

## Virtual CIO (vCIO) Services



### *Strategic integration of SMB operations, processes and IT systems creates a sustainable competitive advantage*

SMB business performance is driven by the competitiveness of products and services, the effectiveness of marketing and sales, and the strategic integration of operations and IT to create a sustainable, strategic advantage in the marketplace.

A virtual CIO is a company that serves as — or supports — a client organization's Chief Information Officer, providing strategic and operational solutions that complement the client's overall business development strategy for:

- Business growth
- Productivity/CyberSecurity
- Digital transformation
- Service automation

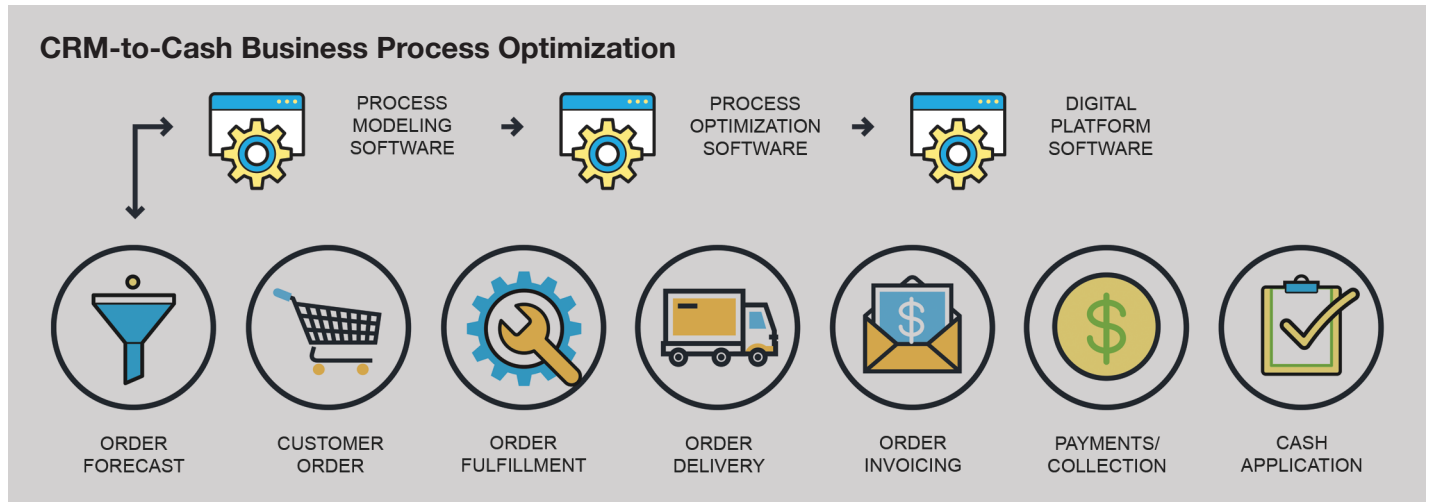


#### **Services available:**

- IT strategic planning
- CRM-to-cash process optimization
- Enterprise network architecture/infrastructure consulting
- CyberSecurity policy development and implementation
- Digital platform development
- Cloud application evaluation and implementation support
- Software development
- Performance analytics
- Process modeling

## Applying Game-Changing Technologies to Business Processes

Next generation business process management (iBPMS) software tools and digital platforms leverage multiple technologies to achieve significant improvements in operational responsiveness and performance. CRM-to-cash, also referred to as CTC or C2C, is the set of business processes involved with forecasting, receiving and fulfilling customer orders for goods and services:



### Commercial Cloud Applications:

- eBusiness platforms
- Marketing automation tools
- CRM/client engagement applications
- Ecommerce/digital marketing solutions
- Learning management systems
- Project management tools
- Document management tools
- HR information systems
- Social networking tools
- Virtual offices

### Performance Analytics:

- Frameworks
- Roadmaps/playbooks
- Tools and templates
- Data mining services
- Business intelligence
- Research

Call, write or visit us online to learn more about Projex IMC and how we can help your business execute high performance:

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