

# Solutions provided for leading Web Design and Development Company

Findings of the case study will be useful for providing Private Label Services for an enterprise organization providing web design and development services to their clients with a focus on offering custom and templated based web solutions.



## About the Client:

A web design and development company established in 2007, based at New Zealand serving their local customers with cost-effective solutions. A company that was founded to fulfill local clients with high quality web designs at affordable rates. They follow a three step strategy that ensures cost effective and quality web solutions.

- Tell us about your web design project.
- Select a web design template for us to customize.
- Load your website's content using our 'CMS' and Go Live.



## Our History with the Client:

Client already had an in-house designing team and were looking for an expert team that can offer flash banner customization and website customization. Our team had the perfect blend of resources that was tailor made to fill in all the gaps in their team. We have been associated with this client for more than 6 years. All the solutions provided was strictly based on Private Label Services. We have done 2000 plus projects for our client.



## Client Requirement:

The client required the following services: Website integration using CMS MS (If possible added Flash Banner) and Content Loading (Website template and customized designed provided by our client). The initial requirement was to provide website integration using CMS MS (If required add necessary Flash banners) and Content Loading for the website templates and customized designs provided by our client. And later the requirement was enhanced to include Shift Integration and Ecommerce customization through Prestashop platform.



## Solution Provided:

Based on the analysis of client initial requirements a team of HTML designers and Flash developers was formed in a span of 2 weeks to cater to all the required services. After receiving the customized design from our client our HTML designers started converting the PSD files into HTML files. Our Flash developer simultaneously created the necessary flash banners as required. The newly created flash banners along with the converted HTML files were used for the website customization using the open-source software CMS MS. This open-source software is used to ensure easy accessibility, security and easy modification later on by the customers. The website customization was completed by loading the content provided by our client. A complete review of the website is done to identify any bugs in the website. Rework is done as required to fix all issues and then delivered to our client.

After numerous projects successfully completed using CMS MS tool, client decided to enhance their services by offering websites developed using Shift integration based on Concrete CMS. Also enhance the services portfolio to offer ecommerce solutions through Prestashop platform. Our team was quick to learn and adapt to both the platforms in a very quick time. The team was completely transformed and well adjusted to the technology shift proposed by our client and successfully handle a numerous projects since then.



## Key features in the Solution provided:

We have successfully customized numerous websites based on client requirement which also included Flash banners and custom modules along with content loading. A Complete transformation of the team was made possible when the client proposed for enhanced services through new technology platforms in a very short period.

## Types of Services Offered

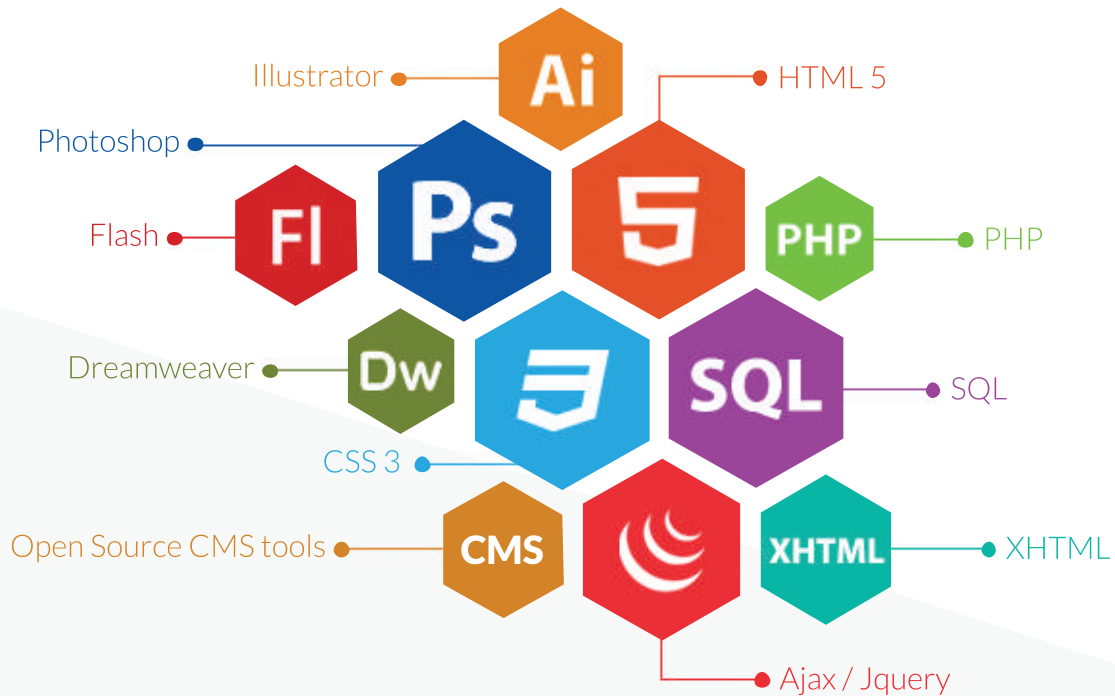
Template based Websites

Flash Banners

CMS Websites (CMS MS, Conceret)

Ecommerce Websites (using Presta Shop)

## Technologies Served:



### Our Team:

We have highly talented and vibrant team of Designers and Developers working in unison to provide Efficient, Creative and Cost-Effective solutions to our Client. Our 6 member team includes:

- |   |  |   |                  |
|---|--|---|------------------|
| 1 | Client Service Manager / Flash Developer | 2 | Expert Designers |
| 2 | Expert Developers                        | 1 | Quality Analyst  |



### Our Working Model:

A streamlined working structure is followed in executing all the projects and maintaining higher quality, conforming to ISO standards. Our client service manager is in constant contact with our client to ensure their complete satisfaction. All the projects are tracked and monitored through Salesforce CRM. Our designers and developers work on the projects based on the priority set by our client with a clear date of delivery for each project. The finished project is carefully reviewed by our Quality analyst. Proper delivery based on the agreed timelines is ensured by the client service manager at all times.



### Summary:

The entire website customization was done successfully as required by our client. The flash banners were the major highlight of the entire process as the client was most impressed with them along with the quick completion of the entire process. The client was equally impressed with our team for quickly transitioning to the newly proposed technology platforms and maintaining the same level of quality delivery on all projects. This highlights our team in providing a complete web solutions to our clients and adapt latest technologies as per the demand.