



# METADATA Technologies

## Company Facts:

- Established in 2002
- Member of Dubai Internet City Community
- Leading CRM Consulting and Solutions Company
- Experienced Management Team
- Global Alliances and Partnerships

## Contact Us

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**Winner, TECOM Pearl Awards  
for Customer Service**



## Company Overview

METADATA Technologies is a Dubai Internet City based Technology Corporation serving customers across the region with primary focus on Customer Relationship Management solutions.

METADATA has a group of professionals bringing along extensive experience from North America and Middle East with leading global corporations such as Unisys, Nortel, Fujikama, AST Research, etc with key interest in the areas of Customer Relationship Management solutions.

To learn more about METADATA, please visit [www.ms-xrm.com](http://www.ms-xrm.com)

*“Our initial ROI was targeted to be in 8 months .... , but METADATA delivered the ROI within three months of CRM implementation” – IT Manager, Asteco Properties*





# METADATA Technologies

## CRM Solutions

Solutions from METADATA are broadly divided into three major areas: i) **Sales Force Automation** which is designed to maintain a centralized database of sales related information with a built in workflow system that allows the enterprise to configure its sales process easily, ii) **Customer Support** which is designed to provide a fast, convenient, task oriented way to log and track customer issues, problems, suggestions, and requests for information, iii) **Marketing Automation** which is designed to provide a closed loop solution for campaign planning, execution and results measurement for Return on Investment (ROI) on marketing initiatives.

## Professional Services for Implementation

METADATA Professional Services team has several years of indepth experience in consulting, implementation, and training of Customer Relationship Management (CRM) solutions.

As a leading Business Solution provider, METADATA follows **Project Management Methodology** using PMI® (Project Management Institute) framework. PMI is global body that sets the standards and best practices for project implementation process.

## Support Services

METADATA support team along with our principals offer round the clock support through our **global facilities and networks**. Depending on your Service Level Agreements, you can choose between premium service options that best suit your business requirements.

All support issues are monitored, escalated and resolved by **METADATA Helpdesk** using an established system that is in place for several years.

## Our Customers:

- Union Properties PJSC
- Asteco Properties
- Tatweer
- Higher Colleges of Technology
- Darwish Bin Ahmed & Sons
- AHI Carrier FZC
- Dubai Healthcare City
- Sheikh Mohamed Establishment
- Dubailand
- Department of Civil Aviation, Dubai
- FVC Middle East
- CIMAC Automation
- Emirates Neon
- Compass Financial Services
- Al Fara'a Properties
- Al Manal Development, etc.

*"Metadata offered a cost effective solution and local implementation experience"–*

**Director, Emirates Neon Group**