



Planeer Technologies Pvt Ltd

Cp-12, First Floor, Central Market
Indira Nagar, Dehradun, U.K (India)- 248003
Phone: 0135-6055005 Mo: 08881295982
Email: info@planeers.com
<http://www.planeers.com>

“We Build Your Business.....”



Services:

Web Application	SEO Services
Windows Application	E-Commerce
Web Hosting	Trainings
Web Designing	Graphic Designing
Domain Services	Visualization
SMS/Email Services	And Many More....



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“Director’s Message”

“I’m Glad to Introduce Planeer Technologies Pvt Ltd as a Application Development & Web Solution company in India, In this fast developing IT Environment there are a lot of stuff and way to take your business on a new height, Planeer solution is one of the best solution for our business, As we know this environment of business is becoming fully computer oriented day by day.

So Planeer Technologies Pvt Ltd is here to Provide you all the Web Related Services, Such as Web Application Development, Web Site Development, Website Hosting, Web Marketing, Online Training, SMS/EMAIL /Email Services, Graphic Designing, Banner and Ad Management, Product and Web Promotion and etc....! ”

Ajit Kumar

[Director]

[Planeer Technologies Pvt Ltd]

Planeer Technologies Pvt Ltd

Registered Office :127/201 “A” ,S-Block Baradavi Juhi Depot
Kanpur-208014 Uttar Pradesh, INDIA
Email: info@planeers.com

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Company Background

Promoted by a group of budding managers and engineers' Planeer Solutions has been functional ever since 2011. The Planeer Technologies Pvt Ltd is a Web and Software development Company Provides Web and Software Solutions for Our Clients as per their Requirements. We believe in Delivering High Quality Services Which help our clients to take their Business on a New Height.

Planeer Technologies Pvt Ltd believes that taking your business to the zenith of success cannot be achieved without a team of smart technocrats.

That is the reason we have an assembly of brilliant designers, programmers, writers, project managers, Internet marketers, and other team members to guide you through the process every step of the way. A team comprises a group of people linked in a common purpose. Teams are especially appropriate for conducting tasks that are high in complexity and have many interdependent subtasks. A group in itself does not necessarily constitute a team. Teams normally have members with complementary skills and generate synergy through a coordinated effort which allows each member to maximize his or her strengths and minimize his or her weaknesses.

Advantages:

What sets The Planeer Technologies Pvt Ltd apart is the commitment to treat our clients business as our own and constant drive to do more. The Planeer Technologies Pvt Ltd is committed to consistently outperform customer expectations, surpasses Staff needs and stands out in the industry as a Organization that is powered by a single goal - to exceed both internal and external client expectations!

For our clients

The Planeer Technologies Pvt Ltd is a vendor with a difference, who will proactively think, recommend, improve, expand, innovate and bring results. The Planeer Technologies Pvt Ltd delivers on this through:

- ❖ Promise of consistent out performance by considerable margin
- ❖ Focus on Staff delight which would in turn increase productivity.
- ❖ Business performance improvement through process innovation
- ❖ Integrated customer lifecycle management from analytics to interaction to back office services.
- ❖ Focus on doing the right things the right way at the right time - yielding efficiency and effectiveness

Our Services

- ✓ Web Hosting
- ✓ Web Development
- ✓ Software Development
- ✓ Graphic Design
- ✓ Web Marketing
- ✓ Bulk SMS/EMAIL /Email Services
- ✓ Website Promotion/SEO

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Web Hosting

A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their own website accessible via the World Wide Web. The Planeer Technologies Pvt Ltd is a Web hosting Company that provides space on a server for use by the clients as well as providing Internet connectivity, typically in a data center. The Planeer Technologies Pvt Ltd can also provide data center space and connectivity to the Internet for servers they do not own to be located in their data center, called colocation.

The scope of hosting services varies widely. The most basic is web page and small-scale file hosting, where files can be uploaded via File Transfer Protocol (FTP) or a Web interface. The files are usually delivered to the Web "as is" or with little processing. Many Internet service providers (ISPs) offer this service free to their subscribers. People can also obtain Web page hosting from other, alternative service providers. Personal web site hosting is typically free, advertisement-sponsored, or cheap. Business web site hosting often has a higher expense.

Single page hosting is generally sufficient only for personal web pages. A complex site calls for a more comprehensive package that provides database support and application development platforms (e.g. PHP and ASP.NET). These facilities allow the customers to write or install scripts for applications like forums and content management. For E-commerce, SSL is also highly recommended.

The host may also provide an interface or control panel for managing the Web server and installing scripts as well as other services like e-mail. Some hosts specialize in certain software or. They are commonly used by larger companies to outsource network infrastructure to a hosting company.

There are Commonly Two Types of Web Hosting Provided by The Planeer Technologies Pvt Ltd:

- ✓ Windows Hosting
- ✓ Linux Hosting

When you are going to hire a hosting service to build your website for your small business then you need to know the basic things of web hosting. You are the best person to judge that what required features are and what about your budget.

Commonly, this choice to host your website depends upon the scripting language that is used in your website. If languages like PHP, MySQL, or Perl are used in your website, Linux server hosting is preferable. But if you are thinking for ASP Dot Net scripting language then your finest choice would be the window hosting.

Advantages of windows server hosting

The .Net Framework

If your website relies on .net or visual basic, Windows hosting is an excellent choice. In fact, it's the only choice that will provide you what you need to accomplish building a website with these languages. UNIX hosting is not able to use these languages and if you need to use either, it is essential that you select a Windows Hosting platform.

Front Page Extensions

If you use the popular web design program, Microsoft Front Page, having a Windows Hosting platform will make your life a lot easier. You won't have to worry about making sure your server supports extensions, as you would with a Unix platform.

Easier to Use

If you are familiar with the Windows operating system, having a Windows based server will make the learning process much easier. You won't have to worry about learning a new language just to maintain your website. For beginners, this is a definite plus.

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.ASP and Dynamically Database Driven Pages

If you plan to use Active Server Pages or .ASP or if you need to have a dynamically database driven website, Windows is superior in this regard. In fact, UNIX servers do not support .ASP, which makes your choice clear if you plan to use this popular scripting language on your site.

In fact, the popularity of .ASP is inducing many site owners to make the switch over to a Windows Hosting platform, even if they have used a UNIX platform for years.

Access Compatibility

If your website needs to collect its data from an Access database, a Windows server will be able to integrate this database seamlessly. While there are many database options, such as MySQL, many people prefer to use Access. A Windows server will be able to make integration much easier.

- .NET technologies like ASP dot net VB dot net are available on this platform. If you have a website built with Microsoft .NET technologies then you will have to choose a Windows server hosting plan.
- If you need an enterprise class database there are some different features that run on a Linux platform but if you need Microsoft's MSSQL database, a Windows hosting plan will be your best choice.
- Access Databases are only obtainable with a Windows server hosting plan. Access can only run on a Microsoft Windows platform and thus it is unavailable on a Linux hosting. If your site needs particularly this feature then you will have to accept windows server hosting.
- If you are using some of the Microsoft's SharePoint services a Windows Hosting plan is only reliable choice for you.
- Windows plans typically much costly because of the license costs compulsory by Microsoft.

Advantages of Linux server hosting

- Linux is an open source software product and thus it does not need the high licensing fees that other operating systems do; you can freely download and use it at no cost.
- A Linux website can easily be converted to a Windows website without much hassle. Also, the website can easily be changed as the requirement of the user grows.
- Linux web hosting is very economical as Linux is a free operating system. Usually, only the cost of distribution is borne by the host or owner.
- When the scripting language like PHP, MySQL, or Perl etc. are required for your website then Linux server hosting is the most reliable and cost effective solution for you. Unless heavy load of scripting language, this will not be traceable.
- There are many kinds of databases that run on Linux hosting, but the most widespread most likely among web host providers are SQL, MySQL and PostgreSQL. These databases are relational by nature, and permit vastly optimized communication with your website for rapid reclamation of data.
- By lots of circles Linux hosting is supposed to be much securing than Windows hosting, and for that reason only Linux server hosting is also the more popular choice for web designers and programmers.

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When you are required for specific Microsoft technologies, Windows hosting plans generally will be your favorable think. But for all small business owner needs Linux hosting plans will generally perform quite well for its cost effective features.

Web Development

Web design is the skill of creating presentations of content (usually hypertext or hypermedia) that is delivered to an end-user through the World Wide Web, by way of a Web browser or other Web-enabled software like Internet television clients, micro blogging clients and RSS readers.

The intent of web design is to create a web site—a collection of electronic files that reside on a web server/servers and present content and interactive features/interfaces to the end user in form of Web pages once requested. Such elements as text, bit-mapped images (GIFs, JPEGs) and forms can be placed on the page using HTML/XHTML/XML tags. Displaying more complex media (vector graphics, animations, videos, and sounds) requires plug-ins such as Adobe Flash, QuickTime, Java run-time environment, etc. Plug-ins is also embedded into web page by using HTML/XHTML tags.

Improvements in browsers' compliance with W3C standards prompted a widespread acceptance and usage of XHTML/XML in conjunction with Cascading Style Sheets (CSS) to position and manipulate web page elements and objects. Latest standards and proposals aim at leading to browsers' ability to deliver a wide variety of media and accessibility options to the client possibly without employing plug-ins.

Typically web pages are classified as static or dynamic:

- Static pages don't change content and layout with every request unless a human (web master/programmer) manually updates the page. A simple HTML page is an example of static content.
- Dynamic pages adapt their content and/or appearance depending on end-user's input/interaction or changes in the computing environment (user, time, database modifications, etc.) Content can be changed on the client side (end-user's computer) by using client-side scripting languages (JavaScript, JScript, ActionScript, etc.) to alter DOM elements (DHTML). Dynamic content is often compiled on the server utilizing server-side scripting languages (Perl, PHP, ASP, JSP, ColdFusion, etc.). Both approaches are usually used in complex applications.

With growing specialization in the information technology field there is a strong tendency to draw a clear line between web design and web development.

Web design is a kind of graphic design intended for development and styling of objects of the Internet's information environment to provide them with high-end consumer features and aesthetic qualities. The offered definition separates web design from web programming, emphasizing the functional features of a web site, as well as positioning web design as a kind of graphic design

The process of designing web pages, web sites, web applications or multimedia for the Web may utilize multiple disciplines, such as animation, authoring, communication design, corporate identity, graphic design, human-computer interaction, information architecture, interaction design, marketing, photography, search engine optimization and typography.

- Markup languages (such as HTML, XHTML and XML)
- Style sheet languages (such as CSS and XSL)
- Client-side scripting (such as JavaScript)
- Server-side scripting (such as PHP and ASP)
- Database technologies (such as MySQL and PostgreSQL)
- Multimedia technologies (such as Flash and Silverlight)

Web pages and web sites can be static pages, or can be programmed to be dynamic pages that automatically adapt content or visual appearance depending on a variety of factors, such as input from the end-user, input from the Webmaster or changes in the computing environment (such as the site's associated database having been modified).

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With growing specialization within communication design and information technology fields, there is a strong tendency to draw a clear line between web design specifically for web pages and web development for the overall logistics of all web-based services.

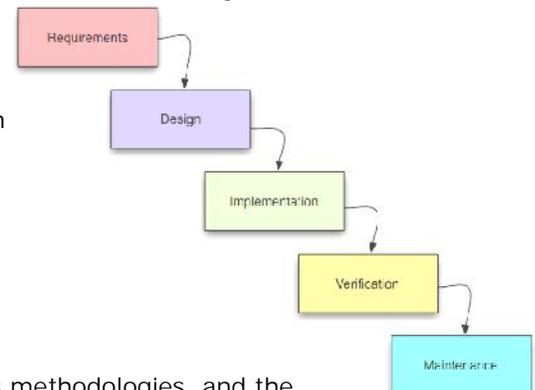
Software Development

Software development is the act of working to produce/create software. This software could be produced for a variety of purposes - the three most common purposes are to meet specific needs of a specific client/business, to meet a perceived need of some set of potential users (the case with commercial and open source software), or for personal use.

The term software development is often used to refer to the activity of computer programming, which is the process of writing and maintaining the source code, whereas the broader sense of the term includes all that is involved between the conceptions of the desired software through to the final manifestation of the software. Therefore, software development may include research, new development, modification, reuse, re-engineering, maintenance, or any other activities that result in software products. For larger software systems, usually developed by a team of people, some form of process is typically followed to guide the stages of production of the software.

There are several different approaches to software development, much like the various views of political parties toward governing a country. Some take a more structured, engineering-based approach to developing business solutions, whereas others may take a more incremental approach, where software evolves as it is developed piece-by-piece. Most methodologies share some combination of the following stages of software development:

- Market research
- Gathering requirements for the proposed business solution
- Analyzing the problem
- Devising a plan or design for the software-based solution
- Implementation (coding) of the software
- Testing the software
- Development
- Maintenance and bug fixing



There are significant advantages and disadvantages to the various methodologies, and the best approach to solving a problem using software will often depend on the type of problem. If the problem is well understood and a solution can be effectively planned out ahead of time, the more "waterfall" based approach may work the best. If, on the other hand, the problem is unique (at least to the development team) and the structure of the software solution cannot be easily envisioned, then a more "extreme" incremental approach may work best. A software development process is a structure imposed on the development of a software product. Synonyms include software life cycle and software process. There are several models for such processes, each describing approaches to a variety of tasks or activities that take place during the process.

Planeer Technologies Pvt Ltd is Developing Windows Based software's in the .Net (Dot Net) Platform which can be in VB.Net or .Net C# or in Visual Basic.

The software's Developed in these Platform are User Friendly, Easy to Access, graphical Representation (Icons, Menus and Windows) and Easy to Modify as per the Client Requirements.

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Graphic Design

The term graphic design can refer to a number of artistic and professional disciplines which focus on visual communication and presentation. Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. A graphic designer may use typography, visual arts and page layout techniques to produce the final result. Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

Common uses of graphic design include magazines, advertisements and product packaging. For example, a product package might include a logo or other artwork, organized text and pure design elements such as shapes and color which unify the piece. Composition is one of the most important features of graphic design especially when using pre-existing materials or diverse elements.

Planeer Technologies Pvt Ltd is working on the Following Graphic Design Phases:

Visual arts

Before any graphic elements may be applied to a design, the graphic elements must be originated by means of visual art skills. These graphics are often (but not always) developed by a graphic designer. Visual arts include works which are primarily visual in nature using anything from traditional media, to photography or computer generated art. Graphic design principles may be applied to each graphic art element individually as well as to the final composition.

Page layout

Page layout is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page. Beginning from early illuminated pages in hand-copied books of the Middle Ages and proceeding down to intricate modern magazine and catalog layouts, proper page design has long been a consideration in printed material. With print media, elements usually consist of type (text), images (pictures), and occasionally place-holder graphics for elements that are not printed with ink such as die/laser cutting, foil stamping or blind embossing.

Interface design

Graphic designers are often involved in interface design, such as web design and software design when end user interactivity is a design consideration of the layout or interface. Combining visual communication skills with the interactive communication skills of user interaction and online branding, graphic designers often work with software developers and web developers to create both the look and feel of a web site or software application and enhance the interactive experience of the user or web site visitor. An important aspect of interface design is icon design.

Printmaking

Printmaking is the process of making artworks by printing on paper and other materials or surfaces. Except in the case of monetizing, the process is capable of producing multiples of the same pieces, which is called a print. Each piece is not a copy but an original since it is not a reproduction of another work of art and is technically known as an impression.

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Web Marketing

Web Marketing, also referred to as i-marketing, Internet-marketing, online-marketing, or e-Marketing, is the marketing of products or services over the Internet.

Web Marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly. The strategy and overall effectiveness of marketing campaigns depend on business goals and cost-volume-profit (CVP) analysis.

Web marketers also have the advantage of measuring statistics easily and inexpensively. Nearly all aspects of a Web Marketing campaign can be traced, measured, and tested. The advertisers can use a variety of methods: pay per impression, pay per click, pay per play, or pay per action. Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, visit a website, and perform a targeted action. Such measurement cannot be achieved through billboard advertising, where an individual will at best be interested, then decide to obtain more information at a later time.

Because exposure, response, and overall efficiency of Internet media are easier to track than traditional off-line media—through the use of web analytics for instance—Web Marketing can offer a greater sense of accountability for advertisers. Marketers and their clients are becoming aware of the need to measure the collaborative effects of marketing (i.e., how the Internet affects in-store sales) rather than soiling each advertising medium. The effects of multichannel marketing can be difficult to determine, but are an important part of ascertaining the value of media campaigns.

Planeer Technologies Pvt Ltd Have Marketers who deals in Web Marketing in various fields by the Using the Powerful tools such as:

- Websites
- Bulk Email Sender
- Bulk SMS/EMAIL Sender
- Flash Banners and
- Web Banners

These Tools are being used for Advertisement of a Company, Product, Event, Website, Meetings, Seminars, College and etc

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SMS/ EMAIL Service

SMS/EMAIL is technology that contributed varied beneficial services to the world and is used in different applications. These applications include business and trade, ebanking, as well as social and spiritual applications.

Indeed, mobile phones have made tremendous contributions to society and to mankind. From its inception as a tool of communication

Used only by deaf or hearing impaired individuals, SMS/EMAIL or Short Messaging Service had turned into a very powerful means of communication. Also, SMS/EMAIL had made the world smaller and much better as people rapidly gain access to mobile phones. Moreover, it created a new way of system of communication all together.

SMS/EMAIL Service: A business Aspect

Online SMS/EMAIL has become very popular way of communication. It is a new way to send text messages to your near and dear ones using Internet. It is fastest and easiest way to get connected with your friends. Basically, this is a service where you can use your PC to send SMS/EMAIL or Text Messages to everyone. Everything is done from your computer, so you need not to use your cell phone. Below are some of the benefits of using online messaging service.

- The messages you send using Online Text Messaging are delivered instantly to the receiver as soon as you press send button. You don't have to wait any more. Now you can easily send information to your important customers.
- Typing a message on keyboard is quite easy compared to typing on Mobile. You can type much faster on keyboard. The keys on cell phone are very tiny. It can be very frustrated and can pest your fingers. On the other hand, Typing on finger friendly keys on keyboard is very comfortable and speedy.
- You can significantly reduce your mobile bill if you choose to send all of your messages through internet. Almost 50 percent of your mobile phone bill includes the SMS/Email charges.
- Online SMS/EMAIL service is available for everyone. It's not that only business can use it. Each and every Individual can use this service. There is no any kind of restriction on using these services. Business can use it to send information to their customers. It's a great deal for both businesses as well as individuals.

Email Services includes

- POP3 Accounts
- SMTP Accounts

Planeer Technologies Pvt Ltd wills Prepare Getaways for SMS and Email Services for Your Business or Company.

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Website Promotion/SEO [Search engine Optimization]

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via “natural” (“organic” or “algorithmic”) search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it “ranks”, the more searchers will visit that site. SEARCH ENGINE OPTIMIZATION can also target different kinds of search, including image search, local search, and industry-specific vertical search engines.

As a marketing strategy for increasing a site’s relevance, SEO considers how search algorithms work and what people search for. SEO efforts may involve a site’s coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully speeding a site. Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users. Another class of techniques, known as black hat SEARCH ENGINE OPTIMIZATION or spamdexing use methods such as link farms and keyword stuffing that tend to harm search engine user experience. Search engines look for sites that employ these techniques and may remove them from their indexes.

SEO Major Benefits:

- You can increase daily and unique visitors on your website by offering information related to their needs.
- You can target visitors who are looking for items which are exactly related to your company and increase brand recognition and identity.
- Writing contents which are exactly relevant to your product becomes to increase public exposure.
- To achieve your organization’s goals SEO is necessary if you are doing online business.
- It is possible to divide your number of target visitors towards specific products which are highly related to them.
- We can get measurable results using some marketing strategies by making analysis of search engine reports, website statistics and visitor’s conversion rates and key indicators.
- Search engine optimization is a long-lasting approach to marketing.
- It’s also forward-thinking because it embraces an evolving medium (Internet).
- It is typically more affordable than traditional advertising techniques.
- It seeks to connect with people who are already looking for what you offer.



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Portfolio

Following is the list of some of our customers in the respective segments. Here we have listed the names of only few of our customers with whom we have been associated for a long time and participated in many projects.



Himgiri Zee
University
Dehradun

- Web Development
- Web Hosting



Sumit Enterprises
Delhi

- Web Development
- Web Hosting



IJRFE
Delhi

- Web Development
- Web Hosting



Eboooooook.com
Dehradun

- Web Development
- Web Hosting



Kapoor Auto
Haryana

- Web Development
- Web Hosting



Ladhak calling

- Web Development
- Web Hosting



Lovely
Enterprises
Poanta(H.P)

- Web Development
- Web Hosting



DNA Web care
Delhi

- Web Development
- Web Hosting

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DNA Home Patna (Bihar)

- Web Development
- Web Hosting



Film India Communication

- Web Development
- Web Hosting



Planeer Kanpur (U.P)

- Web Development
- Web Hosting



Hyper Jots Lucknow (U.P)

- Web Development
- Web Hosting



Tool India Delhi

- Web Development
- Web Hosting



Nalanda School of Management

- Web Development
- Web Hosting



Om Sai Marketing

- Web Development
- Web Hosting



Marine Educational School

- Web Development
- Web Hosting

And Many Windows Based Project Such as Library Management System, Inventory Management System, Account Management System, Hospital Management System and Billing/Report Applications...

[Thank You!]

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