



# SERENE ASSOCIATES

Simple Solutions. Passionate Support.

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## FOUNDERS MESSAGE

As a technology consultant and management solutions provider for over 20 years, we understand the importance of providing practical solutions that enable organizations to achieve their goals and objective by simplifying the technology infrastructures through integration and custom solutions where required. Serene Associates was founded on the principles of **“Simple Solutions, Passionate support”**.

We believe in providing great value, establishing lasting relationships, with full transparency.

Organizations need simple solutions to manage complex problems. We specialize in providing organizations a 360-degree view of the entire organization by integrating and consolidating their various systems and generating cross functional reports and management dash boards with KPI's.

Our team provides daily, weekly, monthly, quarterly reporting to our clients, and work diligently with our clients to understand their business needs and build simple customized solutions to achieve their desired goals and objectives. Our clients get 24/7 support coverage.

Our business is built upon our client's success and complete satisfaction.

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Management Consultant  
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## OUR VALUES

### SIMPLE SOLUTIONS

We believe in simplifying our clients' systems and processes through integration and automation to enable them to evaluate and measure progress towards their goals and objectives.

### PASSIONATE SUPPORT

Our organizational purpose is to serve our clients by providing them exemplary service for systems and business processes. Our clients will always have access to 24/7 support from our team.

### COLLABORATIVE APPROACH

We will share risk with our clients by working collaboratively with them through a "generative thinking" process designed to provide exceptional business solutions, based on a customized approach resulting in innovative, yet pragmatic solutions to strategic business and operational challenges. Our teams work very closely with our clients to make sure information and ideas flow seamlessly.

### CONTINUOUS IMPROVEMENT

Our goal is to continuously improve your business solutions and organizational capacity to adapt to a rapidly-changing and competitive business environment.

## ABOUT US

Serene Associates provides customized business solutions to private, non-profit, and public-sector organizations.

With decades of experience in IT systems and management consulting, we help our clients convert complex technology infrastructures into simple management solutions by “integrating” our clients’ key IT Systems and automating business processes to create a seamless information flow throughout the organization. This integration and automation provides management with “timely, relevant and accurate” information to measure and evaluate results and progress towards the achievement of their goals and objectives.

As an integrator, we have assisted many organizations in consolidating/integrating their various technology platforms: sales, manufacturing, accounting, emails, estimating, production management systems, facilities maintenance, to create a seamless Enterprise Resource Planning Infrastructure solution.

As a full-service solutions provider, we also manage staffing (onshore & offshore), integrate managed engineering teams, implement custom technology solutions, reporting and data solutions.

Serene Associates is a private company headquartered in Edmonton, Alberta. For the past 20 years, the Company led by its founders have served clients in Alberta, BC, Ontario and Manitoba including remote operating locations. The founders and staff have decades of engineering, technology, and management consulting experience.

## WHY SERENE?

### BUSINESS AND TECHNOLOGY SOLUTIONS

Serene brings together expertise in business transformation as well as technology consolidation and customized software implementations.

### STRATEGIC EXTENSION OF YOUR COMPANY

Serene is committed to becoming an extension of a client's business, integrating with existing IT and business systems and staff.

### ALIGNMENT WITH CLIENTS' DESIRED OUTCOMES

Serene is focused on helping leaders achieve results they are accountable for in complex environments; our service is focused on achieving our clients' desired outcomes while enabling them through our holistic approach to

- ✓ Convert technology issues and discussions into business discussions and solutions;
- ✓ Create an environment that fosters constructive discussions among the various stakeholders leading to mutually desired outcomes;
- ✓ Create greater certainty, agreement and sponsorship;
- ✓ Establish an environment that promotes greater accountability among the stakeholders;

### CUSTOMIZED SERVICES

Serene does not sell equipment or systems. We are focused on working with our clients existing systems and business processes, to enhance them with customized solutions within your budget and time constraints. Our solutions grow and adapt to your business as you grow.

### WILLINGNESS TO SHARE RISK

We are confident of our ability to deliver value-added and quality services. Our goal is to build a long-term relationship that gives measurable and sustainable value to our clients. We are prepared to give clients the first month of our services at a reduced rate, enabling them to evaluate our services and working relationships.

### TRANSPARENCY & ACCOUNTABILITY

In consultation with our clients, Serene will set annual directions, quarterly goals and weekly milestones. This critical path is tracked and updated with our clients every week.

## TIMELY REPORTING

We have baseline service reports delivered to clients monthly, and often customized based on what our clients need. In our process, we also provide daily project updates and weekly delivery reports.

## MEASURABLE OUTCOMES

Our planning and reporting is structured around our clients' ROI. We enable organizations to:

- ✓ Improve organizational efficiency, revenue, profit growth and cost efficiencies
- ✓ Transform workforce efficiency and enhance organizational capacity
- ✓ Enhance customer and staff satisfaction
- ✓ Manage/minimize business risk

## DEFINED PROCESSES

Our teams follow a very defined process to ensure our clients know what to expect. From daily notes to regularly scheduled meetings to transparent project management tools, our goal is to give our clients full access to our progress and deliverables.

## PROFESSIONAL TRAINING AND REDUNDANCY

We can provide skill enhancement and professional training to in-house staff at a fraction of the cost of IT professional associations or hiring new IT staff. Our staff has the most advanced training and qualifications in a broad spectrum of software and IT systems. Serene can also manage client systems during staff holidays, employment leaves and position vacancies giving our clients great peace of mind that the work will continue to be done.

## OUR APPROACH

Our approach includes understanding the realities, complexities and expectations of your stakeholders and clients. Creating focus and building common understandings and agreements that generate organizational alignment and achieve the desired outcomes.

We realize that no two organizations or projects are the same and therefore our approach is effectively customized to address your organizations specific business needs and environment. We like to begin with a thorough understanding of the desired outcomes (i.e. with the end in mind), ensure that the project/assignment has the appropriate sponsorship and that the objectives clearly align with, and support the organizational priorities.

To achieve these objectives, we take a creative and integrated approach that brings many disciplines, methods and tools to bear. Our holistic approach enables us to bring a business-oriented perspective that recognizes that solution design is just a means and not an end in itself.

We work collaboratively with our clients to support them and ensure, that their desired objectives are effectively met, and that effective process and system support structures are in place for the client to successfully achieve their strategic goals and objectives on a sustainable basis.

Being independently owned, our success is entirely dependent on our ability to delight our customers with exceptional service and effective delivery of desired outcomes.

## OUR SERVICES

### BUSINESS PROCESS AUTOMATION

Use software and hardware to automate your business processes. We review your business processes and where practical work with our clients in determining the effectiveness and ROI for automating them.

### CUSTOM TECHNOLOGY SOLUTIONS

Our team of skilled engineers can support existing software & hardware or guide you in the process of building new and innovative solutions for your business. We use true methodologies to achieve your business goals and objectives.

### MANAGED DEVELOPMENT TEAMS

Whether your team requires extra manpower, or you want to establish a brand new team, we manage the entire process from hiring to integration to development.

### MANAGED OUTSOURCING

We have nearly 15 years of experience managing outsourced teams effectively. With offices in Canada, India and Pakistan, we can provide managed teams within existing offices, or rapidly build and manage your team offshore.

### LEAD GENERATION THROUGH DIGITAL MARKETING

We use methods such as search engine optimization, social media marketing, and search engine marketing to drive leads to your business. Our reporting is specific - RTL [Ranking, Traffic, and Leads]. Our service includes the continuous maintenance and monitoring of your online presence and user behavior to ensure your digital presence is optimized for sales.

### MANAGEMENT CONSULTING

Pragmatic approach to assist organizations in transforming from good to excellent in all aspects of their operations. We apply an integrated/holistic cradle to grave approach starting from business strategy, objectives and goals to the desired outcome i.e. Product and/or service delivery to the clients.

## SOLUTIONS DELIVERY (GENERATIVE THINKING)

Exceptional business solutions based on a customized approach resulting in innovative yet pragmatic approaches to strategic business and operational challenges.

## PROJECT MANAGEMENT PMO DEVELOPMENT AND SUPPORT

Effective delivery of Application Management Services including implementation, upgrades, application hosting services, service level agreements and hybrid service delivery models (whereby we compliment the clients existing resources with additional expertise when required).

## MANAGEMENT CONTROL SYSTEMS

We have considerable expertise in evaluating and designing enabling control systems for organizations to effectively achieve their business objectives.