

To get the best IT solutions, you don't need to be geographically near us. That's because we offer quality offshore development center. **Our offshore software solutions in** application development and web site development guarantee cost savings without the need to compromise on either speed or quality. Our 100% customer retention rates speaks for our quality, swift response and cost effectiveness that has fetched us a large number of clients from all parts of the world. These all feathers to our work make us a preferred offshore development house.

Project Management

Introduction

The aim of MARG's Project Management Service is to meet all contractual commitments and thereby meet and possibly exceed the customer's expectations. MARG's Project Management Service covers all phases from project preparation and execution through transfer to the care phase, and closure of the project. The deliverable of MARG's Project Management Service is:

- Upfront investment and professionally managed project start-up.
- Highest caliber technical management.
- Accurate and transparent project control and reporting.
- Solid service supplier management.
- Systematic project and quality management.
- Project communication management with regular meetings and collaborative tools.
- Health and safety management matching MARG's guidelines and local legislation.

Project preparation and start-up

The conditions for successful project are created prior to actual deployment. Therefore MARG invests extra resources in the project preparation and start-up phases. The MARG's project preparation phase includes the following activities:

- Project manager nomination and a detailed project plan for the customer project, including complementary plans (if any).
- Planning and implementation guidelines.
- MARG's resource evaluation and planning.
- Contract preparation with subcontractors.
- Risk management.
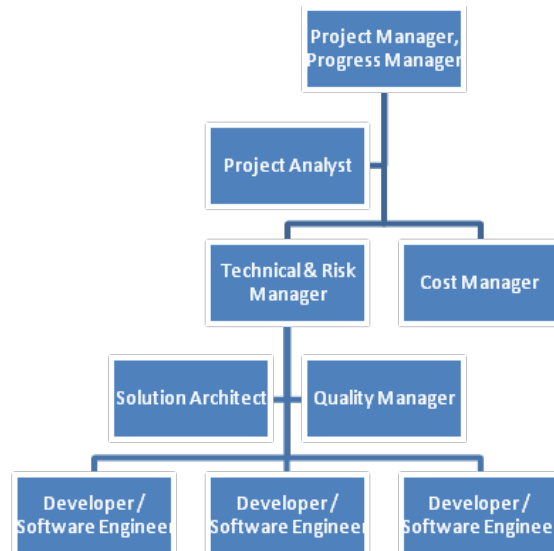
Project Resource Management

Figure 1: Project Management Organization model

Handover and acceptance coordination. This includes the interface with the customer and coordinating final deliverable handover meetings, information and document transfers. It covers the software installation and commissioning and acceptance from the customer.

Project reporting and meetings. MARG's project team will facilitate bi-weekly (or as agreed) project meetings with the customer, where the project progress, quality, risks, changes and so on are reported to the customer.

Technical Management

Introduction

MARG's approach to the successful integration and launch of complex software utilities is based on a stable pool of highly trained software engineers and a dedicated technical manager. This team is equipped with all the key core skills and the support to see to it that agreed objectives are met in a punctual, effective, and co-operative manner.
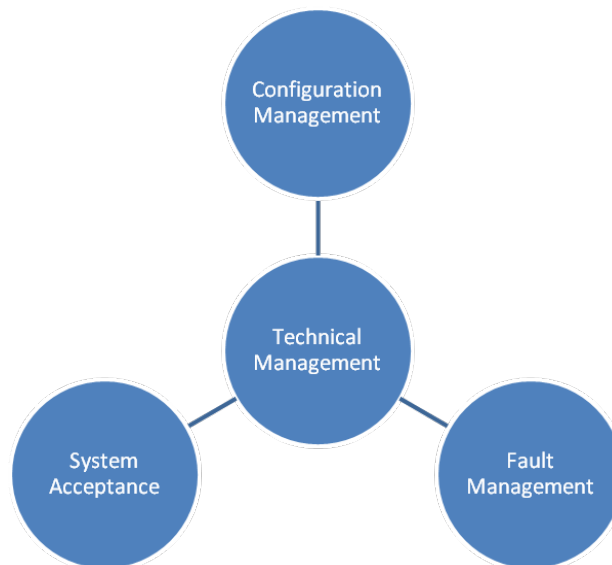
Figure 2: Technical management organization

Technical Management Responsibility Areas

Implementation management

- The technical manager is responsible for planning and managing the application implementation.
- The technical manager leads the implementation planning, plus the commissioning and integration work to obtain customer acceptance of the application elements.

System acceptance testing

- Definition of all acceptance processes, procedures, criteria, and system acceptance test plans that are in line with the terms and conditions of the contract with the customer.
- Tracking and monitoring of acceptance progress, clarification of any open issues, and the definition of action plans needed to have a pro-active approach to avoid delays in acceptance.
- Monitoring of key performance metrics and fault resolution with the customer to make sure that business needs are met and that quality of service is maintained as agreed.

Fault management

- Support for application modules integration. If problems are encountered at integration, the technical management team takes the lead in troubleshooting and fault resolution activities until all faults are identified and the module is successfully integrated.
- Impact analysis to determine the extent of the fault. In some cases the outcome of a failure report may be a software correction.
- Fault management is supported by MARG's customer care organization.

Configuration management

Management of customer software release upgrades and updates, as well as maintaining a reference list with required software/hardware levels and parameters as agreed with customer.
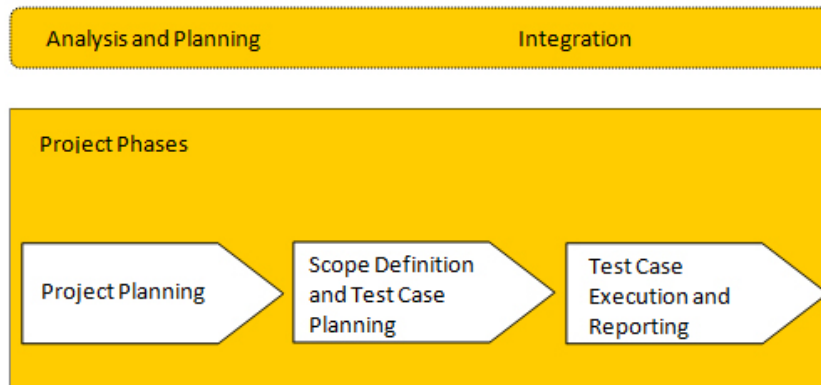
Figure 3: Verification Process

Project Planning:

During a kick-off and consequent planning meetings with the customer following topics are agreed:

- Non-disclosure agreements (NDA)
- Technical scope
- Processes and documentation
- Share of responsibilities
- Schedule
- Reporting

Scope definition and test case planning:

In this phase the test case list together with required tools and test equipment, test configuration and other prerequisites will be defined. Prior to start of the testing activities all involved parties will review the processes, test cases, and schedule, and explicitly agree and commit to the test plan.

Test Execution and reporting:

The test is coordinated effort of the customer and MARG, in order to complete the tests, identify problems, and propose solutions for them. Test execution of the test cases is done at the MARG's testing center. Results for every test case are agreed between the parties as successful, not successful, failed or blocked in accordance to rules and recommendations. Possible faults will be reported through the fault report procedure. If a solution is available, re-testing will take place to complete the testing session. If compatibility problems are found, they will be addressed to a technical workgroup composed of R&D experts, specification experts and testers.
After the test plan is executed, a final verification test report with an action plan and recommendations will be prepared summarizing the test results and identified faults.

Consultancy

Consulting is the integrated part of our services with expertise in custom programming, client-server database design and implementation, and web development. We specialize in designing and implementing cost-effective, creative information solutions to complex business problems. We have provided are services to finance institutions, health care sector, government sector and manufacturing environment.

We pay full attention to customers, doesn't matter theirs is Five page web site or fully fledged ERP to be designed. And we take proud in the fact that customers right from the inception have continuously added to our friends list. Most of our customers are brought to us through our satisfied users.
Our vast pool of technically qualified and managerial manpower is well supported by excellent infrastructure and knowledge management facilities to deliver the client time bound, qualitative and cost effective solution meeting the global standards.

Outsourcing

When your business is running twenty-four seven to come up with innovative means to maximize its potential, outsourcing isn't just an option it is a necessity. Today, efficient business process outsourcing has become the lever to unload your organization of resource-consuming procedures and controllable costs. Everyone works towards allowing your organization a stronger focus on core business areas.

MARG not only provides industry-specific solutions but also deputes personnel to organizations with technical skills to manage back office transaction processing. Viewing it from clients' perspective this cuts off cost on acquiring and maintaining technical staff and enables them focus on their core competencies. The key element of services delivery is an integrated approach towards providing increasing value over the entire course of our client relationships.

Data Entry

Our advanced staff of data professionals can prepare your data for you on the media of choice. We can email daily, weekly, or at the end of the job or simply send a CD-Rom or DAT tape with your final data.

Data Processing and Data Conversion

The organization has experience in processing large volumes of data required by major corporate and government organizations. MARG also offers commercial data processing services, which are time critical and mission critical for its customers. It plans, tracks and executes whatever it takes to meet the delivery schedules and quality requirements. Choose MARG for outsourcing data processing services as it: it improves your productivity, improves your effectiveness of process, improves your service levels, offers high level of customer service and lowers your costs. MARG also provides total solutions Data conversion space.

E-Accounting

An organization can substantially slash its 'minimum' by more that 25% by shifting its administration to business process outsourcing, and here we have a major role to play. We provide offshore back office operations of which e-accounting is a part. This in turn can reduce the cost of running a business considerably.

E-Business

The top priority of every company today is managing costs. Lower costs mean higher cash flows. Cash is king. It gives the companies the flexibility to be the price leader, to spend on new products and to offer better customer service.

Education / Training

INFOZEN, our educational division.
INFOZEN, the educational division of MARG, provides quality education in various fields of IT. In an age of cutthroat competition, college education is not enough. To have an edge over your counterparts, you need to have something EXTRA. That additional bit is provided by INFOZEN. We have highly qualified, capable & experienced team of faculty comprising of professionals & technical experts. Individual attention is provided to students and equal emphasis is given to both theory and practical. INFOZEN also provide training to M.C.A's, B.Tech's and M.Tech's.

The mission of INFOZEN is to provide quality education in the various fields of information technology for people of all walks of life

Corporate Training consultation

In our corporate training programs we emphasis on a course schedule that achieves following objective for the corporate:

- Training should align with the business plan and address the core competencies of your business
- It is necessary that training outcomes strengthen the job environment and organizational practices but vice-versa is obligatory as well.
- Knowledge management and self-directed learning should be integral part of the training/learning processes
- We ensure that Training process is effective, efficient and is properly staffed, organized, and managed.
- We have feedback systems to monitor business plans, performance problems and training results.

Databases	Oracle, SQL Server, Access, MySQL, PostGre SQL, PL/ SQL, SYBASE

Technologies & Languages	C, C++,VC++,C#, VC++, .Net VB, VB.NET, MS.NET, .NET CF Java, JSP, EJB, Java Script, Servlet ASP,ASP.NET Crystal Reports 9.0 for .NET Oracle D2K, Forms and Reports Power Builder, XML, XSL, XPATH,XML Encryption Castor XML Binding, HTML , DHTML, Cold Fusion PHP, PERL, Web Blog Server, JBoss, JRun Flash , Photoshop, Dreamweaver RMI CORBA, CGI, DCE COM, DCOM, MS Exchange SOAP, Developer 2K Power Builder, Visual FoxPro

Operating Systems	Windows NT/XP, Unix, Red Hat Linux, Sun Solaris

Methodologies	UML / Rational Unified Process Design Patterns ER Modeling OOPS Microsoft .NET Framework 1.1 Agile Microsoft Development Environment 2003

Graphic Skill-set	Graphics Interface Application development Image editing/ Photo-finishing Vector drawing Interactive graphics HTML authoring/ Web publishing Audio/ VIDEO editing (Streaming media) 3-D image/ 360° panorama rendering VRML Animated graphics Adobe Photoshop and Macromedia Dream Weaver/ Flash

In period of Over 10 years, MARG has built wide customer base coming from different areas of business society. We have not only government organizations as our clients but have also become a reliable name for overseas clients.

Some of our **major PROJECTS Under…**

Custom Application Development, Implementation and Maintenance

1. Dairy ERP, Vehicle Tracking System and Pilferage Prevention System

Offering	**Dairy ERP, Vehicle Tracking System and Pilferage Prevention System**
Customer	**UP-PCDF, Government of UP, India**
Industry	**Government**

A leading organization in the Northern belt in dairy industry, PCDF- a cohesive body, has successfully done away with the exploitative forces of yesteryears-the eventual middlemen (milk vendors)-forging a direct link between the producer & the ultimate consumer. And, to achieve this aim, the organization is working on a three tier cooperative structure comprising of primary societies at the village level culminating into a milk union at the district level & these milk unions together federating in an apex body-the PCDF at the State level.

The ERP solution has been undertaken to improve upon the operational requirements and have more integrated decision-making facility at hand.
There were five major reasons for taking up an ERP solution:
Integrate financial information, Integrate customer order information, standardize and speed up manufacturing processes, Reduce inventory, and Standardize HR information

Solution

The modules designed in the ERP are as follows:

- Milk Procurement /Billing & Chilling Monitoring System
- Finance and accounting Monitoring System
- Purchase and Inventory Monitoring System
- Production Planning and Control Monitoring System
- Quality Assurance Monitoring System
- Marketing / Product Sales Management System
- Society Information Monitoring System
- Human Resource Management System
- VTS and Pilferage Prevention System is to enable PCDF to increase their

Productivity thru better fleet management/monitoring, and to reduce pilferage.

2. ERP- HLL

Offering	**SMALL ERP Solution**
Customer	**Hindustan Lever Limited , Orai**
Industry	**Manufacturing Consumer Products**

HLL envisioned need of computerization at the various domains of their day-to-day activities undertaken at the factories, for which they approached MARG.

MARG was approached to analyze the existing system and their problems, develop a solution, and assist in implementation and thereafter maintenance. MARG's team went to the Orai factory of HLL to study and identify various areas where computerization will yield most benefits. We zeroed down to following set of basic business applications.

- Gate Pass Management
- Work Order Management encompassing Work Permit
- Engineering Inventory Record
- Form 31 B, Form 3B & C
- Intranet File Sharing
- Incentive Scheme Management System
- Safety

Solution

Computerization encompassed various domains with all the information of crucial importance to the management. Entry points for various modules were different. Web based application was not the favorites choice of HLL authorities. Therefore, MARG decided to set up an Intranet in the factory premises.

1. MIS Health

Offering	**Management Information System**
Customer	**Health Department, Government of UP, India**
Industry	**Government**

Improving the health status & quality of living of the People of Uttar Pradesh is the prime objective of **Department of   Medical, Health and Family Welfare, Government of Uttar Pradesh.** MIS Health is playing a vital role to help department achieve fulfill its purpose in most efficient manner. Every aspect related to the management of Organization is covered, be it Personal details of hospital members, health related details, hospital related details or finance related details.

Solution

Health related information is catered through a web based solution. All health activities are divided up in four major sections:

1. Personal Information System (PIS)
2. Health Management Information System (HMIS)
3. Finance Management Information System (FMIS)
4. Hospital Management System

4. Police Head Quarters: Budget Monitoring

Offering	**Budget Management System**
Customer	**Police Head Quarters, Govt. of India**
Industry	**Government**

Budget Monitoring System is one of the capacity building initiatives of UP Police Head Quarters to facilitate sanctioning, allotment, expenditure, surrender and reappropriation of yearly financial budget of Department. The primary function of the application is demanding and receiving money from government and allotment of budget to different units of different district according to the demand made along with receiving the expenditure and surrender statement and reappropriation of the budget. Various reports related to demand, distribution and expenditure of money is created by PHQ budget monitoring department.

5. Supply Chain Management

Offering	**Supply Chain Management Information Solution**
Customer	**Food & Essential Commodity Corporation**
Industry	**Government – Commodity Distribution**

Solution

MARG implemented a Central database with each district maintaining its own copy of data. Data confidentiality is maintained against various districts. Real time updating of district records at the head office was not required. Poor internet services and regular power failure were other reasons which made technologies like database replication out of question and hence we followed the adage-'beauty lies in simplicity'.

6. Stock Management

Offering	**Web Application**
Customer	**Government**
Industry	**UPPCF, Government of U.P India**
Visit at	**http://www.uppcf.org**

UPPCF enlarged its area of operation through setting up processing units and distribution of various agricultural inputs by opening its offices in every district of the province and at every regional headquarter of the state besides branches at important Mandi stations within and outside the state.

With this expansion, data collection from all the offices was a bottleneck in the quick data processing. Organization evaluated need for a better system with quick collection of data from the district offices and faster compilation into reports at the district, regional and the head office.

Solution
PCF decided to go web based to organize and promote the efficient flow of transaction information, and to reduce the cost and complexity. As per **Right to Information Act 2005** enacted by the Parliament of India, PCF had to publish the information under Sec. 4 (1) (b) of the Act on various issues relating to the institution through its computerized network.

In order to achieve these objectives, PCF contacted UPDESCO for the development of a Management Information System for facilities management, and network support, MARG, along with its UPDESCO, was entrusted with the development and maintenance of the project, which had to fulfill the following business requirements:

- Allocations processing
- Net proceeds processing
- Employee Service Book management
- Leave and Promotion assessment
- Cancel / replace / delete processing
- Daily Progress Reporting
- Master and reference data
- Participant profile data
- Query processing
- Bulletin board
- Tender posting
- Phone Directory
- Citizen Charter
- Godown Status
- Federation Asset information
- User Creation

Project comprised of 3 modules:

- Employee management
- Citizen Interaction module
- Management information System

7. LEGAL SERVICES

Offering	**Legal Document Wizard -Web Application**
Industry	**Retail Software**
URL	**www.rocketlawyer.com**

Generate legal documents in three easy steps: select document, fill questioner and store online.

The scenario

Client had a desktop application which generated legal documents after asking a detail but relevant list of questions, but they wanted to go global with the fine piece of their idea. MARG was contacted for the offshore development for this web based application where our task was to move ahead in the line of analysis done by Acendi Corporation, USA. Solution was built in ASP.Net 2.0 using C# and Microsoft SQL Server 2000 as backend tool.

Objectives

Rocket Layer was proposed to be a web based application which could prepare customized legal documents and legal forms directly online, through an easy wizard based interface. User could choose from list of the documents offered, complete the questions, and preview the finished document.

Solution

MARG team, working with the software retailer, re-engineered the document creation process to ensure that the three tactical issues were addressed:

- Interview process: For any legal document user has to answer a few questions. Questions to be asked depend on the legal document user intend to create. The process was designed to automatically generate the questioner, provide corresponding help against each question, provide options wherever applicable and feed names provided during the questioner into the questions at appropriate locations.

- Boiler plate generation: For each document there are boiler plates which are documents in pdf format. Initially documents are to be printed with stamp of "SAMPLE" at the background. After the user finalizes the document and is successfully through the payment process then he can print the final documents.

- Payment process: for some documents, user can fill the questioner for free, for others he needs to get the registration done for which he is charged fee which varies for the document to be generated. In any case getting the final document is a paid process

8.   Bluecase.com E-Commerce Solution, USA

Offering	**E-Commerce Solution**
Industry	**Retail Software**
Visit at	**http://www.bluecase.com/**

Objectives

To develop an e-commerce website for client who want to sell their products online using internet. The client is having number of software products, which are popular. After available them on e-commerce website, it gives benefit to users.

Solution

Bluecase needed an online shopping cart to market and sell their software products. MARG was approached for the secure web based solution which had to have following feature:

Offer them a place to showcase their product and advertise special offers. The application also had to offer the feedback and contact support system. Bluecase wanted the website to be a platform to release the press information as well. Any customer willing to purchase a product needs to login to the system. This login shall act as user's diary with user specific transaction history stored into it and available to be viewed (secure) by the user whenever he wishes to. free trial downloads. This web solution has become a perfect pad for the products by Bluecase.

9. H&R Consultant Group, Japan

Offering	**Application Development**
Customer	**H & R Consultant, Japan**
Industry	**Real Estate**
Visit at	**http://www.japanhomesearch.com**

H&R Consultant is a consulting company to support foreign community in Japan whose main services are relocation, visa/immigration, furniture leasing, car leasing, driver's license, cross culture training and 24 hour support. To target foreign community in Japan, client wants number of systems that can ease their back office as well as help them to grow into this market.

MARG was involved in providing the technology and creative services and solutions to develop the portal. MARG provided the full service ranging from conceptualization to hosting and most of the activities were to understand the requirement, design and concept, development, and implementation.

We developed number of systems for them and are now providing them 24 hour services so that they can achieve their goals more efficiently. Some of them are -

1. www.japanhomesearch.com
2. reloTrak System
3. japandriverslicense.com

10. Wealth Management

Offering	**Product Development**
Industry	**Finance-Mutual Fund**
Visit at	**http://www.infyrupee.com/**

Just imagine thousands of products, lakhs of unit values, clients demanding instantaneous account statement, tax calculation, brokerage calculation, capital summary, p & l accounts & lots more … life of a Financial consultant is not easy.

The consultant needed to consolidate his position in the mutual fund market and has strategic growth plans in terms of customer base and revenue earned.

11. Crime Mapping

Offering	**Crime Mapping - Web Application**
Industry	**Government**
Customer	**UP Police Department, Government of UP, India**
Download	**http://www.margsoftware.com/crime.exe**

UP Police has the distinction of being the largest force in the world working under a single command. The department is gearing up to face the challenges of policing in the next millennium by rapidly modernizing and strengthening its resources. Uttar Pradesh Police Head Quarter needed a mechanism through which crime intensity at all the districts of can be viewed.

MARG team re-engineered the document creation process to ensure that the three tactical issues were Murder, Theft, Robbery etc are displayed in different colors.

- Intensity of crime should be displayed by the depth of the color i.e. if red color indicates murder then lighter shade of red indicates smaller number of murders and deeper red indicates larger number of murders recorded.
- Easy interface to enter crime details.
- Graphic reporting on Map of the state with boundaries clearly demarcated.
- Areas defined into Districts, Zone and Range.
- Period wise comparison for a district or range or zone.
- Comparison of crime intensity between zones, between ranges and between districts.
- As soon as mouse is taken over a location in map, the crime details of corresponding district should be displayed.
- Should be able to highlight a district on the map by entering name

12. Development of Application Software & GIS Maps of 328 blocks, for Directorate of Groundwater, UP.

Offering	**Development of Application Software & GIS Maps of 328 blocks**
Customer	**Directorate of Groundwater, Government of UP, India**
Industry	**Government**

A complete GIS mapping of Uttar Pradesh land resources and water resources was required by directorate of Ground water. The intention was to derive complete information about land damage index, aquifer, water resources and rain water harvesting status, all in a glance at map. The second objective was to have software deduct relevant information once provided with correct inputs. All this required massive assistance at local level.

Number of tasks accomplished are as follows;

- Rain water Harvesting and Recharging Software Development
- Aquifer & Pumping test Software Development
- Digitization of GIS Maps for 328 blocks
- Land Damage Index Application on GIS Map
- Ground Water Sources on GIS Maps
- Software Development for Map Info
- Software Development for RWH Structure
- Software Development for Land Damage Index
- Software Development for Surfer
- Installation, Implementation, Configuration, Training for all the developed software

The solution, involving developing, installation and training for the software has been done across all the divisions of Uttar Pradesh. Development of multi-layered maps with complete GIS, Land Damage Index, water sources etc has been developed and successfully delivered to the department.

Websites

Government Websites

1	www.ayodhyaresearch.org **Ayodhya Research Institute, Uttar Pradesh,India**
2	www.birdindia.com **Bankers Institute of Rural Development,Uttar Pradesh,India**
3	www.cdriindia.org **Central Drugs Research Institute,India**
4	www.upagriculture.org **Directorate of agriculture, Uttar Pradesh,India**
5	www.kgmcindia.edu **King George Medical University**
6	www.upsna.org **Uttar Pradesh Sangeet Natak Academy**
7	www.upculture.org **Department of culture, Uttar Pradesh**
8	www.upcane.org **Cane Department, Uttar Pradesh,India**
9	www.upjn.org **Water Corporation of Uttar Pradesh,India**
10	www.upprojects.org **U.P. Projects Corporation Ltd. Uttar Pradesh,India**
11	www.upexport.in **Export Department of Uttar Pradesh,India**
12	www.upseeds.org **U.P Seeds Uttar Pradesh,India**
13	www.picupindia.com **Pradeshiya Industrial & Investment Corporation of Uttar Pradesh**
14	www.fineartakademiup.org.in **Centre for Contemporary Art, State Lalit Kala Academy**
15	www.nbsc.in **National bank Staff College, Uttar Pradesh,India**
16	www.ddlucknow.com **Indian Telecast Network , Lucknow Doordarshan**
17	www.uparchaeology.org **Department of Archaeology, Uttar Pradesh,India**
18	www.upbsn.org **Earth Improvement Corporation, Uttar Pradesh,India**
19	www.upexcise.in **Department of Excise, Government of Uttar Pradesh**
20	www.upsugarfed.org **Uttar Pradesh Cooperative Sugar Federation Factories Ltd.**
21	www.snnp.org **Nagar Palika Parishad, Uttar Pradesh**
22	www.uppcdf.org **Uttar Pradesh Pradeshik Cooperative Dairy Federation, Uttar Pradesh**

Education Websites

1	www.amsindia.org **AMS Consulting**
2	www.ipmlucknow.edu.in **Institute of Productivity & Management, Uttar Pradesh, India**
3	www.mlrsm.org **Motilal Rastogi School of Management,Uttar Pradesh, India**
4	www.academicsit.com **Education and Training partner of UPDESCO**
5	www.colvincollege.org **Colvin Talquadar's College,Uttar Pradesh India**
6	www.avadhdentalcollege.com **Avadh Dental College,Uttar Pradesh,Lucknow**
7	www.cest.edu.in **College of Engineering Sciences & Technology, Uttar Pradesh, India**
8	www.bsip.res.in **Birbal Sahni Institute of Palaeobotany , Uttar Pradesh, India**
9	www.iemgroup.org **Institute of Environment & Management, Uttar Pradesh, India**
10	www.infozenvarsity.com **Infozen Software Systems Pvt. Ltd, Uttar Pradesh,India**
11	www.elmcindia **Era's Lucknow Medical College & hospital**
12	www.surya.edu.in **Surya College of Groups Lucknow, Uttar Pradesh**
13	www.bapusadbhavna.com **Rajesh Bakshi, Lucknow, Uttar Pradesh**
14	www.studentvalley.com **Mr T S Mann, Chandigarh, Punjab**

Corporate Websites

1	www.havelihariganga.com **The Haveli Hari Ganga, Haridwar**
2	www. hotelbandhan.com **The Hotel Bandhan, Lucknow**
3	www.hotelnazninpalace.com **The Hotel Naznin palace,Lucknow**
4	www.parkinnlucknow.com **The Park inn, Lucknow**
5	www.mayfair.co.in/index.shtml **Airtravel Services Private Ltd, Uttar Pradesh, India**
6	www.janasheenevents.com **Janasheen Event Management, Uttar Pradesh, India**
7	www.tehzeebfoundation.com **Tahzeeb Foundation, Lucknow**
8	www.himalayansummercamp.com **Himalayan Summer Camp, Uttar Pradesh, India**
9	www.surbhisingh.com **Surabhi Singh, Uttar Pradesh, India**

10	www.jashnevents.com **Jashn Event Management,Uttar Pradesh,India**
11	www.karmikmanagement.com **Karmic Management, Uttar Pradesh, India**
12	www.megatrendsnet.com **Mega Trends, Uttar Pradesh, India**
13	www.bluebeacongroup.com **Bluebeacon Group, Chandigarh, Punjab**
14	www.drsachinsethsdentistry.com **Dr. Sachin Seth, Lucknow, Uttar Pradesh**
15	www.advocatessociety.com **Mr. Sushil Arora, Lucknow, Uttar Pradesh**
16	www.pan-india.com **Mr. Saeed, Lucknow, Uttar Pradesh**
17	www.jeevanaadhar.com **Mr. Deependra, Lucknow, Uttar Pradesh**
18	www.naidishayenindia.org **Ms Pooja Pant, Lucknow, Uttar Pradesh**
19	www.infyrupee.com **Infinity Finance services, Uttar Pradesh, India**
20	www.hope.org.in **Health Oriented Programmes & Education, Uttar Pradesh, India**
21	www.conjugate.co.in **Conjugate consultant company, Mumbai**
22	www.trivenialmirah.com **Triveni Almirah, Uttar Pradesh, India**

Overseas Websites

1	www.bluecase.com **BlueCase, USA**
2	www.crossborder.com **Cross Border, Japan**
3	www.imiva.com **Imiva,USA**
4	www.mangrove.in **Mangroove,Singapore**
5	www.rocketlawyer.com **Rocket Lawyer,USA**
6	www.sbising.com **State Bank of India, Singapore**
7	www.americanuniversitiesservices.org **American Universities Services, United States**

8	www.emi.edu.sa **Emergency Medicine Institute,Saudi Arabia**
9	www.hrconslt.com **H & R Consultant, Japan**
10	www.bade.nl **Bade,Holland**
11	www.deshcall.com **DeshCall, Austrailia**
12	www.giservices.tv **Global Information Services, Japan**
13	www.globalalliance.tv **Global Alliance, Japan**
14	www.hsk.nu **Holland Services Koeirs, Holland**
15	www.japandriverslicense.com **Japan Home Search, Japan**
16	www.eatsubway.nl **Subway, Holland**
17	www.dentalspa.org **Dental SPA, Dubai**
18	www.forsan.com.sa **Forsan,Dubai**
19	www.munaje.com **Al-munaje,Saudi Arabia**
20	www.mceinnon.com **McEinnon-U.S.A**
21	www.fameblock.com **Ms Sheetal Dhar,California, USA**
22	www.theenvisage.com **Ms Sheetal Dhar,California, USA**
23	www.notouch.biz **EZY Technologies Pte Ltd.**
24	www.Alqasr.com.sg **Al Qasr Restaurant, Singapore**
25	www.sherepunjab.com.sg **Shayray Punjab Restaurant, Singapore**

Data Conversion & Processing

S.No	Project	Technical-Description	Client
1.	**Data Conversion**	Project : PDF/Jpeg TO Doc & HTML Conversion of 33,00,000-Pages Project Value : 1.353 Million US $ Bankers : KBC Bank NV Singapore.	U. S. Patent Pages
2.	**Data Processing**	MARG Software Solutions has developed Software Applications for Fire analysis for data processing. This package contains the following entry forms and reports. Total no of districts, no. of cases and master form with total 30 fields. Our Operators have entered the complete records of U.P. State. Total no. of records approximately 15, 00,000 (Fifteen Lakh) completed in 15 days.	U.P. FIRE SERVICES, LUCKNOW.
3.	**Data Processing**	MARG Software Solutions has developed Software Applications for Ujala Operations for data processing. This package contains the following 5 entry forms with 10 fields. Our Operators have entered the complete records of U.P. State. Total no. of records approximately 10, 00, 000 (Ten Lakh) completed in 10 days.	U. P. POWER CORPORATION LTD., LUCKNOW.
4.	**Data Processing**	MARG Software Solutions has developed Software Applications for the post of Typist / Clerk for data processing. This package contains the following entry forms for Application forms. Our Professional team and Data operators have done successfully their work and entered nearly 1, 10, 000 (One Lakh ten thousand) records in 20 days.	Election Commission, U. P.
5.	**Data Conversion & Developed Digitized Data Dictionary**	The core objective of **DDD** (Digitized Data Dictionary) to convert organizational important documents (i.e. manual text data) into searchable database in CD-ROM.	U. P. JAL-NIGAM, Lucknow. UPBSN, Lucknow

Onsite support/ Facility management services

SNo	Role	Responsibility	Client
1.	**Software and Web Administration**	Providing well trained team of Experienced IT (Computer) Professionals to • Handle your computerized work (for day to day activities). • Operate TIMS Software and generate Reports. • Manage Dynamic Website. • Provide training on that software. • Technical assistance for any kind of software development/enhancement. • Managing software defects/ bugs or malfunctioning.	**BIRD**(Bankers Institute of Rural Development, Lucknow, India)
2.	**Network Administrator**	• All kind of support to handle on the above mentioned activities (LAN-establishment). • Functioning & up-keep of networking at both offices. • Maintaining log of user's complaint & Hardware trouble-shooting. • Routine & preventing maintenance of Servers, Nodes, Printers and related devices. • Helping users to carry-out routine & daily jobs and solving their routine computer related problems. • Maintenance of Computer Hardware and Software Inventory. • Providing Training for networking activities.	**NTPC**(National Thermal Power Corporation)
3.	**Provided Data Operator**	Maintained computerized filing of the office.	**UPPCL**(UP Power Corporation)
4.	**Network Administrator**	• All kind of support to handle on the above mentioned activities (LAN-establishment). • Functioning & up-keep of networking at both offices. • Maintaining log of user's complaint & Hardware trouble-shooting. • Routine & preventing maintenance of Servers, Nodes, Printers and related devices. • Helping users to carry-out routine & daily jobs and solving their routine computer related problems. • Maintenance of Computer Hardware and Software Inventory.	**UPJN** (UP Jal Nigam)

MARG's Product

BLISS

BLISS is solely designed for Insurance agents, to augment their performance and business approach. It even gives a cutting edge to its users in the form of more time for business expansion, less brain storming in lengthy calculations, counseling of customers, maintaining all relevant data required and representing it in a user friendly reports form as and when required.

AGENT ADVISOR is a necessary asset for all LIC Agents, its beautiful feature and the most user friendly interface, even enables the people with least computer knowledge to use it with ease and perfection.
- ✓ Single page plan presentation with yield and risk cover
- ✓ Voice interactive appointment scheduler.
- ✓ Intimation of various dues whenever system starts, with letters & greetings.
- ✓ Comparison between LIC and other insurance company.
- ✓ Plan presentation & details, letters in Hindi and English (free Hindi pack).

Infy Rupee

The Infy Rupee is a complete solution for managing the operations of distributors of mutual funds and other third party products. It enables a smooth and effective management of the distributors operations by taking care of the entire process flow, beginning with the diagnosis of customers/ goal identification, suggesting proper asset allocation through different portfolio categories, complete tracking of all transactions (through unique client code only), calculation of brokerage and commissions in each transaction (only on card rate basis) for the updated knowledge of earned revenue. It captures complete information about 30 AMCs and 2700 schemes & lots more...

• Choose the best products
• Get more time for sales
• Get more depth in the business
• Grow your customer base much faster
• Grow your business in amore effective manner
• Monitor your client's portfolio and performance
  timely

CURE

Cure is a complete hospital management suite developed by MARG, which addresses all the major, functional areas of the hospital. It is software, which helps in managing Doctor's appointments, medical billing, patient's treatment history, diagnostics information and the administrative activities
of a clinic or a hospital. It is a comprehensive, robust, and a multi-user suite.

This package will manage the following areas of your Business Objectives :
- **Hospital Administration**
- **Stock / Inventory**
- **Financial Accounts**

BUDDY PLANNER

It is observed that vast amount of knowledge lay unutilized or inaccessible when required. Search and retrieval is a difficult process worsened by inefficient documentation methods. Buddy Planner centralizes vital customer information in a single, easy-to-access location, facilitating rapid response customer service and enabling employees to spend less time searching and more time performing.

BUDDY MEDIC

A clinic fairly large has in itself a lot of information to maintain. Appointments of visiting doctors, consultant productivity, rebate details of patient, patient case history, Accounts detail are just a few to enumerate. It is designed to assist doctors to regulate their daily chores, thereby helping in efficient clinic management by managing doctor's appointments, medical billing, patient's treatment history, diagnostics information and the administrative activities of a clinic.

Buddy Medic provides the benefits of streamlined operations, enhanced administration and control, improved response to patient care, cost control, and improved profitability.

Some of our **major clients**...

Government Clientele

Govt. of INDIA.
Govt. of Uttar-Pradesh.
Power Corporation Limited.
Forest Services.
Fire Services.
Department of Tourism.
Water Corporation.
Department of Culture.
Department of Agriculture.
State Election Commission.
Export Promotion Bureau.
Health & Family Welfare, Uttar Pradesh.
Broadcasting Corporation of India,.
Uttar Pradesh Health Systems Development Project.
Police Department, Uttar Pradesh.
NABARAD (National Agriculture Bank for Rural Development).
BIRD (Bankers Institute of Rural Development).
PICUP (The Pradeshiya Industrial and Investment Corporation of Uttar Pradesh Ltd.)
RSAC (Remote Sensing and Application Centre).
NTPC (National Thermal Power Corporation Ltd).
CDRI (Central Drugs Research Institute).
CDAC (Centre for Development of Advanced Computing).
KGMC (King George's Medical College).
UP PCDF
Election Management
Local Bodies – FMIS, PIS, Pension
Bird –TIMS
Crime Assessment Software
Ground Water
IT Commission Office- IT Survey
Nagar Palika – Behraich
Nagar Palika – Sultanpur
Agriculture Department

Overseas Clientele

Esys, Singapore, UK.
SBI, Singapore.
CrossBorder Pte. Ltd., Singapore.
H & R Consultant, Japan.
Japan Drivers License, Japan.
Relojapan K.K., Japan.
Infinisys, Japan.
Japan Home Search, Japan.
Victory Advertising, Dubai.
The Dental Spa, Dubai.
Alsayegh Brothers, Dubai.

Subway, Netherlands.
Desh Call, Australia.
Voice Valley, Australia
Voip Bells, USA.
Acendi, USA.
Global Alliance, USA.
Global Infomercial Services, USA.
Al-Babtain Power & Telecommunication Co. Riyadh
Fameblock

Educational Clientele

University of Lucknow.
Babu Banarasi Das National Institute Of Technology & Management.
Colvin Taluqdars' College.
Institution of Engineers (India).
Institute of Environment & Management.
College of Engineering Sciences and Technology.
Institute of Productivity and Management.
Jaipuria Institute of Management.
Institute of Integral Technology.
Indian Medical Association, Kanpur.
Birbal Sahni Institute of Palaeobotany.
Student Valley
IFMR

Corporate Clientele

Hindustan Lever Limited (HLL), Orai.
MANGROVE.
Mayfair Airtravel Services Private Limited.
Park inn Hotel Sarovar Group.
Mega Trends Advertising & Marketing
Chopraretec Rubber Products Ltd.
Eldeco, Lucknow.
Sahara, Lucknow.
Jeevan AAdhar
Doc.Mobile
Advocate Society

where you need to be.
logon to : http://www.margsoftware.com