

# FANATICAL VOICES

Integricity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about Integricity and its services.

## Welcome message from Raja Jesrina Arshad Designer, Interactive Team Integricity Corporation



"Yassas!"

The pleasantry of this Greek greeting is still embedded in my thoughts. Almost 3 weeks have passed since my trip to London and Cyprus yet every detail is still fresh in my mind as if it were only yesterday. Ahh, the silvery sandy beaches, the warm rays of sunshine and the mouth-watering mezze feasts...Need I say more? I was indeed in paradise. Yet, the highlight of it all was

watching my best friend walk down the aisle and marry the love of her life.

It is hard to imagine that this opportunity could have passed me by had I been with another company, one that perhaps was inflexible with my request for leave. Despite having just joined Integricity four months prior to the trip, they were kind enough to let me take a nice long vacation enabling me to recuperate, regenerate and enjoy time away from work. In fact this is what Integricity is all about – we truly believe in happiness fuelling productivity and the importance of achieving a healthy work-life balance.

You should treasure your chance to get away from work even if it is just for the weekend and regroup, relax and revel with your family and friends. It is important to get away so you can recharge your batteries and refresh your mind. Sometimes the best work ideas come to you when you're not focused on the problem. Furthermore a new environment would help jolt you out of your normal habits compelling you to think and react in new ways, refreshing your creative wellspring.

With the arrival of July, it is the perfect time to reflect on our thoughts and actions in the past half year. Have we been so preoccupied with the 'busyness' of our daily routines that we forget to stop and just enjoy our lives?

It is incredibly easy to get trapped in the business of life, work harder and harder at climbing the ladder of success only to discover it's leaning against the wrong wall. Imagine finding yourself achieving victories that are empty, successes that have come at the expense of things you suddenly realize were far more valuable to you. If you are reluctant to stop and enjoy life in all aspects, you may find yourself blinded to the things that really matter to you the



## Tell A Friend

If you enjoy this newsletter and would like to share it with friends or colleagues, please forward it. Thanks!

## Register or renew your .MY domain name this Merdeka!

### .MY domains

Usually RM100 per year, now only RM80 per year.

No promotion code is needed. Valid from 5 June 2007 to 5 September 2007. [Sign me up now!](#)

Terms & conditions apply.

## Keep In Touch

Head over to our brand new [corporate blog](#) to find out what's beneath the red hood.

That's it for this month's Fanatical Voices. See you next month!

most.

So do yourself a favour. Press pause and take a breather. You'll now feel ever more prepared to take on the year ahead!

Fanatically yours,

*Jesrina*

**Raja Jesrina Arshad**  
Designer, Interactive Team

Fanatically yours,  
Fanatical Voices Editorial Team

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### **We love ice cream! Do you???**



If the taste of ice cream melts your heart, we're here to inform you that Integricity is offering to our faithful readers - ten RM10 New Zealand Natural ice cream vouchers. Here's how you can get them:

1. Get a Malaysian-ised postcard. It can be a picture of KLCC, orang utans or merely Malaysians from all walks of life.
2. At the back of the postcard, write your name, company, mailing address, email address and contact number.
3. Get Integricity's address from our website, lick and stamp and send it off to us!
4. Be one of the first 10 postcards to reach us!

Why are we doing this? Well, for many reasons - we love ice cream, it's our country's 50th birthday, we value our readers, we love ice cream, it's the school holidays and we love ice cream! (Oh, did we say that twice? Ahhh, you get the picture.)

*\* Only one entry per person. Winners will be announced in the next issue of Fanatical Voices. Staff of Integricity are not eligible to participate for obvious reasons - our postbox is wayyy to close. (Sorry guys!)*

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## The People behind Integricity : Meet our Interactive Team!

One of the dimensions which we would like to embellish on for Integricity as a brand and the newsletter is the great people (aka "Fanatical Team") beneath the red hood (pun intended). Meet one part of our great team:



(From L to R): Jesrina (Designer), Kenny (Art Director) and Olivia (Senior Designer).

### First up, tell us a bit about yourself and your role in Integricity.

**Olivia:** I'm a Senior Designer here and my primary role is to conceptualize drafts and see them through from concept to production. I also act as a consultant and advisor to my clients. I manage each project to see that everything is done according to the client's requirements and help them decide what's best for their product. Occasionally, I also train some of the interns that come in here to do their internship.

**Kenny:** I'm an Art Director here and my job revolves around visual communications pertaining to the web industry. At Integricity, my primary responsibility is to provide creative directions as well as to communicate the branding strategies for projects.

**Jess:** I am Raja Jesrina Arshad but most people call me Jess. My role as a designer at Integricity involves initially understanding the needs and expectations of clients and thus helping them achieve their business goals through design conceptualization and execution. I am involved in every step of the process from initial brainstorming to design and development of the website. My role also includes updating and maintaining websites once they have been launched.

I also have a very minor yet highly regarded role as our unofficial part-time donut supplier. We are always more productive when munching on donuts,

(particularly Krispy Kremes imported from London) and I like to fuel this productivity from time to time!

Go to our brand new blog to [read more!](#)

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## News and Updates

### 2nd July 2007

Integricity launches Sekolah Menengah Kebangsaan Damansara Jaya's brand new website, along with a fully-featured content management system, custom-developed to the requirements of the school's students, teachers and parent-teacher association.

### 11th July 2007

Integricity begins redefining a whole new experience for Kuala Lumpur Golf & Country Club. Watch out for a whole new brand, both on the golf course, in the club and online!

### 17th July 2007

Allyhunt.com, Malaysia's latest job portal goes live! Our team spent months researching, developing and coding the systems that enable it to work, and work better than any other job portal out there. Integricity's role also includes the deployment of a call centre to support the website.

### 25th July 2007

We're going to be playing even more golf! Integricity begins brand and website development work for City Golf, Malaysia's first indoor golf venue, soon to be opened in Bangsar.

## FANATICAL VOICES - THE INTEGRICITY NEWSLETTER

### MAIL ISSUES

If you experience any difficulty reading our Fanatical Voices newsletter, please send an email to [fanaticalvoices@integricity.com](mailto:fanaticalvoices@integricity.com), stating the problem you encountered.

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