



i2MEDIALAB **I2|MCMS**

## We live in a world where technological evolution moves forward year after year in quantum leaps.

A National Geographic study established that current smart phones have a processing power 100 times greater than the Apollo Guidance computer, which guided Apollo missions and landed humans on the moon.

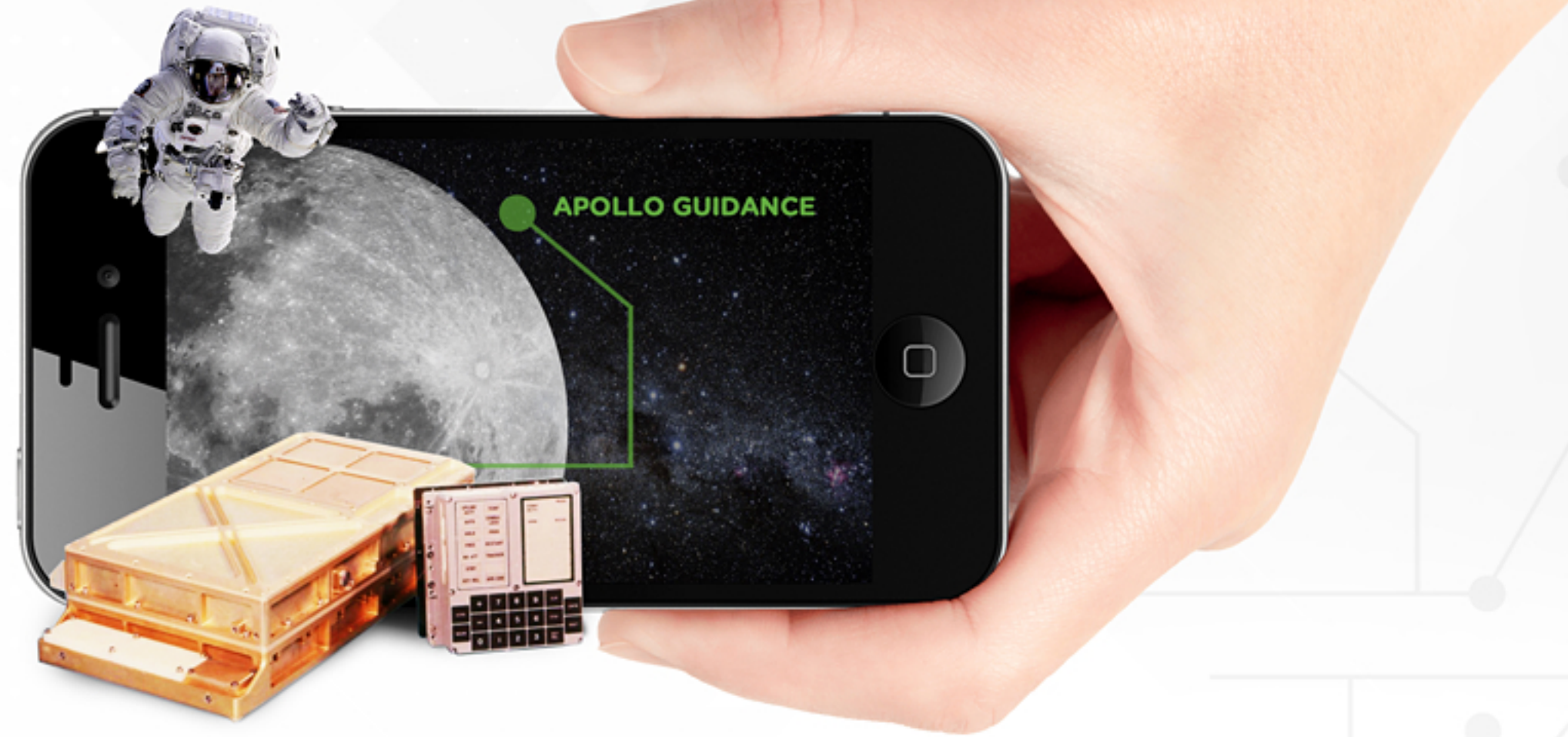
### WHAT DOES IT MEAN?

That the technology market is quite volatile; it is constantly evolving, and programmers, engineers, analysts, developers, and others have the challenge to be constantly trained in order to offer alternative services.

### WHY?

We offer different solutions necessary to improve your business/project/startup, etc., but instead of offering them as one-time products, you may acquire them as services through a long-term relationship.

Everything you acquire now will always be useful in the technological market, which, as we know, is quite volatile, as we provide constant supervision and renewal.



IT ALL COMES DOWN TO ONE SOLUTION

# I2MCMS

This is an “all-inclusive” service which will be used according to your goals, while everything else is in our hands (support, maintenance, hosting, technological upgrades, optimization, and safety among others).





WHAT ARE YOU LOOKING FOR YOUR WEB SITE?  
**WE OFFER YOU THAT!**

# I2MCMS

**NOW YOU CAN START THINKING  
ABOUT CREATING YOUR OWN  
IDEAL WEB SITE**

**Combines design  
with state-of-the-art  
technology.**



This together with a team of professionals specialized in integral campaigns which merge brand, strategy, creativity, multimedia, advertising, public relations, communication, analysis, and experience.

- ✓ Professional web sites
- ✓ State-of-the-art e-commerce
- ✓ Management, schedule, real estate, mapping systems, etc.
- ✓ Simple and intuitive administration panels
- ✓ Responsive for all kind of devices
- ✓ Professionally-designed templates
- ✓ Domains & E-mails
- ✓ Safe hosting in specialized servers
- ✓ SEO
- ✓ Integration with Facebook Ads, Google AdWords and AdSense
- ✓ E-mail marketing for the management of external databases or databases generated by the I2MCMS platform
- ✓ Immediate response assistance center

**...And much more in  
only one platform**





# FEATURES



- The average delivery time for developments is 30 days (this may differ if specific modules or designs are requested).



- Solutions are developed based on our own templates, generated by our team of designers. However, we also understand that there are situations where the site needs to be customized in order to provide a unique and distinctive aspect. In those cases, we also offer the possibility to generate totally new templates according to such needs.



- Neither initial setup nor additional expenses, such as maintenance, hosting, etc., are charged as they are included/prorated in the monthly payment. This shall not be the case when developers focus on the product instead of on the service.



- No commissions per sale/order regarding shopping cart/e-commerce are charged.



- The intellectual property of the system belongs to I2MEDIALAB. In other words, when the agreement is fulfilled and there is no renewal, the service is considered ended and it is automatically cancelled without the possibility of being transferred to other servers/hosting.



- The platform includes a user management and administration panel for the elected development. Within this panel, all the modifications needed to keep the site, its features, and contents updated are made.





# MORE FEATURES



• We advice and follow the technological development in order to apply new features according to the needs, from decisions made during the course and growth of the company. There are no limitations on what can be developed as a result of the power and dynamism of our platform. Our business model is to satisfy the needs of our customer, unlike other online platforms that offer packaged solutions, and customization is not possible or it is quite complicated to accomplish in due time.



• Additional modules added to the development (not developed so far and not available for use) will be quoted based on percentages on the monthly fee. This makes the cost much lower than any other type of product-oriented development. All this is possible as the development is articulated on a dynamic platform, which allows changes throughout the agreement without technical problems or complications, unlike other platforms which are more limited or static.



• I2MCMS is prepared to apply and manage advertising campaigns in Facebook and Google. Also, the E-mail Marketing module which allows campaigns from user's databases or databases generated from digital marketing campaigns running on I2MCMS is available. All this allows the execution of such campaigns in a quick and accurate way without programming knowledge.



• In general, contracts are annual but according to the development features, the minimum term may differ (initial 6 month contracts may be contemplated and, in cases of more complex developments, the period of the initial contract may be extended). Likewise, special discounts for longer contracts may be considered.





# SOME MODULES AVAILABLE IN I2MCMS

I2M - MAPS



I2M - SCHEDULES



I2M - COMMERCE



I2M - NEWS



I2M - BANNERS

I2M - REAL STATE

I2M - BUSINESS

I2M - MARKETING



**Our service is oriented to consolidated companies that wish to expand their market or open new business units, as well as to most of startups that wish to start working with a MVP (the minimum viable product is a development in which basic functionalities of what will be offered in the future are shown); providing business plan tests, market analysis, etc. while the online development framework is being modified.**

In short, I2MEDIALAB I2MCMS is a technological advising solution which contemplates all the variables necessary to provide the correct functioning of a monthly, integral, and scalable service through time, taking into account the customer's need together with the growth and/or evolution.



“CREATIVITY IS  
INTELLIGENCE  
HAVING FUN”

*Albert Einstein*





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