



# Etanova Enterprise Solutions

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# Business Analysis

## Business Analysis

An IT project requires a well-founded strategy, as would any other brick and mortar project. A quick search for [Why IT Projects Fail](#) reveals that the top reason for project failure is poor planning. It can be difficult to plan IT projects because their inherent tasks can be intangible. However, the discipline of Business Analysis is used to identify [tangible project requirements](#) and to specify [tangible solutions to project goals](#).

## Software Requirements Specification (SRS)

An SRS covers tangible details about how a system must be structured. A 'requirement' is a capability to which a project product or service should conform. An SRS must have a specific structure, with each requirement written following a set of [specific rules](#). This structure allows business analysts and software engineers to easily translate the SRS into an architectural [project solution specification](#). 'Requirements' are also beneficial because they are written in plain English, without technical jargon, and can be understood by higher level management who may not have IT experience. In this manner, the SRS serves as an effective communication medium between businesses and IT.

## Project Solution Specification

With the completion of project software requirements specifications, a project solution must be specified by taking into all account architectural components required to build the system. This involves hardware, software and project resources. To assist in the development of the Project Solution Specification, several business analysis tools or techniques will be used.

# Marketing

## Marketing

A great project or software solution is no good if people do not know about it. Stand out from the crowd by uniquely identifying yourself in your market niche using our marketing best practices. Then go one step further and get creative by allowing us to create a wow-factor in your project presentation!

## Identity Branding

Identity branding is essential to any project or business aimed to target users or consumers. A good brand:

- Delivers a clear message
- Increases credibility
- Connects or motivates prospects emotionally
- Facilitates loyalty

To achieve this, it is not enough to pursue your target market to choose you over competition: You must create a unique solution to your prospects' needs!

## Social Media Marketing

Studies (such as [this one](#)) show that people are more likely going purchase something that is recommended by another person through social media, than something that has been researched by personal means. For this reason it is vital to facilitate an effective social media strategy through Facebook, Twitter, Google+, or any other social media portals relevant to your project's domain.

## Search Engine Marketing

[In comparison to inbound marketing techniques](#) facilitated by the internet, traditional outbound marketing does not perform so well anymore. Take advantage of [Search Engine Optimization](#) to attract prospective visitors and use [Web Analytics](#) to monitor your marketing activities and progress!

# Graphic Design



## Graphic Design

Graphic design is a tool that can instantly communicate the essence of your project or business to targeted prospects. Effective design allows people to assimilate messages more quickly and reduces subconscious resistance to learning new information. We implement industry best practices in all our designs; including Gestalt Psychology, Color Theory, Usability Heuristics and Effective Typography, to ensure that your users remain engaged. Moreover, we ensure that our graphics are reusable across all devices (i.e. laptops, phones, tablets, etc.) as well as in print.

## Wireframes and Template Interface Design

See what your project will look like before a single line of code has been written by creating wireframes and template interfaces! Using image editing software, Etanova will create a visual representation of your project's layout before your it has been developed. This greatly reduces the risk of project failure as potential errors can be detected during the layout design.

## Illustrations and Logos

Personalize your website or application with unique illustrations, logos, icons, and custom graphics! Etanova will create a consistent look and feel throughout your interface by ensuring that all design elements share common design patterns. This will ensure a greater sense of professionalism and stronger identity branding.

## Vector Design

Create infinitely scalable vector images that can be used for all-purpose graphic design and can be printed at at any size. These graphics can be reused in print media, brochures, business cards, advertisements, etc.

## Dynamic Animations and Widgets

Take advantage of the dynamic web by using graphic design together with rich-media web development techniques to create a wow-factor that will blow your users away! This is a new domain in graphic design and provides great potential for creativity. Some common dynamic animations or widgets include:

- Informative slideshow presentation for home pages

- Interactive widgets for web applications
- Creative website menus
- Powerful web application control panels

However, why settle for these? Let Etanova create something new and unique for your project!

# Website Development

## Website Development

It no longer matters whether you buy a MAC or a PC. That is because most applications today run over the web. Websites are a powerful tool that can reach a variety of devices including traditional PCs, tablets and phones. It goes without saying that every business requires a website. However, most businesses use their websites as a form of business card or brochure. Take leverage of inbound marketing techniques by creating a dynamic website with which your visitors can interact dynamically!

## Cross Browser Compatibility

Due to current political issues between web browser vendors, there exist compatibility problems between all web browsers. The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long-term growth of the web. Even so, no web browser fully complies with the standards specified by the W3C. This results in web browsers behaving differently with content that they receive from the back end, possibly deforming the GUI.

Web browser compatibility is time consuming and yet a necessary evil for every web-related project. There is essentially no limit to how much compatibility work can be performed, however it is also not useful to ensure compatibility with [outdated or obsolete web browsers](#). The amount of browser compatibility work performed will depend on your project and business strategy.

## Responsive Web Design

The web is a dynamic environment, as a website can be viewed on different devices with different screen sizes, resolutions, zoom levels, and interaction capabilities (i.e. touch or click). A web interface must thus also respond dynamically to all these variables. For example, if a user resizes a browser window, everything must continue to remain visible and presentable on the screen. Responsive design is a new concept, however it can save project resources considerably, as a website will only have to be developed once, and not multiple times for each environment or device.

## Internet Explorer Support

Etanova ensures backwards compatibility for Internet Explorer up to version 6.0. This may be required for certain legacy systems. (Otherwise, we are not sure why you would ever require this)

# Mobile App Development

## Mobile App Development

In the last several years the internet has experienced a dramatic increase in mobile keyboard-less devices with internet access (e.g. phones, mp3 players and tablets.) Mobile users are a viable target market as they can be considerably more active than traditional website users.

## Mobile Interface Design

Mobile devices typically use a touchscreen interface to access the web, which differ from the traditional PC interface because there is less physical space for content, as the touch interface elements require more space to respond to finger tapping events. Mobile websites and applications are thus optimized for mobile screens.

## Cross Mobile Platform Applications

Are you developing a new project and require a mobile application? Allow us to present a one-size-fits-all solution! We can encapsulate your web application in an app that will work on all mobile platforms (iOS, Android, Windows, BlackBerry, etc.) without having to develop a separate application for each platform. (In some cases this will limit the amount of hardware acceleration on the mobile devices and may not be a permanent solution some projects.)

## Hybrid Mobile-Website Applications

Mobile device have many restrictions: (1) Mobile devices must work with fewer resources than traditional PCs (e.g. less processing power and memory), and in some cases: (2) Mobile devices work off a data network (such as 3G or LTE) resulting in slower download speeds or additional costs for the users. ]

Fortunately, Etanova provides a solution to these problems. Instead of accessing your website through a web browser, mobile users can be provided with an application. This results in greater hardware acceleration (requiring less mobile resources), and less data consumption (as more information can be saved on the mobile device).

# Search Engine Optimization

## Search Engine Optimization

A great website deserves to be reached by a large number of people. Maximize your search engine ranking and the number of visitors to your website by facilitating effective Search Engine Optimization techniques.

### On-Page Search Engine Optimization

A quick look through [Google's Recommendations for Effective SEO](#) reveals that Google (and other search engines) value the importance of well-designed website architecture. A web page must be created in such a way that its content is semantic (i.e. machine readable) so that search engines can return more relevant search results to users. Effective webpage architecture will thus increase a website's rank in search results and will result in incoming links from other websites. Some strategies for on-page SEO architecture and optimization include:

- Meta Data and Micro Data
- Webpage Load Speed
- URL Rewriting and Structure
- Semantic HTML Tags
- Keyword Research
- Authorship
- Internal Linking
- Categorization Schemas

Equally important to these is avoiding typical SEO mistakes common on most websites that negatively impact search engine rating.

### Off-Page Search Engine Optimization

After On-Page SEO has been completed, there is limitless potential for Off-Page SEO. This is a creative process for gaining more people to find your website. There are many Off-Page SEO techniques, but the appropriate solutions will greatly depend on your type of website.

## Web Analytics

Web Analytics is the discovery and communication of meaningful patterns in user behavior. Analytics reveals more about your website's user demographics (e.g. age, location, language, etc.) Moreover, it provides an insight to what type of content users are searching on the system (e.g. page visits, visit duration time, popular and non-popular pages, etc.) Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site. Analytics helps quantify



trends for better facilitating the website to display more relevant content, and to refine the website's SEO techniques. To help facilitate marketing and SEO communication, web analytics [reports](#) can be created at regular intervals.

# Software Development

## Software Development

Enterprise systems and web applications require more than a beautiful interface and some programming logic: They require carefully implemented software architecture. Software development and architecture is directly correlated to a system's overall performance. During the development stage of a project it may be tempting to overrate the importance of good architecture, as at this time the system is operating under very ideal conditions. However, when a system goes into production it must be able to handle new challenges:

- It must be accessible to simultaneous requests (to potentially equivalent resources) from multiple devices without reducing system performance.
- It must be scalable, to allow upgrades (potentially from other developers) to any system component without negatively impacting other components.
- It must be secure and must mitigate all potential risks for exploitation.
- It must be able to recover from a disaster in the possibility of a system component failure.

These challenges require good software development and architectural practices. Don't risk your project by collaborating with an inexperienced software developer. Etanova has years of experience in this domain: We will spend less time figuring out solutions to common problems, and more time creating an excellent product!

## Scalable Modular Architecture

Software system processes are the heart of the system, as every other part of the system is loosely concerned with managing the flow of information into and out of these processes. The goal of good project architecture is that it is maintainable and scalable, and to accomplish this goal we require architecture with a minimal complexity. We have a several issues to consider in creating business process architecture:

- The processes may change (i.e. the algorithms may be updated.)
- New processes may occur in future developments.
- System components may be updated or added, and this must be done without disrupting the rest of the system.

These challenges can all be solved through Modular Architecture: Creating important system processes as isolated entities and facilitating communication between them where necessary. This simplifies programming processes and allows larger teams of programmers to concurrently contribute to large projects.

## Service Oriented Architecture (SOA)

The traditional structure of most internet based systems involves a client-server model in which the client acts as the front-end interface terminal and the server holds and processes back end business logic. The front end will communicate with the back end through a Service Oriented Architecture, where the front end calls upon required services from the back end. This part of the project will connect the static GUI with the modules on the back end.

## External Services and APIs

Etanova is committed to creating a high quality projects by using a minimal amount of resources! In other words, we want to use whatever tools we have at our disposal without reinventing the wheel. In fact, Etanova has accumulated experience with a large collection of external services and APIs that are either free to use (open source) or present a minimal cost. These may occasionally present a compromise to the project in terms of quality, however oftentimes the benefits greatly outweigh the disadvantages. We are committed to presenting you with all the options and realizing the best solution together.

# Database Management

## Database Management

Structure your database in such a way that it can be modified without having to rework your system's software architecture. Not all businesses operate the same and this is reflected in how they store, collect and distribute their system data. Etanova will take a look at your unique project requirements and customize a creative and unique database that is both reliable and maintainable.

## Relational SQL Databases

A relational database stores separate entities and relates them logically. It allows the information to be retrieved through a search query by joining bits of related information together.

## No SQL Databases

While the traditional relational database works great for most businesses, it can have major drawbacks for certain systems that retrieve mass amounts of data in a single request.

## High Performance Flat Databases

When your system has massive amounts of information that must be accessed by a large number of simultaneous users, a flat database is often a good solution.

## Distributed Databases

A system that has a high number of simultaneous users and a large amount of information, that must be accessible in real time, will require a distributed database solution.

# E-Commerce

## E-Commerce

Showcase your services and products on the web and then facilitate secure payment transactions. It is easier than you may think. With E-Commerce you will bring your business to your prospects when they are not able to come to you. Moreover, you will save expensive costs that are typically associated with a physical service center or store.

## Instantaneous Payment Processing

Facilitate global payment processing directly through your website. Accept credit cards, visa debit, PayPal, BitCoins or other contemporary forms of online payment, to process instantaneous transactions. In order to protect you and your business against potential fraudulent activities, Etanova will assist you in removing all liability for the processed monetary transactions.

## Product Content Management System (CMS)

Your online retailer experience will be fully flexible and customizable through a custom tailored content management system. With the CMS you will not require a developer to assist you in making updates to your website e-store. Use the CMS to manage all service and product details from an easy to use central interface, accessible only to your business.



# Reporting

## Reporting

Businesses require the right information to make intelligent decisions. Etanova will create comprehensive reports that break down large amounts of data into easy-to-read aggregate tables and charts. Your enterprise system or website with a large user base will be practically impossible to monitor by human resources. Let Etanova create the software that monitors and reports on the information you seek.

## Real-Time Reports

Don't wait until your developer is available to generate the reports you require. Etanova will create a reporting system that is always online and available to offer you the most up-to-date reporting data you require.

## Customizable Reports

In some cases a static report does not suffice. Do you require real time reports that can also be customized instantly? Etanova will help you achieve this goal using custom made customizable reports or existing [external off-the-shelf software](#), depending on your reporting goals.

# Web Hosting

## Web Hosting

The server technologies and hardware components that run your system require careful management to ensure system performance and to prevent system downtime. Etanova will ensure your web hosting remains:

- Reliable - Always online and available.
- Safe - Protected from potential threats.
- Scalable - Modify hardware components.
- Flexible - Modify software on demand.

## Remote Web Hosting

Host your website or IT System on Etanova's servers. Our [system network architecture](#) supports server software or hardware configurations required to host and manage your project.

## Remote Access

Access your website or project remotely. Generate a backup of your project or make a modification to your code on-the-fly. Projects hosted with Etanova are remotely accessible at anytime.

Security

Security

CSRF Prevention

Encryption

Firewalls

LDAP

Intrusion Detection Systems

Tokenized Two Factor Authentication