

# BEING Dynamic Works

**F**use scientific adroitness associated with technological advancements with the art of seamless client service; develop a suite of solutions aimed at enhancing business practice; and pursue a growth strategy poised to catapult your name and services worldwide, and what do you get? Proof that being dynamic works when aspiring to establish a company as being a sustainable leader in its field, and an innovative force in driving Cyprus' online revolution. Angelos Gregoriou, CEO (pictured right), and George Georgiou, Managing Director (pictured left), Dynamic Works, give **Gold** an insight into the intricate workings of the company. *By Chloe Panayides*

**Gold: What was the impetus behind your inception?**

**Angelos Gregoriou:** Embracing our generation's new technologically-enabled era is key in ensuring that businesses are truly the best that they can be. At Dynamic Works, we are intensely focused on inspiring this evolution and revolution, aiding clients to elevate their standards and reach the next level of their business practice in each market we serve.

**George Georgiou:** Back in 2003, we were the first company in Cyprus to equip local entities with the necessary tools to manage their website at affordable prices, as well as the first to offer fully integrated web/CRM solutions. We spearheaded the development of cloud-based eShop solutions, with no initial investment, just a monthly fee, as well as providing full-blown digital marketing services. Overall, we're confident that, more than a decade since our founding, we are a leading company in our field, and have set the bar high.

**Gold: Indeed, which industries and markets do you serve?**

**G.G.:** We are flexible across the board, delivering solutions for enterprises working within banking, forex, insurance, governmental bodies, education, travel & tourism, retail, healthcare, NGOs, new media, property development, real estate, and more.

**Gold: And summarising succinctly, what, then, is your core practice?**

**A.G.:** Our suite of solutions suit any modern business that is dedicated to attaining a complete state-of-the-art online presence, based on strong user experience, web design and development expertise, social media strategy and implementation, and mobile applications. Furthermore, we usually empower our solutions offerings with a completely flexible and

expandable modern Customer Relationship Management (CRM) solution. More specifically, we design, develop and integrate the organisation's "public" and "private" worlds allowing for automated, successful management of their customer relationships, which inherently drives growth and achieves high performance for their business.

**Gold: What are your key products and services?**

**G.G.:** All our solutions are based upon a powerful, flexible and scalable technology platform, the Dynamic Works Framework (DWF). DWF is completely modular; however, modules are grouped to form our two core products: DWCMS is a powerful Web Content Management System that allows you to manage your content across your website, intranet, extranet or portal, whilst DWCRM allows you to transform raw data into meaningful and valuable information.

**A.G.:** Meanwhile, xSelio Commerce, being based on both DWCMS and DWCRM, is an off-the-shelf, cloud-based eShop solution that provides everything a business needs to grow online. Furthermore, based on DWF we offer solutions focused on industry segments, for example, Forex, and Academic.

**Gold: You seem to have a vast variety of products and services: how do you ensure that customers' individual needs are unfailingly met?**

**A.G.:** We approach each customer as being of equal importance to us, studying their diverse business environments and offer targeted solutions that allow them to stand out from their competitors in the fast changing markets they represent. Our solutions are always a result of thorough planning, ensuring that mutual targets are met through Dynamic Works' state-of-the-art technologies.

**G.G.:** We also always ensure that our clients' voices

Our *long-term* commitment is to continue to be an organisation that is *Internet-savvy*, innovative and *customer-focused*

success stories



**HERMES AIRPORTS**

In April of this year, Dynamic Works implemented the launch of 'Cyprus Aeropolis' for Hermes Airports marking a new era for Cyprus' airports on social media. The strategy behind the concept was to create online communities for the island's airports, enhancing passengers' experiences through Facebook, Twitter, You Tube and Instagram. Whilst getting fans and followers is a start, it is only the tip of the iceberg. The real challenge lies in engaging them and driving results from this engagement. In the last 30 days alone, the Cyprus Aeropolis Facebook Page generated a total reach of 1.7 million users with 3,372 engaged users in the same period.

This month we took it a step further launching a new website for Hermes Airports. We asked: What could we do to make passengers feel more like welcome guests? To find the answers we directed our attention to passengers flying in or out of Larnaka and Pafos Airports, and anyone picking up or dropping off. Our overall aim was to make life at Larnaka and Pafos airports easier, and the total flying experience more enjoyable!

**A FOREX COMPANY**

Aspiring to deliver the ultimate trading experience, Dynamic Works helped a forex company to design and develop a state-of-the-art online presence, consisting of all the required marketing elements for creating an impressive first look to providing the necessary tools to the forex trader to open a Live or Demo account using a smooth and easy-to-use interface. The customers can log on to the website and trade within a Live or Demo environment.

In sync with its online activity, our client is now utilising the power of a complete and integrated CRM. Visitor activity is monitored allowing our clients to follow-up on their leads, increase sales, save time, and grow their business by improving prospect and customer experiences through all existing touch points.

The flow of information and account creation procedures are controlled using an advanced Workflow engine. Status reports are available to help improve operations and information is made easily accessible when needed.

The system is seamlessly integrated with trading platforms enriching the customer's role and giving full access to trading information such as customer balances and customer trading activity.

are heard by listening to their needs and wants, then generating ideas and solutions accordingly. We are incredibly results-driven and, as such, we do everything in our power to ensure that we deliver.

**Gold: And do you feel that your services are limited by your physical location in Nicosia?**

**A.G.:** Definitely not! Our 15 staff members are organised in such a way that we can reach maximum efficiency and effectiveness without compromising creativity, quality and personal touch.

**G.G.:** We have clients all over Cyprus – so this involves a lot of travelling for all of us – but partnering with each individual client from concept planning to design, from development to testing, from implementation to launch, and the provision of dedicated and personalised support is highly important!

Furthermore, despite the fact that we both have a busy schedule, we are personally involved in every project, ensuring that our clients receive maximum value and attention.

**Gold: Do you have a long-term goal that helps to direct your daily business practice?**

**G.G.:** Certainly: our long-term commitment is to continue to be an organisation that is Internet-savvy, innovative and customer-focused, honouring our commitments through state-of-the-art technologies and real value for our clients.

**Gold: As I understand, you've been honoured for your commitment to customer satisfaction and information security standards. Could you elaborate?**

**A.G.:** We have, indeed. To persistently improve customer satisfaction and to provide a basis for business excellence, Dynamic Works has achieved ISO 9001: 2008 Certification under the ISO/IEC 90003 international guidance for Software Development. We have also been formally awarded ISO 27001: 2005 Certification by one of the top certification bodies in the world, NQA. The ISO 27001 certification was awarded following a rigorous auditing process and means the company has been independently certified and awarded the internationally recognised highest information security standard.

**Gold: Why do you think such awards are important in enhancing a business' offering?**

**G.G.:** Increasingly, we're finding that companies are now required to achieve or maintain compliance with certain industry standards. Many organisations are keen to do business with a service provider that has a certified system already in place, such as for information and data security standards.

It's a stamp of approval that assures customers that we are working to deliver only the very best on an international scale.

**What is the company's underlying philosophy, and how do you ensure you stay ahead of your competitors?**

**A.G.:** Our entire philosophy is based on an unyielding commitment to excellence and real value in the results we deliver to our customers

through our technological leadership. Our long-term commitment is to continue to be an innovative and customer focused organisation.

**Gold: What does your client base look like in Cyprus?**

**G.G.:** Our clients represent a range of industries, and are situated all over the island. For example, we are working closely with Hermes Airports, Hellenic Bank, European University, InSIDE Limassol, St. Raphael Resort, the House of Representatives, the Apollonion Hospital, the Paphos Aphrodite Festival, and many, many more.

**Gold: What has your growth trajectory been like since your inception, and how do you envisage Dynamic Works expanding its reach?**

**A.G.:** Our domestic growth has been extraordinary.

Having achieved an established and solid local presence, we are actually looking to collaborate with international strategic alli-

ance partners in key locations, who share our vision, to help us establish an ever greater presence. DW Partner Connect is a programme we've developed to get in touch with worldwide partners who have the ability and resources to represent us through a dedicated team who understands their market, and regional culture. Furthermore, we intend to invest more in vertical solutions. A very good example of a vertical solution is our integrated package offering for Forex companies, the vital trilogy of CRM – Customer Dashboard – Web/CMS. Success stories will be presented during the Cyprus Forex Industry Conference, which will take place on November 7 in Limassol.

**G.G.:** Finally, we are also giving strong emphasis to our Cloud-based solutions: xSelio Commerce was launched last November, and Mando App, a cloud-based mobile solution for the Food and Beverage industry, has been launched but will be officially commercialised in October. **G**