

The logo features the word "Fortunesoft" in a bold, italicized, white sans-serif font, with a trademark symbol (TM) to its upper right. Below it, the words "IT Innovations" are written in a smaller, white, spaced-out sans-serif font. The background consists of a complex geometric pattern of overlapping triangles in various shades of blue and white, with a network of thin white lines crisscrossing the scene.

FortunesoftTM
IT Innovations

COMPANY OVERVIEW



WHY FORTUNESOFT?

- » Vertical domain expertise
- » Proven experience in delivering large scale projects
- » Implementing cutting edge technology & business solutions
- » Ability to work with clients in different time zones
- » Accelerate your business with our agile software development methodology
- » Quality driven service delivery model
- » Operational efficiency & flexibility
- » Global exposure and diverse expertise
- » Innovating new ways to provide the best technology solutions and business expertise

Fortunesoft IT Innovations Pvt. Ltd. is a global IT solutions company providing full-cycle services in the areas of Web and Mobile Applications. We are a leading Information Technology (IT) service company servicing clients in North America, UK, Europe, Middle East, Singapore and Australia with development centers in Bangalore, India. We have demonstrated experience in providing IT services to our customers in various domains. Fortunesoft specializes in the areas of Enterprise Web Applications, Mobile Applications, E-commerce applications, IBE-GDS applications, Application Migration, Web Enablement; Legacy Maintenance, Software Re-Engineering, SEO and IT consulting service. We combine our business domain experience, technical expertise, profound knowledge of latest industry trends and quality-driven delivery model to offer progressive end-to-end web solutions to our customers.

OUR SERVICE OFFERINGS

- » Enterprise web applications design & development
- » E-commerce application design & development
- » Application migration & porting
- » Application reengineering & enhancement
- » Mobile applications & mobile website development
- » IBE development
- » GDS integration service
- » Digital marketing solutions
- » Open source software customization
- » Application audit & testing
- » Application maintenance
- » Amazon web services consulting and support



OUR EXPERIENCE MAKES A DIFFERENCE

Fortunesoft capability to design, develop and implement complex business systems is the key strength of our company. Fortunesoft has designed, developed, integrated and migrated many web based applications implementing features including payment gateways, search, XML based transactions, catalogues, chats, social media's, e-commerce, internet booking engines, email services, content management systems, web analytics and so on. Our years of experience enable us to apply our combined knowledge of application development and integration to ensure the success of our client's projects. We have exhaustive experience in the following technologies:

Skill Sets	Tools
Platforms and Operating Systems	Windows, Chrome, Linux, Mac, Unix, Solaris
Languages	PHP, X Code, Java, C#.net, ASP .net, XML, XAML, HTML 5, CSS 3
Responsive Framework	Bootstrap, Foundation
Scripting Language	JavaScript, jQuery, AngularJS, Node.js, CoffeeScript, Backbone.js, Handlebars.js
Content Management System Solutions	Drupal, WordPress, Joomla
Frameworks	Zend, CodeIgniter, CakePHP, Laravel, Symfony
Ecommerce Solutions	Magento, OpenCart, osCommerce, X-Cart, Ubercart, WooCommerce, VirtueMart Shopify, Prestashop
GDS Integration	Amadeus, Sabre, Travelport
Affiliate Networks	Expedia, Skyscanner, Skytours, Hipmunk
Mobile Application Development	iOS, Android, PhoneGap
Databases	MySQL, MongoDB, SQLite, PostgreSQL, SQL Server
Multimedia Tools	Photoshop, Illustrator, CorelDRAW
Testing Tools	Selenium, LoadRunner, WinRunner, JMeter, BrowserStack, SoapUI
Website Development Tools	Eclipse, NetBeans
Protocols	TCP/IP, SMTP, FTP
Application Servers	Zend, JBoss
Internet Servers	Apache, Tomcat, IIS
Integration Tools	Apache Continuum, JHBuild, Tinderbox
ERP Solutions	Sage 500 ERP
Case Tools	Visio, Balsamiq, Mockflow, Creately
Messaging and Collaborations	Assembla, JIRA, GitHub, Basecamp, Zoho
Development Methodologies	Agile, Waterfall

Technical Expertise – The above table illustrates our skill sets and knowledge on various tools.

ADVANCED WEB DEVELOPMENT SERVICES

Fortunesoft engages in delivering a wide range of creative and technical web solutions. We offer high-quality solutions for Web design and Web development. We utilize our professional expertise in of open source Content Management System (CMS) and Frameworks thereby delivering the finest websites and web applications to our customers.



CONTENT MANAGEMENT SYSTEM

Our Content Management System (CMS) services include responsive web designing, website development, web application and E-commerce application development. We develop CMS based solutions using Drupal, Magento, Joomla and WordPress.

FRAMEWORKS

Similar to Content Management Systems, Frameworks acts as a platform to build powerful web applications. We have developed Web Applications using, CodeIgniter, Symfony, CakePHP, etc., which is perceived as one of the most flexible and potent PHP framework. Fortunesoft's team of expert PHP developers utilizes the puissance of Frameworks to build great looking content sites and web applications for our clients worldwide.



SCRIPTING LANGUAGES

Fortunesoft offers advanced front-end application development services to our client's using JavaScript front-end MVC frameworks.



ANGULAR.JS

Fortunesoft have developed a number of applications with sophisticated features catering to complex business requirements. Access to the latest tools and technologies combined with industry experience in AngularJS allows us to develop cost effective applications. We understand how much or how little of AngularJS is to be added to an existing application by embedding other technologies with it to deliver an application that is expository and easy to maintain. The powerful and result-oriented framework brings some amazing features in dynamic views in web applications. In simple words, it is an ideal platform for scalable applications counted as lightweight, robust as well as mobile responsive.

NODE.JS

Fortunesoft brings you the best solutions for this amazing and technically advanced platform with various top features. Being an event driven, server side JavaScript runtime for highly scalable network and authentic time applications, Node.js is a source of expeditious development and deployment and compelling solution for the development procedure where iteration customarily engrosses working on straight up apertures. The astonishing and advanced development procedure that is depending on the latest techniques is an ideal solution for all types of enterprises. Especially for SMEs and those who are in the commencement phase of running a company, Node.js is an ideal platform to begin. It endows with the provision of writing your own framework; while comes in handy when you are developing websites and online stores or e-commerce sites. If you are going to get custom, scalable network applications, it is the right point to start.



ADVANCED MOBILE APPLICATION DEVELOPMENT SERVICE



Fortunesoft builds custom mobile applications according to our client's specific requirements. We make use of the latest technologies in mobile application ecosystems to create solutions that combine appealing designs, rich functionalities and robust management tools. Some of the major mobile applications development platforms which we work on are as follows:

IOS/ANDROID APPLICATION DEVELOPMENT

Fortunesoft offers range of native mobile application development services covering the entire development cycle from concept to design, development and the final release to App Store and Google Play. Our team of mobile app developers follows mobile app development guidelines and executes the process of mobile application programming right from scratch by close and regular interaction with the clients. We have a rigorous quality assurance process to make sure that each app is both future centric and backward compatible with former devices.

Fortunesoft also have the capability to develop user-friendly iPad and Android tablet applications which are equipped with latest features & functionalities. Our custom iPad and Android tablet app development services are particularly targeted at those who need exclusive apps for their iPad and tablet devices.

Our mobile application development services are packed with elements of innovation and finesse. Whether it's a new idea needing execution or maintaining and upgrading existing applications, our dedicated mobile application development teams ensure that there is no compromise in quality. All the applications are tested by our competent analysts which guarantees for sure shoot approval from the App Store and Google Play.

PHONEGAP APPLICATION DEVELOPMENT

Fortunesoft has demonstrated expertise in Cross Platform Mobile Development by executing several PhoneGap based cross platform development projects. We have the essential skills and know-how to write codes by taking advantage of PhoneGap build tools and plug-ins to deploy your applications across various platforms within your time and budget constraints. We leverage all the advantages offered by PhoneGap to help our clients reduce the associated overhead of native mobile applications by developing powerful PhoneGap apps that can be installed with ease across multiple platforms including iOS, Android, Windows and Blackberry

MAC APPLICATION DEVELOPMENT



Fortunesoft has been involved in the Mac application development domain for a long time. We have the right expertise to build your Mac app requirement. Our Mac app development team incorporates your ideas along with their creativity and develops applications of the highest standards.

Developing an app for a Mac system is different from developing apps for mobile devices. We thoroughly work on the UI design part of your Mac application so that it gives the best user experience. Our experts work deeply on different aspects of your Mac app such as icons, background, features, navigation and functionality. Hence, our custom Mac app development services are particularly targeted at those who need exclusive Mac apps.



ADVANCED IBE DEVELOPMENT AND GDS INTEGRATION SERVICE



Fortunesoft offers advanced Internet Booking Engine (IBE) application development services to our client's which helps and supports their customers to make reservation of airline tickets, hotels, tour packages, rental cars, cruise ships etc. through an online system. Fortunesoft designed and developed many extremely complex IBE's for many of our precious clients. We are a leading service provider of Global Distribution System (GDS) integration for on various services like online booking of airline tickets, hotels, insurance, rental cars etc. around the globe. The internet booking of any travel inventory should be integrated with any of the host GDS systems such as Amadeus, Sabre, Travelport, Expedia, Travelocity, Navitaire, Worldspan etc. Fortunesoft has designed and developed several Internet Booking Engines (IBE) integrating various GDS platforms and functionalities for many of our clients. The in-house team at Fortunesoft has worked on several IBE development and GDS integration projects. With our extensive knowledge and experience in the air travel domain and processes, we provide excellent customized and cost effective solutions for our clients using the latest technologies.

Sabre

amadeus
Your technology partner

Expedia®

NAVITAIRE

skyscanner

travelocity®

sky-tours

Travelport

hipmunk

E-COMMERCE APPLICATION DEVELOPMENT

E-commerce buzz has hit the world like never before in the recent years. Fortunesoft offers the best E-commerce solutions to our customers with standard and completely customizable features. We have developed many E-commerce applications in the past using various open source technologies such as PHP along with Magento, osCommerce, Zend, OpenCart, Ubercart and many other Content Management Systems (CMS) and Shopping Carts. We at Fortunesoft try our best to exceed the expectations of our client's in terms of designing the user interface, developing user, admin functionalities and providing navigational ease etc. to our websites. We also have highly skilled SEO team who are capable of placing our customer's E-commerce websites on the top in Google and various other search engines above millions of other websites.

Fortunesoft admire that the advancements of mobile technologies have brought new channels to the retail sector by allowing consumers to shop from their mobile phones. We offer excellent E-commerce mobile websites and mobile apps (iPhone & Android) development services for our clients based on their E-commerce requirements. We understand that the E-commerce requirement varies from client to client. The key factor to attaining a competitive advantage in growing E-commerce markets is to ensure a great customer experience. We provide our customer websites an attractive user interface, secure data management and the capability to handle huge traffic



DATABASE

Fortunesoft is known for creating dynamic and easy-to-use websites and mobile apps. Our dexterous developers possess much needed expertise which helps them in creating highly functional and well formatted web pages by making use of MySQL, SQLite, PostgreSQL, SQL Server and MongoDB platforms to accelerate the process of development and provide a comprehensive range of web services to the clients.



TESTING SERVICES

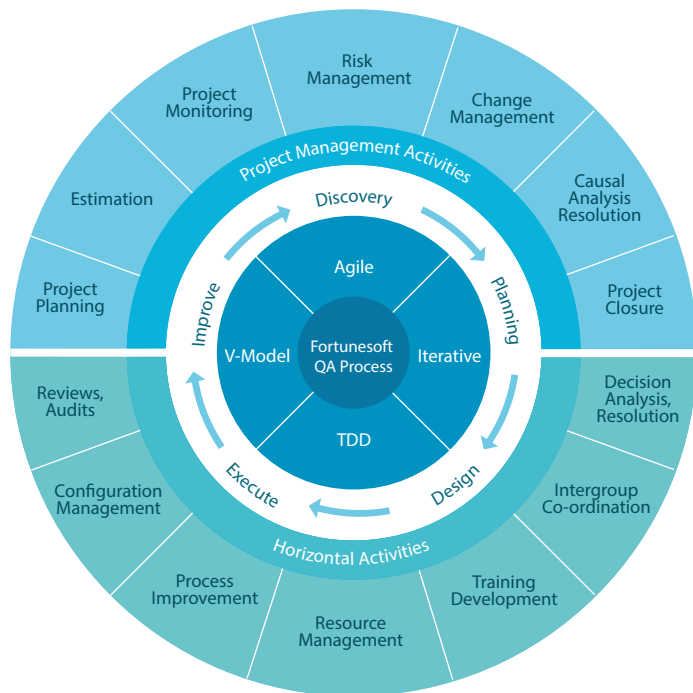
We are strategic partners for independent verification and validation (IV&V) services to leading global organizations. Our Center of Excellence (CoE) promotes continuous improvement and best practices by providing state-of-art tools and environment to enhance the testing practice.

Quality Assurance Services Specialized Testing Services

- | | |
|--|-------------------------|
| » Functional Testing | » Performance Testing |
| » Integration Testing | » Load Testing |
| » Regression Testing | » Scalability Testing |
| » Component Testing | » Compatibility Testing |
| » Usability Testing | » Automation Testing |
| » Responsive testing on multiple devices | » Security Testing |
| | » Device Testing |



Strategic Testing Guidelines



Test Conditions

- Identify test conditions based on business cases
- Test cases for identified test conditions
- Review test conditions with test cases

DIGITAL MARKETING

Digital marketing is becoming a more and more vital part of your marketing strategy. More traditional forms of marketing like print and TV ads are proving less effective as users are choosing web content over newspapers and magazines. At the same time, users are increasingly expecting companies to have an online presence. We're able to work with you to develop a digital marketing plan, whether it's for a short-term promotional campaign, or a long-term strategy to increase your audience and traffic



Social Media | SEO | PPC | Newsletters | Analytics

Fortunesoft provides various Social Media, SEO, PPC, Newsletters, Analytics and Search Engine Marketing (SEM) services to our clients in order to improve their overall business. We can work with you to develop your social media in designing a content plan, monitoring what others are saying so you can keep up-to-date with trends around your portfolio, running a social media campaign and integrating social media into your website. Our search engine marketing ensures a high return on investment by achieving maximum visibility for your website within major search engines including Google, Bing and Yahoo! Search. Fortunesoft offers unmatched SEO Services at an affordable cost. Our approach is also based on research, target audience, website content, competitor analysis, etc.

Pay-per-click advertising (PPC) allows you to make your brand highly visible through sponsored links on search results pages. It's a really effective partner to SEO as PPC can offer instant traffic and specific targeting to complement SEO's more long-term and organic effects. The benefits of PPC include instant rankings, targeting for specific keywords, geographies and languages, the ability to update instantly, and inbuilt analytics. We can work with you to choose the best landing pages and help you optimise them for conversions. Once the campaign is running, we can manage it for you, keeping a close eye on the stats and providing our weekly feedback and recommendations.

We can help you with all the aspects of your newsletters, from looking at how often you should be sending newsletters, to designing and building custom HTML templates. These can be edited with new content and sent to the database as often as needed. We can also set up events which can track third-party services you may have on your site (like a newsletter sign-up, or a booking engine), and e-commerce tracking so that you can check what you've sold and how. We look forward to getting started on discussing on your digital marketing need,

FORTUNESOFT CAPABILITIES

Fortunesoft development teams are keenly focused on current and emerging trends and technologies. Where software solutions may not currently exist, our innovative and dynamic software teams develop proprietary software solutions giving our valued clients a sustainable competitive advantage. Fortunesoft's software team develops custom software solutions coupled with the latest technologies to provide the following benefits to our customers.

BENEFITS OF CUSTOM SOFTWARE

- » Differentiate your core business by tailoring a solution that gives you a competitive advantage
- » The cost to develop a custom solution is often less expensive than purchasing and customizing a specialized off-the-shelf product with expensive specialist resources
- » The licensing costs of specialized off-the-shelf packages can sometimes be more than the support and maintenance costs of a custom solution
- » Provides the ability to respond to changing business needs much faster than with an off-the-shelf package

ENGAGEMENT MODELS

Fortunesoft provides strong project management skills combined with the Onsite/ Offshore delivery model which helps us to offer the most cost-effective solution to the clients. We offer various different engagement models like Time & Material, Fixed Scope Fixed Quote, Hire Dedicated Resource etc.

Through a global delivery structure to meet the diverse needs of our global clients. These models are applied to our wide range of services to offer best value for money factor, for our clients. Depending on the project scope and environment, Fortunesoft extends our flexible business models to our clients, each with its distinct advantages and features.



TIME AND MATERIAL MODEL

In this business model Fortunesoft will work in hand with our clients for end to end execution of the project. The cost of the project is based on the total execution time of the project and the number of resources deployed. This T&M model is useful where the client is unsure of the requirement and execution time required for the project. Time and material are a project billing type where the client is charged only for the hours of work performed. When the requirements are quite complex or prone to changes, this engagement model is often used.

HIRE DEDICATED RESOURCE MODEL

Dedicated hiring has proven to be an effective approach for every size and type of business considering outsourcing specific competencies. The client's can hire dedicated resources from Fortunesoft on a requirement basis and pay monthly, weekly or hourly. The core advantage of this model is that the client can choose resources from the experts with technical expertise at different experience levels without any start-up costs or overhead expenses.

FIXED SCOPE FIXED QUOTE MODEL

Fixed cost pricing is an option, which can be initiated when the scope of a project is clear along with its requirements and end result. In this model we offer project-based pricing in domains wherein we have the required expertise and well-defined estimation tools to determine the resource commitments. This model ensures reliability and predictability.

VALUE PROPOSITION

Fortunesoft offers our clients a combination of solutions, products and services, together with vertical knowledge and best practice. With a world-class technology portfolio and significant depth of experience in vertical markets, we offer proven solutions that save our customers time and money. The key to our success is simple – we deliver complete solutions, not just technology. From consulting, planning and design to full scale project implementation, our methodologies and expertise are robust and effective.

Following are some of the key factors which we rely on:

- » Strong and reliable project execution
- » Excellent knowledge on leading tools and technologies
- » Emphasis on highly valued methodologies, enabling high quality solutions
- » Successful projects completion on time
- » Proven offshore outsourcing model
- » Drastically reduces operating costs
- » Satisfied clients globally
- » Cost effectiveness
- » Software components are developed and delivered in short time to the market
- » Deep business knowledge and experience in all main verticals like Travel, IBE-GDS, Mobile, E-commerce and Retail
- » Established work execution & delivery processes
- » Multi-cultural & Multi-location understanding

