

Credentials



Contents

Introduction	3
Who we are	4
Core values	5
Our services	6
Some of our clients	7
Case studies	8
Contact	11

Introduction

Embracing Digital Transformation

Customers are becoming increasingly connected using a multitude of devices. For every single interaction, they want content that is real-time, available anytime and relevant to everything they do.

In simple terms, they expect an unrivalled end-to-end brand user experience.

It is these customer expectations which are placing tremendous pressure on all business leaders to change the way they operate and to implement innovative digital strategies to both meet and exceed these customer demands.

Traditional strategies are being left behind as companies of all sizes move toward digital solutions in all areas of business to drive growth.

Finding the right partner to identify opportunities, implement the correct strategies and deploy the most appropriate technologies is crucial for a successful outcome.

The iCentric Agency has an unparalleled track record in achieving successful outcomes for our wide range of clients. Let us help you transform.

“iCentric Agency’s technical understanding and translation of our requirements and aspirations, together with their unwavering commitment and professional excellence, has been everything we required from an external agency.

We basically see them as a natural extension to our very own in-house team. As such, we have complete confidence in recommending them to future clients for any digital project, whatever the size. Working with them has been a real pleasure...”

**John Rothwell – Web Technical Manager,
Mott MacDonald Ltd**

Who we are

We are digital transformists

We are in the middle of a fundamental refresh cycle in business applications powered by the cloud, powered by data, powered by intelligence.

iCentric has over ten years experience in this specific area, advising, implementing and maintaining next generation applications for aspiring businesses, great and small.

We have built an A1 International credit rating with a team of 30 digital professionals operating from an 8,500 sq ft Research and Development facility in central Bedford and a Sales and Marketing office located in Piccadilly Central London.

In addition we have 12 specialist partners who, through close collaboration, provide seamlessly integrated solutions such as augmented reality experiences, robotics and a wide range of IOT services.

To-date our client list includes brands like Travelodge, Porsche, The United Nations, Mott MacDonald, Charles Wells, Fujifilm and Subaru.

“We have used iCentric for a number of years. Quite simply they are the best digital people we have come across full stop. They have a high level technical understanding, great attention to detail, and deliver to deadlines.

I have no hesitation in recommending iCentric as a great team of professionals who together have provided a significant commercial advantage to our business.”

Louise Ross – London Luton Airport

Core values

Differentiating business strategies with a digital lens

Our strength lies in our people

Our highly valued, passionate team have a unique blend of business experience which places them in a position of strength when assisting clients to discover, develop and deploy digital business solutions.

Together we are able to translate business requirements into a cohesive digital strategy. Our development team is then able to translate that digital strategy into a seamless, turn-key digital deployment.

We are big thinkers

We think globally as well as locally. Not only are we in touch with the fabric of regional opportunities, iCentric is always looking at the big picture.

We are on top of the latest global trends and have access to cutting edge tools and up-to-date digital innovation.

Start small, think big and forget limits. Opportunities will become evident, motivations will become clear and perspectives emerge.

We are inspired

We are a team of digital evangelists who push technical innovation to the limits.

Inspiration comes from closely monitoring high performance companies who use digital technology at the heart of their business to drive growth.

Our team offers this very same innovation and technology to our clients, placing them at the very front of the digital transformation curve.

We are about knowledge

Any successful digital transformation starts with having the right team, with the right knowledge and the right skill sets.

Our seasoned team of professionals offer vast experience in all things digital and provide absolute clarity at every stage through a single point of contact and accountability.

Our services

We invite clients to challenge us

We create bespoke, enterprise-wide, digital capability which delivers unprecedented levels of business performance.

Our digital capability drives positive outcomes for enterprises across key areas including Sales and Marketing, ERP, CRM, Finance, eCommerce and Business Intelligence.

Advisory

Together we identify areas of benefit and recommend the technologies and processes that will enable transformation.

Implementation

We provide the project management, technical skills and creative design expertise required to implement the planned transformation.

Management

We support the transformation, measure performance and strive for continuous improvement across all processes.



Some of our clients



Case studies

IM Group



Client

IM Group are a diverse organisation with a multi-national presence, whose main areas of activity are in operating vehicle sales franchises across Europe.

Sector

Automotive.

Brief

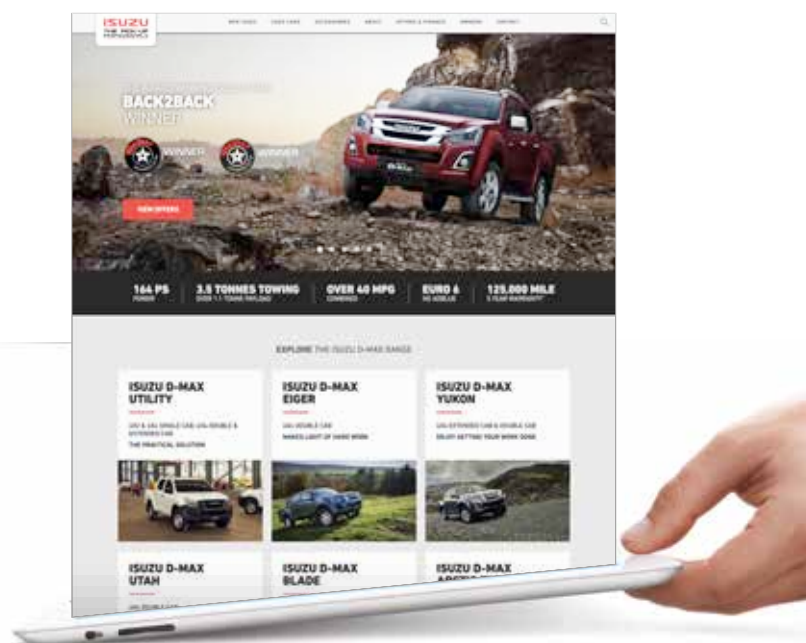
Unification was the goal for this project. With so many different parts to the operation, web content, vehicle specifications and prices, parts and accessories, advertising, customer care, sales and marketing, dealer promotion, finance and more, the coordination of separate operations had become unmanageable.

Solution

A holistic approach was taken in implementing a digital solution. An array of operations were brought together and coupled within a digital platform, which manages the integration, delivery and distribution of information bi-directionally.

Impact

The result is a significantly improved operation, which not only functions with greater speed and efficiency with less manpower, but also offers a greater level of information to management and enhanced data security to meet the requirements of GDPR.



Case studies

Aramex

aramex
delivery unlimited

Client

Aramex are a global logistics business, specialising in Return Logistics, a B2B service that fulfils retail clients' commitments to providing a goods return service for their customers.

Sector

Logistics.

Brief

The requirement for this project was to provide a system which would enable the client to roll out white-label Customer Return portals for their retail partners. Speed of deployment, ability to meet the diverse needs of multiple retail partners and compatibility with existing systems were all key.

Solution

Success for this ambitious project required a ground-up development of an entirely user configurable, digital platform with every element designed to be tailored to suit the requirement. The system was tightly coupled to existing logistics systems with bi-directional integrations.

Impact

The end product is a system that enables new portals to be deployed in minutes and provides a previously unavailable suite of management and BI tools, which massively increase the business' operating capacity.



Case studies

Mott MacDonald



Client

Mott MacDonald is a global engineering consultancy, operating in 150 countries and employing over 16,000 people.

Sector

Consultancy.

Brief

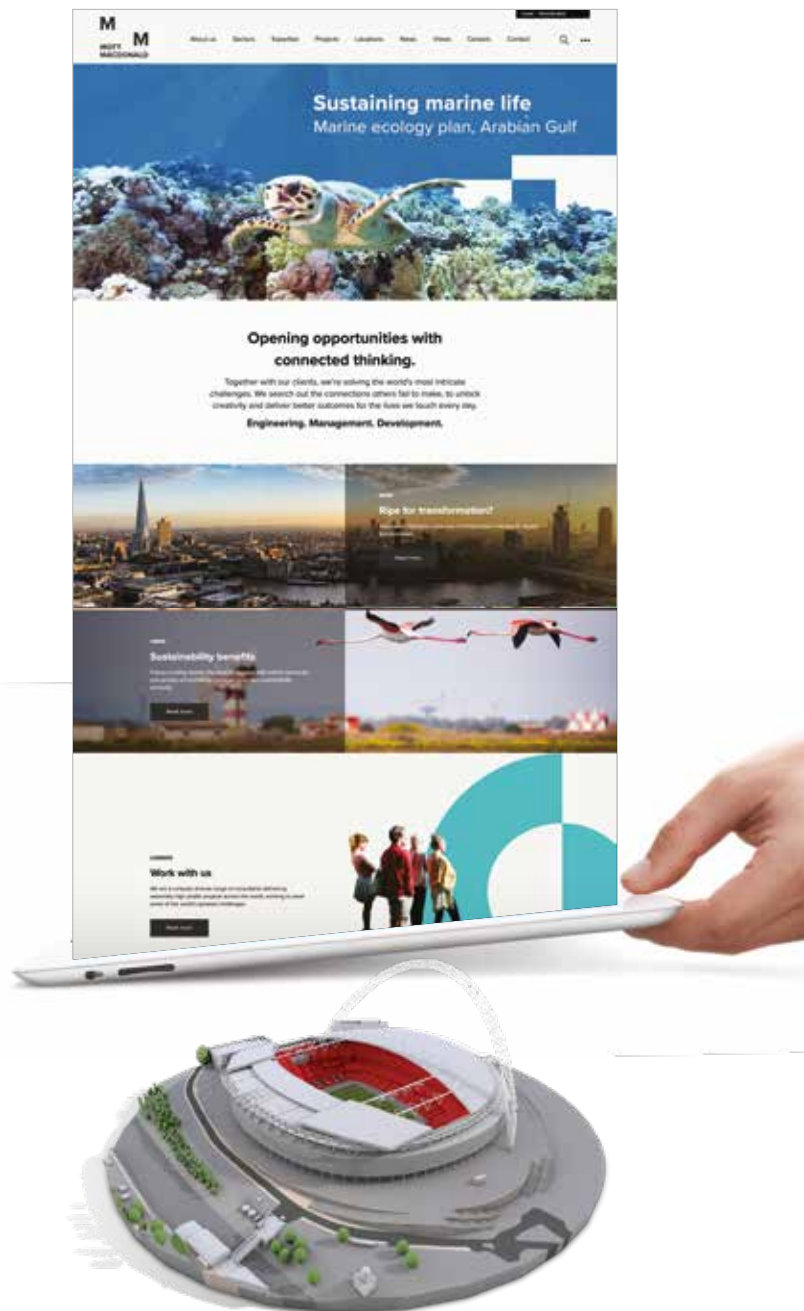
Centralisation was the underlying objective for this initiative. As an organisation that continually acquires and assimilates new businesses, undertakes joint ventures and diversifies into new areas, having a digital system that could centralise the management and publication of information to suit global needs was paramount.

Solution

An entirely extensible enterprise platform was implemented to manage public and private information, digital assets and communications on a global basis, while providing full audit and compliance capabilities.

Impact

The resulting platform replaced seventy-five separate systems at the point of launch and has continued to grow in its management capabilities, despite requiring minimal human intervention. The platform provides an unrivalled level of accessibility, consistency and future proofing, allowing the organisation to focus on its operations more effectively.



Contact

Let us help you transform

Whatever you're looking to achieve, feel free to call for an informal chat, drop us an email or pop in for a cup of tea and some fresh ideas – we'd love to hear from you.

Sales and Marketing

85 Great Portland Street, First Floor
London W1W 7LT
+44 (0)203 137 7094
us@icentric.co.uk

Research and Development

Colworth House, Colworth Science Park,
Sharnbrook, Beds, MK44 1LQ
+44 (0)1234 292000

[Twitter](#) @icentricagency

[Facebook](#) icentricagency

[LinkedIn](#) icentricagency

