

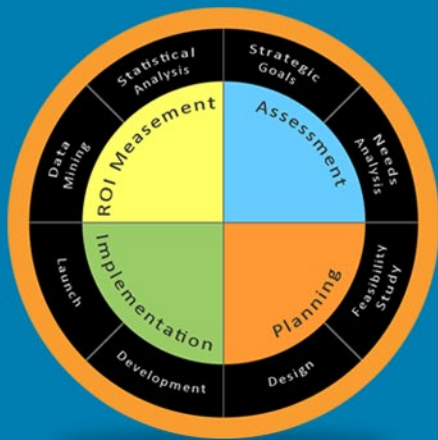
ALIGNING PRODUCT DEVELOPMENT AND PRODUCT MARKETING STRATEGIES.

Over-C is a holistic consortium of communications and technology specialists. We build, deploy and market business and consumer products and solutions.

Specialties:

- Architecting and managing projects
- Designing and developing applications
- Preparing product launches
- Growing audiences
- Reinforcing brand identities
- Enabling business processes

OUR APPROACH.



Over-C's proven methodology fuses all the fundamental elements for success.

Throughout the course of our strategic and creative thinking, we never lose sight of the big picture - to form emotional bonds between people and brands.



EXPERIENCE.

Coming together from different disciplines, we support your marketing and IT initiatives using a holistic approach.



DESIGN & DEVELOPMENT.

Specializing in web, cloud and mobile app development, Over-C has architected and written complex enterprise and consumer applications utilizing .NET, Java and Open Source platforms. From form factor to user interaction, we take every aspect into consideration while designing the optimal solution.

- Wireframing
- UI design
- UX design
- Visual design
- Responsive web design
- Software architecting
- Custom development
- Website development
- Cloud development
- Mobile app development
- Databases / DBMS
- QA / testing
- Staff augmentation
- Project management
- Software consulting
- Hosting
- Disaster recovery

PR & MARKETING.

Making your brand stand apart takes clever ingenuity and careful nurturing. Leave it to Over-C to deliver meaningful experiences that engage customers and cultivate relationships. We inject creative thought into developing fresh, innovative solutions to build your business and propel your brands.

- Corporate communications**
 - Messaging
 - Brand positioning
 - Crisis communications
- Grassroots marketing**
 - Social media
 - Community relations
- Media relations**
 - Press release writing
 - News release distribution
 - Media list building
 - Media outreach
- Strategic marketing**
 - Marketing plan
 - SWOT analysis
- Branding**
 - Collateral development
 - Presentation material
- Digital**
 - SEO
 - Paid search management
 - Email marketing
 - Media planning