

THE BERMUDIAN BUSINESS

2018

PROFILES



MEDIA KIT

THE BERMUDIAN BUSINESS PROFILES

The Bermudian Publishing Company was excited to launch *Bermudian Business Profiles* last year and we look forward to another successful year in 2017!

Designed as a comprehensive business - to- business and business - to - consumer guide, this glossy magazine highlights large and small businesses throughout all industries, including health care, advertising, construction and legal services, to name just a few.

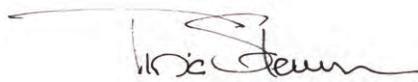
Companies purchase one, or even two editorial pages devoted to featuring their businesses history, accomplishments and growth, along with their management and business information.

Your approximately 400-word story in *Bermudian Business Profiles* will be a collaborative effort between you and a professional writer, and your profile will include a professional photograph to your specifications. In addition, each Bermudian Business Profile will have its own page on Thebermudian.com, giving you an online presence and an easy, sharable, marketing tool.

Bermudian Business Profiles will be distributed to every Hamilton P.O. Box and select additional mailboxes in addition to being available free on newsstands.

Don't miss this opportunity to showcase your business in print and online in a publication that is not only elegant and professional, but also far-reaching to all segments of Bermuda and beyond.

Kind regards,



Tina Stevenson
Publisher



Stats & Facts

- *Bermudian Business Profiles* is free glossy magazine aimed as a guide to Bermuda’s top businesses. Divided into industries, the magazine is designed as a business-to-business and business-to-consumer tool.
- *Bermudian Business Profiles* will have its own presence on Thebermudian.com with each profile featured as an article (with live links), serving as an online searchable directory and marketing tool.
- Every Profile on thebermudian.com will be shared to our 7,000 Facebook fans and ‘boosted’ for \$5.00
- Businesses participate by paid-for editorial or by traditional advertising.
- *Bermudian Business Profiles* will publish in May and be available throughout the year while stocks last.
- 7000 *Bermudian Business Profiles* will be printed and distributed island-wide and will be available on newsstands and mailed to 4000 Hamilton Post Office boxes reaching virtually every business in Bermuda. It will also be mailed to all medical and doctor’s office waiting rooms.

Business Categories

- Legal services
- Health Care
- Real Estate
- Advertising & Marketing
- Architecture & Design
- Accounting & Investment Services
- Health & Fitness
- Cleaning companies
- Computer Services
- Domestic Insurance
- Shipping & Freight
- Building & Construction
- Pet & Veterinary Services
- Employment & HR Services
- Shipping & Freight

Costs

Businesses can purchase a single or double-page profile.

Single Page Profile • \$1,800

- 300-400 word write-up by professional writer
- 1 professional photo

Double Page Profile • \$3,400

- 600-800 word write-up by professional writer
- 2 professional photos

Dates & Deadlines

Space booking Deadline:
November 3, 2017

Publishing Date:
February 2018

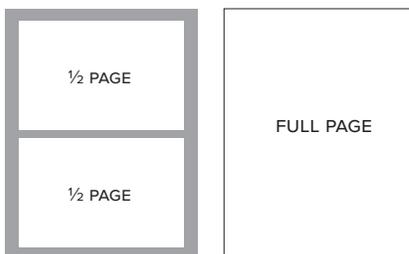
Traditional Advertising

Half page • \$750

Full page • \$1,400

Outside back cover • \$3,500

Inside covers • \$1,800



ADL Compliance Limited



Lanan Bascome, Koshea Scott-Millett

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SERVICES:

Provide regulatory, compliance, risk management, anti-money laundering and business consultancy and support to financial and non-financial services business either during their pre-licensing and/or post-licensing stages

OWNER:

Lanan Bascome

2 EMPLOYEES

One of the exciting new companies in Bermuda is ADL Compliance Limited. Led by founder Lanan Bascome and Attorney/Senior Compliance Consultant Koshea Scott-Millett, ADL offers a full suite of compliance solutions for regulated firms including Banks, Law Firms, Corporate Services Providers, Trust Companies, Insurance and Reinsurance companies, Investment Business and Fund Services Providers, Real Estate Companies and Charities.

ADL offers a range of services including compliance program development; policy and procedure manuals; AML/ATF and compliance training; license applications; client remediation projects; client file reviews; onsite regulatory preparation; AML/ATF audits; gap analysis; Compliance Officer duties; Money Laundering Reporting Officer (MLRO) duties; and ad hoc advisory services. A rapidly growing operation founded in the spring of 2016, ADL has already established a reputation for quality advice and exceptional client relations.

Compliance expertise has become a necessary part of doing business in the global economy and is critical for the survival of Bermuda's financial services intensive economy. There must be checks and balances to ensure that economic global trade is not exploited for immoral or illegal purposes, and this growing industry seeks to bring as many nations as possible onboard with this philosophy. The emer-

gence of ADL is part of a larger process that will help to ensure the long-term viability of Bermuda's global business activities.

ADL clients need timely, accurate and current compliance and anti-money laundering advice so they can manage the potentially onerous and costly effects of the post 9/11 and post 2008 business context. ADL offers tailored products and up to the minute knowledge of chang-

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es that allow clients to achieve compliance in a regulatory regime that is constantly evolving.

As consultants, the team at ADL understands they are invited guests who must be positive and supportive, especially when offering advice that is, as with most change, at times difficult to hear.

It is for this reason that ADL hires highly skilled professionals who have sat in their client's very seats as professionals in the same industries which they now service. There are team members who have also been previously employed by regulators, which affords ADL clients a detailed understanding of how the regulatory process will unfold.



The Studio Limited

The Studio Limited

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SERVICES:

Architecture and Interior Design

PRINCIPAL:

Beryl E. Brown

7 EMPLOYEES



If sketches, 3D modelling and electronic drawings will help you realise your design ideas, you should see the work produced by The Studio. The firm's collaborative spirit of working with clients is a core belief of its Founder and Principal, Beryl E. Brown, also Bermuda's first female registered architect. For example, interactive and Internet-based "idea books" are made jointly by clients and designers and have proven to be a great communication tool.

Beryl is committed to the belief that architects and designers must work in tandem, when creating projects that honour their clients and the environment. The diverse talent at The Studio collaborates with local and international firms and consultants on a regular basis.

Founded in 1989, The Studio has been acclaimed for its sensitive interpretation of Bermuda's vernacular architecture and design, including numerous historically-listed buildings, whilst reflecting a contemporary lifestyle. Residential, commercial, hospitality and retail projects benefit from The Studio's creativity, resources and philosophy of timeless and cost-effective design.

The firm has an enviable body of award-winning and published work including "Widdrington", "Ivy Cottage", Hidden Cove Condominiums and Masterworks Museum of Bermuda Art. Bermudians and visitors alike have enjoyed early commissions such as Port 'O' Call Restaurant, the Frog & Onion Pub, and Marks & Spencer. The Studio is also known for its commercial interiors for clients

such as Seacrest Capital, the Oil Group of Companies and EY's offices in Bermuda and throughout the Caribbean.

Some current projects underway include a sleek roof-top restaurant and sky bar, a sophisticated beachfront house, and pop-up stores for the America's Cup.

The Studio has also been hugely successful supplying specialty items as diverse as original art work, green "living" walls, bespoke wine cellars, and custom jewellery safes and fireplaces,

The Studio has been acclaimed for its sensitive interpretation of Bermuda's vernacular architecture and design

in addition to sourcing and importing more readily-known interior fixtures and fittings.

Additionally, The Studio offers estate management for its clients' properties. This includes readying them for travelling owners and guests, managing hurricane preparedness and organising remedial work. The firm has a good working relationship with reputable engineers, subcontractors and refinishers.

The Studio makes itself available to the public at the annual Coldwell Banker Home Show to offer creative insights and discuss design needs. This is a firm committed to design excellence from the largest commercial projects to an individual homeowner's dream.



BACK ROW: Georgina Francoer, Lauren Judd, Tina Albuoy, Laura Procter FRONT ROW: Stephen Young, Beryl E. Brown, Kevin Lambert

Emergence Corporation



Tim Kerr, Daryl Fubler, Boun Panasy, and John DeSilva

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SERVICES:

Technology solutions for business

PARTNERS:

Tim Kerr • PRESIDENT
John DeSilva
Daryl Fubler

Boun Panasy
DIRECTOR OF PROFESSIONAL SERVICES

30 EMPLOYEES



Many top Bermudian organizations with operations all over the world regularly entrust their technological systems to Emergence, a Bermuda-based leader in business applications and technology consulting services. Through outstanding client service, Emergence enables organizations to achieve new levels of growth through innovative business solution architecture, design, and support.

Emergence was created when MCS Limited expanded across the globe to keep pace with the growing Enterprise Resource Planning needs of its clients and business partners. The firm has been in business for over 30 years and was originally a computer reseller before focusing exclusively on business application consulting from 1990 onwards. By providing quality professional services that enhance client performance, Emergence adds value, contributes to growth and helps create a dynamic and enjoyable working environment.

In the early days, the company succeeded through grit, determination and long hours. Now, led by President Tim Kerr, Head of Development John DeSilva and Head of Business Development Daryl Fubler, the firm follows the Emergence Implementation Methodology that ensures repeated delivery of efficient and effective solutions that exceed client expectations.

This approach is amplified by a passionate, intelligent and fun group of people who deliver results. From operations to sales to the delivery team, everyone at Emergence is committed to excellence and client service.

Value Proposition

Emergence's offerings are based on the Microsoft technology platform and are configured to meet various jurisdictional, regulatory or industry requirements. Constantly evolving and responding to perpetual change in the technology industry, the Emergence team is continually assessing and developing their solutions to ensure clients have innovative systems. One such shift was the evolution of solutions that take full advantage of Cloud technologies.

Over the last decade, as companies have be-

At the heart of the Emergence approach is a client-focused and solution-centric team

come highly attuned to monitoring efficiencies and ROI of money and time spent, Emergence has responded by offering business process optimization solutions. Enabling partners to make fluid and informed decisions, Emergence's business solutions allow clients to maximize efficiency and visibility by scrutinizing internal processes and increased access to data.

With a genuine commitment to high moral standards and ethics, Emergence fosters long-standing, trusting relationships with clients who can expect answers to hard questions from the Emergence team along with ongoing advice and recommendations about a wide range of issues. At the heart of the

Emergence approach is a client-focused and solution-centric team. When the firm takes on new team members, it looks for people who intuitively understand the importance of great client service.

Emergence makes it a priority to listen closely, recommend carefully and implement efficiently so that the evolving needs of every business partner can be adequately anticipated and addressed. This thoughtful and deliberate approach, combined with a company-wide commitment to knowledge acquisition, creates an optimal working relationship and adaptive business model for clients.

Industries

Emergence delivers solutions to companies in a wide range of industries, particularly Insurance/ Reinsurance, Financial Services, Distribution, Professional Services, Public Sector and Hospitality.

Emergence began by meeting the needs of Bermuda-based multinational organizations and then expanded to assist affiliate offices in the US, UK, Canada, Caribbean, Switzerland and other locations around the world. Along the way, Emergence also began meeting the needs of distribution firms and supply chain operations through customized logistics solutions that ensure the right goods are in inventory when they are needed. These solutions were particularly helpful as companies dealt with the shift from a “buy, hold, sell” model to a “sell, source, service” model.

Additionally, Emergence is active with professional services organizations, helping to eliminate downtime and improve customer satisfaction. This includes cost-effective business management solutions that improve operational efficiency by expediting reporting and creating cost-saving opportunities.

Emergence also serves public sector operations that have very different needs than private entities. Government agencies take advantage of Emergence’s skill in solution development to add efficiencies and ensure constituent needs are met, such as processes that track and report the allocation of funds. In particular, Emergence has experience integrating functions so agencies can easily adhere to regulations and controls, manage grants and budgets proactively and streamline accounting processes.

Services

With direct service from skilled support staff and senior consultants, Emergence ensures clients receive product, solution and local industry expertise. Through this service model, Emergence offers technology solutions that include Enterprise Resource Planning, Financial and Consolidated Reporting, Customer Relationship Management, Corporate Performance Management, Business Intelligence and Analytics, Payroll and Human Resource Management.

Emergence is an award-winning company that has been regularly recognized for its excellence in the field over the years

Emergence continually expands the depth and breadth of its service and solution coverage and now ranges from Microsoft Dynamics GP to Microsoft Dynamics CRM and Microsoft Azure. This evolution has been a response to tremendous growth in demand for corporate performance management, such as complex budgeting, planning and forecasting; deep ad-hoc analysis and scenario tracking; dashboarding; and assistance with complex financial consolidations. These developments have been complemented by advances in Emergence’s other offerings, such as Prophix Corporate Performance Management, Bermuda Payroll and Human Resources, Paramount Technologies Spend Management application and the ImageTag KwikTag document management platform.

The firm is particularly proud of Emergence Financials Solution, a nimble and robust financial accounting system that empowers companies to manage their operations easily including multi-currency management, COA (Chart of Accounts) standardization, and financial reporting. It has also had substantial success with the Emergence Payroll Solution that reduces effort for managing payroll and human resource processes.

Emergence is also a leader in technology systems training, providing a diverse area of teaching and learning supports to clients to ensure that both leadership and staff have the capability and sophistication to effectively and efficiently operate the solutions it implements.

Emergence is an award-winning company that has been regularly recognized for its excellence in the field over the years, including twice being selected as the #1 Microsoft Business Solutions Provider for Latin America and the Caribbean. Other awards include the Accounting Today VAR 100 Award, ImageTag Partner of the Year – International, ImageTag Contributor of the Year, and seven consecutive Microsoft Inner Circle Awards, which put Emergence in the top 1% of Microsoft Dynamics Consulting Firms Worldwide.



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