

## BitSiren Co., Ltd. Fact Sheet

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## **Mission Statement**

BitSiren strongly believes that state of the art technology combined with cutting-edge marketing techniques with the foundation of traditional business fundamentals are a winning combination for modern business success.

Bitsiren's management has diverse background in Advertising, Software Development, E-commerce, Event Marketing and Public Relations all learned in key markets in Europe and Asia.

The greatest strength of BitSiren lies in our team's ability to seamlessly combine all of these varied disciplines to drive creation of custom-tailored, integrated business solutions.

## **Executive Summary**

BitSiren is an IT/Communications consultancy with a strong focus on front-end and back-end bespoke IT solutions that are customized for your precise business goals. We seamlessly combine cutting-edge online marketing techniques and traditional offline marketing methods to create innovative synergies that cross-promote your brand.

Whether your goal is to streamline internal work-flows, generate new leads or propel your brand into the stratosphere, BitSiren will apply the latest advanced technology and techniques to a tailor-made solution.

Our one-stop service delivers high professional standards, at Asia-competitive prices.

## Company Fact Sheet

- Contact Info: BitSiren Co., Ltd  
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Email: [contact@bitsiren.com](mailto:contact@bitsiren.com)
- Launch Date: 13 May 2008
- Management: Fred R. Mürger (Swiss), Founder, Owner and Managing Director
- Staffing: **Currently 11 Employees:**
- 5 Persons in IT/Web & Software Development
  - 2 Persons in Marketing/Advertising
  - 2 Persons in Graphical Design
  - 2 Persons in Administration
- Service Portfolio: **1) IT/Web Solutions**
- For customised IT solutions, BitSiren offers integrated and innovative applications in a variety of development languages that meet your specific business requirements. BitSiren applies a value-driven approach to IT, helping modern businesses to implement well-conceived Web/IT initiatives to improve operating results.
- Client-managed Modules
  - Custom Applications
  - Web Sites and Web Services
  - Software Development
  - Web and Graphic Design
  - Content Management Systems
- 2) Marketing Communications**
- A custom, integrated approach to Marketing requires advanced e-marketing techniques supported by traditional offline marketing tools. BitSiren will apply effective online and offline marketing strategies to generate leads, effect brand awareness and launch new products or features to achieve tangible results.
- Marketing Communications Analysis and Consulting
  - Brand and Corporate Identity Design (Logos, Logotype, Slogans, Brochures, Corporate Design Manual etc.)
  - Cross-media Advertising Consulting
  - Brand Building
  - Media Planning & Buying (Print/TV/Radio/Billboards)
  - Search Engine Marketing (SEO, Pay Per Click)
  - Public Relations
  - Viral Marketing Campaigns
  - E-Newsletters and Email Campaigns (Creation/Production/Submission)
  - Event Marketing and Communications
  - Search Engine Optimised Content Creation

Partner Portfolio:

**Technology Partners**

- Microsoft Thailand Development Partner
- MODX (CMS Framework) Implementation Partner

**Marketing Partners**

- Publicitas Media Worldwide Bangkok
- GOOGLE AD Words

Management:

Fred R. Mürger, Managing Director, Head of Business Development

- 20+ years of experience in Advertising & Marketing Communications
- 10+ years of experience in e-commerce, e-business and e-marketing
- Nationality: Swiss
- Languages: German, English, French,
- Education: Bachelors in Sales & Business Administration and Integrated Marketing Communication (Mass Communication)
- Key Customer Accounts and Projects
  - Coca Cola Switzerland** (Brand Promotion Websites, B2B Web shop, online marketing campaigns)
  - SAP** (Local Website Adaptation, all e-marketing related marketing/advertising campaigns (Banners, Event e-Communications campaigns, Contest Websites etc.))
  - The Swatch Group** (Tissot, Rado) Promotion Websites, online Marketing
  - Intersport** (Corporate Design and Marketing Application Distribution Extranet)
  - SDA** (swiss depany agency), Website and emarketing Projects
- Highlight: Early adopter of New Media Marketing techniques (1997); Had a key role in launching new online marketing campaigns and other promotional micro websites for multiple blue chip brands (see above).
- CIO for **HotelTravel.com** (February 2003 to End of 2007) a leading e-commerce site – Led Business Development of company's growth from a small company to a leading international brand with an exponential increase in revenues: → from 35 staff in 1 office to more than 200 staff in 3 offices around Asia. Remains Shareholder and ext. consultant