



## CORPORATE INFORMATION 2008

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## Krasis

**Krasis** offers training and technical support to those organizations that consider the Internet and the information technologies a creative tool to improve their activity. In Krasis, we are focused on two areas: e-learning and direct marketing via e-mail.



The products we provide are known for:

- Constant updating of contents.
- Strict quality control
- High qualified personnel
- Seriousness and responsibility of the services on offer.

Our promotional values can be summarized in a sentence: **“We feel proud of the things we do”**, faced with any other remark.

Krasis team counts on an extensive professional experience among all the companies of the IT sector.

We consider that experience is a determining factor to carry out any task and that is why the professionals of Krasis work on all kind of technological projects of such a wide range. Besides, we constantly update our knowledge attending and taking part in courses, seminars and conferences. Most of us publish specialized books with the first publishing houses of the country and usually write for the main professional magazines in Spain.

We are Microsoft certified partners in our two activity areas:





## Products and services

### MAILCast - The e-mailing experience®

Nowadays e-mail has become the main communication channel in many companies, overcoming the most traditional ones, such as the fax, the post or even, the telephone.



For this reason, Krasis has designed **MAILCast**, to improve and make the use of e-mail easier to organizations. This product manages all the e-mails' lifecycle: design, massive and personalized deliverability and tracking; including, in addition, other numerous extra features.

Your company can use MAILCast for:

- Creating newsletters and e-publications.
- E-mail marketing.
- Internal communication in big and medium sized business.
- External communication to customers and suppliers
- Providing and updating contents for Intranet or Internet.
- Personalized communications
- Indirect surveys
- Forecast sales

MAILCast has been renowned as a high quality product by several specialized magazines, such as PC World which has given MAILCast its "5 stars Product" maximum prize.

### SELF - e-Learning

One of the main activity areas in Krasis is the e-learning.

We developed one of the most advanced e-learning platforms on the market: **SELF** Learning Online Services. SELF is in a continuous development process since it has been created four years ago and it offers features such as automatic protection of the contents, high management capacity or its personalization level (multiple campus choices, interface, domain, presentation or language, among others).



Through our **campusMVP** project ([www.campusmvp.com](http://www.campusmvp.com)), we deliver online in- house developed courses about Microsoft technology. All our authors/tutors have been awarded as



MVP (Most valuable Professional) by the computer giant, an annual prize given to the best ones among 63 countries and 70 technologies.

campusMVP courses are thought to make the continuous auto e-learning easier, with no need to attend lessons since they are online and can be followed at home or at work and with the most convenient timetable.

Since its launch in September 2005 we have given more than 2.000 online courses to 700 students from Spain and South America. We obviously use the same SELF platform commercial version we offer to our customers.

Krasis has recently developed a new project in the area of training: **Krasis Press**, a traditional paper publishing house. At Krasis Press professionals will find books about specific subjects related to programming with Microsoft Technologies, written by the best experts in their respective areas.

All our writers are MVPs too. Krasis Press was born to improve the lack of information about very new technologies and the excess of it about more common ones.



Krasis Press books offer all the required information about the latest technologies, being in most cases, the first and only written in Spanish about their respective subjects. Edited in special deluxe edition and with national distribution and direct sales through [www.krasis.com](http://www.krasis.com), each one will be identified with a fruit in his cover, which corresponds with the theme of the educational project of the company: "Feed your brain".

## Customers and experience

Companies and institutions from several activity areas and sectors take part of Krasis' customer's lists. The projects developed since now have been consolidating our brand image, characterized by accuracy and professionalism.

Among our customers we can stand out companies such as Adolfo Domínguez, Baninver, CMS Spain, Tele2 España, Tele2 Luxemburgo, Deloitte & Touche, Edinumen, IDG Communications, McCann Erikson, Microsoft Corporation, Pórtico, Select Aviation, Solontour, SP - Grupo Sage, Velneo...



From campusMVP, we have trained employees from important organizations of the country such as Caixa Balears, Caixa Terrassa, Caggemini, Corporación Dermoestética, C.A.M.P. de Guipúzcoa y San Sebastián, Fundación Tekniker, Fred Olsen S.A., Indra Sistemas, IT Deusto, Mutua Previsora Barcelona, Schneider Electric, Unigiros Express, VASS and more.

## Grupo Femxa

In 2003 Krasis joined the companies: IP Publicidad, IdeasPropias Editorial and Femxa Formación in order to form the operative group Grupo Femxa, whose thread is the professionals' training.

Nowadays Grupo Femxa counts on more than 160 employees and a common turnover of more than 15 million euros, being one of the main references in the realm of learning in Spain.

## Partners

In Krasis we think that 'there is strength in numbers' and that is why we cooperate with several companies which are the best reference of their sector: Plain Concepts, Microsoft MSDN, Microsoft Technet, DotNetmania magazine and Grupo Biblio.