



HELLO

WE'RE THE RUBIKS ROOM

We're digital ninjas, master planners and creative moguls. We're also an open-hearted company that wants to shape a better world through the functional usage of better technology.

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A Brief Word from Our Sponsors

Technology: *“the discipline dealing with the art or science of applying scientific knowledge to practical problems in commerce and industry.”*

The Rubiks Room (TRR) is kinda like a technology design firm. We conceptualise, develop and execute ideas that redefine the world the box exists in.

We’re a small company that blends well with larger teams to provide unique and valuable perspective and expertise. We’re not all touchy-feely though, our unique network of world-class individuals and organisations gives us access to any capability or resource on agile, scalable terms.

We’ve written this document to introduce you to our business as best we can. We hope you enjoy.

Serving suggestion: Tea and a biscuit.

Digitally yours,

Justin & Ruark - founding partners

Our History, in a Nutshell

The Rubiks Room started as an after hours collaboration between Justin R. Melville and Ruark Ferreira in 2007. We started out by making websites that were beautiful and manageable for small businesses. We acted as layer between individuals and the murky art of website development, helping them use technology to their advantage.

The business grew organically as past clients referred us to new clients and opportunities culminating in the opening of new doors in 2009 as a fully-active technology design firm.

With the opening of TRR Digital Industries we formalised relationships with a worldwide network of world-class partners and associates giving The Rubiks Room the ability to bring ideas from the drawing board into the marketplace.

And here we are. A little older, not much richer but living the dream.



A Few Things We Believe in

- Simplicity is the Law we follow - the less complex an idea, the less chance it has to fail.
- Deep Design Leadership is our north star. End-to-end design creates a better product.
- One to the power of 10. We believe that one good team member can have the power of ten employees. Quality and diversity matter.

Respect and preserve the freedom of the Internet.

- We don't believe in disposable solutions. We design technological investments, the tools and services we deliver are designed to grow in value.
- Almost everything adheres to the Laws of the Universe in one way or another. You can't fight it, so work with it and use it to your advantage.
- We can recreate rules. Sometimes you must rethink the way things work in order to work out a way to achieve something.
- The primary role of an information system is to provide the right people with the information they need in way that helps them make better decisions.



Some of Our Clients

We've worked with clients (big and small) from just about every industry you can think of. We do everything from draft early ideas to building entire businesses-in-a-box. Here is a sample of some clients we're proud of.

Yeigo Communications

No longer active (Acquired)

During the early days Justin worked on the brand, interface design and marketing strategy for Yeigo - a mobile VoIP start-up (now acquired by TelFree). From the development of the iconic "Ycon" to the creation of products like quick-fire chat and an integrated mobile toolset, Justin showed Yeigo off as a world-class demonstration of the future of mobile communication.

Fairpros International Trade Fair Marketing

Fairpros.com

One of our first "major" clients, Fairpros is the new face of a decades old trade fair marketing company headed by Honourable Consul Jorrit Plambeck and his son Hauke. They specialise in bringing African businesses to the major European trade fair circuit and creating new possibilities for the continent. Their passion for open source technology echoed our own and a new relationship was born.

We designed the Fairpros brand ID, website and conversion point marketing tools. We're continuing work with Fairpros on a new, fully integrated platform to streamline both business and marketing objectives.

uHAMBI (uHAMBI.com) - the better way to book

uHAMBI.com

We were asked to evaluate a potential acquisition in travel industry on behalf of a client. Our recommendation was to start from scratch and do it better. We developed the business model, created the brand, built the web applications and continue to maintain, develop and promote the business in partnership with uHAMBI. Our strategy was to create a curated selection of locally sourced and vetted accommodations, activities, cars etc. while utilising an important human connection to create and plan customised holidays and experiences with peace of mind.

The entire project is cloud based making the business entirely manageable with nothing but an internet connection (which is good because it's operator loves to travel).



Some of Our Clients (continued)

Metropolitan Health Group

Metropolitan Holdings (Pty) Ltd.

We've worked with Metropolitan Health Group (MHG)'s IT and telephony department on a number of occasions. We designed the identity and interface for MHG's new asterisk based call-centre application called Vitel. More recently we provided the user experience strategy for their unified multi-scheme software interface called Unity.

Bangers and Nash

BangersandNash.com

South African blogger Daniel Nash came to us to fix his broken down but loyally read blog. We began a journey of transformation with Nash (who quit his job to pursue 'the dream'). We developed an attractive piece of media real estate carried on the back of Nash's amazing natural character. Through BangersandNash.com we have developed ideas for numerous consumer brands including Heineken, Playstation, USN and Feiyue.

Having successfully run the CAPE TOWN FIFA FANFEST social campaign, Nash will be joining TRR soon as we expand the media division bringing his social skills into the fold.

Rock 'n Roll

VanCokeKartel.com and more...

We work with South African rock heavy-weights Wynand Myburgh and Francois van Coke (Fokofpolisiekar and Van Coke Kartel) on creating a web platform for their bands and fans. Starting with the new Van Coke Kartel (VanCokeKartel.com) website, we're continuing to develop new tools and tricks for the band and the 'vibe' they represent.

Sustainable Planet

Stealth mode

Our newest client, we're developing the business model, web applications and over-arching strategy for South Africa's first 'Green' business platform. Spearheaded through the FreetheGreenMonster.com website, we will provide a platform for knowledge, information, commerce and (hopefully) investment in 'Green' business.



Primary Resources & Capabilities

TRR's primary in-house role is strategy, design and co-ordination. We have built a network of partners and associated around the World (some are past clients) that help us take projects from design through development to deployment and back again.

Conceptual

- Consulting & strategy development
- Idea and conceptual design
- Resource planning and strategy

Digital Agency

- Brand identity creation
- Web build
- Social media integration
- Email campaigns
- Content strategy
- E-commerce solutions
- Media planning and brokering
- Campaign development and management
- Social strategy and online reputation management
- Rapid trend response

Product Design

- Digital product design
- Mobile and platform applications
- Promotional marketing concepts

Activation

- Brand activation strategy
- (Really) Special events strategy
- Promotional campaigns

Advanced Production

- Mobile development
- Facebook (etc.) applications
- CMS implementation
- LAMP development
- .NET application development
- HTML 5 Apps

Research and Analysis

- Tracking and trending
- Industry / comparative research
- Data utilization strategy
- Perspective (ours, anyway)

Custom Engineering

- Enterprise engineering solutions and automation
- Platform development

How Do We Work?

We work in different ways with different clients but all of our relationships start out the same way - an idea followed by a plan. We like to know as much about you, your organisation, the project at hand and budget before jumping in. The more we know, the better the end result.

Once the idea is forged and planned, we can either work with members of your team to help implement them or we can measure and size them for production and management by TRR Digital Industries. Either way, we like to make sure that things are done the right way.

We bring talent, expertise and resources together. Everything is possible.

everything is possible.



Notable Projects and Vision for the Future

We're always working on new ideas (some crazier than others). Here's a list of some of the ones that we're working toward.

Airborne

Our re-imagining of the music industry. We're building a music platform for artists to harness a new way of distribute and monetize their art and deeper interaction with their fan base. Airborne is currently undergoing venture capital preparation.

A Billion Minds

A social investment strategy that effectively distributes internet access and training through community access centres. Training will include English language tuition - our rationale being that with an internet connection and a common language anyone can achieve anything. Our goal is to one day unite a Billion Minds in a network of free thinking, problem solving and collaboration.

The 1337 Project

A NGO coalition of industry specialists to provide consulting and expertise to State digital assets. The organisation will also act as a watchdog on State spending and standards in the digital sector and hopefully provide guidance and steering of State policy in this area.

Summing Up

We promised to try and explain The Rubiks Room, we hope this little document gives you an introduction to the kind of business we are and what we're capable of.

We can be found (up to no good) on our website: **TRRdigital.com**
Slides of our past work can be found here: **selection.TRRdigital.com**

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