



OPTIMINDISOLUTIONS  
[WE MAKE TECHNOLOGY WORK FOR YOUR BUSINESS]

COMPANY PROFILE



Despite last year's dotcom crash, industry experts believe that growth in e-business investment and returns will continue. International Data Corporation, for one, estimates that e-business will have a US\$5.3 trillion impact on the global economy as soon as 2005. With this forecast, businesses continuously improve their presence on the Internet. Since having in-house solutions providers is too troublesome for most, outsourcing Web-based services has clearly been the trend especially among the Fortune 500 companies. Outsourced Web services not only allow more flexibility and lower cost, but they also provide better and more effective solutions.

## OUR MISSION

**OptiMind Solutions** offers its services to establishments that are willing to take their businesses into a higher level. With the help of our innovative, efficient and effective e-Marketing and CRM solutions, companies who dare use technology are able to reach broader markets and foster consumer loyalty.

## OUR VISION

**OptiMind Solutions** envisions a future where it shall be known as Asia's leading e-Marketing and CRM consulting firm. We are a personal company that aims to please and hopes to succeed.

## OUR OBJECTIVES

- To dedicate our business to the satisfaction of our clients.
- To meaningfully contribute to the development of the local IT industry.
- To promote the local IT industry.
- To ensure that the management and the employees share the same goals of the company.

## OUR TEAM

Our team is composed of young and dynamic individuals who share the same ideals of integrating business and information technology. Our combined experience sums up five years of industry excellence. Together, we make technology work for your business.



## OUR TARGET MARKET

Our target market is comprised of Asian companies who see the Web as an enabling technology. These are establishments that see the Internet as a dynamic and effective medium of penetrating new markets, improving customer service and sales.

## SERVICES OFFERED

- Web design/development
  - Website hosting
  - Web design
  - Art direction, etc.
- E-commerce development
  - Shopping carts
  - Ordering system
  - Search engine
  - Catalog & inventory
  - Discussion board / webchat
  - Webmail
  - Mailing list
  - Auction engine, etc.
- Multimedia development
  - Interactive cd-roms
  - Touch screen kiosks
  - Interactive flash games, etc.
- Presentation design
  - Animated flash demo
  - PowerPoint
  - Video editing, etc.



**OPTIMIND SOLUTIONS**  
[ WE MAKE TECHNOLOGY WORK FOR YOUR BUSINESS ]

## **PORTFOLIO**

### **Philippines**

MCC Industrial Sales Corporation  
Asia Pacific Media Ministries  
Philippine Vending Corporation  
DLSU – My La Salle Portal  
NAVEL Management System, Inc  
Crystal Mansion International Phils., Inc.  
Mercantile Insurance Co., Inc.  
Municipality of Capas, Province of Tarlac  
By the Sea Resort

[www.mccisc.com](http://www.mccisc.com)  
[www.apmedia.org](http://www.apmedia.org)  
[www.philvending.com.ph](http://www.philvending.com.ph)  
[www.dlsu.edu.ph/mylasalle](http://www.dlsu.edu.ph/mylasalle)  
[www.navelmsi.com](http://www.navelmsi.com)  
[www.crystalmansioninternational.com](http://www.crystalmansioninternational.com)  
[www.mercantileinsurancephils.com](http://www.mercantileinsurancephils.com)  
[www.capastarlac.gov.ph](http://www.capastarlac.gov.ph)  
[www.bythesearesort.com](http://www.bythesearesort.com)

### **Singapore**

Alcomet Pte Ltd  
Asian Classics Interactive Web Studio

[www.alcomet.com.sg](http://www.alcomet.com.sg)  
[www.asianclassics.com](http://www.asianclassics.com)

### **United Kingdom**

Thorogood.net  
Greenwich Glass and Joinery Ltd  
Silver and Co. Design Consultants  
Metronome Recordings Ltd  
Elan Studios  
Thorogood New Media  
Metz Judderman

[www.thorogood.net](http://www.thorogood.net)  
[www.ggj.co.uk](http://www.ggj.co.uk)  
[www.silv.co.uk](http://www.silv.co.uk)  
[www.metronome.co.uk](http://www.metronome.co.uk)  
[www.elanstudios.co.uk](http://www.elanstudios.co.uk)  
[www.minisites.co.uk](http://www.minisites.co.uk)  
[www.judderman.co.uk](http://www.judderman.co.uk)



## **CRM OVERVIEW**

### **What is CRM?**

Customer Relationship Management, or CRM, is an information technology industry term for methodologies, strategies, software, and other web-based capabilities that help an enterprise organize and manage customer relationships.

### **Why is CRM Necessary?**

Several companies are turning to customer-relationship management systems and strategies to gain a better understanding of their customer's wants and needs. Benefits include:

- Faster response to customer inquiries
- Increased efficiency through automation
- Deeper understanding of customers
- Increased marketing and selling opportunities
- Identifying the most profitable customers
- Receiving customer feedback that leads to new and improved products or services
- Obtaining information that can be shared with business partners.

### **Why Optimind CRM Solutions?**

**Optimind Solutions** offers Ubiquitous CRM or uCRM software. With the advent of mobile technologies like SMS, WAP and GPRS, our solutions enable companies to manage their customers anytime and anywhere.