



HOLISTIC TECHNOLOGY-CENTRIC SOLUTIONS FOR A COMPLEX WORLD

PROACTIVE SYNDICATE INC. Since 1996, clients large and small have relied on Proactive Syndicate Inc. to overcome their technology hurdles ranging from Program and Project Management to Software Design and Development, Integration, Human Capital, Process Improvement and New Product Ideation. We've delivered successful projects to companies such as Viacom-MTV, Bloomberg, Dow Jones and British Telecom that far exceed expectations. We excel at being thorough and precise. We are proactive. We listen, we ask a lot of questions and we collaborate because we believe the client is our most valuable asset. At Proactive, we look at the whole landscape and come up with the complete solution.

Certified Minority-Owned Small Business Concern.

DIFFERENTIATORS

Holistic approach to solving department-wide challenges that involve technology

"Measure Twice, Cut Once"

Urgent remediation, short-term projects, multi-year projects

Over 25 years of experience

Technology Staffing Experts

HUBZone | MBE | SDB | Florida CBE



CORE COMPETENCIES

PROGRAM / PROJECT MANAGEMENT

- Program Management
- Project Management
- Product Management
- Roadmaps
- Coordination
- Logistics
- Problem-Solving

INTEGRATION

- SaaS
- Legacy Migration
- Hardware / Software

HUMAN CAPITAL SOLUTIONS

- Executive Search
- Technology Staffing

NEW PRODUCT IDEATION

- Product Brainstorming
- Prototyping

SOFTWARE DESIGN / DEVELOPMENT

- Architecture
- Design
- Requirements / Business Analysis
- Software Development
- Testing
- Deployment
- Remediation
- Responsive (phone, tablet, monitor)

PROCESS IMPROVEMENT

- Best Practices
- Agile / Scrum / Waterfall
- Communication Channels
- Root-Cause Analysis
- Project Evaluations
- Workflow



NAICS

541611		541511		541512		541613
561311		561312		561320		541519
541990		424320				

PROACTIVE SYNDICATE INC.



SMALL BUSINESS CERTIFICATIONS



INDUSTRY CODES

NAICS: 541611 | SIC: 8742**Administrative Management and General Management Consulting Services****NAICS: 541511 | SIC: 7371****Custom Computer Programming Services****NAICS: 541512 | SIC: 7377****Computer System Design Services****NAICS: 541613 | SIC: 8748****Marketing Consulting Services****NAICS: 561311 | SIC: 7361****Employment Placement Agencies****NAICS: 561312 | SIC: 7361****Executive Search Services****NAICS: 561320 | SIC: 7363****Temporary Help Services****NAICS: 541519 | SIC: 7379****Other Computer Related Services****NAICS: 541990 | SIC: 7389, 8999****All Other Professional, Scientific and Technical Services****NAICS: 424320 | SIC: 5136****Men's and Boy's Clothing and Furnishings Wholesalers**

PREVIOUS CLIENTS



CASE STUDY | 01

*Bloomberg BNA, Arlington, VA
NAICS 541611, 541512*

Proactive worked with the EHS Division to envision a product family for their EHS SaaS offerings. We helped bring together 4 disparate products under one umbrella and created a 5th product from scratch. Together with their local and near-shore teams, we designed changes to the branding, the databases and the algorithms so that the products worked seamlessly together. This resulted in EHS, being the smallest of the 3 divisions, acquiring more new business than the other 2 divisions combined.

CASE STUDY | 02

*City of Key West, Key West, FL
NAICS 541613*

We were responsible for the passing of a City Resolution to convert a portion of the world-famous Duval St. into a pedestrian mall on weekends for an entire year. Not only did we create the "Mall on Duval" concept, but we marketed it across the island and we were responsible for the day-to-day management. Through intensive interviews and focus groups, Proactive accomplished the Mayor's promise to framework the "Revitalization of the Duval St. District." This led to a multi-million-dollar RFP granted to a prominent urban development company. Proactive was awarded a Mayor's Commendation.

CASE STUDY | 03

*MTV / Viacom, NYC, NY
NAICS 541511, 541512*

Proactive introduced Agile methodologies to complete various high-profile projects on MTV's digital music platform. Agile provided our team the ability to respond more effectively to changing requirements as well as to convert ambiguous requirements into actual functionality. Agile also allowed our team to more readily incorporate the needs of the Marketing, Legal, Content and Music programming divisions. Proactive also saved Viacom \$960K/yr by bringing certain data center services in-house.



www.proactivesyndicate.com

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