



Information and communication
Development Company

Brief Presentation of

Innovations

The results of Research and development on marketing
intelligence solutions



About Cicell

- ▶ 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.

Our 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

▶ 3

6/27/2009

Numeric Network of Market Monitoring Based on Web 2.0 (N2M2)

- ▶ Numeric Network of Market Monitoring (N2M2) Based on Web 2.0 is a developed version of syndicated networks of market research, which supports managers in decision making at three levels of data, information and business knowledge. N2M2 operates based on Web 2.0 models and approaches as an information platform that lets three groups of participators: market research companies, market and business analyzers, investors and industry managers share their data and thoughts. Business owners can become a member of this network and get access to market information of the interested industry in different countries, follow the trends, see the latest news and events and be aware of other users' views and thought.
- ▶ The mission of Numeric Network of Market Monitoring is to support businesses in goal setting and developing a collective intellect.
- ▶ The main specifications of the system: transferring the data into information and knowledge, covered local and global markets, a place for integrity of various data resources, interactional participation to predict and developing solutions for local or global crises, friendly and enjoyable web environment.

▶ 4

6/27/2009

Market Monitoring System for Iranian Industries

- ▶ The main problem an Iranian Market Monitoring System (IMMS) would address is the lack of basic market data among industries in Iran, which forms the basis of any industrial and economical programming. Most decisions are made based not on current market situation but on prejudgments past experiences. **Wrong or right!**
- ▶ The system's mission is constant monitoring of the markets to support the Iranian industries and Government with basic knowledge needed in critical decision makings. Through this system, government, investors, and industry managers can get access to the latest situation of markets.
- ▶ Software and communication technology is used in Iranian Market Monitoring System design, to automate providing, processing and presenting the information. The system answers three main questions that government, industry managers, and investors are facing:
 - ▶ In what industries and products to invest?
 - ▶ What is the appropriate capacity regarding my investment (Tones, Liters ...)?
 - ▶ What are the market standards?
- ▶ Lack of precise and efficient answers to these questions has resulted in irregular distribution of governmental loans unsuitable plans, and waste of resources.

▶ 5

6/27/2009

A Decision Support System in Retailers and Buyers Relationships (ivy project)

- ▶ Decision Support System in Relationship between Retailers and Buyers (ivy project), is a communication network based on information and communication technology which supports decisions made by buyers and retailers in the process of selling and purchasing.
- ▶ The system helps buyers find the best shop which provides desired product through their cell phones, ATM, or PCs before looking for a product. To suggest a shop, the system considers: distance between the shop and buyer, traffic, the number of product existing in the shop and the price.
- ▶ The system plays a critical role to improve retailers and suppliers competitive position. It also supports retailers and suppliers in: shop positioning, determining the products, being just in time in stock policy, credit evaluation and managing the customers' risk.

▶ 6

6/27/2009

Click-based Software for Customized Analysis and Online Reporting for Management Performance Assessment

- ▶ The software provides new solutions for managerial concerns over timely awareness of the latest situation in key control areas (e.g. control indexes of marketing operations). The software provides a comprehensive information system for covering all phases of marketing performance assessment: defining measurement variables, collecting data, analyzing and processing information.
- ▶ The software makes it possible that managers (end users) use the analysis and reporting module directly and simultaneously with no need to a mediator (e.g. statistics expert) or statistical knowledge. They can use the system just by clicking.
- ▶ Many users need a simple and fast system to answer their questions without becoming involved in complex methods and processes of statistical analysis; with this software we are trying to meet their needs.

▶ 7

6/27/2009

Contact us

▶ Address:

Science and Technology Park of The University of Tehran, Farsh – e – Moghaddam street, Kargar Shomali avenue, Tehran, Iran

▶ Tel - fax: +98 21 88 25 28 44

▶ Email: info@icell.com

▶ 8

6/27/2009