



DUBAI | INDIA



**NRS**  
**INFOWAYS**

<https://www.nrsinfoways.com/>



# ABOUT US

## WE ARE GROWING SO FAST

NRS Infoways, established in the year 2005, is the fast growing IT Company based in Dubai and India,

We specialize in offering fully bespoke software development solutions with eye-catching design and functionality. Whether your company requires SEO services, database design and development, web hosting services, integration or customization, our specialized team of designers, programmers, and SEO specialists, will handle your project from start to finish.

**CUSTOM SOFTWARE DEVELOPMENT  
WEB APPLICATION DEVELOPMENT  
SUPPORT SERVICES  
INTEGRATIONS  
SEO**

**WE DO IT ALL!**





# OUR GOALS

## WE NEED TO ACHIEVE SOMETHING

We at NRS Infoways believe that reliability is the key to a strong business relationship. Our goal is to be accurate and competent in providing professional services to small and growing businesses around the world at a fair price. We continuously strive to raise the benchmark of our services and standards at all times. We believe in exceeding our customers' expectations by delivering more than what we have promised in terms of efforts and end results. This will help us in building continued and long lasting relationships with our associates and clients.



## PRODUCTIVITY

We offer a range of expert services, along with strong team to implement the best strategy that increases your productivity and enhances your workflow



## GREAT SERVICE

Regardless of whether you are interested in on-going continuous or one-off project , NRS always offers the best solution to clients



## PROGRESS

Research, experimentation and innovation: NRS has always been ready to tackle new challenges with enthusiasm, to explore new ideas for development and to build exciting new projects



# WHAT WE DO?

## OUR DAILY ACTIVITIES

At NRS Infoways, we provide quality and affordable services in terms of Web Development, Web Design and Redesign, Software development, Content Management System, Search Engine Optimization Services and Mobile Applications Development to our esteemed clients across the globe



## HIGH QUALITY CODE

It goes without saying that the software that we deliver to customers should be of high quality. Our products need to look great and help customers run their business.



## FULL DOCUMENTATION

We provide good documentation for all our projects. User manuals, flow-charts etc.



## UI/UX DESIGN

We do not restrict our actions and focus only on the backend coding but also make sure that the front end is beautiful and delights your users



# HOW WE WORK

Our Vision is to remain proactive to all the business trends and technological upgrades taking place so as to provide exceptional services to all our clients. We look forward to provide cutting edge web design and software development solutions that will make a substantial difference to the web presence of all our clients.



## UNDERSTANDING / PLANNING

Listen to the stake holders, Understanding Business, Objective functional requirements, technology constraints



## DESIGN / DEVELOPMENT

We mark out the entire architecture of software and creating a layout that acts as a base for development. Development method can be waterfall or agile method based on the project requirements



## TESTING / FEEDBACK

Assess the software for errors and documents bugs if there are any and Incorporate any feedback from the client



## COMPLETE WORK / MAINTENANCE

We deliver the system into the production operating environment. Last but not the least, maintenance involves after sales services and support provided by the NRS to clients or end users.



# DEVELOPMENT SERVICES



## MOBILE APPLICATION DEVELOPMENT

Our experts can help you design and develop beautiful, innovative and unique mobile apps that can work as standalone apps or can even be integrated with existing app or a website.



## CUSTOM SOFTWARE DEVELOPMENT

Our developers at NRS Infoways can develop highly customized solutions. We provide you with the flexibility to use the software as per your requirements.



## WEBSITE DESIGN & DEVELOPMENT

We have expertise in development of all kinds of websites. Be it a Corporate website or eCommerce. We work on WordPress, Magento, WooCommerce, Shopify, and a full range of CRMs



## DATABASE DESIGN & DEVELOPMENT

NRS Infoways develops database solutions for our clients on universal compatible platforms, including MySQL, Oracle, XML, SQL Server and others.





# INTEGRATION SERVICES



## CRM INTEGRATIONS

Our Team has experience in doing integrations with different CRM's like Zoho, Bitrix24, HubSpot and many other CRM.



## APPLICATION INTEGRATIONS

Our developers at NRS Infoways can make integrations with different applications like SAP, Dynamics, Magento, and even connecting those to CRMs.



## MIDDLEWARE DEVELOPMENT

We can help our clients by creating a middleware application which could be integrated with different types of applications or services.



## TYPES OF INTEGRATIONS

Our team will analyze the requirement and the existing applications and suggest, develop and make the integrations as required. These can be API, Webhooks, ISC, Orchestration.



# DIGITAL SERVICES



## DIGITAL STRATEGY

As part of a strategic review we conduct an in-depth digital audit to assess your current online presence and complete competitor benchmarking and target audience profiling.



## SOCIAL MEDIA

With targeted media placements, social media management and platform analytics, we create copy, visuals, and engaging content that speaks of your brand and resonates with your audience.



## DIGITAL CAMPAIGNS

NRS will work with you to plan and implement online campaigns to increase your online visibility, improve customer communications and generate tangible sales leads for your business.



## MEASUREMENT & ROI

Measurement and tracking is crucial for any marketing activity. Whether your goals are to increase conversion rates, increase traffic to your website, promote a new service or product, our experts will be able to analyze key performance metrics.



# OTHER SERVICES



## SEARCH ENGINE OPTIMIZATION

We excel in providing SEO friendly web design, SEO Auditing, Link Building Services, Reputation Management and Content development.



## WEB HOSTING SERVICES

At NRS, we are dedicated in supporting small and medium sized businesses with corporate best hosting solutions from Shared hosting to VPS to dedicated servers.



## WEB ADVERTISEMENT

We provide customized HTML5 web banner design services for advertisement for local and international portals and search engines.



## INTEGRATION AND CUSTOMIZATION

We provide a variety of third-party applications covering major areas of businesses such as CRM, ERP systems, accounting packages and more.

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# SOME CLIENTS

GULF NEWS



adidas®  
GROUP



*Makita*



Esecure|P

MOODY'S



Pure Gold  
SINCE 1989 JEWELLERS  
L.L.C.



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# SOME CLIENTS



StraitsBridge

**KNAUF**



HUDA BEAUTY

**NCOR  
TAKAFUL**



**MÖVENPICK**  
HOTELS & RESORTS



Betterhomes.

**M**  
MARYAJ



بنك أبوظبي الأول  
**FAB**  
First Abu Dhabi Bank



# CONTACT US

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THANK

YOU