

What makes ISHIR the right choice for your company?

Choosing the right IT outsourcing company to partner with is not a cake walk. There are many companies who have much in common and at times, look very much alike. So, you may ask why you should choose ISHIR or how it is different from other players.

ISHIR is a global diversified outsourced IT services company that specializes in technology and digital marketing services. ISHIR has extensive experience in providing outsourcing of non-core business processes - IT functions (software development, product development, SharePoint consulting and development, mobile app development, software testing, managed IT services, cloud computing solutions), Interactive (web design and development, game development), Internet Marketing (search engine optimization, paid search, display and social media marketing services), setting up Built Operate Transfer (BOT), specialized R&D facilities, and non-IT functions (data entry, research, customer support, finance).

Why ISHIR?

- **Business Expertise:** We have amassed extensive offshore IT services experience, broad business expertise and offshore project management capability that provide substantial technical and business value. That's why; ISHIR has forged for itself a respected reputation of expertise and excellence.
- **Experienced Team:** Our team at ISHIR is comprised of seasoned marketing and technology professionals who are experts in leveraging leading-edge technology to support your unique business needs.
- **Innovation:** ISHIR can inject a level of service innovation into your business to create new revenue opportunities through collaboration and co-creation.
- **Client Focus:** Our clients' objectives and needs are the cornerstone of our solution development. At ISHIR, we follow a proactive approach to the ever changing industry and thus believe in offering our clients an array of cost effective options which complement their particular campaigns. We understand that we are in a service industry, and our clients are our number one priority.
- **Quality:** Being a Microsoft Gold Partner and SEI CMMi Level 3 organization, we perform quality assurance throughout the project lifecycle.
- **Excellence in Hybrid Delivery:** Client expectations are exceeded by effective communication, project transparency, mature project management processes and simplicity.
- **Strategic Alignment:** Our clients are our partners. We like to believe that our clients can become an extension of our company, and conversely we can become an extension to our clients as well.
- **IP Protection Policy:** We are committed to protecting customer IP throughout the project cycle.

Industry Experience

With around 15 years of experience in solving business problems with technology solutions, ISHIR has amassed a mountain of technical experience and business expertise within many industries.

We have served clients in various verticals, including casino gaming, financial services, education, energy services, entertainment, governmental, healthcare, non-profit, pharmaceutical, real-estate, technology, transportation and travel & hospitality.

Services Available at ISHIR

ISHIR provides reliable, premium services and innovative solutions to both new and well-established interactive and direct marketers. Its wide range of services includes:

Application Development

Custom/Bespoke Software Development
Product Development
Remote Database Administration

Software Maintenance
Software Migration/Legacy System Modernization
Business Intelligence (BI)

Game Development & Animations

Slot Games
Lottery Games
Character Design/Development

AWP Games
Lottery Systems
3D/2D Animation

Interactive Services

Web Design/Development
Microsite Development
Referral Marketing (Virals, Contests)
Social Media Branding (FB, Twitter, Blog)

Ecommerce Solutions
Mobile Site Development
Flash Animation & Development
Game Development

Internet Marketing

Integrated Marketing Strategy (SEO/PPC/SMO)
Search Engine Optimization (SEO)
Pay Per Click (PPC) Management
Link Building
Shopping Feed Management
Digital Media Planning
Email Marketing

Landing Page Optimization
Multilingual Site Marketing
Local/Directory Search Marketing
Social Media Marketing (SMM)
Press Release Optimization (PRO)
Reputation Management
Web Analytics

Independent Testing

Black Box/Functionality Testing
Unit Testing
System Testing
Regression Testing
Configuration/Compatibility Testing
User Acceptance Testing (UAT)
Installation/Integration Testing
White Box/Structural Testing

Browser Testing
Automated Testing
Load Testing
Spike Testing
Performance Tuning
Test Strategy & Planning
Testing Tools Selection
Training

Technology Expertise

Technologies

Microsoft .NET - C#, VB.NET, ASP.NET
Microsoft ASP
VC++/C++/VC++.NET
Microsoft SharePoint 2007/2010
Microsoft Office Performance Point/BI
Adobe Flash/Flex/Air

PHP
Microsoft BizTalk (XML)
Microsoft Dynamics CRM
MS SQL Reporting/Analysis/Integration Services
Microsoft Silverlight

Databases

Microsoft SQL Azure
Microsoft Access
Microsoft SQL

Database.com
MySQL
Oracle DB

Frameworks

DotNetNuke
Microsoft .NET Framework
Zend Framework
Cake PHP

Microsoft Azure
Ruby on Rails (RoR)
Service Oriented Architecture (SOA)

Content Management Systems (CMS)

Drupal
Magnolia
SiteCore
SiteFinity
Word Press

Joomla
Kentico
Microsoft SharePoint 2007/2010
vBulletin

ISHIR

Ecommerce Systems

ASPDotNetStoreFront
Magento
StoreFront.net
Zen Cart

BVcommerce
DemandWare
OS Commerce
Able Commerce

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