

rickystephen

We make your e-Commerce Social

INTRODUCTION



One of the big shifts in online shopping was the emergence of social e-commerce. Brands and retailers started to realize that social networks aren't just a means to extend their visibility but also a way to pull in more revenue.

The infrastructure of the Internet now enables the sharing of information among networks at a velocity and scale that has been impossible in the offline world. Consider the following statistics:

1. 90 percent of people trust recommendations of friends above any form of advertising.
2. U.S. Internet users spent 41.1 billion minutes on Facebook, surpassing Google 39.8 billion minutes for the first time.
3. 1 in 4 minutes spent on the Internet in the HK is spent on Facebook.

Facebook has 500 million users, adding over 100 million in the past 7 months, and 50% of the active ones log on daily.



A plethora of social e-commerce solutions have hit the market and are evolving as quickly as the social networking phenomena.

To help bring some clarity to this trend, we can divide social e-commerce into three distinct phases: first, second and third generation social e-commerce.



Phase one: Social distribution. The first phase of social e-commerce is defined by companies like Groupon, LivingSocial, or GiltGroup. They were the first to deploy retail models that leveraged the power of the social Web. These companies generate a viral distribution platform that helps businesses drive sales, liquidate inventory and leverage the social web for marketing. These businesses will continue to have a critical role in social e-commerce but we expect businesses to adopt some of their tactics to work within their own customer networks.



Phase two: Throwing money at social features. Brands and retailers with a critical mass of customers are realizing they can employ the same tactics within their own customer networks. They are experimenting with various social features, or point solutions, including but not limited to couponing, social shopping, private sales, social wish lists, reviews and ratings, Facebook shopping carts, badging, and more. These solutions add interesting social experiences and will be the subject of much focus in 2011. We talk to many retailers and brands that have conducted these experiments and they like the social aspects these features introduce, yet they realize they have limited if any at all integration with the most important data in e-commerce -- the customer transaction.

Phase three: Social e-commerce

platform: The third phase of social e-commerce solutions addresses the needs of progressive retailers and brands that are looking to optimize their customer networks to drive revenue. For example, if you are looking to incent your network to share a link to your product or service, you want to reward them not just for the number of times shared, but rather on the number of customers they have referred, the products they have rated and shared, the social coupons passed along, or the order volume and revenue driven. But if your badging software or referral tracking system has limited connection to couponing, ratings or reviews, the Facebook shopping cart, or your core e-commerce, how can this be managed? This is where a social e-commerce platform built from the ground up to be social, with comprehensive e-Commerce functionality and the ability to work with existing commerce systems becomes critical.





OUR SERVICE





WEB APPLICATION DEVELOPMENT

Web Application development creates unique software applications that can be used for websites, desktops and intranets.

Our **Web Applications Development** service enables you to build custom applications for diverse needs, such as Web Development, Business Automation, Performance Optimization, Transportation and Logistics, Social Media and Online Web Business, stores or eCommerce.

We delivers **Web Applications Development** solutions that are of the highest quality in performance and scalability. Our **custom application development** gives you agility and improves productivity, saving you time and money – manage large amounts of data and content with ease, create unique and valuable features on your website, custom develop applications to suit your specific needs and offer interactivity to your users.

Our full-featured **Web Applications** Solutions encompass App Development, App integration, Application Maintenance and Support, Internet Marketing Services (SEO), Social Media Services and UI Prototyping. From a simple content website application to complex electronic business applications, web-based applications and social network services, we can help you with a range of solutions

Why Us.

- Exceptional domain knowledge backed by robust technical prowess
- Ability to architect scalable **web applications** that add value to your business
- Excellent UI prototyping enabling you to get a visual feel of end product / solution.
- Our Project Manager helps you effectively communicate with our team, view project updates and correct defects in real time.

"Great leaders build a workforce for the future. They are human capital developers. Great leaders always ask themselves: "Am I prepared for what's next?" They invest in themselves by constantly learning." – Jonathan Fietzer

Our Web Application Developers specialize in creating Mortgage CRM Applications, School ERP Systems, Auction Websites, Enterprise Portals, Advanced online stores / eCommerce websites, Sales Force and Workflow Automation Applications, Point of Sales (POS) Applications and B2B Website platforms.

Our Web Application Developers offer versatility with **PHP** Web Application Development, **ASP.Net** Application Development, MySQL, Ajax, Adobe Flash / Flex, Java and J2ME Development.





E-COMMERCE SOLUTION

E-Commerce solutions help you run an online business or online store through a website or a web based system

Don't just build a website, effectively promote and expand your online business with our **E- Commerce Web Development** services. We help you ramp up your online selling operation – from search to conversion, and retention to referral.

As an experienced **E-Commerce solutions provider**, we helps you improve your online visibility and ease of transactions through robust domain knowledge on **Internet Marketing** and Social Media Networks, efficient shopping carts, secure payment gateways, SEO services and scalable website design.

We offers a wide range of tailored solutions to meet your specific needs. Our team has over a decade of experience in E-Commerce Design and E-Business Software Development, so we know first-hand what works, and what doesn't.

Why Us.

- Increase traffic to your site and optimize revenue / ROI
- Maximize your visitor engagement, data capture and conversions to sale
- Reach out to your client base through Social Media
- Identify your current / potential requirements and build custom solutions
- Build in interesting features and interactivity
- Sell more by improving marketing and merchandising functionality
- Integrate E-Commerce Solutions with Back-Office systems seamlessly
- Integrate your transactional and marketing databases with email marketing, to drive lucrative email campaigns
- Optimize your content, URL structure and architecture
- Reduce your site administration time
- Combine great design with robust functionality



Building an e-commerce platform with us is just a beginning, we can **diversify** your e-commerce sales channel in order generate more profit for you.

Imagine how many people will visit your e-commerce platform next month and how much money you can generate from an e-commerce platform alone! **The answer is - Not a lot!** What you need is to set up more shops that diversify your products from your original platform. Our solution is about setting up your e-commerce platform and linking it to another few **hundreds** other social network & online market places.



MOBILE APPLICATION SOLUTION

We Create Flexible, user-friendly apps. Unlock new Revenue Streams. Increase your access to users.

We design smart, tailor-made mobile apps that break through the clutter and make it to the top. If you are looking to hire an **iPhone Apps Developer** or **Mobile Apps Developer** for Blackberry, Android, Windows Mobile, iPad and J2ME devices, then this is the place for you.

Let your imagination run wild, and our experienced team of **Mobile App Developers** will ensure that it is translated into lucrative reality. We help you develop mobile apps for GPS, Wifi, Bluetooth, Game application, Social Networking, Maps, Web service, Ad – Servers, Shopping Carts or Payment Gateways.

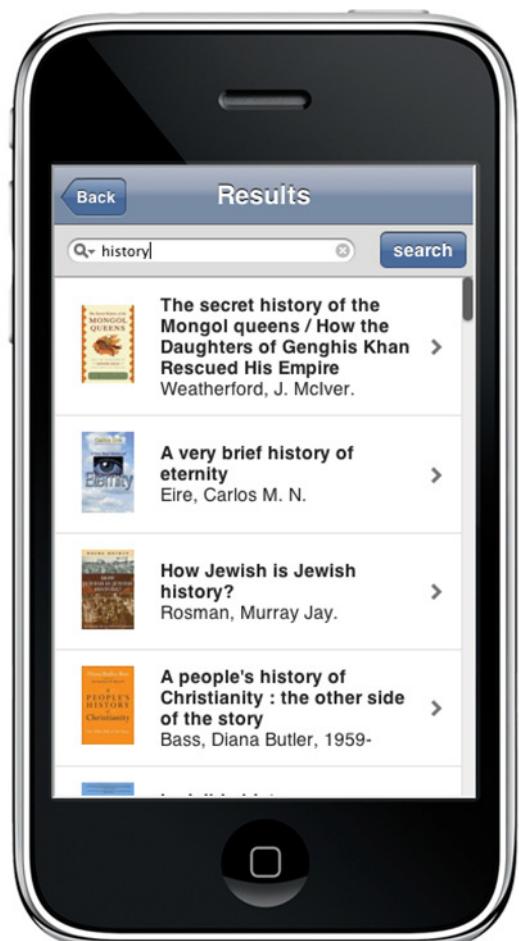


Apps

Mobile

Why Us.

- Raise your operational efficiency, reduce communicational time and cost
- Avail on-line offshore technology support
- Develop custom client-server solutions for various mobile devices
- Enable complex systems integration
- Rest assured with highly qualified engineering personnel
- Choose from a wide range of technologies: Java, Oracle, Microsoft, C, LAMP, REST, Vitria, BEA, WebSphere, SOAP, REST, WSDL/UDDI, SDP, Web Services, SOA, CORBA, UDP, LDAP, etc.
- Benefit from our long-term vision, best practices and domain expertise



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