



**Kreo Consulting Ltd
Company Brochure**



About us

At Kreo Consulting Ltd. we are helping our clients to plan, execute and manage various web projects and web related business ventures. Our areas of expertise cover web business consulting and project management, web and IT technology expertise, including managing outsourcing services, web design and usability audits as well as search engine optimization and internet marketing services.

There are many reasons why our service is superior to that of other web consulting companies out there, here you can find just some of them:

- **Driven by results** - we always remember that at the central point of any project there's a business that need to be profitable. We are driven by fulfilling that requirement and that's why all our solutions and ideas have one thing in common - to maximize return and minimize costs.
- **Customer's value creation** - for us a good customer is a happy customer, it's as simple as that. Turning customers into happy customers with profitable business is a primary goal for us, because it creates a win-win situation where we are most likely to became long - term partners together.

- **Lateral solutions** - when it comes to creating successful web businesses, one needs to be an expert in business analysis and IT solutions as well as web marketing. We pride ourselves in having expertise in all three areas which lets us provide truly complex business solutions.
- **Deep integration and alignment** - when working with our customers, we understand and respect the people, structures and processes which they consist of. By understanding business goals and strategies, and maximizing horizontal alignment between both companies, we are able to provide you with solutions that are created for your specific business needs.
- **Always on time and on budget** - we recognize the importance of a deadline and budgeting when it comes to business-critical projects. That's why we know when to say "no". If we take on a project, we guarantee to provide you with agreed results, always on time and within a budget.
- **Respect individuality and keep having fun!** - we love working with people in happy, vibrant teams, building great and innovative solutions that will help your company reach its destiny!

Areas of expertise



Web business

We specialize in planning, consulting and managing successful web 2.0 and e-commerce sites, and in that regard, we can:

- review your business model and help you define your business strategy and goals as well as specific methods to achieve them,
- create a working revenue model and introduce it across all levels of your business,
- assist you through all steps of selecting your suppliers and business partners,
- help you get quality traffic to your website through different traffic channels,
- define and execute a professional web marketing and PR strategy,
- help you manage the process of creation of your project through all stages of development,
- introduce several ways to measure how successful your web business is, and provide you with a full report on web business analysis of your site,
- evaluate an estimated market value of your website.

Web technology

Kreo Consulting Ltd. prides itself on having years of practical experience through applying our solutions in business-critical, real-life ventures. Our areas of expertise in web technology cover:

- preparation and review of development methodology and project management processes (custom-built and/or based on I.T.I.L. model),
- expertise in selecting the right IT tools for the right job - based on full analysis of performance-ratio for every critical component of your system,
- design and implementation of Service Oriented Architecture (SOA) solutions across all levels of your web business project,
- management of offshore development and IT outsourcing relationships,
- planning, design, implementation and further supporting and maintenance of scalable, robust, highly-available 24/7 hardware and software Internet architectures,
- optimization of existing IT applications and solutions - planning and design for effectiveness and scalability.

Web design & usability

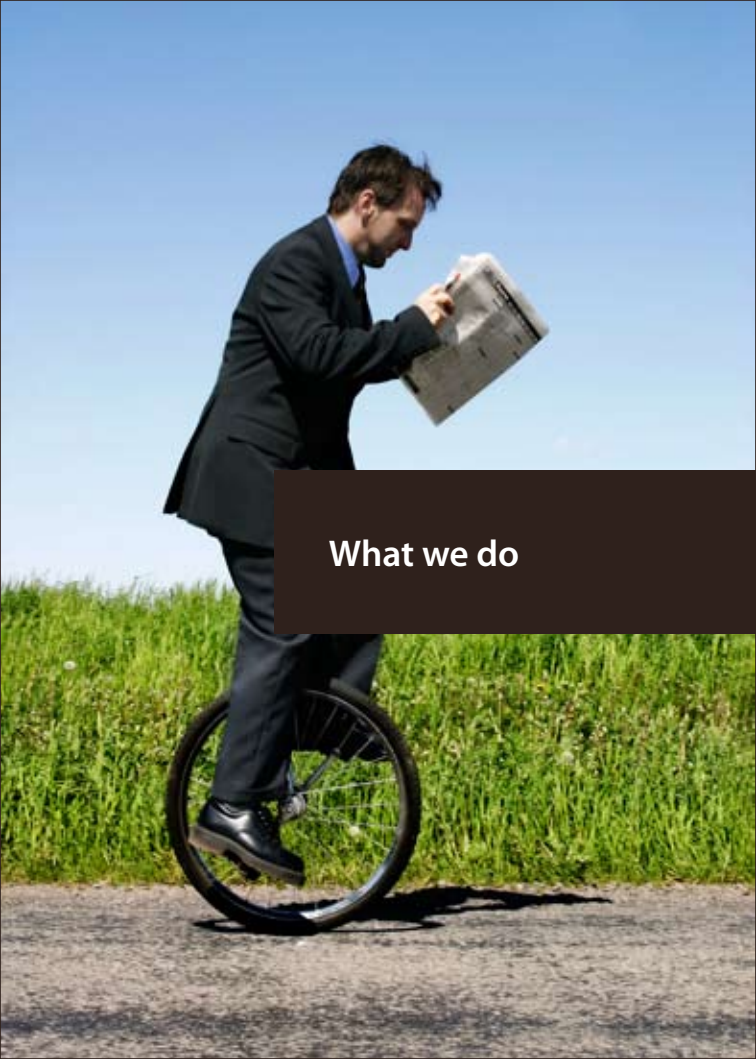
In Kreo Consulting Ltd. we recognize the value of design & usability, and for that reasons we can:

- help you create an effective information architecture for your website as well as analyse your website from usability and accessibility points of view,
- take care of complete web design of your website following your brand strategy, business requirements and technical guidelines as well as usability and accessibility guidelines.

Search Engine Optimization (SEO)

When it comes to Search Engine Optimization, our expertise covers:

- selection of most important key phrases, evaluation of current index inclusion and coverage, preparation of complete on-page optimization strategy, determining best link-building strategy for your website and complete preparation and execution of SEO strategy,
- complete audit of existing SEO approach, and preparation of structured, consistent SEO strategy.



What we do

Consulting services

Our consulting services aims to help web companies increase their overall performance by managing changes at the edge of three main areas: business processes & strategy, IT & web technology, and finally, web design, usability and SEO solutions.

We can offer you in-depth analysis of your business strengths and weaknesses, as well as providing you with complete new business strategy. We can also help you select the right development methodology and IT processes fitted to your specific needs, as well as advise you on how to plan and execute professional search engine marketing strategy.

IT & web applications audits

In completing an IT & web applications audit we undertake a complete or partial review and analysis of your existing IT infrastructure, technology solutions & existing applications. Such audit consists also of analysis of IT processes and methodology used within your company.

Finally, apart from analysis and auditing, our role can be also extended to actually implementing proposed changes. In such cases we can take responsibility for active project management and/or change management according to agreed requirements.

What we do



Project management

As part of the project management service, we can take full control of planning, execution and management of ongoing development of your web project - from determining the right tools, technology & platform suited for your specific needs to on-going work with on- and off-site members of your team, in order to accomplish the project on an agreed deadline and within an agreed budget.

And if you don't have your own project team yet, we can either help you find an external (e.g. outsourcing) development partner or help you recruit your in-house team of IT & web specialists.

Managed outsourcing

Kreo Consulting Ltd. can help you get real benefits from managed IT outsourcing. We can evaluate your current outsourcing management and control mechanism and help you develop procedures and standards that should be at the base of every successful outsourcing relationship.

We make sure that projects are being developed on time and within budget, while the quality of the final product remains paramount. And at the end of the day, we help you turn your outsourcing relationship into an efficient, profitable and important element of your business structures.

What we do



Web design services

We have extensive experience in web design following usability standards... In the end however, we still remember that design is not only about all the *bilities! The quality in design is achieved not just by rigid regulations but by visual creativity, usage of nice visual effects, user-friendly fonts and colours as well as great looking photos! We know that visual matters... and that's why we always make a big thing out of it!

Usability and accessibility audits

We can review the structure, navigation and layout of your website and highlight all the problems which might concern you when it comes to poor information architecture on your site or general layout usability issues. We will also make an effort in checking if all your sites comply with DDA law regulations - and if they don't, we will suggest specific accessibility improvements which should fix the problem.

IT recruitment

Through our business partnerships with several IT recruitment agencies in Central and Eastern Europe (Poland, Czech Republic, Estonia, etc.) we can help you plan and execute successful recruitment of almost any IT professional, both full-time and contract-based.

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