



## The *infoAnalytica* Advantage

Unlike in the past, one aspect that businesses all over have realized is to focus on their Core competency. The new mantra is to do what you do best and outsource the rest. At *infoAnalytica*, we offer cost-effective solutions while maintaining the highest quality standards. Quite simply, WE MAKE OUTSOURCING WORK FOR YOU!

We understand the importance of personalization in achieving customer delight and satisfaction. Our Methodology is based on a rigorous process framework, helping us clearly define objectives for each client-specific service that we deliver.

Our key advantages include:

- ◆ Strong Infrastructure
- ◆ Immaculate Track Record
- ◆ Improved Productivity and Efficiency
- ◆ High Quality of Service at low cost
- ◆ Highly Qualified and US experienced management team with over 40 years of combined experience in business, finance and management consulting
- ◆ Organizational Stability
- ◆ High Customer Retention
- ◆ Access to highly qualified professionals for every business need
- ◆ Highest security standards ensuring complete confidentiality of information

## Quality Services and Future Readiness

We offer a wide range of professional services that address business management as well as IT needs. Our service portfolio extends across industry verticals such as Finance, Retail, Education, E-commerce, Insurance, and Information Technology. With services that offer high quality output and immense cost savings, we are committed to developing long term relationship with all our clients.

At the forefront of the Outsourcing revolution, we understand that your business is always on the lookout for new avenues to grow with the times. Whatever the nature of your enterprise, our role is to define strategies that enable you to focus on your core competencies. With our capability to delivering quality services and meeting project deadlines every time, we are ready to face the dynamics of the future business world.

### Core Services

- Business Research & Analyses
- Financial Analysis and reporting
- Content Development
- Back Office Processing
- Software & Web Design
- Lead Generation
- B2B Sales Campaigns

*“InfoAnalytica is an excellent provider. I have been working for them for over 6 months and we are just starting. I will keep working with them for a long time. Thanks!! I absolutely recommend this provider.”*

Andres Nunez, Professor, Florida State University



## KNOWLEDGE PROCESS SOLUTIONS

### Business Services

InfoAnalytica offers myriad strategic and tactical business services to suit the needs of every customer. Our Business Service offerings encompass three major areas:

- ◆ Business Writing
- ◆ Business and Marketing Plans, and
- ◆ Business Research

### Research & Analyses

Armed with proven research approaches, our consultants have years of experience to go with their unrelenting ability to continuously keep updating themselves to new methodologies. Our clients range from small to mid-size corporates, consulting firms, think-tanks, and more. Some of our exceptional quality research services include:

- ◆ Customer Research
- ◆ Industry and Market Assessment
- ◆ Financial Research, analysis and reporting
- ◆ Market Projections and Market Studies
- ◆ Market Segmentation Research
- ◆ Best Practices Research
- ◆ Product Positioning
- ◆ Defining value proposition
- ◆ Lead generation and contact database research

### Content Development & Management

With access to qualified content developers, we strive at creating polished, high-impact content that focuses on each client's distinctive needs. Our clients range from a variety of industry verticals. Our expertise lies in developing:

- ◆ Guides, E-books, and Articles
- ◆ Technical reports and documentation
- ◆ Technical White Papers
- ◆ Software Manuals and User Guides
- ◆ Online Documentation
- ◆ Business Books
- ◆ E-learning Training and Course modules
- ◆ Educational Manuals and Study Guides for school, college and advanced level subjects
- ◆ Assessment and creation of Tests for competitive exams in specialized subjects

***“\*\*STOP RIGHT HERE\*\* This was my first project with infoAnalytica and this was my last ever using anyone else for any project that I wanted done that had to be of the highest quality. I've used them for over one year now.***

***This is a team of true professionals.”***

**Lloyd Irvin, Emory Enterprises**



## BUSINESS AND IT SOLUTIONS

### Back Office Processing

We offer a comprehensive range of Back Office solutions. Highly trained professionals with graduate degrees under experienced supervision and stringent quality standards deliver services that consistently meet customer expectations. Each process goes through validation and quality checks to ensure complete accuracy, timeliness and consistency. Our professionals are extremely well-versed with U.S. and other International business standards, practices, and laws. At *infoAnalytica*, we understand that operating at optimal efficiency is vital and our skilled personnel do just that.

### Software and Web Design Services

We provide a wide spectrum of IT services and technologies to companies of all genres. The *infoAnalytica* team comprises of highly qualified and skilled software professionals that bring with them considerable experience of all phases of the Software Development Life Cycle. We have done work in a number of areas ranging from Database management to a variety of Web applications.

Our clients have benefitted immensely from our cutting edge technology expertise and wide range of service portfolio. Our services can be classified into the following:

- ◆ Software Development
- ◆ Software and Website Testing
- ◆ Technical Writing and Documentation

### Our Infrastructure

*infoAnalytica* has a state-of-the-art operational center in India, which incorporates leading edge technology to provide 24x7 services to companies in the US and Europe. We offer:

- ◆ A strong leadership team that ensures overall management of project delivery
- ◆ All workstations equipped with Windows XP operating systems, with Office XP
- ◆ High speed network
- ◆ High powered multi processor server
- ◆ High speed Internet connectivity maintained on a 24 X 7 X 365 basis
- ◆ Restricted Internet access, secure firewalls, and other stringent security measures to ensure security and confidentiality of sensitive end-user data
- ◆ 24 X 7 support
- ◆ Complete Back up and Business Continuity facilities
- ◆ Infrastructure scale up as required, at short notice

*“Very friendly and responsive. Provided us with day-to-day updates on their progress. Expressed overall concern for quality of the finished product. Completed work thoroughly within projected due date. Would definitely work with them again!”*

**Dan Forootan, EZ Publishing**



*info* **Analytica**

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## **A Partial List of our Valued Clients...**

**Accelcia Business Services**  
**Atlantic Publishing Company**  
**CTB McGraw-Hill**  
**Demand Media / eHow.com**  
**Florida State University**  
**Lerner & Lerner, LLC**  
**Milestone Group**  
**NETLI**  
**Npower NY**  
**Slerp.com**  
**Thomson Gale Publishing Group**  
**The 8020 Group**  
**Tippit**  
**Woodside Capital Partners**



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