



INTRODUCTION

RSI CONCEPTS offers state of the art IT Solutions to its clients, which are spread over a variety of industries including Real Estate Sector, Oil Industry, Education Sector, Trading Corporations, Automobile Industry, various Government Departments, etc. Information Technology has become a basic component of every activity of a business concern, such as Planning & Management, Marketing, Administration, Human Resource Management, and other similar activities. This company aims to provide reliable, secure and easy-to-use Software and Web Solution to meet the requirements of its clients.

WHAT IS RSI CONCEPTS?

RSI Concepts is a professional web design, development and software company located in Hamriya Free Zone, Sharjah, United Arab Emirates. Our web designers and developers specialize in Custom Business Websites, Software Development, Flash Multimedia, Web Development, e-Commerce, Print and Graphic Design.

As the Internet continues to serve as the world's largest marketplace, it is our goal to stay ahead of the crowd and offer our clients state-of-the-art solutions from start to finish. Our expertise lies in complete development of Internet technologies that insure the successful deployment and return on investment of e-commerce and interactive tools. Our clients come from diverse backgrounds but they all have one thing in common; they require their solutions to work efficiently and return a profit. We have tailored our business to effectively meet this need.

One of the core philosophies at RSI Concepts is to keep it simple. Our process is designed to address your needs and ensure a return on your investment. Our dynamic and versatile staff will strive to quickly and effectively build your solution at the lowest cost. Our experience allows us to analyze your needs quickly and thus deliver on our promises faster than our competitors, without costing as much. Our staff is full time and committed to our clients - not a wandering band of sub contractors interested only in working for as many hours as possible. We form long-lasting and solid relationships with our clients, which translates into their success.

MISSION

Since its inception, RSI Concepts has been a customer-focused company. We have a strong track record of repeat business from our clients, while continuing to win new customers on a consistent basis. Our long-term, time-built relationships with our customers based on confidence and trust are the result of our demonstrated performance in technology fields, industry specific expertise, product knowledge, along with proven consulting and project management methodologies for each customer and engagement.

At RSI Concepts we consider our success is in line with our customer's satisfaction. We are committed to applying a unique depth of understanding your individual business needs, and we go an extra mile to make sure you are getting the best-of-breed solution catered to perfectly fit your requirements and objectives. We are proud of our impressive customer list which is continually expanding, and so is the demand for our products and services.

OUR SKILLS & EXPERTISE

As RSI Concepts has grown and developed as a company, we realized that the most important asset we have is our people - the team. We say that RSI Concepts is not just a company - it is a community that consists of our management, employees, partners, and even our families.

Keeping a solid, agile, and highly motivated team is one of the priority tasks of RSI Concepts. An advanced motivation system is integrated into our company.

As a result, the customer may fully rely on a professional, stable, highly motivated, and success-oriented team.

Our team expertise encompasses the following:

Software Development			
Windows DNA / .Net	Visual C++.NET/ Visual C#.NET	Visual C++/ MFC/ATL/ STL	Win32 API
COM/DCOM, ActiveX, OLE	RMI/ CORBA	MAPI, TAPI, SAPI	SQL (SQL92, SQL extensions for various RDBMS)
MTS	MSMQ	HTML, DHTML	XML/XSL, XSD, XHTML, XPATH, XML-RPC
SOAP, WSDL, DOM, JDOM	TCP/IP, sockets	UNIX shell programming	IVR
Perl	J2EE, J2SE, EJB	Borland C++ / OWL	Borland Delphi
Microsoft Visual Basic	Power Builder		

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Architectures			
.NET	Client/Server/Enterprise Java Beans	Distributed Systems	Two / Three and N Tier
Web Technologies			
Microsoft Windows DNA / .Net (ASP, ASP.net, COM/DCOM, ActiveX, OLE)	J2EE (EJB, JSP, Java Mail, JMS,Applets, Java Swing, Java Servlets)	PHP 3 - PHP 4 – PHP 5	HTML , JavaScript, jscript – VB Script
AJAX – XML – EXTJS – Jquery - JASON			
Databases			
MS SQL Server	Oracle (PL/SQL, OCI)	MySql	PostgreSQL
Sybase - IBM DB2	Informix	Microsoft Access	
Web Servers, Application Servers and Server Software			
Apache, Microsoft IIS, Tomcat	JRun, JBoss, BEA WebLogic	iPlanet Application Server	Transaction Server
Terminal Server	MS Exchange Server 2000		
Operating Systems			
Linux, FreeBSD, OpenBSD, NetBSD, AIX	Windows NT, 2000, XP - Windows 2003 Server	Windows 9x, Me, SUN Solaris	
Art Work and Design			
Adobe Photoshop	Adobe Aftereffects	Adobe Illustrator	Macromedia FreeHand
Macromedia Flash	Macromedia Generator	Macromedia Director	Macromedia Fireworks
Macromedia Author ware	3D Max	Swift 3D, Swish Max	

OUR SERVICES

Web Design and Development

The Internet is by far the most fast growing technology due to its accessibility and out-reaches all over the world. However, the huge quantity of web pages available over the Internet has created a new set of challenges. It is needed that a web page must be able to attract the user without compromising on the aesthetics and contents shown on the web page.

Whether a Static Web Page or Dynamic Web Page, RSI Concepts diligently design each interface as per requirements of the client and also take into consideration the behavioral patterns of the users.

Search Engine Optimization

Search for a particular item on the web page/web site or all over the internet is routinely done by users. On large web sites having multiple web pages, a user may require to search for a product or service.

RSI Concepts develop heuristics to optimize searching within the web site or all over the internet. An intelligent system is incorporated, which analyzes the search entry and promptly generates most likely entities for that.

Customized Software Development

Although RSI Concepts develops software solutions that encompass needs and requirements of a variety of organizations, however, some organizations may require a selected set of services to be incorporated in a product. Therefore, RSI Concepts also provides Customized Software for its clients which comprises of one or more of the above services and completely depend upon the specific requirements of the client. However, the principles of quality, security and cost-effectiveness are never compromised.

Graphic Design and Print Media

Graphics presents the aesthetics of a company. A Unique graphic design is an art in itself. However, Internet media has its limitations, which prohibit usage of heavy graphics due to download problems.

We develop unique graphic designs for web pages and for company logos. Such tools and methodologies are used that ensure quality, uniqueness and light-weight graphics, without compromising on the aesthetics and clients requirements.

Network Assessment, Installations and Maintenance

Medium and Large organizations have network of computers working within a single premises or connecting multiple premises/offices in different parts of the world. Our team of professionals assesses the requirement of the client and suggests / recommends the most efficient Networking System. The Network is then installed to the satisfaction of the client and maintenance is provided as per the terms of contract.

Web Hosting and Domain Name

RSI Concepts offer cost efficient and reliable web hosting. Domain names registration are also provided.

For more information please [contact us](#) or visit our website: <http://www.rsiconcepts.com/>

OUR STRENGTHS

- The company employs dedicated and efficient professional staff.
- The client's requirements are analyzed and placed in scientific way by employing "Requirements Analysis Paradigms".
- Quality of the Product is never compromised. Latest state of the art testing methodologies and tools are used for rigorous quality checks.
- Security of Data is of utmost importance. RSI Concepts offers its clients confidence that their data will be secure.
- The products developed by RSI Concepts for its clients are being used by both employees and customers of the client organization. The interface is made friendly so that every type of user can easily manage it.
- RSI Concepts uses latest tools for development of the products, which are compatible, scalable, portable and transparent.
- On time delivery of product is ensured.

WHY CHOOSE RSI CONCEPTS

RSI Concepts has always tried to be ahead of its contemporaries. We offer better services through a dedicated team of professionals, thereby developing a product which is both cost and time efficient.

Our strength lies in our motivation towards customer satisfaction and upkeep of quality assurance paradigms. Our team not only not only assesses client's requirements but also suggests/recommends value added services to the client, which greatly increases the dependability of the product and reduction of costs.

RSI Concepts offers three ready-to-use software products (PMS, QMS and EMS) as well as customized software products for a variety of clients. All the software products have been thoroughly tested and relevant industry has shown its satisfaction in the usage of these products.

Here are some of the reasons we think you should consider working with RSI Concepts - *Your full service Internet development firm.*

One-Stop Shopping

As one of the largest website design firms in Sharjah, UAE, we have the staff and resources to "do it all." Specifically, our services include designing, copywriting, code-writing, search engine optimization, and hosting. We give you the ability to work with just one vendor for everything related to your online presence, saving your time and money.

Exceptional Website Design

Graphic Designers in our team are highly education professionals having at least 3-years college degree in Graphics Design as well as extensive experience in both print and web media. The layouts they produce for your website will be aesthetically-pleasing, original designs that will enhance your corporate image. You'll be proud to refer people to your website.

Search Engine Optimization

The most beautiful website in the world is useless if no one visits it. Very few website designers concern themselves with search engines. That's a mistake. The easiest, most cost-effective means of generating traffic is to make your site appealing to search engines. We use sophisticated techniques and proven strategies to ensure you rank high on search engines for your keywords.

Quick Response

Once you have decided to avail our services, we can launch your product in a matter of days. Depending upon the volume of contents, functionalities and features requested by the client, the required product is adapted and deployed in a short time.

Reasonable Cost

Being a UAE Based company, we are able to offer services for very reasonable pricing, several times lower than that of the US and EU companies.

HOW WE WORK

At RSI Concepts, product development is a highly disciplined and motivated affair. Project management and delivery process has been improved and standardized over time to best augment the nature of a web development project. Project managers at RSI Concepts understand that the success of a project depends on various parameters that can be effectively controlled by efficient project management. While the basic aspects of different web development projects are similar, every project is unique in itself from others as it involves different business dynamics, customer expectations, budget allocation, time allowance, expected usage patterns and knowledge levels of end users.

Requirement Definition

The web development project starts with defining the requirements of the project. The client can send us the Request for Quote (RFQ) document with functional as well as technical requirements for the web development project of the company. The RFQ clearly mentions the scope or the boundaries of the project with details like the functionality of the web site application, its modules and their features, user awareness levels and profile,

preferred technology platforms. The RFQ helps the project development team at RSI Concepts to arrive at an accurate estimation of resources, time and costs for the client company. RFQ generation tool has been provided on RSI Concepts website, where companies can create web development project RFQs for their assignments. Project Management team at RSI Concepts often assists its companies to create their RFQs.

Web Development Proposal and Sign-Off

Sequel to submission of RFQ by a prospective client, our project development team formulates a Project Proposal. The Project Proposal document includes following:-

- Requirements of the project
- Delivery schedule
- Scope
- Functionalities of the product
- Communication plan with the client
- Resource allocation details and estimations regards time and costs.

The web development project sign-off occurs on the approval of the offer document by the customer.

Analysis and Project Design

Product Development starts with an in-depth analysis of the client's requirements and resource allocation. Project teams are formed involving web graphic artists, HTML developers and web programmers. A detailed project plan is developed, which includes division of macro level tasks into micro level task and allocation of resources.

Interface Design and Approval

Web development projects need constant feedback and review from the customer at regular intervals. Keeping this in mind, project management and web development teams at our company create screen designs/ HTML copies of the web site application for the clients for approval. These files do not have a database or back-end code attached but gives the customer an exact working demo of how the application will run. This is a very important first step in web development project. This first deliverable (output) is given to the customer very early in the project so that he can 'see' how his web site application is going to be developed. Any inconsistencies with the customer expectations can be sorted out in this stage itself and save enormous amounts of time and budget overruns in case of misunderstood requirements of the web development project of the client company. The project proceeds once the customer has approved the web pages.

Database Design and Web Development

Following client's approval of the HTML copy of the web site application, the web development team at RSI Concepts does the database design and writes the programming code for the application. Highly skilled programmers with superior expertise in their respective technologies develop the web site application based on the development plan. Project management and development at RSI Concepts is a very quality conscious discipline. Logs are maintained by each member of the team to enable project performance tracking. Proper adherence to quality standards while writing code and excellent resource allocation makes project management at RSI Concepts a highly successful practice.

Testing

Maintaining quality of the product is of utmost importance. Testing of each unit/module is performed at each step. Testing of the whole product is thoroughly performed before delivering the product to the client.

Communication Practices

At RSI Concepts, product development is a transparent process and client is kept onboard at every step of the product development. In order to remove ambiguities and confusions between the client and project development team, regular meetings are arranged to sort out and discuss various requirements of the client. Even at the stage of Project Proposal document, it clearly explains the requirements of the client and the product to be made to meet the said requirements plus the costs.

PRODUCTS

In addition to the above services, RSI Concepts offer following off-the-shelf products:

- a. Property Management System
- b. Queue Management System
- c. E-mail Marketing System

Property Management System (PMS)

RSI PMS is intended for Real Estate Companies. It was developed to satisfy Real Estate clients to manage their operations with comfort and ease. Typically, solutions available in the market provided limited functions and had to be integrated with other legacy systems. This turned out to be a problem rather than a solution and users had to turn back to using spreadsheets and other small systems for their day-to-day activities. After concerted research and teaming up with industry consultants, a better solution was prepared that has passed the microscopic test of business analysts in the Real Estate industry.

A web based PMS is suitable for using from anywhere in the world. The software can be incorporated within the local network of the company or deployed on the internet.

Following components are offered:

- Encryption of Data for security of company / clients information.
- Division of Administrative and User rights of operation.
- Assignment of different set of rights to different Users.
- Keeping log of each activity of Users.
- Easy to use Interface.

To know more about RSI PMS please [click here](#)

Queue Management System (QMS)

RSI Concepts provide organizations with state-of-the art Queue Management and Token Management systems. Be it a hospital, bank or any customer service booth; an efficient Queue Management System ensures:

- Optimizing face-to-face customer service
- Customer reception and routing
- Calling the next customer
- Managing abandoning customers
- Service Level Monitoring, Analysis and Reporting



A standard QMS offers following:

- Use of standard computer equipment, displays, ticket printers and paper with no costly hardware required.
- A single server at a central location can support a network of branch offices.
- Reception and Queue Management are managed via standard Internet browsers or Customized Interface Modules.
- Fully customizable tickets, displays and voice announcements

Following functions are provided:

Reporting:

- Hourly, Daily and Monthly ticket usage
- Counter/Desk/Window Wise Reports
- Service Wise Reports



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Email: info@rsiconcepts.com Website: [w](#)

- User wise Report
- Waiting Time Report

Options and Facilities:

- Touch-Screens or Push Buttons
- Designed to ensure minimal customer training
- Audio-visual notification
- Voice based or chime based alarm for calling customers
- Customers aware of expected waiting times

Warranties:

- Life time Software warranty (only bug fixing)
- One year Kiosk and other Hardware
- 4 Support visits first year

To know more about RSI QMS please [click here](#)

E-Mail Marketing System (EMS)

In the growing trend of e-commerce, E-Mail marketing plays a useful and efficient role in informing a large number of users of services and products offered / launched / promoted by a company. RSI Concepts developed an E-mail Marketing System, which is used to send bulk emails for regarding a company's recently launched products & services, promotional messages, greetings, new & articles, etc. The EMS also provides tracking features, which intelligently records and reports users' activities such as whether email has been opened/read and which hyperlink within the email has been accessed by the user.

Following features are offered:

- Ability to create and send personalized email using data from customer database.
- Ability to import customer lists.
- Ability to authenticate to SMTP and POP servers or send directly with an internal server.
- HTML and plain text editor for creating messages.
- Reporting features such as bounce-back reports.
- Tracking abilities such as tracking who has opened the email.

Following are the advantages of using EMS:

- Number of persons that have opened the emails
- Number of bounced emails

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- How many people visited the hyperlink mentioned in the marketing message
- How many people actually purchased something as a result of the e-mail.

Following functionalities are provided in EMS:

- User Authentication and Authorization System
- Creation and Management of Contacts Categories
- Creation and Management of Contacts
- Import and Export Mechanism for Contacts to Excel Spreadsheet
- Creation and Management of Newsletters and different categories of Newsletters
- Creation, Management and Scheduling of Campaigns
- Extensive Reporting Mechanism, Following reports is generated:
 - How many Campaigns have been executed
 - How many Campaigns have been scheduled for a given period of time
 - How many emails have been sent
 - How many emails have bounced back
 - How many emails have been opened
 - How many times the hyperlink in the email content has been clicked

To know more about RSI EMS please [click here](#)

Our Latest Website Portfolio

Client	Industry	Website URL
HBG Holdings	Financial Services	www.hbgholdings.com
Capital Street Partners	Business Consultancy	www.capitalstreet.net
Meezan One Real Estate	Real Estate Brokerage	www.morefreehold.com
Dream Style FZE	Real Estate Brokerage	www.emiratesimmo.com
Preston University	Higher Education	www.preston.ae
Dreamworks Massage Centre	Massage and SPA	www.dreamworks.ae
Portacabin Prefab Houses	Manufacturing	www.portacabinuae.com
Capital Street Partners	Business Consultancy	www.capitalstreetpartners.com
Septech Emirates	Water Treatment	www.septechholdings.com
Blue gold	Marine	www.bluegold.ae
Marvel Link Transport	Rent a Car	www.marvellinkme.com
Hala Fadli Clinic	Medical	www.halafadli.com

To view our portfolio please [click here](#)

Our Clients



Department of Town Planning and Survey
Government of Sharjah



Client Testimonials

Client Name : Bizomer.com

"This is my second opportunity after www.morefreehold.com to write for RSI. All I can say is that RSI is simply "Rationally Superb Intellect" in web designing and software solutions. They are really great performers. Their way of understanding client's needs is simply outstanding whereby sometimes the client thinks that they are the part of his team. www.bizomer.com is not a website but me. God designed me years before but today I think RSI gives me a little more finishing, dressing and look. I hope they will become Versace and Armani of web designing one day. I wish all the best to RSI in their endeavors."

Saqib Omer Saeed

Author

Bizomer.com

www.bizomer.com

Client Name : Portacabin Prefab Houses

"We have found RSI Concepts to be professional in all aspects, efficient and good value for money. Despite many design changes from our side they remained resolute in providing us our desired outcomes with precision and great time management. We would recommend them to all who need such services as we are finding an immediate positive response in our marketing and company exposure since our website was updated."

Mohd Hamdan

CEO

Portacabin Prefab Houses

www.porcabinuae.com



Client Name : Meezan One Real Estate

I have found RSI a professional dedicated and intelligent company based on quality human capital who can convert challenges into top cadre performance. Our experience while working with RSI on our website project was simply outstanding. They are effective and efficient; the quality of their work and after sales service is excellent with a lot of cooperation and understanding of customer needs. I hope that RSI shall be the leading name in their respective industry as they are well deserved to be the same.

Saqib Omer Saeed

**CFO & Director Planning & Business
Development**

Meezan One International FZC Sharjah U.A.E

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Client Name : Capital Street Partners – part of Koohiji Group of Companies

RSI Concepts has played a vital role in the development of both our sites and it was a pleasure for me and our entire team at Capital Street Partners to be associated with them. They have supported us throughout the project on the design and development of both our websites and helped us take our business concept from the drawing board to the world wide web. I wish RSI all the very best in their future endeavors and look forward to doing business with them in the future.

Keegan Varella
Associate
Capital Street Partners
www.capitalstreetpartners.com



Client Name : HBG Holdings

"I have not worked with a company that responds as quickly and positively as RSI Concepts. Their competent team managed to deliver despite the short time frame given. They have never missed a meeting and never failed to coordinate and even worked double time to ensure the deadline is met. Overall, I am definitely pleased with their teamwork and would be more than happy to recommend them to other organizations as well."

Fuad Khan
Group Finance Controller
HBG Holdings
www.hbgholdings.com



Client Name : Blue gold Technology FZC

"After having had a disappointing experience with previous web developers in Dubai, it was refreshing to find a professional company that understood my requirements and delivered on time. As a result of this we are looking at moving more work over to RSI Concepts."

Jeremy Llewellyn
CEO
Blue Gold Technology FZC
www.bluegold.ae



To read our client testimonials please [click here](#)