

# DIRECTLANDINGS COMPANY BACKGROUNDER

## OVERVIEW

Encephalo Associates,<sup>TM</sup> developer of DirectLandings,<sup>TM</sup> is committed to creating products and services geared to small-to-medium enterprises (SMEs), as well as to decentralized workforces employed by larger companies. Not only are we digital product developers, but we also provide online-offline consulting services for marketing, sales, and customer support.

As an entrepreneurial partnership, what we have in common with our clients is experience in the trenches, and a vision for staff empowerment and productivity made possible by technology. So, for clients in small-to-medium environments and distant locations, “we get it.”<sup>SM</sup>

## MISSION

The mission of Encephalo Associates is to improve business performance in small-to-medium enterprises, and branch locations of larger companies. We focus on critical areas such as marketing, sales, and customer service, and work with online and offline channels. Our clients use our consulting services and digital products for:

- strategy and execution
- technology solutions
- data capture, measurement, analysis, and action

## PROFILE

Founded in 2002 and incorporated in 2004, we are a partnership of two principals, with a network of virtual associates. The word “encephalo” means “brain” in ancient Greek, and in simplest terms Encephalo Associates offers “brains for hire.” Not only are we seasoned business strategists, but also hands-on tacticians and technologists. And all with a keen sense about bottom-line results. Our tagline “brainpower + profits”<sup>SM</sup> expresses our commitment to cost-effective products and solutions that help our clients prosper.

## APPROACH

Encephalo Associates operates from a customer relationship management (CRM) tradition. We focus on marketing, sales, and customer service initiatives that build profitable bonds with customers – relying heavily on technologies and data collection/analytic techniques to guide our strategies and implementations.

As entrepreneurs, we try to stay close to what we preach about strategy, tactics, and techniques. Sometimes this means stepping back from how we’ve done things on big corporate projects.

Too often, we see competitors proposing scaled-back or stripped-down versions of the projects they pitch to Fortune 500 companies, because this is their system for making money. Their clients get *some* of what they really need, then have to wait for the next round of funding in order to get anything more.

We're developing repeatable processes that stretch the research, technology, marketing and sales dollars of small-to-medium enterprises and branch offices. (We've found that it's not always necessary to use sophisticated approaches to realize value.) We've adopted and adapted our tools and techniques – perhaps not giving smaller clients their entire wish list, but enough guidance and resources across a *broad spectrum* to take *action*.

When working with modest budgets, we focus on tools and techniques that make the most of creativity and grounded insight. Our clients get the benefit of products and solutions scaled to their needs, with potential for a positive return on investment (ROI). Of course, as we help our clients grow, we're more than happy to graduate them to more sophisticated products and solutions. We just don't believe it's necessary to *start* there to realize profits for our clients and ourselves. We're as sensitive to our clients' financial objectives as we are to our own.

## MANAGEMENT

Allen L. Armstrong, Principal  
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Ruth V. Armstrong, PhD, Principal  
Majority Owner and Corporate Secretary, Encephalo Associates

## HEADQUARTERS

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## MEDIA CONTACT

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