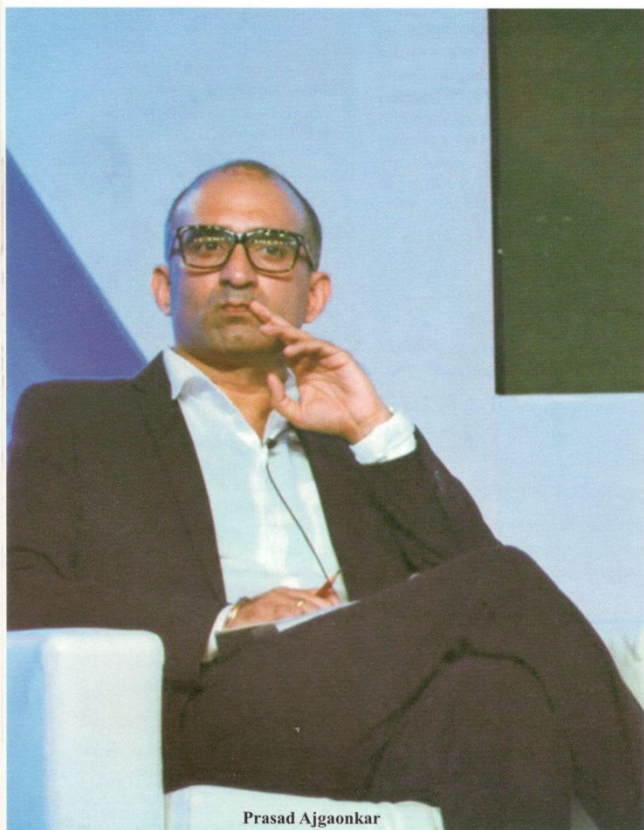


Multimedia for SMEs in Today's Business Ecosystem

Every business, big or small goes through an initial learning curve and transformational phase. The transition from running small operations to larger ones can often be a painful process. For SMEs to undergo a seamless transition, being proficient in operations, productions and service delivery are simply insufficient. In order for SMEs to establish themselves and stand out from competitors, effective communication and marketing tools- using multimedia- are essential. By effectively using these tools, SMEs can cut through the clutter in the world of digital communication and establish themselves in their industry.



Prasad Ajgaonkar

Multimedia in business communication has two distinct components: digital transformation and digitization. There is a stark difference between these two components, which in many cases goes unnoticed. Simply establishing an ERP does not equate digital transformation. Digital transformation essentially refers to creating a new business model for the digital ecosystem, which goes far beyond making a website. For instance, take a moment to think about how the hotel industry got transformed by Airbnb, or how the transport industry got transformed by cab aggregator services such as Ola or Uber. For SMEs to step into the digital world, their first step is to build digital communication, because the entire audience of the SME sphere operates digitally. SME clients- which are large organisations- also function, evaluate and select SMEs clients digitally.

Digital Technology

iRealities has over two decades of experience in making business transformations come alive for leading organisations and MNCs including the Adani group, L&T, Siemens, Godrej, Blue Star and many more. At iRealities, we seamlessly integrate high quality content and cutting-edge digital technology to implement successful and impactful business transformations. While doing so, the iRealities team has grown from 4 people to 150 people. As an organisation with humble beginnings,

iRealities has over two decades of experience in making business transformations come alive for leading organisations and MNCs including the Adani group, L&T, Siemens, Godrej, Blue Star and many more. At iRealities, we seamlessly integrate high quality content and cutting-edge digital technology to implement successful and impactful business transformations.

Design level thinking brings focus and discipline as opposed to open-ended thinking, which is abstract and can move in any random direction. Design thinking involves complete clarity about the objective of communication and roadmap to achieve your end goals.

we understand and empathize with the hardships of business growth in the SME sector. At iRealities, we strongly believe in applying the branding and communication knowledge and experience we have acquired through our work with MNCs over the past two decades to young organisations and SMEs. iRealities is passionate about productising its services and making it affordable for young entrepreneurs, so that they can establish themselves in a cluttered digital business space. We comprehensively understand buyer needs, and know what leading companies such as Siemens, L&T, Maruti, etc. look for, and what determines how they choose a SME to work with. We apply this knowledge to our SME clients and accordingly design communication strategies to match their prospective clients' needs.

Channels or mediums of communication for SMEs

Simply having a Facebook, Twitter or Instagram account as a communication medium does not guarantee success in digital media. Rather than simply posting on social media or creating a website without a focused strategy or end goal in mind, we show you how to effectively use different online media tools to easily reach your target audience. We find the right tools customised for your business after carefully evaluating which tool will work best for your brand and audiences. Based on these analyses, iRealities designs your communications and digital strategy.

SMEWORLD JANUARY, 2018

At iRealities, we make sure the design and architecture of your website is such that concerned parties seamlessly understand what your company has to offer and can reach you in a timely manner. At iRealities, we implement a one-stop solution which includes content marketing, digital marketing, business communication and restructuring of business data for business communication across all types of digital platforms. Our solutions are backed by our vast experience of implementing digital marketing solutions for clients like Pepsico, Quaker Oats, HUL, Maruti, Toyota and many more

At iRealities, we have over a decade of experience in implementing design level thinking for digital business communications of large companies. Design level thinking brings focus and

discipline as opposed to open-ended thinking, which is abstract and can move in any random direction. Design thinking involves complete clarity about the objective of communication and roadmap to achieve your end goals. We work closely with SMEs, understanding their objectives and road maps, and we then align them with their target buyers' road maps, structuring the communication accordingly to achieve the defined objectives. We break SMEs'entire communication strategy to achieve their defined goals in small, practical steps and road maps.

The size of a SME is an extremely important factor when defining their communications budget. iRealities sets a benchmark for SME communications budget and calculates it after factoring in a SME's complete budget.



About Prasad Ajgaonkar

Prasad Ajgaonkar is C.E.O, iRealities Pvt. Ltd. is an innovator in his own right. From solving the most complicated technical problems, to making India's most commercially successful animated movie, he is not just a dreamer but a doer too. Prasad's unique and innovative ideas to revolutionize the multimedia industry and digital businesses, don't just remain ideas, he brings them to fruition with his constant determination and enthusiasm. His personality is mirrored in the iRealities culture and successes. Since the past two decades, Prasad and the iRealities team have worked with leading companies, including Unilever, Procter & Gamble, Siemens and Microsoft on hundreds of successful projects. Prasad has actively participated on several platforms related to small and medium enterprises, and has mentored start-ups across various industries. Prasad is an advocate for various social causes and an advisory board member for multiple corporations and entrepreneur projects.

Prasad is relentless in his pursuit of one-of-a-kind, impactful business strategies and solutions. His strategies aren't merely formulated on creative whims; he ensures that the strategies he puts forward are grounded in fundamentals. Prasad will formulate a strategy or solution only after carefully considering how it will impact the client and all other stakeholders involved. Empathy and the practice of stepping into various stakeholders' shoes is something Prasad ensures that the entire iRealities team follows.