

# PRODIGY WEB SERVICES



## Capability Statement

Version 2.0

### Background

Prodigy Web Services started in 2001 and we have grown into a dynamic web communications firm providing design, development and marketing services to a growing list of clients, including organisations such as:

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Websites are valuable strategic assets and our clients expect favourable return on investment; we help them achieve this.

Our flexibility and results-oriented approach means that no job is too small or too large. We develop websites for clients with budgets ranging between \$2,000 to \$100,000.

We communicate candidly and offer practical advice, not just telling you what you want to hear, and because we provide a comprehensive solution, your project is professionally delivered without headaches or unpleasant surprises.

### Values

**We believe that a good strategy extends brands online, creates value for users and achieves measurable goals.**

- We implement best-in-class technologies which offer high levels of flexibility, scalability and future-proofing
- We create simple and intuitive designs that get the job done and are great to use
- We bring innovative ideas to market in a way that "makes sense" to the business
- We measure website performance to enable you to make well-informed decisions
- We follow convention but we also challenge it where appropriate

Our motto - **succeed.online.today** - is a call to excellence that encapsulates our progressive, resourceful and innovative culture.

When we work with you:

- We work in close collaboration with you
- We pay attention to the detail but never lose sight of the bigger picture
- We invest heavily to remain at the forefront of international web development

What does this mean to our clients? An unparalleled service experience and superior solutions that maximise your competitive advantage.

### Methodology

**All projects are professionally managed with a proven framework to ensure clarity, consistency and quality assurance.**

- 1) **Situation Analysis** – we begin by asking you to complete a short questionnaire so that we can assess your needs and prepare a proposal.
- 2) **Proposal & Acceptance** – the proposal details our solution, including what we are going to do, how much it will cost, and how long it will take.
- 3) **Design & Production** – our designers work with you to produce the concepts. Then our developers build the website and deploy it to your web server.
- 4) **User Acceptance Test (UAT)** – at this stage, you will be able to view the website and play with it live. UAT typically occurs a fortnight before final delivery.
- 5) **Launch** – at this stage, your website is made "open to public". We will train you on how to operate it.
- 6) **Ongoing Maintenance & Support** – we keep your new website running smoothly and assist you with any problems you may have during the life of the website.

All websites are produced using industry best-practice tools and processes and in accordance with [W3C web standards](#). We employ [Agile software development methodology](#) which speeds time-to-market and reduces costs.

### Capability Overview

Prodigy has comprehensive digital production facilities including central repository, non-linear editing facilities, and multimedia workstations. We continue to take advantage of technology as they prove themselves to this ever-expanding, fast paced industry.

All websites are produced using industry best-practice tools and processes and in accordance with [W3C web standards](#). We employ [Agile software development methodology](#) which speeds time-to-market and minimises costs.

We are experienced with viral / social marketing techniques such as leveraging online communities (eg. [MySpace](#), [Facebook](#), etc) and video publishing sites (eg. [YouTube](#), [Vimeo](#), etc) to promote your brand.

Prodigy is a Qualified Google Professional, Registered Microsoft Partner and member of the Australian Web Designers Network.

### Strategy

**We set out to understand your business then devise long-term strategies that help you achieve your objectives.**

Our website strategies consist of practical solutions with a clear understanding of how these will be implemented at the various stages of your business' lifecycle.

Our strategic services include:

- Project Management
- Website Testing
- Stakeholder Management
- Feasibility Studies
- SWOT Analysis

We provide a single point of contact for each project, typically a Project Manager. A Partner oversees every project to ensure accountability.

### Design

**To ensure that your brand communicates well, we create designs that inspire and experiences that are intuitive and user-friendly.**

Our Design services include:

- Graphical User Interface (GUI)
- User experience
- Graphic design
- Flash animation
- Information architecture
- Mobile interface design
- Wireframes design
- Layout optimisation
- Website accessibility
- Proof of concepts

We constantly ask ourselves how the end users will interact with the website against the objectives of the website.

By taking this user-centric design approach, we will provide your website visitors with an engaging brand experience, one that supports your company's goals, and ultimately creates measurable results.

### Development

**We use class-leading development tools and our digital production facilities which enable us to deliver cost-effectively and efficiently.**

We are highly conversable with web technologies and the latest [open source platforms](#) (Drupal, Joomla, Magento, VirtueMart, Wordpress).

Our Development services include:

- Content Management Systems (CMS)
- Customer Relationship Management (CRM)
- E-Commerce
- Custom Web Applications
- Web 2.0 Generation web design & development
- Mobile & iPhone Platform development
- Database systems
- 3rd Party integration
- Javascript / AJAX
- Open Source specialists
- Systems integration
- Object Oriented programming
- Specification documentation

The technology behind a website might not receive much attention, but it's crucial that it's designed with real-world considerations in mind, such as security, scalability, expandability, flexibility, running costs, etc.

### Marketing

**We help you to cut through the noise and engage users directly in conversation centered around your brand.**

We help you to target, attract, convert and measure your website visitors with the long-term objective of growing your online customer base.

We also assist you with devising campaigns designed to increase both the quantity and quality of visitors to your website.

Our Marketing services include:

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimisation (SMO)
- Pay per click (PPC) / Cost per click (CPC) / Google Ad Words
- Website measurement & Analytics
- E-Newsletters
- Loyalty initiatives
- Viral marketing
- Web profiles
- Video sharing
- Geo-locational targeting & Mapping services

All our websites are developed search optimisation (SEO) integral to the design; not an after-thought or an optional extra, but a core capability.

### IT Solutions

**Our Information Technology division provides independent and experienced services covering the entire IT lifecycle.**

Many small businesses lack the resources to employ full-time personnel. Our clients see us as extensions to their organisations. The benefit here is that you now have a trusted advisor that you can call upon anytime alongside your accountant and lawyer. We will advise you the most appropriate solution in relation to your budget and long-term considerations such as reliability, scalability, ease-of-use, running costs, compatibility, ergonomics, energy efficiency, etc.

Our IT Solutions include:

- Systems & Network design
- Procurement
- Installation & Testing
- On-site troubleshooting
- Secure wireless networks
- System upgrades & migration
- Information security
- Surveillance systems / Closed Circuit Television (CCTV)
- Point of sale (POS)
- Training & software support

We provide prompt service within Melbourne metro area only. We have access to supplier prices so you never pay RRP.

### e-Commerce

**We are e-Commerce specialists. We offer online shopping solutions with secure real-time payment capabilities and fully-integrated back-ends with various accounting packages and 3rd party ERP.**

We utilise the latest open source and proprietary e-Commerce shopping platforms, such as Magento, DragonCMS, VirtueMart. Our solutions are both cost effective to implement and operate with minimal staff, and common tasks are streamlined - often automated where possible - to minimise labour overhead.

We partner with vendors and channel specialists to deliver highly functional and integrated e-Commerce solutions that simply work.

Our e-Commerce services include:

- Shopping Carts
- Inventory management
- Customer database management
- Online promotions
- Visitor tracking & Analytics
- Competitor analysis
- Search Engine Optimisation (SEO)
- Payment gateways
- Secure transactions
- Data syndication

- Reporting & analysis
- Automated publishing to "shopping comparison" sites
- Video content - tutorials & walkthrus
- Information security
- Staff training
- Ongoing maintenance & Technical support
- Point of Sale (POS) systems
- Integration with MYOB
- 3rd party & "middle ware" integration
- PayPal gateway
- Secure Socket Layer (SSL) certificates

All websites feature secure connections and all data is handled in compliance with Australian National Privacy Principles.

### More Information

If you would like more information about Prodigy's capabilities or would like to discuss how we can help your business achieve a more effective return on investment, please [contact us](#) today.

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