

Company profile
ET NETERA a.s.



Smart e-business
solutions for smart
enterprises

Company Profile



Who is ET NETERA

For several years ET NETERA a.s. (Inc.) belongs to the top group of suppliers of e-business solutions based on modern communication technologies. Our mission is to be a close, reliable and long term partner to our clients in the branch of e-business.

Our service aims at exploiting information technologies in areas of firm and brand Internet presentations, improvement of services for customers, intranets, co-operation, effectiveness of administration and firm processes. They include analyses, solution projects, development of application and creative work (webdesign, multimedia).

ET NETERA, **smart e-business solutions for smart enterprises.**

12 Years of Successful Growth

Since its establishment in 1997, ET NETERA has been a growing company of profit which Deloitte & Touche has repeatedly listed among firms of the most rapid growth in Central and East Europe:

Deloitte.
Technology Fast50

Fast50 – 50 most rapidly growing technological firms in Central and East Europe (2001, 2002, 2004, 2005, 2006, 2007)

Deloitte.
Technology Fast500

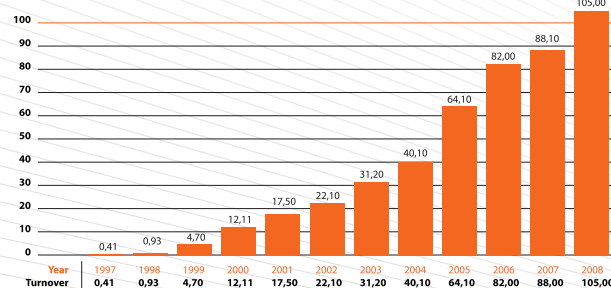
Fast500 – 500 most rapidly growing technological firms in EMEA (whole Europe, Middle East and Africa)

The company is only owned by Czech shareholders.

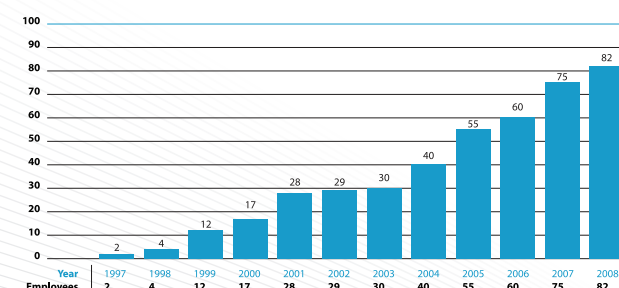
Strong Team Makes Strong Results

ET NETERA employs a number of experts (81 in march 2009) in the areas of IT, project management, business consulting, marketing and creativity. More than 12 years of our practice ascertained that a long-term and consistent quality level of service in the field is only attainable due to a strong team of skeleton staff, rather than "a flock of extremists". We believe that higher employee expenditure is balanced by high-standard work management and consistent project management. Our clients especially value the stability and high added value of long-term partnership, service 24/7 and extreme flexibility and readiness of our employees.

Turnover in 1997-2008 (in millions of CZK)



Average number of employees in 1997-2008



Services



Complex Coverage of Main e-Business Areas

ET NETERA – this name ensures complex e-business solutions based on latest information technologies. We focus our service on the following areas of demand:

1. Individual presentations of companies on the Internet (www presentations, brand support by means of the Internet, publication systems, B2C product webs, single promotion projects).

2. Customer Service Improvement (B2C online catalogues, online orders and sale, SMS competitions, online loyalty

programs, web integrated digital call-centers).

3. Support of process management and effectiveness of administration (design and application of intranets, administration and circulation of documents, intranet applications for process management).

4. Making business processes more effective (extranets for communication and co-operation with suppliers, customers, dealers and other business partners, online orders and support of B2B business relations).

Full range of services

Project generally consists of three phases: pre-project, project implementation and post-project. We are able to deliver all turnkey solutions, from the design and implementation to full operation including guaranteed service, users support and further development. In each phase we offer a broad range of services.

PRE-PROJECT STAGE	PROJECT STAGE	POST-PROJECT STAGE	E-BUSINESS CONSULTING
Strategy designs of up-to-date information technologies	Application development	Complex support (outsourcing) of home and other solutions (applications, servers, websites)	Business requirements analysis and feasibility studies
Analyses of needs and feasibility	Web, intranet and extranet production	Guaranteed approach to servers and applications	Current websites audits
Pre-implementation analyses – architecture of applications, design of applications, domain analyses	Graphic design, webdesign	Guaranteed service operation (fix-time)	Implementation of analytic tools (Google analytics, ClickTracks)
Individual analyses and studies	Custom development of software	Web-hosting, e-mail and DNS service	Long-term website traffic monitoring (sources, visits, UIP...)
Internet competition research etc.	Application testing, system support etc.	Security design and implementation of servers, firewalls etc.	Supervision of the position in search engines results (in-house developed tool SERPENT)
	Product-aimed training, general training	Contents update	Search Engine Optimization, keyword analysis, detailed website or eshop optimisation, conversion improvement measurement.
	24-month guarantee on supplied solutions etc.	Help-line etc.	

Selected services are described in more detail on the company's special information pages.

Quality



High-quality technologies inside...

To its customers, ET NETERA recommends Java, J2EE respectively, which ET NETERA itself makes an efficient use of. J2EE is not a product of a single firm. On the contrary, it is a technology standard which is platform independent and widely accepted and supported by all IT industry as means of development of company e-business applications. Tens of foremost IT firms worldwide (Sun Microsystems, IBM, HP, BEA and others) and millions of developers co-operating on outsourcing projects develop and use Java, J2EE respectively in their products.

ETN solutions present such platform independent solutions which are capable of being applied to any database and (J2EE) application servers. The advantage of this approach is also the possibility of exploiting the cited open source products, which we have extensively tested in our work.

Thus we “employ” our clients’ needs more – we are not trying to sell you expensive concessions where there exist other open source products of the same or better quality. We use them, you do not have to pay.

... and outside

The quality of user interface influences the user’s contentment with the application to the same extent as functionality hidden inside the application. Badly made, obscure and non-ergonomic operation prevents the efficient use of the best of applications. As a result, it devalues the investment. Nonetheless, it is the public face of the websites operator.

ET NETERA creates up-to-date client server applications operated through user web interface. At their development we use standards of CSS layouts, HTML4 at utmost extent and verify the website code quality with the well-tried tools.

The pages we create are thus optimized for standard www browsers in all operational systems as well as for projection and understanding in alternative browsers and other outputs (mobile phone, PDA, text browsers, voice browsers for the blind).



Clients



They said about us

ANNONCE places emphasis in its projects on real financial gains for the company. We look for flexibility, reliability and the ability to take part in innovations with our suppliers. Cooperation with Et netera fits our needs in this respect. Since 1997, we have realized dozens of projects together.

Tomáš Hlavička, Annonce, k.s.

Our company is very thorough when selecting its suppliers. Because of this, we have dealt with Et netera in the cases of certain CMS web-based projects, the creation of websites and the area of customer and supplier support. They produce the highest-quality solutions; react to our specific demands and guarantee 24/7 administration of our websites, applications and systems.

Ivan Kuneš, VAS Applications Manager, Telefónica O2 Czech Republic, a.s. (previously Eurotel Praha, spol. s r.o.)

The cooperation with Et netera has always been on a high level. Within the implementation of projects they did not confine only to the submission but they added their professional view and contributed to projects with added value.

Petra Doušová, Manager Human Resources/ Communications Boehringer Ingelheim, spol. s r.o.

The cooperation process proved the selection of Et netera company as the most suitable supplier.

IT manager, Euromedia Group k.s.



Ahold



Annonce



Boehringer Ingelheim



Bellinda



British Chamber of Commerce Czech republic



Datart



Euromedia Group



Fortuna



DVC International



Telefónica O2 Czech Republic, a.s.
Telefónica O2 Slovakia, s.r.o.



Auto Palace Praha (Mazda)
Hyundai Motor CZ



Samsung



Siemens



Sitronics TS



Atobo



Staropramen



Ticketpro



Volksbank

Partnership, certifications



iForce Partner (Sun ONE specialization), certificates for Java 2 platform



The founding member of Asociace.BIZ



British Chambre of Commerce member

Awards



International Business Awards



Deloitte Technology Fast 50



Deloitte Technology Fast 500



European Business Awards



WebTop 100



Computerworld IT product 2008



The best employers in the CR 2006

Hewitt Associate



Rating MSP



The Best IT Company Website



Contact us

ET NETERA a.s. (IČ: 25103814, DIČ: CZ25103814) registered at Municipal Court Prague, part B, insert 11168.

Contact us by e-mail or telephone:

Product and service inquiry: sales@etnetera.cz

Press release and communication: pr@etnetera.cz

All-included contacts: info@etnetera.cz

tel.: +420 233 326 810

fax: +420 224 326 868

You are welcome to visit us

On the Internet: www.etnetera.cz

In person: Milady Horákové 108, 160 00 Praha 6

www.etnetera.cz