

Making sense of e-business

Everyone's talking about e-business. But whilst many companies are successfully marketing on-line, few companies are reaping the benefits of a truly integrated e-business system.

The arguments for e-business are compelling – improved market access, reduced costs and overheads, enhanced customer relations, more efficient business processes and supply-chain management, to name but a few. But finding a solution that's right for your business isn't easy.

Fast and affordable e-business packages are available 'off-the-shelf', but can be rigidly inflexible. You could end up having to adapt your business to suit the software. Bespoke solutions are tailored to your precise needs, but are often over-engineered, over budget and long overdue on delivery.

Creotec offers a third way – one which is flexible, affordable *and* tailored to your business. A tool-kit of 'plug and use' web-based technology that can be fully customised to suit your specific company requirements. Technology that supports your business, not controls it.

Simple solutions, smart thinking

Creotec has been developing and delivering web-based technology since 2000. Over the years, we've come to recognise consistent patterns of demand from different clients. In response we've developed 'building blocks', to shorten the development cycle and significantly reduce client costs.

These tried and tested platforms – content management, customer relationship management and e-commerce - form the foundation of our e-business systems.

Each one of these tools can be customised to your company's needs with a comprehensive array of additional features. They can be integrated with your existing systems, and with your suppliers' and partners'. Critically, they are also designed to be easily adapted for your future needs.

Exceeding e-business expectations

Whether you have clear e-business objectives or simply want 'to use the web more', Creotec will help you use technology strategically, to support business growth.

We start by getting to know your organisation – what you do, how you work, what you want to achieve. Together we'll help you define (or refine) your e-business strategy. You'll be

surprised at what is possible – one of our strengths is to see beyond the brief and suggest solutions you may not have anticipated, but which can improve business processes, customer relations and profits.

Our flexible, modular approach enables us to deliver ‘must-have’ platforms, rapidly and economically, phasing in additional capability as required. And whilst our solutions are technologically robust, you’ll also find them easy and economical to maintain. For example, thanks to our simple Microsoft Word interface integrated into our content management system, you can update content yourself, rather than rely on the costly services of an external administrator.

Above all, we’re not a design agency who ‘does websites’. Or a technology company who dabbles in design. We value strategic and brand consultancy, strong design and intelligent technology equally; resulting in integrated e-business solutions that deliver wide-ranging business benefits.

With e-business you can:

- Expand your market reach
- Reduce your business costs and overheads
- Improve customer service and loyalty
- Capture and share information more easily
- Streamline your business processes
- Work smarter

Creotec will:

- Understand what you are seeking to achieve
- Identify the factors that make your business successful
- Apply technology only where it can drive your business forward
- Create tailor-made solutions built on tried and tested platforms
- Deliver fast and affordable solutions in manageable and measurable phases
- Provide a clear upgrade path for your future functional and integration requirements

Talk to us about your e-business needs

Creotec is an independent, UK-based technology and creative marketing agency. We support the e-business activities of clients across a wide variety of industry sectors, helping them to raise profit margins, improve efficiency, increase ROI and bring about positive change to their organisations. We’re confident that we can show you new ways to use technology to improve your company’s performance. Talk to us, without obligation, by calling +44 1344 426 744 or email us at info.request@creotec.com or visit <http://www.creotec.com> for more information.