



# Company Profile



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## ABOUT US

**Green Fin Technologies** is a comprehensive software services company, providing a broad range of consulting and development services, with headquarters located in UK. Green Fin Technologies philosophy is to address the needs of the customers with the best of Technology available backed by local expertise.

**Green Fin Technologies** has grown rapidly in stature and expertise. The vision of Green Fin Technologies is aptly encapsulated in its mission. The company's top management is technocrats, dynamic entrepreneurs and expert professionals, who provide the competitive edge to the organization.

Excellent team work is the hallmark of the work ethos that exists in **Green Fin Technologies**. *“An organization where new and expansive patterns of thinking are nurtured, where collective aspiration is set free and where people are continually learning how to learn together”* is a core value persuading the human resources spirit.

In an age of countless customized software providers, **Green Fin Technologies** is defying convention and blazing a new path. The company was born out of the need for a domestic/offshore outsourcing model done right. Our sole purpose is to help you identify your business challenges and then to develop solutions that solve them in the most cost effective and efficient manner. We accomplish this through a proven development methodology that continues to be refined with every engagement. State-of-the-art technology centers provide you 24x7 support and service and the cost advantages of offshore development, as well as the quality and security of domestic project management in the Pakistan.

With a strong commitment to process control, **Green Fin Technologies** consistently delivers exceptional quality.



## Why Green Fin

### **Expertise**

All of our team members have several years of expertise developing customized, fully integrated systems in a variety of industrial standards. Some of our team members have worked on software projects for industry leading firms as well. In addition, Green Fin Technologies has a well-managed administrative support staff to assist in meeting your needs.

### **Technically Advanced**

Our software development tools and products implement Object-Oriented design and programming. Further, we use the most modern development tools and technologies available on the market today. We are staying on pace with the fast evolving software development capabilities and uses of multimedia and the Internet.

### **Availability**

The Internet allows us to communicate with your team as easily as if we were in the next room. All of our project managers you will potentially interact with have strong English language skills thus eliminating language barriers. Also, because of our location in Pakistan, we can receive our feedback in the morning and address your concerns before you arrive at work the following day.

### **Flexibility**

We are custom-build to client specific requirements. We have proven to be able to react quickly and to adjust to any changes or additions thrown at us during the course of a project.

### **Speed**

Because of our experience, the tools we have evolved, and our talented programmers (among other reasons) we can develop quality, customized systems very quickly.

### **Dedication**

Our programmers are professionals in the truest sense of the word. When we have your deadlines to meet we ensure the deadline is met. When you have a last minute change in specifications, we don't turn the lights off at five and go home. Our people put in whatever work is required, whenever needed, to keep our clients happy.

### **Reasonable cost**

Pakistan has very low operating costs and low-cost labor. Therefore, we can pass on significant savings to you. Ultimately, you'll get more for your software budget.



### **Expandability**

For our clients' proprietary software development projects, we tap a virtually unlimited supply of highly skilled programmers, mathematicians and scientists.

### **Security**

Green Fin Technologies is a UK Base Software Development Company. Our legal, banking and accounting relationships are spread all over Pakistan, UAE and UK. You have the convenience and security of dealing with an Pakistani business with the added benefit of a much lower development cost.

### **Our Commitment to Business Continuity**

Green Fin Technologies has a robust and time-tested Business Continuity Plan (BCP) that ensures that the business operations of Green Fin Technologies are not disrupted by any natural or unnatural disaster.

The BCP reiterates our commitment to delivering the highest quality solutions using the onsite/offshore model, and protecting our clients from risk. Our business continuity plans are based on the need to protect professional staff, computing infrastructure, and intellectual property in order to help our customers remain in business through any contingency. That includes provisions to ensure the mobility of professional skills along with fully redundant communications backbones and computing infrastructures.

## Methodology

At Green Fin Technologies, a standardized software development methodology helps us to provide very cost-effective and efficient business solutions. The following would give a better understanding of the same:

### **PHASE 1- REQUIREMENTS GATHERING**

Our Business Consultants conducts Joint Application Development sessions with the client. These are brainstorming sessions that help determine the business objectives and marketing goals. Prototype storyboards or screen layouts are used for role-playing.

### **PHASE 2 -TECHNICAL ARCHITECTURE**

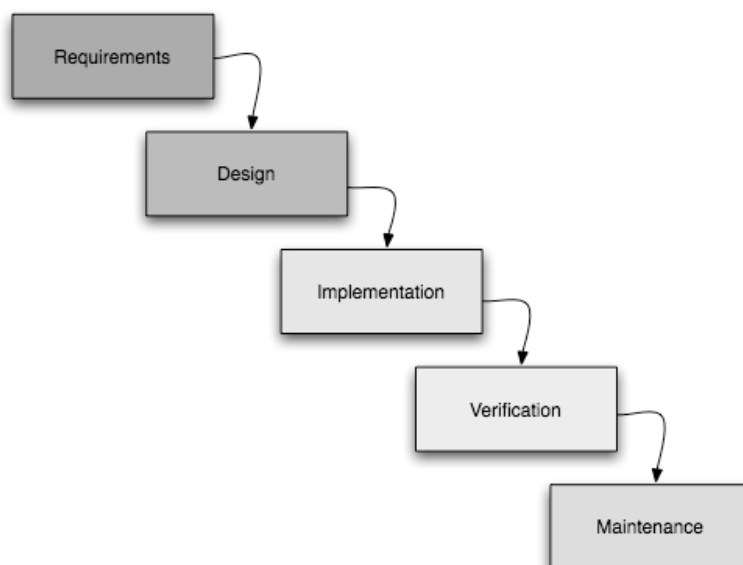
Our Technical Architects advise the client on options available to him with respect to architectural approaches and technology solutions for project implementation.

### **PHASE 3 - CONFIRMATION**

Based on the architecture and technology chosen, the development team of Programmers, graphic designers and project managers draft a development plan for the project with cost and time estimates.

### **PHASE 4 - INCREMENTAL DEVELOPMENT**

This is the stage where the project is actually off the ground. Green Fin Technologies builds the application in progressive phases or increments. Incremental delivery permits experimentation of complex solutions during the course of development. This approach facilitates modifications through hands-on exposure to the delivered increment.





## **PHASE 5 - INSTALLATION and TRAINING**

Once the system is installed on the production servers, comprehensive training is extended to the client's IT/ MIS personnel; not only to administer and maintain it, but also to understand the underlying technology and development tools. The end-users are trained to use the application effectively. Follow-up action in terms of close monitoring of the system and applications ensures immediate response to issues

### **Some Additional Notes**

- Communication is of high profile for a successful development, that is why we usually have two project managers assigned to the project. One of them, either a member of our team or your representative, is a local Project Manager who closely works with your team to ensure seamless information exchange and monitors the progress. The other one, the offshore Project Manager, is fully assigned to your project and is fully responsible for it.
- The Internet will undoubtedly be used for effective communication and on-time deliveries. We also use special techniques and tools to support remote development. Our programmers and other specialists effectively work as a team despite the fact that they are in different geographic locations.
- If it is necessary, qualified technical consultant can be assigned to study your business process and your existing software.  
Of course, we understand all the complexity of the development process, great variety of possible situations and requirements, individual sense of taste and other things. We will take whatever time is necessary to meet your expectations.

This development process allows us to guarantee:

- On-time completion of the project.
- Delivery of a high-quality system meeting your business requirements.
- Development of a flexible, easy to use and modify (in case you need some enhancements in future) system.



# Skill Matrix

## Programming Languages

- Microsoft Visual Basic .NET
- C# .NET
- SQL (SQL92, SQL extensions for various RDBMS's)
- Microsoft Visual Basic
- Java Script, VB Script
  
- HTML, DHTML, XML
- ASP
- ASP .NET
- JSP & Java Servlet
- PHP
- CGI
- Delphi

## Technologies

- Windows DNA / .Net
- Win32 API (incl. shell API, interprocess comm)
- COM/DCOM, ActiveX, OLE
- ODBC, DAO, OLE DB
- J2SE (JDK 1.2)
- J2EE
- EJB (Enterprise Java Beans)
- RMI / CORBA
  
- TCP/IP, sockets
- WAP
- XML/XSL

## Databases / RDBMS

- MS SQL Server
- Microsoft Access
- MySql

## Operating Systems / Platforms

- MS Windows NT / 95 / 98 / 2000 /
- Windows XP
  
- Unixes  
Linux  
OpenBSD  
FreeBSD





### **Application / Web Servers**

- Microsoft IIS
- Apache Tomcat
- SharePoint Server
- MS Exchange Server 2000

### **Design, Testing and Configuration**

- Rational ROSE
- Rational Clear Case
- Microsoft Project
  
- Visual SourceSafe & SourceOffSite
- Rational SQA Suite
- Visual SourceSafe
- SQA suite
- Webload



## Services

Anyone can consult. Ideas are just the beginning of progress. There must be a drive to act on those ideas. Our services start with precision thinking, followed by relentless execution, and we don't stop until the job is done. Have an idea of where you want your business to go?

Green Fin Technologies can offer you the following services:

### **Offshore I.T Staffing**

A dedicated offshore software development team is the best approach for projects significant in time, or scope, or for other business considerations. Green Fin Technologies can support your needs in a variety of different areas and technical specialties.

### **Software Development**

As a comprehensive service provider of offshore outsourcing in Pakistan, Green Fin Technologies is focused on offering top class custom software development service at reasonable prices.

### **Product Development**

Green Fin Technologies Offshore Software Product services aim to bring your software products to market faster and more cost effectively than your competition. With Green Fin Technologies as your offshore development partner or your development team, you can realize your product vision.

By providing our customers with the highest-skilled teams and a world-class infrastructure, we can ensure the quality and reliability of the products we build for you.

### **Information Technology Consulting**

Green Fin Technologies has the unique advantage of access to a pool of highly qualified and skilled computer professionals who are proficient in English as their working language. These strong language skills are an asset that differentiates Green Fin Technologies from many competitors and the key to success of offshore outsourcing to Pakistan.



## Offshore IT Staffing

A dedicated offshore software development team is the best approach for projects significant in time, or scope, or for other business considerations.

Green Fin Technologies can support your needs in a variety of different areas and technical specialties, including:

- Custom Software Development
- Database Design and Administration
- Network Engineering and Administration
- Project Management
- Software Development and Engineering
- Systems Analysis
- Web Development and Design
- Technical Writing

How we do it:

- According to your request, we will provide the resumes of technicians who possess the relevant technologies and skill sets you require. This process will best meet your pre-defined criteria and can be additionally interviewed by you before launching new projects.
- At the commencement of new strategic partnerships, when the service begins, we can communicate directly by email, instant messenger, or telephone, so that the offshore team members can respond promptly working in conjunction with your team.
- You can control the progress of the offshore team by web-based project management tools. We can submit daily or weekly progress reports tailored to customer needs.
- We allow you to build your offshore facilities one cubicle at a time - you can always add or reduce staff.
- As a turn-key solution we provide facilities, human resources, recruitment, payroll, and inclusive services for all offshore team members.



# Web Design & Application Development Portfolio

## IAmGoingToCollege



Name: Teenquest Youth Tours

Scope: Character Education Programs

Technologies: PHP/MySQL, Javascript

URL: <http://www.iamgoingtocollege.com>

## The RV Network



Name: The RV Network

Scope: An Online Social Networking Site

Technologies: PHP/MySQL, Javascript

URL: <http://www.thervnetwork.com>

## Nitty Gritty Wizard



Name: Nitty Gritty Wizard

Scope: An Online WYSIWYG Wizard

Technologies: PHP/MySQL, Javascript

URL: <http://www.nittygrittywizard.com>

## Epdmcoatings Inc



Name: EPDM Coatings

Scope: An Online booking system

Technologies: PHP/MySQL, Javascript

URL : <http://www.epdmcoatings.com>



## Easy Replication Ltd.



Name: Easy Replication Ltd.

Scope: DVD and CD Replication Company

Technologies: PHP/MySQL, Javascript

URL: <http://www.easyreplication.co.uk>

## BuyLiquid Roof



Name: Buy Liquid Roof

Scope: An Online booking system

Technologies: PHP/MySQL, Javascript

URL: <http://www.buyliquidroof.com>

## 360Degreepix - Agent Admin



Name: 360degreepix

Scope: An Online Ordering system

Technologies: ASP

RDBMS: SQL Server 2005

URL : <http://www.360degreepix.com>

## KLC Coatings - Fixallroofs



Name: Fix All Roofs

Scope: An Online booking system

Technologies: PHP/MySQL, Javascript

URL : <http://www.fixallroofs.com>



## Windows Application Development Portfolio

### **1. Universal Check Cashing System - Glotech Inc.**

Check cashing system is one of the best product in US for the financials institution. This system uses Check Cashing Scanner, Video Cam. And Social ID Card Scanner to automate the check cashing process. This is multi-user and multi-site large scale system development under the banner of Glotech Inc. Georgia USA.

### **2. NAEYC (National Association For the Education of Young Children) – Glotech Inc.**

### **3. Campagna – Strategic Management System – Glotech Inc.**

### **4. Campagna – Giving System – Glotech Inc.**

### **5. eSmartex (ERP Solutions for Textile Industry)**

This system covers most of modules required to successfully run a textile industry. Following modules are part of this system:

- a. Procurement System
- b. CMMS (Computerize Machinery Mgt. System) AND TPM (Total Productive Mgt.)
- c. Sales System
- d. Production System
- e. Store and Spares
- f. Human Resource Mgt. System
- g. Financials
- h. Budgeting and Planning
- i. Spin planner
- j. SMS Add-On

### **6. PANACEA (Software for Pakistan Army Aviation)**

This system is specifically developed for Pakistan Army Aviation, and deployed on all bases including Multan Base, Gujrawala Base, Qasim Base, Rwp. And Army Aviation Command, Westridge Rwp.

This system is also extended and implemented successfully in Asia largest Aviation Workshop (503 Pakistan Army Aviation Workshop)

Following are the modules part of this system:

- 1.** Spares Mgt. System (SMS)
- 2.** Aircraft information Mgt. System
- 3.** Mission Mgt. System
- 4.** Personnel Mgt. System
- 5.** Command Integrated Aviation System



## Search Engine Optimization (SEO) Portfolio

1. EPDM Coatings Inc.
  - URL : <http://www.epdmcoatings.com>
  - Keywords Optimized (epdm, epdm coatings, liquid roof, roof leaks, roof repair)
2. BuyLiquidRoof
  - URL: <http://www.buyliquidroof.com>
  - Keywords Optimized (liquid roof, liquid rubber, epdm rubber)
3. Easy Replication Ltd.
  - URL : <http://www.easyreplication.co.uk>
  - Keywords Optimized (dvd replication, cd replication, dvd duplication, Branded USB Sticks, CD Business Cards)
4. Push Button Productions Inc.
  - URL: <http://www.pushbuttonproductions.com>
  - Keywords Optimized (Jingles, Jingle, Radio Ads)
5. Liquid Roof
  - URL : <http://www.liquidroof.net>
  - Keywords Optimized (liquid roof, epdm roofing, liquid rubber)
6. My Soccer Uniform
  - URL : <http://www.mysocceruniform.com>
  - Keywords Optimized (soccer uniforms, soccer uniform, soccer jerseys)
7. Liquid Roof - Epdm Coatings Inc.
  - URL : <http://www.liquid-roof.com>
  - Keywords Optimized (Liquid Roof, Epdm coatings)
8. Teen Quest Youth Tours
  - URL : <http://www.iamgoingtocollege.com>
  - Keywords Optimized (Elementary Character Education, Character Education Resources, Character Education Programs)
9. KLC Coatings Inc.
  - URL : <http://www.fixallroofs.com>
  - Keywords Optimized (Roof Coatings, Roof Leaks, Elastomeric Roof Coatings)
10. THERVNetwork
  - URL : <http://www.thervnetwork.com>
  - Keywords Optimized (RV Network, RV Camping)



## **Skill Development and Consultancy**

Green Fin Technologies provides training, support and consultancies to companies that needs in a variety of different areas and technical specialties, including:

- Custom Software Development
- Database Design and Administration
- Network Engineering and Administration
- Project Management
- Software Development and Engineering
- Systems Analysis
- Web Development and Design
- Technical Writing





## Frequently Asked Questions (FAQs)

- **Why is the popularity of offshore software development growing so fast?**

There are two main reasons:

- shortage of domestic IT professionals in the USA and Western European countries
- customer's wish to cut development expenses.

Drew Robb's article from "Information Week" magazine explains both mentioned reasons. [Click here to view this article.](#)

- **Why are Pakistani offshore software development companies popular at the market?**

Important reason attracting customers to Pakistani offshore software development market is a relatively low level of programmer's salary and small overheads. It allows to minimize expenses that in many cases is the determinant.

- **What's the difference between contract programming and outsourcing?**

These two terms are often confused, but they are not the same at all. Contracting is when a company (customer) purchases services from another company (supplier). In this situation, the customer "owns" and controls the process. In other words, the customer tells the supplier exactly what it wants and how it wants the supplier to perform those services. The supplier cannot vary from the customer's instructions in any way. The customer can replace the supplier quite easily by canceling the contract.

In outsourcing, the customer turns over the control ("ownership") of the process to the supplier. The customer tells the supplier what results it wants the supplier to achieve, but the supplier decides how to accomplish those results. In outsourcing, the supplier has expertise in a certain process (such as programming or WEB-development, etc.), and it has economies of scale. If the customer were to dictate to the supplier how to do the job (as happens in contracting), the customer would be destroying an important aspect that makes outsourcing work - the value that is created by using the supplier's expertise and economies of scale. Telling the supplier how to do the job also eliminates accountability on the part of the supplier, and this is an important element in successful outsourcing relationships.

Here is an example of software development services that are outsourced and that are contracted.

**Contracted:** The customer says it wants a program for staff planning. The customer tells the supplier how this program should work, how screen and printed forms should look like, which programming language and development tools should be used, etc.

**Outsourced:** The customer says it wants to automate the process of staff



planning assuming that he needs some software to reach the result. The customer describes his intentions in general way, assigns the limit of expenses that he is ready to spend and provides supplier with all necessary information about planning rules and practice in customer's company. Then the supplier decides how to accomplish the task, how many programs customer really needs, should these programs be implemented as client-server system or no, which programming languages and database systems are the most suitable, etc.

We don't want to say here that one of these two models is better than another. Depending upon the situation, each of these models may be desirable and successful. Green Fin has an experience in both.

- **Will I be able to monitor and control the development progress?**  
Absolutely. We can submit development reports, current source code and application demos on a regular basis. We can give you ftp access to all development files to see and control the development process at any time you like. Also we make a working schedule so that a customer may see an application framework, demos and UI at the early stage of the development process. This let you make early corrections to the design, shorten the number of design-development iterations for large and complex projects and considerably save your funds as the result. You can also suggest you own ways to monitor the process to make yourself feel confident.
- **I am concerned about the delays introduced both by the difference in time zones and in the delays of other project priorities. Would you expect to be able to give us confirmed delivery dates and bids with milestones and checkpoints along the way?**  
Absolutely but provided that you and we have clear understanding about the application to be developed. After we negotiated and agreed on all the features, functionality and UI, we will be able to make a specification, working schedule with milestones and checkpoints. Also our project managers work overtime often to ensure good dialog and prompt replies to your questions.
- **I have concerns about Intellectual Property Ownership. Who owns the final product?**  
Most often our customers hold the copyrights and own the final product. This is fixed in the contract.
- **May I propose my own conditions?**  
We are quite flexible and ready to consider your suggestions.
- **Can you send me some code excerpts to see its style, commenting and code quality?**  
We have to say that some of our customers don't want us to provide source code or even ask us to delete it after we have completed the development. Thus our best work can not be presented to you. Nevertheless what we can show is also quite impressive. Write to us for receiving source code excerpts. If your company has own programming style, our developers have experience in following different coding styles and meeting different code requirements.



## **Contact Details:**

Green Fin Technologies provided IT solutions, consultancy in all walks of life. We strictly abide by rules and Non-Disclosure agreements signed with clients not to mention the services we have and are providing to them. These covers from financial institutions to Trade businesses spread over multiple countries including USA, UK, UAE among few. If you would like to know more about the company or would like to get quote for services you are wandering, you can contact below:

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