



# Custom Application Development

An Alpha Information Systems India Pvt. Ltd. Perspective

Need help energizing your enterprise computing needs?  
Give us a call at +91-836-4251105,  
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on how we can help you with your next project.

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An Outsourcing Company

[Http://www.alpha.net](http://www.alpha.net)

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### CUSTOM APPLICATION DEVELOPMENT

Today's business landscape is governed by rapid technology advancements and evolving business scenarios that constantly drive the change in enterprises' internal environment. To match and meet the challenges this change throws up, technology departments are under tremendous strain - struggling with shrinking budgets, demanding business requirements and stringent timelines for developing business processes up-to-speed with external marketplaces. Add to this chaos the continuing shifts in application and technology platforms and evanescent expertise for managing them.

**This establishes the rationale for custom application development to drive business and process transformation, with secured inherent business logic.**

Custom Application Development is a trusted, tested strategy to ensure flexibility and effective application of resources for business advancement and continuity, with minimal risk, time and cost savings and better ROI.

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### MYTHS PLAGUING THE SCENARIO

#### **High Cost**

When compared with ready made and off-the-shelf solutions available worldwide, custom application development delivers irresistible cost advantages, with attractive business and resource advantages. Especially, the exact solution to suit your problems can be planned, designed and developed in careful modular stages interspersed with stringent tests.

#### **Low Dependability**

Most enterprise customers mistakenly assume that custom developed solutions come replete with errors and bugs, and that after-market services are deplorable. This is a very big misconception, as independent development services vendors are constantly developing strong customer support platforms and robust programming and testing methodologies to weed out errors at the earliest stages.

#### **Long Time lines**

Not at all. Rapid and Agile development strategies and methods have long been in application for solution superiority and customer's quick adoptability into unique business ecosystems.

#### **Inertia towards change**

Custom application development is significantly stronger in delivering applications for businesses which not only match current challenges, but also nurture powerful upgradeability for future expansion in your information needs.

#### **Only Contingent, not Strategic**

Intelligent application of outsourcing strategies for present and maturing business needs can provide unique investment benefits to enterprises. Today, custom application development encompasses all the phases of SDLC. It is established that this is a winning approach to translate business needs into project requirements through implementation and post-production user support, straddling both medium and long term horizons

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### POTENTIAL FOR FUTURE PROOFING

**Custom application development provides great reliability when the customer and the developer firms work in synergy.**

With this approach, every manager can efficiently expand development capacity, accelerate time-to-market, and build flexible, distributed delivery models to manage risk. Enterprises must work closely with the development partner through all stages of the application outsourcing - from conception to maintenance. Provided the partner has deep business and technology competencies, global delivery model capabilities, and solid understanding of a wide variety of industries.

Only then will it be possible for the customer to evolve unique roadmaps for greater reliability, enhancement and ROI within, with a strong focus on:

- Business areas and processes under impact
- Consistent oversight on technology platform, development languages and tools
- Synchronicity with other applications – historic/ current/ future
- Diligent support, enhancement and service level agreements

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### BUSINESS ADVANTAGES

**The most significant results enterprises can derive from a studied leverage of this strategy – especially in its short, pre-meditated and iterative development methodology - are a consistent edge over competition and improved internal efficiencies.**

Custom application development provides tremendous hard and soft benefits to enterprises. This strategy offers highly impressive time and cost savings, directly targets the gaps in the functionalities provided by commercial software packages and solutions off-the-shelf, provides comparable quality processes and results, addresses effectively the business and process logic that are peculiar to every enterprise, and most importantly, gives solid response in areas where solutions are non-existent in the market.

### BENEFITS

Today development firms from India and other active nations in information technology services are ensuring 24-hour development cycle encompassing onsite, offsite, and offshore mediums of work. From custom Web applications to inter-active business automation tools, industry-specific and business-centric technology solutions are delivered across the globe so that enterprises quickly gain competitive advantages like:

- Offer new products/services with more rapidity to their markets
- Reduce Time-to-Develop, and consequently, Time-to-market
- Enhance efficiency in new solution design and development
- Release internal technology resources for focused, empowered program management
- Improve internal productivity
- Mitigate administrative/ other costs
- Deliver cutting edge customer service
- Provide for better process and collaboration convenience for partners/ employees
- Gain better ROI

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### PARTNER CHOICE

These are the most salient factors that must govern the choice of a robust, responsive development partner:

- Broad cross-industry experience and expertise with consulting
- Deep project management experience and reliable track record with technology programs
- Strong focus on business requirements and ROI
- Dependable expertise with applications, platforms, tools, and latest technologies
- Well-defined development methodologies for timely delivery and budget control
- Flexibility, depth and adaptability of service, support, maintenance and upgrades
- Strong SLA (Service level agreements) governance processes
- Responsive communication, collaboration and project tracking services
- World class quality assurance and risk/ disaster management capability
- Round the clock, round the year availability of consultants
- Focus on post-project knowledge transfer

### BOTTOMLINE

Today enterprises worldwide are leveraging custom application development approach across a wide range of industries – Telecommunications, Insurance, Financial Services, Banking, Information Technology, Manufacturing, Automotive, Retail, Transportation, Aviation, Construction, Healthcare, Education – including Government sector.

In a rapidly changing and challenging business marketplace, **custom application development is a preferred strategy in technology development** to help organizations gain significant competitive advantages and process/service excellence with superlative efficiency.

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### ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

Aalpha Information Systems India Pvt. Ltd. provides development, customization and integration services in enterprise applications, eCommerce and mobile solutions, to companies of all sizes.

#### **Meet your Deadline/ Improve your Bottom-line**

With our expertise in a wide range of technologies and industry-specific competencies, you will realize the true value of software solutions - aligned to your business goals, and deployed just when you require them. Put simply, our business processes deliver cutting edge results.

#### **Accelerate your technology ROI.**

To help you achieve this, we develop, deploy, and host customized, scalable technology solutions that integrate seamlessly into our customers' existing environment. We pride ourselves on the fact that almost all our customers have experienced a faster time-to-market and an attractively low total cost of ownership.

#### **Global Intellect + Local Advantages (Cost)**

Welcome to a brand new global technology partner. We sustain relationships with major international corporations and engaging partnerships with leading application vendors. We build capabilities and specialized expertise in different domains across a huge range of geographies across the world.

#### **Action + Intelligence + Expertise**

Aalpha Information Systems India Pvt. Ltd. is that unique consulting partner with whom you can understand past results, identify trends and plan for the future. With great confidence, and deep assurance. We give you the much-needed release from technology pinpoints, powering your processes and moving your information to the edge of effectiveness. **Go ahead.**

#### **Proven enterprise scale capability**

Aalpha Information Systems India Pvt. Ltd. rests strongly on the foundation of proven mission-critical solution deployments and rapid development cycles to meet intense milestones. This comes from working for and adapting to some of the most demanding industry leaders across the world. Our technologists and consultants offer extensive experience in building e-business and mobile computing solutions, as well as an exciting array of horizontal business functions.

#### **Extra-ordinary breadth, solid solution bandwidth**

With its comprehensive IT skills and capabilities, Aalpha Information Systems India Pvt. Ltd. offers and manages groundbreaking software solutions spanning a range of technology platforms. We use modern software development platforms, software development tools as well as latest project management techniques and software engineering practices.

**Consider this:** Our excellence is evident from highly satisfied and repeat customers across the world for areas like Enterprise Solutions, E-Commerce Portals (B2B and B2C), M-Commerce Applications, ASP Portals, Client Server business applications and product development.

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### ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

#### **India Advantage : Aalpha Leverage**

On Demand access to experienced technology intellect  
Leading edge offshore project management  
Advanced project management and application testing frameworks  
Deep, versatile domain knowledge  
Quality processes, proven methodologies  
State of the art 24 X 7 secure, risk free development facility in India  
Assured Smart Economy – low overall cost and higher ROI  
Satisfied customers across USA, Europe, Australia and Asia

#### **Stretch your Technology ROI with our Flexibility**

With Aalpha Information Systems India Pvt. Ltd., you enjoy smart control and progress overview of the project in development while experiencing reduced overheads and technology issues. We provide versatile project delivery models – fixed price, time and material, variable, hybrid and dedicated development/ competency center models – **to suit any, and every, requirement.**

#### **Knowledge leadership @ Aalpha**

An emerging new world leader in high performance Outsourcing solutions, Aalpha Information Systems India Pvt. Ltd. boasts of an exceptionally talented intellectual base: scores of product/ technology/ platform specialists with a wide ranging expertise and insight into many industries.

We are powered by ideas, backed by solid intellect. For every project, we target full performance of technology for business needs, and always deliver a connected, high touch commitment - **even beyond the development lifecycle.**

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