

PUM

Netherlands senior experts

Entrepreneurs for entrepreneurs

**Find out how
your business
can benefit
from our
expertise.**

PUM Netherlands senior experts offers knowledge and expertise from 50 sectors of the economy. Our experts have many years of professional experience in their field and share their knowledge on a voluntary base.

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BUSINESS CONSULTANCY

IT Business Consultancy - non-IT Companies

IT is of vital importance to every organisation in every country around the world. It is about improving business performance by the application of IT technology. In emerging markets, the ever increasing application of IT and Internet solutions is essential for the growth of the economy. With the help of IT technologies, companies can improve the control over their business, increase their competitive position and manage growth.

With the strong growth of the application of smartphones and mobile internet the awareness regarding IT is growing as well. PUM offers advice to companies selling IT solutions, as well as to companies that are active in other sectors that have an IT request. This sector sheet covers how PUM helps non-IT companies.

SMEs need to apply IT solutions in order to manage the growth and stay competitive in their market. The PUM expert can analyse your business processes, discuss possible IT solutions that help you to improve your business performance and initiate actions to implement the applicable IT solution.

AREAS OF EXPERTISE

E-LEARNING, BLENDED LEARNING

Especially in emerging countries that have poor road and air transport infrastructure there is a great need for E-learning solutions with as extra complication that the supply of electrical power and the internet connection is not stable. These solutions are applicable for schools, government and companies. PUM can help to create the technical infrastructure, the learning environment with the appropriate Learning Management System and curriculum innovation.

CRM - CUSTOMER RELATIONSHIP MANAGEMENT

The objective of CRM systems is to monitor and manage the relationship of a company with its customers. Since customers are the livelihood of companies, managing the relationship with those customers is crucial for all companies. PUM can help you to select and implement the appropriate CRM system.

ERP – ENTERPRISE RESOURCE PLANNING

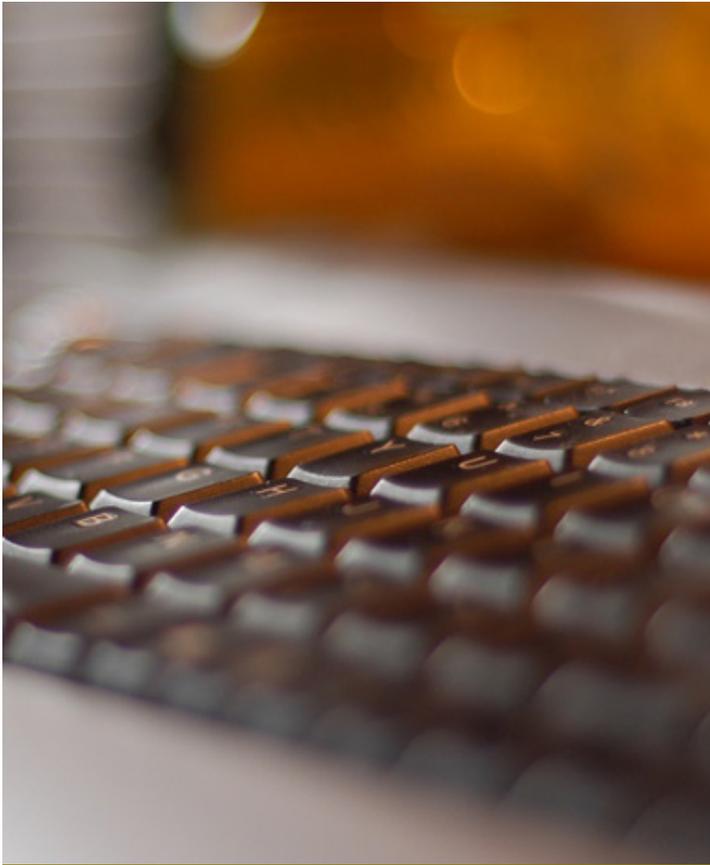
Companies with a logistic process such as manufacturing, transportation and services companies often face the problem of managing all the resources (financial, material and capacity) in an efficient way to satisfy the customer needs and stay competitive. The proper implementation of an ERP system helps companies to overcome this problem. PUM can help you to select a suitable ERP system and make an implementation plan for it.

DIGITAL MARKETING & WEB PRESENCE

Digital Marketing offers SMEs an effective way of marketing, to reach the potential customer and offer a level playing field and to compete with the larger companies. The web presence is becoming more and more important for organizations. In certain markets, it is the way to stay in business. An example of this is the Tourism industry. In the western world >80% of the travel bookings is done online. Also in other industries, with the growth of e-commerce, the application of internet technology has a significant growth. PUM can help you to define and implement the Digital Marketing and Web presence components.

CONTENT MANAGEMENT

Realising 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. PUM can help you to align business processes and get content management organised.



AREAS OF EXPERTISE CONTINUED

E-COMMERCE

Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Online shopping is a growing implementation of e-commerce. PUM can help you to define and implement your e-commerce strategy.

BUSINESS CONTINUITY AND INFORMATION SECURITY

An ever-increasing part of business processes is supported by information systems. Therefore companies need to take measures in case these systems fail or become unavailable. PUM can help you to define and implement measures safeguarding your business in terms of business continuity and information security.

CUSTOMER EXAMPLES

AGRICULTURE IN ASIA

In cooperation with a local university a mobile app will be developed that will supply information to farmers on how to grow certain crops, manage disease and pest control, as well as obtain market and price information. These days in emerging markets, the coverage of smartphones with internet connection is much higher than the availability of desktop and laptop computers.

TOURISM PROMOTION IN MIDDLE-EAST

We received the request to assist in developing an effective online marketing and e-commerce strategy for a website in order to increase the online revenue and e-commerce sales. The PUM expert analysed the current web traffic using tools like Google Analytics, Site Analyser, Alice and Woorank. From that, we discovered current technical problems (performance) and problems with the SEO and content, which were rectified. In addition, a social media strategy was developed.

ERP IN SOUTH AMERICA

A coffee processing company whose suppliers are organised as a cooperation of 180 farmers requested an expert that helps to install and make functional an intranet system. The requested functionality includes an integrated goods reception, accounting system, certification process, administration and roasting, in order to implement an ERP system that has the capacity of making accurate decisions at any moment. The PUM expert helps the company in the phased implementation of such a system.

E-LEARNING IN AFRICA

For a college in a rural area of a sub-Saharan country we agreed, after having set up a project plan involving several advice missions, to help them to move to a blended learning environment taking into account the unstable energy supply and limited access to internet. Starting with a proper technical infrastructure (wired and wireless), the implementation of a Learning Management System will be organised.

HOW CAN
WE HELP
SHAPE YOUR
BUSINESS?

Want to know how a PUM senior expert can help you specifically? Apply for advice online or take up contact with your PUM representative for a personal introduction.

www.pum.nl