



INSTALOGIC

Logical Business Solutions™

WEBSITE DESIGN & DEVELOPMENT

Web Solutions Made Simple



Installogic delivers secure, reliable and efficient business solutions that create value to your customers, prospects, partners or employees.



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Web Services

Designers, navigation experts, application developers, user-interface experts, database administrators, content managers, and web promotion gurus work together at Installogic to provide our customers best in class solutions to meet their business objectives. Whether our clients need an e-commerce site, content management system, custom application development or simply a facelift to their existing brochure style site Installogic has a solution sized appropriate for their needs.

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- **Web Design** — Installogic designs effective web sites that have an intuitive layout and navigation, an attractive appearance, and are marketed appropriately throughout the Internet. Our graphic designers are involved during the entire development cycle to ensure the design's look and feel is incorporated throughout the site. Our team of experienced, creative, graphic designers and web developers ensure successful implementation of your web presence through teamwork, best in class solutions, and aggressive customer service.
- **Web Development** — Restoring files as they existed during a particular backup is as easy as pointing and clicking. You can restore from last night or last week, with no limit to how long backups are kept.
- **Content Management System** — With a CMS, an administrator is able to use a simple interface to update all text and images. If you have someone responsible for content on your team, having Installogic develop a custom content management system for your site will put all the control in your hands.
- **Customer Relationship Management** — Is your CRM system an obstacle instead of an aid to progress? Installogic helps businesses use SugarCRM which offers a more modern, flexible CRM system - one that is built for the Web with maximum flexibility in mind. With Sugar, you will gain better insight into who your customers are and how your company is performing across marketing, sales and support.
- **Website Hosting** — Shared hosting plans offer unlimited traffic, numerous email accounts, marketing tools plus disk space allotments from 5 GB to 30 GB. All plans are backed by our advanced technology infrastructure housed in data centers across the globe and more than 10 years experience providing global Web solutions to businesses like yours.
- **Website Maintenance Plan** — Having a maintenance plan gives you peace of mind knowing your site is in good hands and well taken care of. Your site will be regularly checked, optimized and backed up. A programmer will be assigned to your website, becoming familiarized with it so as to ensure faster and more efficient updates are done when needed.
- **Domain Name Registration Consulting** — Our domain name consulting services is more than just registering your name. Get expert advice that will help you decide which name is right for your business.



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Custom Web Applications

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- **Custom Website Applications** — With over 15 years of experience under our belt, Installogic can optimize your business processes to achieve exceptional results. Our comprehensive yet streamlined process includes a full analysis of your unique requirements in order to design an entire system and database that best meets your specific needs. We will complete all of the custom software development and database design and database development to give you a system that is ready to go and easy to maintain.
- **Custom Website Script** — All of the software we develop is accessed through your Internet Browser. This allows for loads of flexibility in the applications we design. Since web browsers support just about anything from complex animations, to transactions and data management we can bring you the latest in technological developments.
- **Database Development** — With over 15 years of experience under our belt, Installogic can optimize your business processes to achieve exceptional results. Our comprehensive yet streamlined process includes a full analysis of your unique requirements in order to design an entire system and database that best meets your specific needs. We will complete all of the custom software development and database design and database development to give you a system that is ready to go and easy to maintain.
- **Customer Relation Management** — HTML5 the replacement for Flash is the technology that brings websites to life. Visually interesting and with an ever increasing pallet of features it continues to dazzle online.
- **Online Application Development** — All of the software we develop is accessed through your Internet Browser. This allows for loads of flexibility in the applications we design. Since web browsers support just about anything from complex animations, to transactions and data management we can bring you the latest in technological developments.



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E-Commerce Solutions

E-Commerce is important to the growth of most businesses today. Instalogic delivers secure, easy to manage, reliable, e-Commerce solutions based on best of ecommerce web design technologies. We offer solutions that include both third party and custom developed online shopping carts, secure site services from VeriSign, VeriSign Online Payment, and Internet based marketing solutions. Like all of our development solutions we design e-Commerce sites as the foundation for future growth and expansion.

Our expertise includes:

- Development of search engines
- HTTPS/SSL encryption and support
- Secure Hosting and e-Mail
- Back-End Integration
- Secure Payments and Payment Processing
- Order Tracking
- Affiliate Programs
- Market and Sales Analysis
- Search Engine Promotion and Marketing
- Dynamically-Generated Pages indexable by all search engines
- Content Management Systems





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Process Overview

We view our development as an engineering task. The importance of your website as part of your business demands reliable solutions. That's why we perfected a development process that generates consistent results, making project success a matter of fact, not chance.

Because your business never stops evolving, our development process is iterative.

The development process cycles through these stages:

Online Business Strategy

- **Consultation** — You have a vision for your organization and for how your web presence will support it. You know what you want to achieve, and when. We help you refine and detail those goals, and find out what it takes to achieve them. The result is a list of specific requirements. Each item on this list is rated based on how important and how urgent its contribution will be to the success of the project.
- **Planning** — Now we can trace a road map that will take you from where you are to where you want to go, on time and within budget. The project blue-print defines the specifications for the components that will be implemented and the required investment at each milestone. With your approval, we move on to implementing this plan.

Application Design & Development

- **Prototype** — When it comes to your clients' expectations, you are the expert. That's why we need your feedback throughout the development stage. Functional and visual prototypes allow you to get a glimpse at how your new website will work and look, before we even start to build it. Prototyping facilitates communication and helps us get it right first time, every time.
- **Development** — Now it's finally the time to unleash our technical skills and make it happen. Design concepts become page layouts; software components are being developed, configured and connected to create the engine under the hood of your new website. Text, pictures, animations and downloadable files become your website content as they are carefully loaded and groomed into place.
- **Testing** — Each component is carefully tested on its own during development and configuration, then again as part of the completed system. You have access to a real-life testing environment, to perform your own review of the website. Your feedback is extremely important, because it allows us to make detailed final adjustments before your clients get a chance to see and use the new website.



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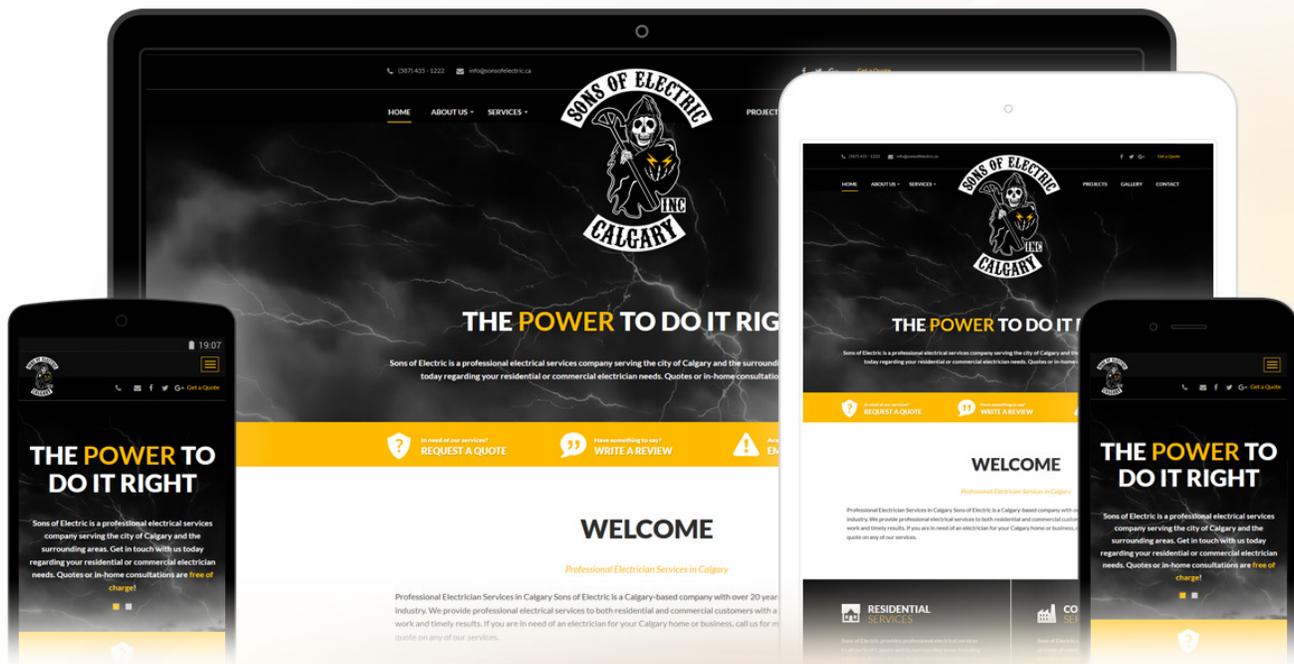
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Deployment & Support

- **Launch** — Revealing your new website to the world is a simple task from a technical perspective. When planned properly, it is basically a matter of flipping a switch. From the business point of view, there is usually much more to it. Marketing and public relations campaigns are often planned and executed around this event, to capitalize on the excitement of moment.
- **Maintenance** — To keep your website running smoothly we have set up strict procedures for regular maintenance, upgrades and backups. We automated the backup operations; we store several copies of the data in geographically diverse locations, and periodically conduct test recovery drills. This allows us to safely and quickly restore your website in the event of a disaster.

Website Promotion

Just having a great website won't do much good for your business, unless your target audience knows about it and comes over to see and use it. There are many ways to drive traffic to your website, and some are more efficient than others. We help you select, plan and implement the ones that are right for your business. For best results, you will probably use a mix of on-line and off-line marketing tools.



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