



SAILING
YOUR BUSINESS
IN WORLDWIDE
INTERNET

Connectivity

Today is more different than it was last year. People like to stay connected with their family, friends and work. Right from the day mobile phones were introduced till the now emerging 3G & 4G networks, from computers till smart-phones & tablets, devices are more and more molded for people's connectivity needs.

Generally, the Consumer behavior has increased more than the Employee behavior. In this high information demanding period, a business can withstand and succeed only if it is well connected to its people which includes both its customers and workforce.

Internet Business Opportunities

The world is becoming unlocked with increasing Internet usage every day. Today, businesses have a competitive compulsion to go online or in the other way, do a business online. The good news is that space is wide and only little occupied now; there is a lot more potential space to explore and compete.

For a question like What kind of businesses needs to utilize Internet, the answer is 'ALL BUSINESSES'. Because, it is the new medium to survive in near future. The shift is crucial for traditional Retail stores, Manufacturing Sectors, Traders, Banking, Education, Healthcare, Entertainment, Transport and possibly any business that has customers beyond 5kms radius.

Online Retail Mobile Commerce



Everyday, more and more consumers are newly experiencing online shopping and feeling comfortable with it. It develops a habit to buy more and more online as it is a convenient way to save time & travel in a busy schedule. Even when transactions cannot be done online, people like to check the product catalogs and place orders online.

Businesses have the responsibility to make the customers comfortable in checking the products online and making their buying decisions. Professionally designed Ecommerce architecture will well meet the customer's expectations with

high ROI, comparing to the fraction of money spent in traditional store establishments. Again, speaking the reality and after-sale-service is the key to success for online commerce.

With the propagation of high speed mobile connectivity like 3G/4G, consumers look for shopping on the go. To sustain the market demand it becomes vital for businesses to include Ecommerce & Mobile Commerce to their investment plans.

Location Based Services

How about an SMS inviting you to the nearest coffee bar with a discount coupon on a chill-cold weather day? Location Based Services are nearly gearing up as an excellent option to market through mobile devices. Mostly utilized for consumer products and services, LBS gives consumers the convenience to look for and avail services on the move.

Businesses that spread across the country should take advantage of LBS by updating the customers at a location about the available products, services, offers, coupons at their nearest business spot with support for GPS as well as SMS based access.

Businesses to perceive online success: Manufacturing & Exporting, Retail & Wholesale Trade, Transportation and Warehousing, Finance Services, Construction & Real Estate, Professional Services, Company/Enterprise, Educational Services, Health care, Entertainment, Accommodation/Food Services, NPO/NGO and Government Organizations.

Online Brand Building



In the today's competitive climate for businesses, it is the brand that protects a business. A business has to think of branding its products or services to create a mind share for the customers to think of its brand when they think of the product or service.

There has been no other time like today to easily promote a brand. Web medium is the cost effective way to promote a brand business to reach millions of prospect customers. Hybrid solutions including Brochure Websites, Blogs, Forums, Newsletters, and Social Networks can bring a wealth of traffic to promote a business' products and services.

With the propagation of Internet connectivity to the masses, a businesses can effectively build and promote its brand in the web medium for higher Return on Investments.

Localization

People want to stay local and see the world in their own locale way. Increasing usage of transliteration tools, emails in mother tongue shows the market demand for localization.

It helps customers to adapt to a product in the target market. Businesses can tap the new market, serve better and keep the customers comfortable when the products and services are localized to their nativity and culture.

Localizing Websites, News, Content and any Marketing materials will be an increased investment, but brings up the trust, more sales and substantially increases the business revenue.

Online Learning

Transforming Traditional Education

Teaching can be done effectively using pre-recorded videos and Webinar sessions. The advantage is for Institutions and businesses to educate customers, build employee development programs across

branches and allowing access to training videos, participating in forums within the business portal.

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TOP TRENDS FOR
ONLINE BUSINESS
SUCCESS

Content & Originality Demand

No men could sound and talk the same. Content rules the web and its originality brings back the business. Today, Search engines are able to differentiate copied content from the original source. People are aware of repeated content over web and treat the business as unprofessional if it copies from elsewhere. Unique and well developed content creates interest towards the business and more likely to get associated with it.

Businesses are content hungry over the web and creating original content is crucial to build trust and a good ROI. Copyright infringement is something which the businesses should avoid to protect their brand value.



Internet Marketing It's pull marketing now

Push Marketing is sharing the space with the more-effective Pull Marketing where businesses market when people pull information. From a consumer's perspective, it is a comfortable way to accept advertisement inserts with a choice to take or skip.

Internet gives more targeted advertising via Search Engines, Social Networks, Community Forums, etc., in terms of geographics, demographics, education, backgrounds, likes, dislikes, etc.

YouTube promotion is growing near to TV advertising and is also cost effective than a TV advertising. The profit is for businesses that utilize the web medium and make out of the Internet marketing strategies.

Social Networks for businesses

People speak and help businesses. The fact is that, today social networking is greater than email usage and this habit is increasing more. Social Networks are becoming an effective way of referencing and spreading the word about products or services from the consumer's end.

Businesses have a golden age now to spread across states, country or continent. Social networks, when utilized precisely, are a sure way for building trust, attracting traffic, interacting with the public and increasing network opportunities. Having a Social Network page like Facebook page will not only give a channel to communicate, it gives a branding advantage too.



Anywhere Access Software in the Cloud

Consumer first, Enterprise next. Cloud computing is simply making the complex IT infrastructure available to consumers and small businesses, which was once formed and adopted only by the enterprise players.

With cloud computing, consumers enjoy online apps like Google Docs, Calendar, Email, Microsoft Office 2010, Amazon Cloud, etc., which are few examples that cater to the daily computing needs on the go.

Businesses have to think of hosting their applications like ERP, Ecommerce or Consumer Portals that require heavy computing needs in the Cloud to ensure the business is not compromised for a low planned capacity at any given time.

Consumer Privacy & Business Data Security

Today, millions of customers are subject to privacy threats. Programs inflate any information entered online and send related advertisements. Businesses should regularly update their online security levels to ensure there is no theft on their precious data. Any software or web applications should be well architected with security and proper backup measures to ensure the safety of data from hacking or lost.



Corporate Web Brand Building Online Retail & Socio-Commerce Internet, Video Promotions Business Intelligence Software

INGREDIENTS

CORPORATE BRAND IDENTITY, INFORMATION ARCHITECTURE, CONTENT BUILDING, CORPORATE WEB PRESENCE, DYNAMIC COMMUNITY BUILDING, LOCALIZATION, ONLINE RETAILS, SOCIO-COMMERCE, PROMOTIONAL NEWSLETTERS, INTERNET MARKETING, SOCIO-COMMERCE, FACEBOOK PAGES, APPS, YOUTUBE PROMOTIONS, MOBILE APPS - IPHONE, IPAD, ANDROID, LOCATION BASED SERVICES, BROCHURES, CATALOGUES, FLYERS, ANIMATED INFORMATION, PRESENTATIONS, CUSTOMIZED ANYWHERE ACCESS SOFTWARE, WEBSITE MAINTENANCE, ONLINE DATA SECURITY, DOMAIN & EMAILS.

Industries we work with
Manufacturing & Exporters
Retail & Wholesale Trade
Company/Enterprises
Construction & Real Estate
Entertainment
Transportation and Warehousing
Consumer/Information Services
Accommodation/Food Services
Professional & Educational Services
Health Care & Hospitality Services
NPO/NGO/Government Orgs

PROBESEVEN, experienced from a stream of customer levels in INDIA, USA, UAE and UK, the typical difference over competition is our understanding nature, the brand and usability layers we lay on a fulfilling architecture, resulting in an innovative and effective usability of the web medium.

Diversified solutions to different geographical locations has gained a significant understanding of the latest trends and thereby creating a good opportunity to transit the knowledge from one market to the other. This transfer has created the cross skilled talents which helps in effectively bridging the web medium to common businesses in a branded way.

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Web, Brand & the Business.



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My Design Award AUG2010

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