



Softrim Corporation was founded in 2000 as a provider of Information Technology services in Southwest Florida. Since then, Softrim has expanded greatly and now offers several strategically linked product lines to leverage the convergence of voice, data and video. The reach of Softrim's divisions is reflected in our expansive line of products and services that span custom programming, database administration, website development, LANs/WANs, telephony, audio/video systems, security and automation.

What We Do

Softrim offers a host of technology services and products that can be implemented independently or integrated as a total solution to support enterprise business operations. We have four closely linked divisions that span the entire range of technology needs for most small and medium sized companies. These are:

- Consulting (Custom Programming and Website Development)
- Networking (LAN/WAN Design, Installation and Maintenance)
- Telephony and IT Infrastructure
- Video Lifestyles





Consulting

Our Consulting Services are primarily in the areas of custom programming and website development with a strong emphasis on search engine optimization.

Custom Programming

Softrim designs and programs custom software applications based on understanding your business objectives and processes. This emphasis on knowing your structure, work flow and processes allows us to write custom applications to automate, simulate or document specific functions and/or processes.. Most requirements also need extensive database design linked to programs and user input screens that simulate the processes, functions and business rules being addressed.

Our developers are experts in the Microsoft.NET architecture with the ASP.NET platform and C#, VB and Jscript languages.



Programming Services

- Custom software solutions to facilitate or automate business processes
- E-Commerce applications
- Database design and administration
- Custom reporting and Data mining

Web Design

Softrim offers comprehensive website development and programming services Website complexity ranges from basic informational sites to live-content online stores and digital dashboards showing streaming data.



Web Services

- Design and layout including logos based on strategic intent and targeted audience.
- Video, flash animation and streaming video integration
- Dynamic (Live) Content / user site administration
- Database (MS SQL) backend
- SEO - All websites are designed for search engine indexing and ranking
- Hosting for websites that we design or maintain

Networking



Softrim network engineers design, install and service local and wide area networks based primarily on MS windows desktop and server operating systems. We can also support Linux server environments and the Mac OS X.

Computer Support

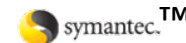
The design of computer systems and their inter-connections (networking) must support Clients' operational and strategic objectives in areas such as:

- Compatibility with business applications, e.g., practice management software in a law firm or billing software in a medical practice.
- Availability and fault tolerance, i.e., the level of redundancy and failover in critical systems
- Security to meet company and/or regulatory needs through the use of Security Appliances, RSA devices, Firewalls, Routers, Proxy Servers
- Data backup security thru local and remote services
- Wide Area Network connectivity for multiple locations
- Internet access and broadband bandwidth needs
- Remote access thru VPN's, Citrix or MS RDP
- Wi-Fi Ethernet (802.11g/n) to support wireless users

Softrim offers both on-site support and remote help thru a proprietary *HelpDesk* application. This App was developed in-house to optimize issue resolution and provide our clients with graphical reports on types of problems and response times, etc. We have a large staff of qualified and experienced field personnel as well as a dedicated team of HelpDesk technicians at our main location.

Products & Services

- Architecture and design (and analysis of current networks)
- Upgrade and migration planning
- Installation, configuration and testing of systems
- Maintenance and troubleshooting networks on-site and thru the Softrim *HelpDesk*
- Remote monitoring
- Remote data backup





Telephony and IT infrastructure

Our telecommunications division offers *turnkey solutions* for companies with needs ranging from basic analog phones using the local public switched telephone network to unified messaging integrated with Outlook email or businesses that want to capitalize on features offered by full VoIP systems.

Products and Services

We design, install and maintain telephone systems and structured cabling for a wide range of businesses. Based on customer needs, we offer digital key telephone systems from NEC, Nortel (Norstar) and Iwatsu. For VoIP systems, we offer the Cisco SBCS and Iwatsu ECS systems.

Telephone Systems:

- Iwatsu *ECS* for enterprise solutions up to 500 users, including multi-location campus set-up, unified messaging, VoIP and call center
- Cisco *SMCS* full Voice over IP system for businesses up to 75 users
- NEC *DSX 40* digital key system with 8 analog lines for small offices up to 24 users
- NEC *DSX 80* digital hybrid system with PRI trunking and up to 32 users
- Nortel *Norstar 308* digital key system with 3 analog lines and up to 8 users
- Nortel *Norstar ICS Compact* digital key system with 8 analog and up to 24 users



IT and Telecom Infrastructure

- Infrastructure cabling including Cat 5e & Cat 6 copper, single mode and multimode fiber optic and Coax cable
- Low-voltage cabling solutions that include music and paging systems, CCTV and security systems



Video Lifestyles

Softrim Video Lifestyles provides a full range of audio, video and related technology solutions for clubhouses, conference centers, executive suites, offices and high-end homes.

AV Products & Design Services

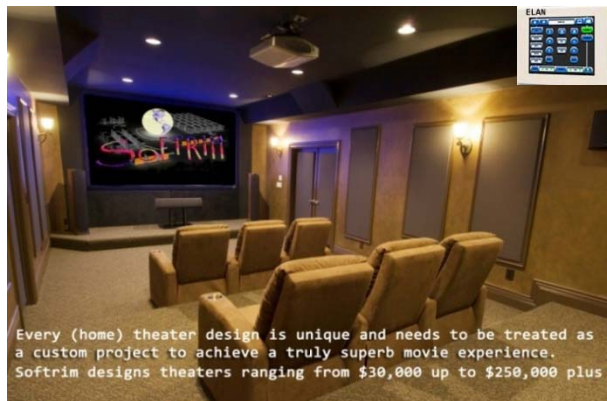
We offer *total technology solutions* including:



Life|ware™ integrates with MS Media Center to control digital entertainment and manage lighting, HVAC, security, appliances and other subsystems, through a single interface



Softrim is an authorized distributor for the major manufacturers of equipment used in high quality theaters, A/V systems and automation including **JVC**, **Hitachi**, **Toshiba**, **Elan**, **Leviton**, **Panasonic**, **Mcintosh** and many more.



Every (home) theater design is unique and needs to be treated as a custom project to achieve a truly superb movie experience. Softrim designs theaters ranging from \$30,000 up to \$250,000 plus

Smart Voice, Data & Video Solutions

Softrim Corporation

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