



**McRaaN**

Conceive. Believe. Achieve.

## What we are

McRaaN is an offshore software outsourcing company and a leading global provider of Enterprise Business Solutions. We focus on qualitative, cost-effective, innovative and integrated E-business solutions delivered on-time every time.

As a Professional Application Development Company, We at McRaaN work with a clear vision for development and maintenance of web enabled solutions. We have the experience and expertise in offering a complete range of web services. Our solutions provide an integrated platform for business analytics that enable organizations to address critical business needs like information management, business continuity, compliance and risk mitigation. Our highly charged team with technical expertise leaves no stone unturned to deliver accurate solutions for your business needs. Be it a start-up or an existing business, McRaaN offers a number of turnkey business solutions to fuel the growth of your business.

## Our core competencies

- **Web solutions**
- **Software Development**
- **Business and staffing solutions**
- **Multimedia Solutions**

## Our Vision and mission

To achieve client's business objective.

To commit ourselves for development and maintenance of web enabled solutions. To empower employees in performing duties with clarity and create a highly efficient, admirable and profitable organization. Quality work for our clients is our main priority. We are dedicated to deliver apt solutions within the deadline ensuring customer satisfaction at all levels.

McRaaN creates a professionally stimulating and happy environment for employees, striking a right balance between work and fun. The company facilitates the workforce in nurturing their skills and pursuing their innovative ideas.

## History of McRaaN

What started as a humble beginning, McRaaN Systems has evolved into a dominant player in the software industry with a wide range of customers worldwide.

Initially, the company functioned as a consulting and staffing business firm. McRaaN Systems was incorporated in the year 2000. Headquartered in Colorado, USA, the company has an offshore development centre at Hyderabad, India. The Hyderabad center is equipped with state-of-the-art infrastructure and proper resources to execute small, medium and large-scale projects.

By deploying the best technology, services and development resources, we deliver a business platform that unlocks valuable information resources, improves supply chain efficiencies and builds strong customer relationships. Our wide customer base has achieved considerable success with our solutions.

## Our Responsibility

Qualitative work might lead to customer satisfaction. For us, it is more than just quality. At McRaaN, quality is about more than making definite that our products meet or exceed our customers expectations. As an international enterprise, we value modernization and implement world class business practices. Be it our clients or our employees, we build relationships that last; we value honesty and integrity in every sphere of our professional life.



# Web Based Services

We provide innovative, cost effective and timely solutions most suited for your business requirements. McRaaN offers the following range of services categorized into the following:

- Web based services
- Development services

## 1.0 Web based services

**1.1 Static and Dynamic Web Site design :** We design static and dynamic web sites that are fast and easy to navigate. We understand that each client has a unique requirement. From static to database driven web sites, we concentrate on each one with great care and ensure timely, cost-effective and professionally designed websites that suit your business requirement.

**1.2 Website Redesign:** In order to drive the traffic towards your web site, it needs to be continuously upgraded and improved in terms of content and design. Apart from capturing the attention of prospective customers, the web site should provide up to date information and keep the visitor's interest intact. This is when a redesign of your website becomes necessary. Redesigning a web site not only leaves a better impact but also keeps a check on competitors. We at McRaaN provide custom made web pages that are user-friendly, search engine optimized and faster to download.

### Our comprehensive web services

- Design a new web site
- Redesign of an existing web site
- Meta Tags for all web pages
- Content Management
- Custom content graphics
- Forms and related ASP or CGI scripting
- HTML coding, dynamic HTML (DHTML)
- Cascading Style sheets, JavaScript
- Free, one time submission to search engines
- Free maintenance and after sales support



**1.3 Multimedia Development:** Should you add multimedia to your web site? The answer is "Yes", if you wish to make an instant impact to the visitor. Adding multimedia elements can make the site more interactive and aesthetically pleasing. Abreast with the latest technology our creative team provides complete multimedia solutions, focusing on ease in navigation and enhanced interactivity.

### Multimedia services

- Flash Intros, Banners and logos
- Audio and video embedding, streaming

**1.4 Affordable E-commerce Solutions:** With the increased use of internet for trade, E-Commerce has today become an integral part of the global economy. We at McRaaN offer most tangible e-commerce solutions with minimal costs. Our E-com services not only help you reach out to potential customers but also enhance the growth of your online business.

**1.5 Customized Graphics and Content Design :** Customized graphics and design can add a facelift to your web site. McRaaN provides quality custom graphics and content design that can represent your company appropriately.

Following are the Services

- Content development
- Customized graphics and illustrations
- Navigation buttons and GIF animations
- Banners and logo
- Image scanning and photo retouching

**1.6 Website Templates Design:** Our collection of professionally created website templates offers simple graphics and great impact that gives the right jump-start for your online presence. Our templates help in creating unique customized designs, wherein the webpage design will remain constant but minor changes like color, menu items can be modified to suit your requirements.

**1.7 Website Marketing and Search Engine Optimization:** In addition to great looks and user-friendly features an effective web site must actually reach the potential customer. To increase the visibility of your web site, it is important to make it search-engine friendly. This is where we step in with our search engine optimization services. We focus on locating business opportunities by enhancing and promoting your website among online resources such as Blogs, Forums, Online Directories and Search Engines. We optimize your website by making it as user friendly as possible.

# Development and Outsourcing Services

## 2.0 Development Services

McRaaN Systems provides software development services for established as well as emerging companies across the globe. At McRaaN Systems, We strongly believe in quality. So we adhere to certain standards to deliver the best solution at a minimal cost. Our expertise in development services, project management processes, rich technical resources and prompt customer response, ensure that the client gets maximum returns on his investment. We are committed to a strong and long standing relationship with our clients.

### Some of the Technologies McRaaN has expertise on but not limited to:

**Application Technologies:** C, C++, JAVA, Advanced JAVA, J2EE, EJB, Visual Basic 6.0, Visual C++, Dot Net(.Net), VB.NET, C#.NET, J#.NET, GTK+ programming, Kernel Module Programming(Linux), Gambus, GTK#, Mono.

**Application Platform Technologies:** NetBeans5 (Platform and IDE), QT, Developer, eclipse(Platform and IDE), Sun One Studio, JBuilder, Gambus.

**Database Systems:** Oracle , MS-SQL , MySql, PostgreSQL, MS-Access.

**Web Solutions:** HTML, DHTML, CGI, Perl, Applets, Servlets, XML,XSLT, ASP, ASP.NET, JSP,PHP, XHTML,CSS, Python, Struts (MVC), Axios, SOAP, Ruby, ROR(Ruby on Rails),Ajax, CakePHP, Dream Weaver , XSLT, Search Engine Optimization.

**Scripting Languages:** Java Script, VB Script, Shell Script.

**Mobile Technologies:** WML, J2ME, WAP, Bluetooth, Symbian.

**Graphics Solutions:** Photoshop, Flash, Gimp, Moho , Blender (2D,3D,Gaming), Coral Suite, Wings 3D , Adobe Illiustrator,3DStudio Max,Ulead Video Studio,Adobe Premier. After Effects, Avid, FCP.

**Sound Technologies:** Sound Forge , Fruity Loops.

**Servers:** Apache , IIS, Web Logic, Web Spear, JBoss.

**Report Generators:** Crystal Reports, Jasper, JFree Reports.

**Testing Tools:** Winrunner, QTP, Rational Rose and Load Runner.

**Operating Systems:** Windows/Linux/OSX (All major Distribution versions)

## 2.1 Outsourcing Services

### Offshore Software & Product Development

At McRaaN we have an in-depth understanding of the challenges involved in a software product Development. So we develop strategies backed by technology and agile processes to help you launch compelling products in a hassle free manner. With substantial cost reduction our product development services enable you to market your product faster with an outsourcing approach. In many instances, we have surpassed client's expectations. This is made possible by our expert team working on time tested technology to deliver timely and cost effective projects.

Our expertise in the field of Web Services and Databases (My SQL, MS SQL Server, DB2, MS Access and Oracle) have helped us deliver high quality software applications that match international standards.

### Offshore software development

Offshore software development at McRaaN allows you to cut production costs without the need to compromise on either speed or quality. We choose the most appropriate technology after understanding the business goal. McRaaN also assures security of intellectual property, proprietary software and new development specifications. By outsourcing work to us, your employees can concentrate on various other tasks, which need their specific expertise.

## 2.2 E-Learning Content Development Services

With the changes in the standards of global competence and quality, eLearning is finding its coveted place in the strategic list of various organizations falling in different verticals. We at McRaaN believe that every organization has learning needs and they are unique. We develop custom content for effective online courses and eLearning programmes. Our Instructional Design team is our strength. We follow and adhere to industry standards such as AICC and SCORM. **Our expertise lies in creating custom content deployed as the following:**

- Web-Based Training
- Computer-Based Training
- Content Localization and Globalization
- Simulation and Game-Based Learning
- Instructor Led Training
- Courseware Migration
- Technical Documentation
- Instructional Designing



# Why Outsource to Us?

## 2.2 Why Partner with Us?

Your search for a firm that provides you the most advanced offshore software development services at cost effective prices without compromising on quality and professionalism ends here! We here at McRaaN Systems can tailor a custom-made solution to help you accomplish your business objectives. Our location in India, itself is the biggest advantage of being able to procure quality offshore software development services with expertise at substantially reduced operating costs.

McRaaN Systems provides its clients with:

### 2.2.1 A team of experts

Besides being well versed in commercial and application software development, the team is also equipped in developing customized, fully integrated systems in a variety of industrial standards.

### 2.2.2 On Time Delivery and Flexibility

We implement and deliver offshore development projects on time thanks to our experienced development team and our access to the latest technologies. This empowers us to provide high quality customized software solutions at the earliest. Our flexibility accommodates changes and additions during the course of work.

### 2.2.3 Continuous Up gradation

We are constantly in the process of upgrading our knowledge in the field of advanced software development tools and technologies available in the market. This in turn helps us to keep pace with the ever-evolving trends in quality software development.

### 2.2.4 High Degree of Security

While offshore outsourcing, we ensure a high degree of confidentiality and security in every project. All client information remains strictly confidential. In addition, software containing sensitive intellectual property is handled with utmost secrecy.

### 2.2.5 Reliability & Quality

McRaaN Systems has never compromised on quality. We have developed an effective project development process that ensures top quality product development and successful delivery of software solutions, thereby protecting our clients from risk.

### 2.2.6 Competitive Pricing

We develop cutting edge software solutions for our clients at extremely competitive prices. This helps our clients leverage better returns on their investments.



## 3.0 Multimedia Solutions

Carbon&Color Productions is a global media firm that seeks to pioneer a unique way of providing media based solutions by catering to a wide range of business requirements. 'Carbon&Color productions' is an in-house, high end multimedia wing of McRaaN systems.

We build creative and cost-effective media solutions for our clients through audio, visual and internet technologies. We are also an emerging film production company with dynamic vision, producing short films and documentaries free from any state or studio system; a truly independent film company, we've become an award winning short film studio expanding rapidly into documentaries and features. 2004 was our first year on the festival circuit with two short films, it encompassed over 20 screenings across Europe, North America, and Africa, as well as award nominations, brilliant reviews, and Internet distribution; they will be joined by three new pieces every year.

### 3.1 Our Team

We are simultaneously based in London and Hyderabad, having partnered with Silkshadow Productions, London, to produce and direct shorts, features and documentaries for the international market. Our media team has a range of qualified filmmakers, Cinematographers, screen writers and visualisers from across Europe and Asia. We regularly employ free-lancers from across the globe for specific projects and are always looking for creative and enthusiastic people to work with.

### 3.2 Services We Offer

#### 3.2.1 Film and Video

We provide complete film and video services ranging from event coverage to promotional video production. Now you can communicate with the power of images and sound and deliver your company or charity's message with

maximum impact. Video presentations captivate, inspire and stir emotions in a way no other medium can. Carbon&Color can help you to harness this powerful tool.

From concept to final output on VHS, DVD or the World Wide Web, Carbon&Color has you covered. Our experienced and dynamic film makers employ the latest in digital equipment and software. Yet we recognize that equipment is merely a tool. It's the creativity and energy we bring to every project that makes the final product special. Our services include:

- Corporate Films
- TV Commercials
- Multimedia Presentations
- Film Titling
- Music videos
- Script development/ Screen Writing
- Single or multi-camera video production
- Digital video editing
- Voice Overs and narration
- Motion graphics and digital video keying
- Authoring to DVD, VHS, Web
- Video duplication services
- Corporate event Video coverage
- **Other services: Equipment Rental and Hire**
- HD Camera Rental ( Sony HDR FX1E)
- 4K Film Camera Rental (The RED One)
- Video Production Services
- Tape Transfer facility
- Film Trailers / Video Promos
- Video and Film Editing suite (Avid and FCP)
- Video/CD/DVD Duplication services



# Our Clientelle

## 3.2.2 Graphic Intensive Web Design

Our approach to web design is to try and keep the right balance between design and navigation. For eg. You want a graphic intensive website that does the talking, a flash driven interactive website, a graphic intensive illustrative website or simply a website that is rich in color.

At Carbon & Color, we provide a full spectrum of services designed to help you and your business or non-profit organization to make a strong impact on the web. From the development of a web strategy to the promotion of your site through search engine optimization services, Carbon&Color has you covered. We pride ourselves in our ability to provide quality, that is affordable yet rich in design.

Our web design team at Carbon&Color is well balanced with both technical and aesthetic aspects of design. We provide with both static and dynamic websites that include

- Animation or Flash Content (flash or gif)
- Graphic Illustration
- Consultation and web/graphics design
- Backend programming

## 3.3.3 Graphic design and branding solutions

Carbon&Color can provide you with creative Identity, Logo and graphic design services to promote your company or organization.

- Graphic design and Illustration
- Logo, Branding and Identity Design
- Advertising concepts and AD designs
- Poster design for films
- Business card, Letter head design and printing.
- Print design including brochures, posters and other promotional materials

## 3.3.4 Motion graphics

'Graphics in motion, motion in to graphics.' Moving image has transformed itself into a completely new and a diverse dimension. As a result of these transformations we have a medium where all types of communication like typography, video, animation, 3D graphics, audio and interactivity blend in and form an ultimate form of communication. This mixed media term is now coined as 'Motion graphics'; which includes

- Flash movie design
- Broadcast graphics
- Advertising/ TV commercials
- Film titling
- Multimedia presentations

## 3.3.5 3D Animation and Visual Effects

We offer high end 3D animation for your ad films and corporate films. We also offer character development and Particle effects animation. Our team at Carbon&Color offers high quality rendered animation with visual effects composition and non-linear editing on Avid or Final Cut Pro.

Some of the highlights of 3D animation that we offer are

- Architectural Walk-throughs / Fly throughs
- Architectural designs
- Ecosystems generation
- 3D presentations
- Product modeling & Showcasing
- Logo animation

## 3.4 Our Work

In the last eight years we have associated ourselves with some of the best names in the global industry. Our constant efforts to deliver qualitative and timely service have earned us recognition among our clients. And this customer satisfaction further boosts up our performance to deliver the best every time.

Some of our rewarding solutions  
Designing Client Server and Desktop Applications, Web and Intranet Applications for MCI World Com - USA, Petroleum Development Oman, Maytas Properties, India.

Web branding and content management for international organizations like ICRW, US

We have worked with technical teams of Fuji, Wal-mart, Walgreens, Rite Aid, QVC, Petco and Incomm, to offer turn Key IT Business Solutions.

Logon to our website [www.mcraan.com](http://www.mcraan.com)





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