MacroSoft™

Macrosoft: The Right Technology Partner

In today's lightspeed business environment, increasingly sophisticated software not only powers processes and operations, but also provides significant advantage to companies who can rapidly and efficiently develop and deploy it. Companies can no longer afford development projects that drag on under-staffed and over-budget and delay the ability to deliver on business objectives. Customers won't stand for it – and the competition won't stand still. Now more than ever, it is critical to choose the right technology partner for your software projects.

In this demanding new world, Macrosoft delivers high-quality, cost-effective, full lifecycle solutions to complex software development projects that can make a real difference to your business. Our highly qualified and professional development teams can address the entire development lifecycle, from business process engineering and system architecture design through final system hosting and maintenance.

Delivering Results for Leading Companies

For more than a decade, Macrosoft has been delivering successful projects to an exceptional roster of clients. In more than 300 projects during that time, we have consistently delivered for those clients, forming long-term relationships, and becoming their partner of choice for their critical development needs. The quality of that work has been validated not only by those repeat engagements but also by our status as a Gold Certified Microsoft Partner, Sun Java/J2EE Provider and a member of the Oracle Partner Network.

A Comprehensive Range of Products and Services

Macrosoft is a complete technology partner, providing clients with a comprehensive range of products & services specifically tailored to their needs. We provide these products and services in four flexible formats:

- **Managed Teams:**
  A group of interdependent technology experts both on and off-shore working together to deliver a specific business-oriented result.

- **Turnkey Solutions:**
  New end-to-end technology solutions developed, tested, documented, and implemented for all business needs.

- **Packaged Products:**
  Tested technology products that have been implemented at multiple clients and that can be quickly installed behind client firewalls.

- **Staff Augmentation:**
  Extended staff for specific technical support requirements with qualified experts in virtually all technology languages, programs, and systems.

Advanced Composition Development Solutions (ACDS)

Macrosoft supports all phases of integrated print solutions through our Advanced Composition Development Solutions (ACDS). We have proven expertise supporting large "print & mail" processes involving high-volume and on-demand print production processes

Our team of Extream Dialogue Document Composition Experts support critical business communications such as:

- Statements, Invoices, Trade Confirmations, Benefit Summary Booklets, Annual Reports, Prospectuses, Fund Fact Sheets
- Direct Marketing, delivering targeted personalized messages through personalized/customized direct mail and e-mail.
- Web-based fulfillment, and e-commerce
- E-Marketing/newsletter generation, distribution and feedback tracking

Macrosoft's Four-Step Project Implementation Process

1 Analysis
Analyze targeted communication formats, and data sources to build an implementation strategy.

2 Design
Application Design and Document Composition involves creating the dynamic page designs, including layout, formatting, graphics, static content, source of dynamic content, and logic rules.

3 Implementation
The designed composition (dynamic pages) is implemented on the composition engine, integrated with the production database, and the rules are deployed.

4 Support
Electronic Document Automation (EDA) software support includes straightforward updating and modifications in compositions.

Mainframe Migration & Extension

We are specialists in Mainframe Migration and linking legacy systems to client applications and the web. Macrosoft Mainframe Migration extends the benefits of an open environment to legacy applications. By reusing mainframe applications and data on high performance PC class servers, or mini/mid-range systems, total cost of ownership can be improved across an IT organization. Macrosoft's services experts, teaming with partners, put technology and proven services methodology to work to help you meet your mainframe migration needs, including high reliability, cost-effectiveness, operational optimization, business agility, and innovation adoption.

Cut the time, cost, and risk of migration through "Lift and Shift"
Tools and services from Macrosoft can help you analyze and migrate your applications to PC systems. Application migration services include migration justification, consultation, assessment and application implementation services. Macrosoft Mainframe Migration Services include Consultancy, Assessment, Project Guidance, Implementation and Technology Transfer. No matter where you are in your migration efforts, Macrosoft's proven methodologies and services can help you achieve your business goals.

Web Development

Macrosoft's web development services provide creative and professional web applications to empower your business online. Combination of the latest technology and best development practice helps us to deliver efficient web applications.

Our Web Development Solutions Include

1. Web Designing
2. Corporate Website Designing
3. Website Maintenance
4. Content management Based Websites
5. E-com Development
6. E-Commerce Portals
7. Payment gateway integration
8. Flash Development
9. Flash banners
10. Animations

▶ **Microsoft**
- .NET
- C#
- BizTalk Server
- Visual Basic
- SQL Server
- ASP
- IIS
- Commerce Server
- MS Reporting Services
- Sharepoint
- Exchange Server

▶ **IBM**
- Mainframe
- WebSphere
- Eclipse
- DB/2
- Visual Age
- Java on AS/400
- IDMS
- COBOL
- Domino Lotus

▶ **Oracle**
- Oracle thru 11i
- PL/SQL

▶ **Java**
- J2EE
- EJB
- JSP
- Struts/Ant
- SunOne App Server
- Visual Age

▶ **Open Source**
- PHP
- MySQL
- Perl
- Linux

▶ **Cutting Edge**
- XML
- Voice XML
- SOAP
- JINI
- JNI
- CORBA
- RMI
- DCOM
- COM

▶ **Data Warehouse**
ETL
- Data Stage
- Informatica
- Abinitio
- Neteeza
Business Intelligence
- Cognos
- Business Objects
- Hyperion

▶ **Other Tools**
- C/C++
- Crystal Reports
- Delphi
- ColdFusion

Staying Ahead in Technology

With more than 150 technical staff in the U.S. and some 70 more in development offices in India, Pakistan, and China, we stay on the leading edge of software technology. To ensure that we have available all of the capabilities our clients need, we extend our technological reach by maintaining working relationships with technology companies that share our approach to delivering results.

These alliances provide us with seamless access to some 500 additional information technology professionals. With these powerful resources, Macrosoft possesses a unique ability to design new systems efficiently and rapidly and successfully integrate those new system capabilities in complex business and IT environments.

Depth and Breadth in Technology Practices

Macrosoft has in-depth experience across a broad range of development disciplines and practices. In addition to offering expertise in those development areas, Macrosoft adheres to a strict software development process and methodology and also maintains and uses state-of-the-art system testing software and methods.

The Way We Work

Over the course of more than a decade of successful engagements, we have developed a way of working collaboratively with our clients that leads to better results, faster. We remain committed to delivering those results and earning the trust that is the hallmark of all our relationships by:

• Providing our clients with productive and innovative business IT solutions through engagement of people and methods that are sharply focused on results, quality, and timely and effective implementation.

• Establishing strong long-term working relationships in which we focus intensely on a client's needs, investing our own time and energy in gaining a full understanding of our client's systems, data, and business processes.

• Providing highly qualified and professional development teams that can span the entire development lifecycle, from business process engineering and system architecture design through final system hosting and maintenance.

The Macrosoft Advantage

With U.S. headquarters and development center in Parsippany, NJ; offices in Novato, CA; and off-shore development centers in Lahore, Pakistan; Shanghai, China; and Trivandrum, India, Macrosoft has the resources – and a team of experienced professionals – to deliver the development projects and other technology services that are critical to your success – rapidly, cost-effectively, comprehensively.

Macrosoft continues to invest in internal development of re-usable components, systems, and technologies critical to clients' needs in the application areas of marketing databases; e-marketing; and print on demand, thereby allowing us to offer our clients rapid solutions that conform to best business practices.

When your business depends on it, Macrosoft provides precisely what you need now and prepares you to meet the technological future confidently.

www.macrosoftinc.com

▶ • Drupal
• WordPress
• Ektron

▶ Multimedia
• Adobe Flash
• Adobe Flex

▶ Mobile
• Android
• iphone development
• symbian

▶

Macrosoft Locations