



www.cezcon.com

**Accelerating Businesses
With Technology**



[/cezcon](https://www.facebook.com/cezcon)



[/cezconsolutions](https://twitter.com/cezconsolutions)



[/cezcon](https://www.instagram.com/cezcon)



ABOUT CEZCON

Cezcon is a technology firm that stands for transformation of businesses. We achieve this by amplifying efficiency, accuracy and sustainability in their operations, sales, management and overall contribution to the society. Here's a brief on our philosophy, experience and goals that guide us.

We are the renderers of friendly & futuristic technology solutions in MENA & South Asian region with offshore capabilities. Our technological sophistication's are only aimed to meet our client's business goals and improve their efficiency and productivity. We develop software applications that work independently and integrate seamlessly with a host of other services.



 CEZCON
PM

• www.cezconpm.com •



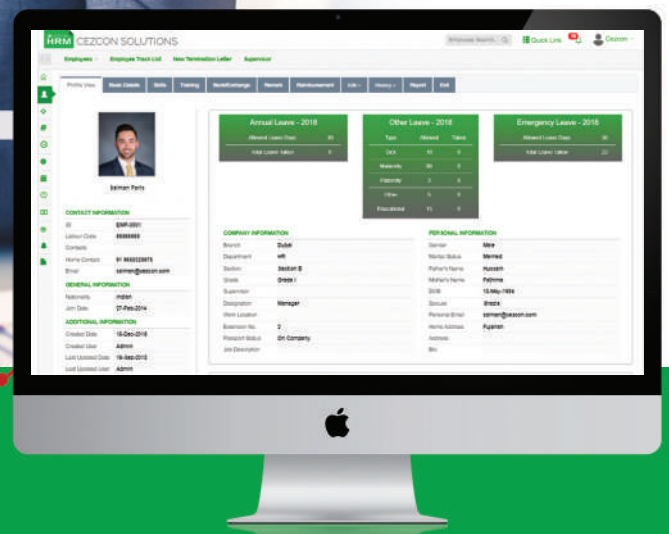
CEZCON PROJECT MANAGEMENT SYSTEM -The Trusted Name for Project Management and More Productivity

With the focused aim to bring in exceptional ROI and value for the clients, Cezcon PM can help you manage all your projects from a single point with exceptional efficiency and ease. No matter how extensive or huge your projects may be, the project management solution will help you plan, schedule, track and bill your projects efficiently. With Cezcon PM you will find numerous options to carry out risk management, project documentation and all inventory management processes with uncompromised value for investments.

We have crafted the solution in unique ways that it helps you manage

- **Your Projects**
- **Maintenance Contracts**
- **Rectification**
- **Service Maintenance**

With our Cezcon PM, your projects are in the best systems for perfect deliverance



• www.cezconhrm.com •

Cezcon HRM application is your answer to a ready to use, delivered online, highly configurable HR solution that just fits, no matter the size of your business. This modular HR system is designed to scale up as you require by adding modules depending on your requirements.

- Major modules are Employees, Leave, Advance salary, Loan, Fine, Activity log, Asset, Overtime, Payroll, Wage protection, Calendar, Mail, Attendance, Reminders, ESS and User privileges
- Works efficiently with wage protection system
- Make human resources management transparent and accountable
- Overtime module allows automation of payments for the overtime done
- ESS module to view payroll, asset information, benefits and leave details
- All kind of documents expiry mail notifications
- Customized reports
- Online backup and restore system



● www.cezconcrm.com ●



Cezcon CRM lets you manage your sales, marketing and customer support in a single system. Analyze customer interactions, drive sales and assist in customer retention to create extraordinary customer relationships with this online CRM Software that's innovative, yet affordable.

- Cezcon CRM works the way you do to optimize your sales process, it doesn't require your team to adopt a new process
- Metrics to understand what works and what doesn't in your sales process
- More sales by allowing your sales team to leverage the power of Cezcon CRM
- Detailed reports to make decision making easy for all
- Cloud based, requires no installation
- Tasks and reminder feature
- Log daily sales activities
- Campaign and reports
- Local & cloud backup system and restore facility





WEB DESIGNING

Website for your business from Cezcon is a combined effort of your sales and marketing team and brand experts at Cezcon. We ensure that your website is an extension of your overall marketing effort, not a standalone application. We have a process that defines the role of the website before it's executed to ensure its fit into business structure. We ensure the involvement of the team at every stage of the design ensure we have a product that actually meets the expectation.

- Dynamic website
- Responsive design
- SEO friendly coding
- Google analytic integration
- Google web master tool integration

E-COMMERCE WEBSITE

Need of the day, ecommerce websites have a critical role in the success of a business of any size. With a range of functionalities such as easy product management, ability to integrate with a range of service provider APIs and inbuilt marketing features, E-Commerce websites from Cezcon let's a business owner concentrate on important business matters.



- Include social elements on your ecommerce sites
- Well integrated product reviews and testimonials
- Built for a mobile first strategy
- Collect customer information and build databases to aid future launches
- User friendly design gets the topmost priority
- Makes it easy to find products with many different ways

SEO - Search Engine Optimisation

Search engine optimization is one of the most rewarding sales effort or one of the most important steps in a customer's journey to a sale. Regarded by many customers as a trust indicator, rankings on search engine converts 24/7. With consistent effort, a great content strategy and a well planned PR Strategy, SEO is not a task so daunting.

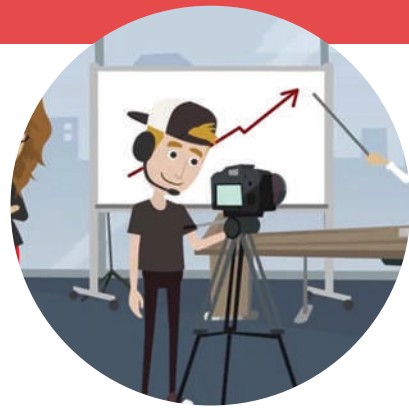


- Serve the searcher's goal and solve their task through the content
- Create relevancy with primary, secondary, and related keywords
- Maximize the visibility with rich snippets and schema markup
- Fast loading pages that look great
- Understand keywords better to use the searcher's terms in the content

PROMOTIONAL VIDEOS(2D, 3D & Corporate Ad Films)

Videos rule the content consumption scenarios today. There a 100 ways you could be creative about your video content and the way it is presented. From short, few seconds videos to few minutes videos are popular with users today. 2D and 3D video techniques are leveraged to create stunning stories ranging from help videos to user instructions.

- Utilize the emotive power of video by appealing to your customer's needs and desires
- Stimulating and eye-catching title in order to grab a viewer's attention
- We help you promote your video with an effective video marketing strategy
- Build hype around the launch of the video
- Metrics of video performance to help strategize





**FACEBOOK MEDIA
MARKETING**



**INSTAGRAM MEDIA
MARKETING**



SOCIAL MEDIA MARKETING

Social media marketing at Cezcon has a lot to do with the strategy than just likeable content for people. What you share socially shall derive from a strategy on how it's going to benefit the brand in the long run. While engagement seems the only metric, we understand the conversion in the long run is what makes the social media marketing efforts sustainable.

- Content categories and calendar to organize the social media shares
- A right mix of content including creatives, photography and videos
- Engaging with customers on a personal level
- Encouraging customers to share reviews and feedback
- Promoting content to maximize reach

LOGO, BROCHURE & BUSINESS CARD

A brand's identity is perceived right from its logo, fonts and each marketing material shared with customers and its targeted audience. Consistency is the mantra when it comes to developing the basic branding requirements such as logo, brochures and business card. With the characters of the brand inbuilt into the details of these materials, branding science is at play when we do it.

- Logo is designed by understanding the brand's story
- The branding elements communicate the values to consumers
- Readability, elegance and simplicity are ensured
- Consistency across all marketing materials are achieved by sharing a brand book
- We work with integrity



ERP

ERP Solutions from Cezcon offers a wide variety of functions. The ERP Solution can be accessed online. Some of the core modules included in Cezcon ERP software are Finance, Human resource management, supply chain management etc. We also deploy and service many of the major ERP software.



ACCOUNTING S/W

Cezcons accounting software solutions allows you to work from anywhere. The cloud based accounting software allows you to manage your finances by tracking sales, creating and sending invoices and viewing reports anytime. Not only allowing secure access to your accounting data, with Cezcon software you can collaborate with colleagues as well.



POS

Point of sale software for retail single and multiple stores from Cezcon allows you to address the challenges of both small, independent aspirational retailers & large multi-store retail chains. The POS software allows you to manage Billing, Detailed Stock Management, Financial Accounting, Tax Management, Tailoring / Repairing / Services, Manufacturing / BOM, Barcode Printing and Customized Reports.





MOBILE APPLICATION DEVELOPMENT

Mobile applications are a thing of a niche customer base or of a very popular product. While a website is something that you access once in a while, read and forget as its hosted elsewhere, a mobile application is something that's on your Phone's limited space; it's vital to offer value to the users. Effort, strategy and design, the best of these win on the mobile space.



- Profound knowledge of frameworks and mobile technologies
- Time bound delivery and cost effective services
- Provide dynamic services to various platforms
- Native application development for iOS and Android
- Highly customized mobile applications for consumer needs and enterprises





+971-56-422-3610



+971-43-444-395



+971-54-581-9182



Cezcon Solutions LLC
Saheel 1, Al Nahda 1
Stadium Metro Station, Dubai-UAE



info@cezcon.com



www.cezcon.com

