

Sapphire

Web Services

Benefits

One-stop solution for all your website requirements, from design and implementation to hosting and search engine submission and optimisation.

Seamless integration of your website with your office systems and data.

Use of latest website technologies including Web 2.0 by proficient and experienced programmers.

Keep up-to-date with every step of the development process through our project management tools.

Huge cost savings from using our proven onshore:offshore methodology.

Nowadays, more and more companies use the Web as a strategic business tool and in doing so place further emphasis on the importance of interactive and dynamic websites.

Sapphire specializes in designing and developing collaborative, communicative and database driven websites that harness the power of the Internet and help you achieve your business propositions.

With a background in database software development Sapphire has years of experience and extensive knowledge in creating fully integrated web /database solutions including:

- Web 2.0 application development
- AJAX interactive design & Ruby on Rails and Flex development
- PHP & ASP websites
- Community Sites – social networks, blogs, wikis
- Bespoke content management systems
- Client extranet/intranet
- E-commerce, online auction and travel booking sites
- Property searches/estate agents
- Search engines (vertical search applications)
- Mobile Application Development (Blackberry, Symbian, Windows CE, J2ME & BREW)

Headquartered in the UK Sapphire utilises an onshore:offshore model that gives you an extra business advantage: a close client interaction and project management onshore with the cost savings of the main website development and programming performed in one of Sapphire's offshore centres in Russia, Egypt and India.





Our Process

Design - we work with you to specify a brief for a unique website design. Our experienced designers will create visually compelling websites to correspond with your business goals.

Development – based on the agreed brief we will then implement the graphical components, perform the programming and development of your website or web application. If required we will also create a bespoke content management system.

User Acceptance Testing & Deployment - we will constantly check that we are meeting your initial needs as well as any that may come up during the development cycle. We will also test your website or web application on multiple platforms under a variety of conditions. After receiving your approval, we will deploy your website.

Internet Marketing - We can help you with the strategic formulation, creation, deployment, and optimization of your Internet marketing activities to enhance the effectiveness of your brand and delivery of products & services online.

Hosting - take advantage of our hosting services or use your preferred host - either way we will help you setup your new website solution.

Maintenance & Support - Regular site reviews and maintenance is the key to a successful online business. Through a maintenance and support contract we will work together to keep your site's content fresh and up-to-date as well as provide assistance when required.

Process

Our professional yet friendly approach to website services are based on a tried and tested methodology. We will closely work with you at the various stages of the development process, understanding your initial requirements and then keeping in constant contact as we work towards delivering your finished solution.

Tools

We utilise a number of tools to enhance delivery and communication of your web project during its development process. These include Basecamp for project collaboration, Subversion for version control, Bugzilla for error tracking, Skype for communication, MediaWiki for project documentation and TestComplete for quality assurance.



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Expertise

Our highly qualified team of IT specialists are proficient and experienced in:

Web Design - HTML, XHTML/CSS, Semantic make-up, Flash

Web Technologies - AJAX, Ruby on Rails, PHP, Perl, Python, XML, SOAP, JavaScript, Flex, Django, Java, JSON

Microsoft - Visual C++, C#, Managed C++, VB.net, ASP.NET 2.0, SharePoint 2007, Dynamics AX, BizTalk Server 2006

Databases - Oracle, SQL Server, MySQL, DataEase, Filemaker

Collaboration Tools - Movable Type, Wordpress, MediaWiki, Confluence, SocialText

Content Management Systems - SharePoint 2007, Bespoke, Joomla, Drupal

Payment Solutions - WorldPay, SECPay, Google Checkout, Barclays ePDQ, DataCash, PayPal

Web Servers - Apache, Tomcat, WebSphere, Weblogic

Operating Systems – Linux, Solaris, MS Windows, Mac, Blackberry, Symbian, Windows CE

Other - SAP, OLAP (Business Objects, Crystal Enterprise)

Internet Marketing

Using the Internet for marketing your business can bring many benefits. Even though it is a different medium, it is most effective when integrated with other marketing streams into a cohesive overall plan.

We can help you with the strategic formulation, creation, deployment, and optimization of your Internet marketing activities to enhance the effectiveness of your brand and delivery of products & services online.

Our Internet Marketing services include:

- Advice on latest social media tools and strategies to enhance your online presence - such as blogs, wiki's, social networks and widgets.
- Natural Search Marketing - to improve visibility on search engines using the latest optimisation techniques.
- Paid Search Marketing - to reduce cost per clicks and improve conversions and cost per acquisitions.
- Pay for performance search engine feeds - to maximise product visibility.
- Affiliate Marketing Consultancy - software evaluation and selection and affiliate program planning and strategy.
- Web Analytics - to find out which areas of your site are the most productive and attractive and identify the effectiveness of your marketing campaigns. Also important in finding out what isn't working.
- Online Lead Generation - a service to help build your Opt-in database and e-commerce solutions.



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Portfolio

Sector	Company	Brief	Solution
Not for Profit	Produced in Kent	Complex website development with content management	Implementation of comprehensive website with interactive searches and complex database design. It includes an advanced content management system.
Betting	Betbrokers	Integration of back office database with website	Integration of a sophisticated office and web based .NET/Oracle solution with website to enable the placing of bets, price comparison across bookmakers and betting exchanges.
Government	Houston Police	Customised application development with web enablement	Development of a customised application integrating and web enabling a legacy system to a .NET solution.
	NYC. Gov	Conversion of legacy system into web enabled .NET solution	Development of a customised application for the Office of Medical Examiners Department, integrating and web enabling their legacy systems to a .NET solution
Retail	Wisepress	Web Development, Bespoke CMS Module, E-Commerce Module and Internet marketing	Web application development and integration of existing offline database with website. Internet Marketing services such as search marketing, book feeds exports to shopping comparison engines, e-mail marketing consulting, affiliate marketing and web analysis.
Internet / E-Commerce	Smallprint	E-commerce website with bespoke content management module	Creation of e-commerce website selling jewellery. Bespoke content management module to edit and add products, content, and upload pdf's. The site also includes social community features such as creating member profiles, socialising with other members via blogs and message boards.
	PeachorLemon	Creation of social website	Creation of website and database to record car comments and ratings.
	Foodflyer	Search website	Creation of search website that allows users to find the nearest restaurants based on their post code, view and download pdf menus as well as view the restaurant's location via map Mashup.
Legal	SJ Berwin	Information website	Creation of Information website with restricted access to employees and partners.
Travel	ICT Travel	Creation of a new booking travel site	Creation of Disneyland Paris online booking travel site for travel agents and consumers alike to book group holidays to Disneyland Paris.
	Hotel Connect	Online hotel reservation system	Web enablement of office hotel reservation database for real-time online hotel bookings.

About Sapphire

The Sapphire Group is an Anglo-American privately owned group with offices in the UK, USA, Russia, Egypt, India and partners throughout Europe. We have over 25 years experience in providing technology based solutions.