

key•point

your **custom**
web **solutions**
company



CLARITY
of your message

PRECISION
of execution

VALUE
of business results

408.236.6625

info@keypoint.com

www.keypoint.com

Overview

Key Point provides web design, development and support services. Our focus on solving business problems and reaching business objectives through creative thinking, a thorough understanding of web technology, a systematic project process, and open dialog with our customers are reasons we continue to have great success.

Key Point's extensive experience includes creating custom websites, web applications and working with client teams since 1995. We help your website to be customer-focused, whether we are creating artistically compelling and informative graphics, intuitive web interface design and functionality, implementing technology that enhances the link between you and your users, or putting processes and systems in place for ongoing website content renewal.

Our Purpose

Corporate websites have become the single point of contact that customers, prospects, employees, and vendors all depend on for information and support. More often than not, the website is the first place they look. Key Point recognizes that a website must be an active piece of your corporate marketing message, sales effort, and support organization. It must be consistent with your corporate identity and fit into your ongoing maintenance strategy. Key Point's services contribute to the planning and execution of websites that meet these objectives.

408.236.6625

info@keypoint.com

www.keypoint.com

CLARITY

Our Services

Website Planning

Key Point's website design and development begins with helping our customers plan around questions of design, content, maintenance and marketing that are central to the project. We learn the website identity requirements and start to plan the information architecture, as well as the content delivery schedule for the project. This initial stage is when we learn about the profile of the website users, the requirements of these different users, and what outcomes our client would like from a user session. We can also determine the website maintenance and marketing strategy going forward.

Web Design

Key Point's creative staff collaborates with your team to design your graphic look and feel, navigation, and messaging. This mixture of art, marketing and interface design results in your web identity. Your web identity is leveraged into multiple template layouts to accommodate different types of content throughout your website. Flash animation may be used to emphasize your vision, tell the story of your product or service, or offer demonstrations to your users.

Web Development and Build-Out

Our web graphics, HTML development, and programming teams make sure your website is developed in the technology that makes the most sense, given your content demands and your maintenance strategy. Interface concerns are also addressed, including cross platform compatibility and website performance. Key Point also has extensive experience implementing the designs of 3rd party advertising and design agencies.

408.236.6625

info@keypoint.com

www.keypoint.com

continued...

PRECISION

Our Services (cont.)

Web Application Development

Key Point web application consulting and programming helps you discover, plan, and implement critical web applications that are a competitive asset to your business. Key Point creates a functional specification and project definition, provides prototyping to demonstrate user interface look and system functionality, and provides development and quality assurance service that ensures that your project is done on time, on budget, and with excellence.

The systems we have developed are a diverse set, and include customizable quote and order applications used by sales staff, specialized product inventory applications used by manufacturing operations, client information centers that allow companies to customize content for their current customers, and project management and time-tracking applications used by agencies and their customers.

Web Support

Key Point provides search engine announcement and web support agreements for your web team and organization. Other web support programs include full maintenance contracts that allow you to outsource ongoing website changes using an update process. This gives our customers direct contact with the project team and excellent responsiveness on changes, all with a reasonable cost commitment. Key Point also provides training to support your in-house maintenance effort.

408.236.6625

info@keypoint.com

www.keypoint.com

VALUE

Customers

Partial List of Customers

Able Electronics	Larscom
Ace Relocation	KLA-Tencor
Adaptec	Lightwave Electronics
BEA Systems	Marvell Semiconductor
Concuity	Masco Sweepers
DiCon Fiberoptics	MCI
DirecTV	MedioStream
Eos Biotech	neolT
Exodus	Nortel Networks
Fujitsu Software	Net-Reality
Fujitsu Microelectronics	Pareto Partners
Genentech	Philips
GSMR LLC	PlasterConnect.com
Hewlett-Packard	San Jose Symphony
InnerStep	Shoreline Communications
Intuitive Surgical	Source Communication
Jamcracker	Talk City
Lakeshore, Discovery Bay	XOMA

Contact Information

Address	1793 Lafayette Street, Suite #100 Santa Clara, CA 95050
Phone	408.232.6625
Fax	408.232.6627
Email	info@keypoint.com

CLARITY

Portfolio

XOMA

In arriving at a new web identity, Key Point had a hand in honing XOMA's marketing message. XOMA is a company that had started their business focusing on drug discovery, but soon earned a reputation, and some important customers, by focusing on development and manufacturing. Key Point helped XOMA to clarify this on the website and we were able to create a very clean, clinical design that used imagery that was instantly recognizable in their industry.

This website was implemented in Java Server Pages by Key Point. The transition of the website to the XOMA team included the delivery of web templates and training on how to integrate the site with their document management system.



408.236.6625

info@keypoint.com

www.keypoint.com

PRECISION

Portfolio

Nellcor

The Nellcor website includes a site-wide use of graphics that capture the essence of the broad range of products that are offered by the client. Delivery of the website also included consulting and a re-categorization of the entire Nellcor product line. The website was delivered in ASP.NET templates for implementation by the Nellcor/Tyco IT staff.

NELLCOR **tyco**
Healthcare

Products ▶
News & Events ▶
About Us ▶
Clinical Resources ▶
Education ▶
Service & Support ▶
Careers ▶
Home ▶

Product Search:
Area of Care ▼
Product Category ▼
Brand Name ▼
* Keyword Search * ▶

Complete Solutions for Your Clinical Needs

Nellcor's pulse oximetry and critical care products set the standard of excellence for performance and patient care in healthcare environments worldwide. For over two decades, Nellcor has worked closely with clinicians, technology partners and researchers to advance patient care. At Nellcor, we offer a relationship built on trust, value, teamwork and a commitment to deliver complete clinical solutions to meet our customers' patient care needs.

Recent News

11/15/2002
[CoxSouth To Install Nellcor® Oximax™ Pulse Oximetry System On Pediatric Floors](#)

11/06/2002
[Study Concludes Nellcor® Pulse Oximetry Technology Outperforms Masimo Set](#)

11/05/2002
[Froedtert Hospital To Standardize On Nellcor Oximax™ Pulse Oximetry Technology](#)

OXIMAX™ IS HERE!
[Learn more ▶](#)

[Contact Us](#) | [Register](#) | [Terms of Use](#)

© 2002 Nellcor Puritan Bennett. All rights reserved.

408.236.6625

info@keypoint.com

www.keypoint.com

VALUE

Portfolio

Lakeshore

Lakeshore is a planned community that is being developed by 4 different builders. We wanted to promote lifestyle, while giving the builders an opportunity to feature their company and product. Potential home buyers had to have access to in-depth information and floor plans, yet the site had to be easy to use and promote the overarching Lakeshore message. Our design was so successful with the client that the advertising agency in charge of marketing the community used our home page design on a billboard, several space ads, and several email marketing campaigns.



408.236.6625

info@keypoint.com

www.keypoint.com

CLARITY

Portfolio

Intuitive Surgical

Intuitive Surgical develops robotic systems for minimally invasive surgery. They needed a website that conveyed their message to target users. These users consist of surgeons, those who make purchases of equipment for hospitals and surgery centers, and the potential patients who could benefit from the technology. We were able to satisfy our customer's marketing requirements, and also added a Flash introduction that helps tell their story. The site is an important part of the sales team's process, and is the first point of contact for a large volume of potential new customers.



408.236.6625
info@keypoint.com
www.keypoint.com

PRECISION