



DESIGN

BRANDING

# COMPANY PROFILE



DMS

CONSULTING

ERP

CRM



**DocuWare**

AUTHORIZED PARTNER

2023

## About Us

Infomark TC Ltd is a technology products and services company that provides IT solutions, Outsourcing Services, Graphic Design services and Consulting.

We work with companies to save cost, increase efficiency, and optimize resources through automation of business processes, managing workflows efficiently and replacing, augmenting, supporting or outsourcing processes.

We are driven by passion, innovation, continuous improvement, and excellence in all our company operations.

We continually train our staff in order to meet the rigorous and dynamic industry requirements and to keep tabs with the ever-evolving technology.



### Our Vision

To be a pan-african leader in the provision of cutting-edge information management and marketing solutions.

### Mission Statement



- ◆ To provide unmatched information management and marketing services to our clients.
- ◆ To partner with our customers and add value to their business through provision of timely solutions.
- ◆ To deliver our services with a positive approach and highest level of customer service.

### Business Objectives



1. To build the Infomark TC Brand and to be identified with technology, innovation and efficiency.
2. To provide the highest quality, best priced technology services to our clients.
3. To be the largest technology and business services partner in Africa.
4. To create awareness of the Infomark TC Brand across industry in Africa.
5. To develop an innovative, skilled and highly motivated team.
6. To continually attract the best talent.
7. To continually research and innovate.

### Our Values



Our values form the basis for everything that we do. They inform and guide the way we manage our staff, the way we serve our customers and generally how we run our business. Infomark TC Ltd caters for the human factor as the key to project success, especially in managed services. This is highlighted in our core values:

## Total Customer Delight

We create value for our customers by engaging with them in deep, enriching relationships, anticipating their needs and even surpassing their expectations.

## Simplicity

We believe in simple solutions to complex challenges; we aim to simplify and make easier our solutions to clients, to define the standards in our business and transactions, and to be a benchmark for the industry and to our own teams.

## Creativity and Innovation

Research and innovation are a key part of our business. We dedicate significant amount of time and resources to research. Our employees are encouraged to innovate and are facilitated to accomplish their innovations. The spirit of learning, innovation and creativity is always recognized and rewarded at all levels of our company.

## Independence

Infomark TC is an independent company that exercises the freedom to make strategic decisions in the best interests of our employees, customers and shareholders.

## Staff

Infomark provides an environment of openness and trust, respect and encouragement, teamwork and recognition, enthusiasm and reliability. Our staff are provided the opportunity to grow and soar, to fulfill their career and personal objectives. We encourage our staff to get involved in all aspects of company operations - which promotes their learning and progress as they develop their careers. Our employees are informed of what the company expects from them and they are expected to give the best of themselves everyday. In return, the company gives employees the feedback and coaching to help them grow.

## Service Culture

The culture of service with a passion is deeply ingrained in our staff. Client needs and concerns are placed on a higher priority to internal ones.

## Competitiveness

We have strive to offer our products and services to our customers at highly competitive rates and in all our personal interactions, we strive to win fairly against our competitors.

## Integrity and Commitment

In serving customers and colleagues, we balance drive with honesty and integrity in our business dealings. We hold active responsibility and accountability in high regard for both business targets and people. We strive for top performance and take the consequence of not living up to our commitments.

## Excellence

Our company culture espouses excellence, and we continuously strive to become a World Class Company by developing true value-added partnerships with our customers and balancing and satisfying the needs of all our stakeholders. We can do this by releasing the full potential of our people through shared values and a culture of trust, empowerment, and continuous improvement. Quality and the pursuit

of business excellence has become an everyday passion. We practice the tenets of Kaizen, continuous improvement. We regularly perform self-assessment against the model as a means to evaluate our performance and to identify and prioritize improvement activities.



**Partnerships**

We are committed to deliver business growth, feedback and support to all our partners.

**Our Services**

**IT Solutions**

- ◆ Document Management Systems (Docuware Partner)
- ◆ Workflow Systems
- ◆ Enterprise Systems Security

**Outsourcing**

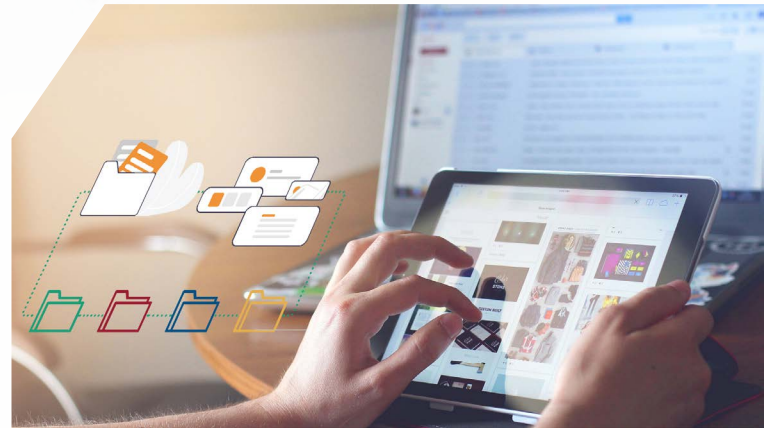
- ◆ Imaging - scanning and indexing of documents
- ◆ Records Appraisal, Inventory and Filing Management Services
- ◆ Back Office Operations

**Consulting**

- ◆ Document/Records Management Policies
- ◆ System Implementation and Customization Services
- ◆ System Support
- ◆ Training

**Graphic Design Services**

- ◆ Branding
- ◆ Website Development
- ◆ Publications
- ◆ Print Production
- ◆ Advertising
- ◆ Signage



**IT Solutions**

**Document Management**

Infomark TC Ltd is in partnership with Docuware, a global leader in document management solutions. Our Document Management System will enable your company to accomplish more with few resources through automation of daily office tasks leading to better and efficient access, retrieval and storage of information. Your staff can quickly access the content they need, complete

tasks quickly and archive files securely. The Document Management System also provides workflows that will automate procedures used to process documents, providing quick, accurate and efficient utilization of your knowledge assets.

## Business Process Outsourcing

We support businesses to focus on their core functions through outsourcing of services such as digitization/data capture and human resource management. Infomark TC has developed efficient processes in sorting documents, scanning/digitizing, indexing and storage of documents in a secure document management environment. We support

transition from paper-based legacy systems to a true digital environment based on our rich experience, putting into consideration the unique requirements of your project, such as record types, content, database specifications, and aesthetic preferences. Our experienced imaging team will scan and index your document backlog as well as your current documents as per your requirements. Companies that have embraced digitization report huge savings in time, and generally experience improved productivity with much fewer staff.



## Consulting

In 2015, we began offering services ranging from strategic consultancy to operational support in all ICT areas. The services we offer are often provided, in combination or exclusively, through making available experts on a time-and-means basis.

## Knowledge Management

Infomark TC considers the role of providing consulting services to organizations that intend to develop Knowledge Management (KM) Infrastructures as core to its business. Infomark will be involved in all the core aspects of building the life-cycle of this infrastructure for your company. As a company, you will need a Master Plan for how to go about this task in order to create a true KM infrastructure.

## Records Management Service

We provide a physical records solution that hinges around the following service offerings:

- ◆ Development of an inventory and indexing criterion
- ◆ Receipt and preparation of forms for storage
- ◆ Filing of application forms in well-labeled files
- ◆ Preparation of hand-over documents to the off-site registry
- ◆ Handover of files to the offsite registry service provider. We provide this in conjunction with other partners in the industry.



## Business Process Re-engineering and Workflow Design

We analyze a company's current business processes and design a plan to incorporate a workflow component. This may include analysis of the daily work routines and recommendations on Business Process Re-engineering (BPR).

## Training

We provide extensive high-quality training in information management and related disciplines to enable our clients keep up with dynamic global requirements. Our clients will determine the centres and timing for the training sessions, which include user training, administrator training and active user program.

## Branding

Infomark TC Limited is a leading company offering branding services. We assist businesses to transform ideas into a unique business identity that can fuel growth, helping companies come up with an image that stands out from the pack. In the 21<sup>st</sup> century, consumers make buying decisions based around the perception of the brand rather than the reality of the product. Brands have therefore become more valuable than their physical assets they represent. A strong corporate brand adds depth and value to your company's product and service offerings. Your company will grow faster than ever before through the creation and nurturing of a strong brand identity.

## Logo Design

We design logos with simplicity and versatility in a way that serves our client requirements. We do indepth research in order for us to understand our clients' products and services, thereby coming up with a logo that projects the best representation for both the company and its offerings. The logos we design are not only attractive, but they have the ability to get etched in the minds of clients and create deeper interest in the company and its products. We assist companies to come up with the most ideal brand colors and captivating slogans.

## Graphic Design and Printing

At Infomark TC, we have the expertise in graphic design and layout creation, as well as access to state-of-the-art digital and offset printing equipment. Some of the products that we produce include books, magazines, brochures, fliers, banners, posters, newspaper advertisements, company profiles, annual reports, calendars, business cards, letterheads, folders, hotel menus, rate cards, notepads, invitation cards, e-cards, among others.

## Large Format Printing (Banners)

We are experts in production of roll up banners, wall banners, backdrop banners, vinyl stickers, among others.

## Promotional Materials

Our company is a leader when it comes to production of promotional materials for all your marketing ventures. We produce items such as branded gift bags, umbrellas, thermal mugs, water bottles, pens, diaries, notebooks, magic mugs, keyrings, wall hangings, lanyards, mouse pads, fleeces, among others.

## Fabrics

We brand items such as Tshirts (round neck, polo neck), corporate shirts and blouses.

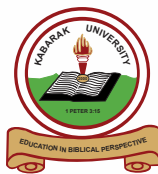
## Signages

We produce billboards, directional signages, door labels, 2D and 3D LED signages, among others, using a range of materials such as perspex, forex and corex boards.





## CLIENT PORTFOLIO





## **Our Contacts**

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