

# AVENS TECHNOLOGIES



# WEB DESIGN AND DEVELOPMENT SERVICE

## STEADILY GAINING TRUST OF BUSINESSES

Avens Technologies is an India based company that carefully nurtures a team of technically sound and dedicated web designers and developers to serve the global business horizon. Other than hardcore technical expertise, creativity and innovation are our assets with which we cater to our clients' expectations.

## WHY CLIENTS CHOOSE US?

- We deliver customized and innovation based solutions that are easy to implement
- Our experts possess unparalleled technical expertise to deliver carefully tailored solutions to fit exclusive needs of clients
- We believe in delivering high quality service at easily affordable cost and thus, facilitate mutual growth for our company and that of our clients.
- We strictly follow high ethics and professional integrity, which not only allow us meet the deadlines on time but also to maintain transparency in our work.





# COMPANY INFRASTRUCTURE

We are a reputed software development company that has been serving valuable clients throughout India. Avens Technologies has been found with the objective of offering top quality software development services by our professionals.

- We deliver customized and innovation based solutions that are easy to implement.
- High speed connectivity to Internet gateway.
- Modern hardware and software
- Proper infrastructure and communication
- Data back up servers and systems.
- Redundant power backups with inverters and generators.
- Accessibility for all our employees

**We Have A Wide Range Of In House Skills Who Are Capable Of Performing Software Projects Efficiently And Offering All The Services That Have Been Listed Above.**





# WHAT ARE WE?

At Avens Technologies, we offer a comprehensive range of services to facilitate your business growth. As a premiere web design and development company in India, we offer the following services

- **Software Development** – At Avens Technologies, we focus on your exclusive requirements and then tailor the solutions to perfectly fit your needs.
- **Data Management Software Development** – We have expertise in providing high end data management software to facilitate your business growth over the horizon.
- **Web Design & Development** – We help you with practical solutions related to design and development of your business websites.
- **Digital Marketing** – At Avens Technologies, we offer comprehensive digital marketing solutions to help your business reach nearer the target audience, boost your conversions and much more.
- **Mobile App Development** – We provide top class service on mobile app development.
- **Android App Development** – Our in house professionals possess the right expertise and knowledge on Android app development
- **iOS App Development** – We also handle projects on iOS app development and cater to unique needs of clients on this aspect.
- **Windows App Development** – Our team of experts are qualified and experienced in handling app development for the Windows successfully.



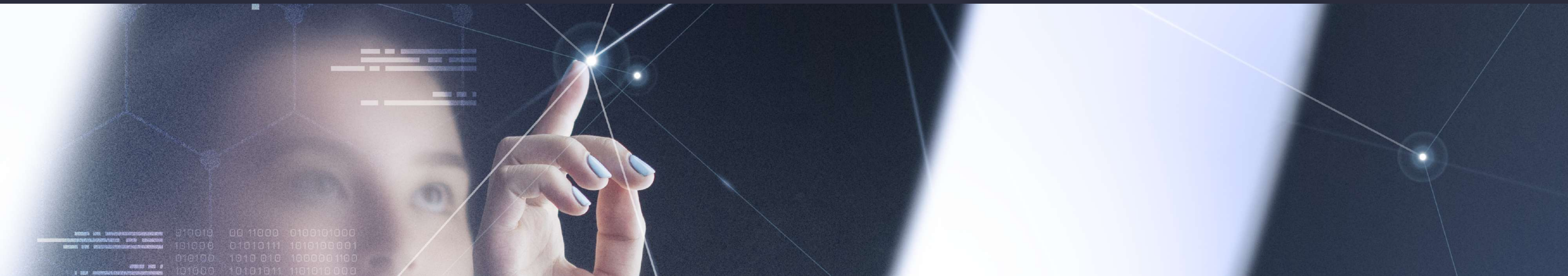


# WE CONFIDENTLY DELIVER CUSTOMIZED SOLUTIONS TO ALL YOUR TECHNOLOGY RELATED NEEDS

As a distinguished website design and development company, Avens Technologies believes in helping businesses to integrate technology, which will finally enable them to boost conversion and profit margins.

- We have successfully handled innumerable number of projects for clients from different verticals of the industry
- We're an ever growing team, having 50+ in house experts at present
- We possess years of experience in this line of service.

## WE'RE WAITING TO HEAR FROM YOU





# WHAT WE DO?



# SEO (Search Engine Optimization)

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

## What goes into SEO ?

To understand the true meaning of SEO, let's break that definition down and look at the parts:

- Quality of traffic
- Quantity of traffic
- Organic results





# SMM (Social Media Marketing)

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

**According to Buffer, there are five key pillars of social media marketing:**

- Strategy
- Planning & Publishing
- Analytic & Reporting
- Advertising





# WEB DESIGNING

Interested in creating websites to drive more traffic, boost sales, conversions and increase profit margin? Our experts will be there to fulfill your dream of making top quality website design and development

Web Design involves much more than "About Us" and "Contact" page and it is exactly how you wish to communicate with your customers .

## What our experts will do to create attractive websites

- Initial Planning
- Complete Analysis
- Website Designing
- Proper Implementation
- Targeted Promotion



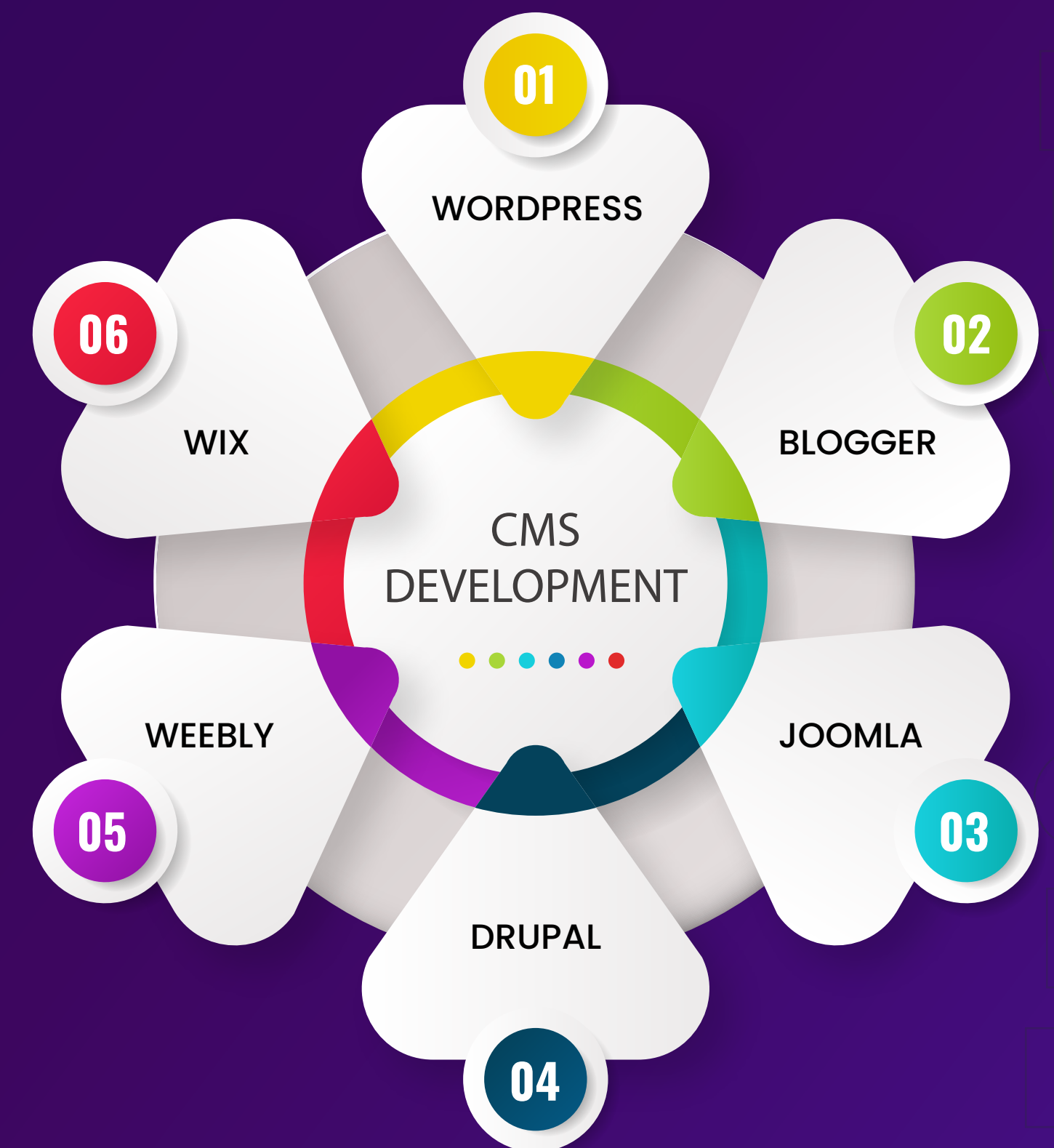


# CMS Development

A content management system, often abbreviated as CMS, is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge.

**Several web based CMS tools are available.  
The following are some of the most popular ones:**

- **WordPress** – Free web software designed for creating template based websites or blogs.
- **Blogger** – Google's blogging tool designed specifically for maintaining a blog.
- **Joomla** – A flexible web publishing tool that supports custom databases and extensions
- **Drupal** – An open source platform often used for developing community based sites.
- **Weebly** – A web based platform for building simple personal and business websites.
- **Wix** – A collection of web publishing tools for creating a highly customizable website





# ECOMMERCE DEVELOPMENT

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

**There are four main type of ecommerce models that can describe almost every transaction that place between consumers and business:**

- **Business to Consumer (B2C):** When a business sells a good or service to an individual consumer (e.g. You buy a pair of shoes from an online retailer).
- **Business to Business (B2B):** When a business sells a good or service to another business (e.g. A business sells software as a service for other businesses to use)
- **Consumer to Consumer (C2C):** When a consumer sells a good or service to another consumer (e.g. You sell your old furniture on eBay to another consumer).
- **Consumer to Business {C2B):** When a consumer sells their own products or services to a business or organization (e.g. An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).





# MOBILE APP DEVELOPMENT

Avens Technologies is a trusted name of mobile app development company in India. We have a dedicated team of App developers who have good knowledge in developing apps for Android, iPhone and Windows. With the entire world turning digital, it is expected that the number of mobile phone users will increase to a huge number in the coming years.

## Customer focused mobile app development solutions (HZ)

*Enjoy unbelievable experience across all type of devices*

- System Requirement Analysis
- Project Quotes at Competitive Prices
- Experienced Mobile App Developers
- Proven Delivery Methods
- Great Client Satisfaction



MOBILE APP DEVELOPMENT



# APPLICATION DEVELOPMENT

We are amongst the reputed Windows phone app development companies in Kolkata. Windows Mobile has various features and user interface that will grab attention of both Android and iOS users. Windows phone application development provides some great benefits for your business that plays an important role in the improvement of projects.

## Our Proposition

- Windows app development for full service
- Client based engagement model
- Intuitive UX/UI Design
- Broad technical expertise
- Proven and effective method
- Vast domain knowledge
- Joint approach
- Creativity and innovation





# GRAPHIC DESIGNING

Graphic design is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience.

Graphic designers attract viewers using images, color and typography. However, graphic designers working in user experience (UX) design must justify stylistic choices regarding, say, image locations and font with a human centered approach. So, graphic designers must branch into visual design.

## When designing for UX, you should

- Consider the information architecture of your interactive designs, to ensure accessibility for users.
- Leverage graphic design skills to create work that considers the entire user experience, including users' visual processing abilities





# SMS Marketing

It refers to the use of Short Message Service, commonly known as text messaging, for the purpose of directly or indirectly encouraging prospects to purchase a product or service while also ensuring that existing customers continue to patronize the business.

## SMS definitely offers some advantages:

- Opting in demonstrates a great deal of trust from the user; think of it as a high value conversion.
- Receiving text messages won't require users who have limited space on their phones to download an app they don't have room for.
- Even customers who are going on a digital break from their social media accounts may still check their text messages.





# RANGE OF TECHNOLOGIES

01

My SQL, My  
SQLI Oracle  
Mongo DB

Java/J2EE

03

ASP.NETwith  
C#

IONIC  
Phone gap

05

PHP,  
Wordpress  
CI, Magento,  
Laravel LAMP  
Configuration

Jquery  
Javascript  
Angular JS,  
Node JS,  
Spring  
Hibernate.  
WCF,

07

WCF,WPF,  
Silver Light  
xml, Jason  
Biz Talk

02

04

06



# THANK YOU

# GET IN TOUCH

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