

## Nobody can see your technology investment, but they soon know when it's not working.

Ironic though it may seem, the most enticing e-business platform, the most helpful client support system, or the most sophisticated supply chain have the potential to bring your business to its knees. Without proper infrastructure and integration to back-end systems, your most ambitious technology initiatives can put your brand and your enterprise in jeopardy.

Increasingly, businesses depend on their information technology infrastructure (IT) to be fully functional at all times. When it's not, business grinds to a halt. Virtually no enterprise can extend its markets, generate its products and services, communicate with suppliers and buyers or communicate with its customers and employees without IT. Yet for something so essential, simply keeping up with the changes in technology, including the many industry-specific solutions, remains a daunting task. Understanding the myriad options for technology initiatives, the competitive tradeoffs, and the paths to successful implementation are areas of expertise that few companies can credibly offer.

### Specicom Delivers

Specicom can help you sort through the chaos, align your IT priorities with your business strategy, and lead you through implementation for a more successful use of all your assets.

To make IT planning an integral part of today's business strategy often requires expertise and resources beyond the walls of a company. This outside perspective assures companies that their approach to IT will be comprehensive. Your business' overall success depends largely on how well you plan your technology platform, support your business requirements through application development and

implementation, and support the users of those systems.

Beyond careful planning, successful IT initiatives require a secure, scalable, reliable and recoverable technology infrastructure. The architecture typically must combine numerous components and processes that are often provided by multiple vendors across diverse technology platforms. This complexity is magnified by speed: development and implementation of the architecture needs to happen quickly, so that results can be realised quickly.

The experience of Specicom enables us to deliver on these requirements like no other company. We bring you unparalleled mix of industry know-how and expertise on a wide range of systems, application approaches, and development methodologies that will help you build the technology foundation that makes most sense for you. And because our approach to technology implementation has strategic and business components, we improve the functionality, and compress the implementation timeline as well as the cost.

Specicom also recognise that a specific improvement approach through solution implementation can result in immediate success. We've developed a variety of options for solution deployment in response to the ever-increasing capital costs for IT infrastructure, your need for flexibility, and the extreme rate of technological change. For example, whether you want to build your own licensing platform, utilise the latest royalty management system within your administrative departments, or completely outsource your contract management services, Specicom can provide the deployment model that's most appropriate for your organisation.

Information technology is what delivers the promise of your business. And it's one of Specicom's core competencies. Our knowledge of best practices and comprehension of your organisation's entire technology infrastructure is the basis of our design

and implementation projects. Combine that with our experience with complex projects, tight timelines and seamless integration requirements, and you have a strategic, integrated, and pragmatic partner in approaching your business challenges.

Extract the full value of all your technology assets through implementation of the following Specicom capabilities:

#### **INFRASTRUCTURE PLANNING AND OPERATIONS**

- > *Technology Planning and Operations*
- > *Technology Architecture Design and Development*
- > *Enterprise Security*
- > *Wireless*
- > *Broadband*
- > *Directory Services*
- > *Performance Optimisation*

#### **CORE BUSINESS SYSTEMS**

- > *Legacy Systems Integration*
- > *Web Enablement*

#### **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](http://www.specicom.com).