



<http://www.sand-soft.com>

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**US Office**

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# COMPANY PROFILE

## THE ORGANIZATION

*The people who get on this world are the people who get up and look for circumstances they want, and, if they can't find them, MAKE THEM! - George Bernard Shaw (1856-1950)*

*At **Sand**, we are making them!!!*

Sand Software Solutions, a solution provider for Internet based applications, formulated through the great man's words, by a group of software professionals is a privately held limited liability company in India.

The firm is a unique approach towards providing business software solutions by a team of ambitious, professionally qualified and determined software engineers whose experience in software development around the globe is the biggest asset for the company.

Since its inception in 2003, the company is determined to deliver a wide range of software products & services to the SOHO, startups and Small & Medium Scale Enterprises which include – Web based applications; Custom Applications Development and Maintenance like ERP, MRP & CRP tools, Inventory management systems, accounting packages, payroll systems, administrative & management systems and various others; Data Management and Consulting Services.

The value proposition we offer includes more than 50% reduction in the cost of maintaining a team of technical resources, total control over hiring & managing them for the duration of the contract. The advantage we have over our competitors is that we develop affordable, low-cost, Open-Source based custom-built, robust, scalable solutions for the Startup's and SMB's. We use Open Source technologies to minimize the cost our customers have to incur on software and its maintenance.

We integrate emerging technologies into ongoing business by building powerful solutions that centralize, organize and automate delivery of your information. Our solutions increase your productivity, build your brand character, and beat up your competitors.

As a whole the company is pioneering in software development and in finding out better solutions for the enterprise to help them build & expand their businesses.

With our commitment, endurance and expertise in providing IT Solutions, we assure enterprises to ...

**look beyond their business !**

## SERVICES

### 1.1 Application Development & Maintenance (ADM)

#### 1.1.1 Application Development

#### 1.1.2 Application Maintenance

### 1.2 Portals & Content Management (PCM)

#### 1.2.1 Web 2.0

#### 1.2.2 Portals

#### 1.2.3 Content Management

#### 1.2.4 Search Capabilities

#### 1.2.5 Open Source Solutions

### 1.3 Customer Relationship Management (CRM)

### 1.4 Enterprise Resources Planning (ERP)

### 1.5 Business Intelligence & Information Management

### 1.6 Migration / Re-Engineering Services

### 1.7 Testing Services

### 1.8 Consulting Services

#### 1.8.1 Business Consulting

#### 1.8.2 Technology Consulting

#### 1.8.3 Process Consulting

For more information on each of our services listed above, please visit our websites at <http://www.sand-soft.com>

## CUSTOMERS

At Sand, we believe in working closely with our clients, understand their problems and provide long term Solutions. Our clients, employees, subcontractors and vendors are all part of the Sand Team. Financial terms, Profit are discussed last... this strategy has helped Sand attain outstanding success in project closure and client satisfaction.

Some of our big accounts:



- Info-Power International Inc., Texas, USA [www.abw.com](http://www.abw.com)  
Our development centre in India work continuously with this product based company located in Texas, USA, Info-Power International Inc., in developing, maintaining and updating the company's in-house ERP Tool ABW - A Better Way, an Enterprise Resource Planning (ERP) Package, developed on ASP.NET and SQL Server 2000 on Windows 2000 Platform. The company outsources their software development & maintenance work to us.  
We are also working on migrating the above tool into .NET 2005 and migrating all reports done in Crystal Reports to MSSQL Server 2005 Reporting Services.



- Jaffe Associates, Washington D.C., USA [www.jaffeassociates.com](http://www.jaffeassociates.com)  
Redesigning and migrating the Law Firms' proprietary tool called Ranking for Lawyers™. We're migrating the entire application from Ruby on Rails, with ever increasing demand for new features, the existing application was not stable, extendable, scalable and robust. We took it from here and are redesigning the entire application to a PHP/MySQL based robust solution.



- The Computer School, Canada, Australia, UK [www.thecomputerschool.net](http://www.thecomputerschool.net)  
Redesigning and migrating the company's proprietary web based application for Schools allowing their Teachers and Students to manage their Course Curriculum, Tutorials, Assignments, Tests, etc. We're Refactoring the entire application to be robust, scalable and expandable.



- MetaXpert, WA, USA [www.metaxpert.com](http://www.metaxpert.com)  
Formerly called as Tometa Software, has now evolved as a much bigger player after joining hands with Xpert Media. At Sand we provide all the design, development and technical support for the projects they develop.



- DiRAD Technologies Inc., NY, USA [www.dirad.com](http://www.dirad.com)  
We are working on DiRAD's huge project Port Authority of New York & New Jersey – PATH project.

## Strategic Alliances

Our corporate culture reflects our understanding that successful business relationships are built on a long term mutual gain, not short-term expediency. We believe that this long term mutual gain is founded on sharing risk and responsibility with our clients. Our priority is solving problems for you, not giving you more to worry about.

We also know that forming strategic partnerships with our clients is a key to success. We work together with both your business and technical teams to ensure we deliver high quality solutions to meet the needs of your business. This leaves you in control and able to build competence and knowledge within your own teams. The closeness we develop in our working relationship with you results in reduced risk and increased efficiencies in the projects we support.



## 2 INFRASTRUCTURE

We have registered offices in India and are soon planning to setup office in USA. We have an office space of 2000 Sq.Ft. with capability to setup up to 80 workstations. Our development centre in India is equipped with all the amenities including an AMD based Server and AMD Athlon based workstations. and a dedicated 1.0GB broadband internet connection to be available to our clients around the globe 24 X 7.

### 2.1 Communication

We work very transparently with our customers, they can call, email or chat with the project manager and any developer working on the project.

#### 2.1.1 Internet

1 Gbps broadband line.

#### 2.1.2 EMAIL

Email is our primary mode of communication. We also use Skype, GoToMeeting/Glance for conferences.

#### 2.1.3 Phone

We have 2 USA based VOIP phones. +1.773.435.1188 and +1.773.634.9811

We also use Skype to communicate with our clients.

Customers will also be updated with our mobiles phone numbers and can reach us anytime.

#### 2.1.4 Working Hours

We work in 2 shifts in a day. Our general working hours are:

Day Shift: 7am to 6pm IST

Night Shift: 6pm to 5am IST

We (managers of the company) will be generally available 24 hours. Customers can call us anytime for any issues if they may have. We will be working for almost 24x6!!

#### 2.1.5 Weekdays

Monday through Saturday

If the project demands us to work 24X7, we have no issues for that!!

#### 2.1.6 IM

We generally communicate with our customers through email, skype and phone. We also schedule meetings / conferences on phone or on Skype.

#### 2.1.7 Online Meeting

We use Skype/Glance/GoToMeeting to show demos of the work done to our clients.

## TECHNOLOGY AREA

### :: Web

- PHP
- Smarty, CakePHP, NukePHP, PEAR, LAMP
- Content Management Systems – Joomla, Mambo, Drupal, OpenCMS
- Platforms – WordPress, MediaWiki

### :: Java Technologies

- Java, J2EE, Servlets, JSP, RMI, EJB, Struts, Hibernate, Spring

### :: Microsoft Technologies

- Visual Basic 6.0, .NET 2003/2005, ASP, ASP.NET, VB.Net

### :: Web/Application Servers

- Apache, Tomcat, BEA Weblogic, IIS

### :: Database

- MS SQL Server 2000/2005, Oracle 8/8i/9i/10g, MySQL

### :: Designing

- Flash, Dreamweaver, Illustrator, Photoshop, After Effects 6.0, Maya, 3ds Max

### :: Other Tools

- Seagate Crystal Reports v8.50, MS SQL Server Reporting Services 2005

## CUSTOMER TESTIMONIALS

*Sand has shared our vision in creating the best solution for my dream project. We have grown to 50K hits in just a month after launching our site, thanks for the timely response from Sand and making the application such scalable. Working with the team has been like an extended team without the fear of losing the vision of the idea.*

**Sanjay Thumma**  
Owner at VahRehVah.com

*"We designed the 1st Timberland partners original web-site in late 2005. The site was simple and easy to navigate - specifications we had insisted on from the start. With the growth of the company, Timberland chose to update their site in late 2007, and it was a great choice to use the staff from Sand. They listened to our requests and translated them into a terrific new site of which we are very proud. The Timberland Partners colors are not easy to copy but the designers at Sand achieved a wonderful result for us.*

*The comments about the new site have been very positive and the results are better than expected. Thank you for your time, patience and a wonderful website.*

**Jeff Jones**  
BriteScreen Interactive

*"All in all I am very pleased with the outcome."  
"I appreciate the good work you've done."*

**Zerrial Bass**  
President  
Info-Power International Inc., USA

## 3 MANAGEMENT TEAM

On the Management side, we are everything in this company. Two of us have formed this company and with our intense drive to make our dreams true, have taken our company to this level.

**SURENDRA KONATHALA**  
Co-Founder & C.E.O.

is a veteran in software development and managing projects. Being an MS in Computer Science and a Sun Certified Java Professional, he worked in many software firms all around the globe in various roles before he formed Sand. He has wide knowledge of how software is developed and managed. Bringing in Sales, Managing Projects and Clients his interested domains. He looks after all the technical details of the company along with Sudhir.

**SUDHIR KARIMSETTI**  
Co-Founder & M.D.

is veteran in software development and managing projects. Being an MS in Computer Science and a Microsoft Certified Professional, he worked in many software firms in India and England in various roles before he joined hands with Surendra to form Sand. He has wide knowledge of how software is developed and managed. Managing People & Administration are his interested domains. He looks after all the development activity around Sand from PHP and .NET projects.

**MADHAV MEESALA**  
CFO, Business Development, Process

After having worked in various verticals, Madhav is veteran in managing & planning corporate finances, process implementation and QA/QC. He holds a Bachelor in Engineering (BE) and an MBA from reputed Universities in India. He worked in many software firms in USA and India in various roles before he joined Sand. He has a wide knowledge on managing Accounts, Finance, Administration and implementing QA/QC.

## 4 CUSTOMER PROJECTS

### 4.1 Works we have done

Please follow the link to view the websites we've worked on

- <http://www.sand-soft.com/samples>
- <http://www.sand-soft.com/research>

## 5 CONTACT

For more information, please contact us at any of our offices.

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With our commitment, endurance and expertise in providing IT Solutions, we assure enterprises to ...

I look beyond their business !

**The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow - Rupert Murdoch**