

CREATIVE DESIGN SOLUTIONS

Overview

The emergence of the Internet has created new and exciting ways for companies to differentiate themselves from the competition. Having an executable e-business strategy is becoming the norm, not the exception, creating a wealth of new challenges and opportunities. BIS is uniquely positioned to help you capitalize on the power of today's connected economy. Business Intelligence Services's Creative Design Practice employs in depth knowledge, gained through experience working with companies in a myriad of industries, to provide intelligent, innovative digital marketing solutions. Gaining a deep understanding of our clients' industries and business objectives enables BIS to consistently find unique ways to effectively exceed their communication goals.

CREATIVE DESIGN

Whatever a company's digital marketing needs, BIS's Creative Design Practice has the skills, people, and experience to ensure success. Seamless merging of multiple disciplines, including technology, marketing, graphical design, and interface design, elevate communications to a higher level.

- **Web Design and Development** — BIS has a keen understanding of successful messaging within the context of the Internet. Our designers follow a methodology that is extremely customer- and user-experience oriented. The end result is a more efficient design that enhances customer relationships.
- **New Media** — BIS's skilled designers and programmers use new media technologies and tools such as Flash, Director, and QTVR to deliver compelling messages that surpass client expectations.
- **Kiosks** — BIS designs fully integrated kiosk solutions with one-way or two-way communication and transaction capabilities.
- **CD-ROM** — Our design teams have created award-winning, cross-platform CD-ROMs that work seamlessly across the most popular consumer operating systems.
- **Digital Photography/Processing** — Using the latest high-end digital cameras, BIS's photographers deliver images of the highest quality across all forms of media.

DESIGN STRATEGY

In addition to utilizing expert creative designers, BIS ensures that the solutions developed are compelling to users and are architecturally sound. These factors are critical to the success of our clients' e-business initiatives.

- **Information Architecture** — Business Intelligence Services guides you through the critical decisions that ensure an e-business solution is reliable, scalable, and adaptable over time.
- **Usability** — Users experience the usability of a site before every other aspect. BIS's usability experts focus on creating a positive, valuable experience that turns users into frequent and loyal customers.
- **Human Factors** — BIS consultants leverage their extensive training and abilities to create the BIS user experience. They consider factors such as site history, usability (conducting focus groups and usability studies), overall architecture, and navigation to develop a comprehensive, effective design strategy for your site.

TECHNOLOGY

Our technology consultants are dedicated to helping organizations successfully develop, implement, and maintain leading-edge applications. We use proven methodologies to assess your business processes and help you to take full advantage of custom solutions.

- **e-Commerce** —BIS's expert programmers develop custom e-commerce solutions that make consumer and business purchasing more convenient.
- **Application Development** — Our programming staff has vast experience in developing Web-based administration tools and Internet/Intranet-focused applications.

STRATEGIC PLANNING AND CONSULTING

Complementing our outstanding technical and creative teams, BIS's Creative Design Practice has experienced consultants that focus on strategic planning. Leveraging Internet and e-business solution experience across many industries, BIS offers insights and strategies that help you understand the unique benefits and challenges of an e-business initiative.

- **Brand Strategy** — BIS develops complete corporate brand identity packages, working with clients to blend culture and core values into an integrated solution.
- **Promotions** — BIS draws upon vast marketing and advertising experience to incorporate communication objectives into online promotions.
- **Product Launches** — BIS's consultants help clients leverage new media to gain valuable market share by strategically positioning product launches in emerging technologies.
- **e-Business Strategy** — An effective e-business strategy opens the door to reaching more customers, businesses, suppliers, and employees more quickly and efficiently. BIS consultants leverage our extensive industry and e-business expertise to develop a complete go-to-market strategy that capitalizes on your unique business requirements and offerings.

MARKETING STRATEGY

BIS provides strategic direction using research drawn from real-world experience, case studies, expected trends, and industry best practices. Our consultants regularly develop strategies that drive traffic to Web sites and provide a full spectrum of marketing services to meet needs beyond those related to new media. Some of these services include:

- Research
- Online advertising (banner, text, e-mail, audio, video)
- Media buying and planning
- Traditional marketing program development
- Market and industry analysis
- Competitive analysis

Complementary Services

To ensure your success, Business Intelligence Services offers complementary services as part of its end-to-end approach to solution development: Strategy and Management Consulting, e-Business Solutions, Business Intelligence, Infrastructure, Enterprise Software Implementation and Integration, Customer Relationship Management, and Business-to-Business.