

# KPTAC

TECHNOLOGIES

COMPANY PROFILE



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BUSINESS,  
ADMINISTRATIVE  
& CONTACT  
INFORMATION



Business name: KPTAC Technologies  
Company License Number: 661814  
Legal Type: Civil Company  
License Issued from: Department of Economic Development, Dubai  
Telephone: +9714 3793455  
Fax: +9714 3793465  
E-mail: [info@kptac.com](mailto:info@kptac.com)  
Physical address: 903, Le Solarium Building, Dubai Silicon Oasis  
Postal Address: P. O. Box 30479 Dubai, UAE

Banking details:

- Bank: RAK Bank
- Branch: Bur Dubai, Dubai
- Bank A/C #: 0033-459535-061
- IBAN #: AE900400000033459535061

# INTRODUCTION





# WHO WE ARE

With an inventive mindset and deep knowledge of the new media landscape, we connect people and brands in mutually beneficial ways. We create websites, applications, videos, mobile apps, games, and engaging content that get people interested in our clients' brands. We invent new ways to engage people that will enhance the brand engagement experience and drive sales.

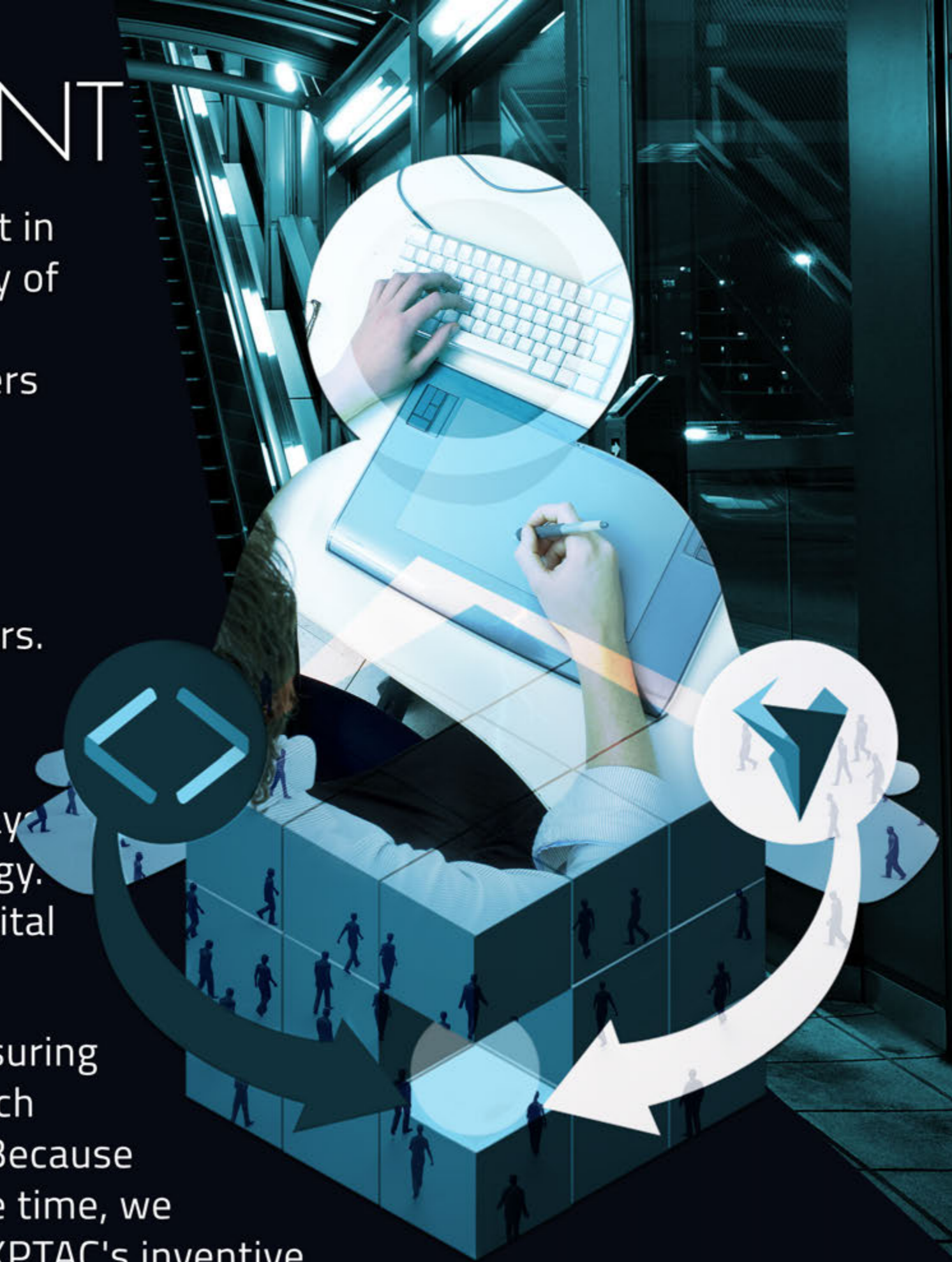
Our specialties include interactive content production, website creation, graphic design, social media marketing, mobile app development, and campaign analysis. As we incorporate new tools and engage in the latest forms of communication, our ideas transcend mediums. KPTAC's holistic solutions continuously deliver the right message, in the right place, at the right time. And, we build so our work is measurable and accountable.

# HOW WE'RE DIFFERENT

As digital natives, we understand how people interact in the digital space. The KPTAC team is a diverse medley of right-and left-brain thinkers; we are strategists, designers, sociologists, programmers, digital engineers and above all, innovators. This combination of talent fosters a rare level of insight, enabling us to build exceptional experiences for effective brand communication. We collaborate with filmmakers, photographers, researchers, programmers, and writers.

When meeting with a client, we assess their fundamental business goals and identify the best way to place people at the center of the marketing strategy. Sometimes this means creating a comprehensive digital solution, sometimes it means staging a series of


Regardless of the medium, the important thing is ensuring meaningful connections. Our research-driven approach helps reveal customer insights which fuel our work. Because as much as we would like to say we get it right all the time, we believe in making informed communication choices. KPTAC's inventive solutions engage people with relevant and meaningful forms of contact that are absorbed effortlessly. We call this absorption marketing.



WHAT WE DO







We build meaningful, engaging experiences that are actively embraced and effortlessly absorbed.

# PURPOSEFUL INTERACTION

To truly engage an audience, marketing should satisfy a need, enrich lives, entertain, or all of the above. Our passion is unearthing the soul of a company, then nurturing and planting it in the minds of others through compelling experiences.

Rather than shout at people, KPTAC connects in more organic and natural ways. We identify and attend to people's motives and emotions, allowing them to participate in the experience and receive the message on their terms. Put simply, our work understands people and engages them genuinely.

# A SOLID FOUNDATION

Some rules we live by:

1. User input is powerful.
2. Offer honest and plain-speaking advice to clients.
3. Collaborate democratically.
4. Make the complex, simple.
5. Don't treat people as an audience waiting to be targeted.
6. Set goals early; measure success often.
7. Deliver more than expected.



TECHNOLOGY





We view technology as a tool for addressing your unique marketing challenges, and the process starts with a thorough understanding of what you want to achieve. To formulate the perfect solution for you, we merge various technologies ranging from web application frameworks and content management systems to mobile applications and social media platforms.

- Content Management Systems (CMS)
- Email Marketing and CRM
- Enterprise Resource Management (ERP)
- Server-Side Development
- Client-Side Development
- Technology Assessment
- RIA Integration
- Software Architecture
- Quality Assurance
- iPhone Development
- Custom Web Applications
- Corporate Identity Sites
- Microsites
- Technology Integration
- Intranet Solutions
- e-Commerce Development

ADVERTISING





# BRANDING

## Name & Brand

- Creating new Name, Brand & Style

## Corporate Logo & Identity

- Logo, slogan & marketing instruments
- Corporate styles & colors
- Designing and producing corporate items (uniforms, stationary, gift items, etc.)



# CREATIVE

Our creativity isn't limited to making communications attractive; we look for imaginative and inventive solutions in everything we do. The way we see it, a well-designed user interface is included in the price of admission for a brand experience company. We go beyond aesthetics, crafting solutions that stimulate interest and inspire confidence in your brand.

- User Interface Development
- Company Collateral
- Graphic Systems
- Packaging
- Web Design
- Android Applications
- iPad Applications
- Data Visualization
- Visual & Graphic Design
- Interaction Design
- Environmental Graphic Design
- Branded Applications
- Animated Visualizations



# INDOOR

Some of our indoor digital printing products include :

- Popup displays & rollup stands
- Posters, banners & stands
- Backlit displays & signboards
- Promotional counters/displays
- Stickers (walls, furniture, etc)
- Sponsor signs, decals, labels
- Door signs & other indoor printing

# OUTDOOR

- Window stickers
- Banners & signboards
- Billboards & stands
- Scaffolding & stickers
- Light boxes & displays
- Pole & road signs
- Bus & car wrap
- Textiles printing



MARKETING





# ANALYTICS & RESEARCH

Knowledge is power. We help our clients benchmark, measure and maximize their digital marketing initiatives.

- Brand and Advertising Tracking
- Customer Loyalty Assessment
- Website Analytics
- Statistical Modeling & Forecasting
- Research & Audits
- Social Media Monitoring
- Consumer Segmentation
- Data Analysis & Recommendation
- Analytics Performance Analysis
- Retention Analysis
- Multivariate Testing
- Email and CRM
- Customer Profiling
- Solution Definition
- Competitive Intelligence



# STRATEGY & PLANNING

Engage audiences in ways that are meaningful and relevant. From strategic road map development to content management integration, we create immersive user experiences that are easily absorbed.

- Holistic Digital Marketing Strategy
- Business Goal and KPI Definition
- Competitive Analysis
- Target Market Identification
- Persona Definition
- Customer Lifecycle Analysis
- Conversion Path Analysis
- Market Research
- Internet Strategy
- Product Planning
- User Flow Planning
- Customer Needs Assessment
- Customer Retention Program Development
- Brand and Product Positioning
  - o Messaging Framework Development



# SEARCH MARKETING

KPTAC is well-versed in a wide spectrum of PPC and SEO campaign strategies. Our exhaustive approach goes beyond helping you rank well in search engines by identifying specific ways to turn impressions into sales.

- Website Optimization
- SEO
- PPC
- Keyword Research
- Analytics Implementation
- Killer Content Creation
- Landing Page Optimization
- Conversion Tracking
- Google AdWords
- Keyword Management
- Regular Reporting
- Intelligence Reports
- Customer Profiling
- Business Blogging
- Link Building

# CURRENT CLIENTS AND PROJECTS





# DUBAI PROJECTS

Al-Majlis Dubai  
Apparel Group  
Beirut Restaurants  
Bin Majid Hotels & Resorts  
Casa Playa Café  
DAMAC Properties  
DAMAC Hotels & Resorts  
Dubai Department of Tourism and  
Commerce Marketing  
Dubai Golf Club  
Dubai World Trade Center  
Fairmont Palm Jumeriah  
JW Marriott Marquis Dubai  
Marriott Zabeel Dubai  
MH Enterprises LLC  
St Regis Saadiyat Abu Dhabi  
SPS Middle East Trading LLC  
Peak Star LLC  
Ritz Carlton Abu Dhabi  
Rostock Auto Spare Parts  
Sealand Restaurants  
Sandine Zartaux

Safety Electrical Group  
Square Gems General Trading LLC  
Tilal Liwa (Danat Hotels),  
Times of Arabia Restaurant LLC  
Water Engg LLC  
Westland-Morgan Limited  
Zion Metal Supply LLC  
and many more ...



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE



دائرة السياحة  
والتسويق التجاري  
DEPARTMENT OF TOURISM  
AND COMMERCE MARKETING



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



DUBAI  
PROPERTIES



**DAMAC**



# ERP SERVICES



- Tejuri
- UP (Union Properties)
- Abu Dhabi Cooperative Society
- Alpha Fire Service (Bahrain, Qatar & KSA)
- Kiddy Zone
- ACO System FZE
- Qatar National General Trading Co







# INTERNATIONAL PROJECTS

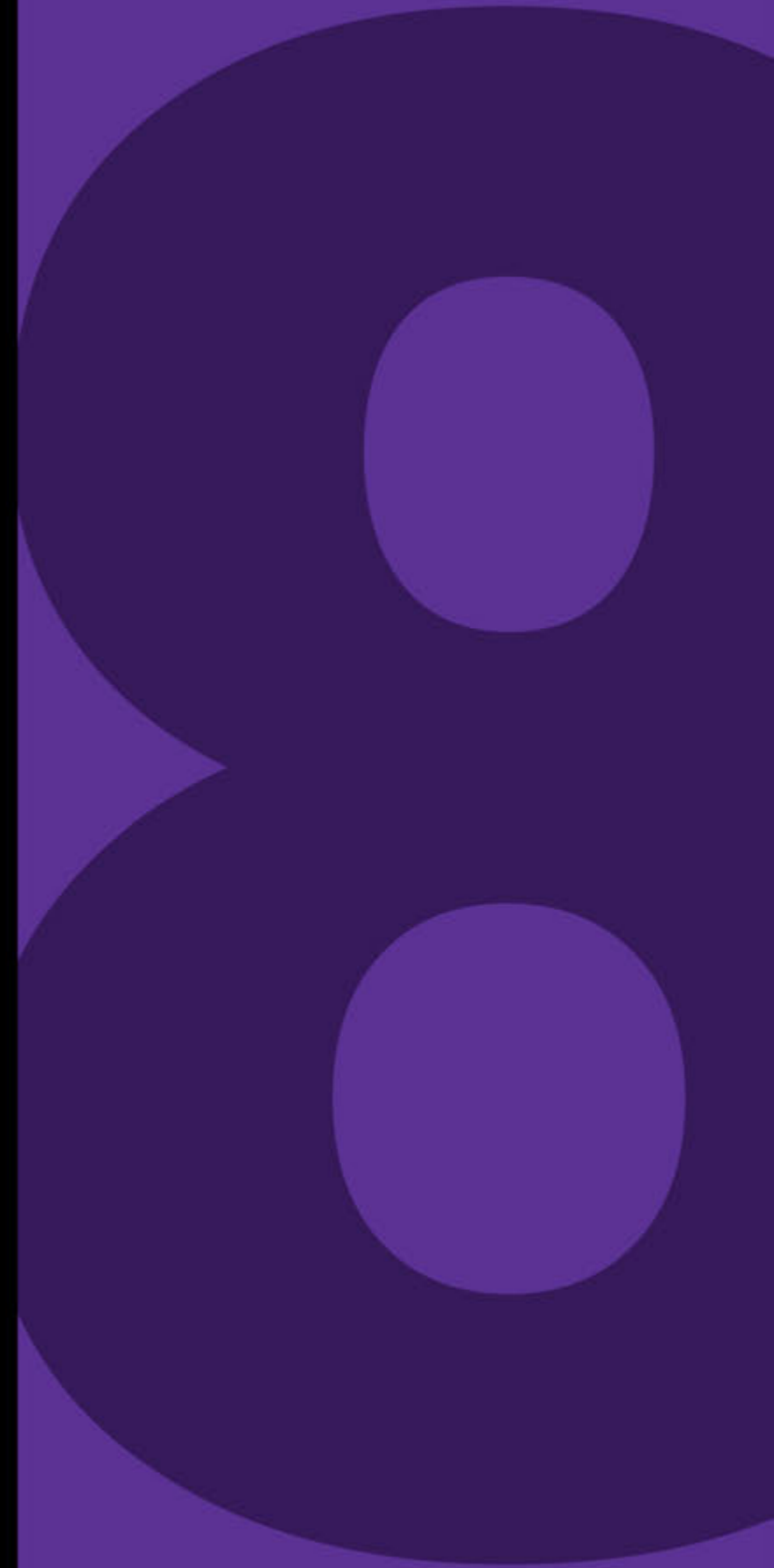
Adam Publishers & Distributors  
Agam Kala Publishers  
Ankodia Society, Gujrat  
Anu Trends (P) Ltd  
Arab Business Club  
Arora Book Co  
Best Corporate Gifts  
Book Mart  
Bookmine  
Buynsellbooksonline.com  
BSC Publishing Co (P) Ltd  
Cabaret Salon Series  
California Nature Treks  
Chilli Seasonss  
Cyclone Box (India)  
Cyber Security Works  
DS Publishers (India)  
DVG Laboratories & Consultants (P) Ltd  
Dynamic Strategies  
Electronyk Academy  
Elcotek India (P) Ltd  
End Demand NY  
Energize India  
Eyekare Kilitch Limited  
Garg Group  
German Village Inn  
California Nature Treks  
Tariq Hadi Photography  
Cabaret Salon Series  
Global Travels  
Gopal Books International  
Heavy Hands Entertainment  
Hotel Grand Tushar  
Khajuraho Tours  
Ignis Restaurant  
IndianCommodities.com  
InterOffice Technologies  
Jawahar Book Depot  
Kisaan Steels (P) Ltd  
Kitab Bhavan  
KS Business Publication  
Landcraft Developers (P) Ltd  
Leather Kraft (India)  
Mantis Medulla Innovata  
Mydiamarks  
Myopathy Support Initiative (NGO)  
Nirvikar Impex  
Numero Uno®



# INTERNATIONAL PROJECTS

Ole Sereni Hotel & Resorts Kenya  
Pilgrims Book House  
Prakash Offset Printing Press  
Abintage  
ChilliSeasons  
P S Books Harbor (P) Ltd  
Public Reporter  
Ravi Iron Ltd  
Relicons Management Services  
Remadhav Publications (P) Ltd  
Saujanya Books  
Shaurya: The Brave Hearts (NGO)  
Sintech Precision Products Ltd  
Soni Infrastructure (P) Ltd  
Space D Building Mindscapes (P) Ltd  
Spark Jobs Recruitment Agency  
Standard Book House  
Star Platinum Recruitment Agency  
Strike Price Advisors  
Times Holidays  
Traccommo  
Trueman Publication  
Unique Sellers  
Universal China Tool  
Young Man & Co  
and many more ...

# SUPPORTING DOCUMENTATION





# AVAILABLE ON REQUEST

- a. Copy of detailed curriculum vitae or resume of partners, owners & management.
- b. Copy of identity documents of directors and shareholders.
- c. Company License copy as issued by Department of Economic Development, Dubai, UAE
- d. Maps showing location.
- e. Any other relevant substantiating documentation