

Media & Publishing Solutions

Iqura Technologies



## INTRODUCTION

Iqura is a leading IT services provider, with an excellent track record of over six years in delivering quality solutions to global customers. We provide technology services across major practices with extensive competency in media & publishing, financial services, energy & utilities and real estate domains.

Iqura has deep document management and publishing skills built through multiple large turnkey solutions developed for enterprise clients. Our expertise ranges from custom-built publishing solutions for companies such as Cyber India Online (CIOL) to platform driven solutions based on Greenstone, SharePoint Portal Server, Site Server, etc. We also have extensive application development experience for document management and publishing such as data entry systems, large automated doc-to-PDF solutions and standards-driven (such as XML, SGML and TEI) systems.

Our aspiration is to go beyond the traditional definitions of consulting, by innovating to bring you solutions that **dramatically improve** the efficiencies in your business. We understand the new economy, the advantages and the pitfalls, and are ideally positioned to architect your company's business strategy in this changing business environment.

At the core of our activities is a management team with the highest levels of commitment to the customer, industry knowledge, technical expertise and strategic insight of technology trends. We have put together a team that can speak to you on your terms and in language you understand; without the hype and the jargon; a team that will **define a solution that works and works for you.**

To learn more about how we can help your IT initiatives, mail us at [info@iqura.com](mailto:info@iqura.com).

## AREAS OF EXPERTISE

We have experience across the entire gamut of media & publishing solutions ranging from large data-entry requirements to turnkey publishing systems. Some of the areas of expertise include:

- Portal Systems
- Large Content Publishing systems
- Digital Libraries
- Multi-lingual Publishing systems
- Catalog Management and Publishing
- Animation and Graphic Design
- Educational CBTs
- Document and Workflow Management Systems
- Document Data Entry, Markup, Standardization and Conversion systems
- Content Authoring for Help files, User Manuals, Technical documentation, etc.

## TECHNICAL CAPABILITIES

Our focused team is experienced to recommend and use the right technologies for your specific requirements, be they widely used tools such as Adobe and Lotus Notes or less common platforms like Greenstone. A list of some of the technologies where we have significant experience is given below.

- Documentation standards such as PDF, SGML, HTML, XML, TEI, etc.
- Publishing Platforms such as Greenstone, Site Server, SharePoint Server, MS Content Management System, & Broadvision.
- Content Authoring/Publishing tools such as RoboHelp, Interleaf/QuickSilver and QuarkXpress.
- Design tools such as Adobe Photoshop, Illustrator, etc.
- Animation tools such as Macromedia Flash and Director.

## MULTILINGUAL PUBLISHING

We also have extensive expertise in developing multilingual solutions for customers. Our capabilities include solutions in:

- French for Buhrmann, the world's leading distributor of office products to the business-to-business market,
- Welsh for Culturenet Cymru, a Welsh government initiative for preservation of Welsh literature
- Spanish for California residents of Energycheckup.com
- Local Indian scripts for the Indian market such as Kannada.

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## CLIENTELE

Iqura has worked with prestigious clients ranging from online publishers to newspaper companies and libraries. A partial list of our customers is given below.

- Sify.com – India's largest private Internet Service Provider and horizontal portal.
- CIOL.com – India's largest IT publishing group
- Deccan Herald & Prajavani – the leading English & Kannada dailies in Karnataka state of India
- National Library of Wales
- Edurite – India's No. 1 provider of Educational and E-learning material such as CBTs.

## PORTFOLIO

### *Portal – Sify.com*

Developed over a three-year period, sify.com is amongst the largest portal sites in India. Sify is India's largest private ISP and also a part of Satyam Computers, a top 5 Indian IT Company. The portal development included development of public content sites, web applications, web-based content managers, game sites, shopping, news, etc. A detailed publishing strategy was devised to ensure that all the portal channels could be easily updated through content-management systems by editorial staff. Iqura also implemented Microsoft Site Server during this time for a portion of the Sify.com portal.

Most recently, Iqura undertook and successfully delivered the complete sify.com portal to Satyam for the re-branding exercise from satyamonline.com to sify.com. The project involved a completely new design layout and revamping of most functions on the portal and its more than 20 channels. All the sites in the portal were rebuilt to reflect the new branding and a new unified approach to functions and services within the portal.

### *Vertical Portal – CIOL.com*

CIOL is India's largest IT publications company with popular magazines such as PCQuest, DataQuest, Voice & Data, etc. Iqura built the entire online presence for CIOL over a 9-month period as a comprehensive publishing solution comprising of a consistent creative design across the portal and a completely automated Content Management System.

The publishing architecture ensured that CIOL needed absolutely no technical resources to maintain the site. The Content Management System allows Content Editors to directly enter articles, etc to the database. Even content categories and sub-sections, etc. can be automatically created using the Content Management System. In addition, none of the content is presented directly from the database. Instead, the system *automatically* creates full HTML pages for all new content added, modified, etc. and posts to the web server. This is a seamless and transparent-to-editor process and is completely automated. In addition, the revamp of the portal included migrating all existing content to a more indexable storage system.

The revamped portal was launched in July 2000 and saw traffic jump by over 20% in the first three months of launch.

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Iqura developed the specification, technical architecture, design layouts, system development & implementation as well as deployment to CIOL's co-located server. In addition, Iqura undertook the entire data migration process of all existing content.

### *News Portal – The Printers (Mysore)*

The Printers (Mysore) publish the No. 1 English and Kannada news dailies in the state of Karnataka, India, namely, Deccan Herald and Prajavani. Iqura works with TPML towards providing a highly available load-balanced web presence for the two newspapers. The tasks include devising strategies for online publishing of content in the local Kannada language as well as mechanisms for efficient updating of the site regularly throughout the day.

### *Digital Library – Books from the Past*

“Books From The Past” has been developed for a consortium led by the National Library of Wales to preserve old Welsh texts. The Digital Library developed for them is based on the Greenstone open-source platform with significant enhancements to meet evolving Digital Library best practices. These include support for multilingual content, Welsh diacritics, using a METS/TEI driven content source, XML-based parser and conversion engine and extensive search enhancements.

Iqura has done extensive work on devising mark-up standards using the TEI standards, handling of Welsh language issues such as diacritics, mutations, noise words, etc., development of an TEI-XML converter for seamless publishing from mark-up to web content, content management systems for adding additional books to the library, etc. Our skills in and enhancements to the Greenstone platform have been appreciated all around.

### *E-learning – Edurite*

Edurite is India's No. 1 provider of educational cd-rom based tutorials for school and college syllabi such as Science, Maths and Entrance Examination guides. These CD-ROMs are published using Macromedia Flash/Director with full animation, voice-over, interactive exercises and menu systems. Iqura has collaborated with Edurite for the complete development of a number of CDs in diverse subjects.

### *Intranets*

Iqura has worked on a number of document management solutions as part of an integrated development of Intranet systems for customers.

- Iqura developed a comprehensive architectural design document management system as part of an Intranet developed for Venkatramanan Associates, the leading architectural design firm in Bangalore whose portfolio includes the GE and Infosys campuses.
- A joint collaboration was undertaken with Arthur Andersen to publish the entire business process documentation of Spice Telecom, the Number 2 cellular service provider in Karnataka, on to an Intranet system.
- A comprehensive document and content management system is presently under development for Nirvana Business Solutions, a leading business process outsourcing company.

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*Document Management - Energycheckup*

Energycheckup.com is America's largest home energy rating provider for existing homes and meets the requirements of RESNET/NASEO, DOE, HUD, FHA, EPA, Fannie Mae, Freddie Mac, and other organizations.

Iqura has worked with Energycheckup.com since its inception and has built the critical tools necessary for the delivery of its services to customers. These tools include an online delivery of a HERS Report which is generated on-the-fly, converted to a PDF application and delivered automatically to customers.

Iqura also worked with Energycheckup.com to publish their Spanish version of the service.

*Document Management - Inspectech*

Inspectech is America's second largest Home Inspection Company and a part of the Fortune 1000 Land America Financial Group.

Iqura has been working on development of enterprise level applications for automating Inspectech's workflow systems for over 4 years. A significant application for Inspectech is the web publishing and delivery system for their home inspection reports.

The reports are automatically generated as Crystal Report files and then automatically published to its websites as HTML reports for viewing and PDF reports for downloading by customers. A robust and high-tech system ensures that all the various components work in synchrony to deliver the reports in time and seamlessly to customers.

SUMMARY

In this introduction, we have outlined our media and publishing practice skills to you. It is our belief that these services would provide significant value towards meeting your requirements.

Iqura will undertake to assess your requirements, evaluate possible options, and recommend potential solutions and implement the entire development process with you, our credentials for this assignment have been outlined in the document.

Please do feel free to contact us for further information on these and/or any of our other services.

We look forward to the opportunity of working with you for your development and consulting requirements.



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#### NOTICES

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