



**ThinkNChange**  
Your Digital Business Solutions Partner

# COMPANY PROFILE

Your digital outsourcing partner for IT services and strategic business development solutions. Transforming ideas into success



Kingston, Jamaica

Libertyville Illinois, USA

Georgetown, Guyana



# Overview

ThinkNChange is more than just an ordinary outsourcing firm; we serve as your strategic ally in the era of digital transformation. Our expertise lies in delivering cutting-edge IT and Business Management solutions, and our core objective is to ignite success for global enterprises by fostering trust, driving innovation, and ensuring unwavering reliability. Rooted in the values of trust, excellence and digital advancement, ThinkNChange stands as your pathway to reaching unprecedented heights in the digital realm.



## CEO Statement

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ThinkNChange, a leading digital outsourcing company specializing in IT and business administrative solutions, is proud to be under the visionary leadership of its Founder & CEO, Feroze. Holding a Bachelor's Degree in Computer Science and a Master's Degree in Information Systems from DePaul University in Chicago, Feroze brings over three decades of extensive experience in Application Development, complemented by two decades of collaborating with offshore application development companies.

Feroze's management philosophy is rooted in Servant Leadership, fostering a culture of empowerment and support within ThinkNChange. Throughout his illustrious career, he has garnered acclaim from influential leaders at Baxter, Abbott, and AbbVie, receiving the prestigious President's Award on three separate occasions. His diplomatic approach to leadership has earned him the unwavering trust and respect of peers and community members alike.

Under Feroze's guidance, ThinkNChange remains committed to delivering top-notch digital solutions, fueled by innovation, integrity, and a customer-centric ethos.





## Our Mission

Fostering Trust, Inspiring Excellence, and Driving Digital Transformation

## Our Vision

Our Vision is to be the foremost outsourcing partner, known for unwavering trust. Through innovative solutions, we empower global businesses, catalyzing their success and setting new standards for reliability and digital transformation.



## Our Values

At our core, we are committed to realizing our Vision as the foremost outsourcing partner synonymous with unwavering trust. Our journey towards this goal is guided by three pillars that define our company values: Fostering Trust, Inspiring Excellence, and Driving Digital Transformation

- **Cultivating Trust:** Trust is the cornerstone of thriving partnerships. We emphasize the creation and sustenance of trust among our clients, workforce, and stakeholders. We uphold transparent communication, fulfillment of commitments, and unwavering integrity. Through fostering an atmosphere of transparency and dependability, we strive to forge lasting connections.



## Our Values

- **Driving Excellence:** Excellence is our standard, propelling us to continually innovate and exceed expectations, fostering a culture of ongoing learning and empowering every team member to contribute to our pursuit of greatness.
- **Enabling Digital Transformation:** In a fast-changing business world, we're dedicated to empowering clients with technology for growth and innovation through cutting-edge solutions, making digital transformation a dynamic partnership.





## Business Goals

We provide a comprehensive range of advisory services based on our clients' specific needs using our extensive knowledge of real Estate investing,

- Achieve a minimum of 2 Information Technology industry accreditations by December 24, 2023.
- Expand the Solution Delivery Partnership to include 2 additional major vendors by the end of Q3 2024.
- Develop and launch a new product or service offering that addresses a previously untapped market segment by the end of Q4 2024.
- Optimize operational efficiency by implementing process automation solutions, targeting a minimum of 20% reduction in operational costs by the end of Q2 2024.
- Strengthen our workforce by improving the training and development program, with the aim of increasing employee retention by 15% by the end of Q2 2024.
- Establish the "ThinkNChange Lives" non-profit foundation, dedicated to making a positive impact in our communities and beyond, by the end of Q4 2023.

## Our Services

In today's fast-paced business environment, ThinkNChange is your strategic partner for growth, providing a comprehensive suite of digital outsourcing solutions in IT and business development, backed by a dedicated team of experts.

### **INFORMATION TECHNOLOGY SOLUTIONS**

ThinkNChange offers comprehensive IT services, tailored to empower businesses with cutting-edge technology solutions. Some of our IT services include :

- Software Development
- Project Management
- Development Staff Aug
- UI/UX (User Interface Design)
- Solutions Partnerships



## Our Services Cont'd

### BUSINESS DEVELOPMENT SOLUTIONS

ThinkNChange offers comprehensive business administration services tailored to optimize operations and drive efficiency. These include:

- Bookkeeping
- Payroll
- Virtual Admin
- Virtual Sales
- Digital Marketing
- Tax Preparation



## Our Products

### HUBSPOT

ThinkNChange's partnership with HubSpot opens up a world of possibilities for businesses seeking to elevate their marketing, sales, and customer service efforts. Here are some of the key services ThinkNChange can offer through HubSpot:

- **Sales Acceleration:** ThinkNChange empowers businesses to expedite sales processes, manage leads efficiently, and close deals swiftly through HubSpot's sales automation tools, encompassing lead scoring, CRM customization, and sales analytics.
- **Enhanced Customer Service:** Superior customer service is key to customer retention. ThinkNChange aids businesses in establishing HubSpot's customer service platform, enabling streamlined support ticket management, customer interaction tracking, and exceptional post-sale support.
- **Advanced Analytics:** Informed decisions drive business success. ThinkNChange assists clients in harnessing HubSpot's robust reporting and analytics tools, providing valuable insights into marketing and sales performance, facilitating data-driven strategies.
- **Comprehensive Training and Support:** ThinkNChange offers training and ongoing support, ensuring clients maximize HubSpot's potential. This empowers businesses to fully leverage HubSpot's software suite for their benefit.



## Our Products

### XERO

ThinkNChange's partnership with Xero unlocks a wide range of financial management services that can empower businesses to take control of their finances and make informed decisions. Here are some of the key services that ThinkNChange can offer through Xero:

- **Financial Insights:** Xero delivers real-time financial data and customizable reports, empowering businesses through informed decisions and continuous financial monitoring by ThinkNChange.
- **Analytics and Reporting:** Data-driven decision-making is essential for business success. ThinkNChange can help clients leverage HubSpot's robust reporting and analytics tools to gain insights into their marketing and sales performance, facilitating data-driven strategies.
- **Invoicing and Payment Processing:** ThinkNChange can set up businesses to create professional invoices and manage payments efficiently using Xero. This can lead to faster payment processing and improved cash flow.



## Our Products

### CORA CYBER SECURITY

ThinkNChange's collaboration with CORA Cyber Security Inc opens up a realm of possibilities for businesses seeking to fortify their cybersecurity posture. Here are some key services that ThinkNChange can deliver through CORA:

- **Threat Detection & Prevention:** Utilizing advanced algorithms and real-time monitoring, we proactively identify and thwart cyber threats, keeping businesses one step ahead of malicious actors.
- **Risk Assessment & Management:** We comprehensively evaluate cybersecurity risks, pinpoint vulnerabilities, assess potential impacts, and implement effective risk mitigation strategies.
- **Compliance & Regulatory Support:** We ensure businesses stay compliant with industry-specific cybersecurity regulations using CORA's compliance management tools and expert guidance.
- **Security Awareness Training:** Our partnership with CORA enables us to provide essential cybersecurity awareness training for employees, reducing the risk of security breaches due to human error.



# Operating Model

ThinkNChange prioritizes strong client relationships by assigning dedicated Client Relationship Managers (CRMs) to provide seamless communication, understand client needs, and exceed expectations, while internally, our team, including Service Delivery Managers (SDMs) and Site Managers, collaborates to ensure efficient service delivery.

- **Client Relationship Managers (CRMs)** at ThinkNChange serve as the frontline representatives, deeply understanding clients' businesses, offering strategic guidance, collaborating closely with SDMs to align goals and solutions.
- **Service Delivery Managers (SDMs):** SDMs drive seamless project execution by managing resources, tracking performance, and ensuring on-time, within-budget delivery, while also acting as effective liaisons between technical teams and clients, translating requirements into actionable plans.
- **Site Manager:** Our Site Manager is instrumental in maintaining a skilled and motivated workforce. They identify talent, facilitate training, and promote a culture of continuous improvement. This ensures our teams are well-equipped to deliver high-quality service to our clients.

# Target Market

In the ever-evolving landscape of global outsourcing, ThinkNChange stands out as a beacon of innovation and efficiency, primarily serving the dynamic markets of North America and the United Kingdom. These two regions have emerged as pivotal hubs for outsourcing due to the confluence of several strategic advantages that ThinkNChange expertly leverages.

- **Maturing Markets:** Over the past two decades, outsourcing has become integral to business operations. While India and the Philippines have been outsourcing powerhouses, the industry is evolving, creating opportunities for new players like ThinkNChange.
- **Native English Talent:** ThinkNChange boasts a native English-speaking workforce. This linguistic advantage ensures effective communication, eliminating language barriers that can hinder outsourcing collaborations.



# Target Market

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- **Proximity and Time Zones:** Strategically located in North America and the UK, ThinkNChange enjoys geographical proximity to its target markets. This closeness allows for faster response times, efficient collaboration, and real-time communication, all vital for successful outsourcing partnerships.
- **Cost-Effective Quality:** ThinkNChange offers competitive pricing without compromising on quality by tapping into North American and UK talent pools. This cost-quality balance is appealing to businesses seeking excellence without breaking the bank.



# Our Team

ThinkNChange is a dynamic and diverse team of forward-thinkers. We bring together a wealth of expertise from various backgrounds and industries, united by a shared passion for innovation and positive impact. Our collaborative spirit and commitment to creative problem-solving drive us to constantly explore new horizons, turning challenges into opportunities for change. At ThinkNChange, we are the architects of transformation, working tirelessly to shape a brighter future through ingenuity and teamwork.



**FEROZE HANIF**  
Founder/ CEO



**LASHAWNA POORMAN**  
Site Manager



**STEPHON CLUNIS**  
Recruiting Specialist



**KERRY-ANN NELSON**  
Event Co-ordinator



**TATANYA LYNCH**  
Project Manager



**NYOKA MANNING**  
Digital Marketing Specialist



**KAYLA MCDONALD**  
Learning & Development  
Co-ordinator



**ORVILLE MCKELLOP**  
Software Developer



**RAJEAN WILLIAMS**  
UI/UX Designer







**We Are world class digital  
outsourcing company**



[www.thinknchange.com](http://www.thinknchange.com)

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