



887 W. Marietta Street, NW, Studio M-210  
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## Introduction

*frogfire* DIGITAL is a new media/technology company whose services integrate high-end digital design, programming, and technology to create cutting-edge information and marketing tools.

At *frogfire* DIGITAL, we partner with our clients to help them utilize these latest tools (digital and interactive) to transform information into knowledge – the knowledge that will enable them to best serve their marketplace.

And like all good communications architects, we believe *form follows function*. We first establish a strategic plan to meet our client's stated goals and objectives – only then do we begin to develop the optimum mix of graphical, media, and technological tools that will best deliver the desired results.

*frogfire* DIGITAL is proud of the work we have done for clients such as Motorola, Turner Broadcasting (TBS), Hewlett Packard, Equifax, and Synovus Financial.

## Management

The people who manage all that *frogfire* does come to the table with the requisite breadth and depth of experience to ensure that any project that we undertake will result in exceeding the client's expectations.

Joe Reger, Sr.

*frogfire* DIGITAL is majority owned by Joe Reger, Sr. who is a disabled veteran. His experience includes:

- Retired from the Army after 24 years of service as an officer concentrating on personnel management and administration for 7th Signal Command, a nationwide information management organization.
- Developed corporate personnel review, awards and incentive policies to standardize procedures for equitable progression for an 18,000 employee information technology organization
- Planned and managed HR aspects for the startup of the Army's 4 Mega-Information Processing Centers involving 1000 employees
- Established the Total Quality Management (TQM) initiative throughout the 120 organizations composing the command.



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- Established the IMATCE (Information Management Area Training Center of Excellence), a corporate training center. Trained 600 employees per year in 8 courses involving information technology services.
- Commander of a battalion equivalent Headquarters Detachment for NATO forces in Izmir, Turkey. Had administrative, security, training, and disciplinary authority over 300 soldiers. Responsible for soldier/family welfare for 800.
- Assistant Professor, Economics & Business, U.S. Military Academy at West Point. Taught economics, personal finance, and was Course Director of Corporate Finance.
- University of Chicago - MBA Industrial Relations & Human Resources Management, Graduate School of Business Honor Graduate

#### Tom LaPlante

- Over 20 years of information technology experience, including:
  - IT and E-Business Strategy consulting and business development.
  - Business and technology consulting in the travel industry, financial services, manufacturing and consumer goods business sectors.
  - Program management, technology integration, IT technical support, process design, data center management, call center management, multi-systems connectivity and systems integration.
  - Provided strategic consultation to C-Level executives.
- University of Georgia Bachelors of Science (Computer Science major with minor in Math)

#### Joe Reger, Jr.

- Co-founder of *frogfire*
- Network architect
- Web designer and developer
- Systems engineer
- Database developer
- Application architect
- Project manager
- Programming instructor
- BS Physics, Georgia Tech



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Joe brings the process-oriented discipline to software development that is required to assure great quality on time and under budget. Utilizing a hybrid of traditional development processes (ala Booz Allen Hamilton) and eXtreme Programming, all members of the team feel enabled and focused.

Joe's background at Georgia Tech spanned physics and electrical engineering with a BS in physics and a minor in computer based instrumentation. Starting frogfire in the early days of the web's technology has created a perspective for all new technology. While a technologist, Joe firmly believes that technology must serve business needs.

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## ***What we are***

We are in the business of creating and communicating significant relationships between:

- Products/services and users
- Evolving events and media
- Financial information and investors
- Corporate processes and employees
- Opportunities and vendors

## ***What we do***

We consult to analyze needs, opportunities, and solutions.

We design for interactivity, information, and identity.

We develop solutions for IT based dilemmas.

- Internet, intranet, extranet, and e-commerce
- Contract employment of IT resources
- computer based training
- Internet media positioning and exposure management
- Web campaigns (to include attendant off-line production).

## ***Who we are***

An organization of individuals experienced with innovation and insight.

A group capable of strategic relevance with the ability to make an impact through creativity.

We apply a scientific method to obtain discipline in both business and creativity. It is this combination of “feet on the bottom line and hearts in orbit” that sets us apart. In short “We create business.”

## ***Who are our clients***

Our clients want to break through Internet clutter, and competitive noise.

Our clients want a perennially productive IT adventure ... a journey to attain and maintain ascendancy in identity, services, and information.

Our clients are large organizations, either in scope or in thinking (preferably in both).

Our clients challenge us so that our creativity is piqued.

Our clients hire us to think with and for them ... to create with and for them.

Our clients want us to evolve from their contractor to become a partner, a consultant, and a guide.

Our clients want an enduring agreement built over time with creativity and business acumen and held together by trust, respect, and admiration.

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## Our Experience

Over the last six years, *frogfire* DIGITAL has established itself as a leader and innovator in interactive marketing and communications, building our reputation with effective and award-winning work for clients such as Motorola, Equifax, Prudential, TBS Superstation, Acer and Hewlett Packard.

We believe our experience in delivering results to such world-class brands, and the knowledge we've gained in the process will help us fulfill the online services related tasks anticipated in the government.

The following are a few brief cases.

### Motorola PSD

#### Background

Motorola's Platform Software Division (PSD) was a new division within Motorola, responsible for the Flex Messaging Server, a big-ticket end-to-end communications system.

#### Need

Because of the newness of the division, the marketing strategy and identity were lacking definition and direction. They needed an online initiative to build brand awareness and convince the CEOs and CIOs of Fortune 500 companies to invest in this expensive technology. Special attention was to be paid to integrating PSD's online look and feel with Motorola's, and to leverage corporate's existing brand equities.

#### Solution

*frogfire* DIGITAL crafted a first-generation site that targeted top management and their subordinate decision-influencers. The site was designed to deliver compelling and targeted user information, and leveraged the Motorola master brand reputation for excellence in communications solutions. Information request and registration functions, embedded in the site, helped PSD develop and maintain a database of pre-qualified sales leads.



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Click on image to see the site.

[http://www.frogfire.com/frogfire\\_archive/motorola-psd](http://www.frogfire.com/frogfire_archive/motorola-psd)

In order to gather critical mass, Motorola needed to involve the developer community. They tasked *frogfire* to create their logo and to transfer their overall marketing strategy to an online developer community



Click on image to see the site.

[http://www.frogfire.com/frogfire\\_archive/motorola-spin/index.html](http://www.frogfire.com/frogfire_archive/motorola-spin/index.html)



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Subsequently, Motorola needed a multi-media presentation that would serve as a sales training tool, a trade show display, and as a sales leave behind. *frogfire* DIGITAL developed a cross platform CD with a component-ized architecture. It incorporated a high end video segment, Flash, interactive library, and Web connectivity all of which revolved around a visual and conceptual Control Room theme.



CD available on request

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## Motorola SmartPager

### Background

Motorola's SmartPager division is responsible for marketing the company's SmartPager pagers to the general public.

### Need

Motorola SmartPager was charged with the responsibility of taking an impersonal paging device and positioning itself as a *lifestyle* device in an online marketing initiative. Extending the brand equities and differentiating themselves from competition were also major objectives.

### Solution

*frogfire* DIGITAL developed a site that had a playful look and feel. Marketing copy and visual cues were used to lend an air of personality to the devices.

The site won ShowSouth's 1998 silver award in Interactive Advertising. Internally, Motorola showcased the site in a newsletter article demonstrating to all of Motorola's divisions the effectiveness of well-conceived and targeted interactive initiatives. This site also won the Technical Writer's Association award of excellence in 1999.



Click on image to see the site.

[http://www.frogfire.com/frogfire\\_archive/pagewriter-apps](http://www.frogfire.com/frogfire_archive/pagewriter-apps)

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## Equifax

### Background

This global leader in information systems was in the process of launching their second-generation site.

### Need

The company asked for an online initiative that would help them defend their credibility and evolve their branding efforts on the net. The challenge was to create a coherent site that could be easily and quickly used and expanded upon, and provide an online framework within which the hundreds of disparate international brands operating under the parent company could unite.

### Solution

*frogfire* DIGITAL's solution involved a centralized strategic partnership that distributes templates to specific content providers within the organization. These templates are corporate-approved in order to give the users some design freedom while maintaining a cohesive look and feel to the site. The templates include PhotoShop files, fonts, recommended html builders and anything else the division may need to get their sites-within-a-site running and updated.



Click on image to see the site.

[http://www.frogfire.com/frogfire\\_archive/equifax](http://www.frogfire.com/frogfire_archive/equifax)

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## TBS Superstation *American President* Web Site

### Background

TBS premieres blockbuster movies and uses multiple marketing channels to drive traffic to the TV premieres.

### Need

TBS Superstation needed a new site designed to support the network premiere of a *The American President*. The station wanted to turn the showing into a major event, and wanted to use an online initiative to heighten the “buzz,” create word of mouth and support the movie through another media channel.

### Solution

*frogfire* DIGITAL developed a dynamic and highly interactive site supporting the station and movie in less than 30 days.



Click on image to see the site.

[http://www.frogfire.com/frogfire\\_archive/tbs\\_ampres/index.htm](http://www.frogfire.com/frogfire_archive/tbs_ampres/index.htm)

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## People TV

### Background

PTV's mission is the operation, development and management of the PUBLIC ACCESS CHANNEL within the Atlanta cable television system.

### Need

PTV wanted to shed the "production on a shoestring" image and increase viewership.

### Solution

*frogfire* DIGITAL, based on it's brand assessment designed and implemented new identity, collateral system, Producers Handbook, and a Flash enabled Web site.



Click on image to see the site.

<http://peopletv.org/>

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## Industrial Distribution Group, Inc.

### Background

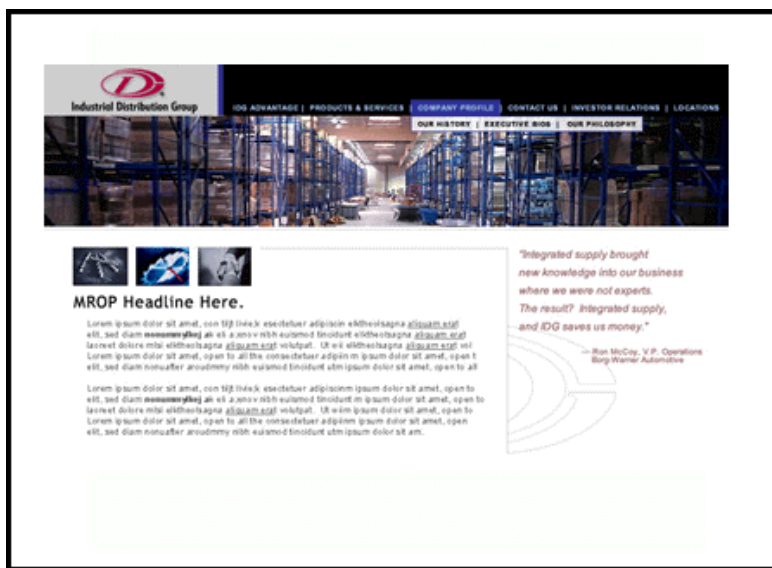
IDG is a public corporation that rolled-up thirteen regionally prominent companies in the industrial supplies sector. Their corporate strategy was to become nationally prominent as a credible competitor to such companies as W.W. Grainger, Inc., Danaher Corporation, and Snap-on Incorporated.

### Need

They called upon *frogfire* to consolidate the disparate Web sites into a unified, powerful, credible and long lasting Web presence.

### Solution

*frogfire* DIGITAL redesigned and launched a new web site that strategically reinvented IDG as an integrated operating organization. In so doing, we conducted a **brand assessment** and an **executive’s strategic directions and action planning forum** that lead IDG to grasp both the totality and the niche of their market position.



Click on image to see the site.  
<http://www.idglink.com/>

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## AT&T

### Background

AT&T and CSC had entered in to a contract wherein CSC would take over a technology operating division of AT&T. The contract specified that periodic employee assessments be conducted to determine if the proper care and feeding of the AT&T employees was taking place.

### Need

Design an online survey for a division of AT&T.  
CSC & AT&T wanted to make it easy for their employees to take the survey. They wanted to make sure that each employee could submit only one survey. They wanted confidentiality for their employees. During the survey they wanted to encourage those that had not yet completed the survey.

### Solution

*frogfire* DIGITAL partnered with Hughes Research Worldwide (a Provant company) to design an online survey mechanism that would exceed the normally accepted hard-copy response rate of 37%. *frogfire* developed, hosted, and conducted a multi-tier survey architecture, that provided both security and user friendliness. The resultant response rate of 49% far exceeded expectations.

Use E-mail Address: **guest** and Pass Code: **guest**



See an example survey by clicking on image.  
<http://www.frogfire.com/performancectrack>

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## Computer Based Training

### Background

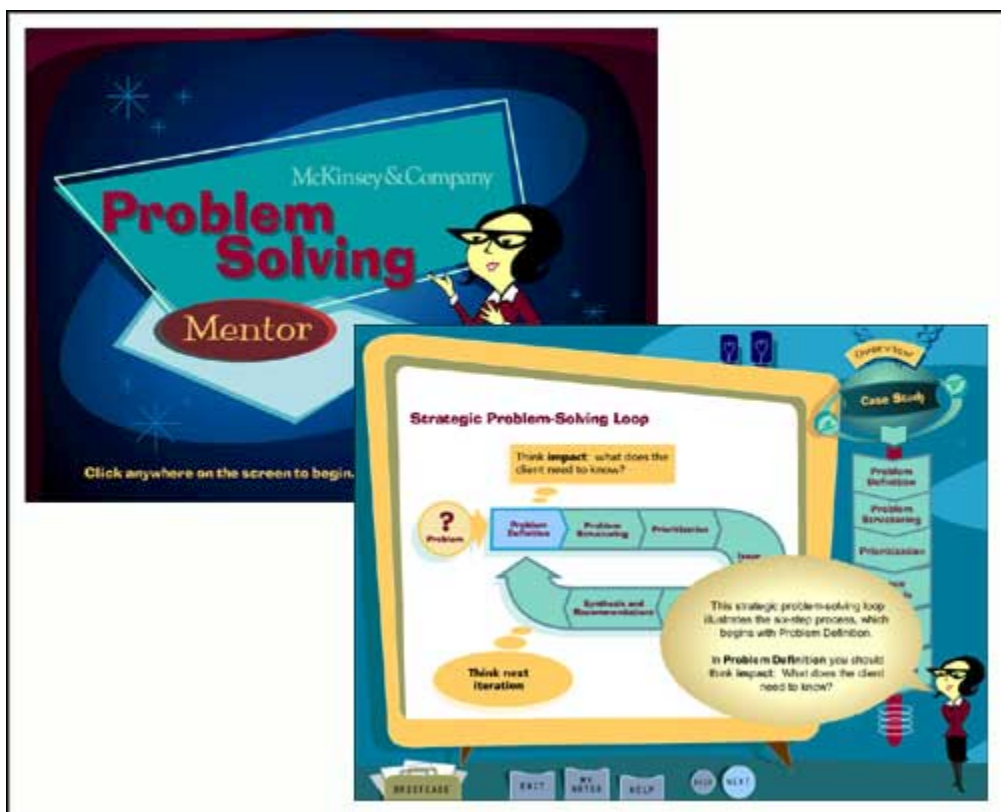
McKinsey & Company trains each of their new consultants to understand their proprietary problem solving process. Part of that training is a Computer Based Training tool called Problem Solving Mentor (PSM).

### Need

McKinsey required several upgrades to PSM: make it compatible with Windows 2000, navigation changes, and prepare the product so that it could be used on the Web.

### Solution

*frogfire* DIGITAL activated a state of the art installer and restructured Macromedia Director Movies.



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## Internet Based Software Development (Enterprise Model)

### Background

After receiving \$45 Million in funding and partnering with large financial and insurance providers this company was ready to build its product.

### Need

A scalable failsafe hardware and software platform to build web integration services upon.

### Solution

- A \$2.5M three-tier hardware architecture built on Sun servers running Solaris. Web and application tiers scaled horizontally by adding more machines. Database tiers scaled vertically with CPUs. Load-balancing with gigabit ethernet, heartbeat links and redundant bandwidth.
- Java, Corba, XML and C software platform.
- Development of a proprietary and patent-pending login scheme utilizing RSA, SHA, DES and DH.
- Shared NetApp file structure
- Oracle 8i database.
- Complete disaster recovery and business continuity plan including offsite vaults, warm sites and daily backup transport of media.
- Negotiation of service contracts to a 4-hour response time
- Implementation of a full software development process including requirements, development, quality assurance and user acceptance testing.

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## **Internet Based Software Development**

### **Background**

A company with \$1B in revenue and 55,000 employees makes a partnership with a large financial institution.

### **Need**

The ability to leverage their partner's distributed sales force in a cost-effective manner.

### **Solution**

- A web-based sales force automation tool that extended the feature-set of traditional SFA tools to include affiliate lead management and reporting.
- Built on a Java/Solaris platform with the Tomcat application server and Oracle 8i.
- Usability study over internet video conferencing to define/refine feature-set
- Training program developed for partner to ease adoption

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## Internet Based Software Development

### Background

A company with obsolete DOS-based payroll software was losing market share to competitors with better methods of payroll entry but did not want to sunset their 20 year investment in legacy systems.

### Need

A new and marketable way to have clients enter payroll that did not affect legacy systems.

### Solution

- A web-based payroll entry system that allowed customers to enter payroll without customer service intervention
- No change in legacy system integration hooks. A zero touch approach that emulated the old system with newer technology and a new interface.
- An iterative approach to system design that included "screen design" workshops and side-by-side designer and programmer interaction
- Utilization of the J2EE environment

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## **Internet Based Software Development**

### **Background**

A large employment services firm grows by acquisition.

### **Need**

A centralized ERP implementation to replace five legacy systems.

### **Solution**

- Implementation of Lawson ERP system
- Implementation of Formscape printing servers to centralize print activities
- Centralized application platform at eDeltacom in Atlanta
- Implementation of a frame relay network covering six cities

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## Operating Systems Maintenance

### Background

A company with back level mainframe systems software could not receive support from the vendor. This company was providing Y2K application modifications and testing of all application systems via offshore programming.

### Need

Upgrade to current and supported levels of MVS, CICS and DB2. Additionally, re-install and test third party software.

### Solution

- Installed current version of MVS, CICS and DB2
- Installed and tested third party systems software products
- Trained onsite personnel in the administration and updating of operating systems software
- Provided documentation to company onsite personnel in identifying and resolving operating system software problems

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## Telecommunications

### Background

A company that was providing outsourcing services to multiple locations experienced network/telecommunications outages.

### Need

Develop and implement problem identification and resolution strategy. Design and implement a more cost effective LAN/WAN solution to improve customer service and reduce costs.

### Solution

- Performed initial requirements analysis and problem identification
- Designed and implemented a LAN/WAN strategy that reduced costs, improved network uptime and provided problem notification procedures in the event of network failures
- Upgraded Cisco and Bay Networks software and routing protocols to eliminate WAN broadcast storms
- Installed Cisco switches to provide WAN accessibility from multiple locations including Manilla, Phillipines; Cleveland, Ohio; Atlanta, Georgia and other smaller locations.
- Designed and implemented a network solution that connected HP9000 systems running SAP to IBM mainframes via TCP/IP
- Developed problem resolution processes for Network Operations personnel that saved Company over \$500,000.

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## Technology Assessment

### Background

A company was entering a new market.

### Need

Assess current technology platform and develop updated technology strategy to meet company objectives

### Solution

- Validated business and marketing strategy via key executive interviews
- Gathered and benchmarked information on existing technology platforms and staff skills
- Developed future state vision and gained executive alignment through workshops
- Compared future state versus current technology capabilities to identify technology strategy
- Developed detailed implementation plan and 'quick win' list of priorities
- Documented technology assessment process for client that could be refreshed periodically

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## System Acceptance

### Background

A company was deploying Lotus Notes, Windows NT and Remote Access Services throughout the corporation.

### Need

The project had failed previously due to inadequate testing and acceptance procedures.

### Solution

- Formed a Program Management Office to coordinate all three project activities in tandem with other ongoing projects
- Developed detailed Application testing and certification plans to include user acceptance
- Developed test scripts
- Developed user acceptance scripts
- Identified and implemented the Unit, Application and System testing procedures and processes
- Developed issues and problem logs to return to developers for resolution
- Documented and trained company personnel in the usage of the Unit, Application and System testing procedures

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## Disaster Recovery

### Background

A company was unsuccessful in meeting auditor's requirements of providing a workable DR plan.

### Need

Develop and test Disaster Recovery Plans at an offsite location to meet auditor's requirements.

### Solution

- Determined and identified specific responses to meet auditor's requirements for Disaster Recovery
- Developed a DR plan for recovering the systems and applications offsite within 48 hours
- Identified the support teams needed from systems software, network support, applications programming, production control and computer operations
- Developed a detailed hour-by-hour schedule of activities and milestones for the DR test
- Managed the actual DR test
- Provided summary to auditors which was successful in meeting the auditor's complaints

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## Program Management

### Background

A company was consolidating its military and commercial applications systems and relocating over 2000 employees.

### Need

Form a Program Management Office to oversee the ten separate projects with over 150 project team members and a budget of \$50M.

### Solution

- Identified and trained 10 project managers (8 of which were internal employees)
- Developed project reporting guidelines and procedures
- Trained the project managers to use Microsoft Project
- Held monthly project review meetings with Executive sponsors
- Developed problem and issues logs to be used by project and client team members
- Conducted team building sessions with project managers and team members to improve morale and cohesiveness
- Turned this program from RED status to Green status within three months

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## Contract Employment

### Background

Clients need a source of human capital. This can involve generalized IT staff augmentation, or specific project/task related total manning.

### Need

Contract employment may involve projects for:

1. designing, creating, testing and implementing software for mainframe, client server, PC, or Internet based platforms.
2. maintenance and support of enterprise-wide equipment and software. Maintenance of large legacy systems.
3. large conversion projects involving changing platforms or installing and implementing new software products.

### Solution

Provide **contract employment** for clients' projects that involve IT operations. (these are examples of the level of experience *frogfire* has recently assumed):

- Manned the entire KO project for Coca-Cola Corporate. This eighteen-month project standardized 4,500 personal computers throughout Coca-Cola's corporate campus in Atlanta, creating an in-house network for the entire corporation.
- Manned a conversion project, in conjunction with Computer Sciences Corporation, converting the maintenance manuals for the Air Force's F-16 fighter planes from a Unisys platform to an IBM platform for the Turkish Air Force.
- Manned a project for BellSouth that installed a Unix based network covering BellSouth's nine state area. Responsible for the installation of the hardware and software configuration for this eighteen-month project.
- Totally responsible for the maintenance, installation and support of BellSouth Corporate's entire internal network and all their employees' personal computers.
- Manned the entire installation and integration of Walker accounting software on an IBM mainframe platform for Amoco Fabrics and Fibers' corporate headquarters in Atlanta.
- Totally responsible for a three year project preformed for the Georgia Department of Corrections to create a new tracking system for released inmates and parolees.

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## Our Process

### Goals – Strategy – Plan – Execution – Assessment

Our process fully incorporates the practicalities of an artistic endeavor and the creativity of business development. It recognizes the speed of Internet time. It applies evolutionary prototyping that gives birth to relevant change management.

We work with you on the front end to disclose your expectations in as much detail as possible ... we assess where you are ... we do a gap analysis to determine how to get from where you are to where you want to be ... this is your top-line strategy ... it's *your* strategy and *you*'re the main player in its development ... we participate with you and facilitate the effort.

Then it's into planning for implementation. During this discovery we brainstorm, advise, storyboard, architect, etc. We put it all into a roadmap, a touchstone, a requirements document, a final quote.

Then we blast into the development stages ... we begin with design, content & technology and follow these with production, stabilization and launch stages ... the paper flies, the pixels pixelate, the apps whir, the e-mails communicate. In other words, the very one-dimensional requirements documents come to life and what emerges is a rich, layered, texturized presentation of you ... and because it's you, you will be involved with reviews all along the way. We will guide each other as we stoke the soul of your expectations to life.

We know that you'll want reasonable room to change expectations, but we always help you stay grounded in the strategy ... and then if it involves a change of scope, we'll all agree on it ... continue the process ... deliver.

It's done? Nope ... we assess its effectiveness ... feed this back to the strategy and goals ... make adjustments ... realize incremental improvements for this phase. What about the next phase? If you don't have one, you don't have an effective implementation plan ... change, change, or be left behind.

Your main point of contact is your representative on our staff, the Project Manager, but please don't be surprised to get a call from the Creative Director asking you to consider a duotone info graphic theme, or e-mail from the Senior Programmer asking that you consider switching to SQL Server.

All in all, this is your business, this is your project ... we are your tool ... we are your interactive business partner ... use us!!



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Our project completion process is based on a logical, clearly defined sequence of deliverables that will ensure maximum project results.

The five-stage approach that we use enables us to develop a myriad of diverse products in a creatively controlled environment. We adapt this process to our clients' needs. From the Discovery Stage through Planning, Construction and Stabilization Stages to the Launch Stage we establish milestones at which our clients participate both to provide guidance and assess progress towards the final deliverable. The stages of our time-tested process include:

- Stage I:* Discovery (Requirements)
- Phase II:* Planning and Solutions Engineering
- Phase III:* Construction/Production
- Phase IV:* Stabilization
- Phase V:* Launch and Post-Release

***Stage I:*** Discovery (Requirements)

Client Needs Discovery and Assessment, and Strategic Recommendations

- Conduct Management Planning Sessions with all stakeholders
- Confirm and prioritize all objectives and target audiences.
  - ↔ Primary/Secondary objective of project (lead generation, branding, information, etc.)
  - ↔ Short/Long term goals
  - ↔ Primary/Secondary audiences
  - ↔ Psychographics of audiences. Intentional appeal.
  - ↔ Strengths of client business, etc.
- Interview key individuals
- Review brand, training, and technology strategies
- Review product/service offerings
- Assess key efforts of competitors
- Determine media specific requirements, such as online hosting requirements/System administration
- Submit Project Proposal outlining proposed design and architecture:
  - ↔ Design specifications detailing elements and design scheme
  - ↔ Specifications of functionality; use cases
  - ↔ Technical specifications describing digital tools to be used
  - ↔ Project map lays out information architecture and navigational structure
  - ↔ Project plan defines discrete tasks, resources, timing and milestones
- Finalize strategic information architecture and modeling.

***Stage II:*** Planning and Solutions Engineering

- Gather pre-existing source code, relevant copy, logos, photography and illustrations to be used.
- Build prototype of deliverable.



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- Establish development and production environments
- Prepare plans for testing (QA, UAT, usability)

**Stage III:**     Construction and Production

- Content and copywriting
- Developers work on structures and elements (HTML, database, middleware, etc.)
- Graphic design – graphic elements are rendered and finalized
- Multimedia – any applicable audio, video, plug-ins, etc. are added
- Advanced programming – Java, Visual Basic options, etc. are coded
- Systems Administration – your system administrator is advised of site and serving requirements

**Stage IV:**   Stabilization

- Quality assurance
- Review strategy and design elements of work
- Beta testing
- Make final embellishments

**Stage V:**    Launch and Post-Release

- Transport to and activate in final medium (e.g. Web, CD, collateral, broadcast)
- Maintain deliverable
- Implement and assess post release user survey

On the next page is a chart depicting the flow of our process.

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