



esBull Software Solutions Pvt. Ltd.,

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Company Profile

Who we are

esBull Software Solutions is a company, registered under Companies Act, 1956, Government of India as a privately held limited liability firm, with main objectives of developing specialized and industry specific high quality & cost effective internet based innovative solutions, to cater to the vast and diverse needs of companies, both in India and Abroad.

Corporate Values

Promoted and Powered by highly qualified and experienced people from different fields, esBull's corporate philosophy revolves around five core values namely,

- Quality Service
- Technology Expertise
- Innovation
- People it possess, and
- Client satisfaction

What we do

Company Services

We provide all the range of services required by a modern company to have successful online presence and business

- Dynamic Product Catalogs
- Corporate Websites
- Corporate mailing solutions
- Web Hosting Solutions
- Customized Business Solutions
- Offshore Application Development
- E-commerce Applications
- Content Management Systems

Technical Expertise

We are a team of highly skilled, systematically organized developers in Chennai, India with hands on experience in core technologies like

- Net Framework 2.0 & 3.5
- ASP.Net 2.0 & 3.0
- Sql Server 2005 & 2008 with SSRS.
- SharePoint
- MOSS
- Web services
- Remoting
- Microsoft Office Integration Technologies



Few of our team members also exposed to new and upcoming technologies like ASP.Net 3.0, XAML, WCFbased on our principle to constant and continuous up-gradation to new technologies and principles

What we did Projects

Website URL	Description
www.postalwishes.com	Website to send/order real greeting card with custom message right on the card itself.
www.floralpark.in	Online florist website with ecommerce.
www.dvdrevo.com	Online DVD / VCD sales website with extensive search and category features
www.movieclub.co.in	Online DVD / VCD / BRD Rental business application with lot of member interaction.
www.empowernowmind.com	Australian based personality development / NLP training institutes website with easy to do Content Management System
www.chennainoticeboard.com	Events Alert website for Chennai people, with subscribing to event alerts for registered users.
www.nbtonweb.com	A leading retail book seller's online store with more than thirty thousand titles with shop inventory integrated. Facility for corporate / institutions to do bulk order with offline payment.
www.bookworldlibrary.com	Rental library website with provision for customers to online book request / book return. All branches operations are integrated into the system.
www.vanathi.in	A leading Tamil book publishers Dynamic catalog website with enquiry box feature – Beta release
www.tamilonlinebookshop.com	Website for Tamil publication house in Chennai with ecommerce shopping cart – Beta release
www.manivasagarpathippagam.com	
www.thirumagalnilayam.com *	
www.gothisdiamonds.com *	Leading Diamond merchant's online store with ecommerce
www.whitefire.com *	Online store for diamond and other precious metal ornaments, by a diamond wholesale trading house in Chennai.
www.somethingspecial.in	Florist website with ecommerce specializing in wedding and party orders. – Beta Release

* - under development

Products

ecSale – e-commerce Shopping Cart Solution

esBull has launched this complete ecommerce application as a product, for small and medium level enterprises with host of features to benefit merchants looking for online sales of their product.

ecSale has been launched in three packages namely **Basic, Standard and Enterprise**, based on the features and demands from our prospective clients.

Product based approach from esBull gives its customers a variety of advantages, mainly the cost, time, quality and support.

ecWeb – Online Content Management System

ecWeb is the product developed by esBull to cater the ever growing demand from people or organization or publication house, who want to have complete control on the published content of the website.

Scaled down version of ecWeb has been packaged as Self editable websites with all required ready-to-plug-in modules, mainly to felicitate Corporate Companies, Institutions and Organizations.

ecWeb gives the client a freedom to do ‘the business’ from anywhere anytime without any reliance on the technical person or developers, by means in-built functionalities like editions, revisions, versions and archives

How we did

Process

esBull follows Microsoft Solution Framework – MSF

Our process is based on the Microsoft Solutions Framework, which provides how-to guidance to manage people and processes in an IT infrastructure or development lifecycle. Originating from real-life projects of Microsoft and its partners and customers, MSF provides guidance on the application of a defined set of principles, models, disciplines, concepts and proven practices that have been shown to help support the primary causes of technology project success.



We Follow SCRUM Agile Process to implement each phase in MSF.

At the core of our process are eight foundational principles of MSF:

- Foster open communications
- Work toward a shared vision
- Empower team members
- Establish clear accountability and shared responsibility
- Focus on delivering business value
- Stay agile, expect change
- Invest in quality
- Learn from all experiences



Development Process

Our engineers worked in ISO 9001 certified companies and know the software industry's best practices of managed software development. We are not (yet) ISO 9001 certified and, of course, our CMM level is 1, but with each project our internal coherence is growing. We are developing and introducing best practices, all the time, in a controlled way.

Every development practice must be supported by the appropriate tools. We use:

- A centralized bug database (Bug Tracker) to keep track of tasks and defects.
- Subversion Source control repository, hosted on a esBull Development server
- Standard internal code style, consistent across languages
- Standard internal naming style specialized for programming constructs, file names and path.
- Standard projects organization, deliverables, version naming.
- Standard internal code versioning management, ranging from patch management, code branches management, database structure versioning, releases organization.
- Standard software tools, available on every machine.
- Standard backup practice

Available upon request are:

"esBull Coding Standard.doc"

"esBull Naming Conventions.doc"

"esBull Build/Release Versioning Standard.doc"

People

Our resources possess excellent managerial, technical and communication skills. Our Project Managers are expert task-managers and possess excellent client-interaction skills.

Our team is a creative, technically talented, yet practically focused one from a variety of educational and business backgrounds. We enjoy doing exciting work that challenges us to use all of our collective talents to find and implement solutions to our clients' problems.

Our team gets immense strength from the vision and guidance of our director who worked with Microsoft, India, who himself is a tech-guru in OOPS, Design Patterns, System Design and Architecture Design. Our people have work experience with top MNC's and Industry leading Indian companies



Contact

For additional information, please contact directly Mr. Gokul G, at cell +91 98409 98220 or at <mailto:gokul@esbull.com>

Conclusion

esBull Software Solutions Private Limited is a young and dynamic company, founded by experienced software engineers, aiming to grow fast by providing state-of-the-art, reliable and cost effective software solutions and web applications.

esBull Software Solutions Pvt. Ltd.
Chennai, India.
Business Manager
Gokul G