



INTRODUCING KEY POINT

Key Point provides web design, development and support services for organizations. Our focus on web technology, a systematic project process and delivering web solutions that address your customer requirements are the reasons we have had such great success with our past clients.

Key Point brings a solid understanding of what people need from a corporate website. Our extensive experience includes creating custom websites, web applications and working with client teams since 1995. We focus on your customer and website user, whether we are creating artistically compelling and informative graphics, navigation interfaces, implementing technology that empowers the user to find information, or putting processes and systems in place for ongoing website content renewal.

PRINCIPLES OF EXCELLENCE

At Key Point we believe that our success should be measured by how well your project meets a set of core website objectives. We analyze how your website can achieve these objectives, our core principles, then bring to bear resources in graphic design, content creation and design, user navigation and interface design and application development to see that these goals are carried out. We define our core website principles as the following:

CLARITY *of your message*

The site should quickly and effectively communicate your company name, logo and tell the story about what you do and the advantages of buying from your company. It should clearly present your products and services, their market advantages and benefits, and your company's visual identity. These are all elements of your corporate brand.

PRECISION *of execution*

The site provides a foundation of lasting value. It should be flexible, scalable and easy to keep current; it must be implemented with ongoing maintenance in mind. The navigation and technical implementation should also support future marketing, e-business, and web applications that are critical to your business strategy.

VALUE *of your business results*

By complementing the efforts of your selling and support organizations, your website can add much value to your company. It should provide information that motivates customers in each phase of the selling process. Information that directs your users on how to make more informed decisions. *(continued on reverse)*

(continued) Your website should provide service and support organizations with the means of satisfying and retaining customers. It can produce product manuals and materials, ways of accessing or requesting information, services, or accessories your customers need to utilize your products. Information on your website should draw your customers back to the website as a resource.

OUR SERVICES

Websites are critical to your business. Today, your customers expect information about your products and services to be available on your website. Information that helps your customers show their management why your company is the right choice. It is not enough to just have a website. It must achieve a unique website message that supports the branding, selling, and support of your products and services.

web design

Key Point's creative staff collaborates with your team to design your graphical 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

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.

web support

When your website is completed, who will know that it exists? How will you keep the content up to date? Web support is just as important as the creation of the initial site. Key Point provides Web Announcement and Web Support agreements for your web team and organization. Other web support programs include web tutorials, email support and resources available through our corporate website.

web application development

Web applications can be the lifeblood of your enterprise, supporting every aspect of how business is planned, managed and executed. As you face the need to rapidly respond to customer requirements and competitive issues, web applications will help you support the business process, do more for less, and deliver business value. Key Point web application consulting and programming helps you discover, plan and implement critical web applications that become a competitive asset.

The systems our customers currently use 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.

FIND OUT MORE ABOUT KEY POINT SERVICES

We can help immediately with a website assessment. An assessment that provides you specific perspective about the principles of excellence for your website. Contact Key Point at info@keypoint.com to get started!