



**SMSBAT**

# Principles of operation

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### Quality Reliability Efficiency Economical

**Philosophy SMSBAT** — are **competitive advantages**.

We pass all ideas through the prism of philosophy so that the decision taken enhances the potential of the product, company and people, and creates an additional competitive advantage.

Our know-how on working with competitive advantages is based on the system of concepts of **quality, reliability, efficiency, and cost-effectiveness**.

Knowledge of the laws of human perception, attention and behavior, as well as the study of advanced information technologies, allows us to create:

### Simple Fast Understandable Logical Heuristic

**O**ur partnerships are built on the principles of a systematic approach, comprehensive implementation, friendly and comfortable support.

Working in a **working group** format, which includes representatives of the customer and the contractor, allows for the maximum reduction in the time required to solve the assigned tasks. The process of working on the project itself becomes as **simple, economical, understandable, manageable** and **creative as possible**.

- 1 Information strategies
- 2 Information Policy Standards
- 3 Communication Management Tools
- 4 Web systems, content engineering

These tools can look like information complexes consisting of elements of various types (graphics, photos, videos, text and any other

They can be combined into systems and reinforce each other due to the synergistic effect.

They allow integrating the information presence strategy into the overall development strategy of the company.

They can change, transform, responding to changes and demands of life.

They are easy to manage.

And most importantly, they are a **strategic competitive advantage** in **themselves**.

We share our experience and knowledge, are ready to consult and train in order to jointly go through a common understanding of goals and objectives to translate ideas into the specifics of innovative technologies, give them the elegance and sophistication of works of art, the power and force of persuasion.

We successfully work with various companies, regardless of their industry affiliation (construction, finance, mechanical engineering, light and food industries, fuel and energy complex, sports, trading, public sector, etc.), geographic location, structural and cross-cultural features.

However, we reserve the right not to work with those whose business or activities, whose beliefs and actions run counter to our beliefs and contradict our views.

### Expensive Valuable Meaning

**H**ow much is success, popularity, image worth? For business, for yourself, for others? Serious questions require serious answers. Serious tasks require a serious approach.

If you want to buy, for example, a TV, then, most likely, you will familiarize yourself with the price list. If you have the intention to build a house, you should carefully read the project estimate. If you decide to invest money, of course, study the business plan.

We create tools for individual use, taking into account the specifics and features of a particular business, company or person. Therefore, each time the solutions found and their implementation differ from each other in terms of time, scale, resources and financial costs.

The realism of the price is formed primarily on the basis of those tactical and strategic tasks that the customer sets before himself. The plan of their implementation into reality, forms and volume of work, necessary resources and time - everything is reflected in the cost of the project and, of course, is discussed with the customer.

As a rule, the minimum financial costs for the implementation of the project objectively do not fall below tens of thousands of euros.

However, how much can you estimate the meaning, significance and value of reputation?

## Contacts

**T**o order a presentation or get a consultation, contact us:  
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