



GLOBAL SOFT TECH

A GLOBAL IT SOLUTION COMPANY

COMPANY PROFILE

*"The best way to
predict the Future is
to create it"*

GLOBAL SOFT TECH SERVICES



Software Development



Website Design and Development



Mobile App Development



eCommerce Solution

Established in 2010

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CEO Message

We, GLOBAL SOFT TECH, are the company to ensure the future strong through the software development, specialized in communication and SAAS Solution.

We have the latest information skills/experiences and excellent human resources. We promote business with our strong spirit that is to fulfil customers' requests at all times. Our company also creates what customers need to realize glamorous dream they have. As a result, we contribute to render an affluent society. These are our motivation. While improving our professional skill and learning the latest technology every day, we keep on challenging as the group of problem solution proposing-style engineers. Moreover, we provide high quality and value-added services to customers and societies as our "highlighted skill," and aim for regional contributions.

While improving our professional skill and learning the latest technology every day, we keep on challenging as the group of proposing-style system engineers.

Moreover, we provide high quality and value-added services to customers and societies as our "highlighted skill," and aim for global contributions.

We will continue on providing the best performance for inspiring others. We would like to have your support and patronage, and are looking forward to doing business with you.

GLOBAL SOFT TECH is not only trying to identify the menace of emerging security challenges throughout the country but also providing the best possible solutions to eliminate this threat.

GLOBAL SOFT TECH with its highly competent professionals is also endeavoring to provide network solutions to corporate sector 24/7. We put high value to our customer's satisfaction



ERSHAD ULLAH JEWEL
Founder & CEO



About Us



Global Soft Tech wants to be a global leader in custom software development platform. The company has a successful history of delivering outstanding software projects and development services

since 2010. The highly skilled and knowledgeable team of software engineers at **Global Soft Tech** innovates software solutions for various categories including Email marketing, SMS Marketing, Managed Cloud Services, Digital Marketing Solutions, Server Monitoring, e-Commerce Solution that help clients enhance their business operations.

At **Global Soft Tech**, we develop innovative and creative IT products and services and satisfied clients around the globe bear testimony to the quality of our work. We are uniquely positioned to provide what our customer's need, complex software solutions to answer their requirements, delivered reliably on time with excellent value for money. If your goal is to be a part of efficient & agile business, **Global Soft Tech** will effectively gain the solution you need.

At **Global Soft Tech**, we know that success is the direct result of continued investment in our framework technology and a sustained commitment to the core values and best practices we started with. As Global Soft Tech continues to grow in size, scope, and influence, our purpose remains the same: to deliver dynamic IT solutions to our partner organizations, to work with you in understanding your unique vision, to drive that vision into action.



GLOBAL SOFT TECH

Our Mission:

To help our clients meet their goals through our dedicated teams, services and solutions.

Our Vision:

We innovate ideas to be the global leader at delivering the best customer experience in markets we serve.

Our Keys For Development:

- Innovation
- Teamwork
- Desire for excellence
- Transparency
- Trust and confidence

We Believe In

- Professionalism and ethics
- Adding values to our client's needs
- Motivation
- Collective responsibility and leadership



Our services at a glance



Software Development



Website Design and
Development



Mobile App Development



eCommerce Solution



Digital Marketing



CDN



Cloud Service



Dedicated Server



Server Management



Data Center Location



DDoS Protection



Software License



SSL Certificate



Web Hosting



Managed Mail Server



Short Description of Our Services



Software Development

We are specialized in three major areas; Mobile Applications, Advanced Web Applications and Embedded Software. Our team consists of more than 30 engineers, designers and other professionals with an average project experience of eight years.



Website Design and Development

Web development is the most important if you have a plan to enter in the online world. In today's business environment totally depend on virtual communication and to beat your competition large or small companies definitely you need to develop a good and Responsive Website.



Mobile App Development

As a leading mobile application development company, Global Soft Tech has extensive experience in creating high performing, digitally transformative and feature-packed native mobile applications for all the major mobile platforms including iOS, Android, BlackBerry OS.



eCommerce Solution

Our experienced software developers build dynamic E-Commerce solutions for you. We are capable enough to handle various aspects related to your online business, enabling you to reach out to the local & global audience.



CDN

Global Soft Tech CDN is also a fast delivery network and owns up to 30 server locations which are spread globally. The locations of the servers are strategic such that the users can make their content closer to the user leading to faster site capabilities.



Cloud Service

Global Soft Tech has always chased the big business market and to be honest, by most indications they seemed to have followed the same approach with their cloud platform. The company is particularly focused on PaaS and SaaS cloud systems.



Digital Marketing

Digital marketing is like any other type of marketing- it's a way to connect with and influence your potential customers. Global Soft Tech is offering digital marketing solution to introduce your products to your potential customers.



Dedicated Server

Dedicated hosting is a hosting configuration in which a server is devoted to a single organization or for a single purpose, such as a website. This is in contrast to shared hosting, in which a server acts as a host to multiple clients.



Server Management

Global Soft Tech manages servers which provides server administration and maintenance services to all kinds of online businesses and service providers. Our team is specialized in dedicated, VPS and cloud platform.



Data Center Location

A data center location is a facility that centralizes an organization's IT operations and equipment, as well as where it stores, manages, and disseminates its data. Data centers house a network's most critical systems and are vital to the continuity of daily operations.



DDoS Protection

A distributed denial of service (DDoS) attack is a malicious attempt to make an online service unavailable to users, usually by temporarily interrupting or suspending the services of its hosting server.



Software License

Software procurement and licensing is the foundation of Global Soft Tech business. We have strong relationships on a local and global scale with a variety of vendors and solutions providers, enhanced by our knowledgeable and certified account managers.



SSL Certificate

Secure Sockets Layer, SSL, is the standard security technology for creating an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browser remain private and integral.



Web Hosting

Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet.



Managed Mail Server

Our Managed Email service will ensure that your company email is safe, secure, reliable and widely available, all at a reasonable cost, no matter how large or small your company is.





Overview & Benefits of Our Services





Software Development

Overview

Computer software, or simply software, is a collection of data or computer instructions that tell the computer how to work. This is in contrast to physical hardware, from which the system is built and actually performs the work.



Software Process



A software process (also known as software methodology) is a set of related activities that leads to the production of the software. These activities may involve the development of the software from the scratch, or, modifying an existing system.

Our four activities

- 01** Software specification (or requirements engineering): Define the main functionalities of the software and the constraints around them.
- 02** Software design and implementation: The software is to be designed and programmed.



- 03** Software verification and validation: The software must to it's specification and meets the customer needs.
- 04** Software evolution (software maintenance): The software is being modified to meet customer and market requirements changes.





Website Design and Development

Overview

Web development is the most important if you have a plan to enter in the online world. Website is considered like a window to the world of internet. In today's business environment totally depend on virtual communication and to beat your competition

large or small companies definitely you need to develop a good and Responsive Website.

A Business Website may be the first line of Best Communication between you and your potential guests or visitors. Also The great advantage of your Website Design Company and Website Development Company is you're your business website will be available 24 hours a day, 7 days in a week and it can be viewed and develop from anywhere in the world. Therefore anyone can collect suitable Business Information from your website at any time.

So, a website development provides your company or business allows to getting in-touched with millions of web surfers all over the world including their targeted or potential customers. It is a most vital part of promote your brand or business product in a direct and best positive way among your target number group of customers. most vital part of promote your brand or business product in a direct and best positive way among your target number group of customers.





Web Design and Website Development Services



CUSTOM WEBSITE DEVELOPMENT



DYNAMIC WEBSITE DEVELOPMENT



STATIC WEBSITE DEVELOPMENT



CMS WEBSITE DESIGN & DEVELOPMENT



E-COMMERCE WEBSITE DEVELOPMENT



REDESIGN WEBSITE DEVELOPMENT

CUSTOM WEBSITE DEVELOPMENT



We strive for customer satisfaction. We have many success stories to tell. Perhaps trust, great customer satisfaction, and an ongoing work for our clients is the greatest testament to our success.



WE OFFER



CUSTOM PAGE DESIGN



BEAUTIFUL HOMEPAGE DESIGN



ATTRACTIVE PHOTO GALLERY



SOCIAL MEDIA INTEGRATION



ANIMATED SLIDE SHOW



GOOGLE MAP INTEGRATION



FORM / TABLE DESIGN



USER FRIENDLY MENU

COST / PRICING

A website design and development requires proper planning, research, design, development, etc. It's similar to buying a shirt. If you go for a non branded shirt, it will cost you less; however, this is not the case for a well known branded shirt.

Similarly, website design is never "Cheap" as the price would depend on the "scope" of your requirements. If the resources required will be limited, the price will be less.

Global soft Tech offers flexibility in its website designing packages. According to your requirements, we can offer you a flexible pricing. We have plans that require fewer resources thus will suit your needs if you are low on budget.



DYNAMIC WEBSITE



Dynamic web page designing requires thorough knowledge, creativity and our professionals are the master and mentor at their own who can design and develop a dynamic website using different scripting language, preferably PHP/Mysql and make your website good looking,

traffic retaining, easy to navigate and flawless.

We are actively engaged in the development and designing of database driven dynamic websites with an eye catchy and interactive interface where you can make changes on real time basis.

Some features of our dynamic web design service are-



VISUAL LAYOUT

Professional and unique visual layout



LOADING TIME

Quick website loading time



DASHBOARD

Easily accessible dashboard

With rapid advancement of technology, static websites are quickly getting overshadowed by dynamic websites mostly because of the numerous tools and options available for development, customized as per the business needs. The best part about such websites is that they can be easily updated and maintained in-house without the need to hire experts for the job. Though static websites can still prove useful for small businesses dealing with simple services and products but when it comes high interactivity, static websites certainly do not match up to the requirements.



Scalability and content update happen to be the two major issues with static websites which is easily taken care of by dynamic websites with different content management systems. Thus, it is quite clear that a dynamic website design is essential to maintain an online shopping site, collaborative content, online databases, knowledge base and more.

We are a premier dynamic web design company in India offering our services to numerous clients nationwide as well as worldwide. We build and design multi-tiered websites consisting of advanced features like integrated search engines, membership databases as well as specialized functionalities to meet the goals of your business.

STATIC WEBSITE DEVELOPMENT



A static website runs on HTML that is coded, usually by a website designer or developer. In a static website, every single page About, Contact, Home, and so on has its own HTML file. Static websites, also called HTML websites, can accomplish many different goals. They are often cheaper

than CMSs like WordPress, because you do not need to purchase costly themes and plug-ins for them. A web developer can build and optimize a static webpage without the overhead of a CMS.

At Global soft Tech, we build webpages for our clients from the ground up. We are able to customize every aspect of the webpage using HTML and CSS. From customizing the page and text color to



enhancing the footer content, we can ensure the page has a look and feel that best represents your brand. Webpage designers also load rich metadata into the website's back end to boost your findability by search engines. For these reasons, we recommend a static website for the vast majority of our clients.

Our website developers use responsive web design techniques, which resize the webpage to fit the screen size accessing the URL. This ensures that all users receive a good user experience (UX) regardless of their device type. In today's age, when many website visitors use a mobile device, this is key to engaging customers and



converting leads. With responsive web design, you do not need to create different websites or duplicate your content for mobile users.

Static websites can work very well for most small and medium businesses, who want a website that looks really good and incorporates stylish graphics and powerful content. Because static websites don't do anything complex, they do not take up as much space on a server. This translates to a faster page load time and cheaper webpage hosting. Slow webpage speed is a major UX offense, and so static webpages can help remedy long wait times.



CMS WEBSITE DESIGN & DEVELOPMENT



Global Soft Tech builds robust, scalable, open source, and easy-to-use content management solutions for organizations and enterprises.

We offer complete, all-inclusive

WordPress website design and development. From a simple brochure website to an advanced e-Commerce solution with an integrated forum or membership website, we can create the ultimate solution to meet your marketing goals and objectives. If you have something unique you'd like to create, we'll produce a customized solution that can include custom post types, taxonomies, APIs, and/or plugins designed and coded specifically for your project requirements.

All of our custom website design and development projects follow a structured process that helps us execute your project on-time and on-budget. Each project is lead by a dedicated project manager, who will coordinate a project team that includes an SEO expert, graphic designer, content manager, and a front and backend coding team.

We're strong believers in the benefits of search engine optimizations, so we'll make sure SEO is an integral part of your project. From competitive research and keyword selection, to site mapping and on-page optimization, we'll help create a website that attracts search engines and encourages users to convert into leads, sales, and revenue.



Wordpress Website Can Be Good for any of the Following Purposes

- Small business website with much maintenance / ongoing over heads.
- Personal Blog.
- Hotel / Restaurant Themes can easily be used for making attractive web
- Design for restaurant.
- Real estate website.
- Car Rental website, Car sales business website.
- News Paper / Magazine's website.
- Online sales / purchase (Commerce web site)
- Personal / business portfolio website.
AND MUCH MORE...



WEBSITE REDESIGN



Web Design is a crucial aspect of the business strategy as a website is an introduction into the basic domain of the organization and provides an overview of its activities. Graphic design and overall aesthetic appeal of the

website is essential for leaving a positive and lasting impression on your web site visitors.

Everyone wants their website to be the best among the rest, and obviously when your website was created, you must have ensured to use best design and development technology to make it appealing. However, with time it can lose its charm as the preference of the audience change from time to time. This is where web redesign service plays its part. It will give your website the much-needed boost so that it can handle the requirements of prevailing market conditions.

Re-designing an existing website. If you have created your own website to save money you may have realized that it can't be found on the internet through a search engine and can only be accessed by using the URL. A website needs to be designed professionally to ensure the website is correctly optimized for the search engines, has a design to suit the content, is easy to use and navigate around and loads quickly so visitors don't have to wait to view your web pages. I have spent a lot of time researching search engines and techniques for design. It won't take long to view your website and code to let you know what is needed to ensure your site looks great and ranks highly with the search engines – quotes are free and there is no obligation.



WHY DOES YOUR WEBSITE REQUIRE A REDESIGN

- WEBSITE IS NOT PERFORMING
- NOW IT LOOKS TOTALLY OUTDATED
- NO LONGER COMPLIMENTS THE ACTUAL SCALE OF YOUR BUSINESS
- GONE THROUGH A BRANDING OVERHAUL
- WEBSITE DOESN'T ADD VALUE TO YOUR BRANDING
- FEEL EMBARRASSED TO SHOW YOUR WEBSITE TO CUSTOMERS

WHY DOES YOUR WEBSITE REQUIRE A REDESIGN

- To keep pace with new technologies.
- Make search engine optimized & friendly website design.
- You can reduce costs.
- Better communicate with customers using Web 2.0 standards.
- To make your website fast loading.
- Order to make your site more attractive and easy navigation.
- To get more visitors and increase sales.
- In order for the site more visually appealing with the latest graphic techniques.
- For compatibility with the latest browsers like Firefox, IE, Safari and Google Chrome.
- Better access to all screen resolutions.



Mobile App Development

Overview

As a leading mobile application development company, **Global Soft Tech** has extensive experience in creating high performing, digitally transformative and feature-packed native mobile applications for all the major mobile platforms including iOS, Android, BlackBerry OS and Windows Mobile.



Global Soft Tech specializes in building mobile apps for all platforms and now, Global Soft Tech is using a new robust technology that allows the development of your mobile application for all three common platforms using one agile development method. This method provides the ability for Global Soft Tech to develop for all three common platforms quickly, which saves you time and money

Key Advantages

- 01** Agile, cost and time saving development methods
- 02** Strong, talented U.S. based in-house team
- 03** No outsourcing
- 04** Experienced usability and UX team
- 05** Experienced mobile app interface designers
- 06** Experienced mobile app developers
- 07** Coding Guidelines and Standards
- 08** Using the most up-to-date and emerging technology



Ecommerce Solution

Overview

eCommerce is the way business is going to happen in the future. Everything from garments, medicines, groceries, services, food e c. is already available for the end user over the internet. You have a business proposition in mind; we have a solution for how to make it available for the public. Web application development for eCommerce is handled at Global Soft Tech by a team of dedicated web developers who know that your site should enhance your business venture by leaps and bounds



Why Choose Global Soft Tech



- 01** Involve the client in our designing process
- 02** Adapt the eCommerce portal according to the buying and selling requirements of the client.
- 03** Research the target audience before designing the portal.
- 04** Deliver web portal on time with maintenance, update and support available 24x7.
- 05** Expertise in wide range of open source and proprietary eCommerce platforms .NET, Java and Open Source in-depth technical capabilities for custom eCommerce development



06 Experienced Developers, BAs, QAs, UX experts, digital marketers, and creative designers

07 Agile development methodology with proven project management processes

Digital Marketing

Overview

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.



SEO

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

On page

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.



Off page

Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that.

Social Media marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers

-  Facebook
-  Twitter
-  LinkedIn
-  Youtube
-  Instagram



Email Marketing

Email has become one of the most popular forms of communication. In 2010, there were an estimated 90 trillion emails sent out worldwide. That breaks down to 2.8 million emails sent every second. These numbers are gigantic, but not surprising when you consider how important the mail in all forms has been throughout history.



Bulk SMS Marketing

For those new to Mobile Marketing you may wonder 'what is bulk SMS'? There are a number of different terms used to describe this effective marketing channel such as; text message marketing, SMS marketing, bulk text, SMS software, business SMS or SMS alerts but they all mean the same thing.

Google Adwords

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs within the Google ad network to web users.

Video Marketing

Social video marketing is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video.

Content Development

Web content development is the process of researching, writing, gathering, organizing, and editing information for publication on websites



CDN (Content Delivery Network)

Overview

A CDN is a way to deliver content from your website or mobile application to people more quickly and efficiently, based on their geographic location. A CDN is made up of a network of servers ("points of presence," or POPs) in

locations all over the world. The CDN server closest to a user is known as the "edge server" — when people request content from a website served through a CDN, they're connected to the closest edge server, ensuring the best online experience possible.



Why Use It

Anybody who has a website or mobile application that's likely to be requested by more than one user at a time can benefit from a CDN, but CDNs are especially useful to large, complex websites with users spread across the globe, and websites or mobile apps with lots of dynamic content.

CDNs offer many specific benefits to different types of businesses and organizations, such as:

Ecommerce

CDN helps ecommerce sites deliver content quickly and efficiently even during times of heavy traffic.

Government

Large, content-heavy websites can deliver vital information to citizens much more quickly and efficiently.

Mobile apps

A CDN delivers dynamic location-based content for mobile apps, reducing load times and increasing responsiveness.

Technology and SaaS

A CDN helps technology websites serve billions of requests a day to web users without decreasing performance.



Cloud Service

Overview

A cloud service is any service made available to users on demand via the Internet from a cloud computing provider's servers as opposed to being provided from a company's own on-premises servers. Cloud



services are designed to provide easy, scalable access to applications, resources and services, and are fully managed by a cloud services provider. A cloud service can dynamically scale to meet the needs of its users, and because the service provider supplies the hardware and software necessary for the service, there's no need for a company to provision or deploy its own resources or allocate IT staff to manage the service. Examples of cloud services include online data storage and backup solutions, Web-based e-mail services, hosted office suites and document collaboration services, database processing, managed technical support services and more.

Why Use It & Benefit

Reduced IT costs

Moving to cloud computing may reduce the cost of managing and maintaining your IT systems. Rather than purchasing expensive systems and equipment for your business, you can reduce your costs by using the resources of your cloud computing service provider. You may be able to reduce your operating costs because: the cost of system upgrades, new hardware and software may be included in your contract you no longer need to pay wages for expert staff.



Scalability

Your business can scale up or scale down your operation and storage needs quickly to suit your situation, allowing flexibility as your needs change. Rather than purchasing and installing expensive upgrades yourself, your cloud computer service provider can handle this for you. Using the cloud frees up your time so you can get on with running your business.

Business continuity

Protecting your data and systems is an important part of business continuity planning. Whether you experience a natural disaster, power failure or other crisis, having your data stored in the cloud ensures it is backed up and protected in a secure and safe location. Being able to access your data again quickly allows you to conduct business as usual, minimizing any downtime and loss of productivity.

Collaboration efficiency

Collaboration in a cloud environment gives your business the ability to communicate and share more easily outside of the traditional methods. If you are working on a project across different locations, you could use cloud computing to give employees, contractors and third parties access to the same files. You could also choose a cloud computing model that makes it easy for you to share your records with your advisers (e.g. a quick and secure way to share accounting records with your accountant or financial adviser).



Flexibility of work practices

Cloud computing allows employees to be more flexible in their work practices. For example, you have the ability to access data from home, on holiday, or via the commute to and from work (providing you have an internet connection). If you need access to your data while you are off-site, you can connect to your virtual office, quickly and easily.

Dedicated Server

Overview

Dedicated hosting is a hosting configuration in which a server is devoted to a single organization or for a single purpose, such as a website. This is in contrast to shared hosting, in which a server acts as a host to multiple clients. A dedicated hosting service is sometimes referred to as a dedicated server and can be set up in-house or externally as a service from within a data center.



Why Use It & Benefit

Server resources are not shared

When you choose a dedicated hosting provider, you get the full resources of single server. You don't need to worry about other websites clogging up the server's CPU and RAM. With a dedicated server, you can be sure that bad scripts running on another website or spikes in bandwidth usage won't slow your server down.



Enhanced performance and security

Choosing a dedicated hosting provider guarantees maximum uptime for your website. Shared hosting is often best for websites with low to medium traffic. If your website receives a lot of traffic, though, dedicated servers provide more stability and reliability than shared hosting.

Flexibility

A dedicated server allows a client the flexibility of customizing the server to the client's unique needs for CPU, RAM, disk space, and software. With shared hosting, a customer is limited to the applications, software, and operating environment already loaded on the server. They may either offer software a client doesn't need or lack things that they do.

Unique IP address

Each server has its own unique IP address. With shared hosting, that means that you are also sharing an IP address with multiple other websites. If one of your neighbors is a spam site or an adult site, this could mean having your websites' rank pushed down.

No overhead for purchasing or maintaining equipment

If a company needs a dedicated server, but doesn't have the time or resources to manage a server themselves, dedicated hosting is a low-cost way to access the resources of a full server. A dedicated hosting provider handles the cost of building and maintaining server equipment, reducing the overhead for a business purchasing server space, and improving their return on investment.



Server Management

Overview

Global Soft Tech is a server management company that provides server monitoring and maintenance services to all kinds of online businesses and service providers. Our team specializes in Dedicated, VPS and Cloud platform that runs Linux or Windows operating systems. If you do not see your technology or business type listed, contact us and we'll build you a custom support plan. As the customer base of a business expands, it no longer becomes feasible for an internal system administration team to deploy the resources needed for this as it is time-consuming and expensive. At such a point, it is time to partner with a good server management company. Global Soft offers a range of server management services which include service monitoring, server maintenance, optimization, security, and initial server setup tasks.



Why Server management?



Global Soft Tech can manage the day-to-day server operations. We assure your systems are updated, data backed up and performing optimally. With no contracts and clear pricing, you can focus on your business while having the peace of mind that comes with around the clock, expert server management.



Why Server management?

Reduce Downtime

By monitoring more than a dozen server health checks, we can spot and fix issues before your customer's even notice.

Eliminate Problems

By applying OS and panel updates quickly, we reduce that chance that software bugs or security issues impact your services.

Assure Security

We manage firewall, intrusion and anti-DOS settings to help you avoid painful security attacks.

Protect Data

All plans include daily, full-server off-site backups. We use an enterprise-grade backup solution to take the guesswork out of data recovery.

Improve Strategy

We help you align your IT needs with your business goals by providing clear, no-jargon assessment of your service options.

Boost Performance

We go beyond server optimization by helping you integrate tools and monitoring to identify and stomp out any performance issues.



Customer Value Propositions

For those new to Mobile Marketing you may wonder 'what is bulk SMS'? There are a number of different terms used to describe this effective marketing channel such as; text message marketing, SMS marketing, bulk text, SMS software, business SMS or SMS alerts but they all mean the same thing.

- 01** Reduced Total Cost of Ownership (TCO)
- 02** 24/7 Support and Maintenance
- 03** Certified IT professionals
- 04** Increase in Performance Management and Monitoring
- 05** Low cost Server Management Services

Data Center Location

Overview

The increased demand for data center capacity is creating new challenges for corporations. Not only does it mean they have to seek out new locations to house these data centers; it also means these locations need to meet certain requirements dictated by data center infrastructure. With so many variables to consider, finding the right site can be a real challenge, but you don't have to do it alone.





Our data center experts help bridge the gap between your data center demand and the site selection process, making the impossible possible. We're able to develop and implement the optimal location strategy that meets your unique requirements.

We can help you with evaluate all your options ranging from wholesale and retail co-location rack space to powered shells and large Greenfield enterprise sites.

What's Important In The Data Center Location?

Data center sector is one of the fastest-growing property types in the United States and in many other countries. Unlike other property types, data centers generally don't need to be located in the center of urban or suburban business areas. The factors that drive office or retail site decisions - high visibility, proximity to large pools of employees or shoppers, access to highways and transit systems - are usually not important at all in a typical data center location decision. In fact, data centers don't even need to be near the people using the data.

So what is important? And how can companies in the market for data centers take advantage of their unique situation? Data center site searches are likely to focus on energy capacity and costs, fiber optic connections, tax impacts, municipal incentives, and the availability of large land sites at low prices.



How We Create Value

- Reduce power costs
- Increase power capacity and reliability
- Minimize disaster risks
- Minimize tax liability
- Maximize economic incentives
- Reduce real estate costs

DDoS Protection

Overview

So what exactly is DDoS? DDoS, short for distributed denial of service, is an attack focused on making a network or website unavailable for its users. This is usually done by flooding the target host with numerous requests. In DDoS, the attack source is more than one, usually hundreds to thousands of IP addresses, as opposed to DoS attacks where it usually involves a single user. DDoS attacks are harder to deflect than DoS assaults simply due to the large volume of devices contributing to the attack.





Generally, there are two different types of denial of service attacks, and that is at the application layer and the network layer. According to almost all (93%) of attacks in 2015 reported application layer attacks, with DNS the most commonly targeted service now, rather than HTTP.

DDoS attacks have been carried out by diverse threat actors, ranging from individual criminal hackers to organized crime rings and government agencies. In certain situations, often ones related to poor coding, missing patches or generally unstable systems, even legitimate requests to target systems can result in DDoS-like results.

Why take DDoS protection service?

Most DDoS attacks have a lifespan of just a few hours. However, recent studies show that attacks are getting longer, lasting for several days in the most severe cases. Often, a short attack may be used as a declaration of intent, accompanied by a ransom demand. This serves to persuade those affected that the threat is a serious one, before launching a more sustained assault if the ransom isn't paid.

The effects a DDoS attack has on businesses can be dramatic. More than half of companies take three hours to detect an attack, and three hours to respond. With a potential cost of lost revenue of up to quarter of a million dollars per hour, the effect of a sustained DDoS attack could prove crippling.

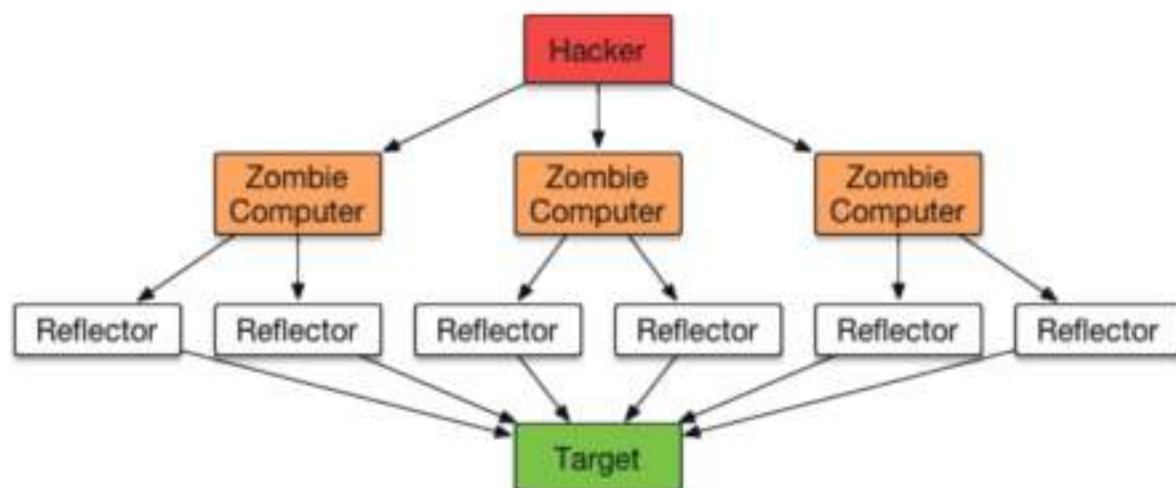
Of course, the financial aspect is only half the story. Businesses also face lost productivity, lost data, and severe damage to the reputation of the company as customers seek business elsewhere.



How DDoS Protection Works

The good news is that many hosting companies these days have begun to offer DDoS protection, which can help to guard websites from these types of attacks and therefore avoid downtime and other security issues. DDoS protection works by carefully filtering website traffic so that non-legitimate requests are not

allowed through, while legitimate ones pass through without significant delays in page loading times. Some hosting companies will also offer reporting to website owners if a DDoS attack is attempted so that they have detailed records of when the attempted attack occurred, how large it was, and other important information.





Software License

Overview

A software license is a document that provides legally binding guidelines for the use and distribution of software.

Software licenses typically provide end users with the right to one or more copies of the software without violating copyrights. The license also defines the responsibilities of the parties entering into the license agreement and may impose restrictions on how the software can be used.



Software licensing terms and conditions usually include fair use of the software, the limitations of liability, warranties and disclaimers and protections if the software or its use infringes on the intellectual property rights of others.

Why You Should Be Using Licensed Software

01 Using Software That Is Not Licensed Is Against the Law

A software licence is a legal requirement for any consumer wishing to use computer software, and failure in having one is a breach of copyright law and can land you or your business in danger of being prosecuted or fined.

02 The Right Software License Can Save You Money

When you buy software it usually comes with a single-user license. While it is important to note that a single-user license can sometimes be used across multiple devices that are owned and used by one individual (refer to the specific terms and conditions to be sure of this), it is not allowed, lawfully, to be redistributed or used by multiple people.



SSL Certificate

Overview

SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. Typically, SSL is used to secure credit card transactions, data transfer and logins, and more recently is becoming the norm when securing browsing of social media sites



SSL Certificates bind together:

- A domain name, server name or hostname
- An organizational identity and location.

Why Do I Need An SSL Certificate?

SSL Certificates protect your sensitive information such as credit card information, usernames, passwords etc. It also:

- Keeps data secure between servers
- Increases your Google Rankings
- Builds/Enhances customer trust
Improves conversion rates





Web Hosting

Overview

Web hosting is a necessity for any website — it is the physical location of your website on the Internet, an online storage center that houses the information, images, video, and other content that comprises your website. Web hosting service providers maintain the server where the data associated with your website resides, and also manage the technology that makes your website connect to the Internet.



Website hosting is typically measured in the amount of disk space you're allotted on the server and the amount of data transfer or "bandwidth" you need for accessing the server. For example, if you have a lot of customer interaction at your website, such as files to download, you will access the server frequently and you'll need more Web hosting transfer space than someone who simply puts readable text on their website. The more "items" or "content" you have on your site (i.e., photos, maps, PDF files, etc.), the more disk space you'll need for website hosting.

Why Do You Need Web Hosting?

A lot of people tend to think that registering a domain name is good enough to get a website active. What they fail to understand is that a domain is as good as your name, a name by which others may recognize you. In order to get a website active



and live on the internet, you need to host a website. If you are seeking to build a website without taking web hosting services, registering domain names will serve no purpose. Having a web hosting account is very important in order to get a website hosted. A web hosting company makes it possible for your website to be accessed by everyone on the web.

Managed Mail Server

Overview

Managed mail server means, when setting up a web site or application under your own domain, it is likely that you will also want a mail server to handle the domain's incoming and outgoing email. While it is possible to run your own mail server, it is often not the best option for a variety of reasons.



In order for a computer system to function as a mail server, it must include mail server software. This software allows the system administrator to create and manage email accounts for any domains hosted on the server. For example, if the server hosts the domain name "gsoftt" it can provide email accounts ending in "@gsoftt".



Mail servers send and receive email using standard email protocols. For example, the SMTP protocol sends messages and handles outgoing mail requests. The IMAP and POP3 protocols receive messages and are used to process incoming mail. When you log on to a mail server using a webmail interface or email client, these protocols handle all the connections behind the scenes.



Why take managed mail server service?



From scalable, fully managed email solutions to backup email for your mail servers and mail forwarding, No-IP has a solution for your business.



Our Strengths

Our strengths lies in our ability to create and position a team hand-picked for every assignment. The job may be on-site or off-site, the team gets ready to take up the challenge in no time and to deliver the results on time.

01 CONVERGENCE

At Global Soft Tech, the first step is to understand the client/customer's enterprise and their requirement, the complexities of the business processes, operations and priorities. This helps us to offer solutions that provide business value and are tailor-made for specific business needs.

02 CLIENTS

Global Soft Tech might be chosen as the preferred agency to design, deliver and manage the Web-Based Solutions of a very large number of clients that may include Government, Educational, Corporates, Hotels and others. Their continued trust on our ability makes us the intelligent choice.

03 EXPERIENCE

Global Soft Tech, with work experience of nearly 10 years in the relevant fields. The company has developed more websites and also have good experience in Web Based Software Development, Website Designing, Data Digitization & Processing and other IT enabled services.



GLOBAL SOFT TECH

04 FOCUS ON CLIENT

Our first step is to LISTEN and that is what makes us best in our industry. We take every step to understand our clients' requirements, and to find solutions that meet them or exceed.

05 TESTING

Our dedicated team of skilled software testers, QA Lab, provides a full range of quality assurance services (QA), including software quality testing, test planning, test execution, reporting and control of software development processes.

06 ON-TIME DELIVERY

Our experience in IT field, our expert programmers, testing team, and effective project management help us to implement and deliver our projects on time. We have received excellent evaluations from our clients for on-time delivery, meeting correct functionality and usability.

07 IMPLEMENTATION AND OPERATIONAL SUPPORT

Global Soft Tech lies in building a relationship where customers perceive they have been given more in attention than they expected. Our Customers are "touched" positively by the service and remember the experience when the time comes to buy or recommend again. We provide you with an e-mail address PRI line and dedicated mobile numbers as telephone support. Our maximum response time is 24 hours during the week, but we usually respond to our customers immediately.



Our Technologies

PROGRAMMING

- PHP, Laravel, Symfony, Zend, Codeigniter, Node.js, Vue.js, AngularJS, ReactJS
- CakePHP, FuelPHP, Yii2
- Microsoft .NET, Java Hibernate, Spring
- Python, Django, Ruby on Rails
- Database JDBC, ODBC
- Android Studio, Eclipse, Swift, XCode
- Phone Gap
- Firebase, Google Maps

DATABASE

- Microsoft SQL Server
- Oracle Database Server
- MySQL
- PostgreSQL
- MongoDB
- Apache Cassandra, Hadoop
- Amazon DynamoDB

TESTING

- Selenium
- Apache JMeter
- LoadRunner

PROJECT MGMT

- Jira
- Github
- Trello
- Redmine



How we work





We follow Agile Methodology Specifically Scrum framework for software development. We have adopted Test Driven Development and Continuous Integration among the different agile practices.

01 PRODUCT BACKLOG CREATION

It replaces the traditional requirements specification artifacts. This is essentially a list of the goals that need to be achieved in order to create a finished product. These are the list of epic or stories listed in order of priority. We conduct backlog refinement sessions to ensure that it contains the appropriate items, are prioritized, and that the items at the top are ready for delivery

02 SPRINT BACKLOG CREATION

Sprint is an iteration, a time boxed effort in which we produce a specified working software. During a sprint planning session, we set a sprint goal and create a sprint backlog from the product backlog. Sprint planning is a collaborative effort involving the Development Team, Scrum Master and the Product Owner to clarify the details of the user stories and their respective acceptance criteria.

03 SPRINT TASKS DENOMINATION

In the second part of Sprint planning session we break down the stories in sprint backlog into tasks which can be tracked easily. The tasks are then checked for dependencies and the required time is estimated. We may also update the sprint backlog as more details are visible at this point. After that, we update the scrum board with stories in story to do section and tasks in the task to do section.



04 WORKING ON THE SPRINT

This is time where the actual coding, testing, UI designing, technical write-ups etc. are performed. We stand for 5-minutes daily scrum meetings to sync everyone with the latest development, improve communications, eliminate other meetings and identify impediments to development for removal, highlight and promote quick decision-making. We track our development work in the sprint.

05 TESTING AND DEBUGGING

This is not a separate phase at the end of coding as done typically, rather it is done inside the sprint. When the stories are ready for review, they are tested according to the acceptance criteria of the stories. The bug is fixed and retested if required. We perform the Integration and regression testing when all stories in the sprint are done. It ensures that the deliverable or increment is in working condition and ready.

06 SPRINT REVIEW RETROSPECTIVE

At the end of the sprint, we hold a sprint review session where everyone is involved. In the session, the work is demonstrated. We also plan for any changes that need to be done according to feedback. We hold a sprint retrospective session after the sprint is concluded to see what went well, what went wrong and what can be improved in the process.



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