VALK

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TECHNOLOGIES & SOLUTIONS

Your partner for innovative online experiences



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Who we are

Established in 2015 in the name of Universal Fx Studio, and on 2020 we changed our name from Ufx Studio to Valk technologies & Solutions. Valk technologies & Solutions has emerged as the leading IT and business solution provider with a base of more than 300+ satisfied clients.

www.valktechnologies.com



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Who we Are

Our Services with Price

Our Portfolio

Table of Contents



The Highest Levels Of **Performance** Come To People Who Are **Centered**, **Intuitive**, **Creative**, And **Reflective** - **People** Who Know To See A Problem As An **Opportunity**

Kaustav Biswas





INTRODUCTION

Our Story began

We started our journey in the name of Universal Fx Studio as an advertisement and digital Marketing company in the year of 2015. A passion to build a company that thinks for the 'consumers' and believes in innovation. We provide Website and Application development services along with digital marketing Service across the world for the client's business and IT needs.



ABOUT US

Welcome to Valk Technologies and Solutions an IT and ITeS, web development company. With 8 years of experience in the industry, we specialize in creating outstanding websites and web applications for businesses of all sizes.

Our team of dedicated professionals is passionate about delivering high-quality services that meet the unique needs of our clients. We take pride in our attention to detail and our ability to customize our services to meet the individual requirements of each project. In addition to website design and development, we also offer website maintenance, hosting, and SEO services. We are committed to building long-lasting relationships with our clients and helping them achieve their business goals through our services. Contact us today to learn more about how we can help you establish a strong online presence for your business.

Our philosophy

Do good and the good will come to you. Each Web or application project or digital marketing projects we select, we treat as our own because our client's success fuels ours.



OUR MISSION

Our mission is to be a partner to our clients, providing guidance and support every step of the way. We are dedicated to investing in our team, technology, and resources to ensure that we can deliver the best possible results for our clients.

Main Mission

To empower businesses with cutting-edge technology solutions that drive growth and innovation

Secondary Object

3

To provide ongoing support and maintenance to ensure our clients' websites and applications are always up-todate and functioning optimally.



Primary Object

To deliver custom web development services that are tailored to our clients' unique needs and objectives.



Bonus Stage

To offer training and education programs that enable businesses to maximize the potential of their technology investments and achieve their goals.

OUR VISION



Valk Technologies and Solutions envisions a world where businesses of all sizes have access to cutting-edge technology solutions that drive growth, efficiency, and innovation. We strive to be a leader in the IT and ITeS industry, delivering high-quality web and software development services that empower our clients to achieve their goals and unlock their full potential. Our vision is to be a trusted partner to our clients, providing reliable, customized solutions that enable them to stay ahead of the competition and achieve long-term success. We are committed to innovation, sustainability, and ethical business practices, and we believe that by leveraging the power of technology, we can help create a better world for all.

Why VALK TECHNOLOGIES & SOLUTIONS

Expertise

At Valk Technologies and Solutions, we have a team of highly skilled and experienced developers who are proficient in various programming languages and technologies. We keep up with the latest trends and advancements in the industry to provide you with the best possible solutions.

Customization

We understand that every business has unique requirements and objectives. That's why we offer customized solutions tailored to meet your specific needs. We work closely with you to understand your goals and develop solutions that align with your vision

Communication

Clear and timely communication is crucial for successful project delivery. We prioritize communication and keep you informed throughout the development process. We are always available to answer your questions and address your concerns

Quality

We are committed to delivering high-quality solutions that meet your expectations. We follow a rigorous quality control process to ensure that our solutions are bugfree, scalable, and performant.

Timeliness: We understand the importance of delivering projects on time. We work efficiently and prioritize project timelines to ensure that we meet your deadlines.

Customer satisfaction: Our ultimate goal is to ensure that you are satisfied with our services. We go the extra mile to exceed your expectations and provide you with solutions that help you achieve your business goals.

Valk Technologies and Solutions can be your reliable partner for all your IT and website development needs. We offer expertise, customization, clear communication, quality solutions, timely delivery, and customer satisfaction. Contact us today to learn more about our services and how we can help your business grow.



Our Core Team



Kaustav Biswas Proprietor



Sourabh Mukherjee Marketing



Kajal Singh Project manager & Laravel and NodeJS Developer



Deeya Banerjee Content Writer



Manish Singh Relationship Manager & Laravel Developer



Faruk Uddin React and React Native Front End Designer & Team Leader



Sohum Bose Laravel Developer

Shafik Khan React Designer

Subhodeep Mukherjee React Designer

BREAK TIME FOR 30 MINUTES START IN 2:30pm

OUR SERVICE

Top Quality Software development service to deliver robust web, web-app, mobile apps ensuring impeccable user experience as well as Digital Marketing to enhance Brand Identity

> E-commerce Solutions

Website Development

Mobile Application Development

Promote Your Business Digitally

Digital Marketing

Web Technologies we have master ourselves with



Android and IOS Applications we use Technologies Frontend: React Native



Industries we serve







www.valktechnologies.com

Types of Website we Design & Develop for our clients

- Static Websites
- Dynamic Websites
- E-commerce Websites
- Blog Websites
- Portfolio Websites
- Educational Websites
- Social Networking Websites
- Business Websites
- Personal Websites
- Non-profit Websites
- News Websites
- Government Websites
- Entertainment Websites
- Forum Websites
- Job Board Websites
- Crowdfunding Websites

- Event Websites
- Travel Websites
- Real Estate Websites
- Food and Recipe Websites
- Health and Fitness Websites
- Fashion and Beauty Websites
- Music Websites
- Gaming Websites
- Sports Websites
- Auction Websites
- Online Dating Websites
- Legal Websites
- Medical Websites
- Technology Websites
- Photography Websites
- Automotive Websites



Types of E-Commerce Web Applications we Build

Single Vendor E-Commerce Web App

A single vendor e-commerce website is operated by a single business or seller that exclusively sells its products or services on the platform.

Multi Vendor E-Commerce Web App

A multivendor e-commerce website, also known as a marketplace, allows multiple vendors or sellers to offer their products or services on a single platform.





Types of Applications we Build

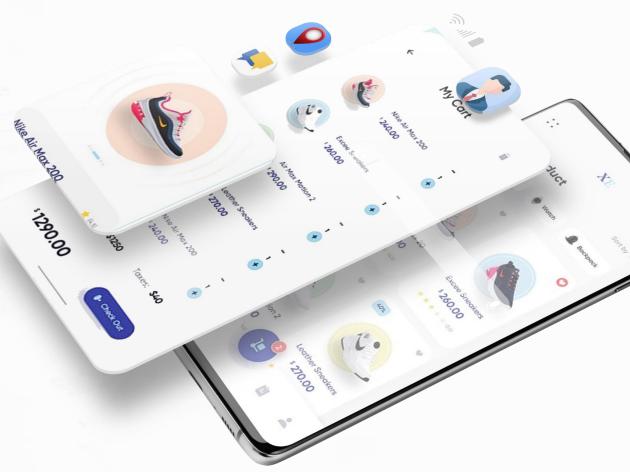
Mobile Applications: Technologies Used: React Native for frontend NodeJS / Laravel for backend

a. E-commerce App b. Service Provider App c. Fitness App d. Travel App

Web Applications: Technologies Used: React for frontend NodeJS / Laravel for backend

- a. Content Management System (CMS)
- b. Project Management Tool
- c. Customer Relationship Management (CRM) System
- d. E-learning Platform
- e. Booking System

These are just a few examples, and Valk Technologies and Solutions can tailor the mobile and web applications to meet specific requirements and objectives of their clients using ReactJS as the development framework.





Segments of **Digital Marketing** we do for our clients

Search Engine Optimizations (SEO)

It involves optimizing a website to improve its ranking and visibility on search engine results pages (SERPs) for specific keywords.

Search Engine Marketing (SEM)

It refers to paid advertising on search engines, such as Google Ads, Bing Ads, and Yahoo Search Ads, to drive traffic to a website.

Social Media Marketing (SMM)

It involves using social media platforms, such as Facebook, Instagram, Twitter, LinkedIn & Youtube to promote a brand and engage with target audiences.







Website Development and Content Management

10 +

Our Experienced Developers write quality of code to assist entrepreneurs and clients to meet the business needs in a growing competition by integrating advanced features in website development and content management



300+

Projects Delivered

Repeat Customers

50 +

Skilled Professionals

Technologies we worked on







Mobile Application Development

Our Expert Mobile Application Developers write quality of code and enables the businesses to outperform their competitors for better security & automated workflow. In order to build the brand value of the business, we trust our team to assist you before, during & after the project.

10+



Projects Delivered

Skilled Professionals

Technologies we worked on











Branding and Marketing

As a brand itself we do understand the importance of branding and marketing to hold a strong position in the market.

Our 8+ years of experience have helped us understand the micro and macro processes in execution of the strategy for a particular brand. We know that people are more likely to remember a business with a personality-rich brand identity than without a distinctive voice or specific values that it stands for.

30+

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Projects

Satisfied Client

Skilled Professionals

Activities for branding and digital marketing

SEM

SMM

25 +

Brand positioning through advertising



SEO

2 O T

Pricing Table for Portfolio Website Development

Feature	Basic Plan	Standard Plan
Domain name	Not Included	Included
Technology	Laravel	React (Frontend) & Laravel (Backend)
Responsive & Dynamic	Yes	Yes
CMS	Included	Included
User Management	Not Included	Not Included
Hosting	Included (Shared Hosting)	Included (Shared Hosting)
Storage	10 GB	50 GB
Bandwidth	100 GB	Unlimited
SSL Certificate	included	Included
Custom domain	Not included	Included
Email accounts	5	5
SEO optimization	Basic	Advanced
24/7 support	Email	Email & Phone
Blog Page with comment Section	Not included	Included
Artwork	Included	Included
SEO Friendly Content	Included	Included
Pricing	₹10,000.00	₹15,000.00
Renewal Cost	₹2,500.00	₹2,500.00
Backup & Security	Quarterly	Quarterly
*Note: Domain will be an addon a	mount for Basic Plan, Other plan inclue	de domain those are not Premium.

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Milestone for Portfolio Website Development

Day 1: Planning and Design

Day 2: Content Creation

Day 3: Setup and Configuration

Day 4: Homepage and Navigation

Day 5: Portfolio Pages

Day 6: Contact and About Pages

Day 7: Testing and Launch

Determine the website's goals and target audience Sketch out the website's layout and design Choose a website builder or platform

Create a list of pages and content to include on the website Write copy for each page. Gather or create images and videos to include on the website

Purchase a domain name and web hosting Install and configure the website builder or platform Choose a theme or template and customize the design

Create the homepage and header navigation Add images and text to the homepage Add links to other pages and content

Create pages to showcase your portfolio projects Upload images and videos for each project Write descriptions and add links to related content

Create a contact page with a form or email address Create an about page with information about you and your work Add any other relevant pages or content

Test the website for any errors or issues Make any necessary adjustments or fixes Launch the website and promote it on social media and other channels

Pricing Table for Business Website Development

Feature	Basic Plan	Standard Plan	Premium Plan		
Domain name	Not Included	Included	Included		
Hosting	Included (Shared Hosting)	Included (Shared Hosting)	Included (Shared Hosting)		
Storage	10 GB	50 GB	150 GB		
Bandwidth	100 GB	Unlimited	Unlimited		
SSL Certificate	included	Included	Included		
Technology	Laravel	React (Frontend) & Laravel (Backend)	React (Frontend) & Laravel (Backend)		
Responsive & Dynamic	Yes	Yes	Yes		
CMS	Included	Included	Included		
CRM with User Management	Not Included	Not Included	Included		
E-commerce	Not included	Not included	Advanced		
Email accounts	5	5	5		
SEO optimization	Basic	Advanced	Premium		
Artwork	Included	Included	Included		
SEO Friendly Content	Included	Included	Included		
Social Media Integration	Included	Included	Included		
Google Integration	Included	Included	Included		
Monthly Report	Not Included	Included	Included		
WhatsApp Chat Bot	Included	Included	Included		
Marketing Tools	Not Included	Included	Included		
Support	90 Days	180 Days	365 Days		
Pricing	₹10,000.00	₹15,000.00	₹20,000.00		
Renewal Cost	₹2,500.00	₹2,500.00	₹3,500.00		
Backup & Security	Quarterly	Quarterly	Monthly		
*Note: Domain will be an addon amount for Basic Plan, Other plan include domain those are not Premium.					



Milestone for Business Website Development

Day 1: Planning and Design

Day 2: Content Creation

Day 3: Setup and Configuration

Day 4: Homepage and Navigation

Day 5: Portfolio Pages

Day 6: Contact and About Pages

Day 7: Testing and Launch

Determine the website's goals and target audience Sketch out the website's layout and design Choose a website builder or platform

Create a list of pages and content to include on the website Write copy for each page. Gather or create images and videos to include on the website

Purchase a domain name and web hosting Install and configure the website builder or platform Choose a theme or template and customize the design

Create the homepage and header navigation Add images and text to the homepage Add links to other pages and content

Create pages to showcase your portfolio projects Upload images and videos for each project Write descriptions and add links to related content

Create a contact page with a form or email address Create an about page with information about you and your work Add any other relevant pages or content

Test the website for any errors or issues Make any necessary adjustments or fixes Launch the website and promote it on social media and other channels

Single vendor e-commerce stores

Single vendor e-commerce refers to an online store where all the products are sold by a single vendor or seller. This type of e-commerce is also known as a "direct-to-consumer" model, where the vendor sells directly to the customer without any intermediary.

Our main Goal

1.Creating a seamless user experience: We focus on creating a website that is easy to navigate and provides a seamless user experience. This includes ensuring that the website is fast, responsive, and mobile-friendly.

2.Maximizing conversions: We design the website with the goal of maximizing conversions. This includes creating a clear call-to-action, optimizing the checkout process, and implementing effective marketing strategies to drive traffic to the website.

3.Ensuring security: We prioritize the security of the website and its users by implementing proper security measures such as SSL certificates, encryption, and secure payment gateways.

4.Providing support and maintenance: We provide ongoing support and maintenance to ensure that the website is up-to-date, secure, and functioning properly

Funnel Stage



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BOFU

The Awareness Stage: The main goal of the TOFU stage is to attract potential customers to the website and create interest in the products or services.

The Consideration Stage : The goal of the MOFU stage is to provide the customer with relevant information and answer any questions they may have.

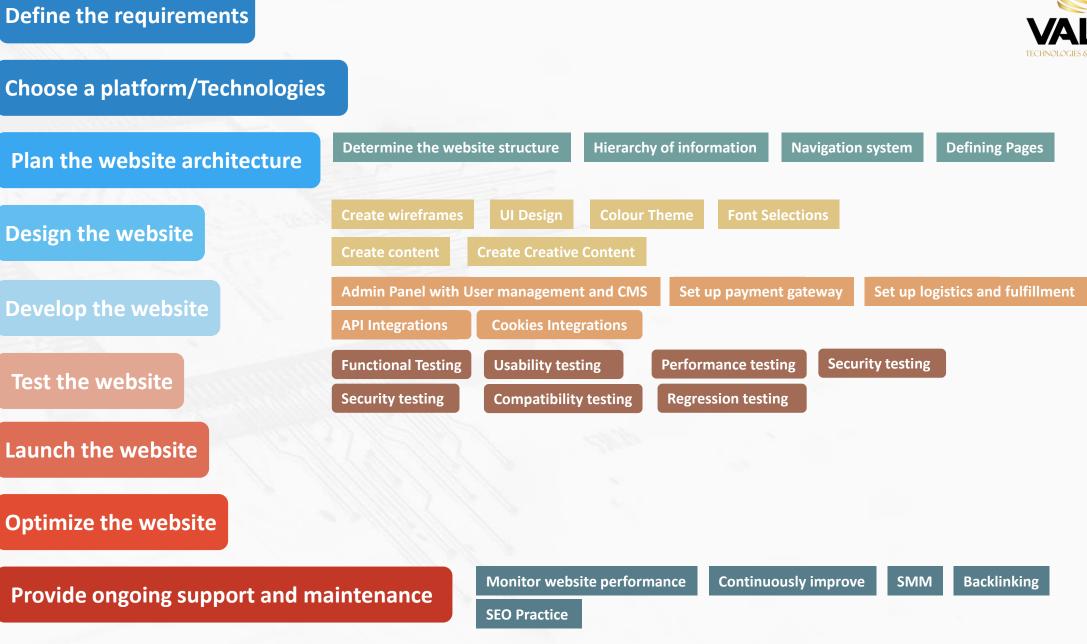
The Decision Stage: The goal of the BOFU stage is to convert the potential customer into a paying customer.

General specifications

- User-friendly interface
- Product catalogue
- Shopping cart
- Checkout process
- Customer account management
- Search functionality
- Customer support
- Security
- Analytics and reporting

Extra

- Product recommendations
- Wish lists
- Product reviews
- Live chat support
- Loyalty programs
- Gift cards
- Social media integration
- Abandoned cart recovery
- Subscription services
- Affiliate Marketing
- Push Notification





Pricing, Milestone and Technology



Basic ₹35,000/ Website

Project Milestone

Day 1-2: Discovery and Planning Day 3-5: Design Day 6-8: Development Day 9-11: Product Integration Day 12-14: Content Creation Day 15-16: Testing Day 17-19: Launch Day 20: Post-Launch Support

Technologies

Frontend: Html, JS, CSS, Bootstrap Backend: Laravel



Pro ₹55,000/ Website

Project Milestone

Day 1-2: Discovery and Planning Day 3-5: Design Day 6-9: Front-end Development Day 10-13: Back-end Development Day 14-17: Product Integration Day 18-21: Content Creation Day 22-25: Testing and Optimization Day 26-29: Deployment and Launch Day 30: Post-Launch Optimization and Maintenance

Technologies

Frontend: React & NextJS Backend: Laravel

Premium ₹80,000/ Website

Project Milestone

Day 1-2: Discovery and Planning Day 3-5: Design Day 6-9: Front-end Development Day 10-13: Back-end Development Day 14-17: Product Integration Day 18-21: Content Creation Day 22-25: Testing and Optimization Day 26-29: Deployment and Launch Day 30: Post-Launch Optimization and Maintenance

Technologies

Frontend: React & NextJS Backend: NodeJS



Basic ₹35,000/ website

- ✓ Unlimited pages including a homepage, product pages, category pages, a blog, and a contact page
- ✓ Custom design of the website with advanced graphics, animations, and other interactive elements
- **V** Advanced product categorization and organization with options for advanced search and filtering
- ✓ Integration of a custom-built e-commerce platform with advanced features and functionalities
- Advanced payment gateway integration, including options for recurring payments, subscription billing, and other advanced payment features
- Basic SEO optimization for the website
- ✓ Advanced integration with email marketing tools and other third-party services
- ✓ Advanced integration with social media channels and other marketing channels
- ✓ Customized analytics and reporting tools to monitor website performance and sales metrics
- ✓ Creatives and Content from our End
- ✓ 1 Year Shared Hosting Server
- ✓ 1 Year Maintenance
- ✓ 1 year SSL certificate
- ✓ 2 Months of Social Media Marketing

Technologies

Frontend: Html, JS, CSS, Bootstrap Backend: Laravel





Pro ₹55,000/ Website

- ✓ Unlimited pages including a homepage, product pages, category pages, a blog, and a contact page
- ✓ Custom design of the website with advanced graphics, animations, and other interactive elements
- Advanced product categorization and organization with options for advanced search and filtering
- Integration of a custom-built e-commerce platform with advanced features and functionalities
- Advanced payment gateway integration, including options for recurring payments, subscription billing, and other advanced payment features
- Basic SEO optimization for the website
- Advanced integration with email marketing tools and other third-party services
- ✓ Advanced integration with social media channels and other marketing channels
- Customized analytics and reporting tools to monitor website performance and sales metrics
- ✓ Push Notification 30,000/website
- ✓ Retargeting Cookies
- ✓ OTP integration (Add on Payment)
- ✓ Creatives and Content from our End
- ✓ 1 Year Shared Hosting Server
- ✓ 1 Year Maintenance
- ✓ 1 year SSL certificate
- 2 Months of Social Media Marketing

Technologies

Frontend: React, Next.Js Backend: Laravel



Laravel



- \checkmark Unlimited pages including a homepage, product pages, category pages, a blog, and a contact page
 - ✓ Custom design of the website with advanced graphics, animations, and other interactive elements
 - ✓ Advanced product categorization and organization with options for advanced search and filtering
 - ✓ Integration of a custom-built e-commerce platform with advanced features and functionalities
 - Advanced payment gateway integration, including options for recurring payments, subscription billing, and other advanced payment features
 - ✓ Online Delivery partner : https://ecomexpress.in/
 - ✓ Basic SEO optimization for the website
 - Advanced integration with email marketing tools and other third-party services
 - ✓ Advanced integration with social media channels and other marketing channels
 - Customized analytics and reporting tools to monitor website performance and sales metrics
 - ✓ Push Notification 30,000/website
 - ✓ Retargeting Cookies

Premium

₹80,000/ Website

- ✓ OTP integration (Add on Payment)
- ✓ Creatives and Content from our End
- ✓ 1 Year Shared Hosting Server
- ✓ 1 Year Maintenance
- ✓ 1 year SSL certificate
- ✓ 2 Months of Social Media Marketing

Technologies

Frontend: React, Next.Js Backend: Node JS





Benefit of developing E-Com website in React and Nodejs

Speed and performance: React and Node.js are known for their fast performance, allowing for faster load times and improved user experience.

Scalability: Both React and Node.js are highly scalable, making them suitable for building e-commerce websites that can handle high traffic and complex user interactions.

Flexibility: React and Node.js offer a high degree of flexibility, allowing developers to build custom, modular solutions that meet the specific needs of an e-commerce website.

Improved SEO: React and Node.js allow for server-side rendering, which can improve the website's search engine optimization (SEO) by ensuring that search engines can crawl and index all pages.

Rich user interfaces: React provides an intuitive and responsive user interface, which can enhance the user experience and encourage visitors to stay longer on the website.

Robust back-end: Node.js is an excellent choice for building the back-end of an e-commerce website, offering a powerful, scalable, and easy-to-use platform for developing APIs and managing data.

Social media is not just about being **social**, it's about being **strategic**. With the right approach, it can be a powerful tool to connect with your audience, **build your brand, and drive business results**

Package Features	Basic (Rs 10,000)	Standard (Rs 15,000)	Premium (Rs 25,000)
Social Media Platforms	5	5	7
Social Media Strategy	Yes	Yes	Yes
Content Creation & Posting	30/month	40/month	60/month
Social Media Ad Management	No	Yes	Yes
Performance Analytics & Reporting	Monthly	Bi-Weekly	Weekly
Customized Graphic Design	Yes	Yes	Yes
Dedicated Account Manager	No	Yes	Yes
Monthly Consultation & Reporting Meeting	Νο	Yes	Yes
Social Listening & Reputation Management	Yes	No	Yes
Influencer Outreach & Engagement	No	Yes	Yes
Competitor Analysis & Insights	Yes	No	Yes
A/B Testing & Optimization	No	Yes	Yes
Customized Landing Page Design	Yes	Yes	Yes
Hashtag Research & Optimization	Yes	Yes	Yes
User-Generated Content Curation	No	Yes	Yes
Cross-Platform Posting & Promotion	Yes	Yes	Yes
Email Marketing Integration	No	No	Yes
Chatbot Integration	Yes	Yes	Yes
Crisis Management Support	No	No	Yes

Our Social Media Marketing plan is designed to increase Brand Awareness, Drive Website Traffic, and Generate Leads for your business.

We will focus on creating high-quality content, engaging with your audience, and analyzing data to optimize our strategy.

Strategy:

Social Media Audit: We will conduct a thorough audit of your current social media accounts to identify strengths, weaknesses, and areas for improvement.

Competitor Analysis: We will analyze your competitors' social media presence to identify opportunities and best practices that we can apply to your own strategy.

Content Strategy: We will develop a content strategy that aligns with your brand voice and values, and is tailored to your target audience. This will include creating a content calendar, outlining content themes and topics, and developing a mix of content types (such as images, videos, and blogs).

Audience Engagement: We will engage with your audience by responding to comments, messages, and mentions, and actively participating in relevant conversations and hashtags.

Influencer Marketing: We will identify influencers in your industry and collaborate with them to promote your brand and reach a wider audience.

Paid Social Advertising: We will develop and execute targeted social media advertising campaigns to reach specific audiences and generate leads.

Types of Post we will Develop for your business That will Boost up the **Productivity** & **Engagement**

- Instagram Normal Post
- Instagram Carousel
- Instagram & Facebook Story
- Facebook Post
- Reels with Motion Graphics Animations
- And many more



AsUMoot – Digital Moot Practice (B2C)

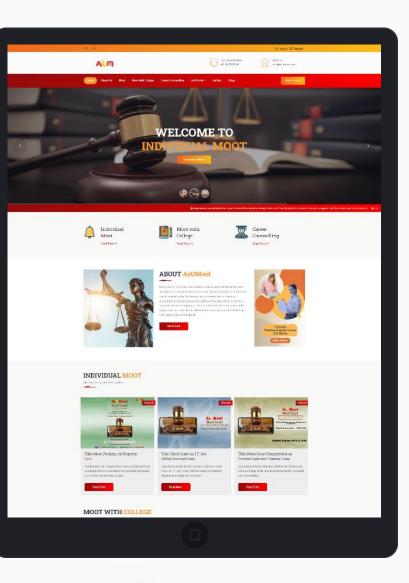
Legal Education Web Application – Legal segment Technologies:

Frontend: Laravel Backend: Laravel

Brief: Legal Education Web Application which main features is students can participate on digital Moot Court, with Internship and Job Search features and also career counselling

Its been one of our successful application till date. Which have a Monthly Traffic of over 1million+

Link to website: https://asumoot.com



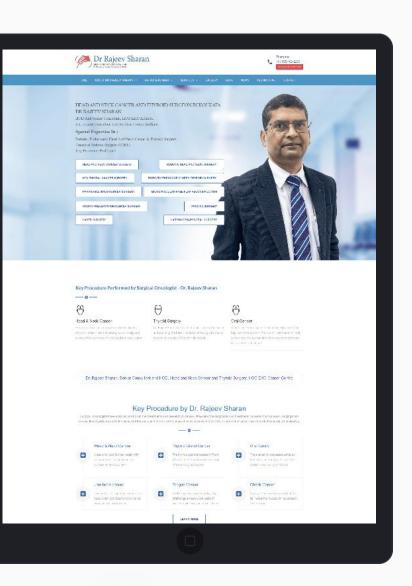
Business Website - Healthcare Sector

Doctor Business website – Healthcare segment Technologies:

> Frontend: Html, CSS, Bootstrap, Ajax Backend: Laravel

 Brief: Healthcare website for Dr Rajib Sharan one of the renounced Head & Neck Cancer Surgeon in Kolkata.
 Website is SEO Optimized and have ranked on the 1st page of Google with the keywords: Head and Neck Cancer Surgeon in Kolkata

Link to website: https://cancersurgeries.com



Prani Sakti (Our 1st Govt Project)

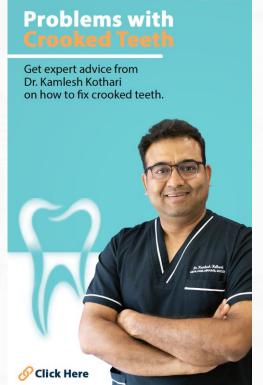
Laboratory Management Application

Prani Sakti is our 1st Government project that we have worked on Its an Laboratory management application used to captured and diagnosis medical conditions of animals.

> Frontend: Laravel Backend: Laravel

Timeframe to develop the application : 4 months





aesthetica

BENTAL IMPLANT CLINICS By Dr. Kamlesh Kothari

Social Media Marketing (SMM) Project for Aesthetica Dental Implant Clinic

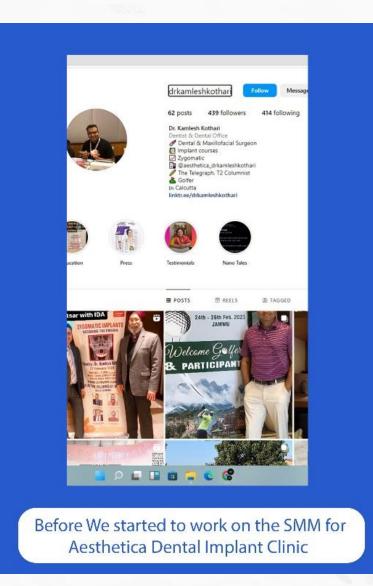




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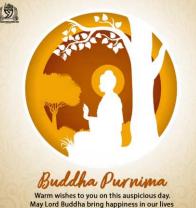
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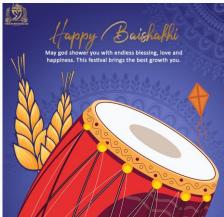
Instagram: <u>Dr. Kamlesh Kothari (@drkamleshkothari) | Instagram</u> Facebook: <u>https://www.facebook.com/aesthetica.co.in</u> YouTube: <u>https://www.youtube.com/channel/UCtkhzsSkBT0P8YGei46Yu-A</u>

Social Media Marketing (SMM) Project for Yuksom Breweries Pvt Ltd









Client Testimonials

Very efficient people, with great delivery within time limit. What else one needs, right? My personal experience with them, has remained great. They are very positive with what they do, and they are a bundle of knowledge who's ready to share with others through their work. So working with them has gained me knowledge and specific notes to realise what I can do with my venture. A very friendly and welcoming gesture at all times is something to gain these days in a work culture yet damn professional is not easily found these days. Without giving a second thought I always share their contacts to the people in need of them.

> - Raveena Rit AsUMoot Founder

Professionally guided me throughout. Satisfied with the end product and their ever ready accompaniment

> - Bidita Biswas Founder of Aagamoni

> > Valk Technologies did a great job with the delivery of our project. They delivered each component as discussed & planned. Initially we were very skeptical about going with a new company for our needs, but they have exceeded our expectations.

> > > - Shephali Prasad Neitherland



THANK YOU

Do you have any questions? Please feel free to connect with us.



