

GMI



Internet & Wireless Applications Practice



Grey Matter India

An **Idhasoft** Company

<http://www.greymatterindia.com>

Idhasoft is the fastest-growing IT services company in the world, expanding from zero to \$150 million in revenue in less than 20 months. We will continue this aggressive growth rate and expect to reach \$500 million by the end of 2009.

Grey Matter India (GMI) Business Unit is the focal point of Idhasoft's Web 2.0 vertical focused on PORTAL Development (Ecommerce, Retail, Healthcare), COMMUNITY Platform Development, CONTENT DISTRIBUTION Platform Development, MOBILE Application Development and WEB PROMOTION Platform Development. GMI, headquartered in Mumbai India, with offshore development center in Pune, has expertise in LAMP (Linux/Apache/My-SQL/PHP, Perl), JAVA J2EE and EJB, Microsoft.Net (3.5), Mobile (Symbian OS, WIN CE, iPhone, Blackberry, JAVA Phone, PALM OS), Rich Internet Application (RIA-FLASH/FLEX) and other Web 2.0 technologies. GMI has a resource pool of 200 engineers across the two geographical units.



Grey Matter India- Executive Summary

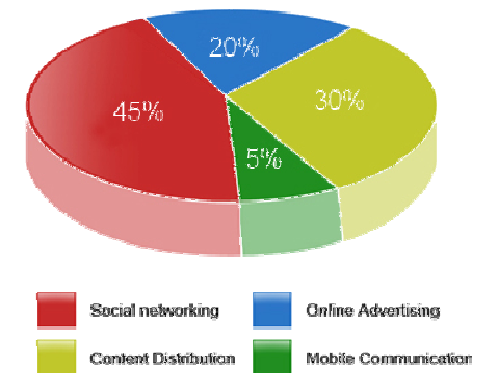
Grey Matter India Technologies (GMI) is an Interactive Web and Entertainment application development company. GMI is a consistently profitable company with a proven track record of client satisfaction, resulting in excellent financials and measured sustainable growth.

GMI domain focus encompasses a wide range of entertainment, product engineering and wireless computing frameworks, resulting in an enviable client base of top notch IT enterprises & high-tech companies spread across more than five continents.

GMI's extends IT services covering design/development of frameworks that form the driving core for:

- Development of robust **Web 2.0 Applications**.
- **Mobile** based Application Development
- **Content Distribution** over Internet and Mobile.
- **Online Advertisement Platform** Development.
- **SEO & SEM**.

Revenues % across domains



Management & Analysis	User Interaction & Technical Design	Implementation
Program Management	Information Architecture	Development & Deployment
Project Management	Design & Usability Experience	Installation/Configuration
Business Process Mgmt	Portal/SOA Design	Quality Assurance Testing
Systems Analysis	Technical Architecture Design	User Acceptance Testing
Process Compliance Mgmt	Rich Internet Application Development	Stress/Load/Performance Testing
Use/Test Case Design	ActiveX/Toolbar Browser Expertise	Maintenance Services
Web 2.0 Expertise		
Content Management Expertise		
SOA Strategy & Expertise		
SEO/SEM Expertise		
Mobile & Wireless Expertise		
Solution & Framework Development		



1. Web 2.0 Solutions

- ✓ GMI has a reputation in providing attractive & pleasing Web 2.0-based designs.
- ✓ Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, forums etc. GMI's experience and expertise in developing such high end portals have enabled it to be the market leader and drive the market.

Frameworks

- ✓ Symfony Framework
- ✓ Cake PHP
- ✓ Zend
- ✓ AJAX (EXT JS, Dojo, Jason, Microsoft, Web.Atlas)
- ✓ Open Social & Facebook Platforms
- ✓ SOA
- ✓ NHibernate
- ✓ Microsoft MVC Framework

2. Entertainment Networking:

- ✓ Pioneer in the social networking & online community development.
- ✓ Awareness of evolving technological trends, with proficiency in 'Web 2.0 centric development
- ✓ Extensive portfolio in wireless as well as wireless-to-web networking, with proven expertise over GSM, GPRS and 3G platforms
- ✓ Multiple implementations of affiliate platforms and affiliate management systems

Solutions:

- ✓ Social Communities and Corporate Networks
- ✓ Commerce Solutions like B2B, B2C Exchanges
- ✓ Community Portals/Vortals and C2C, P2P Hubs
- ✓ Wireless and Mobile Community Portals
- ✓ Group/ Blogging and Event Portals.

3. Online Advertising:

- ✓ Extensive development experience in the web & wireless sector, resulting in unmatched execution of cross-platform advertising solutions
- ✓ Proficiency in all aspects of online advertising, ranging from the implementation of advertiser-publisher networks to e-commerce exchanges
- ✓ Extensive experience in deploying content distribution systems and streaming media solutions with wireless-to-web internetworking capabilities

Solutions:

- ✓ Online Advertising Platform for Advertiser and Publisher Networks
- ✓ Online PPC Management System
- ✓ Online Affiliate Platform and Affiliate Management System
- ✓ E-Commerce Advertising Platform
- ✓ P2P Advertising Platform



4. Content Distribution:

- ✓ Development of content-streaming apps & media solutions across mobiles & handheld devices
- ✓ Successful deployment of content distribution services & multimedia advertising solutions for mobile networks and communities
- ✓ Strategic planning and implementation of complex advertising networks, advertiser-publisher hubs and numerous other advertising content distribution solutions.

Solutions:

- ✓ Locations Based Services over the Various Mobile Networks
- ✓ Content Streaming Over the Various Mobile Networks
- ✓ Mobile Internet Applications
- ✓ Wireless Web Connectivity Enterprise Applications
- ✓ Mobile Communications/ Messaging and Streaming



5. Mobile & Wireless Application:

- ✓ Locations Based Services over the Various Mobile Networks
- ✓ Content Streaming Over the Various Mobile Networks
- ✓ Mobile Internet Applications
- ✓ Wireless Web Connectivity Enterprise Applications
- ✓ Mobile Communications/ Messaging and Streaming
- ✓ Iphone & Blackberry based application development

Solutions:

- ✓ Symbian application development
- ✓ I phone application development
- ✓ RIM/Blackberry application development
- ✓ Windows mobile application development
- ✓ WAP/WML portal development

6. SEO Services

On page SEO:

- ✓ Keyword Research
- ✓ Web Site Structure Optimization
- ✓ Metatag Optimization
- ✓ Content Optimization
- ✓ URL Structure Optimization
- ✓ HTML Optimization
- ✓ Pay-Per Click Services

Off Page SEO:

- ✓ URL submission in Search Engines
- ✓ Web Directory Submission
- ✓ Link or Reciprocal Link Exchange
- ✓ Blog Creation and Submission
- ✓ Article Submission
- ✓ Press Releases
- ✓ Social Bookmarking



GMI offers flexible support models based on customer needs and budget. A combination of the following can be applied from engagement to engagement

ON-SITE

- Resource/s at client location
- More communication oriented job
- Can be on a part time basis

OFF-SITE

- Resource/s at GMI US location
- For critical jobs and greater client comfort
- Can be on a part time basis

OFF-SHORE

- Resource/s at GMI Offshore location
- Cost Effective
- Pools of resources for continuous support



GMI- Development Methodology

Understand phase flow:

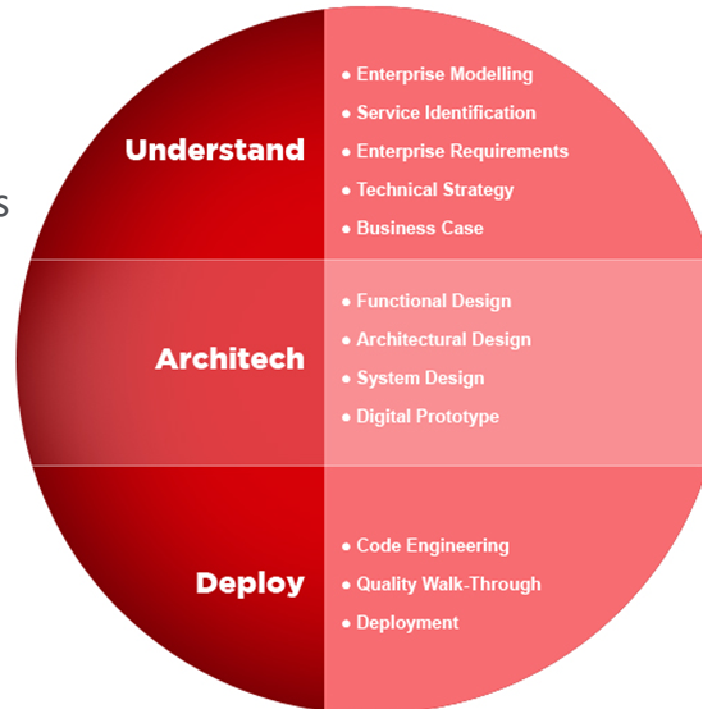
- ✓ Enterprise Modeling
- ✓ Service Identification
- ✓ Enterprise Requirements
- ✓ Technical Strategy
- ✓ Business Case

Architect phase flow:

- ✓ Functional Design
- ✓ Architectural Design
- ✓ System Design
- ✓ Digital Prototype

Deploy phase flow:

- ✓ Code Engineering
- ✓ Quality Walkthrough
- ✓ Deployment



Operating Systems,	Linux, Unix, Windows OS, Mac OS, symbian OS, win CE OS, palmOS
Development Environments	LAMP Framework, Microsoft .NET frameworks, Microsoft visual Studio, Symbian Platform, Win CE Ms.Net Platform, , J2EE (Java 2 Enterprise Edition), J2SE (Java 2 Standard Edition), JDK Java Development Kit
Development Tools	Visual Studio .NET 2005, Visual Source Safe, C#, Photoshop, CorelDraw, Macromedia Flash CS 3.0, Flex 3.0 , Borland C++. Flash Media Server (FMS), MS-TFS, Eclipse IDE
Web 2.0 Platform	Symfony Framework, Cake PHP, Zend, AJAX (EXT JS, DOJO. Jason, Microsoft. Web.Atlas), Open Social Platform, Facebook Platform, SOA , NHibernate, Lucene Framework, Spring Framework, Struts Framework
Application Development	ASP. Net 3.5, C#, C, C++, VC++, ADSI, COM & DCOM, WinSock & Win Inet., PHP 5.0, Perl, Win CE 5.0, Symbian series 9.0, palm SDK. JSP, Servlets.
Databases	Oracle 9i, MS SQL Server 2005, MySQL 5.0, PostGreSQL.
Protocols	XML/XSL-XSLT, TCP/IP, SOAP-XML, WAP, Blue Tooth, SMS, MMS, P2P , GPRS, VoIP etc



✓ “...GMI is a fantastic company to work with. Easy communication with technical management, experienced programmers and creative designers all met my expectations and delivered the application successfully. We will continue to work with GMI as partners for a long time ...”

- **Rich Eicher [Skycore LLC]**

✓ I’ve been working with outsourced development teams for over 8 years. The team at GMI is more professional, experienced and faster than any other firm I’ve worked with. What really impressed me was the time and effort they put into planning the development before they even started building. All of these positive traits add up and are the reason GMI is one of the most successful development teams.

-**Jon Carder President [Founder and CEO MojoPages]**

✓ This was a large project and GMI blew away even our most ambitious expectations. We were hesitant to use an Indian firm for such a major project, but GMI showed professionalism and a staff that was eager to please us and easy to communicate with. An A+ firm that we have now signed an ongoing contract with, and if you choose them you will most likely do the same.

-**Andy Swan [Founder and President - Mytrade Inc]**





MOJOPAGES Inc.

- ✓ GMI bagged the development contract for a yellow pages based social/business networking site called Mojopages(www.mojopages.com) in Aug 2006.
- ✓ GMI provided consultancy in technical as well as functional areas, enhancing the features of the application.
- ✓ Mojopages was launched in Feb 2007. The client converted the existing development contract into a yearly maintenance contract covering development of new modules and supporting and scaling up existing modules.
- ✓ The exponential increase in traffic on this portal and its march to beat competitors like yellowbot.com, yelp.com and insiderpages.com has been ably supported by the scalable architecture.
- ✓ Mojopages is ranked amongst the Top 10 site for the Yellow pages/ Business Directory portal in the US in Jan 2008.
- ✓ Core tasks in this phase include integrating third party vendors, maintaining and expanding online servers, SEO and building new modules into the system.
- ✓ The client has successfully received VC investments and plans to be taken over by one of its competitors at a valuation not less than USD 100M.



VOIS Inc :

- ✓ VOIS a social networking portal approached GMI in June 2006 with an proposition to design and develop an online community catering to hip urbanites.
- ✓ GMI's past experience in development of networking modules coupled with the client's clarity about the target market led to a iterative requirements phase culminating in smooth development and deployment phases.
- ✓ VOIS was launched in Dec 2006. The client converted the existing development contract into a yearly maintenance contract covering development of new modules and supporting and scaling up exiting modules.
- ✓ VOIS Inc went public on the NASDAQ in Mar 2007.
- ✓ GMI is now working on building a Business Outsourcing platform on VOIS framework breaking the traditional myth of revenue generation for social networking sites. This platform allows B2C and C2C services' buying and selling in a networked environment.
- ✓ The client has successfully received investments and plans to be taken over by one of its competitors at a valuation not less than USD 70M.



GOWARE Inc.

- ✓ Goware, impressed by GMI's portfolio, signed a development contract for a Online Content Delivery Platform in Oct 2006.
- ✓ GMI provided consultancy in all aspects of the SDLC including product conceptualization, development and deployment.
- ✓ Launched as www.domonow.com the platform went LIVE in Mar 2007.
- ✓ Integrated and deployed for Claria , Cellfire, 4 Info, Simplymobilemoms amongst others this platform acts as a Content distribution platform utilizing web, desktop and mobile application gateways.
- ✓ Post its launch Goware has entered into a yearly contract focused primarily on integrating and customizing the existing applications for a variety of applications.
- ✓ The client has successfully received VC investments and plans to be taken over by potential suitors at a valuation not less than USD 200M.





KOOVE Inc.

- ✓ Koove is an online advertising platform and mainly targeted for user of the USA and Brazil. This online advertising platform has multilingual support and it has Adwords and AdSense platform for advertisers and publishers supporting text, Audio, Video, Flash based Ads.
- ✓ Publishers can publish the ads on their sites and also bid for the listing. The software would include various types of advertising like photo advertising, video advertising, pod cast advertising, blog advertising & search advertising.
- ✓ It also has an AdSense style distribution for video ads which will distribute the video ads with the highest bid. A rarely implemented AdSense style of video advertising where ads would be displayed depending on the content of the videos.
- ✓ An innovative functionality-scrolling ad unit, where user views the publishers web page and we fetch the number of ads. The auction ads will be available for the publishers and the other is widget ads created by the advertisers, so publishers can take the code of the widget and put it on their sites to generate clicks.
- ✓ The challenge was to implement an online and P2P advertising network capable of managing all online advertising activities for users. Allow users to participate in bidding and managing their bidding account, allowing real time customization of Ads. in text advertising.



MONEYVIDYA



- ✓ MoneyVidya.com website is a social network combined with an online brokerage.
- ✓ This is a community for both experienced and novice stock market investors to: discuss stocks and learn about investing, track tips from star investors, and gauge market sentiment through polls.
- ✓ It also tracks picks by professional analysts and various financial experts, so you can see how well you perform against them. This will allow users to assess the reliance that they should put on an individual's advice and to benchmark their own investment performance against them.
- ✓ The portal helps users to share investment ideas, exchange market research, and track peers' investment performance.
- ✓ Technically, the portal includes integration of 3rd party APIs for data feed, showing real time charts of shares and stocks.
- ✓ The challenge was to implement the complex stock picking modules and the user rating system.



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Thanks