

About dwcinteractive

Interaction Defined

dwcinteractive prides itself on working with our clients to ensure their online interactive vision becomes a reality. We understand that you have a business and life to run, and want someone who will take the time to understand your business.

dwcinteractive is focused on working with small to medium businesses, non-profits, estates and individuals in creating an interactive forum to present your ideas to the world.

General Analysis & Research	Internal and external research specializing in the areas of competitive analysis, strengths & weaknesses, market studies, trends, requirements gathering and custom research.
Web Site/Application Development	State of the art technology ranging from static Web sites to highly dynamic, interactive sites containing shopping carts, tiered user access, security, tracking and custom application design.
Content Management	Pre-implementation use of information architecture with the target market in mind. Post-implementation installation and training around maintaining and updating content seamlessly.
Databases	Extensive database expertise around stand-alone Database Management Systems or Web-enabled back-end database technology.
Business Plans	Award winning experience in revamping and developing business plans for companies of all types.
Design/Usability	Branding, logo creation, graphics, look & feel, color schemes, functional schematics and complete user usability focused approach.

C&C Business Solutions Establishes a Web Presence:

- C&C Business Solutions is an authorized retailer of financial management, point-of-sale and medical practice software.
- **Challenge:** A successful small-business wanted to expand their reach and make use of the Web as an enabling tool. dwcinteractive was asked to take the lead on developing requirements, an online version of the catalog, content and optimize the site for search engines. Additionally, dwcinteractive worked with the client to establish a Merchant Account to allow the company to take credit card payments via the Web.
- **Solution:** C&C Business Solutions worked with dwcinteractive to develop a comprehensive Web site that included a new branding of the company. The client's Web site also benefits from dedicated vendor research to help push higher-margin business up-front.

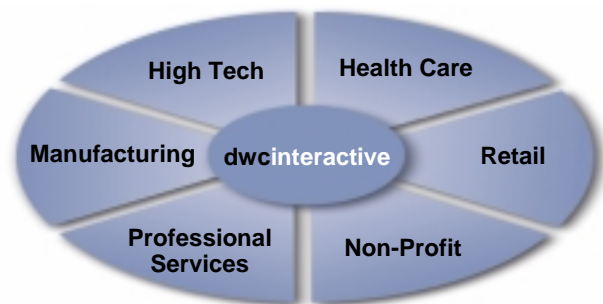
Defining Success One Client at a Time

Client Experience

dwcinteractive works closely with our clients to create interactive online experiences that deliver true, tangible value. This online experience is a powerful tool that involves branding, usability, content, enabling technology and a macro vision bringing it all together.



Wide Breadth of Industry Experience



C&C Business Solutions
<http://www.candcbs.com>



dwcinteractive is available at your convenience to answer questions or provide any additional details. Please feel free to contact us at info@dwcinteractive.com.

Client Credentials

World Usability Day is an international event hosted by the Usability Professionals' Association (UPA) which promotes the value of user-centered design:

- The theme for this 2006 event, which is being held in Chicago and internationally, is "Making Life Easy." The program includes presentations and other activities that focus on the usability of every day life, ranging from communication, work, transportation, home life, relationships, finance, health, and the world around.
- **Challenge:** To build a Website that properly represents the foremost authority for usability and design standards, as part of its "World Usability Day – Chicago 2006."
- **Solution:** dwcinteractive was a proud sponsor of WUD and collaborated with the Association to produce designs and a final product worthy of the international event. The Website was produced entirely using Cascading Style Sheets.



World Usability Day – Chicago 2006
<http://www.chicagoupa.org/WUD2006>



Full Spectrum of Talent

dwcinteractive offers a diverse mix of resources, skills and perspectives that culminate in the creation and successful implementation of our client's vision. Any company can simply build a Web site, but not every company takes the time to understand the business, vision and people to build a truly enabling tool that has tangible "real world" value.

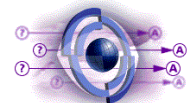
Price obviously matters and **dwcinteractive** wants to work with you to find an affordable & acceptable cost. Please feel free to contact us at info@dwcinteractive.com.



Los Angeles Small Business Loan Portal <http://www.loanportal.org> (Under Development)



- Tan**
 HEX – D4A86D
 C-0, M-10, Y-43, K-15
 R-216, G-196, B-117
- Gray**
 HEX – 999999
 C-35, M-25, Y-22, K-7
 R-153, G-153, B-153
- Brown**
 HEX – 4D342D
 C-0, M-40, Y-40, K-70
 R-76, G-47, B-37
- Green**
 HEX – 70872D
 C-53, M-25, Y-65, K-7
 R-112, G-135, B-45



Non-Profit Efforts to Stimulate Small Business Capital:

- The Los Angeles Small Business Loan Portal represents a non-profit, collaborative effort to stimulate capital in local small businesses. The non-profit collaboration is comprised of over ten Los Angeles non-profits and fifteen member banks.
- **Challenge:** Create a portal site that can enable local non-profits to work with entrepreneurs and small businesses in finding sources of capital. The tool needs to also enable membership banks of all sizes to be able to review client interest forms and take action against the data, ultimately informing the small business of which banks will likely secure capital.
- **Solution:** dwcinteractive worked with the new Portal's board to create an entire branding approach, logo, name, domain name, technical solution, look & feel and is currently developing the Web solution. The in-development portal will be user-friendly for all potential audiences: non-profits, lenders/banks and the public.

Client Credentials (continued)

The Power of the Stones felt via the power of the World Wide Web:

The Patricia Crosby Collection features jewelry that is custom created by the charismatic owner, Patricia Crosby. The collection has often been displayed by many of Hollywood's A-list actors and actresses.

Challenge: dwcinteractive was brought in with the challenge of building a site that balanced commerce, usability and emphasized the unique power of the stones in the collection.

Solution: dwcinteractive worked with Patricia Crosby to redevelop and upgrade the existing Web site to better match the company's unique vision that centered around the "Power of the Stones." Now the entire Patricia Crosby Collection is available through an interactive catalog that has been enabled for online purchasing.



Patricia Crosby Collection
<http://www.patriciacrosby.com>



Interaction Defined

Technology Enabled

Thought Leadership

Lasting Relationships

...and More Clients

