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**TANKWA**  
ICT CONSULTANCY

[www.tankwastudio.com](http://www.tankwastudio.com)

Company Profile

# Tankwa ICT Consultancy

## OVERVIEW

Based in Addis Ababa, Ethiopia, Tankwa ICT consultancy has been providing Information Communication Technology (ICT) Solutions and Visual communication since 2010. We are a team of 9, consisting of highly enthusiastic professionals with a mix of skills. Our team adds value to the overall ICT requirements of any organization to meet our clients' needs.

We at Tankwa are a one-stop ICT service provider. We have organized our company with Public Relations (PR) and Information Technology (IT) departments. Tankwa ICT Consultancy has proven PR expertise and experience in a number of industries and provided PR services on a number of topics through our PR department Tankwa Studio. We are also IT and service provider ranging from software development to a simple web page design.

Our skill in PR and IT provides us with the knowledge to develop solutions that answer the needs of today's clients.



## Our PR Services Include:

### Branding Identity Development & Graphics Design

Brand is not a “swoosh”, a color or a clever phrase. These are only components of a brand. Brand is the effect and lasting impression you leave behind in the audience. Tankwa Studio provides its clients with brand consultancy and creative solutions that help effectively communicate key messages to key audiences, while positively affecting clients’ business results. We provide different range of brand strategies & graphic solutions to Ads and Advertisements:

- Develop Corporate Identity
- Develop unique logos and redesign logos
- Engage Marketing Collaterals & stationeries
- Brand manual
- Creative packaging
- 3D Layout

### Web design & Maintenance

Our profile includes website design, management, and Maintenance. Depending on our clients need we offer from a website design to web application development. Our website maintenance team ensures our client’s site is fresh, strengthens brand identity, and equips clients with latest technology.



## Motion Graphics & Digital Marketing

Our motion graphics team creates visually stunning pieces for a broad range of applications including TV commercials, YouTube Promotional Videos, Promotional web videos, internal communications, and Logo animation. We produce engaging content and with the know how to include keyword optimization naturally and effectively while prioritizing a much bigger goal. Our online marketing covers the following;

- Social Media Campaign
- Press Releases, E-Newsletter and Blog
- Social Media & Website Content Creation
- Email Marketing
- Search Engine Optimization

## Photography

Besides being the backbone for our graphics department, our photographers' produces a range of visual communication to offer those best suited for customers for their graphics, website and advertising needs. We create the visuals with the focus on advertising usage, plan and produce communication content and provide creative elements. Our photography services engage landscape, portrait, studio, product photography, etc.



## Our IT Services Include:

Our mission is to provide full Managed IT services and support from small to large corporate companies. We do this by establishing long-term partnerships with our clients and help them grow and maintain their businesses. We are dedicated to maintaining open communications and providing quality customer service. Combining our solid business domain experience, technical expertise, profound knowledge of latest industry trends and quality-driven delivery model, we offer progressive end-to-end web solutions.

### Software & Application Development

Tankwa ICT Consultancy provides cutting-edge custom application development through its partner office in the U.S to cater its clients with robust, scalable, innovative IT solutions. We provide full-cycle services in the areas of software development, web-based enterprise solutions and web application.

### Networking

Network infrastructure solution provided by Tankwa ICT Consultancy consists of market leader services offering for all size of organizations. Thus providing clients improved communications and insight resulting in significant operational cost saving. IT infrastructure solutions cover the full extent of enterprise network convergence, including



- Structured Voice & Data Cabling
- Networking Devices Integration
- Routing & Switching
- Wireless Network/ Wired & Wireless LAN
- Security Surveillance
- Firewall Solution
- Surveillance System
- Network configuration

### **Domain and Hosting Service**

We provide service to host our clients' website, and users with online systems for storing information, images, video, or other content accessible via the World Wide Web. We offer custom web hosting as per requirements and a range of web hosting packages.



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