



ActionWeb Services

Experience and Capabilities

Web Site Development Experience

AWS has a wide range of experience in the development of large-scale internet projects and functional web applications. This experience comes from key staff who have been involved in the creation and management of extensive projects for General Motors, Tier 1 suppliers of the automotive industry, manufacturers, educational institutions, service providers and retailers, as well as, a host of other internet and functional projects for other smaller clients.

Some of our more interesting projects include:

Legislative Service Bureau of Michigan, an intranet portal that serves as the main channel to the wealth of information and services LSB provides to Michigan Legislators. Dynamic staff directories searchable many different ways, categorized presentations of volumes of research, and online service requests in an online interview format directly integrated with LSB's internal data systems are some of the features that are incorporated to serve LSB's constituency (Michigan Legislators) so the Michigan Legislators can better serve their constituency. LSB hosts and maintains their web site in house. The entire site was delivered to LSB and installed by AWS. AWS provided integration and installation support, training, and technology transfer to LSB personnel on adding to and maintaining their new web site in house.

HealthPlus of Michigan, an efficient database that allows the HMO to download a current list of approved physicians, pharmacies, and hospitals. Visitors to the web site can find approved providers by searching for them by zip code, by city, or by name. HealthPlus can upload new files to keep the content current as often as they choose.

Flint Cultural Center, and the associated web sites of Flint Youth Theatre, Longway Planetarium, Sloan Museum, Whiting Auditorium and the Flint Institute of Music, all use a shared calendar that allows them to pool their calendar of events. Once the information has been entered, it is reviewed by a designated individual who then has the authority to edit it, delete it, or enter it into the active database where it can be viewed for all of the web sites. Visitors to any of these web sites can search for events and activities using criteria such as location, dates, type of events, age group for the event, and so on. ActionWeb Services also automated a Ticket Order form to allow customers to reserve and secure event tickets online.

PPI Communications, utilizes a secure database system to integrate their call logs and billing systems in concise, visually appealing online reports for each individual customer. Customer service calls have been reduced dramatically as customers are now able to receive in depth account information without calling a staff member. The Flint Area Advertising Association recognized this project with their prestigious Return On Investment award for 2002.

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www.actionwebservices.com



Campus Den, has five locations including their new online store. ActionWeb Services designed a fun, highly focused framework to feature and showcase their products. AWS integrated a secure shopping cart system to present the products to the consumers. This project was recognized by the Troy Chamber of Commerce as a “Helen Award for Web Excellence” finalist in 2002.

US District Court, Eastern Michigan District, originally commissioned ActionWeb Services for a graphic redesign of their web site. As the plan developed, it became clear that the site was in need of other enhancements as well. AWS proposed and executed information architecture that led to the development of a new menuing system for the site. USDC hosts and maintains their web site in house. The graphic shell was delivered to USDC IT personnel by AWS. AWS provided integration and installation support, training, and technology transfer to court personnel on building and maintaining their new web site in house.

American Electric Motors, demonstrates their extensive capabilities and includes a searchable database of their inventory of over 15,000 remanufactured industrial motors.

Team EAP, showcases the many services of this Employee Assistance Provider. The site has multiple levels of access, and integrates completely with Team’s internal systems. Team manages its wide-ranging supply chain and client relations using its web site.

Our Portfolio

The best proof of our work lies in our portfolio of completed web sites. We encourage you to check it out by visiting www.actionwebservices.com.

Demonstrated Creativity, Reliability, Responsiveness, Capacity for Large Projects, On Time Completions, and Customer Satisfaction.

ActionWeb Services has been involved in a number of projects that demonstrate our ability to be creative, reliable, and to handle a wide range of diverse projects. We complete both large and small projects on time and consistent with project expectations.

Integration of Third Party Applications. Campus Den and King Par Superstore required a shopping cart integration with MIVA, a third party vendor specializing in shopping cart services. Many e-commerce customers also require integration of third party applications for payment processing services.

Coordination with Multiple Staff and Integration with internal systems. Many of our development projects require working with multiple individuals, departments and organizations. We develop their web site, which requires coordination with our design staff, our development staff, the customer’s hosting provider, as well as, the customer’s staff and providers for content issues, email and final project approvals.

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Customer Satisfaction. AWS surveys its customers after the web site project has been completed and taken live. We survey our customers in the areas of ease of the proposal process, design and development of the web site, the effectiveness of the site, and on the quality and responsiveness of our staff. We are happy to report 97% customer satisfaction rate.

Unique Features. We often incorporate special features into our web sites, as needed, to meet customer needs. For example, the HealthPlus web site uses six different images for their main page to give it a constantly fresh look. Several web site forms send not only email, but also faxes when orders or requests are received. Our e-commerce sites often take advantage of secure servers modes to encrypt credit card information.

Maintenance Services. Many web site development customers retain ActionWeb Services on a maintenance agreement in which we provide updating services on a regular basis. This service allows us to meet on a periodic basis, review traffic activity for the web site, update content and graphics and review new technology options.

Collaborative Skills. We have collaborated on many web site projects with other organizations. Examples include advertising agencies that develop the graphics and then turn them over to us to develop into web sites, and extensive integration with IT departments and internal systems.

About Our Company

ActionWeb Services was established in April 1997. The company's goal from the beginning was to create high-quality web applications. ActionWeb Services has emerged as a pre-eminent provider of web development services in the Michigan area and beyond, and has established strong credentials in the related areas of web site functionality, database programming and graphic design services.

We have achieved prominence as the largest web site development company in our area and one of the best in Michigan. We accept increasingly complex projects only as our skills and resources continue to grow. In this way, we continue to be successful in meeting our client's goals and our goals as a company.

Our Quality Processes

ActionWeb Services has developed a series of processes that help us to maintain our quality in the midst of this highly changing high-tech industry. We have created and refined a 10-step process that helps us to plan and implement comprehensive web site designs for a wide variety of diverse organizations. Further, these processes have allowed us to manage the incredibly complex tasks of merging the different technologies of various hardware and software systems with the requirements for the web site functionality placed on us by our customers.

In June 2001, ActionWeb Services was granted an ISO-9001 credential as a result of the processes we have established. Consistent internal quality standards and processes can, and do, help us to consistently meet or exceed our customer expectations.

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Recognitions and Endorsements

From 2000 to 2003, the Flint Area Advertising Federation (regional affiliate of the American Advertising Federation) granted 9 awards to web site excellence. AWS has received 7 of the 9 awards. To date, ActionWeb Services has received 18 ADDY awards for web site excellence. We have also been recognized by the Best of the Web Awards in Troy, Michigan. Our design work is noted for its creative, original look and usability.

Client References

We have provided a list of individuals who can be contacted as references for the work we have completed. The individuals listed below can speak to their experience in working with ActionWeb Services. Their experiences have included complex multi-faceted web sites with a wide range of features and functionality.

Legislative Service Bureau of Michigan

Government Intranet site

William Fuller

517-373-9658

US District Court, Eastern Michigan District

<http://www.mied.uscourts.gov/>

Julie Owens

313-234-5532

Campus Den

www.campusden.com

John Dragomer or Darrin Hartley

810-732-4710

Physicians Programs

www.ppicom.com

www.gcms.com

Rob Bader

810-733-9924

King Par Corporation

www.kingpar.com

www.kingparsuperstore.com

www.knightgolf.com

www.affinitygolf.com

Kelly Harrison

810-732-0454, extension 261

Total Employee Assistance & Management, Inc.

www.team-eap.com

Cheryl McCarthy

248-457-2940

Team One Credit Union

www.teamonecu.org

Dana Tell

989-754-6575, extension 3136

Communication Access Center

www.cacdhh.org

Debbie MacLean or Nancy McKenzie

810-239-3112

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Our Staff and Subcontractors

ActionWeb Services employs people who specialize in information architecture, graphic design, HTML coding, animation graphics, database application, design for accessibility and usability, applications development, third party applications, web site design, and others.

Your primary contact at ActionWeb Services is:

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