



Brief Presentation of
Information and communication Development Company



About us

- ▶ The company was established to deliver professional marketing services in 2004 at Science and Technology Park of University of Tehran. Our business is focused on:
 - ▶ Marketing research and consultancy
 - ▶ Market monitoring systems (MMS)
 - ▶ Research and development on marketing intelligence solutions

Cicell's advantage lies in the quality of services and solutions it offers for problems solving and improving the business processes. For more information, contact us.

People

- ▶ Founder and CEO
Shahram Azad, Master in Marketing Management, The University of Tehran
- ▶ Chairman of Board of Directors
Mohammad Hasannejad, PHD in Management, The University of Shahid Beheshti
- ▶ Director of Services
Amir Khanlari, PHD in Marketing, The University of Tehran
- ▶ Director of Technology
Hamid Amoozegar, Master in Computer Engineering (software), The University of Khajeh Nasireddin Toosi

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Consultation and Research Services

Our services support four management functions: Planning, Organizing, Leading, and controlling.

- ▶ Market and Marketing Research
- ▶ Marketing Strategic Planning
- ▶ Business Development Planning
- ▶ Diagnosis and improvement of Marketing Systems
- ▶ Marketing Process Reengineering
- ▶ Marketing Performance Assessment and Improvement

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Market monitoring systems (MMS)

The monitoring system is a new solution based on business intelligence for supporting marketing and sale managers to have real time and accurate control on marketing performance. The role of a monitoring system is observation and providing answers for questions like **what is up**.

- ▶ This solution consists of some software for data gathering, data organizing and customized analysis and reporting.
- ▶ The duties of monitoring system:
 - ▶ Answering various daily questions
 - ▶ Showing current situation: normal, rising, ideal, falling, or critical
 - ▶ Showing new events: threats and opportunities
 - ▶ Showing trends and events affecting the future



- ▶ Some fields: customer satisfaction, customer loyalty, cost of marketing efforts, effectiveness of advertisement, market share, industry position, competitors' advantages, ...

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Innovations

One of the main missions of CICELL is developing intelligent marketing solutions. By reengineering existing processes and methods and also analyzing new needs of enterprises, older methods, tools and habits must be changed. Innovation is the strategy of leading enterprises.

- ▶ Your interest in cooperation and partnership in any of these projects are welcome.
- ▶ Numeric Network of Market Monitoring Based on Web 2.0 (N2M2)
- ▶ Market Monitoring System for Iranian Industries
- ▶ A Decision Support System in Retailers and Buyers Relationships (ivy project)
- ▶ A Click-based Software for Customized Analysis and Online Reporting For Management Performance Assessment

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Contact us

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