Concise IIC Web Solutions Profile

About IIC

IIC Web Solutions is a team of leading Internet strategists, world-class visual designers and web application developers with innovative ideas, powerful Internet solutions and solid hands-on experience in development of knowledge base solutions through different media as Web media, CDROM, print media etc. By judiciously combining resources from worldwide facilities, IIC Web Solutions is able to meet customer expectations cost effectively. IIC Web Solutions aims to create a society driven by Technology.

IIC Web Solutions provide powerful and intuitive solutions for information users seeking to collaborate and communicate about documents and digital content – without commanding changes to their existing infrastructures. Our products enable users to get information more effectively by user friendly and high quality presentation, visual interaction using high-end Multimedia solutions and structured information flow.

Products and Services

- Desktop Applications
- Rich Web Applications
- E-commerce
- E-Learning
- Enterprises Information Portal
- Email Marketing
- SMS Marketing
- Web Marketing
- Search Engine Optimization
- Mobile Applications
- Multimedia & Web
- GUI Consulting
- Creative Consulting
- Branding
- Content Development
- Database Design & Development
- Application Development
Desktop Applications

Applying our industry expertise and technical experience, we develop Desktop Applications that modulate the complexity of your business processes, improve your performance and accelerate your business productivity. By making complex and tedious operations simpler, our Desktop Applications help you synchronize important processes and simplify your IT operations in a proper, growth-enhancing manner. Keeping up with the GDM, our “webified” desktop applications are on equivalence with Rich Internet Applications and allow you to enjoy the diverse features and facilities offered by us.

Rich Web Applications

Web applications are designed for positioning a business enterprise in the cyber space or for selling articles, enhancing social interactions, marketing service or for communication purpose. We have solutions and proven track record in all most all the areas of web development. We analyze your existing business processes and create web-based, secure solutions to reorganize and incorporate into your existing business processes to raise productivity, and save you money. Our team’s creativity together with a strong technical expertise and Values will provide your company with innovative web development services that integrate the latest technologies

E-commerce

A system which is easy to use and calls for no special skills or programming knowledge to manage the affairs. The two major components, the Client part and the Administrative part allow the visitors to browse and view the products listed in the online store. Select products, add to the shopping cart and make payments online using credit cards or other payment options. Powerful administrative tools allow creating stores, adding more products to the store, and maintaining inventory, track orders and payments.

E-Learning

Web is storming the learning sector with much technological advancements. Learners of the new generation are equipped with all sort of Tech Gadgets like Portals, Game Stations, I PODs, PDAs, Mobiles etc to learn quickly, and cost effectively from an any where any time scenario. We have a strong and committed team of experts with proven track record in the development of e-learning applications and using multimedia effectively. Our solutions offered in developing Content and Applications for e learning is best suited for the present Knowledge Based economy.

Enterprises Information Portal

Imagine an organization's entire content database; search facilities; collaboration tools; individual department, workgroup, and project-specific intranets; online applications; and security mechanisms fused into one cohesive environment that's accessible from a single starting point. Rather than having to manually gather information from various sources, we provide users with everything they need in one central location.
Email Marketing

In its broadest sense, the term covers every email you ever send to a customer, potential customer or public venue. We have exemplary experience in preparing the following applications and services for the email marketing sector.

Sending direct promotional emails to try and acquire new customers or persuade existing customers to buy again

Sending emails designed to encourage customer loyalty and enhance the customer relationship

Placing your marketing messages or advertisements in emails sent by other people

SMS Marketing

SMS text messaging is the most exciting and cost effective direct marketing and advertising method available to business. SMS marketing and SMS advertising can create one-on-one communications with your market. We have exemplary experience in preparing the following applications and services for the SMS Marketing sector

- SMS advertising,
- SMS competitions,
- SMS polls,
- Premium SMS,
- Interactive use of SMS,
- Product/service branding,
- Promotion of specials and offers,
- Customer loyalty initiatives
- Chat engines
- Bulk distribution of SMS messages to your existing lists
- Campaign management
Web Marketing

The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant responses and eliciting responses are the unique qualities of the medium. Internet marketing and internet marketing seo services is sometimes considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media.

Search Engine Optimization

SEO has always been perceived as a science of effective usage of Meta tags, positioning of keywords organically in body text, and careful analysis of keyword density using popular SEO software tools and techniques. But organic search engine optimization and search engine rankings are driven by a natural instinct of a TOP SEO specialist who not only has the right SEO strategy and information on search engine algorithms, but also has a natural sense of organic SEO.

Mobile Applications

We provide promising mobile development applications to businesses all over the globe that help continuously in taking our client's business to the next level till the heights.

Multimedia & Web

We trust that a web site is just a part of a company's overall marketing effort. We make sure that your website serves a specific business requirement and is steady with your overall marketing strategy. Our staff will work with you to create a plan that suits your business needs and get your new internet site up and running in no time. When it comes to the web, we create the most cost effective solution for your unique business needs.

We create extremely effective and stimulating presentations that can be delivered via CD/DVD or Information Kiosks or the internet. Using a combination of video and still images, graphics, animation, text and sound, we can produce amazing interactive presentations for a wide range of uses.

GUI Consulting

A GUI uses a combination of technologies and devices to provide a platform the user can interact with, for the tasks of gathering and producing information. A series of elements conforming a visual language have evolved to represent information stored in computers. This makes it easier for people with few computer skills to work with and use computer software. We Provide promising GUI consulting.

Creative Consulting

Whether you’re writing a grant or trying to evaluate a stack of proposals, marketing, design and programming are critical to the success of any web project. A little creative consulting up front can help solidify your plans, improve the marketability of your idea, and save you thousands (or hundreds of thousands) of dollars in development costs. Creative consulting is part reality check, part brainstorming and part research that can improve every aspect of your project.
**Database Design & Development**

We offer database design and development services for new or existing systems. Our team of database developers has experience with a variety of databases. We also offer its extensive experience to build interactive & efficient web database solutions for its global client base. We offer custom database design & development solutions according to customized needs of clients.

**Application Development**


**Premium Clients**

To list a few…
- Energy Management center, Kerala.
- Dylan Photography, USA.
- Kerala Adventure, Thiruvananthapuram.
- Anto Alukkas Group, Thrissur.
- Madhavinn, Thrissur.
- Palm Lodging, Thiruvananthapuram.
- Banatone Industries.
- NGS International.

**The core strength**

The group consists of professionals in IT and allied areas. The Developing team is lead by

- Gold Level Programmers: 4
- Silver Level Programmers: 3

The Web Designing team is lead by three BFA Graduates with experience in designing more than seventy Web Sites. Our designer-Head is an acclaimed Designer, who experienced more than 10 years in Graphic/Web designing.

- Creative Director : 11+ years experience
- Designer1 : 3+ years
- Designer2 : 2+ years

The Administrative and Content generation wing include competent and well-experienced personalities in their respective fields. Btech, MBA, MA Litt (English) and LLB graduates with more than ten years of experience in working run the administrative wing with well reputed companies in India and abroad. The content generation and editing group comprises of experienced research scholars and veteran journalists.

Besides all these professionals we have an Advisory panel of multifaceted experts, who always render their valuable suggestions and contributions as and when needed.
Quality Focus

Our application engineers and project managers work in close coordination with the customer’s staff to establish the standards and quality assurance criteria that will build quality into the workflow. The project management methodology best suited to the customer expectations is jointly determined by working closely with the customer. We focus to deliver quality results, the first time, every time and in time.

Contact

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