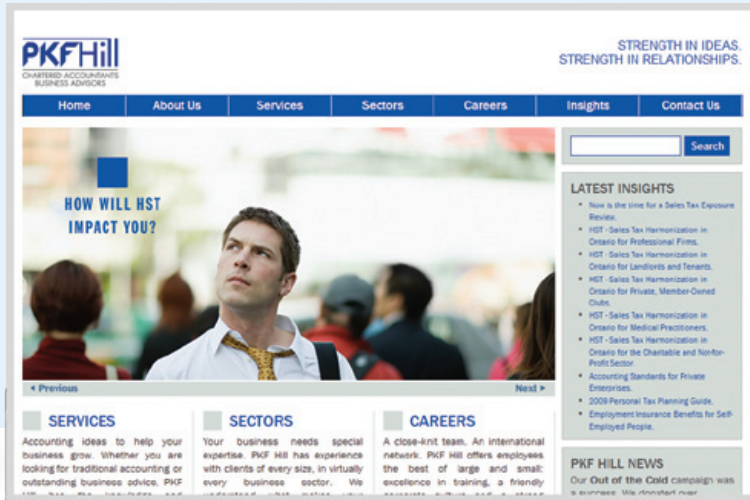




Limitless capabilities and effortless administration-Just two of the many great features you can expect from Launch Pad for Web!

"Having worked with Point Alliance in the past, we knew we could rely on them to build us a fabulous website. The real "wow" factor came when we realized how simple Launch Pad for Web was to use, and the reliable support Point Alliance provided throughout the project. The consultant we worked with was incredibly patient, insightful and knowledgeable. We are very pleased with our experience and the ongoing support we receive. We have built a great relationship with Point Alliance."

Amy Hogan
Marketing Coordinator
PKF HILL CHARTERED ACCOUNTANTS



Our Solution

Web Content Management using LP4W

Point Alliance worked with PKF Hill to create a new website based on the client's desired design and layout. Based on PKF Hill's project objectives, Launch Pad for Web (LP4W) was selected as the content management solution for their new website.

Here are some of the key components of the solution provided to PKF Hill:

- Content management**
 LP4W's content taxonomy capabilities allowed PKF Hill to effectively handle the large quantity of material PKF Hill offered online. LP4W's functionality ensures that PKF Hill can now update, post, and manage online content with ease. In addition, LP4W's intuitive design will also allow PKF Hill to easily incorporate any changes to support re-branding efforts in the future.
- Web visitor tracking**
 LP4W's hosting service provides access to a weekly web report that highlights key information and statistics related to their website activity. This service along with LP4W's activity dashboard allows PKF Hill to gauge the flow of traffic and effectiveness of specific pages.
- Content sharing**
 It was important for PKF Hill to have their website content available to be easily accessed and shared with others. LP4W allowed features to be implemented on the website that encouraged the flow of information. Such features include key word searches and the ability to bookmark, print or e-mail website information.

Opportunity

As part of a re-branding effort, PKF Hill needed to give their website a fresh look and feel to support the firm's new image. In order to maintain the large amount of information PKF Hill hosts online, they not only required an intuitive website that allowed for easy navigation, but also the ability to post and organize a large quantity of information. Improved navigation and keyword search were essential to PKF Hill to ensure their clients could locate important information. Another critical element was the ability to work with a tool that would allow for changes to the website to be implemented with ease. Lastly, it was important to PKF Hill that they work with a friendly, knowledgeable team.



Client Snapshot

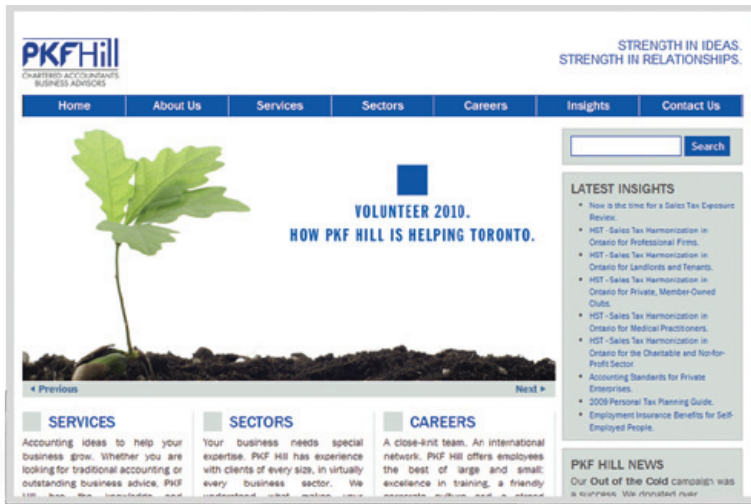
PKF Hill is a mid-sized accounting firm located in the Greater Toronto Area. With over forty years of experience, PKF Hill provides their clients with assurance services, tax solutions and strategic business advice. PKF Hill has experience working with a variety of sectors including: entrepreneurial businesses, brokerages, public companies and not-for-profit organizations.

For more information on our valued client, please visit their website at:
www.pkfhill.com



Outcome

PKF Hill's new website, www.pkfhill.com showcases a fresh look and feel that is consistent with the client's re-branding effort. By using Launch Pad for Web, PKF Hill can now easily manage their large breadth of online content in an organized and efficient manner. Tasks such as updating content and changing images can now be administered quickly and effortlessly, reducing the amount of time and resources required to maintain their website. PKF Hill's new website now benefits from search engine optimization capabilities, access to weekly web reports and a supportive, patient and knowledgeable team.



About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective?

What can LP4W do for your Business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management