

# Project Profile

## Large National Consulting Firm



### eSolutions

#### Project Summary

COMSYS was asked to design, develop, construct, and test a new web site.

#### Business Problem

The CEO and vice president of marketing were concerned that their company did not have sufficient visibility on the Internet. They asked the COMSYS Project Services Group to create a "web presence" consistent with the corporate image they were seeking.

#### The COMSYS Approach

COMSYS met with the client's management, advertising agency, and public relations firm to discuss creative strategy and define an appropriate "look and feel" for the new web site. The COMSYS team developed several model sites with different themes, colors, messages, and animations. The client evaluated these sites and selected the desired elements from each model. COMSYS then developed a prototype web site based on this input. After several rounds of discussion and evaluation, the client settled on the look it wanted.

Once the prototype was approved, construction began on the final web site. The structured development process and rigorous testing protocols used by COMSYS were extremely beneficial to this project. When the web site was completed, the client was thoroughly impressed by its aesthetic appeal, functional design, and seamless operation. This was accomplished through a technical architecture that included:

- Content-based system design with the ability to update the web site daily
- Creative animation techniques that breathed new life into static images from the client's brochures and advertisements
- HTML, Flash, and other Macromedia development tools for interface design and development.

#### CONTACT:

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### Benefits to Client

- Enhanced system performance and ease of use greatly reduced the amount of time required to develop a customer contract
- Expanded data-handling capabilities provided a thoroughly robust and accessible information system for everyone involved in the contract development cycle
- Faster response time to customer inquiries
- Ability to analyze past and current contracts to track product usage and customers' willingness to pay for various products and services

### System Environment

Data server: UNIX

Web server: Microsoft

Internet browser: All (primarily Netscape and Microsoft Internet Explorer)

User interface code: HTML, Macromedia Dreamweaver and Flash

Application code: Java, VisualCafe



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