



# Integrrys

*Communicating the difference*

**Designing | Marketing | Advertising | Business Consultancy | Corporate Training | Corporate Films**

The worst thing is that if something works, your competitors are going to clone it and before you know it anything that you had as the others imitate a differentiator. So you're in the business of constant innovation.

Constantly asking yourself, 'Three years from now, what will our differentiator be?'

**Philip Kotler**



# Corporate Training & Communications

- IRMS Inc. provides training and communications solutions in management, marketing, sales, CRM, warehouse operations, logistics, shipping, employee orientation, and motivation. The company has Middle East based twelve leading trainers on its panel. The trainers, drawn from diverse fields, have years of experience at senior management levels in well known corporate houses.
- The training is based on assessment, customization and education followed by re assessment for its effectiveness. The training modules are based on international curricula and as per the latest standards. They incorporate the latest material, and live examples from the fields of International business and management. The training includes both classroom sessions and field exposure.
- Our sales training module and warehouse & logistics management courses are backed up by third party software solutions. The company helps prepare employee training manuals, employee handbooks, sales and product documentation.



## Reference Clients



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# Public Relations

- IRMS Inc. provides effective public relations solutions (for various scenarios) to business houses throughout the Middle East, Asia, Europe and North America. Being a member of the PR Newswire we enable a global distribution of multi lingual press releases for our clients. Our extensive network of journalists, translators and distribution agencies allow us to help you communicate your ideas, opinions and news to the rest of the world at the shortest possible notice. From crisis PR to routine press conferences, product launches, seminars and board meetings we handle everything.
- Ours are turnkey solutions, right from conceptualizing the event, planning it, creating the press packs, speeches, press briefs, invite lists, gifts, distribution of press releases and follow up to the final assessment we do it all in an intelligent, efficient and cost effective manner.



## Reference Clients



## Publications

Times of India, Zee TV, Khaleej Times, Gulf Today, Al Bayan, Al Ittihad, Al Khaleej, Campus journal, AME Info, PR Newswire

# Business Consultancy

- IRMS Inc. provides Operational and Process improvement consultancy in Quality Management, Marketing, Human Resources and Finance Management. We focus on improving an organization's effectiveness, efficiency and profitability through online and onsite delivery approach. The process involves situation assessment, process mapping, training, counseling and setting up Key Performance Indicators.
- Business Development and Marketing consulting include: Market Research, customer satisfaction and brand management. Product and system certifications for organizations that want to penetrate or develop a particular market or sales opportunity. Compliance or certification to some of the following standards, regulations and methodologies are achieved: ISO 9000, ISO 14000, Six Sigma, ISO 16949, GMP (Good Manufacturing Practice), OHSAS (Occupational health and safety) 18000, TQM, SPC (Statistical Process Control), BPR (Business Process Redesign) and HACCP (Hazard Analysis and Critical Control Points).
- A business is vision, determination and organization. The numbers and systems give you control over your business. Take control, and make your operations effortless.



**Professional**

# Web Designing

- The world is a web and the web is the world. Choose the world you do business in. We make websites that are simple, sober and sales oriented. Whether it is a small website developed to generate awareness or an extensive portal created to generate business and sales revenue we create solutions that are effective, simple, sturdy and scalable.
- They grow as your business does, and reflect your values. Whether you want to create a forum, B2B portal, vortal or a database driven online exchange we handle everything from registering the domain name, conceptualizing, content development, creation, implementation onto content management.
- **We make websites that do business**



## Technologies

HTML, XML, DHTML, Java, Visual Basic, CSS, Cold Fusion, CRM, Content Management  
SQL Server, Access, ASP.NET, PHP, Servlets

# Copywriting

- Copy sells. Good copy is the key to better sales. Your company, its products and salesmen are as good as they communicate. The Cube provides effective copywriting services for your websites, direct mailers, advertisement campaigns, brochures, flyers, presentations and newsletters. It is direct, effective and result oriented. We generate content after extensive research whether it is a training manual or a press advertisement. We only say something about your industry, products or company only after we know it better than you. For that we conduct extensive desk and field research, conduct market surveys and online polls to help us convey the right message in the least possible words and in the language your target audience understands.
- Corporate Communications is directly linked to your sales and balance sheets. Try us to find out how.



Good copy can't be written  
with tongue in cheek, written just for a living.  
You've got to believe in the product.

**Languages**

English, French, German, Arabic, Urdu, Hindi



**David Ogilvy**

# Brand Management

- Increase your product's perceived value to the customer and thereby increase brand franchise and brand equity.
- We make your brand name: Legally protectable, easy to pronounce, remember, recognize, attract attention, emphasize its product benefits, suggest the company and/or product image and distinguish the product's positioning relative to the competition.
- Our panel of experts helps in building a consistent brand while keeping your message fresh and relevant. We can realign an older brand identity to a redefined target market or create an absolutely fresh one right from the basic logo and company name to the complete product line and business plan. We help develop a restated corporate vision statement, revisited mission statement or values of a company.

**“A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer. A brand includes an explicit logo, fonts, color schemes, symbols, which is developed to represent implicit values, ideas, and personality.”**



## Logistics, Warehouse & Supply Chain

- IRMS Inc. provides creative and cost effective warehouse, distribution, material handling, and supply chain execution solutions for retail, wholesale, and consumer product manufacturing companies. We develop creative and cost effective warehouse, distribution, material handling, and supply chain execution solutions. Our panel of experts and industry experts has extensive experience in the design and implementation of conventional and highly automated material handling solutions for distribution and manufacturing operations. Using our industrial, engineering, operations, and systems design expertise; we provide state-of-the-practice of concepts, processes, layout, and designs matched to customer business needs.
- Logistics & Shipping is the key to your success. Trust the best and leas the rest.



"A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer. A brand often includes an explicit logo, fonts, color schemes, symbols, which may be developed to represent implicit values, ideas, and even personality."

# Services

## New Media

- Web development designing
- Database management
- Data mining
- Direct mailers
- Content management

## Advertising

- Corporate communications
- Press Release, Seminars and Conferences
- Brand management
- Brochure, Flyer, Advertising design
- Newsletters
- Package designing

## Software Consultancy & Training

- CRM (Customer Relationship Management)
- WMS (Warehouse Management System)
- CMS (Content Management System)
- DM (Data Mining)
- Database Architecture

## Marketing

- Direct marketing
- Sales modeling
- Online Survey
- Product development
- Marketing research
- Feasibility studies
- Business plan development

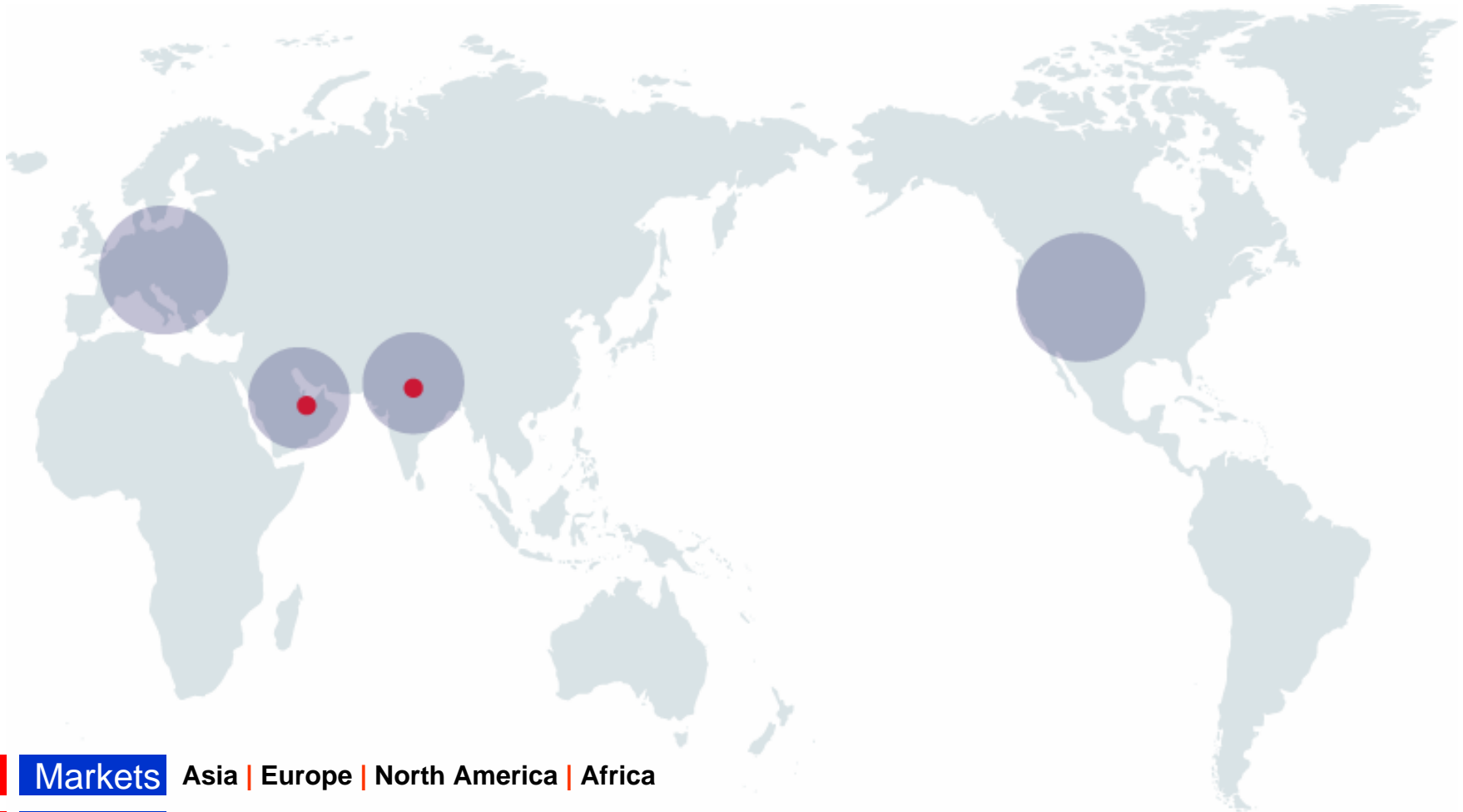
## Management

- Management consultancy
- Corporate training
- Process mapping
- Warehouse and logistics management
- Key Performance Indicators analysis
- Business Performance analysis

## Logistics, Warehouse & Supply Chain

- Warehouse and logistics management
- Supply chain management
- Business process outsourcing

# Markets



**Markets** | Asia | Europe | North America | Africa

**Offices** | Dubai-UAE | New Delhi-India | Toronto- Canada

**Niches** | Environment | Travel | Retail | Education | FMCG | Advertising | Manufacturing

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# Our Profile



**Integrays Retail Management Systems Inc. FZC s a well established marketing and advertising agency providing solutions to corporate houses and businesses in the Middle East, Europe, North America and the Indian Sub Continent.**

Founded in 1996 in New Delhi, as SS Productions the company established a small presence in the Middle East in 2001 to service its European clients. Boosted by customer confidence and market response the company re-launched its operations in India in 2005 as Samvaad PLC aimed at providing back office, programming and content generation support to the Middle East operations. IRMS Inc. provides copywriting, web development-designing, direct marketing, corporate communications, brand management, management consultancy training, warehouse and logistics management apart from Key Performance Indicators (KPI) and Business Performance (BP) analysis. The company is well known for providing accurate, precise and well-planned solutions to its clients. All its efforts are planned, executed and analyzed strictly on the basis of ROI per dollar ad spend. The company has experience, expertise and infrastructure to handle both crisis as well as greenfield situations, and has worked for well known brand names like Toyota, Ford, Gillette, Siyram, Times of India, Marico, Kaya and Masafi, South African Airways. Right from the initial brief to situation appraisal, requirement analysis, conceptualizing onto the final planning, implementation and analysis the company's advertising and marketing solutions are geared towards single goal 'maximum impact at minimum expense'.



## Timeline

1996	SS Productions	New Delhi-India
2001	CCube	Dubai-UAE
2005	Samvaad PLC	New Delhi-India

CCube and Samvaad plc are privately owned companies, with employees as shareholders.

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■ Thanks for the opportunity.

Let us **translate** - doubts into **visions**, plans into **actions**, efforts into **results**, because that's what **differentiates** us from our competitors.

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Serving the customer is not a mechanical act but one that provides an opportunity for fulfillment and meaning.

[www.ccubedmc.ae](http://www.ccubedmc.ae)  
[www.integraysme.com](http://www.integraysme.com)  
[www.samvaadplc.com](http://www.samvaadplc.com)

**Michael Hammer**



**To book a telephone consultation or request a no-obligation quote on your next project  
Call +971 6 557 4568, 557 4569 or e mail us at [info@integraysme.com](mailto:info@integraysme.com)**

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