

Chapter Zero Software House



OVERVIEW



... Who are we?

Chapter Zero is a software development house producing ingenious and innovative products, exciting and inspiring as their exposure spreads into the commercial sector

What do we offer?

For every business obstacle or impediment you present we will seek its mathematical solution and deliver a bespoke response that does exactly what you need.

Maybe you want to supplement your retail sales with nationwide web sales, use your database of clients more effectively to track their buying habits, or offer accounting solutions beyond the standard range of options available.

It's quite possible you don't actually know what you want, because you don't know the scope of opportunities available.

It may be beneficial to start with a no obligation conversation with our experts to become aware of the possibilities that could make your business more competitive and begin to understand why your rivals appear to have the edge.



Want to Contact us?

Give us a call on 01392 361500 or drop us an email
enquiries@chapterzero.co.uk

Alternatively you can visit our Website www.chapterzero.co.uk where you can fill out our 'enquiry form'.

Even if you are not sure about the possibilities available to you; give us a call and we will try our best to help.

Computer scientists often like to call the first chapter of a publication 'Chapter Zero', as hardware people tend to start counting at 0 instead of 1 - a logical approach relating to the 256 states of 8 bits that correspond to the binary numbers 0, 1...255

Chapter Zero starts from the beginning and ends up right at the top



Software & Web Development

Chapter Zero's core business activity is our custom software development service that can be generated to work on any platform - apart from Windows we enjoy the Linux Platform.

Our defined approach when working with our clients is to properly manage all software developments which in turn assist us to deliver powerful and reliable software that always does the job you instructed.

Our team of bespoke custom software developers

Chapter Zero has on board two top class application designers who possess a host of long term practical experiences of developing software that has proven over the years to solve various important business problems.

When we start a project we always deploy an application designer who will liaise closely with your company and therefore understand exactly the depth of your requirements. To save you money it is not uncommon to produce a prototype before the actual development takes place and we can usually construct a template within just a few hours.

Our skilful software designers

Our designers always aim to produce the best possible software design. We understand clearly that good design inevitably lies at the centre of reliable software.

Our designers inevitably liaise with the in board team of programmers to logically implement the initial concept before you install and deploy the products we have created.

We make it a priority that the original designer will always take responsibility for the quality of the product and the excellence of our service from start to finish.

E-commerce

We have never once turned away a client because their project is too technical. We are a successful web design company that strives to deliver technically competent but user friendly sites. Remember that a website, as you know it, is only the front end of a larger more powerful system. We can help you to make effective use of that system.

Chapter Zero has long term experience in the design and development of server driven database software for your back office requirements.

E-commerce is about to go into hyperspace because your potential clients have realised the benefits in working and trading on the web. Just look at profitengine.co.uk to see what we mean.

We have witnessed mainstream companies demanding more and more from the World Wide Web. Look around you and see how commercial sites are progressing almost by the hour because of the necessity to keep up with the times.

If you're interested in taking your current web design service to the next generation of customers we would be delighted to help. Why not give us a call 01392 361500



DIGITAL INTERNET MARKETING

Search Engine Marketing is not just about technology, keywords and advertising. It's about all of these things - but much, much more.



We understand that a successful search engine marketing campaign can't possibly come straight off the shelf - one size doesn't always fit everyone! To make a good campaign great requires a professional mix of expert campaign strategists, professional software developers, peerless SEO specialists, top class web technology and remote SEO account management tailored to your website and your exact marketing needs.

We always treat every client's account as unique, not just researching to find the keywords that are right for you, but we also analyse the marketplace and the potential clients who are only clicks away from being your customers. We find your shared language and get into the heads of your clients and unlock their potential and your success.

What do we have that others do not?

We are confident that our expertise is virtually unique in the market place and technically remote from the thousands of companies who profess to understand. We will tailor just the right mix to make your campaign fly and that's a promise.

- Unique remote search engine optimisation
- Multilingual Search Engine Optimisation
- Pay-per-Click Management to ensure a result from the start whilst we work to make sure you won't need it in the future
- Email Marketing
- Online Public Relations and link building
- Remote 24/7 Traffic Analysis and Position Tracking

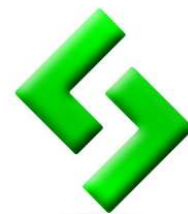
We excel in these core services by utilising our client base to induce social search and web communities to generate a ground level excitement around your brand.

We refer to this unique mix as a total search no other company has the resources and expertise to bring all these disciplines to your campaign with successful results every time.

We can't promise to help any more than 10 clients in each sector a place on the first page because there are only 10 places. We only deal with successful clients. If your product or service is great then you need a great SEO service.

- Comprehensive strategy
- Qualified traffic, not just random clicks
- Accurate, effective campaign advice and information
- Working solutions, not just excuses
- On-demand position reporting
- Brand protective approach
- Ethical, risk free approach; we don't break the law so you keep your results and onward success





Technology and Leasing

The Directors of Chapter Zero Limited are delighted to announce that we have now agreed a technology leasing service that will allow any business to afford our technical services.

Welcome to our association with Technology Leasing

and the chance to enjoy every technical advancement you will ever require for a price we know you can afford, and its tax effective as well.

Technology Leasing was established in 1989 and has since developed as a leasing expert and is a highly regarded broker of flexible finance packages on a wide range of business software and equipment.

We can arrange cost effective leasing for all types of businesses from sole traders to multinational companies; We can now offer tailored lease agreements to all types of business throughout the broad spectrum of commerce and industry – including all types of businesses and organisations:

- One Man/Woman Sole Proprietors
- Partnerships
- Professionals
- Private Limited Companies
- Public Limited Companies
- Schools, Colleges, and Universities
- Housing Associations
- Local and Regional Government
- Airports

We can provide you with a term and payment schedule to suit your needs.

Chapter Zero Limited' continued success can be attributed to the unique way in which our services allow companies to expand more rapidly using the equipment they need, whilst still preserving their working capital and offering a highly attractive tax efficient solution.

Chapter Zero Limited also prides itself on the personal service offered to clients. Your enquiries shall be dealt with by our associates swiftly and professionally at director level, giving you the expert assistance you require, whenever you require it.

Every thing we do to make your company work better is now affordable.

Our lease agreements will provide your company with all kinds of business software and equipment you may have considered impossible to fund:

- All Computer Equipment including Hardware and even Software on its own
- Complete Office Refurbishments
- Communication Systems
- Waste Disposal Equipment
- CCTV Security Equipment
- Vending Machines
- And anything else your business or organisation may need.





Our Clients...

..... Here are just a few of the projects we have undertaken



HOTEL WEBSITE WITH ONLINE BOOKING SYSTEM & CMS
ASP.NET 2.0, MS SQL Server

Holne Chase Hotel & Restaurant is undoubtedly one of the South West of England's favourite Country House Hotels.



MORTGAGE AND LOANS COMPARISON WEBSITE
ASP.NET 2.0, MS SQL Server

Apply for finance.com offer secure and unsecured loans, mortgages, and remortgaging using the best lenders in the UK.



ONLINE SHOPPING WEBSITE
ASP.NET 2.0, MS SQL Server

Experience E-Bay in reverse! This system drives prices down not up! SAVE up to 90% of the recommended retail price (RRP) on thousands of ITEMS



GREETINGS CARDS PURCHASING WEBSITE
ASP.NET 2.0, MS SQL Server

This website is probably one of the most comprehensive and user friendly interface for purchasing greetings cards for trade purposes



ONLINE DEBT COLLECTION & MANAGEMENT SOLUTION
PHP, My SQL

Debt Collector Solution is one of the fastest growing independent practices of corporate rescue and recovery specialists

We make mathematical solutions for impossible problems, created mainly by other people...

*David Walker,
MD Chapter Zero*