



# CORPORATE PROFILE

## Contract Vehicles

- ☑ **Small Business**
- ☑ **HubZone Certified**
- ☑ **GSA FSS Contract**
- ☑ **Contracts/Subcontracts**
- ☑ **Teaming Arrangements**
- ☑ **Service Level Agreements**
- ☑ **Credit Card Services**

## Capability Strengths

- Information frameworks and application architectures
- Data transformations and exchange strategies
- Oracle design, development, and integration
- Sybase, SQL Server, and Access database design and development
- C, C++, .NET, and Java application development
- ColdFusion MX, Flash, and XSLT Web development
- XML, SGML, and XML Schema development
- Support for Microsoft Windows 2000/XP, UNIX, and Linux OS environments
- Secure LAN and Intranet environments
- Digital certificates with x.509 security support
- System life-cycle support and maintenance operations
- Software engineering process and methodologies
- Government facilities – IT support and operations

## STRATEGIC FOCUS

**S**oftRoots is a quality software development company providing product development and technical services for both, commercial and government sectors. SoftRoots, a small business concern, has been HubZone certified since 2000.

Our development teams bring a rich diversity of knowledge and expertise to a project. Senior staff member credentials include developing custom solutions for corporations like GE, Honeywell, IBM, and government agencies like the Department of Energy.

SoftRoots is a GSA FSS Contractor, which continues to provide a wide-variety of infor-



**Organized for results and experienced for success.**

mation technology services and support to DOE. Support services has included; IT technical services, SCADA development, real-time scheduling DBA, and development and support of an on-line OASIS reservation system.

Today, the company is actively engaged in the development of an enterprise system and application environment to support open access of deregulation operations for the wholesale bulk power industry in the United States.

## PROJECT MANAGEMENT

**T**he company utilizes sound project management principals, with the necessary technical expertise to successfully meet project obstacles, aggressive timelines, as well as related technical challenges.

Our management approach helps to identify project shortfalls and concerns early in the development process, which helps to reduce the impact of project risks later in development ensuring success for the project and our customers.

Our technical engineering staff are experienced in software engineering methodologies and practices (e.g., SEI, ISO9001, etc.), and applies these principals to consistently develop robust solutions for our customers.



Phone: 623-516-7900  
 Fax: 623-516-2022  
 Email: info@softroots.com



**Corporate Headquarters**

21644 North 9th Avenue  
 Suites 202/203  
 Phoenix, Arizona 85027-2824

**Business Contact:** James Beasley  
 Business Development  
 Phone: (623) 516-7900 Ext. 11

*SoftRoots provides flexible and competitive on-site or off-site services, in order to support your specific business needs.*

Check us out at:

[www.softroots.com](http://www.softroots.com)

CORPORATE INFO	
DUNS	001645386
Cage Code	1PFZO
EIN No.	860980360
Hub-Zone	Certified 2000
SIC	7371 (primary)
NAICS CODES	221121,541330,541511,541513,541519,541611,541690,541990,561210,611420
GSA FSS	GS-35F-0052M SIN: 13251

*Business Partners*



KEEPING AN EYE ON  
TECHNOLOGY

## TECHNICAL AND PROFESSIONAL SERVICES

SoftRoots specializes in system and application level support for IT groups and organizations, as well as various stand-alone programming projects for both, commercial and government environments. Whether the need is for on-site technical services, off-site solution development, or *around-the-clock* technical call-outs, our team can support your needs.

The company is continuing to expand on the different skills and services to better support our clients needs, including:

**Technical Services**

- Network Environments and Administration
- Database System Design & Development
- Database Administration
- Software Programming
- Application and Database Interfaces & Integration
- Web Application Design and Development
- Customer HelpDesk Support
- Technical Consulting

Furthermore, our teams can work side-by-side with support groups to provide a single focus for IT support, while promoting technology sharing.

**Professional Services**

- Engineering Services
- Documentation Specialists
- In-house Training & Support
- Executive Secretarial Services
- General Clerical Support
- Data Entry Services

Today, many business operations are in a state of flux, and some may be lagging their competition due to technical expertise. SoftRoots has the expertise to successfully support your organization's needs, and provide you with the *know-how* to tackle the most challenging projects.

## EXPERIENCED TEAM WITH COMMITMENT

The technical teams at SoftRoots have acquired years of experience and know-how developing and supporting information systems. In addition, their expertise in database designs, complex system integration, as well as large-scale Web application development, helps enable them to successfully meet aggressive project schedules.

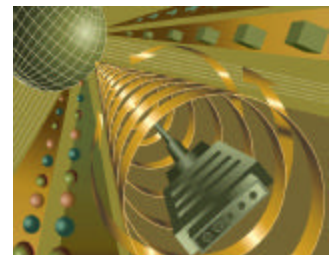
SoftRoots utilizes project management principals, along with the necessary technical expertise to successfully meet project challenges. Our technical staff applies these principals and practices to consistently develop robust, high quality solutions.

Structured development is utilized, which helps to refine our on-going Quality Program.

Depending on project scope, development may involve a number of activities including:

- Project/Customer Vision
- Project Plan/Milestones
- Development Scope
- Project Metrics/Controls
- Requirements Analysis
- Design—Data Modeling
- Reviews/Prototyping
- Functional Specifications
- Test Specifications/Cases
- Iterative Coding and Test
- Inspections and analysis
- Alpha/Beta Testing
- Product Documentation
- Release Readiness
- Training and Deployment
- Support/Maintenance
- Review—Lessons Learned

Our development teams are guided by your project objectives and development requirements, while adhering to sound development practices to ensure project success.



**System Development Expertise**

Responsible for managing contract technical services for large IT organizations, along with providing support for a number of different services, the technical teams have gained the expertise and confidence for success.

Our commitments to reliable services and quality deliverables are taken seriously. We believe customer recommendations are the most reputable means to promote successful company growth, and SoftRoots aims at meeting this key corporate goal.