



COMPANY PROFILE

Tel: (+267) 3111297 (+267) 72728401 Fax: (+267) 3132187
Block 3 Industrial, Plot 20743, Unit 5A
P/Bag 254 Suite 567 Molapo Crossing Gaborone, Botswana.
Email: info@enet.co.bw
Website: www.enet.co.bw

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» Company Overview

Enet Solutions, is an accomplished interactive professional services firm specializing in user-centric, dynamic application development, design, marketing, and hosting. Our solutions empower forward thinking companies to redefine their business through the innovative use of advanced technology.

Enet Solutions brings a unique combination of e-business experience, solid technical proficiency and business consulting expertise to assist customers in developing an E-Business strategy that supports the broad goals of their organization.

The Company is comprised of a select group of dedicated and highly skilled Web Technology professionals focused on providing world class Web Solutions

Enet solutions has built an infrastructure to ensure clients get the greatest return on their investment. Unlike a staffing solution, we service a client company as a team. The Enet team provides the professional expertise needed to develop a completely integrated technology solution.

We offer a comprehensive set of technical skills to help our clients quickly achieve the maximum benefits from your technology infrastructure. From defining objectives and developing a detailed implementation strategy to providing training and follow-up support, the Enet team has the technical and business skills to guide clients through every phase of the project.

You can drop an email to our team - info@enet.co.bw
or call us at (+267) 3111297 (+267) 72728401

» Our Process

Enet's typical development process includes five major steps; Define, Architect, Design, Build and Deliver. The defined production process includes primary activities, milestones, approval points and deliverables. This helps to insure that projects stay on time and on budget. It also greatly improves communication and sets expectations.

Below you will find a listing and descriptions for the standard production process steps.

1. Define

The initial phase is an important fact-finding, dialogue-based process during which Enet will confirm project goals, technical requirements and the key business drivers supporting the project. It is only after fully understanding all these pieces that Enet can solidify the final project scope, timeline and budget.

Activities during this phase traditionally include discussions on objectives, creative, content/content management requirements, existing applications and/or databases, and third-party services. The end result is a detailed strategic plan that assures the project will meet the desired goals.

2. Architect

During the Architect phase, Enet becomes immersed in the consumer experience, both online and off, and crafts a site architecture that is ultimately user-centric and intuitive, delivering on customer needs and providing an enriching experience.

The deliverables of this phase are sitemap and wireframe diagrams. A sitemap is an outline of a site's hierarchical structure detailing what pages/functions should be grouped together and includes definition on the specific names of sections and pages. Wireframe diagrams are a basic visual guide used to suggest the layout and placement of fundamental design elements including copy and user options within the interface design. For example, they help define the positioning of global and secondary levels of navigation in a prominent and intuitive position, as well as provide areas for utilities such as searching.

3. Design

The Design phase represents the conceptualization or creative portion of the project. The goal of this phase is for Enet and the client to settle on a general creative direction that drives both the message and the visual personality of the business.

The visual design of the website is the synthesis of the research and planning that has taken place in the Define and Architect phases. Enet's design team will take the inspiration provided from various creative exercises to create mock-up or the "look & feel" design compositions that include colors, navigation placement, user options and content areas so that the presented designs attempt to portray the look and feel of the finished website.

It is important for the designs to reflect the client brand (i.e. logo, color palette, font, etc.), work for the type of functionality and content that will be present on the site and also be useful for the audience. Clients frequently gravitate towards one design combining elements from the other to produce a final design. Once the overall "look & feel" has been approved, the design can be applied throughout the site or application with the ability to customize sections as the need occurs.

4. Build

Upon completion of the first three phases, Enet and the client will have produced the final functional requirements, content strategy and creative direction that will be adhered to throughout the project. With all of the approvals in place, Enet production artists and engineers are now in a position to create databases, develop code and construct all pages. It is also during this phase when the content management system will be developed (if the project requires) to maintain dynamic areas of the site.

The end result of this phase is a website that is technically flawless and reliable while the technology itself remains invisible. The user, after all, cares about the user experience – not the tools used to create it.

5. Deliver

When the build has been completed and the project has passed internal quality assurance testing, it is then made available to the client for acceptance testing. Enet provides a staging environment for all projects to facilitate testing at any location. The staging environment will mirror the live production environment that was agreed upon to maximize testing effectiveness. Upon final client approval, the site is deployed and made available to consumers.

Part of the delivery includes drafting a measurement strategy that enables Enet to evaluate how well we executed against the strategy, quantify the actual return-on-investment, and modify and improve the site to deliver success in even greater measure.

We believe our success and growth is the result of repeat custom and referrals from happy clients.

We are proud of our work and the reputation we have built, and continually strive to keep Enet at the forefront of clear, effective, cutting-edge designs.

» Our Vision

The foundation of our success is our desire to listen. We don't sell an "off the shelf" product, we assemble a dedicated team to develop and deliver valuable custom solutions based on your requirements and your business model.

While there's a lot that goes on during our process, the end result can best be summed up by what we ultimately deliver - great creative ideas, robust technical solutions and timely, on-budget delivery.

Our core Vision is to include the element of relationship in business to enhance customer satisfaction which leads to loyalty and retention.

We support businesses in the following ways:

- Develop solid Internet strategies and execution plans for deploying strategic eBusiness initiatives
- Utilize the Internet technology to improve company communication and processes both internally with employees and externally with vendors and trading partners
- Help companies gain competitive advantages by deploying cutting edge communications tools and technologies
- Increase revenue opportunities by opening up new interactive business channels and markets
- Implement innovative and measurable Internet Marketing programs that focus turning qualified visitors into customers
- Decrease costs by implementing process efficiencies that utilize interactive technologies
- Build long-term partnerships with our clients by consistently proving the value behind our strategic recommendations and solutions

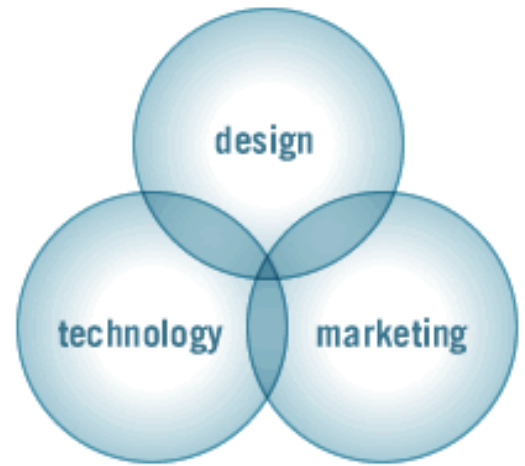
» Our Services

At Enet, we do more than talk about solid solutions - we deliver them. We have made a conscious effort since day one to hire a strong staff of talented professionals that would allow us to produce results that are visually dynamic, technologically advanced and most importantly, easy-to-use.

We have the strategic, creative and technical expertise required to offer true end-to-end solutions. Our team can offer a variety of services from front end design to back end development, based on your project needs.

Our core services include:

- > APPLICATION DEVELOPMENT
- > DESIGN
- > INTERNET MARKETING
- > HOSTING



» Our Services - Application development

A great solution on paper is nothing if it's not implemented correctly on the Web. Getting it right the first time requires knowledge, foresight and experience. Enet's technical team possesses these attributes and is dedicated to actualizing great ideas.

When we begin a new project, we determine the appropriate technologies to apply based on several factors, such as budget, deadlines and existing hardware/software resources. We follow strict development guidelines for producing clean code and modular architecture that will scale with your business.

With Enet, you can be assured that your interactive solution will be just as technologically sound as it is visually captivating and user-friendly.

Our application development services include:

- Dynamic Web Sites
- Custom Applications
- Managed hosting
- Usability testing
- Paper prototyping
- E-commerce
- Graphic Production
- Intranet/Extranet Development
- Website Production
- Wireless Applications

Sample Shots



Client: Tectura International



Client: CFC Consulting



Client: Pierian Springs Communications

» Our Services - Design

Sure, we love to produce extraordinary design... but at the end of the day, a great creative concept without a clear message is just a pretty picture. First, our design team takes the time to understand your company, your project and your goals. Once we know the objective, we can produce a compelling interactive design driven by brand personality, and the desired end result for the user.

Our goal is to produce interactive pieces that are engaging and informative while maintaining balance between artistry and usability. We ensure that our solutions are clear and easy to navigate, and that animation and audio/video content are used in a way that enhances the user's experience. Most importantly, our goal is to create a final solution that not only works for your business, but represents a good investment.

Our Design expertise includes:

- User Interface Design
- Interactive Multi-Media
- Laptop Presentation Tools
- FLASH Animation (intros, commercials, demos)
- CD-ROM / Kiosk Development
- DVD Authoring and duplication

In addition to Interactive Design, Enet is well skilled in traditional print design.

- Logo and Identity Design
- Collateral Packaging
- Brochures
- Print Advertising & Marketing campaigns

Sample Shots



Client: African Emphasis



Client: Redstone



Client: Coverlink Insurance Brokers

» Our Services - Internet Marketing

With the increased adoption of broadband Internet access, millions of people are online everyday emailing, instant messaging, blogging, downloading music, working, browsing, and using search engines such as Google, Yahoo, MSN, and Ask. The Internet has quickly become an extremely powerful medium for advertising merchants' products and services. As a result, Internet Marketing is now an essential piece of the overall advertising strategy.

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Internet Marketing is a highly dynamic, ever-changing industry covering a vast array of offerings to target your users, prospects, and customers. Keeping up with the options, trends, tools, algorithms, and techniques can be a daunting task. Enet can help you achieve success by examining your current online visibility, explaining the strengths and limitations of Internet Marketing, and by helping you determine realistic goals. Our Internet Marketing specialists will then plan, launch, and continually optimize your campaigns to ensure an optimal return on investment.

Our Internet Marketing services include:

- Internet Marketing Strategy Development
- Search Engine Marketing
 - Search Engine Optimization
- Shopping Search Feed Creation & Management
- Email Marketing
- Affiliate Marketing
- Media Placement
- Behavioral Targeting
- Internet Yellow Pages Placement
- Website Analytics
- Conversion Tracking, Reporting, & Analysis

Contact us for more information on Internet Marketing Strategies.

Sample Shots



Client: Farmers Magazine Botswana



Client: Auto City

» Our Services – Hosting

Enet is a leading full-service Web hosting company in Botswana. We offer secure and affordable Web hosting services for businesses, individuals, and corporations. The facility is designed with multiple levels of security, diesel generators and redundant UPS and HVAC systems. This state-of-the-art infrastructure, complete with around the clock network monitoring and multiple carrier and network options, allows us to guarantee up to 99.5% up time.

Why choose Enet hosting?

If we built it, there's little doubt we know your website and your web application best. We have a limited number of clients on our servers, unlike others who can put more than a hundred sites on a single server. We manage all activity, which means we know all of the code and software installed. The bottom line, our hosting solutions are designed to provide you with greater-piece-of-mind.

Our Hosting Environment includes:

- Live Stats - Real-time Traffic Reporting
- Security - Intrusion Detection Service
- 24x7 monitoring of servers
- 99.5% up time guarantee
- Daily backups of both SQL and Website
- UPS/Line conditioner for brownouts or spikes
- Control the SPAM filtering on your own E-mail Domain
- Dual Cisco 12000 Series Routers
- A minimum of five Tier 1 Internet backbone connectivity points
- Speeds from 1.5 mbps to gigabit levels as desired
- Five levels of security (biometric, proximity card with PIN, video surveillance, motion detectors, no open cabinets)

Sample Shots



Client: Victor Stewart



Client: Golden Silence Investments



Client: Villapark Properties

» Experience – Client List

Enet takes pride in the fact that we operate primarily on a referral basis. Enet strives on building long-term relationships that focus on meeting the overall strategy and business objectives of its clients and partners.

Our ideal client is an established company with a firm commitment to creativity and an understanding of the importance websites and interactive applications have in today's business world.

A sample of our clients:

- > Botswana Institute Of Engineers
- > Botswana Karate Association (BOKA)
- > Inspired Vision Botswana
- > Tectura International
- > Serowe District Council
- > ED-Lights
- > Auto City
- > Eye-D Systems
- > Document Services Botswana
- > Dexter International Removals
- > CFC Counselling
- > Farmers Magazine Botswana
- > Golden Silence Investments
- > Speedtech Botswana
- > Royal Apartments Lodge
- > Lape Lodge
- > Tertiary Education Council (Botswana)
- > Communications Regulatory Association Of Southern Africa
- > Steeledge Enterprises
- > Beyond Tours
- > Starton Investments
- > Lakisama Accountants
- > British Offroad
- > Villapark Properties
- > Prolific designs
- > Pimots
- > Micro AD's Botswana
- > Ace Builders
- > Errandservices
- > Numen Publishing
- > Trade Link Botswana
- > Practical Housing
- > Redstone Medical & Laboratory Equipments
- > African Emphasis
- > Vicmat Consultants
- > Pierian Springs Communications
- > Coverlink Insurance Brokers
- > Aldebo Investments

Developed Websites:

- > www.accutrack.co.bw
- > www.inspiredvision.co.bw
- > www.karate.org.bw
- > www.pimots.co.bw
- > www.defensivedriving.ac.bw
- > www.sable.co.bw
- > www.prolific.co.bw
- > www.edlights.co.bw
- > www.helakuoverseas.co.bw
- > www.seroweshow.co.bw
- > www.saathicivils.co.bw
- > www.africrete.co.bw
- > www.cfcconsulting.co.bw
- > www.eyedsystems.co.bw
- > www.dexterpipos.co.bw
- > www.documentservices.co.bw
- > www.redstone.co.bw
- > www.prolific.co.bw
- > www.royalapartmentlodge.co.bw
- > www.itjbw.com
- > www.africanemphasis.co.bw
- > www.herbertchildrenshaven.org
- > www.allied.co.bw
- > www.tecturainternational.com
- > www.fmb.co.bw
- > www.lakisama.co.bw
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- > www.vpp.co.bw
- > www.speedtech.co.bw
- > www.victorsewart.co.bw
- > www.goldensilence.co.bw
- > www.coverlinkinsurance.co.bw
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- > www.woodmead.co.bw
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- > www.beyondtours.co.bw
- > www.britishoffroad.co.bw
- > www.autocity.co.bw
- > www.botswal.co.bw
- > www.woodmed.co.bw

View more at www.enet.co.bw

» Contact Information

Thank you for considering Enet Solutions for your next project.

For further information or to set up an appointment please contact us by the following:

Enet Solutions.

Block 3 Industrial
Plot 20743, Unit 5A

Website: www.enet.co.bw

Phone: (+267) 3111297

Cell: (+267) 72728401

Fax: (+267) 3132187

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