

## Case studies

We have created several case studies that describe in more detail, and based on gained experience from actual projects, how a PUM expert can help in the described subject.

### For non-IT companies

	For the case study please click here
<p><b>Blended Learning</b> For colleges that want to implement e-learning for their students, graduates and practitioners. This is a question of both change in learning methods and pedagogy and in the use of information technology in education.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudyblendedlearning16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyblendedlearning16.2.pdf</a></p>
<p><b>Web presence</b> The web presence is becoming more and more important for organizations. In certain markets it is the way to stay in business. Examples are the Tourism industry and e-commerce via web-shops.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudywebpresence16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudywebpresence16.2.pdf</a></p>
<p><b>ERP – Enterprise Resource Planning</b> Companies with a logistic process s.a. manufacturing, transportation and services companies often face the problem of managing all the resources (financial, material and capacity) in an efficient way to satisfy the customer needs and stay competitive.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudyerp16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyerp16.2.pdf</a> <a href="https://www.pum.nl/sites/default/files/pumcasestudyerpselection16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyerpselection16.2.pdf</a></p>
<p><b>CRM</b> The objective of CRM systems is to monitor and manage the relationship of a company with its customers. The systems facilitate the acquisition of new customers as well as maintain the relationship with existing customers.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudycrm16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudycrm16.2.pdf</a></p>
<p><b>Website Content Management</b></p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudywebsitecontentmanagement16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudywebsitecontentmanagement16.2.pdf</a></p>

<p>Realizing a website or web application is one thing, keeping it up-to-date is much more work and more expensive than most companies foresee. It is also difficult to find skilled staff that is willing to perform such work over a long period of time.</p>	
<p><b>Digital Marketing</b> Until recently most small and medium enterprises (SME's) could survive and be successful without investing much time or money into marketing. However, in this digital age of internet and mobile technology, whereby the IT market becomes more global and competitive, mobile and social media presence for a company has become a crucial factor and of vital importance to attract new customers.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudydigitalmarketing16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudydigitalmarketing16.2.pdf</a></p>

For IT companies

<p><b>Continuity &amp; Security</b> An ever increasing part of business processes is supported by information systems. Therefor companies need to take measures in case these systems fail or become unavailable.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudybusinesscontinuitysecurity16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudybusinesscontinuitysecurity16.2.pdf</a></p>
<p><b>Quality &amp; Process improvement</b> In the emerging markets many IT companies try to generate business from the western world. These western companies are not just going for a low-cost solution. First priority is to have a quality solution.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudyqualityprocess16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyqualityprocess16.2.pdf</a></p>
<p><b>Software Package Provider</b> Some IT companies developed custom software for their customers, that has potential for becoming a packaged solution for other-- local--companies. Management wants to exploit that opportunity and grow into a "software package provider".</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudysoftwarepackageprovider16.pdf">https://www.pum.nl/sites/default/files/pumcasestudysoftwarepackageprovider16.pdf</a></p>
<p><b>IT company Business Planning</b></p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudyit16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyit16.2.pdf</a></p>

<p>Many IT providers still lack the focus and quality awareness needed to create a successful company. Often the market potential is there but the IT company have problems to organize themselves for profitable growth.</p>	
<p><b>Incubator Center</b> Many IT Universities see the talented people, after their study, to leave the country to find a job in the western world. This is loss of investment but moreover these talented people are not contributing to the application of IT in the country. An answer to this trend is to set-up an Incubator Center.</p>	<p><a href="https://www.pum.nl/sites/default/files/pumcasestudyincubator16.2.pdf">https://www.pum.nl/sites/default/files/pumcasestudyincubator16.2.pdf</a></p>