

PRODIGY WEB SERVICES



Capability Statement

Version 1.2

Section 1 – Company

PRODIGY WEB SERVICES

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 \$1,000 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.

Section 2 – Our Approach

PRODIGY WEB SERVICES

Values

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

- User-friendly technology that makes life easier for everyone;
- Creative and insightful designs that are intuitive to use;
- Innovative ideas and bringing these to market;
- Following convention and challenging it where appropriate;
- Results that provide superior ROI (return on investment); and
- Contributing to the greater community of which we live.

Our motto: *Succeed Online!* Think of it as a call to excellence that encapsulates our progressive, innovative and hard-working culture.

When you work with us you'll notice that:

- We like to work in close collaboration;
- We always have our eyes on the big picture without ever losing attention to the details; and
- We invest heavily into our people, processes and technologies

Methodology

Our projects are professionally managed with a proven framework which ensures clarity, consistency and quality throughout the project lifecycle.

- 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.

Section 3 – Expertise

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 product or service.

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Web Design

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

Our web design expertise includes:

- Brand identity & logo design
- Stationery & business card design
- User interface (UI) & navigation design
- Information architecture
- Prototyping & proof of concepts
- Flash animation
- Online advertising
- Copywriting
- Graphic design
- Application design

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.

Section 3 – Expertise

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Web Development

Prodigy develops using the latest industry leading web technologies such as Google Web Toolkit, CSS, X/HTML, XML, Javascript, PHP, Java, .NET and Ruby. Projects are planned and implemented with real-world considerations such as security, scalability, expandability, flexibility, running costs, etc.

Our development expertise includes:

- AJAX / Web 2.0 generation website design & development
- e-Commerce & online selling solutions
- Content management systems
- Database design & development
- Third-party integration
- Web hosting, management and support
- Website reporting / website tracking & measurement / Google Analytics / site statistics
- Specification documentation

Prodigy's Content Management System solutions include:



Web Marketing

We help you to measure, target and grow your customer base using tools such as customer loyalty initiatives, email broadcasting, and traffic boosting techniques. Our search engine marketing (SEM) service increases the overall quality and quantity of visitors to your website.

Our marketing expertise includes:

- Search engine optimisation (SEO) including sitemaps, robots.txt, metadata, keyword density review and suggestions
- Search engine marketing (SEM)
- Website tracking & Google Analytics
- Online advertising, including Google AdWords and AdSense
- Email marketing
- Customer relationship marketing
- Loyalty schemes
- Copywriting
- Viral marketing / Web profiles / Video sharing
- Geo-locational targeting & mapping services

Section 3 – Expertise

PRODIGY WEB SERVICES

IT Solutions

Many small businesses lack the resources to employ full-time IT personnel. Our IT Solutions division provides independent and experienced IT management solutions that covers the entire life cycle, including design / selection, procurement, installation, maintenance and support.

Our IT solutions expertise includes:

- Industrial / Commercial / Institutional IT systems design
- Equipment selection & procurement
- Secure wireless local area networks (LAN)
- System upgrades & migration
- Data protection & information security
- In-store interactive displays & lighting design
- Troubleshooting, maintenance, repairs & upgrades
- Updating drivers, operating system and critical patching
- Point of sale (POS) equipment, including integration with popular accounting packages (eg. MYOB or Quicken)
- Training & software support
- Auditing & depreciation schedules

We provide prompt, "no fix no fee" service within metro Melbourne and competitive rates. We have access to supplier prices, so you never pay full retail price. Many clients now view us as extensions to their organisations.

Section 4 – Going Forward

PRODIGY WEB SERVICES

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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