

# Endorsements

“Sanju and his crew have been very co-operative, flexible and dedicated. They do what they promise, and meet deadlines, even when that requires more than expected. Our scientific database application is far more complex than a standard business model, and Affluent Trade came through under tight deadlines and with extensive requirements.”

Jim Swensen  
Oracle Developer

Protected Species Division at Pacific Islands  
Fisheries Science Center, NMFS  
National Oceanic and Atmospheric  
Administration

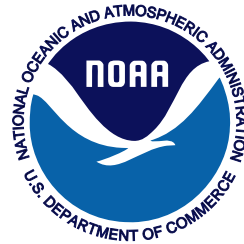
“Working with Affluent Trade Management has been a gratifying experience. Sanju Goswami is very patient with technology neophytes, and takes the time to answer all kinds of questions. He has the ability to explain technological realities in an understandable way. I also very much appreciated his willingness to train us on the use of his product, make modifications, and create work-arounds when necessary. Affluent Trade Management's fees are very reasonable, and the support they offer is fantastic.”

Alison Rowland-Ciszek  
Medicine Bank Director  
Hawaii Primary Care Association

# Credentials

Veteran-Owned Business  
Hawaii Chamber of Commerce Member  
Better Business Bureau Member

# Clients



Hawai'i  
Primary Care  
Association

# Contact Us

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# Agile Service, Seasoned Expertise



- Custom Programming Solutions
- Client / Server Applications
- Data Processing Software
- Web Development & Hosting

# ► Our Mission

Affluent Trade Management develops custom software for organizations in Hawaii. We are able to offer high quality solutions in a cost-effective manner by bringing together:

- 1) Locally based project managers who work closely with clients to write detailed functional specifications to ensure all software requirements are satisfied.
- 2) Seasoned programmers in our India office who work closely with project managers to build software in accordance with specifications.

# ■ Background

**Affluent Trade Management** has been providing IT services since 1998. Since 2004, our focus has been to serve organizations in Hawaii. We foster long-term relationships with clients through total commitment to their needs.

Our software development facilities are strategically located in Ahmedabad, India. Access to skilled programmers in India translates into cost-effective, high quality solutions for clients in Hawaii.

# ✦ Leadership



**Sanju Goswami** graduated from the United States Military Academy at West Point, NY with a Bachelor of Science in Electrical Engineering (Computer Architecture) in 1988. He served in the Army as a Combat Engineer Platoon Leader in Germany and as a Company Executive Officer during operations in the Gulf War.

After military service, he spent 6 years building quantitative analysis and risk management systems on Wall Street for Kidder Peabody, Paine Webber, Summit Systems, Bankers Trust, and Societe Generale.

Driven by an entrepreneurial spirit and passion for technology, Sanju started Affluent Trade Management in 1998 to take advantage of Internet opportunities on his spare time. After achieving ecommerce success, Sanju moved to Hawaii in 1999 to focus his efforts on transforming Affluent Trade Management into a premier software development company.

# ■ Custom Development

Custom software development is a complex, detail-oriented, time-intensive process which involves:

- Understanding client needs
- Offering choice of solutions using cost-effective technologies
- Prototyping the application to ensure clarity on requirements
- Translating requirements into functional specifications
- Managing the development process
- Planning optimal database design and code structure
- Writing technical specifications
- Distributing coding tasks to specialized programmers
- Integrating code into a working application
- Testing to ensure conformity with functional specifications
- Communicating with the client through frequent evaluations
- Incorporating client feedback
- Maintaining proper source code control
- Delivering a robust application with well-commented code and detailed user documentation
- Offering ongoing support: maintenance, bug fixes, enhancements

**A**ffluent Trade Management was contracted to develop and implement an MSDE database of historical and current Hawaiian monk seal population and life history data. This project involved complex logic and was under a very tight time constraint. On schedule, the production database was deployed to remote field locations 3 months after the project's inception. Affluent Trade Management performed very well and we are completely satisfied with their professionalism, responsive service, expertise, and commitment to producing a high quality product.

**Thea Johanos**  
Project Coordinator  
Protected Species Division at Pacific Islands Fisheries Science Center, NMFS  
National Oceanic and Atmospheric Administration



# ▲ Agile Service with Cost Differentiation

When custom programming is properly executed, the costs are exorbitant due to a need for talented programmers and project managers to commit hundreds of man-hours to application development.

Affluent Trade Management has perfected a proprietary Software Engineering process incorporating our programming staff in India. This business model allows us to:

- Offer premier software development services at up to 60% reduced rates.
- Quickly expand staff and hire specialized programmers to support unique client demands.
- Manage around-the-clock development to meet client requirements on short-notice.

Now you can enjoy the benefits of customized software developed in a detail-oriented manner at reasonable cost!



OUR SENIOR PROGRAMMERS

# Services

We offer the following services on Windows and Linux Platforms:

- Custom Programming Solutions
- Client / Server Applications
- Data Processing Software
- Web Development & Hosting

Our core competencies include:

- Microsoft Technologies - ASP.NET, VB.NET, C#, ASP, VB
- C/C++, PHP, Perl / CGI, Java
- Microsoft SQL Server, Access, Oracle, MySQL