



AIT Marketing Associates Ltd.

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## IT & Communications

AIT has wide and successful experience working with manufacturers, distributors and VARs on brand development and sales strategy, product launch, regional marketing and events.



### Polycom

Global leader in audio and teleconferencing solutions.

### Project Scope

Responsibility for EMEA database management, content design and communication programme in multiple languages to partners, resellers and end users.

### Objectives

To present rich, relevant information to well profiled stakeholders across EMEA. To establish and coordinate pan-European campaign activity to support product launches, channel activity and breaking news. To drive event attendance.



### Netgear

Leading manufacturer of connectivity and networking hardware.

### Project Scope

Localise US product packaging, installation guides and warranties in twelve languages for over 100 products. All translation, country liaison and quality control in-house.

### Objectives

Ensure speed, quality, consistency and cost effectiveness of projects, with seamless hand-over to Far East print suppliers. Maintain glossary for speed and consistency of revision.



### Dell Computers

Leading direct-sales computer company

### Project Scope

Design and produce 20 to 32 page quarterly internal communications literature for print and intranet in 4 languages.

### Objectives

Ease task of project coordinator and contributors by handling all components from copy to translation in-house. Maintain lively approach to dissemination of information. Ensure accuracy and speedy distribution.

