



*“EMPOWERING MSMEs WITH ICTs TO HAVE
COMPETITIVE EDGE
IN THE GLOBAL MARKET”*



 ICT Enabling the SME Way

ICT AND SMEs- an overview

In the current era of global industrial restructuring, Information and communication technology (ICT) is playing a crucial role in reshaping enterprises to strengthen their competitive performance. Today ICT application is not just limited to shop floors rather it is used widely in non-production process also such as procurement; product design, and business development, sales etc. which are consider a major source of non price factors of competitiveness.

World wide ICT is helping organizations to grab superior business opportunities. There is a tremendous scope within Indian SMEs for strategically deploying ICT and get transformed to take global leadership in the information age. With ICT , SME sector can improve the ways it is doing business currently and become more vigil to the finer details in its day to day operations. This will also help an SME not only to sustain in the present competition but also provide a platform to grow in future.

Reasons for Low ICT Adoption among SMEs

- ICT firms have not provided goods and services tailored to SMEs in the past;
- ICT products available in the market are too complex and expensive.

“The result is a vicious cycle of limited supply and limited demand that ultimately excludes SMEs from the benefits of ICT.”

FIRST LINK

First Link India Services Pvt. Ltd. a Delhi based IT service provider was founded in the year 2002 with the vision to provide best in industry IT services to keep SMEs ahead of time with the technological change and global competition.

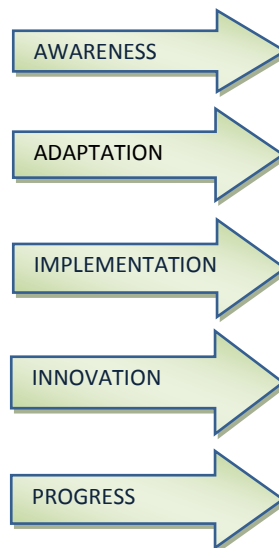
Vision of FIRST LINK

“With growing competition and fast changing technology one has to walk that extra mile to be ahead of the competitors. Every one is aware of the revolution IT has brought in our lives.”

SMEs are not an exception.

Hence our vision is to keep SMEs abreast of that level of completion with best IT practices

Key Roles of First Link



Why First Link?

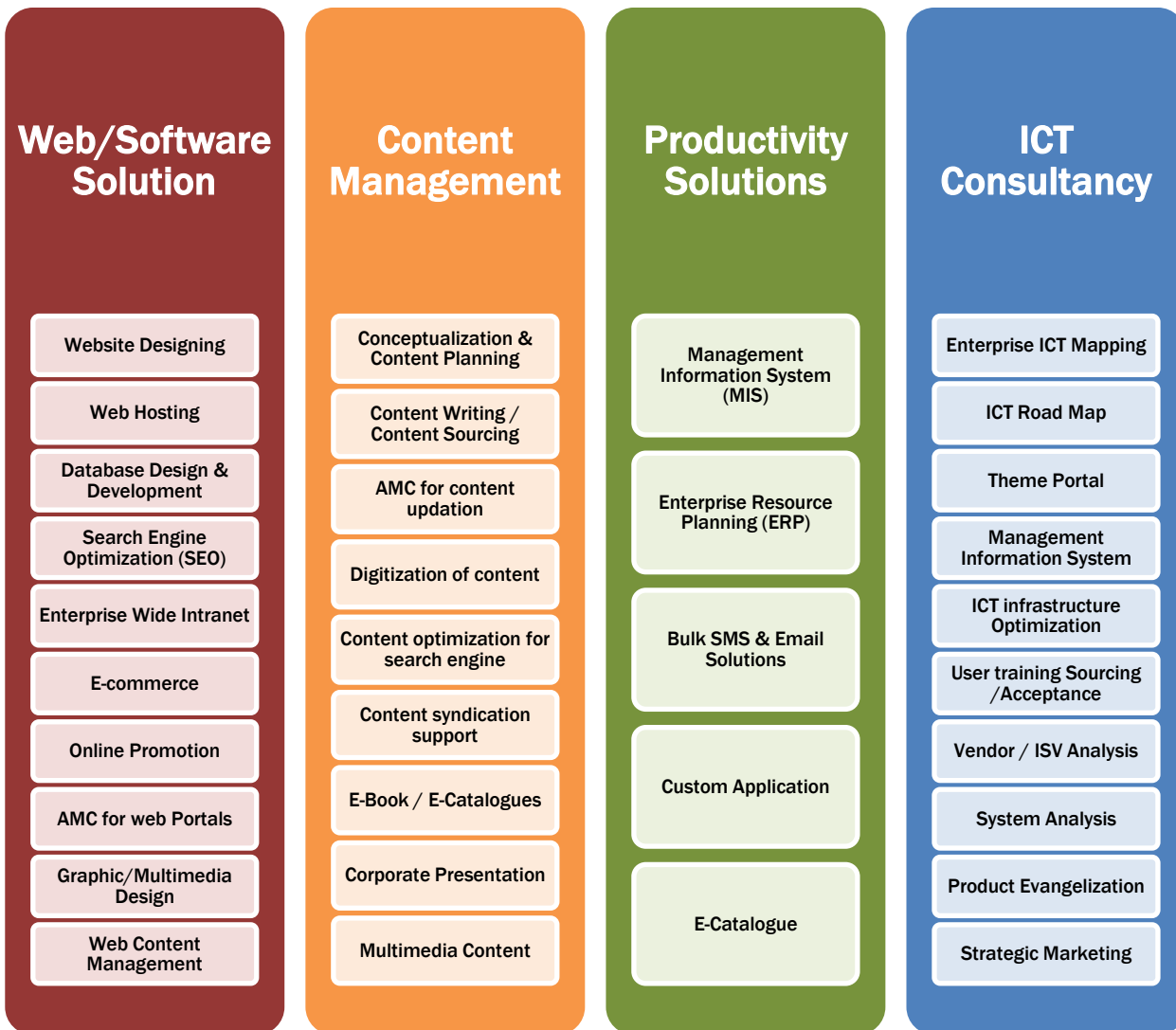
With its long experience, expertise in IT and strong background First Link has an upper edge on handling all issues related to SMEs.

We provide a wide range of services from website designing, content writing to the implementation of an ERP for whole Business Process Reengineering, keeping the needs and budget of SMEs in mind.

We have the solution...

First Link has brought the vicious cycle of limited supply and limited demand to an end by making the simplest product at most competitive cost.

OUR SERVICES



Organizations Served by us

- | | |
|--|---|
| Relaxo Footwear Pvt Ltd | Breastfeeding Promotion Network of India (BPNI) |
| Spectron Stabilizer | SDH Logistics Pvt Ltd |
| Eastern Automotive Pvt Ltd | Crown Gaskets (India) |
| MD Engineering | Karnal Milk Foods Limited |
| Sonalika Group | Elite Refrigeration Pvt Ltd |
| Sandvik Auto Pvt Ltd | Eagle Maritime Pvt Ltd |
| AVM Brothers | Direct Cargo Line PVT. LTD |
| Swastik Pipes Limited | Tirupati Ceramics Limited |
| Stallone Overseas | Society for Asthma Care and Research |
| Pran Cartoons | Super Refrigeration Pvt Ltd |
| Gandhi Samadhi | Nayar Power Control Pvt Ltd |
| European Commission Delegation for India, Nepal and Bhutan.....and many more | |

ERP FOR SMEs

"Making access to information easier"

First Link provides the service of Enterprise Resource Planning or ERP, an integrated computer-based system used to manage internal and external resources including tangible assets, financial resources, materials, and human resources of SMEs to facilitate the flow of information between all business functions inside the boundaries of the organization and to manage the connections to outside stakeholders. Built on a centralized database and normally utilizing a common computing platform, hereby consolidating all business operations into a uniform and enterprise wide system environment. ERP eases the flow and retrieval of any information related to any part of the business.

"The ERP services provided by First Link has helped many SMEs to improve and enhance their business now its your turn"

"Our thorough experience with SMEs along with our expertise in IT makes us the best solution provider."

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