

COMPANY PROFILE 2018

WideAnchor Group, USA



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COMPANY OVERVIEW

WideAnchor GroupWeb Design Company is an international software development company. We employ highly qualified dedicated software development team, utilizing up-to-date professional software development cycle, mean while taking care of our valued clients seeking their satisfaction and fulfilling their needs with our customer support. We can provide our clients with the security and operational development framework they require.

WideAnchor GroupWeb Design Company was founded in 2010 in Amman by a team of enthusiastic IT specialists who wanted to overcome the routine and create a company that would act in the market not only for business success but for the sake of Technology itself. Thus, the mission of the company was defined – to contribute to forward-looking transformation of the society through software development.

Over 3 years of work, we have developed a range of solutions and gained ample experience in the services we offer: Development, Graphics, Marketing, IT Services, Consulting, Enterprise Solutions, Computer Services and most significant is Business on Cloud.

Our specialists have been providing software development services for multiple clients from Jordan, Saudi Arabic, Great Britain and other countries, starting from small companies and continuing with big clients. Over 3 years, we have completed different kinds of projects; and we specialize in automation of business processes used by our clients.



KEY INDUSTRIES

- E-commerce
- Online Marketing
- Retail and Distribution
- Business Networks
- Banking & Capital Markets
- Education
- Discrete Manufacturing
- Hospitality & Travel
- Insurance
- Media & Cable
- Process Manufacturing
- Power & Utilities
- Retail & Consumer Goods
- Telecommunications



SERVICES



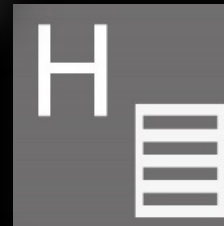
Consultancy

Website Support
Your current website audit
Website Planning
Content Development



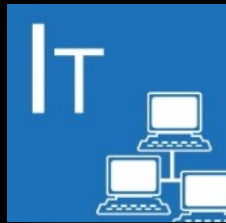
Web Design

Website Designing
Blog Designing
PSD to XHTML Conversion
E-Commerce



Hosting Services

Web Hosting
Domains
Dedicated Servers
VPS Hosting



Back office IT

System Administration
VoIP solutions
Network Services
Maintenance and Installation



Enterprise Solutions



Corporate Identity

Logo Design
Print Design
Video Production



Web Development

Web Application
Mobile Application
SharePoint 2018
Database Programming



Business on Cloud

Open ERP Hosting
Liger Mail Newsletter Hosting
Dynamics CRM 2011 Hosting
Exchange 2010 Hosting
SharePoint 2018 Hosting
Lync 2018 Hosting



Online Marketing

Email Marketing
Pay-Per-Click Marketing
Search Engine Optimization
Social Media Marketing





WEB DESIGN





WEB DESIGN SERVICE

“Website design is cost effective and under an international standards which also is easy to browse.”

Web designing is an art of etching the organization role and capacity appropriately to the world to elevate the company image and earn valuable customers. We are expert in designing and developing websites that are dynamic and cost effective. At Horizons we create advanced dynamic websites which helps to meet all the requirements for each client. Our designers and web developers have a good hand in creating required features from scratch or integrating third party products to existing websites.

What we can do

- Website Designing
- Blog Designing
- PSD to XHTML Conversion
- E-Commerce





WEB DESIGN SERVICE

Our Website Development Process



1 Review of
current
situation



2 Business
analysis



3 Information
architecture
and user
interface
planning



4 Creative
strategy and
interface
design



5 Front-end
coding



6 Back-end CMS
development



7 Quality
assurance





WEB DESIGN SERVICE

Why Do Most Websites Fail?

- Lack of trust building elements
- Message mis-matching
- Website development shortcomings





WEB
DEVELOPMENT





WEB DEVELOPMENT

“A website with right mix of creativity and functionality can boost your online presence. A well-developed website can simplify the process of message consumption, quicker interaction and internet transactions resulting in good ROI.”

Our web development cycle includes phases

Discover

- Your objectives and resources
- Idea generation
- Layout, Usability and Functionality

Action

- Project map + structure
- Demo corrections and enhancements
- Project development

Finalization

- Fine-tuning, Testing
- Deployment
- Support and promotion





WEB DEVELOPMENT

Features of Web Application

- ✓ Web applications are compatible with various platforms
- ✓ The application is in one place
- ✓ The user isn't the administrator
- ✓ Immediate update in case of releasing new versions
- ✓ Web applications are light
- ✓ Web applications are portable
- ✓ Web applications are simple and reliable
- ✓ Web applications are safe
- ✓ Web applications can be accessed from everywhere





WEB DEVELOPMENT

Technologies

Our Company has gained extensive expertise in Microsoft technologies Microsoft .NET

- C#
- VB.NET
- ASP.NET
- Windows Forms
- ADO.NET
- Mobile Toolkit
- Microsoft SharePoint 2018
- Microsoft SQL 2008 R2





WEB DEVELOPMENT

Methodology

In developing our project execution model, we at Horizons adhere to the international standards to make the project flow easy and transparent for the client. Every project has its 5 stages as the following:

1. Inception
2. Requirements Management
3. Software Solution Development
4. Product Integration
5. Quality Assurance





ONLINE MARKETING





ONLINE MARKETING

What we can do for you?

- Email Marketing
- Pay-Per-Click Marketing
- Search Engine Optimization
- Social Media Marketing



Email Marketing

Our Email Marketing Methodology Increases Your ROI

- ✓ Audience Research
- ✓ Analyze Goals & Objectives
- ✓ Design
- ✓ Targeting
- ✓ Custom Landing Pages
- ✓ A/B Testing and Result Measurement

Pay-Per-Click Marketing

Keys to a successful Pay Per Click campaign include:

- ✓ Selection of the proper keywords.
- ✓ Understand the economics before you start.
- ✓ Control the search experience.
- ✓ Use metrics to stay ahead of the curve.

Enhanced Targeting with Pay-Per-Click Marketing

- Keyword targeting
- Geographical targeting
- Timing

Search Engine Optimization

SEO is the process to improve the visibility of website in search engines “un-paid “search results. Successful SEO gets your Web site high rankings in the organic listings of major search engines like Google, Yahoo, and Bing Where potential clients are looking for you.

Why SEO?

- ✓ Improve your Return on investment (ROI).
- ✓ Help you to stay in ranking for long term.
- ✓ Increase the number of visitors who are actively searching for your service or product.
- ✓ Your Promotion doesn't sleep.
- ✓ Increase brand visibility.
- ✓ Increase sales of your products and services.
- ✓ The most cost- effective way of marketing.
- ✓ Increase Accessibility.

Social Media Marketing

Reach your audience in new ways through social media to build brand trust and loyalty.

- Target influencers in your niche.
- Increase word-of-mouth referrals.
- Stay on top of conversations about your industry.

We Leverage Social Media to Engage Your Audience and Increase Sales

- Engage Customers in Meaningful Conversations.
- Use Social Media to Provide Exclusive Offers and Discounts.
- Provide Instantaneous Customer Service.
- Put a Human Face on a Big Company.
- Engage Visitors by having them Contribute Content.



CORPORATE IDENTITY





CORPORATE IDENTITY

Logo Design

“They say that first impressions last. The first impression most people have of your business is your logo.”

- We design logos that speak to your audience and communicate your
- Company values.
- Your logo should build trust and be memorable.
- A well-designed logo can take you to the next level as a company.





CORPORATE IDENTITY

Print Design

“Your print marketing materials are the only remnants of your company that are left behind after a meeting. Make sure that they pass the test.”

- Business Cards
- Brochures
- Post Cards
- Trade Show Displays
- Annual Reports
- Print Advertising
- Direct Mailings
- Catalogs





CORPORATE IDENTITY

Video Production

“Show, don’t tell. Make a greater impact on your customers through interactive video production.”

- Provide deeper insight on your products/services.
- Train employees or educate customers about your business with corporate video production.
- Increase marketing engagement with interactive videos, banners, and motion graphics.

Some Video Production Services We Offer

- Product and Service Videos
- Corporate Video Production
- Interactive Videos & Rich Media Banners





HOSTING
SERVICES



HOSTING SERVICES

Web Hosting

“Everything you need to build and host your website”

Web Hosting Features:

- ✓ Unlimited storage & bandwidth
- ✓ No Contract with a 30 Day Money Back Guarantee
- ✓ 99.9% uptime guarantee
- ✓ Free technical support
- ✓ ASP.NET 4.0, CGI, Perl, PHP, MSSQL, MySQL
- ✓ Dozens of apps including WordPress™ , Drupal™ and Joomla™
- ✓ Hassle-Free FTP Accounts
- ✓ Flexible, Easy to Use Control Panel





HOSTING SERVICES

Domains

“Register your domain with us and enjoy, Big savings and Easy to use with Domain Management Panel”

- Private Registration
- Internationalized Domain Names (IDN)
- (.com, .co, .net, .info, .org, .me, .asia, .tv, .us, .ca, .uk)
- Domain Transfers





HOSTING SERVICES

Dedicated Servers

“High performance hardware, generous bandwidth & total control.”

- ✓ Free Setup
- ✓ Deploy and are ready-to-use in under 60 minutes.
- ✓ Brand-name hardware
- ✓ Fully customizable
- ✓ Online in under 60 minutes
- ✓ 5 IP Addresses
- ✓ 10 TB/month bandwidth provided by AT&T
- ✓ Dell Power Edge Servers
- ✓ Gigabit uplink with a guaranteed 20mbit connection
- ✓ Backup power generators and HVAC units.
- ✓ Free technical support



HOSTING SERVICES

VPS Hosting

“Virtual Private Servers Now everyone can afford the reliability, security and scalability of the Cloud”

- ✓ Free Domain name
- ✓ Free Dedicated IP Address
- ✓ Linux or Windows VPS
- ✓ WolfSol Power Panel
- ✓ Top of the line network
- ✓ %99.9uptime guarantee
- ✓ AT&T bandwidth providers
- ✓ Dell Power Edge Servers
- ✓ Gigabit uplink with a guaranteed 20mbit connection
- ✓ Backup power generators and HVAC units.
- ✓ Free technical support





BUSINESS ON
CLOUD





BUSINESS ON CLOUD

Open ERP Hosting

“So many features, so easy to use”

Open ERP Hosting Features

- Access to packaged modules to install in one click
- Automated updates to minor bug fix release
- Upgrade to future versions to benefit from new features
- Online Hosting

Open ERP Modules

Messaging	CRM	Accounting
Point of Sale	Project Management	Warehouse Management
Human Resources	Purchase	Manufacturing
Marketing	Invoicing	Application Builder
Payroll	Lunch	Fleet





BUSINESS ON CLOUD

Liger Mail Newsletter Hosting

“Newsletter software for email dispatch, boosting e-mail advertising and communication”

Liger Mail Features

- ✓ Powerful editor
- ✓ Email templates
- ✓ Personalization tags
- ✓ Subscribers management
- ✓ Archives
- ✓ Bounce handling
- ✓ Email statistics
- ✓ Triggers and Auto responders
- ✓ Multilanguage interface





BUSINESS ON CLOUD

Dynamics CRM 2011 Hosting

“Unleash the power of CRM, Sales productivity, Marketing, Powerful analytics and Customer care success”

Dynamics CRM 2011 Features

- ✓ Gain visibility and improve decision making
- ✓ Control your lead system
- ✓ Manage opportunities effectively
- ✓ Streamline account management
- ✓ Boost sales productivity
- ✓ Enhance pipeline management
- ✓ Simplify workflow processes
- ✓ Leverage Mobile Express
- ✓ Gain visibility and improve decision making

Sales Force Automation

Planning, Leads, Opportunities, Accounts, Timesavers, Pipeline, Workflows, Mobility, Analytics





BUSINESS ON CLOUD

Exchange 2010 Hosting

“Stay connected with Microsoft Exchange”

- ✓ Sharing Contacts with coworkers
- ✓ Sharing Calendars with coworkers
- ✓ Assigning Tasks with coworkers
- ✓ Sharing Email with coworkers
- ✓ All of your data is synchronized on different computers at different locations
- ✓ All of your data can be synchronized with your mobile phone!
- ✓ If your hard drive crashes, you are able to re-download all of your Outlook data back to your new computer!
- ✓ Out of Office auto replies
- ✓ 99.9% uptime

Exchange 2010 Features

- ✓ Anti-Spam and Anti-Virus Protection
- ✓ 25 GB Mailbox Size
- ✓ Seamless integration with Outlook
- ✓ Security policies
- ✓ Active Sync Synchronization
- ✓ Admin Control Panel to manage Exchange accounts

Exchange 2010





BUSINESS ON CLOUD

SharePoint 2018 Hosting

“Sharing and document management tool for businesses”

SharePoint 2018 Features

- ✓ Leading Collaboration Tools
- ✓ Windows® SharePoint® Services is the top choice for businesses who want centralized workspaces to share information and track activities.
- ✓ Collaboration tools to save time and money
- ✓ Spend more time running your business and less time on managing information and activities.
- ✓ MS Office-friendly
- ✓ Works seamlessly with Microsoft® Office 2007, 2010 and 2018 (Excel, Word & PowerPoint).
- ✓ Ready-to-go or fully customizable
- ✓ Choose from a vast library of tools, widgets, or even entire applications that can be embedded in your workspace.





BUSINESS ON CLOUD

Lync 2018 Hosting

“Experience the power of efficient communications”

Lync 2018 Features

- ✓ Reduce business-related costs
- ✓ Increase your productivity
- ✓ Improve outcomes
- ✓ Secure P2P and group chat
- ✓ Easy sharing
- ✓ Complete presence
- ✓ Effective PC-to-PC conferencing
- ✓ Enriched multi-party conferencing
- ✓ Application sharing

Lync 2018





BACK OFFICE IT





BACK OFFICE IT

System Administration

- Servers
 - Group Policies
 - Active Directory
 - DFS (Distributed File System)
 - WDS (Windows Deployment Services)
 - Centralized software update (WSUS)
 - Mail Server (POP3, SMTP, Exchange)
 - Virtualization (Hyper-V)
 - Web Server (IIS)
 - SharePoint
- Back Up
 - Replication servers
 - RAID
 - Cloud backup
- Centralized Software Installation (CSI)
- Internet Control and Security

VoIP solutions

This cut costs, improves efficiency of existing phone equipment, provide flexibility and scalability for future growth, and provide the power to achieve higher levels of productivity at lower costs.

- Internal PBX
- Hosted PBX solutions





BACK OFFICE IT

Network Services

- Camera
- Intranet Network
- Network Infrastructure Design and Implementation
 - Local Area Network (LAN)
 - Wide Area Network (WAN)
 - Virtual Private Networks (VPN)
- Security
- Attendance Fingerprint System

Maintenance and Installation

Provides troubleshooting, repair and moves of desktop computer hardware and software, printers and associated peripherals. This service is available On-call, On-site and Remotely.

- Windows Client
- Hardware Maintenance
- Software Installation
- Printers Maintenance
- Switch





CONSULTANCY





Website Support

- Ensures that your website is fully compatible, up-to-date, and optimized to bring you results.
- Keep your content fresh, and up-to-date.
- Update your website for new browser versions.
- Make back-ups of all website files and content.
- Add new features to your website over time.

Maximize Returns From Your Website

Our website support services put at your disposal an entire team of in-house web design, development, marketing, copywriting and maintenance experts. We offer website support plans at a variety of levels of service, fitting most every company's budgets and requirements. These services include:

- Monthly website updates to keep your site up to date with fresh content and features to increase new and repeat traffic
- Website compatibility optimization for new browsers and browser versions
- Server monitoring and website back-ups
- Weekly website traffic and results reporting, so you get the most of out of your site with data like page popularity, bounce rates, conversion and form submissions.



Your current website audit

Evaluate all aspects of your website and business. A complete website audit and review is an essential component and the most important step.

Competition Analysis & Audit

It's not easy competing on the web. A cool app or technique used today is quick to become old and stale tomorrow. To help you navigate this ever-changing landscape, get your website audit completed by a professional. With new technologies surfacing every day, it is becoming more and more difficult for organizations to stay abreast on the latest trends. For example, are you staying on top of the following?

Get a Complete Report of Our Website Audit Findings

- ✓ A complete report on the results of our website audit
- ✓ Competition analysis and audit of your web competitors
- ✓ Keyword audit and analysis to help realign your web strategy
- ✓ Isolation of your website's pain points and where it's struggling
- ✓ Insight and recommendations on how to improve and fix the issues
- ✓ Google Analytics implementation review and dashboard reports

Understanding Your Web Market

- Who are your visitors?
- How will they find you online?
- Where are they coming from?
- What goals do you want your visitors to accomplish?
- And most importantly: What is the purpose of your website?

Website Planning

The Website Planning Process

PHASE 1: DISCOVER

Client & Stakeholder Interviews:

Nobody understands your business better than you do. This is the stage where we learn everything we need to know to help you with your online strategy.

Goal Analysis:

What do you hope to achieve with your business in the upcoming years and what role will your online strategy play in reaching those goals?

Industry & Competitive Analysis:

Once we understand your business, we research what others in your industry (including your direct competitors) are doing both online and offline to promote and market their businesses.

PHASE 2: PLAN

Feature Prioritization and Sitemap:

What features are critical for the success of your website?

Features & Functionality Breakdown:

What are the technical requirements of your website (e.g. e-commerce functionality, social media platforms)?

Information Architecture:

How will information be structured on the website (content management systems, database structure and management)?

PHASE 3: VISUALIZE

Wireframe Creation

This is where we translate ideas into visual imagery that gives our clients a clear idea of what the website will look like (in terms of structure) before the actual web development begins.



Content Development

Web content development is the process of researching, writing, gathering, organizing, and editing information for publication on web sites viewed by a web browser.

If you're not a *writer* or *photographer*, or you want to get into Web development to work on designs or programs, then you should consider one of the other focuses: design or programming.



ENTERPRISE
SOLUTIONS



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ENTERPRISE SOLUTIONS

Client Challenges

Enterprise problems that call for enterprise solutions:

- Legacy systems are resistant to interoperability
- Data and content fail to integrate as they converge from different partners, locations and storage systems
- Persistent—yet inexplicable—obstacles to accessing data
- Business has spread beyond what your IT can support—as you engage new geographies, cultures, user bases and bandwidth limits
- Staggering transaction loads and rising demands for throughput and data storage

Application expertise

Our expertise and success is bolstered by long-term strategic alliances with the world's most advanced business software companies, helping us deliver better, faster, and more cost-effective solutions.

- Enterprise Resources Planning: Open ERP
- Enterprise Project Management :MS SharePoint, MS Project
- Microsoft: Dynamics and MS SharePoint
- Customer Relationship Management: Microsoft Dynamics CRM
- Enterprise Content Management: MS SharePoint



The image features a solid black background. At the top, there is a decorative, wavy border. This border is composed of several overlapping, translucent bands of color. From left to right, the colors transition from a warm orange-red to a bright yellow, then to a vibrant green, and finally to a light blue. The waves of these colors create a sense of movement and depth, resembling a stylized horizon or a flowing ribbon.

THANK YOU