



## What is Dot ahead?

DotAhead is an organization focussed on the Web. We believe that there are many opportunities that businesses can leverage the web for today and we help them doing just that. For companies today, web initiatives don't end with a good looking website; they begin there. Websites today have become a vehicle of conducting business and they need to be designed with care and with attention to business objectives. There are thousands of websites where customers flock and the best part is that these websites invite partners to leverage crowds. Hundreds of targeted marketing opportunities exist on the web; this has become the most cost effective and the most measurable way of reaching out to prospect customers. These are the kinds of opportunities on the web that we help our clients to leverage.

## What kind of work do we do ?

Though we are very open and eager to do new kinds of things on the web, our services broadly fall under the following three areas.

### Web & UI Designing

We follow the User Centred Design Process to design usable, pleasing and business focussed web products. The exact steps of the process are customized to a project depending upon timelines, budgets and requirements. We have championed a process which we call "Rapid Prototyping" which helps us quickly iterate very visual prototypes of web products.

### Web Marketing

The Internet provides a great and cost effective way for businesses today to acquire new customers. Costs can be checked by ensuring highly relevant communication is sent out and consumed. Also, the marketing spend on the Internet can be tracked to the last rupee. We help our client leverage all these benefits that marketing on the web provide.

### Web Technologies

We believe the technologies open up many possibilities on the web and in many other areas including design. AJAX was a technology innovation which revolutionized the world of web design. Our technology practice is aimed at identifying such possibilities and connecting them to our client's business objectives.



## Who are the people in the team?

We are a young team energetic, adventurous with skills and passion for using the web to improve our clients' businesses in innovative ways. The team comprises of UI Design Specialists, Web Technologists, Search Engine Specialists, Project Managers and a Project Group Head leading the team.