



World's leading **Digital Marketing Agency**

The Global Footprint

DreamFire is an information technology services company headquartered in Bangalore with sales offices in Santa Clara, New York, London, Delhi and Mumbai. Its services offerings can be broadly classified into Consulting, Technology & Outsourcing.

Flagship Offering

DreamFire's flagship services offering is Web Strategy Consulting. It has acquired large, medium and small accounts including Fortune 500 enterprises in this arena.

Partial Customer List

1. The United Nations
2. Mercedes Benz
3. ONGC
4. Barclays
5. Indian Oil Corporation
6. World Petroleum Council
7. The World BPO Forum
8. GIVE Eco Energy
9. EMC Corporation

Strategic Alliances

The Enterprise IT space keeps evolving. Dramatic changes ensure that no single vendor can provide affordable, scalable, and adaptable solutions. DreamFire's alliances and strategic partnerships with big-league IT vendors guarantee a tightly integrated product suite.

DreamFire works with established leaders in the solutions landscape. IBM, one of DreamFire's biggest partners, collaborates in various geographies around the globe to deliver robust and effective solutions.

Core Values

DreamFire's core values are based on skill, attitude and people. Collaborative teamwork, respect for every individual, continuous learning and innovative thinking are part of the company's DNA.

Industry experts concur that DreamFire creates dynamic solutions that deliver real-time, measurable value. In today's fast paced and deadline-driven business environment, enterprise transformations are hard work. Dedicated IT is a misnomer. Dreamfire develops dynamic interfaces and scalable enterprise resource systems.

The Value Proposition

DreamFire's multidimensional approach Mature solutions, Business & Domain expertise and Local market knowledge enables it to better serve its customers. DreamFire's deep understanding of the IT ecosystem helps in creating configurable, scalable & reliable business applications. The company assists customers in diverse areas such as consulting, system integration and outsourcing.

DreamFire's commitment to quality and belief in human resources helps in delivering quick-turnaround, high-value deliverables.

The Market Prospects

The global market for digital marketing is US\$ 837 Billion. Globally companies have augmented their digital marketing budget since the ROI (return on investment) from the digital channels outgrew that of the traditional channels. Slowdown in economy, reliance on export markets etc made digital marketing the most favored form of marketing. Explosion of the social media and increased adoption of the mobile and tablet justified this enhanced interest in digital marketing.

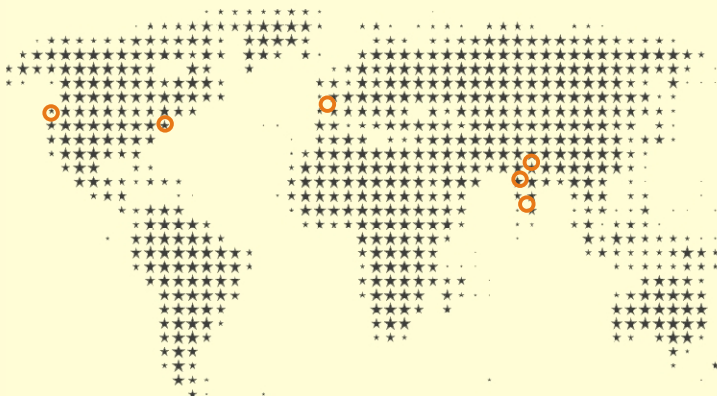
Competition Landscape

The Forrester Wave list of the best interactive agencies does not have any companies of Indian origin. Business domain knowledge, User Experience & communication and technology platform are the skills matrix necessary to deliver end to end digital marketing services. Indian vendors score poorly in the user experience and communication skills though they have an abundance of technical talent.

The US & European digital marketing agencies are prohibitively expensive for a small and medium sized organization.

DreamFire's unique value proposition is that it brings the entire skills matrix in a mutually exclusive and collectively exhaustive with affordability. DreamFire has developed a state-of-the-art digital strategy advisory solution that would aid enterprises to take informed digital marketing decisions.

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