Company Overview

ISHIR is a leading diversified IT services provider with extensive experience in providing Technology and Digital Marketing services to enterprises and marketing agencies across the globe. We have amassed extensive offshore IT services experience, broad business expertise and offshore project management capability that provide substantial technical and business value. ISHIR is a SEI CMMI Level 3 services provider and Microsoft Gold Partner.

Since its inception (1999) the company has been in the outsourcing industry, servicing clients throughout the world, and acting as dependable extension of client's internal teams. We deliver business value - beyond mere offshore advantages, lowered costs and faster turnaround times. We align ourselves using project management best practices with business need to empower an enterprise with seamlessly integrated and scalable extension capability. *We make outsourcing work for our clients.*

**Mission Statement:** “At ISHIR, we will **work together** to **exceed client expectations** by consistently delivering **service excellence** through **continuous improvements in quality**. We will also work towards achieving **consistent growth** for each of ISHIR.’s family members as well as the entire organization with the support of an **empowered team.**”

**Offices:**
- Headquarters : Dallas
- Offshore Dev Center : NOIDA (High-tech suburb of New Delhi, India)
- Sales Offices : Dallas, London, Los Angeles, Miami, New Delhi, Portland
- Consulting Offices : Dallas, Miami, New Delhi, Portland

**Specialization:** Software Development in Microsoft .NET, Microsoft SharePoint, OpenSource/LAMP, Independent Software Testing, Search Engine Marketing (SEM) and Cloud Computing (Microsoft Azure/Office 365)

**Industry Experience:** Advertising/marketing, financial services, education, energy services, entertainment, governmental, healthcare, non-profit, pharmaceutical, real-estate, software, technology, transportation and travel & hospitality.

**Clients:** AidMatrix, Bata, Boston University, Boy Scouts of America, Citibank, City of Buda, Commercial Metals, Dallas Mavericks, Frito-Lay, GE Money, GlaxoSmithKline, Honda, Indian Army, Microsoft, Motorola, OneTravel, PepsiCo, Poyry, Readers Digest, Reata Pharmaceutical, Samsung, Tetra Pak, United Nations, Virtuoso, Wrigley, XM Radio, Yahoo!, Zultys, to name a few.

**Why ISHIR?**

- **Client Focus:** Our clients' objectives and needs are the cornerstone of our solution development.
- **Quality:** Being SEI CMM 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.
- **IP Protection Policy:** We are committed to protecting customer IP throughout the project cycle.
Services Portfolio

Application Development

Custom/Bespoke Software Development
Product Development
Business Intelligence (BI)
Software Maintenance
Software Migration/Legacy System Modernization
Mobile Development (iOS, Android, Window Mobile)

Managed Services

Microsoft SharePoint
Microsoft Office 365
Microsoft Exchange
Microsoft SQL/MySQL (database administration)
Virtual desktop infrastructure (VDI)
Microsoft Lynx (unified communication)

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
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, VC++
- Microsoft SharePoint 2007/2010/2013
- Microsoft BizTalk (XML)
- HTML5/JS/JQuery/Ajax
- Adobe Flash/Flex/Air
- Microsoft ASP
- VC++/C++
- Office 365
- Application Virtualization (App-V)

- PHP
- Apple iOS/Google Android
- Microsoft Phone OS
- PhoneGap
- Microsoft Dynamics CRM
- Microsoft Office Performance Point/BI
- MS SQL Reporting/Analysis/Integration Services
- Microsoft Silverlight

**Databases**

- Microsoft SQL Azure
- Microsoft SQL
- Microsoft Access
- MySQL
- Oracle DB
- Database.com

**Frameworks**

- DotNetNuke
- Microsoft .NET Framework
- Zend Framework
- Cake PHP
- Microsoft Azure
- Ruby on Rails (RoR)
- Service Oriented Architecture (SOA)

**Content Management Systems (CMS)**

- Microsoft SharePoint 2007/2010
- Drupal
- Magnolia
- SiteCore
- SiteFinity
- Word Press
- Joomla
- Kentico
- vBulletin
- Ektron

**Ecommerce Systems**

- Magento
- ASPDotNetStoreFront
- Zen Cart
- BVcommerce
- DemandWare
- OS Commerce

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