

Press Release

Digital Transformation Solutions

Pittsburgh, PA, November 8, 2018 — To fully realize the benefits of digital transformation and the growing trend toward enterprise mobility, SMBs need an efficient way to manage the efforts of local and remote staff members. The ProjexTeam™ eBusiness platform is purpose-built to help.

ProjexTeam™ is a web-based platform from Projex IMC, an organization focused on helping businesses plan, staff and execute strategic business development projects efficiently and affordably. The platform provides a powerful combination of built in tools and add-on business process optimization modules to help distributed resources organize, access and perform work assignments effectively ... from any location, at any time.

Platform Features

Core features of the ProjexTeam™ eBusiness platform include a unique collaboration toolkit, document management and file sharing tools, project planning and activity tracking tools and a learning management system.

Four business process modules are built on top of this common core:

Strategic Planning, Digital Marketing and Sales, IT/CyberSecurity Management and HR/Organizational Development. Each module includes powerful decision support and project planning tools, along with strategy execution software and a variety of information resources.

On-demand, globally sourced talent for professional and technical support services can be requested directly through the platform.

ProjexTeam™ is built using WordPress as a framework, enabling SMBs to take advantage of a wide range of existing open source extensions and readily available contract resources to custom-tailor platform features to their specific requirements. WordPress also simplifies the integration of the e-business platform with the organization's website and/or webstore.

TCI Corporation of Milwaukee, a world leader in industrial power quality products, is using the ProjexTeam™ platform to facilitate its sales enablement efforts. To date, TCI has been able to reduce product launch cycles by 60% and increase selling time by 10% to 15%. They have also significantly improved hit rates among their 150 external sales representatives and distributors.

TCI will be upgrading their ProjexTeam™ eBusiness platform during the first quarter of 2019 to take advantage of new, integrated strategic planning and digital marketing features that were recently integrated with the platform's existing sales enablement functions. TCI's goal moving forward is to strengthen the alignment of sales and marketing to aggressively drive the organization's growth initiatives.

Unique Online Workplace

TCI also utilizes Projex IMC's optional virtual office environment, a collaborative online workplace that provides unified communication tools (presence, voice, video, chat and screen sharing) ... allowing remote team members to interact as if they were physically present in one location.

Projex IMC's roadmap for the ProjexTeam™ platform includes the introduction of IOT applications and advanced software research tools. In addition, updates to existing business process modules are being researched, including supply chain management and virtual CFO capabilities.



About Projex IMC:

Projex IMC is a Pittsburgh-based technology company that supports digital business transformation through a combination of advanced analytics tools, a cloud-based consulting technology platform and experienced, on-demand talent solutions to help small and midsize businesses achieve their objectives for growth and profitability. Our data-driven process can help clients execute high performance across all major business functions ... from business, marketing and sales to operations, human capital management and information technology.

For more information about Projex IMC, call, write or visit us online at <https://ProjexIMC.com>.

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