

It's still a numbers game...more customers = more revenue.

The goals aren't complicated. You want to create and expand your revenue channels to acquire new customers and earn loyalty in a competitive market. Technology is merely a tool to that end. But today's tools are more complex-and constantly evolving. The way you reach and personalise your approach to customers continues to evolve. Now more than ever, using the Internet or mobile phones as a new revenue channels requires you to deliver seamlessly on the promises you make. Making the most of the Internet means more than a flashy front end and a few technology components to count transactions. Whether you sell to consumers or businesses, your online strategy must address coordination across sales channels, internal and external integration with fulfilment and delivery systems, and provide process-based support to your customers.

Specicom Delivers

At Specicom we understand that the commitment you've made to customers doesn't stop after they've placed their orders. With our deep strength in back-end integration, we can help you facilitate commerce and eliminate friction between transactions throughout your supply chain. We do this by using solutions that streamline order management, procurement, contract management, finance, accounting and customer service. We drive maximum value across your extended enterprise of partners and suppliers and enable your collaboration with customers and suppliers to create highly personalised products that earn long-term loyalty and increase revenues.

Specicom's people have years of experience producing award-winning applications with companies in a wide range of industries. We understand the business and the particular web of relationships that characterises them, and we make certain that all solutions are strategically consistent with your overall business goals. We have the depth to integrate your front-end systems with your back-end systems. For example, we can enable customers to place an order online and track progress in real time while a powerful process-based engine ensures that all involved parties give their input. And the data is automatically integrated in your back-end systems for administrative processing.

Today's most pressing challenges explain why many companies are using technology to realise true cost containment, improve supply chain efficiency, and earn greater customer loyalty. That's a transformation, but not just internally – your technology must be seamlessly integrated with the communities of your customers and partners – with a vigilant eye toward compatibility, efficiency, and security.

Building an effective new revenue channel goes beyond design and construction – it has to deliver concrete business impact. We ensure that every project reinforces your market position, enhances your competitiveness, and provides a memorable and relevant brand experience for your customers.

Combining business insight with technology expertise, Specicom help clients to transform the way organisations connect buyers and sellers through the following capabilities :

ONLINE OPERATIONS

- > *Business-To-Consumer Web Storefronts*
- > *Business-To-Business Trading Portals*

USER EXPERIENCE

- > *Information Architecture*
- > *Site Development*

CORE BUSINESS SYSTEMS

- > *Legacy Systems Integration*
- > *Web Enablement*
- > *Supply Chain Optimisation*

INDUSTRY SPECIFIC SOLUTIONS

- > *PLX System - Royalty Transaction Solution*
- > *FlowSmart – Licensing platform*
- > *FlowSmart – Contract Negotiation*

The purpose of Specicom's work is to bring value to our client organisations. That goal is supported by specific operational strategies and solutions designed to drive revenue growth and improve productivity. Drawing on our depth and breadth of experience, we implement solutions for the following areas of client need:

- > *Administrative Costs Containment*
- > *Revenue Channel Expansion*
- > *Intellectual Capital Optimisation*
- > *Technology Optimisation and Management*

Specicom is a professional services firm that delivers enterprise improvement solutions for Intellectual Capital Optimisation & Management. Specicom help clients connect with their customers, optimise their business infrastructure and maximise their existing assets. For more information about our company contact us at www.specicom.com.