



How to Turn Your Business into an *e*-business

India Domain

Web Services

an **ASIA** *online* company

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What Exactly is e-business?

The Internet has brought about a dramatic change in the way business is done in today's world. And building an e-business strategy is perhaps the single most important issue faced by corporate strategists.

e-business, of course, is not about technology itself — it's about how you use the technology to transform your business processes. It's about new models of commerce, marketing and distribution. In fact, one of the key parameters companies are being evaluated on today is how well, and how fast, they can adapt themselves to the Internet. The big question is, how do you keep pace with the opportunities - and challenges - that the Internet presents?

The first step is in understanding what exactly those opportunities and challenges are. The solutions and technology issues will follow from there.

Every company must learn to implement far-reaching changes within itself to take advantage of the new ways the Internet allows them, to perform such functions as purchasing, customer service, marketing and distribution, fulfillment, and interacting with business partners. Integration is the key issue. The more you can use the Internet to tie together your corporate infrastructure, goals, and technology, the more effective you will be.

Here are some of the questions you need to ask yourself at any stage of your business:

- How will my industry be impacted by e-business, in the near and long term?
- How can we gain a competitive advantage in the e-world?
- Which e-business opportunities should we pursue and invest in?
- How can we become an e-business, rather than just implementing technology?
- How can we be in control of all the independent e-business efforts underway in the company?
- How do we measure the impact and return on our e-business investments?
- Is there a process that will allow us to leverage the strengths of our existing high-end systems, while we move toward full e-business integration in a secure, safe and phased manner?

- If such a process is available, can it provide us with enhanced e-business processes and agility now ... and not 6 months, or two years down the road?
- Can we develop new e-business capabilities without a major investment in restructuring our enterprise systems?
- Can all of this be achieved with a low Total Cost of Ownership, and a fast Return on Investment?

e-business is the answer to all the above questions.

The new e-business capabilities will benefit your company, as well as your customers, your employees, and your business partners. All of these groups will be able to save time and resources. You'll be able to enhance your business processes, accelerate your ordering cycles, speed up product time to market, and raise business collaboration efforts to levels that were never possible before.

There are four different stages in the e-business cycle:

1. Transforming core business processes.
2. Building flexible, expandable e-business applications.
3. Creating a scalable, available, safe environment.
4. Leveraging the knowledge and information you've gained through e-business.

Online
Solutions
In line with
Your
Business

What Can e-business Do For You?

Here are 9 different ways in which e-business can touch virtually every part of your organization, transform it, and contribute to your bottom line:

1. Improve Customer Service

As an e-business you're able to offer outstanding service to each and every customer. Customers can easily interact with your business on a 24x7x365 basis, using self-service applications over the Web.

They receive personalized products and services every time they come in contact with you.

All your systems are fully integrated, so your business is always equipped with all the accurate, up to date information necessary to respond to their needs and queries immediately.

2. Improve Customer Retention Rates

By improving your customer service you automatically increase customer satisfaction.

You know exactly who your customers are, what they want, how to respond to their needs – and even how to anticipate their wants. What's more, as a completely integrated enterprise, you are able to deliver your products and services much faster, and cheaper, than ever before. And thanks to your enhanced customer satisfaction, you are able to attract and retain customers like never before.

Only e-business makes this possible, because it enables you to meet even the highest customer expectations, and to deliver on demand.

3. Slash Operating Costs

As an e-business you are not only able to improve your service, but also slash your operating costs.

Web technologies make self-service possible for your customers, employees, and business partners, so you can dramatically reduce costs in every area of your business, including:

- Customer service
- Procurement
- Business-to-Business interactions
- Sales
- Marketing
- Information technology
- Data processing
- Human resources
- Business administration
- Financial management

4. Enhance Product/Service Quality

e-business enables you to significantly improve the quality of your products and services.

With improved customer intelligence, you know exactly what your customers want. Plus you have access to a wide range of suppliers (perhaps around the world) who can bid for your business – allowing you to pick and choose them based on quality, price, date of delivery, etc.

Also, because your value chain is completely connected (customers to suppliers, and suppliers to customers), your quality of service also improves - you are able to deliver exactly what is needed, when it is needed. And you can work online with your suppliers to manage inventories, providing products and services faster, and cheaper, than ever before.

5. Improve Business Efficiency

e-business helps make your entire organization more efficient. Your systems are integrated, processes are streamlined, and everyone is sharing the same, accurate, timely information. By installing Web-technologies, you are able to:

- Integrate all your systems into one comprehensive, connected value chain
- Consolidate your data and data centers
- Streamline your administrative processes, using self-service applications

6. Improve Competitiveness

With e-business you are highly competitive. You are operating in a global marketplace. You get a 360-degree view of your company, as well as a comprehensive view of your customers.

What's more, you have suppliers bidding for your business. You have the business intelligence to make accurate, timely decisions - and the ability to monitor their impact across the company. Your employees are focused on improving service and relationship-building.

7. Improve Business Intelligence

Your supply chain, operations and customer-facing systems are electronically connected, giving you a new extended enterprise, supported by suites of integrated, Web-enabled applications.

As an e-business you employ the information generated by these systems to run your operations more efficiently, capture and retain customers more effectively. You are now able to gain insights throughout your organization, to discover new business opportunities quickly, to understand business risks better, and to align your operations more closely with your corporate objectives.

8. Extend Market Coverage

By developing a presence on the Internet, you are able to extend your market coverage hugely, getting not just nationwide coverage, but global coverage. Thus even a small, local company can rapidly and easily transform itself into a global player.

9. Slash Administrative Errors

As an e-business, your employees, customers and suppliers all perform transactions themselves, using Web-based self-service applications.

Hence, intermediation and delays are eliminated, and administrative errors are slashed. No more data entry clerks. No more lost paperwork. Transactions are now processed quickly, cheaply ... and most important, much more accurately.

What kind of businesses can benefit from e-business implementation?

It is especially useful for small and medium-scale enterprises, corporates, business groups, cross-functional verticals, consultancies, service providers and other organizations with high growth rates, particularly in green-field areas.

It is particularly useful in industries such as :

- Agriculture
- Automobiles
- Chemicals
- Electrical & Electronics
- Construction & Building
- Energy
- Financial Services
- FMCG companies
- Food & Beverages
- Healthcare
- Hospitality & Travel
- Industrial Equipment
- Information Technology
- Media & Advertising
- Printing & Publishing
- Pharmaceuticals
- Real Estate
- Retailing
- Telecommunications
- Transport & Logistics etc.

India Domain : The e-business Specialists

India Domain is a part of Asia Online group, Asia's leading Internet business solutions provider, with operations across India, China, Hong Kong, The Philippines, Malaysia, Australia and New Zealand. The Indian operation with its headquarters at Hyderabad, has been designated as a "Center of Excellence", and forms a resource center for the rest of the group.

At India Domain our strategic advantage is that we do not merely understand technology, we understand business. And we focus on: turning businesses into e-businesses.

Over the past few years India Domain has taken over 500 clients through the transformation to e-business practices. And in the process we have acquired a vast pool of skills and experience in this area. In addition, we have made continued investment in R&D.

Thanks to our unique experience-base, we can help you develop and execute your e-business strategy in a highly cost-effective manner, and in a significantly reduced time-frame.

Our e-business Advisory & Strategy Consulting Service will offer you all the guidance you need to understand the key issues of e-business. Working with sophisticated methods and tools to analyze companies and markets, we will help you identify the relevant opportunities for your own company, develop your implementation strategy, and build a powerful new e-business enterprise. We help you define your e-business strategy and build and implement a successful plan. No two companies are the same. That's why we work towards flexible, custom-made solutions, which will continually keep pace with the evolution of your business needs.

Our consultants help you fully understand the strategic impact of e-business and how to harness technology to achieve your goals.

With their deep industry knowledge they can provide insights on how e-business is impacting your specific industry and, perhaps most importantly, how it is being leveraged by your competitors.

Working in partnership with your own business and technology teams, our consultants will develop strategies and initiatives that help you capitalize on new business models and technologies.

Our Total e-business Solution Package offers a complete set of e-business power tools that provide you with a rock-solid infrastructure, scalable architecture, unique content management and personalization engines, easy-to-deploy e-commerce components, and advanced CRM capabilities. Together, these technologies will allow you to expand your presence, both electronically and geographically, to:

- Increase your market reach, and thereby increase revenues
- Streamline your processes and slash costs
- Integrate your operations with your business partners, and enhance your relationship with them
- Offer better customer support, and enhance your brand
- Increase customer satisfaction, and loyalty
- Ensure efficient, secure transactions that work, every time, all the time

Our client portfolio includes some of the leading companies operating in the Asia-Pacific region, in every industry, a few of who are:

Air New Zealand, Aswini Homeo & Ayurvedic Products, Bangalore Bazaar.com, Biological E, ehealthcareasia, e-genius, Ford Philippines, Fujitsu, Givency, General Electric, GVK Group, HSBC Invest Direct, Isuzu, Little Gestures, Lawrence & Mayo, Nestle, Nrigiftshop, Rolls Royce Australia Limited, San Miguel Corporation, United Laboratories, Unique Inflatables, etc.

We believe that nobody understands the potential of the Internet better than we do. Nobody has the experience of working with so many clients across so many Asian countries.

And certainly nobody offers you such effective solutions at such affordable prices, or within such tight deadlines.

As a first step, you will specifically need to examine four key areas :

- What do your stakeholders (suppliers, customers and business partners) really value?
- What capabilities do you need to deliver this value to them?
- What resources are required to support these capabilities?
- What actions are necessary to create and sustain a long-term competitive advantage?

Why you should consider India Domain ?

- Extensive domain expertise
- Strategically located - for off-shore development
- Low cost - due to component based development methodology
- Process expertise - ISO 9001 : 2000 certification (awaited)
- Technological expertise - Microsoft Certified Software Provider
- Professional - One of India's top 5 e-solution companies

India Domain e-business Solutions

India Domain offers you a single point source for a wide range of Web-solutions. Be it in Web-enabling the entire enterprise, creating an online retail store or a B2B marketplace or to more specific areas such as Supply Chain, Procurement, Sales force Automation, Management Information System, Customer Relationship Management, Business Intelligence, etc. These tried and tested solutions are custom-made to suit your requirements.

Web-enabled Enterprise

What is a Web-enabled Enterprise?

A Web-enabled enterprise is an enterprise that possesses a database-driven, highly-interactive, corporate web presence. Such a website can be used to inform, educate, improve service at all customer contact points, build brand equity, and build a community.

Such websites are becoming increasingly useful in today's changing business environment. And although they typically do not offer e-commerce, they are much more than a static and an un-involved "brochure-ware" site.

What exactly can a corporate Web presence do for you?

A corporate website allows you to create a customer database and thereby enables effective profiling, segmentation and targeting of surfers. In addition, here's what it enables you to do:

- Offer corporate information, product education and online customer service
- Create online branding and build a base for introduction of online selling
- Build networks/alliances/relationships with business partners
- Offer a two-way communication channel to partners
- Create a community or affinity group around your products and services

Key features of our Corporate Website Solution

- Web-strategy development • Content and Design
- Site Navigation & Architecture
- Site Search-basic or advanced • Contact Issues
- Website Audit • Resources Listing
- Web-Traffic Analysis • Community Building Programs
- e-CRM initiatives • Affiliate Program
- Web Promotion • One-to-one Marketing
- Viral Marketing • Permission based Marketing
- Online Branding

If a corporate website is based on a carefully thought-out strategy, it can bring you excellent results for a relatively modest investment.

How can India Domain help you?

We offer you a single-point source for all the capabilities you need to create, maintain and promote highly result-oriented interactive, database-driven corporate websites.

CASE STUDY

Unique Inflatables Limited
www.uniqueinflatables.com

Client

Unique Inflatables is both-the world's largest manufacturer and exporter of advertising balloons and inflatables. Their customers include individuals, SMEs and MNCs worldwide.

Objective

The client wanted to showcase his strengths, abilities, products, quality and facilities in a very professional manner so as to attract customers from across the globe.

Solution

India Domain built a world-class website which would listen, understand and present the corporate mission, objectives, quality commitments as well as showcase the skill and craftsmanship of Unique Inflatables.

Results

" The quality of the website India Domain has built us is exceptional. Not only is 90% of our business done online, it has also helped us build an international network of resellers. On the whole our bottom line has improved significantly."

Online Retailing

What is Online Retailing?

Online Retailing (also known as B2C, or Business-to-Consumer e-commerce) is basically a Web-enabled interface between your company and your target consumer for selling products and services on the Web, with the facility of online payment.

What exactly can Online Retailing do for you?

To compete in today's high-pressure business scenario, sellers are looking at the Internet as a very effective alternative sales channel, which gives them direct access to target customers. Here are some of the advantages it can give you :

- Requires lower investment (when compared to setting up a conventional, "brick-and-mortar" store)
- Extends your reach to new customers and new markets, and builds an extensive customer base

Key features of our Online Retail Solutions

- Advanced Search Engine
- Personalization Search Engine
- Affiliate Program
- Related Products Suggestion tool
- Hot Deals
- Live Chat
- Order Management
- Customer Management
- Shipping Methods
- Newsletter & Reminder-sender
- User Registration & History
- Shopping Cart
- Wish List
- Order Tracking
- Point Earning and Redemption
- Product & Site Recommendation
- Category Management Tools
- Administration Manager
- Content Management System
- Payment Gateway Connectivity

- Quicker Return on Investment (ROI) than conventional, off-line selling
- Reduces customer acquisition costs by up to 70%
- Reduces transaction costs
- Reduces advertising and promotional costs

- Faster inventory turnover
- Improves your understanding of your customers on a 1-to-1 basis
- Helps serve your customer better by giving her greater choice and greater convenience of shopping
- Increases brand value and brand recall
- Eliminates geographical boundaries for your business, and can establish a global market for your product or service

Online retailing can be extremely useful to consumer product and service enterprises especially in the area of : Apparel, Arts and Handicrafts, Books, Car Rentals, Computers and Electronics, Cosmetics, Financial Services, Gifts and Novelties, Groceries, Music, Software, Stationery, Sweets and Confectionery, Tours and Travels, Toys, services of all types.

How can India Domain help you?

India Domain has pioneered a world-class solution for various business segments. The solution, which is called “B2C-in-a-Box” www.b2cinabox.com is a complete solution developed to meet all your e-retailing needs. It enables you to set up a highly secure storefront in the shortest possible time-frame. This product has been tested in several successful online stores. There are currently more than 25 stores using this solution for their online retailing.

CASE STUDY

Bangalore Bazaar.com Pvt. Ltd.
www.bangalorebazaar.com

Client

Bangalorebazaar is a city specific e-commerce store and is popular among NRIs originating from Bangalore.

Objective

To make the shopping experience as personal as an off-line store.

Solution

India Domain used its in-depth understanding of the buying behavior of customers, both online and off-line, to create a retail channel with a highly customer-centric focus.

Results

“India Domain’s solution helped us build customer loyalty by giving a reliable and secure online store front. Our customers say- we enjoy a very personalized shopping experience with total security.”

B2B Marketplaces

What is a B2B Marketplace?

A Business to Business (B2B) marketplace provides an interface for buyers and sellers to enable them to exchange their goods or services for payment (or for exchange in kind). It enables the electronic exchange of all the documentation and information necessary to transact business effectively.

What exactly can a B2B Marketplace do for you?

A B2B marketplace helps to unite fragmented industry value-chains by bringing together buyers, suppliers, and commerce service providers into seamless trading communities.

It thereby simplifies trade, reduces transaction costs, enhances sales and distribution processes, streamlines customer management and contributes

Key features of our B2B Solutions

- Advanced Search Facility • Company Listing
- Product Sample Offers
- My Account Hot Deals
- Tenders Classifieds • Newsletters
- Auction Site
- Products & Site Recommender
- Sample Room
- My Partner List • My Product List
- My Block List • My Watch List
- Top Traders

potential new revenue streams to all its participants.

As a result, it delivers a number of important advantages to both the buyers and the sellers such as :

- Reduced cost along the entire supply chain
- Reduced entry barriers for previously unviable customers

- Instant access to highly competitive global suppliers
- Faster turnover cycle
- Improved market intelligence
- Improved profitability through low transaction cost
- Improved efficiencies and cost effectiveness through automation of business processes and elimination of errors
- Accelerated business transactions through streamlining of business
- Enhanced possibilities of buyers getting a better price
- Enhanced trading partner satisfaction and better, faster Return-on-Investment (ROI)

In short, a B2B marketplace gives market-makers a set of powerful tools for developing advanced trading models. It is also very useful for industry and trade associations.

How can India Domain help you?

India Domain can offer you all the necessary technical expertise in developing and successfully running a B2B marketplace. We have developed significant domain expertise in various sectors of key industries, which enables us to provide a complete B2B solution to fit your specific needs. Moreover, our network of offices across the Asia-Pacific region gives us access to a vast pool of tried and tested technical expertise.

CASE STUDY

A Major in the Power Sector
www.b2boutofabox.com

Client

Client has diversified interests in power generation. Opportunities in the power marketplace are enormous as there always exists a mismatch of supply and demand of power throughout India.

Objective

The objective was to develop an effective and efficient B2B marketplace for the trading of power between the different players in the energy industry.

Solution

Capitalizing on the in-depth understanding of the functionality of various kinds of marketplaces, we were able to develop a solution, which not only brought together the industry players, but also integrated the raw material suppliers of the power plants and the power distribution companies into the business equation.

Results

"The solution and technology provided by India Domain has enhanced our revenue model and given greater scalability to our marketplace by integrating different players into it and expanding its scope to cover the entire power industry."

e-Procurement

What is e-Procurement?

e-Procurement is a key component of B2B e-commerce. It ensures the procurement of primary raw materials, indirect goods, capital expenditures and services.

The Web-based interface and electronic catalogs allow your employees to order goods and services by sending, receiving and evaluating quotations online. The source of these goods and services may be:

- Direct from the manufacturer or approved service provider
- Through a distributor
- Through a trading network that serves as an intermediary

Key features of our e-Procurement Solutions

- Search • Suppliers Product Samples
- Sending RFQs • Evaluating Offers
- Vendors Account Management
- Quotation Comparison
- Auto Invoicing • Buying Services
- Business Partner Qualification
- Order Fulfillment • Advanced Reports
- Returned Goods Management
- Purchase Ordering • Sales Invoicing
- Inventory / Shipping • Site Administrator

What exactly can e-Procurement do for you?

The purchasing process within most large enterprises often remains the last bastion of paper-dominated processes. In today's rapidly changing landscape of prices, products, and policies, these outdated processes are major bottlenecks. In addition, multiple disconnected processes make it difficult to capture all the buying activities for increased control, leverage, and analysis of your spending.

Some typical problems are:

- Too many suppliers make it difficult to find the best source for each purchase
- Getting up-to-date prices and availability is difficult
- Internal approval process is cumbersome
- Product and price comparisons are hard to make
- Purchasing professionals spend too much time on transaction processing rather than on value-added activities

An e-Procurement solution can dramatically transform this scenario and it:

- Reduces the administration expenses associated with the ordering and procurement of the required goods and services
- Makes it easier for employees to buy from preferred vendors
- Facilitates the process of purchase negotiation with suppliers
- Reduces spending on non-productive goods and services
- Automates the acquisition of the goods and services required to run your company — which can lead to dramatic cost reductions

e-Procurement can be a very effective tool for any enterprise having a large number of geographically diverse suppliers.

How can India Domain help you ?

India Domain's long experience in developing e-marketplaces for a wide range of industries has given us a unique insight into procurement processes, and their requirements.

CASE STUDY

A Major Pharmaceutical Player

Client

The Client is one of the largest players in the Indian Pharmaceutical industry with operations in over 50 countries. The company is a manufacturer of bulk drugs, intermediaries and formulations.

Objective

The objective of this e-Procurement solution was:

- To centralize and streamline the process of procurement of various production and non-production materials
- To facilitate a process of collaboration with the various materials suppliers

Solution

India Domain developed a solution with a range of advanced modules from Business Partner Qualification to Auto Invoicing. As a result the company not only has full control over the suppliers and the procurement process, but is also able to keep constant track of all material requirements.

Results

"The solution is completely compatible with our ERP system, and can be scaled up to match the business expansion."

e-Sales Force Automation

What is e-Sales Force Automation?

e-Sales Force Automation (e-SFA) is a Web-based application, which uses the power of the Internet to link the corporate office with its marketing network, no matter how remote or far-flung it may be. It is an extremely useful and cost-effective medium of communication, as well as collaboration.

It enables you to automate various key sales functions, such as Sales Process, Sales Cycle, Lead Generation, Contact Management, Scheduling of Presentations, Tracking Issues, Customer Information Management, and Customer Care Coordination.

What exactly can e-SFA do for you?

An effective e-SFA solution can provide management with rapid access to all vital sales data while the salesman is still on the road. Thus it gives you a major competitive edge, speeding up response times, multiplying productivity, streamlining

Key features of our e-SFA Solutions

- Contact Management
- Lead-tracking
- Lead Pass
- Sales Call Planning
- Activity Management
- To-Do Lists • Marketing Management
- Schedules & Calendar • Sales Repository
- Sales Accounting
- Performance & Productivity Evaluation

operations and cutting down costs.

It can enhance your company's efficiency at almost every point in the sales management function by enabling you to :

- Target your marketing efforts more precisely
- Generate more qualified leads (and weed out unqualified ones)
- Turn more leads into new opportunities

- Close a higher ratio of opportunities
- Serve your customers better
- Monitor your sales staff more effectively
- e-mail, maintain To-do Lists, Meeting Calendars and Phone Call Calendars
- Maintain high task-orientation of staff, and pace activities at goal levels
- Maintain Lead Activity Reports and Sales Reports, which show whether leads have been followed up on or not

e-SFA can make a major contribution to any company that has multiple locations and far-flung sales and marketing networks. It would be particularly relevant to players in the following sectors: Pharmaceuticals, FMCGs, Consumer Durables, and Service Industry.

What can India Domain do for you?

India Domain brings an in-depth understanding of the requirements of Sales Force Automation, made possible by the experience of our business analysts working with clients across a range of industries. Hence, we are able to recommend solutions that will best fit your company's needs, and business processes.

CASE STUDY

Aswini Homeo & Ayurvedic Products Limited

www.aswini.com

Client

Aswini is a leading Homeo and Ayurvedic product company, with a strong marketing network across southern India. The company is in the process of rolling out its products nationally and globally, as well as adding various new products to its basket.

Objective

Aswini was looking for a system that would enable centralized control of its sales force operations and inventory systems, thus enabling it to support its rapid market expansion programs.

Solution

India Domain developed a series of key customized modules for the client, covering the areas of New Market Development, Account Management, Sales Reporting and Inventory Monitoring, which give them all the centralized control they require.

Results

"India Domain's solution has not only streamlined our entire sales reporting structure across our various products, but it has also given us complete control over the sales and promotional activities. As a result, our decision-making process has become significantly faster and more efficient."

Enterprise Collaborative Portals

What is an Enterprise Collaborative Portal?

Today's professionals are flooded with information from all directions, but ironically, it's getting harder and harder for them to find the information they really need.

The problem is, corporates have too many tools for accessing data, and busy professionals have too little time to learn how to use them effectively. The solution to this problem is an enterprise collaborative portal (ECP), which gives business users a common interface and access-point to all data, inside, as well as outside the organization.

Users can access any information they require - including structured and unstructured data - without necessarily having to know its exact location or format.

Key features of our Enterprise Collaborative Portals

- Chat • Calendar
- User Registration & Management
- Content Management • Search
- Application Forms • Survey and Poll Links
- Task Management / Collaboration Tools
- News Services
- Message & Discussion Boards
- Reference Tools • Web based e-mail

What exactly can an Enterprise Collaborative Portal do for you?

Here are some of the advantages an ECP offers you :

- Reduces search and marketing costs for your company
- Consolidates all the business reports, documents, spreadsheets, data cubes, etc. generated anywhere in your

organization, by any application, and make them easily accessible (subject to security authorization, of course) to non-technical users via standard browser technology

- Provides an interface to manage common resources such as task lists, events, advertisements, and discussion forums
- Enhances your ability to target specific customers
- Enables you to fine-tune and add value to your existing products and services in order to meet your customer's exact requirements

An enterprise portal can be extremely useful for any business house that needs intensive collaboration among its stakeholders, particularly if it has diverse businesses across geographical locations.

How can India Domain help you?

Our experience in developing enterprise portals for various segments of industry gives us an edge in delivering a complete solution to meet your business needs. Meanwhile, our R&D group is continuously working to develop our knowledge-base to keep pace with changing business requirements.

As a result, our enterprise portals score very high in terms of Scalability, Search/Navigability, Security, Dynamic Execution, Ease of Use, Ease of Administration, Extranet Support, Personalization / Customization.

CASE STUDY

e-genius Limited

www.chambers.e-genius.co.uk

Client

e-genius is a consulting company that offers a comprehensive range of business and training support for over 1000 companies in St. Helens, UK.

Objective

The e-genius management wanted to Web-enable their service to improve the efficiency and effectiveness of their Clients/Advisory support and ensure that all appropriate data is collected and stored.

Solution

Using ASP for the front end and SQL server for the back-end databases the site offers extremely fast, automated routine communications. This helps clients and associates share their e-commerce experiences and integrate the communal learnings into their own e-commerce businesses.

Result

" India Domain has developed a truly optimum solution for us. We are now able to help the local business community to improve their business and grow in a structured manner through instant online responses to their queries."

e-Supply Chain Management

What is e-Supply Chain Management?

Electronic Supply Chain Management (e-SCM) is an optimization of business processes and business value in every corner of the extended enterprise - right from your supplier's supplier to your customer's customer.

It uses e-business concepts and Web-technology to manage beyond the enterprise, both upstream and downstream. This strategic approach unites all the steps in the business cycle, from initial product design and procurement of raw materials, through shipping, distribution, and warehousing...right up to the point when the finished product is delivered to the customer.

The scope of an e-SCM solution covers :

- Online integration through the Internet
- Demand planning

Key features of our e-SCM Solutions

- Inventory & Stock Management
- Shipping Management • Advanced Reports
- Search • Site Administrator
- Location Tracer • Transit Time Calculator
- Shipping Cost Calculator
- Optimum Load Calculator
- Online Tracking • Decision Support Tools
- Accounts & Finance Management

- Supply planning
- Fulfillment planning
- Consistent predictability of flow of goods

- Improved relations with channel partners
- Better control over budgeting and investments

What exactly can e-SCM do for you?

An e-SCM solution can bring about a dramatic reduction in your costs, and integrate your enterprise closely with all the other players involved in your processes. And, in doing this, it goes one big step beyond a mere ERP solution.

Here, is what it can do for your company:

- Tie together all the players in the extended enterprise, from raw materials to final point of distribution
- Give real-time market information to these players, allowing them to anticipate and adjust their operations in response to market conditions
- Help eliminate costly stockpiling against demand spikes, freeing up resources and reducing costs
- Lower costs, improve speed and increase the accuracy of data sharing within the extended enterprise

A truly integrated supply chain creates value – for the enterprise, its supply chain partners, and its shareholders.

e-SCM is particularly relevant to diversified business houses with complex supply chain networks, to companies with wide distribution systems, and to enterprises that depend on a large number of out-sourced products.

How can India Domain help you?

We offer industry-specific solutions, addressing the unique supply chain issues within and across individual industries.

CASE STUDY

United Laboratories Limited

www.unilabs.com.ph

Client

United Laboratories is one of the largest pharmaceutical firms in the Philippines, with a very large retail and distribution network.

Objective

To streamline and centralize the company's entire supply chain process, and to help refine the decision-making process.

Solution

India Domain put in place Supply Chain modules, which not only take care of the client's current needs, but will also take care of its future needs as the company and the industry evolve and grow.

Results

"India Domain's expertise in understanding our business processes is amazing. We have got the solution which best suits our business objectives and which can match any e-SCM solution implemented anywhere else."

e-Management Information System

What is e-MIS?

Enterprise Management Information System (e-MIS) is a set of centrally coordinated, Web-enabled components, comprising Management Information Systems and Knowledge Management tools, which integrate all the organization's departments with a view to increasing its functional efficiency and putting into place a strategic IT Plan.

e-MIS transforms basic data into fact-based and actionable business information. It opens up a number of possibilities for the company, ranging from spotting customer trends to reducing financial risk. As a result it can help you gain — and maintain — a major competitive advantage.

In fact, according to an International Data Corporation study of 65 companies, the mean return on an e-MIS investment was greater than 400% over a span of 2 to 3 years.

What exactly can e-MIS do for you?

e-MIS is probably the most cost-effective, quickest and easiest way of improving your organization's functional effectiveness and competitive advantage.

What it does, is to analyze and interpret vast quantities of existing in-house data - customer demographics, product-purchase histories, cross-sales, service calls, Internet experience,

Key features of our e-MIS Solutions

- Market Analysis Reports
- Marketing Campaign Analysis Reports
- Sales Forecasts
- Sales Activity Reports
- Production Reports
- User & Access Management
- Inbound Data Entry
- Business Intelligence
- Accounting & Finance Reports
- Profitability Analysis
- Target & Budget Analysis

online transactions, etc. - and turns all this into insights that can help you develop new strategies to gain a competitive edge for your company.

All this can benefit you in a number of ways :

- Assists in taking critical decisions, such as which markets to enter, which customers to pursue, and which products to promote
- Retains your best customers, by understanding them better: their needs, wants and buying patterns

- Uncovers new sales opportunities
- Enhances supplier relationships
- Reduces financial risk

Overall it improves the organization's functional effectiveness by identifying potential customers, enables you to build strong relationships with customers and associates, making your company much more competitive.

What's more, since this solution is Web-based, it doesn't call for any heavy capital expenditure in hardware and licensed software. All the new business intelligence can be distributed throughout your entire organization, and can be accessed from anywhere, anytime, with just an Internet connection.

It is extremely easy to use, offering your employees single-click access to queries, reports, and setup actions.

e-MIS is most relevant to enterprises with the following profile:

- Large numbers of customers
- Very high levels of competition, and a need for differentiation
- Large volumes of data collected

It is ideal for companies that operate on a large scale – geographic, width or depth of product range or those that have a high service and reporting requirements.

How can India Domain help you?

India Domain can help you capitalize on the massive amounts of information already existing within your organization and use it to transform the organization into a nimble, customer-focused, information-driven e-business.

These e-MIS solutions focus on database analysis, campaign management and planning. They include data warehouse creation, data mining, OLAP query and reporting, campaign management applications, and all the services necessary to install, implement and integrate these elements.

CASE STUDY

Lawrence & Mayo Pvt. Ltd.
www.lawrenceandmayo.co.in

Client

Lawrence & Mayo is India's leading manufacturing and dispensing optician with a chain of outlets across India. It has been in operation since 1877, and today has distribution outlets in 26 cities across India.

Objective

To centralize and integrate the company's entire customer database, reports, sales and sales forecasts right across the country.

Solution

India Domain built a huge database in SQL, and developed a customized Web-based solution that covered all the distribution outlets across India with clear segregation, region-wise, product-wise and sales personnel-wise. The solution incorporated features such as: Sales Reports (monthly, quarterly, yearly), Comparative Sales Reports, Sales Forecasts, Inventory/Store Management and Marketing Reports.

Results

"The business intelligence delivered by India Domain's new e-MIS solution has helped us significantly in sharpening our analysis of business trends, and speeding up our decision-making process."

e-Customer Relationship Management

What is e-CRM?

Electronic Customer Relationship Management (e-CRM) is based on some basic principles such as, 80% of your business comes from 20% of your customers and it is less expensive to retain an existing customer than get a new customer. A satisfied customer also tells 2 other people of your services while an unsatisfied customer tells 10 others of your shortcomings

e-CRM uses the latest Web-technologies to read, manage and analyze customer databases to provide you with the detailed information you require for effective customer acquisition and retention. The basic features of e-CRM therefore are :

Key features of our e-CRM Solutions

- e-mail-Auto Response / Auto Suggest / Multiple Response / Auto Text
 - Live Chat-Proactive & Reactive
 - Text Chat
 - White Boarding
 - Self Help - FAQs answered automatically
 - VOIP Reports
 - Collaborative Browsing
 - Inbound & Outbound e-mail
-
- Enables a personalized relationship with customers
 - Offers integrated customer information from all departments into one centralized knowledge base
 - Has a totally integrated, customer-centric approach
 - Employs e-business technologies to extend customer service and offers a variety of solutions tailored to your specific needs

What exactly can e-CRM do for you?

Today your customers want access to your company 24 hours a day. They want to know when their orders were shipped, and what their account balances are. They want salespeople and call-centre representatives who can answer their questions right now.

Today, more than ever before, it is essential for a company to excel at every single customer contact point, be it at the retail-point, in the call-centre, via the Internet, or through sales and service agents.

e-CRM makes all this possible, and viable. It enables:

- The company's representatives across all contact points to retrieve customer data from anywhere, anytime
- Personalized service to each customer, based on individual wants
- More ways than one to reach and service customers
- Increased customer satisfaction, leading to higher customer retention
- Customized solution for your customers business requirements

Hence e-CRM can lead to enhanced customer experience, identification and retention of the most profitable customers, increased market share, reduced costs of customer servicing ... and ultimately a greater return on your e-CRM investment. e-CRM is relevant across the entire spectrum of businesses, where customer satisfaction is critical.

How can India Domain help you?

India Domain's customized e-CRM solutions give your customer a consistent, high-quality experience at every point of contact within your business. As a result your customers feel completely in control, as they are able to access information when, where and how they want to. And since they have more power and more choices, they have fewer reasons to turn to your competitors.

At the same time, our solutions make important improvements to your internal processes, such as :

- Integrating legacy and IT systems to streamline access to real-time database both input and output
- Providing sales and marketing data with higher levels of accuracy and efficiency
- Reducing the sales cycle by adjusting levels of service to maximize Return on Investment (ROI)

CASE STUDY

Nrighitshop

www.nrighitshop.com

Client

Nrighitshop.com is promoted by some of the oldest names in online retailing who had started with the city based hyderabadbazaar.com and later bangalorebazaar.com.

Objective

This online store is targeted at NRIs who have already experienced best of breed stores like amazon.com. Hence this was to be matched feature to feature.

Solution

It has some of the best features like Hot Deals, Top Sellers, Affiliates, Newsletters, order tracking and several customer friendly attributes like My Account, Wish List, Live customer support, Help desk, Security etc. This site was done on an NT based server with SQL as back end and ASP on the front end. The administrator could track inventory, orders and edit content.

Results

"The format lent itself to building customer loyalty and provided an easy to use control panel – changing layouts, colors or prices was child's play. It has certainly delivered value for money."

e-Content Management System

What is an e-Content Management System?

In today's Net-speed world, the most important link between a company and its customers is often the ability to deliver relevant – and constantly updated — information, or content. The ability to manage dynamic content is of paramount importance, and it can make a huge difference in customer acquisition and retention. It is therefore central to the company's business success .

An e-Content Management System (e-CMS) involves the integration of database, workflow and editorial tools. It enables content to be stored, retrieved, edited, updated, controlled, and outputted in a variety of ways. What is key to this entire process is that the incremental cost of each update cycle and output production shrinks significantly over time.

Key features of our e-CMS Solution

- Online HTML Editors
- Banner Management
- News Management
- Navigation Management
- Poll Administration
- Tools to Edit / Modify / Delete pages
- Content Access Privelege Management
- Registration & User Management
- Layout Management

What exactly can e-CMS do for you?

An effective e-CMS enables you to manage content efficiently and easily, while minimizing technical personnel and maximizing organizational productivity. It lets you identify, organize, store, retrieve, publish and share content quickly, accurately and seamlessly ... all from a single system.

A good content management system will help you achieve three key advantages:

- Leverage information as a strategic asset
- Reduce time to market
- Enhance customer loyalty

Thus it helps you meet the growing pressures on you to deliver better, quicker content, which come to you from a variety of sources, such as :

- More demanding consumers
- Increased channel partners
- Diverse media requirements
- Multiple delivery channels
- Dynamic technology

e-CMS can play a critical role for any enterprise seeking to get as close to its customer as possible. It is particularly relevant for Portals, and any player who has a significant Web-presence

How can India Domain help you?

India Domain specializes in developing customized e-CMS solutions. We offer you an e-CMS solution that does more than just store and serve content. It enables you to create e-business scenarios – customized sequences of targeted customer interactions that enhance productive relationships. Such e-business scenarios give you the ability to know your customer better, respond to their needs faster, and build strong long-term loyalty.

CASE STUDY

ehealthcareasia

www.ehealthcareasia.com

Client

ehealthcareasia is Asia's first listed e-health business. It is a Business-to-Business company, which uses the Internet and other technologies to provide services to meet the healthcare needs of the Asian markets. Its main focus is to act as a clearing-house for healthcare transactions in Asia.

Objective

The healthcare industry obviously entails an enormous number of transactions. The majority of these are paper-based, and therefore cumbersome, slow and prone to error. Hence ehealthcareasia's objective has been to get the healthcare industry to move such transactions onto its network, and thereby dramatically improve its administrative efficiency.

Solution

India Domain's e-CMS solution was designed to meet the client's requirement for maintaining an enormous database of textual contents, such as up to date medical news, a comprehensive health and medical library, the latest medical publications, free home pages, etc.

Results

"India Domain's technical and consultancy team has given us an excellent solution, comparable to the best in the world. This solution has not only solved our problems, but also given a high degree of comfort to our customers with its user-friendly features."

e-Learning

What is e-Learning?

In today's new economy the company that will succeed is the one that is nimble, responsive and, above all, smart. In fact, this is becoming an imperative for survival, let alone success. Hence every company needs to enhance employee learning on a virtually continual basis.

e-Learning is an innovative way to meet this learning imperative, effectively, efficiently and economically, through custom-made, Web-enabled learning solutions. In fact, it is fast becoming the training tool of choice for any company that believes that employee knowledge empowerment is a key issue for its development.

What exactly can e-Learning do for you?

Today – as always — in order to succeed a company must ensure that it achieves the following: Increase sales, Accelerate time to market, Raise productivity, Boost employee retention, Foster customer loyalty, Increase customer conversions,

Key features of our e-Learning Solutions

- Learner Control Tools
- Skill Assessment Tools
- Search Online
- Appraisal Tools
- Discussion Forums
- Simulation • Survey
- Links & Affiliates
- Membership Management Tools
- Evaluation Tools

Add new revenue streams, Cut down expenses and Reduce training time.

e-Learning helps you achieve all this by providing the necessary training inputs.

Its advantage is that it delivers knowledge and skills throughout an organization very rapidly - and delivers measurable, bottom-line business results.

Here are some of its many advantages and benefits :

- Convenient access to learning - anytime, anywhere
- Self-paced format that accommodates all levels and schedules
- More measurable than other forms of learning and training
- More cost-effective than in-person training
- Does not require time away from the office, client engagements, or sales calls
- Consistency of message (everyone gets the same information, in the same format)
- Faster sales ramp-up time for new products
- Higher completion rates
- Engaging and interactive learning environment
- Simulations allow learners to test their skills in a safe environment
- Instant, global deployment, and updation facility
- Minimal technology requirements
(Internet-connected computer and Web-browser)

e-Learning is relevant to any company with a knowledge imperative and with operations spread across diversified locations within India, or globally.

How can India Domain help you?

India Domain has developed significant domain expertise in e-Learning, partly through our experience in working with different types of organizations across various industries and partly through our in-house R&D on the human learning process.

CASE STUDY

A major Indian Call Center training company

www.cdp-tts104.com

Client

The Client is one of the pioneers in the field of call-center training in India. It is a major source of high-quality, trained personnel for the burgeoning number of call-centers in the country.

Objective

The objective was to create an effective, innovative channel of training, which would augment and add value to the existing training package, while helping to bring down overall training costs.

Solution

India Domain developed an e-Learning solution which not only simulates the comfort-level of classroom learning for the trainees, but also on the economic front gives the client a sound, secure revenue model.

Results

"We believe India Domain has done an excellent job for us. It has helped us develop one of the finest e-Learning centres for call-centre training in India."

What kind of infrastructure will you need?

It is imperative to have an appropriate infrastructure to back your e-business solutions. And that is why we strive to build a strong infrastructure base for you. Here are some of the concepts and components connected with that infrastructure, that needs to be understood before the launch of any e-business initiative.

Hardware

Dedicated Servers

In the Web-hosting business, a “dedicated server” refers to the rental and exclusive use of a computer that includes a Web-server, related software, and connection to the Internet ... all housed in a Data Centre. The server can be configured and operated remotely by the client.

A dedicated server is needed for a website that has heavy usage and traffic. e-business solutions are processor intensive and hence require dedicated servers to handle the volume of data and access requests.

A dedicated server can also be co-located at the ISP or Web-hosting companies' premises. India Domain specializes in dedicated and co-located server connectivity and offers these services at its state-of-the-art data center.

Bandwidth

Every time a visitor loads a Web-page in their browser, the server computer uses some of its resources to send the page to the visitor's computer. This transmission is called the “bandwidth”. The more visitors you get, the more bandwidth you use. Bandwidth for e-business solutions is required for connectivity as well as for hosting.

India Domain offers bandwidth speeds of connectivity ranging from 14.4 to 56 kbps to OC 48 connection with speeds up to 2.488 gbps.

Database Servers

Database servers are at the back-end of most medium and large e-commerce projects. They are a collection of data that is organized so that its contents can easily be accessed, managed and updated. There are various types of databases. Database servers mostly used on the Web, use MS SQL or Oracle.

Software

Programming Languages of the Internet

HTML, XML, Client-Side Programming, JavaScript, Cascading Style Sheets (CSS), Dynamic HTML (DHTML) Server-side Programming, ASP.

To put it simply, we can view the application as being divided thus:

- A first-tier, front-end, browser-based GUI, usually at a personal computer or workstation
- A middle-tier business logic application (or set of applications), possibly on a LAN or Intranet server
- A third-tier, back-end, database and transaction server, sometimes on a mainframe or large server

Some leading application servers are- *IBM Web Sphere Application Server, ColdFusion, Lotus Domino, Apple WebObjects, IPlanet, etc.*

Browser

A browser is an application program that provides a way to view and interact with all the information on the World Wide Web. Today, of course, Netscape and Microsoft are the two major browsers – and they compete intensely with each other. Browser acts as thin clients for e-business applications.

Web, Mail and Application Server

A Web-server is a program that serves the files that form Web-pages to Web-users- using a client/server model and the World Wide Web's Hypertext Transfer Protocol.

Web-servers may be the most ubiquitous servers on the Internet, but mail servers rank a close second. e-mail is considered the most important service provided by the Internet, and hence servers that move and store mail are a very important piece of software.

The Application server is frequently viewed as part of a 3-tier application, consisting of a Graphical User Interface (GUI) server, an Application/Business Logic server, and a Database and Transaction server.

Back-end

A back-end application or program serves indirectly in support of the front-end services, usually by being closer to the required resource, or having the capability to communicate with the required resource.

The back-end application may interact directly with the front-end. More typically, it is a program called from an intermediate program that mediates front-end and back-end activities.

Security On The Web

Secure Protocol & Password Protect Directories

You can limit the amount of access users have to your site by using the “Protect Directories” option and specifying a username and password for the directory you are protecting. Each protected directory can have multiple users who have access to it (each with different passwords, if needed). User access is generally provided through secure protocols like HTTP Secure.

Additionally, the Protect Directories option can be used to remove a user’s access from a protected directory.

Secure Sockets Layer

A user who is asked for information, such as credit card or bank account number, sometimes fears that a hacker might intercept this information. To address such concerns you need to secure sensitive information from all forms of tampering and interception. And this is where SSL (Secure Sockets Layer) comes into picture.

SSL provides a virtually impenetrable way of establishing an encrypted communication.

Encryption & Digital Certificates

This is the conversion of data into a form called a ciphertext, that cannot be deciphered by unauthorized persons. “Decryption” is the process of converting such data back into its original form, so it can be understood.

Digital Certificates are provided by trusted third parties like Verisign and Thwarte to ensure validity of content and the recipient of data.

India Domain’s Managed Security Services take care of all aspects of security for e-business including, Firewalls, Encryption, Digital Certificates, etc. This is especially required to keep intruders out of your business and ensure the safety of your valuable data. We also specialize in Online transactions, Payment Gateway connectivity where security is a major concern.

How can India Domain help you?

India Domain has qualified professionals in various programming languages and database as well as network administrators specializing in e-business solutions. India Domain is a Microsoft Certified Solution Provider and is on the road to getting an ISO 9001:2000 certification. India Domain’s processes and methodologies are amongst the best in the industry to deliver world-class e-business solutions.

Methodology & Process

Component Based Development

At India Domain we are focused on success: the success of your project, and the success of your business. And to ensure that we achieve success on every project, we employ our own Component-Based Development Methodology — developed with highly innovative techniques and backed by years of hard-won experience.

This Component-Based Development Methodology involves assembling pre-built, pre-tested independent blocks of code, that can be customized to meet your specific needs, and modified as those needs change. India Domain has with it's experience and expertise developed an extensive repository of components which enable them in developing and deploying faster e-business solutions.

This approach provides greater flexibility, not only in the current development process, but also in future maintenance and upgrading projects. In addition, it reduces testing requirements, increases overall quality and reliability, lowers risk, and ensures earlier delivery and deployment of part of the solution.

We begin every e-business and custom software project by carefully studying your company's goals, objectives, and the technical alternatives available to you. Our project plans include vital information on the project's objectives, deliverables, and schedule, so that expectations are always clearly communicated to all members of the combined team. We also employ risk-assessment techniques during the lifetime of each project, to guarantee that appropriate actions are taken early, and often, against all issues that could hamper the project's success.

Process

Our rigorous approach includes 7 steps, each one being an independent component, with its own target dates, tasks and milestones:

1. Assessment Phase

This information-intensive phase includes a Requirements Definition Document, which describes the required functionality, environment, and interfaces for your project.

Our Proposal includes a project estimate and a preliminary Project Plan. These documents outline exactly how and when we propose to develop and deliver your project, giving you the opportunity to vary the project requirements, if necessary, before the project begins.

2. Analysis

Once the Proposal is accepted, we work with you to arrive at detailed Functional Specifications, which define the system behavior. After you accept these Functional Specifications, we will deliver an updated estimate and Project Plan.

3. Design

After evaluating several designs, the best solution is chosen. Design Specifications for our programmers are then prepared, describing the internal architecture of the system.

4. Development

Our programmers work exclusively from the Functional and Design Specifications, using our strict coding standards. With the help of state-of-the-art tools and technologies, they develop applications rapidly, while maintaining top-quality standards.

5. System Test

Our QA specialists begin work from the first day of the project. Functional Specifications must be satisfactory and achievable, and Design Specifications must meet strict reliability and user convenience standards.

A detailed Test Plan is then developed and methodically followed throughout the coding phase, including independent module inspections, as well as complete system tests.

6. Implementation

After your project passes our strict testing criteria, we deliver it and integrate it into your environment. Significantly, *we do not consider the project to be complete until after the system is fully operational in your own environment.*

7. Support

After the system is installed and functioning, we will provide the complete maintenance for it, and will recommend future enhancements on an as-needed basis.

India Domain's extensive experience and domain knowledge enable them to offer you cost-effective solutions that are in sync with the best of the breed practices in the industry. This a company that is ideally suited to turn your business in an e-business.

Get in touch

If you are interested in turning your business into an e-business mail this page to us and we will get in touch with you.

I am interested in the following services :

- | | |
|------------------------------------|--------------------------|
| Web-enabled Enterprises | <input type="checkbox"/> |
| Online Retailing / B2C | <input type="checkbox"/> |
| B2B Marketplaces | <input type="checkbox"/> |
| e-Procurement | <input type="checkbox"/> |
| e-Supply Chain Management | <input type="checkbox"/> |
| Enterprise Collaborative Portals | <input type="checkbox"/> |
| e-Sales Force Management | <input type="checkbox"/> |
| e-Customer Relationship Management | <input type="checkbox"/> |
| e-Content Management | <input type="checkbox"/> |
| e-Learning | <input type="checkbox"/> |
| e-business Infrastructure | <input type="checkbox"/> |

Please call on me :

Name :

Organization :

Website, if any :

Designation :

e-mail :

Phone :

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