



# SPH

SERVICES • PROMOTIONS • HOSPITALITY

## CONSULTANTS

We help provide Value Added Information to deliver quality services

SPH Consultants is an innovative provider of high quality Value added Information Services on IT enabled services, software products, cutting edge solutions with specific focus on services of education/training, hospitality and travel.



### CONTENT

- ▶ Development
- ▶ Delivery
- ▶ Maintenance
- ▶ Archival



### CONSULTANCY

- ▶ IT Strategy
- ▶ Hospitality
- ▶ Travel
- ▶ Healthcare

We focus on using Information Technology for the improvement of the processes in the Service Delivery, through domain experts in the respective fields.

**"WE ARE COMMITTED TO YOUR SUCCESS"**

### PROMOTIONS

- ▶ Sales Promotions
- ▶ Web
- ▶ Ezine & Newsletter
- ▶ Networking



### E-SERVICES

- ▶ E-Learning
- ▶ E-Travel
- ▶ E-Hospitality
- ▶ E-Publishing



Our main strength is our ability to deliver Value Added Services through our Technology and Service delivery partners.

We align with Technology companies to utilise the latest technologies more effectively for the benefit of our clients and with Service Delivery companies who carry out the development tasks in the desired focus areas.

#### Service Delivery Alliances

Trade Wings Infotech Ltd.	E-Publishing House
P K Chopra & Co.	Chartered Accountants
Dutt and Associates	Hospitality
Akhil Software Systems Pvt. Ltd.	Hospital Management Software
Virtual World Pvt. Ltd.	Web Casting
Indiachats.com	Web Chat and Message boards

#### Technology Alliances

Sun Microsystems Inc.	Java & Web technologies
Adobe Systems Inc.	E-Publishing
ESS, USA	Object Oriented Systems

**We believe in innovative application of latest technology to the betterment of our clients to value add their business.**

## TECHNOLOGY



For achieving meaningful objectives through the information technology, there is a vast menu of glittering technology, techniques and tools of the day to choose from. We try and use the most appropriate ones based on the application need.

We work with Databases- Access, MsSQL, Oracle with JSP and java based web interfaces. For Content creation and effects we use HTML 4.0 with Cascading Style Sheets and DHTML, Macromedia suite - like Dreamweaver and Shockwave, XML - for special applications of E-publishing. We also use Adobe Acrobat and E-Book readers for online content distribution projects.

For E-marketing and E-services we use a combination of various ICT and CRM technologies.

## SOLUTIONS



Our Solutions are in the areas of E-Publishing, E-marketing and E-services. The tasks undertaken by us are:

1. Feasibility studies
2. Content research and analysis
3. Strategy Planning and building the information architecture
4. Proposing cost effective solutions and alternatives
5. Development of E- Content (both Static and dynamic) for mediums of web, email, CD and Touch screen kiosks.
6. Application Development
7. Implementation of approved strategies and proposals, enabling applications, customer integration
8. Maintenance of projects
9. Web content management, e-publishing and updations.
10. Web mastering and other web services.

## CUSTOMERS



We have a diversified customer profile ranging from individual professionals, to seasoned or new exporters, to IT enabled business and E-Governance clients.

Sample projects are:

**Professionals** - Presentations for Doctor's, Lawyers, Beauticians, and Chartered Auditors

**Export Houses** - [www.royalsaffron.com](http://www.royalsaffron.com) and [www.pommyexporters.com](http://www.pommyexporters.com)

**IT enabled business** - Elearning through [www.tradewinginstitute.com](http://www.tradewinginstitute.com), E-travel through [www.tradewingstravel.com](http://www.tradewingstravel.com), E-hospitality through ezine with online hotel reservation [www.indianhospitality.com](http://www.indianhospitality.com)

**E-governance**- Small and Medium Industries vide [www.smallindustryindia.com](http://www.smallindustryindia.com) and [www.laghu-udyog.com](http://www.laghu-udyog.com) and MCD [www.municipalcorporationofdelhi.com](http://www.municipalcorporationofdelhi.com)

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