

## Download-n-Install PHP Apps

You can hire us to develop and maintain a downloadable PHP/MySQL based web software program. If you have a software idea in your mind, we can convert it into a software program. You do not need to be a software expert but a business expert. Your customers will simply download the software and install in their website. You make money for each software licence you sell. We will also write an installation wizard to make the installation process automated. Just like windows software packages. Here the difference is people install it in their website not in their local machine. We will take all the pain like customer support, the version management and so on. We need to pay for our hard work. That is all.

## Download-n-Install Web Application Vs Hosted Application

If you have a software idea in your mind you can monetize it in ways.

1. Make a Hosted / SaaS application, sell the benefits as hosted service, let people subscribe it and charge for their usage.
2. Make a downloadable web application, sell it as software package and let people download it and install it in their own website and use it as an in-house solution.

While the basic set of functions remains the same for both types of applications, there is lot of difference in running the business over time. Here are these

Topic	Download-n-Install	Hosted/SaaS
Earning Model	You charge for software licence	arge for committed / actual usage
Deliverable	You deliver the all program files to your client	You deliver a login /password to access your service. No program files.
Setup process	Client download, install and setup in their own server	No installation is required. In some cases just pasting some HTML/JavaScript codes are required on clients' website.
Server Resources and Mgt	It consumes client's server resources, no investment in buying and managing servers.	All users of all clients will access your server resources. So you need to buy sufficient server resources and arrange for maintenance of the same

Server Load Consideration	You do not need to consider server load for only one client when developing the system	You do not need to consider server loads for all clients when developing the system. This is most challenging issue for any SaaS application development.
Code Protection Consideration	You may need to protect your code with proper encryption or legal method	You do not need to bother about it as you are never delivering the code to customers
Installation Wizard	An automated installation wizard is to be developed to reduce the pain to install it.	No need to consider it
Marketing	The marketing process should include partnering with download sites, development companies who will actually do the push sell	The marketing process should include direct appeal to the users

## What does it Cost?

There is no fixed cost. It depends on the requirement. It can be at \$2000 and goes up to any figure.

## How to get it done?

1. Contact us showing your interest. Tell us as much as possible about your requirement. If required, have an online discussion through Skype / Gtalk.
2. We will give a fixed cost estimate if you can provide us a fixed requirement. If you give a rough requirement, we will give a ballpark figure. We can write a formal requirement for you at a separate cost.
3. We agree on a price, payment schedule, hiring model, time etc.
4. We start developing the website/app in the agreed way and you pay as per the agreed schedule. We take all the trouble to define, analyze, design, develop and test the application. Here is the full website/app development process using the RP framework.
5. You check the progress on each step and give rectification suggestions whenever required.
6. When the application development is complete and it has passed our quality testing, you check it finally.
7. We set up it at the client server and keep a watch for a few days.

## What about the future support?

Once it is developed and made live it will be undergo a warranty period of 60 days. Any changes under the project scope or any programming error will be fixed at no extra cost.

After that you should go for a maintenance plan. Depending on your requirement you can choose hire dedicated, part dedicated or simply usage based plan. We will be available to do any type of work for you. It can be routine job or a small change.

## What about the hosting and data backup?

You can host it in your server or you can simply leave the hosting part to us too. You can have hosting cum support contract with us. We hire server from the best server companies (Lunarpages or rackspace) not from unreliable companies like Godaddy. We buy backup storage at renowned 3rd party (not with the hosting server people) Storage Company for higher reliability. We will take care of the data backup too. You have to take no hassle. Only thing you have to pay us for our hard work at our nominal rate.

## Which Hiring Model to Use?

SL	Type of projects / tasks	Suggested-Model
1.	Small / Large Websites with ready modules	Project Based
2.	Large New Websites with some custom modules	Virtual Dedicated
3.	Downloadable / Hosted Web Application Development	Virtual Dedicated
4.	Android & iPhone Development	Project Based
5.	Maintenance of a large website / web application that requires regular and urgent changes/ fixing	Full Dedicated
6.	Maintenance of a medium sized website that requires frequent and urgent changes	Part Dedicated
7.	Maintenance of a small / medium sized website that requires small changes but not too urgent	Usage Based
8.	New feature development for a RP developed site of more than 10 hours estimate (If no dedicated developer is there)	Project Based

9	Managing multiple new projects and maintaining changes in the existing projects (required by an IT company)	Dedicated Team
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## See Our Quality Benchmark

Here are some points describes how our product/services are better than most of our competitors. When you compare our price with theirs, you must consider these quality benchmarks too. Normally cost increases at higher ratio with the increase of quality

1. **Clear Project Definition:** The quality process starts with the definition of the project. Most vendors try dumping their system that was made for another client. Soon you will understand that you have paid for a wrong system that actually will not serve your purpose. But we extract your own requirements and make the right system that actually you need. To avoid remake cost we too use ready modules, codes, but never dump a module that you don't need when you are paying for a custom system.
2. **Requirement Analysis and System Design by Experts:** It makes a big difference if the requirement analysis and system design is done by an Expert not by a 2-3 years experience developer. Normally you will not face any difficulty initially but will start to see it when the time for delivery comes. Here are some symptoms if the system design is done by an inefficient hand
  - a. The project will be delayed despite developer is working hard
  - b. You will discover many important things that was not considered
  - c. The developer will say "NO" to include new features even if you pay for it
  - d. To fix small things takes too long.
  - e. One fix creates another issue and make the system unstable
  - f. After the site is live, adding new feature becomes a costly affairs
  - g. A new programmer cannot manage the site properly

These issues are likely not to happen with Web Applications developed by us.

3. **Unique Web Templates by a Graphics Designer :** It makes difference if the site template is specially but for you or not. Ideally you need to build page template for home page and each page types. If it is not an unique template, just derived from another template then two major issues may crept in
  - a. It will look like another website. If the developers has copied the internal HTML too then there is an SEO issue
  - b. The developers who have little design sense will manipulate the site layout and the layout will lack perfection

Custom website developed by us will not suffer from these issues.

4. **MVC Architecture with Multilayer Security:** A simple website can be built quickly without

architecture. But when a same chunk of code, same set of data are to be reused in different section of a large application you need a proper architecture. We use our own MVC architecture that keeps display and logic layer separate. The look can be easily changed without affecting the basic logic. Over time business changes and you may need to change the logic. The architecture allows you to make change at one place, to affect site wide. This architecture also helps you to introduce a new module in the same system without paying the Moon or rewrite the whole system.

5. **Ensure Quality Coding:** We ensure that the developers maintained following quality benchmarks while writing codes for your system.

This architecture also helps you to sleep well during night. It has multiple security layers with custom password encryption system. Unlike many open source framework you will not see your site as a hacked site in Google due to security flaw in the application.

- a. Architecture Maintained - Architecture maintained code ensure helps to reduce errors and enhance change flexibility
  - b. Proper Coding Convention - Proper Convention maintained code makes future changes code easier and less costly.
  - c. Properly Indented and Clean Code - It helps future developers to understand the code quickly and reduce the maintenance cost
  - d. Non Redundant Codes / Data - Stop the chance to generate errors at another section of the application when change is made at one section
  - e. No hard coding - To make site wide changes you need to change in a configuration file or table not to open 1000 files and edit them individually
  - f. Hack Proof Code - It stops hackers to inject code through a form, session or other injection method and hack your site to show their content to do evil works
6. **Formal Quality Review & Testing:** Apart from unit testing done by the individual developers we run formal quality review and testing against common programming errors, design errors, data errors and security concerns. We run this test totally free even for the projects done by the dedicated developers. Developers can easily fix an error once it is identified.
  7. **UAT Testing & Fixings:** You still have the last chance to test your application and make change request. We will fix if there is a bug or change at no extra cost if it is under the project scope.
  8. **Live Testing during Warranty Period:** We run a live testing after a site is live. There are always some possibilities of errors when an application is run under a different PHP/MySQL /Apache environment in the live server. We understand it and take care of it.
  9. **Ensure Quality In the Long Term:** There are many reasons why you will need our support services after the site is up and running. With the change of the business logic you may come up with new change proposals. New issues may also come due to change in the server configuration or with server move that may need an urgent fix. We continue to provide you services for a very reasonable cost in the long term. Of course if you allow us to do so. We will be available for support for even a small issue. And the change cost with our applications will be surely much lesser than it is for an application developed in an opensource framework.

## Why Hire From Us?

There are solid reasons in its favour. Here are some of those

1. We **guarantee quality coding**. Any new project code developed by our developers will contain architecture based, modular, convention maintained, non redundant and future proof (easy to add new features and modify and existing feature) codes and database.
2. We will arrange for a **free pre-delivery quality review** for any application development developed by our developers - it removes the chances of common errors generally ignored by developers
3. We provide **personalised service**. We eat that much we can chew. Because we always deliver more than you pay. So clients stay with us for years.
4. **100% assurance for future support**. We will provide support for any project done by our developers. We will not run away. We may quarrel with you on any dispute but we will never be dishonest with you.
5. You get RP ready modules and library codes just free and have **lifetime licence to use, edit on any number of domains**. These have been developed and tested over years. We only charge for the developer's hours, not for the developed modules.
6. **Free help from 5 to 15 years experts** when he is stuck or he requires experts' opinions - Saves time and ensures high quality. You have options to share your new ideas on web business or web marketing on your business with highly experienced people in the industry at no extra cost
7. **Minimum possible rates** in comparison to the quality of service we provide. It is very hard to find another developer company who will deliver you this quality at this price with a future support assurance.
8. You have **no risk if a developer leaves the job**. We give a replacement developer and also waive the 30% of the first month cost to let him warm up with your projects.
9. You can **cancel the deal anytime** in first 15 days. No hassle, we will refund the unused money deducting just money transfer fees.
10. We will **make 30% off** in the first month on any dedicated/part dedicated deal if you just complete two month with the new developer.