



RINAM SOFTMEDIA

(GST NO. 19AKAPM3157C2ZE)

COMPANY OVERVIEW



RINAM SOFTMEDIA

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Creative Things

Partner with customers
providing complete IT solutions

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Introduction

RINAM SOFTMEDIA is a Fastest Growing IT company with its corporate office at **Radanga Main Road**, Kolkata, India. Since 2004 we are continuously providing reliable Custom Software Development, ERP Systems, Website & Portal Development, Mobile Apps (Android & IOS), Application Development, E commerce & E- Learning Solution Development, Corporate Multimedia Presentation. **RINAM SOFTMEDIA** provides end to end business solutions that leverage technology.

We provide solutions for a dynamic environment where business, technology & strategies converge. Our proven strength areas are knowledge in state-of-the-art software technologies, consciousness of product quality, servicing client ahead of schedule, commitment with hard work, patience, cost competitiveness & vast potential with credible international contacts. **RINAM SOFTMEDIA** works with large govt organization and new generation technology companies - to build new products or services and to implement prudent business and technology strategies. **RINAM SOFTMEDIA** is an organization with a difference.



Vision & Mission

RINAM SOFTMEDIA is an organization with a difference. It has its own well defined ideological orientation and commitments. Social transformation in a desired direction is one of its cherished goals and it believes that we can be an effective prime mover for such social transformation. Our Vision is to develop a consortium for consultancy services in Software, Web Portals, Education & Training, Information Management, Health Care, Tours & Travels, Entertainment & Events, Matrimony, Real Estate, Astrology, Designs, Research etc. for revenue generation with the help of available multi-disciplinary group of experts..

Today's diverse global business environment creates a need for extension of capabilities and demands a certain degree of flexibility. **RINAM SOFTMEDIA** recognizes this and strives to give the customer a complete one-stop solution. From packages for local commerce to solutions for web commerce, it is the four distinct divisions of **RINAM SOFTMEDIA** that aptly demonstrate its versatility.

RINAM SOFTMEDIA has achieved the quality certification for its software development and consultancy operations as the first step toward company-wide recognition for quality. The company's development operations continue to grow and prosper, with major investments expanding the capacity for more and more application software development and service.

Quality Focus

RINAM SOFTMEDIA success in satisfying its customer's stems from its commitment to a consistent methodology, effective project management techniques, proven automated tools, quality assurance, testing and dedicated professionals.



We follow rigorous quality management techniques, which along with our mature development processes ensure that a high quality is delivered in every phase of our software development and maintenance cycles. We have predefined processes for software development life cycle, quality assurance and documentation. **RINAM SOFTMEDIA** is **Born to Win**, we have an abiding passion to place your business needs first. **Our success is your success.**

To help you achieve your goals, we invest in our people and resources, so that they can help bring new business models and innovative ideas to your business and work environment. Hiring on Rinam Soft Media is easy, just post any kind of software solution and receive competing proposals from us. **RINAM SOFTMEDIA** provides instant access to the top IT software solution pool of rated Programming, Marketing, Creative and Administrative contractors so you can get more work done, faster and more efficiently than ever.

Why RSMPL is Different?

RINAM SOFTMEDIA is a team with in-depth knowledge, sound field experience of giving performance in the realm of cutting edge technologies of Software. Our proven strength areas are knowledge in state-of-the-art software technologies, consciousness of product quality, servicing client ahead of schedule, commitment with hard work, patience, cost competitiveness & vast potential with credible foreign contacts.



Our Specialty

- ✓ High-end technology.
- ✓ Simple to use, even class 3 dropouts use it.
- ✓ High on quality and low on cost.
- ✓ Customizable to your every needs.
- ✓ On-Time Perfect Development
- ✓ Latest Tech Implementation

- ✓ Strong Project Management
- ✓ Transparent Project Flow
- ✓ Structured Project Documentation
- ✓ Deep Testing, bug-tracking & fixing
- ✓ Process monitoring & Implementation
- ✓ Usability Analysis & Confidentially

This is when the initial requirements collection takes place – our business analysts and software architects will carefully study your requirements to prepare a comprehensive proposal. You don't have to provide us with structured documentation. Just let us know your thoughts and expectations, and our specialists will work on defining all the details by asking you some questions and offering our ideas on your project. The proposal is free for you and has no obligations. Quality Assurance is an essential part of any project, which ensures the top quality of our solutions. This is a complicated process, which takes place at all other stages of the project.

Our Services

RINAM SOFTMEDIA India offers a variety of services to service your every requirement! Our's is an organization that believes in the maxim "the client comes first"! We go out of our way to satisfy our clients, i.e., YOU! Howsoever small or large the revenue generated from one of our products or services, we treat each client with plenty of cordiality and pay attention to his/her views. Our services run the entire gamut, from software to lucrative earning opportunities. Once a client visits us, he/she surely becomes a part of the **RINAM** family, a knot much firmer than simple business transactions can tie! At **RINAM SOFTMEDIA** we constantly glean the world for the best software solutions for all major vertical and horizontal application needs and form alliances with the solutions providers. It is this knowledge that stands the upheavals of time. Our knowledge bank of rich software expertise and experience, forms the very foundation of a dream named **RINAM SOFTMEDIA** a dream where individual flair merges to form a dynamic delivery organization.

ERP & Software Development

- **ERP Solutions** (Online - Offline Integrated .exe Version)
 - **ROOT** - Office Automation & File Movement Management ERP Ver.4.2
 - **UNIVA** - University Management ERP Ver. 3.4
 - **TAXEZY** - Manufacturing-Stock-Account-Payroll-CRM Management ERP Ver. 1.2
 - **DEXSTAR** - Hospital Management ERP Ver. 2.4
 - **SCHOLLAGE** - School/College Management ERP Ver. 4.3
 - **HOTELIER** Hotel Management ERP Ver. 3.2
 - **JEWELS** Jewellery Management ERP Ver. 1.4
 - **CONECRTO** Real Estate Management ERP Ver. 2.1



- **Cloud based Web Application /ERP Systems**

Customized Software Products

- Stock Management Software for Retail, FMGC, Leather, Shops, Lens, Electronics, Garments
- **HR/Payroll Software**
- Security Guard Company's Manpower Management Software
- Financial Accounts Management Software
- **Jewellery Management Software**
- PathLab & Appointment Management Software
- **PHARMAPLUS** - Pharma / Medicine Management Software
- **Fleet / Logistic Management Software**
- Construction & Builder Management Software
- **Restaurant Management Software**
- Ad Agency's Indoor & Outdoor Management Software
- **PDS & Billing Software**
- Courier Management Software



Technological Competencies

RINAM SOFTMEDIA (P) LTD. specializes in providing the following services:

- Application Development
- Maintenance & Support
- Products
- Conversion and Migration
- Web enabling of Legacy Applications

RINAM SOFTMEDIA provides a complete suite of IT services in the business applications domain, specializing in multiple verticals including **financial services, healthcare services, education and allied industries.**

#	Description	Skills
1	RDBMS	MSSQL Server 2012, MySQL, Oracle,
2	Operating Systems	Windows 2000/NT, UNIX, Linux
3	Programming Languages	VB.NET, ASP.NET, PHP, JAVA, C, C++
4	Web Technologies	JavaScript, AJAX, Magneto, Drupal, CSS, Joomla, CMS, Flash
5	Multimedia Tools	Adobe Photoshop, Dreamweaver, 3D Max, After Effect, Premier
6	Payment Processing Systems	PayU, CCAvenue, Bank API, PayPal API Integration
7	Others	Technical Writers, Data Warehousing, Data Mining

Domain Registration & Web Hosting



- .com, .us, .org, .net, .co.in, .in, .my, .biz, .edu.in, .ac.in, Domain Registration
- **Windows Shared Hosting**
- Linux Shared Hosting
- VPS & Dedicated Linux Server Hosting with Managed Support
- VPS & Dedicated Windows Server Hosting with Managed Support
- **SSL (https://) Security Certificates**

Website & Portal Development

The World Wide Web is one of the most effective communication technologies today. A Corporate Responsive Website is the virtual place where the various people community meet. Today, almost every **Business Owner** has its own website where the Web Administrators can post important information about His/her Business Activities. **Do you have a business and don't have a website?** If you said yes, it's almost as if your business doesn't exist. In this modern era, people and companies are on the internet for information. **Why do you think people visit a website?** It's primarily to find information. And if you're in the business world, information is critical. You need to have a website for your customers. It needs to contain information about what you can do for them. **RSMPL** will make a Smart Website for you with **Payment Gateway Integration** from where you can accept Online Payments also.

Some of our Latest Creations



URL	URL
www.susprointernational.com	www.holygoldjewellery.com
www.vanyabusiness.com	www.nusmileclinic.com
www.majanshipmanagement.com	www.polyxbank.com
www.brainwayindia.com	www.xenobiabroking.com
www.selfcabindia.com	www.worldparadise.com (UC)
www.kilohertz.in	www.qicksoft.com (UC)
www.futuracoin.uk	www.schollage.com (UC)

Aadhaar Card, Smart Card, Digital Ration Card & Other Govt. Digital Program Integrator



The **Common Services Centres** is a strategic cornerstone of the National e-Governance Plan (NeGP), approved by the Government in May 2006, as part of its commitment in the National Common Minimum Program to introduce e-governance on a massive scale.

The **Common Services Centres** would provide high quality and cost-effective video, voice and data content and services, in the areas of e-governance, education, health, telemedicine, entertainment as well as other private services. A highlight of the Common Services Centres is that it will offer web-enabled e-governance services in rural areas, including application forms, certificates, and utility payments such as electricity, telephone and water bills. In addition to the universe of G2C services, the Common Service Centers Guidelines envisage a wide variety of content and services that could be offered as listed below:

- Agriculture Services (Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries, Veterinary)
- Education & Training Services (School, College, Vocational Education, Employment, etc.)
- Health Services (Telemedicine, Health Check-ups, Medicines)
- Rural Banking & Insurance Services (Micro-credit, Loans, Insurance)
- Entertainment Services (Movies, Television)
- Utility Services (Bill Payments, Online bookings)
- Commercial Services (DTP, Printing, Internet Browsing, Village level BPO).

The Scheme envisages the setting up of **100,000+** IT-enabled access points to be implemented in a Public-Private Partnership (PPP). The Common Service Centers have been positioned as front end delivery outlets for delivery of Government as well as Private Sector services. The Vision for **Common Service Centers** is to make various digital services accessible to the common man in his rural locality, throughout his life through an integrated service delivery platform thereby ensuring efficiency, transparency and reliability at affordable costs to meet his basic needs.

Our Infrastructure

RINAM SOFTMEDIA (P) LTD. is currently located at South Kolkata which is in the Prime IT Hub of Kolkata, India and now operates as a full-fledged offshore development center.

RINAM SOFTMEDIA (P) LTD. is state of the art offshore development center at Kolkata has optimum hardware, software and network infrastructure to carry out its activities and the requisite capability to scale up its infrastructure to satisfy its business and customer needs.



- **20** High-End workstations with latest tools, secured networks, internet amenities and can be expandable up to **100** workstations at 2 Offices in Kolkata, India.
- **10** Telephone Connection for its Domestic Call Center Operation.
- High Speed Broadband & Leased Line Internet Connection.
- Excellent location advantages in the very heart of IT hub of Kolkata.
- Any time access to quality resources (particularly high quality manpower), super efficient IT tools and services.

Software & Hardware

SOFTWARE

IDE:	PHP, Visual Studio.NET, JAVA, ANDROID & IOS MOBILE APP
O/S:	WinNT/2000Professional/XP
Databases:	MS SQL server 2000, Oracle 8i, MYSQL
Tools:	MS Project, WinCVS
Web/App server:	IIS, Apache

HARDWARE

- NT server
- Linux Server
- DAT drive for backup
- Intel Workstations, HP/Compaq Laptops and Compaq PDA's

1.1.1 Technical Infrastructure

- Communication: 256kbps leased line and ISDN connection.
- Redundant power supply, backed up by UPS and generators.
- Audio conferencing facilities.

Business Model

We at *RINAM SOFTMEDIA* understand that every client has unique needs and different ways are required to fulfill them. We offer several business models for this very reason. Each of the models has been designed to offer maximum benefits to clients.

Below are the varieties of business models that *RINAM SOFTMEDIA* offers to its customers to effectively fulfill their requirements, and eventually add value to the customer core business areas.

1.1.2 The Offshore Model

This model enables clients to utilize the infrastructure and manpower of *RINAM SOFTMEDIA* in India to execute their projects.

To meet its client's aggressive schedules, *RINAM SOFTMEDIA* presents the offshore outsourcing process that offers:

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- Resource management, to meet demanding project deadlines.
- Extensive project processes to meet different delivery needs of the customer.
- Extraordinary cost benefits when compared to the cost of an equivalent onsite team.

Additional benefits to the customer in terms of reduced infrastructure required, to seat, connect and manage an onsite team.

1.1.3 The Onsite Model

RINAM SOFTMEDIA provides its software consultants to carry out onsite services. These resources, as a part of the onsite project team would report to Project Manager responsible for the project. The onsite model can be a component of the offsite model, where in, *RINAM SOFTMEDIA* will send its personnel to the client's side for implementation, testing and support of various projects.

1.1.4 The offshore and Onsite Combination

RINAM SOFTMEDIA could also carry entire programming work offshore and then undertake training, implementation and testing onsite at the customer site.

1.1.5 The Virtual 24 Hr development cycle

This is another useful concept, which works well under the onsite, offsite and offshore combination. It is useful to customers who are working against very tight deadlines and at the same time are unable to shore up their budget for getting the work done onsite.



RINAM SOFTMEDIA understands that there are certain key factors, like, time to market, ownership of source code and quality of solution which vary in degree from customer to customer, based on which we adopt a model which suits our customer the most.

Our Customer

RINAM SOFTMEDIA always in pursuit to go beyond customer's expectations. Over the period we have developed relationships with many companies across the globe. Some of our esteemed customers are:

- Save Life Foundation
- EILM
- Camellia Group
- New Life Nursing Home
- DGCIS, INDIA
- Indian Statistical Institute
- English Bazaar Municipality, Malda
- ILC, Malaysia

and many more...

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