



CAPABILITIES

REV 010313

Online, Ontime, Onbudget

Since 1995, Foley & Associates has developed and maintained online e-business solutions for the Fortune 500, plus selected tech, startup, and bio-pharmaceutical firms. All our work demonstrates ease of use, clean design, and solid operation that complements a powerful brand strategy. We are masters of information architecture, combining client goals, user needs, and the latest appropriate technology — enabling our clients to realize their online goals — on time and on budget.

Recent Projects

Foley & Associates—New corporate web site launched in February, 2001 — www.foleyassociates.com

Chiron Corporation—Developed eBloodBank, a new blood-banking industry web portal. Launched November 2000 – www.ebloodbank.com.

IntellectMarket—Provided business model, information architecture, and technology strategy for creator of online software components marketplaces. Also created placeholder web site, launched March 2000 – www.IntellectMarket.com.

Resmatic Internet Recruiter—Pioneered ASP business model and XML data storage technologies for the first integrated online job posting and resume database engine. Launched in 1998. – www.resmatic.com.

Online Portfolio – more details on these and many more case studies available at www.foleyassociates.com



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Key Skills

Strategy—Extensive experience helping clients refine their business model to match e-business opportunities and available resources.

User Interface—User studies to determine outlook and needs. Design and test clean, consistent interfaces to ensure fit.

Web Development—Designs that communicate brand while implementing user interfaces with attractive, web-appropriate graphics. Design for automation and scalability.

Editorial-Web-specific content which speaks directly to your audience. Writing, editing, and research, including adaptation of corporate collateral.

Programming—UNIX/Linux and Windows NT/2000. Shell scripts, Perl, Java, JavaScript, C++, PHP, XML. Various application servers and middleware.

Database – MySQL, SQL server, Oracle, and many others. Architecture and administration.

Process Overview

Foley & Associates' process allows us to consistently deliver great projects that meet or exceed client goals, timeline, and budget. Review and approvals ensure client satisfaction at each stage. (Note: simpler projects will not require each deliverable listed below.)

Requirements

The Requirements phase answers the question: "What is needed to meet the business goals?"

- 1/ Vision Statement & Business Case
- 2/ User Interface Requirements Document
- 3/ Technical Requirements Document
- 4/ Production Requirements Document
- 5/ Project Budget and Schedule Estimate



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Architecture & Design

The Architecture & Design phase is where the detailed information and design rules for the project are created.

- 1/ Information Architecture Flowcharts and Page Maps
- 2/ Detailed Graphic Design Comps
- 3/ Interactive User Interface Prototype
- 4/ User Testing
- 5/ User Interface Style Guide
- 6/ Software Architecture
- 7/ Software Staged Delivery Plan
- 8/ Software QA Plan
- 9/ Update Budget and Schedule Estimate

Development

During Development phase we create the actual software, content, and graphic assets.

- 1/ Software Coding
- 2/ Integration of Purchased or ASP software
- 3/ Database Implementation
- 4/ System Integration
- 5/ Production Graphics
- 6/ HTML Coding
- 7/ Copywriting
- 8/ QA Testing

Launch

By Launch phase the project is now ready for prime time. The site or application is soft-launched on the live servers, monitored intensely, then released to your final audience.

- 1/ Rollout on Live Servers
- 2/ User Acceptance Testing
- 3/ Project Review



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Partial Client List

Deep experience developing client sites and in-house web properties has allowed us to satisfy dozens of top-tier firms. References and case studies available on request.

ACCPAC Software	IntellectMarket, Inc.
Advanced Fibre Communications	Interactive Search
Advanced Telcom Group	Intraware Inc.
Alcatel	Junior Achievement of the Bay Area
American Electronics Assoc. (AeA)	Metawave Communications
Affymetrix, Inc.	Molecular Dynamics, Inc.
Allergan	Nokia Broadband
Apple Computer, Inc.	North Bay Business Journal
Autodesk	North Bay Council
Bernard Hodes Advertising	North Bay Technology Roundtable
Blue Cross Blue Shield Association	Pacific Bell
BSA Advertising	Pacific Bell Wireless
Chiron Corporation	Platinum Software
Cingular Wireless	Qlogic Corporation
Community Foundation of Silicon Valley	QTron
Digital Foundry	Sage Software
Doctor Design/Wind River	SBT Accounting Systems
Emulex Corporation	Secure Computing Corporation
Epicor	Siemens Medical Systems
Ernst and Young LLP	SOLA Optical USA
Fair Isaac	Sonoma County Economic Development Board
FileNet	Sony Electronics, Inc.
Firemans Fund	Sony Pictures
Harmonic Inc.	Stellcom
HNC Software	Texas Instruments
Hotwire	Wonderware
Hughes Network Systems	



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Client Comments

"Foley & Associates provided a creative, comprehensive solution to nbtr's web needs. Their strategic thinking and collaborative style impressed us greatly. They saw our needs and created a path to success -- all within a tight budget."

Joe Horak, Project Director, Sonoma County Economic Development Board

"In three years of working together, Foley & Associates has never failed to deliver quality projects on time. Their responsiveness has enabled us to develop and maintain a dynamic, well-orchestrated site."

Leanne Vennemeyer, Marcomm Manager, Affymetrix

"It was absolutely vital to launch eBloodBank.com for a major conference. Brought on mid-project, Foley & Associates met the deadline on budget. The Foley team totally exceeded our expectations; they're real pros."

Patrick Carmichael, Project Manager, Chiron Corporation

"Foley & Associates helped us turn our business vision into a clearly defined requirements specification and then generated our corporate image and information web site in a swift and concise fashion"

Steven Harrison, CFO, IntellectMarket, Inc.

"The Foley & Associates team have been incredibly easy to work with. They quickly understood the purpose and the culture of our organization and have incorporated that into a product that meets our every expectation. They have delivered outstanding service and a professional product -- on time and within our limited budget."

Lynne Kidder, Executive Director, North Bay Council

"Resmatic Internet Recruiter is the cutting edge tool I need to be successful in the tough recruiting market we're in. The system is designed for flexibility and scalability. I love working with it. It's easy to use, yet very effective. One of the best recruiting tools available."

Mark Zaifman, Staffing Manager, Mahi Networks

"The site is up, against some very high odds and a very tight budget. Well done! I'm very pleased with the result and the coordination that got us here. Many thanks for all your efforts!"

Richard Mander, QuickTime VR Program Manager, Apple Computer, Inc.

"We're listing in SanDiegoCareers.com and several other of Resmatic's regional career sites. It's how we jumpstart finding employees in new and existing locations."

Marie Watkins, Staffing Manager, Stellcom



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Getting Started

Whether your next project is a complex ASP web application or a basic corporate site, Foley & Associates has the skills and experience to help you meet and exceed your goals.

Just call us 800-346-5658 or email info@foleyassociates.com today to learn how Foley & Associates can help your next project launch "online, ontime, onbudget."

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