

## About the company:

**Xenturia** is the new name of the webdesign division of EuroOffice Ltd, a well-known systems integrator from Bulgaria.

**Xenturia** is formed with style and functionality as our main objectives. We believe design should be made by designers and programming should be made by programmers, and not vice versa. Our goal is to provide the full range of services for your Internet presence, from concept and architecture to hosting and content maintenance, every stage performed by experienced professionals in that area.

More information about the company, as well as a showcase of our work can be found on our website, [www.xenturia.com](http://www.xenturia.com)



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## Your advantage from working with us

Our goal is to help our customers organize their complete internet presence most effectively and seamlessly. To do this, we assist the customer on every stage of the project, from defining the idea to analyzing the thousands of hits his site gets after its launch.

Being a subsidiary of an IT solution company, we understand that a successful presentation on the Net consists of much more than simple 'web pages'. It is a result of the collaborative efforts of different professionals such as information architects, user experience specialists, graphic designers, programmers, quality assurance team and a responsible project coordinator.

Planning and building your internet presence should be done in accordance to your marketing efforts and your total marketing concept, which usually is developed with the help of third party advertising companies. Our designers will take these considerations in mind to develop a graphically compatible website design. However, if you don't have a full corporate identity strategy yet, we can develop one for you, including company logos and trademarks, if necessary.

Until now, this level of service was reserved only for large customers with huge marketing budgets. A customer had to choose between high-end, very high-priced solutions provided by the leading companies on the market, and partial and incomplete services for lower expense.

### **Not any more.**

Situated in South Eastern Europe, Xenturia gives you the best of both worlds: European artistic talent and US technology and project management techniques, at a very reasonable price. Now a small/medium company can afford the full service that used to cost big money.

## Your web presence

We offer total service in developing, deploying and managing your internet presentation. You can see the full list of services and the 6 steps of a project inside this brochure.

### **Other services:**

**Consulting** is an integral part of our services on every project stage, when working with us. However, if you just need to consult a non-involved and unbiased party we will always be happy to respond.

**Hosting:** the company also provides web hosting on high-availability servers in USA and Bulgaria. We can offer you different hosting plans in accordance with the size and traffic of your website

**Mobile** Internet and database pages, accessible via WAP / WML and SMS

Private **Intranet/Extranet** projects and customer-specific mobile communications

Internet-based **touch-screen kiosks** for POS and information systems.

### **How you can work with us:**

Naturally, the easiest way to work with us is through the Internet. Just send us an email describing your needs and we will contact you for more information and, eventually, a quote.

You can also find many answers on our website, [www.xenturia.com](http://www.xenturia.com) From there you can also send a request for information and a quote, using a friendly questionnaire.

**YOUR INTERNET PRESENCE -  
THE WAY IT SHOULD BE.**

**Introducing Xenturia.com**

# THE 6 STEPS of your internet project

## 1. Conceive

- Site purpose and functionality
- Target audience
- Site content strategy
- Technology framework
- Real-life target visitor analysis
- Internet competition analysis
- Company brands and marketing practices taken in consideration

## 2. Define

### Project guidelines:

- Information architecture
- User experience maps
- Typical click-throughs
- Graphical design concept
- Site navigation design
- Page templates creation

## 3. Implement

- HTML page development
- Text and graphics integration
- Media (Sound, Flash, 3D)
- Dynamic content (JSP, PHP, Kylix)
- Extensive testing with different browsers and OS (Netscape, Opera; MacOS & Linux)
- Database development using advanced SQL solutions
- Shopping cart solutions, integration with electronic payment gateways

## 4. Deploy

- Full range of web hosting solutions - servers in USA and Bulgaria
- Deployment of the website to your selected provider
- Additional services like e-mail, forums, greeting cards
- Resolving of technical issues during the deployment
- SSL server security

## 5. Promote

- Marketing strategy (working with your marketing team or your consultant)
- Website promotion
- Search engine submission
- Banner shopping
- Direct email advertising in compliance with applicable laws

## 6. Maintain

- Subscription for website content maintenance
- Website visitor analysis and reports;
- automated site monitoring
- 24x7 emergency tech support by email, mobile phones and ICQ
- Website security supervision

Expect more. Require more.

