



Bitrate
Digital
Solutions

COMPANY PROFILE

Address: Dominion Building 1st floor Room D2
Opposite imenti House

Phone: 0705 320 195, 0782 320 195

Email: info@bitratedigital.co.ke

Website: bitratedigital.co.ke

INTRODUCTION

FOCUSED, SOUND & INNOVATIVE 3 WORDS THAT BEST DESCRIBE OUR APPROACH AND OUR TEAM

Incepted in 2012, Bitrate Digital Solutions Limited is a Information Technology Services and Consultancy firm providing competitively priced outsourcing services to companies worldwide.

Having a strong local presence in Kenya, Bitrate has made its mark as a well-established and sound company driven by the industry's highly professional and trained individuals and is surely headed in becoming a leading organization which facilitates, enhances and provides measurable business value through most effective uses of Technology and Resources to organizations globally.

Highly skilled intellectual personnel, most having substantial work experience in diverse areas of Information Technology make up the Bitrate Digital Solutions team. Our management ensures that each individual excels in their specific assigned tasks by working closely with them. Only those individuals are hired who not only possess strong technical and analytical skills, high intellect, sound work ethics and

integrity but also who have confidence, decision making abilities and above all the drive to excel whether it is at the management level or at a technology/software development position.

Our focused, sound and innovative approach is derived from the cumulative experience of our team members. As a result of their combined practical business experience with strong technology delivery capabilities, we are able to comprehend

the client's business requirements, propose IT and creative strategies in line with the vision of the business and execute the business plan by building or implementing high quality scalable business solutions through the use of latest cutting edge Technologies.





Bitrate Digital Solutions Limited is committed to providing substantive business value of each and every product developed and client engagement. We achieve this through a combination of expert Industry-Specific business analysis, strong technical skills, sound project management methods and traditional values.

We strive to work in collaboration with our customers to be able to build high performance teams necessary for creating and maintaining world class business solutions. We have qualifications in the areas of Information Technology planning, Information Technology Services, Custom Software Development, Web Centric Software Solutions, ERP development and implementations, Creative Designing and Marketing with emphasis on Industry-Specific Business Analysis and the use of latest technology for the development and implementations of leading business solutions that work in an enterprise area globally.

6 REASONS THAT MAKE US THE PREMIER CHOICE



INTELLECT & EXPERIENCE

Highly skilled professionals who possess expertise in diverse Business and Technology areas make up the Bitrate team. To provide world class service, we employ the best technicians, adhere to proven methodology, provide superior client service and become a true business partner in every project.



OUR APPROACH

Our Roadmap to development is a collection of eight steps, each of which has its own significance.

- Data Mining
- Forming a sketch
- Designing
- Making a blue print
- Constructing
- Testing
- Deployment
- Maintenance & Upgradation



COMMITMENT TO QUALITY

We believe in Quality service and our approach has been designed to provide the same. We listen carefully to our clients and provide space, time and materials according to agreement for the project. We are proud of our Technical and Creative capability and this emerges from taking time to get it right. Our Quality Assurance Department tests throughout the process to ensure that the project will be successful.



ON TIME DELIVERY

We invest the time up-front to clearly understand your needs and then manage projects to ensure they are delivered on time and within budget. This methodology expedites rapid successful implementation, limits uncertainty and keeps the customer always aware of development progress at our end.



COMPETITIVE PRICING

We render services to our clients at a very competitive price and depending on the type of client engagement we offer them the most suitable pricing model structure which could either be fixed price based, time and effort based or a dedicated offshore team model.



TRACK RECORD

We have handled small - large scale projects and have over the years implemented solutions for numerous organizations of all sizes. Our growing list of satisfied customers' not only act as our excellent references but are also a source of our repeat business.

SERVICES



Expertise, thorough knowledge and firsthand experience along with strong Industry specific research skills help us in analyzing, designing and implementing world class solutions.

Information technology

- Software Development Services
- Web Development Services
- Open Source & CMS Customization and Implementations
- Mobile Application Development
- Custom Enterprise Solutions
- Package ERP Implementations
- Technology Integration Services
- MIS Outsourcing
- Consultancy Services

Creative, Design & Multimedia

- Logo Design
- Stationery Design
- Web Design
- Internet Advertising
- Print Media Design
- Multimedia Design

Supplies and Installation of ICT material

- Networking services
- CCTV installation
- Supply of computers and computer accessories



HARDWARE SUPPLIES & SUPPORT SERVICES

We supply servers, computers, printers, computer accessories and services by sourcing from local market and from international market as well. Our team of experts is ready to serve you when you are worried due to lack of confidence in “commitment of service”.

Bitrate Digital Solutions also offer & Supply, Delivery & Installation of:

- Data Centers, Structure Cabling Systems
- CISCO Switch, Firewall, Wireless & Routers.
- PC, Server & Storage
- Server & Switch Equipment maintenance



NETWORKING & INFRASTRUCTURE SERVICES

Bitrates' services enable clients to identify, develop, and implement the best-fit solutions that are equipped to meet their changing business requirements.

Bitrate Digital Solution Integration services offer to:

- Leverage IT investments
- Minimize risks
- Maximize compatibility
- Maximize interoperability

Bitrate Digital Solution provides total project management, right from architectural design, integration, system and interface development to migration backed by excellent methodologies, well-defined solution frameworks and extensive integration experience with tier-1 service providers.



CCTV INSTALLATION SERVICES

Bitrate Digital Solutions offers quality CCTV video camera security equipment & CCTV installation service at an affordable price in Nairobi, Kenya and other parts of the country.

CCTV Surveillance Systems

If you want better security of your home or your school, work places, shops etc. We offer professional high quality CCTV security systems installation and repair services. We fully understand your need to upgrade your security and bring it to a higher level, CCTV is the right choice and we gladly offer you our experience and service. Our CCTV installation team is comprised of software and hardware engineers. We employ the latest, innovative technologies to meet your video surveillance and security needs.

We sell and install top-notch CCTV digital video surveillance systems for many Business and Home applications including:

- Schools, Colleges & Institutions
- Retail Businesses
- Convenience Stores
- Medical Facilities
- Business/Professional Offices
- Restaurants & Bars
- Liquor Stores
- Car Wash Facilities



A CORE PRINCIPLE FOR ONLINE BUSINESS SOLUTIONS

WEB DEVELOPMENT SERVICES

Web development services are the core of our business. We provide a wide range of professional services in the development of web 4.0 and intranet applications of any complexity. Our highly talented team endeavors to develop web applications that can become an invaluable asset for your company.

We provide complete and comprehensive solution for all phases inclusive of design, development, deployment and maintenance. We feel that by being a full-service company, we are able to provide our clients with a complete understanding of the Web.

We believe that success lies in maintaining open communication and involvement with our clients through each phase of development. We will make every attempt to understand your business and your customers. Our goal is to translate your vision into reality by being your technology partners.

Bitrate Digital Solutions has been providing web development services since 2013 and has the ability to develop any genus of website or web application for any industry or individual.



Our focus to specialize in the combination of high impact design with solid development of user-friendly and functional web applications that not only enhance your corporate image but also aim to increase sales and visitor retention has proven beneficial in attracting and maintaining an increasing list of prestigious clients. We at Bitrate guarantee tailor-built corporate web solutions and web 4.0 applications that not only stand out from the competition, but also helps build your reputation as a leader in your industry.

Practice Areas

- Custom Web Design & Development
- Web Apps
- E-Commerce Solution & Storefronts
- Enterprise Portal Development
- Application Maintenance



SOFTWARE DEVELOPMENT SERVICES

Since inception we have been providing state of the art Custom Software Solutions to mid-size/large organizations. In developing custom software, we see our role as partners, not merely programmers. We recognize that solutions succeed not solely for technical reasons, but because end-users and internal IT staff feel ownership.

Our RAD model development capabilities offer significantly reduced development time and savings in developing, implementing and maintaining custom Enterprise applications. In the last decade, a number of management philosophies have been developed in an attempt to define what companies must do to compete in the new global economy. Emphasis is now placed on the use of enterprise-wide information solutions to impact the decision processes of management. Organizations have rediscovered the basics, realizing that the most effective strategy is to organize their resources in order to achieve better performance.



Today's dynamic business requirements need dynamic information solutions. Generic software is not flexible enough to meet the diverse demands of each unique business. Considering all the aspects in mind we design cost effective tailor built, high performance software for organizations that need made to order, high-end customized solutions

Practice Areas

- Software Development
- Software Migration & Re-engineering
- Software Testing.



OPEN SOURCE & CMS CUSTOMIZATION AND IMPLEMENTATION

Bitrate Digital Solutions Ltd specializes and provides customization and development services for CMS and Open Source web based applications on platforms like Joomla, Magento, Wordpress, SiteInfinity and Dotnetnuke.

Business Technologies (PVT) Ltd has dedicated and versatile teams that excel in coding (PHP / .Net / MySQL, Python, Ruby, JavaScript, Node Js) as well as designing (CSS3,HTML). We work closely with clients to deliver the projects with excellent quality and within the timeframe. Our team puts extreme efforts to identify the best options that suits client's business needs.

Why Open Source Matters?

Bitrate Ltd helps in open source customization of various products to suit your needs by creating templates, adding custom modules or changing the product functionality. Our strength lies in providing Open Source Customization services on different products to suit our client's needs.

Bitrate Ltd can design, develop, and implement a WordPress system to suit your specific requirement. We have thorough HTML and CSS knowledge, and experience in WordPress blog customization. Using the current theme will save your time and costs. Moreover, our managed hosting services provide an optimal environment for platforms of WordPress to operate in, that ensures best performance.



MOBILE APPLICATIONS DEVELOPMENT

The growing popularity of Smartphones is packing all sorts of bells and whistles. Powerful processors, abundant memory, larger screens, and potent operating systems are enabling users to do most of the chores without using their computers and laptops. The ability to communicate by sending instant messages and e-mails, access the Internet or get directions via GPS are just some of the many features that handset owners are growing progressively more inclined to utilize. This is opening a lot of opportunities for visionaries all over the world; we can assist you to translate your idea into reality.

We create value-added applications tailored exactly to your specific business requirements for enhanced efficiency, functionality and value addition. We vastly experienced in developing and testing Mobile Applications.

Our team has a passion for Mobile Application development and we always follow new trends and changes in this high-tech arena. We have proficient technical teams to deliver complete solution, from design to development.



CUSTOM ENTERPRISE SOLUTIONS

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Our RAD model development capabilities offer significantly reduced development time and savings in developing & implementing custom ERP applications.

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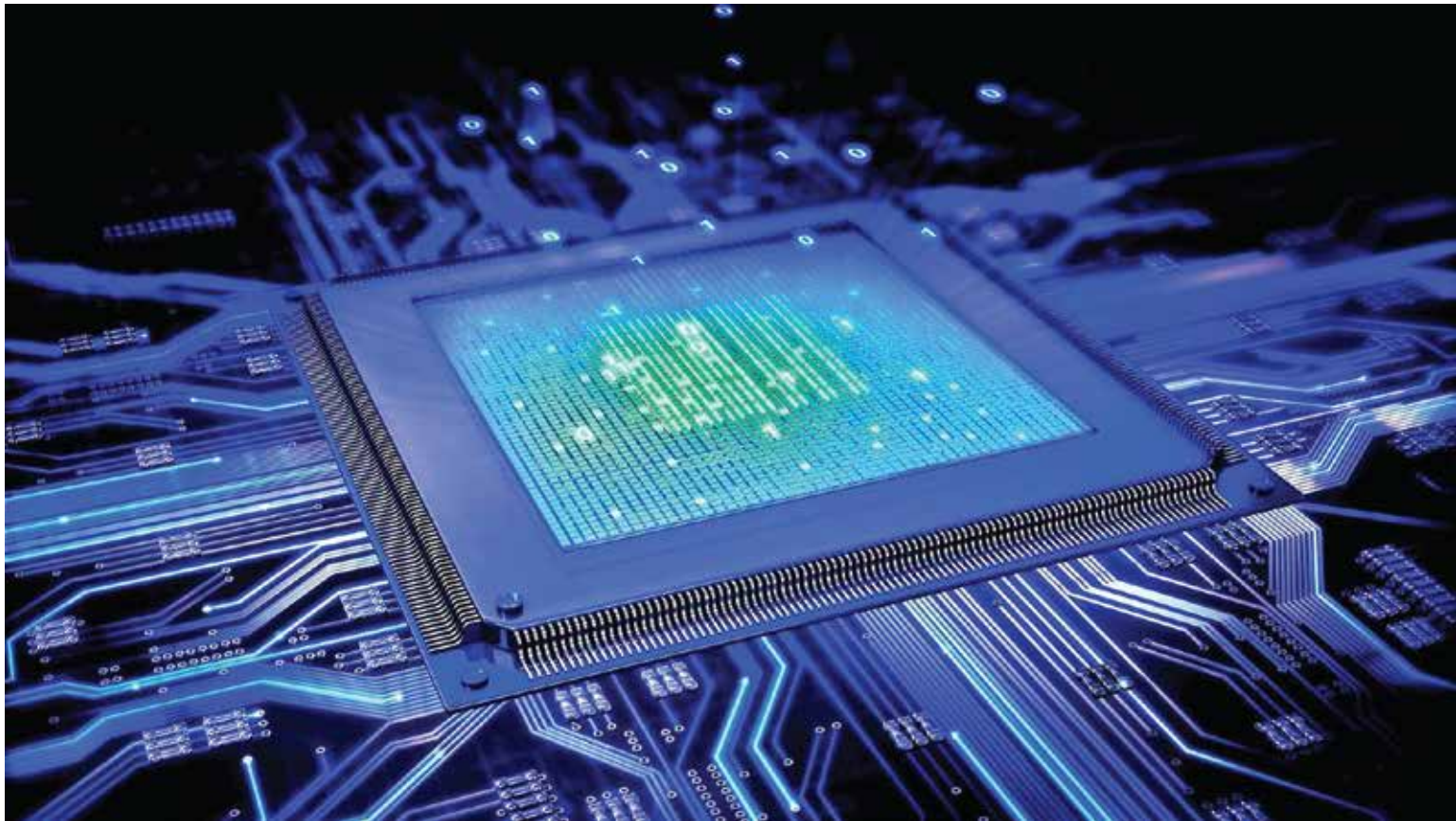
We have developed flexible frameworks for such tailor built Enterprise application development and have successfully implemented solutions for mid-size - large concerns in the following industry:

- Process Manufacturing implementation in: Pharma sector
- Retail and Distribution implementation in: Health Care sector
- Manufacturing, Retail and Distribution (MRD Solution) implementation in: Health Care sector

The custom built comprehensive ERP's developed for our clients include a comprehensive range of services and integrated modules.

- Customer Relationship Management
- Supply Chain Management
- Management Information Systems
- Sales Management Accounting and Financial Management
- Material Planning
- Quality Management
- Inventory Management
- Production Management
- BI / KPI Consoles





Businesses are evolving and becoming more and more demanding. Specialized software's are required to remove the functional barriers and improve organizational efficiency. Many corporations are still using systems that serve their standalone needs and have a hard time in communication. This means that a lot of time is spent on validating data, entering data into multiple systems and gathering data from many different systems. Time spent on these kinds of mundane tasks could be spent on serving your company's customers instead. Business Integration services give the ability to integrate the diverse data and information sources both within and outside your enterprise into a single coherent framework.

System integration enables communication between many independent systems and their processes. When we connect different systems and applications you get faster communication with a higher security in your internal and external processes. Flexible organizations, where cooperation and optimization for existing or new business areas are in focus, have already created and implemented software integration. Bitrate Limited has abundance of experience and technical savoir faire in the integration of business software. Our consultants have a solid experience from short problem solving activities to large integration solutions, where we have

implemented efficiency and structure in the integration environment. Our experience in system architecture is well suited for implementing an architecture that does not bog down the company but instead ensures that the company can enjoy an IT-architecture that delivers on the demands of the business. In recent years, the company has enjoyed grand success in the integration of enterprise software.

CONSULTANCY SERVICES



Bitrate Digital Solutions Limited enables you in creating a vision for the future and reach consensus on investment priorities and information technology strategies for all major constituencies. Importantly, we focus on aligning these strategies and investment priorities with the immediate, short-term, and long-range goals of your organization. Finally, moving from alignment to action, your information technology strategies are translated into a detailed phasing/implementation plan that identifies specific projects, time frames, expected results, budget, resource needs, and organization (management and governance).

With our consultancy services, this comprehensive and realistic action plan, or road map, becomes a "living document" that will guide your organization's investments of money, time, and energy related to information technology management over a multi-year period, incorporating new technology, e-commerce opportunities, and regulatory compliance.

Bitrate Digital Solutions is proudly providing consultancy services to large scale organizations and above all has team members on board who are not only Microsoft certified but also have tremendous experience in business consultancy. Unlike traditional technology-centric approaches to information management and e-commerce, we at Bitrate focus on business transformation and applying our extensive experience in the Information Technology industry to help you:

- Align your Information Technology strategy with your business processes.
- Avoid pitfalls and ensure that IT initiatives are focused on the areas of highest "real value" to the organization.
- Address targeted areas of improvement.
- Enhance quality of care and support. Increase customer and employee satisfaction.
- Strengthen financial results.

CREATIVE, DESIGN & MULTIMEDIA

Logo Design

Understanding your business is a key part of our design process. Our highly skilled Graphic Design team can assist you to develop a Logo that represents your company/brand image as we do understand that proper and competent branding begins with a well-conceived properly designed logo.

The things that you can expect from us are:

- Fast Turnaround time
- Original Designs
- Print Friendly
- Uniqueness

Stationary Design

The fact is corporate stationary plays a very important part in assessing a company's approach. Our designers ensure that they always come up with top quality designs whenever a client requests stationary design. Designs that are practical, elegant and very professional. By doing so, they come up with the most impressive of visiting cards, letterheads, envelopes and etc. We also offer the services of having this corporate stationary printed on top quality material ensuring that next time you give someone your visiting card; you get nothing but praise.

Internet Advertising

The internet represents an opportunity to grow and market your business both locally and globally to reach new customers and expand your reach. Web banners and web banner ads for advertising your web business need to drive web traffic to your web site. Our web banner graphic design team is devoted to the creation of effective web banners, web banner ads, and web banner advertisement that drives traffic to your web site. Our eye catching custom web banner ad designs are available as any size web banner ad.

Print Media Design

At Bitrate Digital Solutions, we have a dedicated team of graphic designers with an abundance of commercial experience with creative visualization. As a result of this combined expertise in the field of graphic design company for digital print design we have worked with a wide range of clients to produce highly creative innovative marketing design and print media advertisements.

Multimedia Design

By multimedia design, we essentially mean video shoots, video compositing, motion graphics etc. Using these, we have produced a number of television ads, cable tv scrolls, telups and documentaries. Our services in this field include script writing, story boarding, production time and post production facilities. Our priority is to come up with creative concepts and ideas which really give our client the competitive edge whenever the production is screened somewhere.



MANAGED SERVICES

Bitrate Digital Solutions has the expertise and experience to manage an enabling infrastructure and applications and run outsourced operations for large telecom operators smoothly. Bitrate Digital Managed Services offerings cover the entire array of IT outsourcing services including networks, IT infrastructure, applications and business processes. This provides our customers the best of both worlds – control and flexibility over their information systems without either the pain or cost of running them.



OUR ICT SERVICES SIMPLIFIED

The Main Strength of Bitrate Digital Solutions lies in the blend of professionals, specialized and highly focused operation. Increasing customer's awareness is the strength where it excels over its competitors. Our strength lies in our ability to blend current management practice and IT expertise into cost-effective Computer Aided Management Solutions, Products and Services. Our offers cover the following major areas:

1. System analysis
2. Business process reengineering
3. Process development localization
4. Customized and target oriented Workflow design
5. Specialization in Client / Server and Internet / Intranet application and technologies
6. Automation of Financial Institutions, Telco-Operators, Electronic Medias & Business Institutions with the latest development.
7. Customized software development as ancillary product for deployed international software
8. International software deployment - product development localization
9. Network Monitoring/ Network Management Support
10. Network, Security & Threat Management Solution
11. Enterprise Server & Storage Solution
12. Desktop maintenance and support
13. Server maintenance and support
14. Production operations
15. Disaster Recovery and Storage Management Solution
16. Power Solution.
17. Enterprise-grade LAN Cabling.
18. Infrastructure Management Solution.
19. Data Centre Operations and Service Delivery.
20. Systems Integration
21. Project Management.
22. Project support
23. Web based support & solution development
24. E-business solutions
25. Data conversion & data entry
26. Overall automation consultancy
27. Enterprise Server & Storage Solution



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