

## [CREALAB] KNOWLEDGE for CREATING

*CREALAB, funded in 2003, is a dynamic company engaged to develop a smart and creative working environment based on new Modern Business.*

*CREALAB has a deep understanding of ICT and is made by a network of professionals who:*

- ✓ Know history and tendencies of the ICT market
- ✓ Know innovation and technology enabling new capabilities
- ✓ Know the most appropriate solution for Clients
- ✓ Know in order to Create

CREALAB selects and promotes the most suitable technology for the market, providing consultancy, software and support services in the following areas:

- ✓ Mobile Communication
- ✓ Business Intelligence
- ✓ Web Solution
- ✓ Open Source Solution
- ✓ Knowledge Management
- ✓ Customer Relations Management

CREALAB addresses:

**IT users:** business aiming at adopting technology-based solutions

**IT promoters:** business aiming at promoting their technological products and services

### [Services]

CREALAB provides services and consultancy in the ICT Sector, linking Demand and Supply for Technological Innovation.

Through this open business model fostering the interchange of value between demand and supply, CREALAB offers services and solutions in 4 main areas of the business process:

**Business Area:** enables the Customer's Business initiatives (Business Enabler)

**Operations Area:** provides advice and deploys technological solutions (Consulting - Solutions)

**Resources Area:** supplies tools for recruitment and training; supplies resources (Human Resource)

**Communication Area:** promotes and support the transfer of know how by tailored made solutions designed to impact both at local/national and international level (Social Business Networking)

### [Mission]

Know Technological Innovation to Create Value in the Modern Business to:

- Create Value for our Clients
- Create Value for our Partner
- Create Value for our Employees & Staff
- Create Value for our Shareholders

CREALAB carries out its mission through the knowledge of technology, the ICT sector and business processes.

### [Values]

CREALAB operates in a socially responsible way, meaning a business that is sustainable, ethical and respectful of the environment.

CREALAB values are transparency, awarness towards environmental issues, Customer & Staff relation, profitability.

*Expertice in Technological Innovation  
to CREAtE Values for Clients in Modern Business*

"Great indeed is the generating power of the Creative;  
all beings owe their beginning to it.  
This power permeates all heaven"

Confucius

## [CREActions]

The main software solution created by CREALAB is CREA-RE, a Remote Mobile Management Platform for Mobile Smartphone Device.

**CREA-RE** to be used by the Customer Care, Help Desk and by the device owner in Web Self Service.

**CREA-RE** enables Device Setting, Software Distribution, Application Management and Content Management.

**CREA-RE** Clients are certified on Symbian and Windows Mobile.



## [Partnership]

### Our Partners are also our Clients or Suppliers

This approach allows us to operate on the market by the use of the Partner Leverage concept. This means being able to exploit the different technological synergies and thus capitalize on the abilities and resources both of CREALAB and of the other Partners.



## [Contact ]

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