



Digital Library Federation

Website Proposal

Project Overview



OVERVIEW

The Digital Library Federation would like to redesign, redevelop and deploy their website. This initiative will include updates to the architecture and interface design in addition to integrating a number of interactive applications.

This new 508/WAI accessible website will be made up of approximately 12 to 15 unique design templates including a homepage, special navigation pages, group content pages, search pages, membership pages and targeted content pages for various audience segmentations. The final website interface will make use of CSS.

The site wide navigation solution will be consistent, dynamic and easy to use.

The CMS will be set up with varied front and back end user roles allowing controlled access and work flow management as well as membership management to allow for rights managed content.

The following document will seek to define a recommended approach to designing, building and deploying a new CMS website for DLF. This site will serve traffic numbering in hundreds of thousands of page views a month and provide DLF with the ability

to quickly and easily update website content using authorized non-technical content contributors and editors.

INTRODUCTION

Fuseideas, a privately owned company with its principal offices located at 255 Elm Street, Somerville, Massachusetts, is a leading provider of web consulting, development and project management services with extensive experience serving government agencies and municipal organizations.

Fuseideas is excited to be given the opportunity to bid on this exciting and interesting project. Our senior staff is made up of seasoned veterans, most with greater than ten years of individual experience designing and developing complex web applications for government agencies, higher education institutions, and corporations with global reach counting annual sales measured in billions of dollars.

Fuseideas' staff members are proud to work in a mature, process driven organization. We follow a thoughtful, phased approach to project management. Drawing from the best elements

of waterfall, Rational Unified Process and agile development, our methods are intended to mitigate risk over the lifecycle of large scale software development projects while remaining flexible and collaborative through each milestone.

Our proposed solution will be to follow this process driven approach to discover and elaborate on business requirements, then allow the business requirements to direct our collaborative thinking while making specific decisions. At each major milestone we will confirm our assumptions for developing the best possible platform to meet DLF's needs now and in the future.

Members of the team identified for this project are proud to have been speakers at conferences on Content Management Systems. We have served with teams building and/or implementing CMS solutions for a Oxford Dictionary, Sage Publishing, Columbia University Press, Rhode Island Resource Recovery and The Rhode Island Airport Corporation, in addition to designing and building enterprise level b2b and b2c systems.

Project Summary



The Digital Library Federation (DLF) relies on its website (<http://www.diglib.org>) as a very important tool as it allows the DLF to communicate with everyone from staff of member libraries to the public at large. Not only does it become the archive and record of DLF accomplishments, it also serves as a tool between the DLF and its working group participants.

However, the DLF has outgrown the current site, as users are complaining of broken links, poor navigation, slow performance, outdated content, and unappealing design. It is time for the DLF to redevelop and retool the site to be more in tune with its members and constituents.

In order to do that, Fuseideas recommends a simpler information architecture but with more modern and relevant toolset. It needs to allow for personalization and special layered access and also have elements of collaboration and social networking.

In this proposal Fuseideas will develop a comprehensive plan around a simpler, more robust site with an updated web architecture. Fuseideas will create a web infrastructure which will not only be a better site for your constituents, it will also scale appropriately to make this a relevant tool for many years to come.

In our proposal, we cover the process to accomplish this as well as note the types of open source tools available to help us accomplish this project.

Milestones & Deliverables



OVERVIEW

Each of the 5 phases of the project lifecycle includes a specific set of standard deliverables which serve as milestones as we move toward completion. Each set of deliverables builds upon the information gathered in previous iterations and allows DLF to move forward with minimum risk and maximum efficiency expected on large scale software development projects. The following high level view outlines the primary steps:

1. Discovery

- a. Statement of work
- b. Kick off meeting
- c. Revised project timeline
- d. Project profile
- e. Audience Profiles
- f. Inventory of requirements - 2 iterations
- g. Concept brief
- h. Technology Recommendations

2. Architecture

- a. Technical specifications – 2 iterations
- b. Use cases
- c. Confirmation of third party solution requirements
- d. Application site map – 2 iterations
- e. Storyboards – 2 iterations
- f. CMS admin prototype – 2 iterations
- g. Functional specifications
- h. Development environment set up
- i. Revised project timeline

3. Design

- a. Art direction – 2 iterations
- b. 3 Rounds of homepage and typical content page look and feel – 1 iteration each
- c. 2 Rounds of derivative design, all other unique templates. – 1 iteration each
- d. Final look and feel
- e. Template production

4. Development

- a. Alpha development cycle
- b. Alpha release
- c. Testing
- d. Beta development cycle
- e. Deployment to production environment
- f. Beta release
- g. Testing
- h. Content integration
- i. Final development cycle
- j. Final release
- k. Final testing

5. Deployment releases

Project Process



OVERVIEW

Fuseideas, Inc. uses a very specific process during each engagement which mitigates risk, maintains a very tight schedule while honoring the scope of engagement. This is facilitated by professional project management and reporting. Our process has three fundamental components:

Communication

- The team will communicate at least once weekly at a standard time to discuss the current status of steps recently taken, currently in process, and upcoming.
- The account executive will facilitate all interactions.
- There will be written and acknowledged record of every offline dialogue and decision. This typically happens in a standard weekly memo which follows the status meeting.

Process Deliverables

- The specific deliverables for each engagement are agreed upon in advance.
- The project team will follow every effort to make the agreed upon deliverables within the project timeline unless there has been a change in the schedule by which both parties agreed to in writing.

Managed timeline

- The initial timeline will be determined and agreed to by both parties at the outset of the project.
- Every effort is made to adhere to the timeline.
- Changes to the agreed upon timeline will be subject to the approval of both parties.

Response to Your Requirements



Fuseideas plans to deliver solutions designed to meet all of the requirements listed in your original RFP, with these 3 exceptions where we have made the following revisions:

DEVELOPMENT & SUPPORT:

0.3 The respondent may offer web hosting services, if available, but DLF shall be free to ask them to develop the site only and use alternative web hosting.

Fuseideas will offer web hosting services in a separate agreement which addresses hosting and service level issues. DLF will be free to ask us to develop the site only and use alternative web hosting.

0.7 The site will be backed up at least daily and files from backups will be available to DLF staff as needed. (This is a hosting requirement and will be addressed within a separate hosting agreement or communicated to a third party hosting service provider)

This pertains to hosting and is addressed in the hosting agreement.

CONTENT

1.4 Content of the site shall be editable from any web browser.

Fuseideas lists the browsers which will have 100% capabilities in the Assumptions and Parameters section. Other smaller and lesser accepted browsers may have limitations which are beyond our control.

TECHNOLOGY RECOMMENDATION:

Fuseideas is proud to be technology agnostic in our approach to each new project. We do not have a preferred language or technology when it comes to meeting our clients' challenges. It is for this reason we prefer to learn as much as possible about a project before making specific recommendations, allowing business requirements to define technical requirements which points us naturally to technology. This typically happens at the end of our Discovery phase.

Nevertheless, in an effort to meet the requirements of the DLF RFP which requests specific language regarding a solution, we currently suggest an open source enterprise CMS platform such as Joomla!

or Drupal as the core element. However, if we are selected to work on this project for you, we would like the opportunity to explore other options and make our final suggestion after we've completed the Discovery phase. This will ensure we provide you with the best possible solution to meet your needs.

CMS Option: Joomla!



As mentioned previously, we would like to reserve our final decision on the best technology to meet your needs. However, we would like to meet all the proposal requirements you have outlined in your RFP in the hopes we will be considered for your project. To that end, we have included some information for you on the Joomla! CMS taken from their website:

Joomla! is a Content Management System (CMS) that will help you build websites and other online applications. Since Joomla! supports a number of third party components that add functionality to the CMS, coupled with a newly released, upgraded version, this is an excellent solution for Brenton Productions. Fuseideas has extensive experience working with Joomla!. Here is an overview of Joomla!, taken directly from their website:

Joomla! can be used all over the world to power everything from simple, personal homepages to complex corporate web applications. Here are just some of the ways people use the software:

- Corporate websites or portals
- Online commerce
- Small business websites
- Non-profit and organizational websites

- Government applications
- Corporate intranets and extranets
- School and church websites
- Personal or family homepages
- Community-based portals
- Magazines and newspapers

Joomla! can be used to easily manage every aspect of your website, from adding content and images to updating a product catalog or taking online reservations.

The basic Joomla! package is designed to be easy to install, even for non-programmers. Most people have no trouble getting our software up and running, and there is plenty of support available for newbies. We have a growing, active community of more than 150,000 friendly users and developers on our Joomla! forums eager to help.

Once Joomla! is installed and running, it is simple for even non-technical users to add or edit content, update images, and to manage the critical data that makes your company or organization go. Anybody with basic word processing skills can easily learn to manage a Joomla! site.

Via a simple, browser-based interface you will be able to easily add new press releases or news

items, manage staff pages, job listings, product images, and create an unlimited amount of sections or content pages on your site.

Out of the box, Joomla! does a great job of managing the content needed to make your website sing. But for many people, the true power of Joomla! lies in the application framework that makes it possible for thousands of developers around the world to create powerful add-ons and extensions. Here are just some examples of the hundreds of available extensions:

- Dynamic form builders
- Business or organizational directories
- Document management
- Image and multimedia galleries
- E-commerce and shopping cart engines
- Forums and chat software
- Calendars
- Blogging software
- Directory services
- Email newsletters
- Data collection and reporting tools
- Banner advertising systems
- Subscription services

CMS Option: Drupal



Drupal is a next generation open-source content management solution which is gaining attention in the open source community. It differs from Joomla! in the sense that it is more of a framework than out of the box CMS solution. Here are some of the details taken from the Drupal website:

Drupal treats most content types as variations on the same concept: a node. A node is a cluster of related bits of data. When you create a new blog post, you are actually creating a collection of things such as: title, content, author link, creation date, category, etc. By keeping all nodes in one big "bucket" instead of segregating them out into separate systems, Drupal insures that they all are built on the same foundation, and can be handled in the same way. This flexibility makes Drupal a very powerful framework.

Pages, blog posts, & news items (some possible node types) are all stored in a common pool, and the sitemap (i.e Information Architecture) is an overlay that is designed separately by managing and editing navigation menus.

In Drupal, nodes hold the structured information pertaining to a blog post (such as title, content, author, date) or a news item (title, content, go-live date, take-down date), while the menuing system creates the sitemap as a separate layer. Other elements (node layout themes, and modules like Views and Panels) provide the onscreen display of node contents.

Because the layers are separate, Drupal's framework can provide alternative sitemaps for different user types just by serving them a different navigation menu based on their login information. Pages could be grouped differently, prioritized in a different order based on user needs, and various functions and content could be shown/hidden - on a per-user-type basis.

Drupal is also very popular for community and social networking type sites as the idea of a collaborative community is a pervasive theme that has informed the Drupal architecture from the ground up.

Timeline & Project Estimate



TIMELINE

We do not believe the timeline listed in the RFP is sufficient to do the work required to complete this project at a level of quality we feel most comfortable providing. We offer the following timeline within our cost estimate as an estimated alternative. Final timelines will be determined during the kickoff meeting once we fully understand time required for feedback cycles and client-stakeholder availability.

PROJECT ESTIMATE

Phase	Start Dates	Amount
Pre	8/1/2008	\$1,650.00
Discovery	8/15/2008	\$18,480.00
Architecture	9/1/2008	\$18,480.00
Design	9/15/2008	\$18,480.00
Development	10/1/2008	\$23,100.00
Engineering	10/15/2008	\$23,100.00
Project Management	(ongoing)	\$23,100.00
Content Integration	11/15/2008	\$5,000.00
Project Completion Date	12/15/2008	
Total		\$131,490.00

Additional DLF Proposal Requirements



-Proposed Price: For monthly technical support

Fuseideas is including the first 3 months at no charge, thereafter we will bill at a rate of \$125 per hour.

-Proposed Price: For monthly hosting

Included in separate hosting proposal.

-Description of software from third parties to be used

Final technology recommendations will be made at the end of the discovery phase.

-Hardware and Software requirements of the server where the software will be installed

This is a hosting issue which is a separately offered service and detailed in a separate hosting proposal.

-Hardware and software requirements for the client using the software

Final technology recommendations will be made at the end of the Discovery phase.

-Hardware and software requirements for the client using the software

Final technology recommendations will be made at the end of the Discovery phase.

-Characteristics of the hosting service offered or recommended

Hosting is a separately offered service and is detailed in a separate hosting proposal.

-Any additional resources the respondent offers to the project (work study student time, for instance, or usability testing)

Fuseideas' Background



Fuseideas was founded in January of 2006 by Dennis Franczak, who has extensive web and IT management experience gained from previous employment with organizations such as the US Air Force, MIT and Boston College. Since the company was founded, it has grown steadily to over 25 employees with additional offices in the San Francisco Bay Area and Prague, Czech Republic. Fuseideas is currently exploring opportunities to open offices in New York and Los Angeles. Our client list is diverse, having designed and built web solutions for Disney and ESPN Media Networks, Massachusetts School Building Authority, and Bridgewater State College to name just a few.

Fuseideas' success is due in part to our strict adherence to a thoughtful and phased approach to project management which allows us to mitigate risk during the life cycle of large scale development projects, as well as remain flexible and collaborative during the entire process.

Our senior staff is made up of seasoned web engineering veterans, most with greater than ten years of individual experience designing and developing complex web applications for government agencies, higher education institutions, and corporations with global reach counting annual sales measured in the billions of dollars. This experience encompasses all aspects and requirements listed in the official RFP, starting with web site review and analysis, all the way through development and deployment.

We hold immense experience in the world of Content Management Systems (CMS) and systems integration. Our staff has built solutions for the World Bank, Radio Free Europe, TF Green Airport and a number of others identified in this proposal. Members of our team have spoken at prestigious Content Management conferences. Our diverse portfolio in developing and implementing Content Management Systems for a substantial number of clients, specifically for other non-profit agencies, makes Fuseideas the ideal candidate to partner with in your upcoming project.

Fuseideas Team Biographies



Dennis Franczak Founder, President & CEO

Dennis Franczak is the Founder, President, and CEO of Fuseideas. He has 16 years of business experience, 12 of which have been dedicated to marketing, interactive strategy, advertising and public relations. Just prior to starting Fuseideas, he was Partner and Head of Interactive at RDW Group. Dennis built and grew RDW's interactive division into a unit responsible for 1/3 of the company's revenue.

Previous to RDW Group, Dennis served as CIO and Interactive Director at Benes Brand Imaging. He was responsible for numerous campaigns in a variety of industries. Before joining Benes, Dennis founded Eyetopya, Inc. a private web development firm focused on small business.

Dennis's resume also includes Boston College, where he served as a Strategic Project Manager in their IT department's strategic planning group. His responsibilities included establishing and prioritizing major web initiatives as they related to the college's

overall strategic plan, and implementing content management and e-commerce solutions. Prior to this, he held a Financial Analyst position at MIT's Sloan School of Management. Before starting his current career focus, he served 6 years as an Officer in the US Air Force where he managed several multi-million dollar high profile technology projects.

Some of the campaigns in Dennis's portfolio include work for numerous public and semi-public agencies such as Massachusetts School Building Authority, Rhode Island Airport Corporation, Rhode Island Resource Recovery Corporation, New England Gas and the Rhode Island Department of Education.

Dennis serves on various leadership committees with the Ad Club of Boston, Massachusetts Interactive Technology Exchange, Publicity Club of New England and the Cable Television Association of Marketers.

Fuseideas Team Biographies (Continued)



Alec Radzikowski Vice President and General Manager

Alec Radzikowski, an experienced operational executive in the advertising industry, joined Fuseideas as Vice President and General Manager in April 2007. He is responsible for the account service and daily operations of the agency.

Prior to joining Fuseideas, Alec was operations manager at the Allen Roche Group (ARG), a full-service advertising agency in Boston, Massachusetts. He maintained a small group of clients, while overseeing the company's direct marketing division.

Prior to his experience at ARG, Alec started his career in marketing at Prime Communications. After being hired as a copy editor, he was promoted to account manager within 6 months. This position gave Alec the necessary experience that led him to his future career at Fuseideas.

Some of Alec's biggest strengths are client relations, project management, and marketing strategy. While completing his journalism degree at Northeastern University, Alec interned at the Boston Globe sports department for four years. He worked as a reporter covering high school, college, and professional sports. Alec also freelanced for the Dallas Morning News, Newark Star Ledger, and the Raleigh News & Observer.

In April of 1999, Alec had the great fortune to work with one of most respected sportswriters of all-time, Will McDonough. He served as author's assistant for McDonough's book about Bill Parcells, entitled "My Final Season." Alec proofread, edited and researched all elements of the manuscript while serving as the liaison between the author and publisher.

Fuseideas Team Biographies (Continued)



Jake DiMare Account Executive

Jake DiMare brings a lot to Fuseideas with his extensive technical knowledge and background. He has almost ten years of continuous experience as an online/interactive media production specialist. He is an expert ColdFusion programmer with competency in SQL, PHP, XHTML, CSS and Javascript. In addition, he is very comfortable with Photoshop, Fireworks, Flash, Director, Dreamweaver, and various non-linear digital editing suites including Media 100, Avid and Final Cut Pro, Sound Editing tools and more.

Jake now has almost 3 years of experience managing scope, schedule, budget and client expectations as an Interactive Producer in a high volume, process driven environment. He is experienced with many project management software applications and collaboration tools including Sharepoint, Google Groups, Quickbase, Microsoft Project, and dotProject to name a few.

As a technical consultant and technical writer, he is very comfortable assisting sales initiatives and was part of a small cross-functional team (less than 6 people) selling over 4 million dollars in interactive services in 2006. His contribution included meeting with potential clients, specifying solutions, writing estimates and recommended approaches.

Some of Jake's other specialties include: Information Architecture, Project Management, Consulting, Online Communications Strategies, Search Engine Optimization, Online Advertising, Web Development, Leadership, and Requirements Specification.

Fuseideas Team Biographies (Continued)



Tara McLarney Account Executive

Tara McLarney graduated from Northeastern University in 2007 with a B.A. in Communications & Media Studies. During her time at Northeastern, Tara worked at CSN Stores as a Product Marketing Intern, creating content for the companies' expansive furniture selection. Next, she interned for over a year at EF Education working as an Account Coordinator with students traveling on educational tours abroad.

After graduation Tara began her professional career as a Recruiting Coordinator at VistaPrint, responsible for recruiting top talent at some of the most prestigious technical universities in the country, including MIT, RIT, Carnegie Mellon, and more. In one season she helped hire over 30 software engineers to grow the company's Capabilities Development department.

Since joining Fuseideas in early 2008 Tara has been involved with many clients including the International Paraplegic Committee, Women's Professional Soccer, and The ESPN Ultimate Remote (tvCompass).

Fuseideas Team Biographies (Continued)



Michael Durwin Creative Director

Michael Durwin began his career with Fuseideas in 2006, however his artistic career started long before that. Michael began with a copy of Photoshop 3 and Notepad. Since the early 90s, he has created interactive work for brands such as Fidelity Investments, EMC, Microsoft, UMass, Jagermeister, Decathlon Sports, and the Massachusetts Bar Association. He has created print and packaging for companies such as HBO, ESPN, Univision and Il Museo de Leonardiano Di Vinci. He created the branding (style, logo and page layouts) for the premiere of Antennae Magazine.

Michael has created broadcast work in the form of television show titles and graphics for Discovery Channel, Oxygen Network, NESN, WGBH, and VH1. He has developed video and Flash presentations for Dunkin Donuts, ATG, Genzyme, J.Jill, and Jones Lang LaSalle, and in-game graphics for the Boston Red Sox. The advance in computer technology and broadband accessibility has allowed him to bring his dual-specialties together for online video, most recently for GMC, Microsoft, Staples and New Balance.

Currently Michael is working on social and viral marketing strategies that include MySpace, Facebook, YouTube, Second Life, Flickr, Twitter and more.

Michael is an alumnus of the New England School of Art & Design at Suffolk University where he was recently asked to speak to the freshman class. He has taught interactive design at North Shore Community College and the New England Institute of Art. He has shown digital artwork at the DeCordova Museum, Fort Point Gallery, First Impressions Gallery, and as part of the Boston CyberArts Festival at the corporate headquarters of both Compaq and Digital Computers. His poster art was part of the Landsdowne Street exhibit of Boston Poster Art.

Fuseideas Team Biographies (Continued)



Nick Merrill Art Director

With a passion for art and design, Nick Merrill continues to prosper with over eight years experience in the graphic and web-design industry. Before coming on board as Art Director at Fuseideas in 2006, Nick's potential was immediately realized as he quickly scaled the ranks with his former company, Allen Roche Group. In the span of three years, Nick was promoted twice—first from Junior Designer to Senior Designer, and then from Senior Designer to Art Manager—overseeing a creative team of 6 people. As an Art Manager, he provided creative direction on marketing campaigns for clients such as the Massachusetts Office of Business Development, Biogen Idec., ATG Solutions, and the Port O'Call Television Series on Comcast.

Since coming on board to work for Fuseideas, he has played a key role in creative projects with clients including ESPN, Snip-its, Reebok, Vermont Teddy Bear, Attivio and the Boston Bruins. Nick specializes in print and web design, but also provides creative direction on social media and video campaigns.

Recently, Nick provided art direction for two separate commercial shoots. The first was a commercial for the Boston Bruins to promote their players for the 2008 NHL All-Star Game. The second commercial was for Vermont Teddy Bear's Valentine's Day promotion.

As a designer, Nick's focus is to uncover the unique connection between your business strategy and your audience. Nick promotes a blend of strategy, creativity and intuition geared toward fully engaging your intended audience. He is a strong believer that every client deserves special attention, which means he'll make your communications fit your style.

Fuseideas Team Biographies (Continued)



Jackie Barcamonte Graphic and Interactive Designer

Jackie Barcamonte graduated from Quinnipiac University in 2006 with a B.A. in Interactive Digital Design and a minor in Computer Science. During her time at Quinnipiac, Jackie worked as an intern at Boston Web Design where she made an immediate splash when their client chose her design for their website. Following her graduation, Jackie was hired full-time to design and maintain websites as a Junior Web Designer for Boston Web Design.

Jackie came onboard as a Graphic & Interactive Designer at Fuseideas during the agency's first few months. Since then, Jackie has gone on to design numerous websites, email newsletters, and print collateral for Fuseideas' most respected clients, including Women's Professional Soccer, OptHome, and ABC.

Fuseideas Team Biographies (Continued)



Stephen Anderson Graphic and Interactive Designer

Stephen Anderson has worked as a Web and Graphic Designer for more than seven years. Before joining Fuseideas in 2006, Stephen worked at his first agency in Akron, Ohio working on the website for Chuck E. Cheese, as well as many other websites from the Northeastern Ohio area. He then moved to Boston to work for the Allen Roche Group in 2005 as a web designer. During this time, Stephen also worked as a contractor with euro RSCG 4D to assist in the redesign of the Lexmark site.

Throughout his career he has earned several awards and recognition, including two Gold Addy Awards in 2003: one for Chuck E. Cheese and the other for Excelsior Marketing.

Fuseideas Team Biographies (Continued)



Rich Malak Engineering Director/Technical Team Leader

Rich Malak has worked in the Information Technology field for the last 17 years, most of which have been spent creating web sites and database applications in a variety of technologies, and managing teams that have these responsibilities.

Before joining Fuseideas, Rich was the lead of the Online Department's technical and design teams at Radio Free Europe/Radio Liberty (<http://www.rferl.org>). Over a period of eight years, he transformed the organization's Internet presence to support 25 web sites in a variety of languages, more than 1000 weekly hours of audio and video streaming, and over 50,000 daily e-mail subscriptions. One way he accomplished this was by putting systems and software in place to automate most day-to-day technical activities. For his work, Rich received annual Presidential Awards and Outstanding Employee Bonuses every year he was with the organization.

Before joining Radio Free Europe, Rich worked at the stock brokerage Wood & Company (<http://www.wood.com>), where he developed Intranet solutions to better integrate the trading and back-office activities of the company's various bureaus.

Rich has a bachelor's degree in Electrical Engineering from the University of Virginia and has since gone through in-depth training for .NET programming, SQL server programming and administration, managing people and conflicts, and best practices in web site usability and content architecture. Rich currently lives in Prague, Czech Republic, where he has lived for nearly 15 years, fulfilling a lifetime dream of living in Europe while maintaining close professional and personal ties to the U.S.A.

Fuseideas Team Biographies (Continued)



Ivana Tacikova Senior Web Developer

Ivana Tacikova has worked as a web developer and programmer for more than 7 years, using Microsoft .NET and PHP programming languages with Microsoft SQL and MySQL databases. During her career she has participated on several remarkable web sites such as www.svobodanews.ru, a Russian news server belonging to Radio Free Europe's Russian service, plus www.radiofarda.com which is an Iranian news server. Since joining Fuseideas, Ivana has assisted in developing web sites for OptHome, Women's Professional Soccer, and Diversified Communications.

Ivana is a Web Developer with experience in wide variety of web sites including multilingual projects, news servers, e-shops, community sites, commercial sites and presentations. Interested in a software architecture and analysis. Focused on business layer modeling and reusable components.

Ivana was born and lives in the Czech Republic.

Fuseideas Team Biographies (Continued)



Pavel Beran Senior Web Developer

Pavel first came into contact with computers at the early age of 10. His first major project was developed in Pure C and was for DOS. This was a project while still high school.

While studying at the University of Prague, he started working for an IT company called Logos, where he gained a great deal of experience. Next, he started freelancing and after a few years went on to work with a joint Czech/USA company to launch a completely new branch focused on mobile technologies.

Soon after that project, Pavel had the chance to work for a Czech/Belgium company where he developed integrated systems for accountants and tax managers. This was his first job working abroad and experiencing life in Belgium. Just prior to coming on board with Fuseideas, he worked as a consultant for Radio Free Europe/Radio Liberty, where he held two positions, Analyst and Senior Programmer.

Fuseideas Team Biographies (Continued)



Pavel Bednar Web Developer

Pavel Bednar brings to Fuseideas 8 years of web development experience. His career began at LOSAN Ltd, where he began as a computer technician. Pavel's talents were quickly realized and was promoted several times, first to a sales representative, then to Branch Manager, and finally to Regional Manager where he was responsible for managing wireless internet connection and IT services for both business and individual clients.

After spending several years with LOSAN Pavel got an incredible opportunity to move to Ireland and work for EMC2 as a Test Technician. It is with this company that he gained tremendous experience in data storage systems. Pavel loved living in Ireland, but missed his hometown of Prague, so recently moved back and began working in our Czech office.

Fuseideas is fortunate to have Pavel as part of our team. He brings immense knowledge of a wide range of computer technologies that help us serve our diverse clientele.

Fuseideas Team Biographies (Continued)



Michal Soldan Web Developer

Michal studied at the Czech Technical University in Prague. After completing his studies, Michal started working for LOSAN Ltd as a web developer in 2004. While there, he developed web sites using PHP and MySQL technologies.

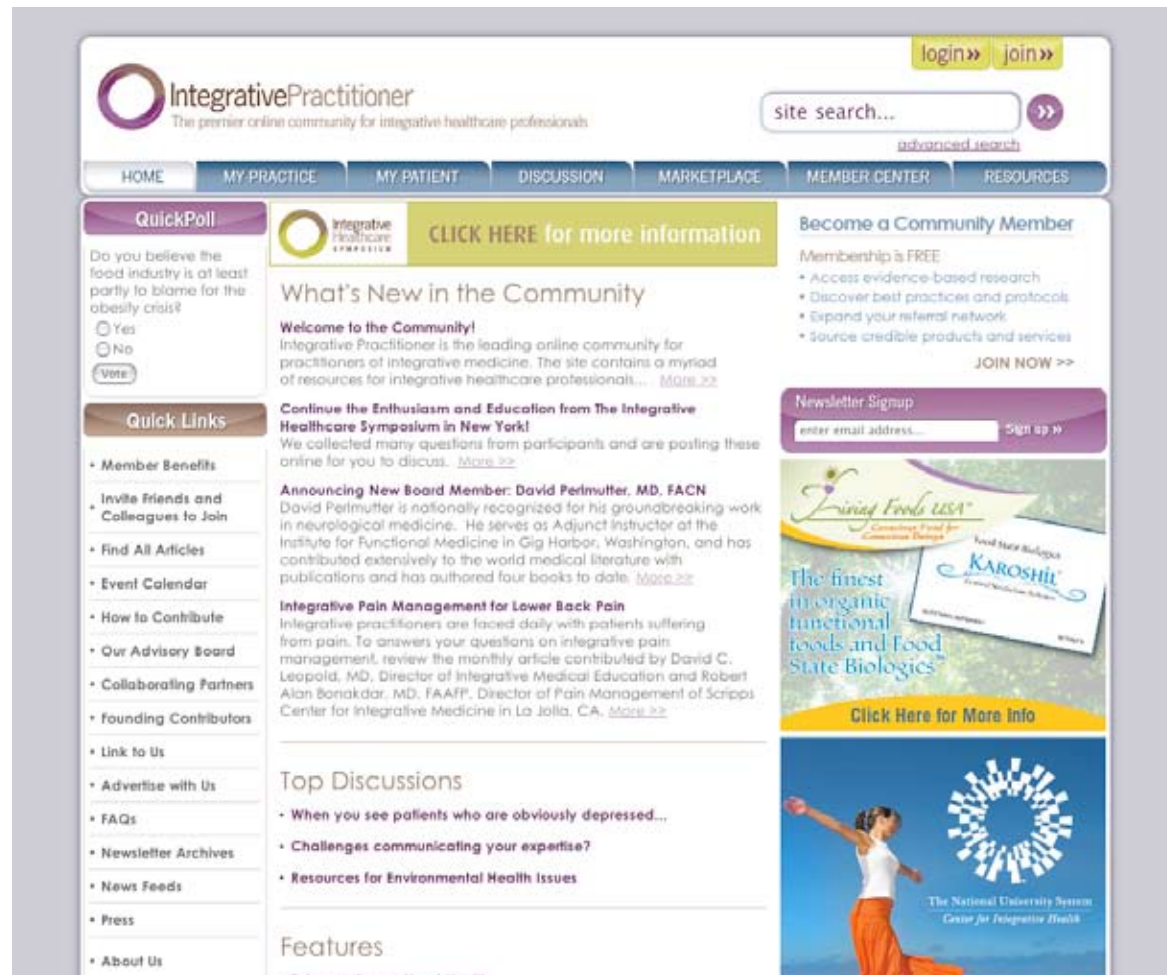
In January of 2006, Michal had the opportunity to work for Radio Free Europe/Radio Liberty and master .NET programming.

Fuseideas acquired Michal in the Fall of 2007, and he has since been instrumental in assisting us bring several main projects to completion.

Case Studies



Diversified Communications, Integrative Practitioner Ektron CMS Web Site



OVERVIEW

Diversified Communications is a company which develops, runs and sponsors a number of national tradeshows across the country. To date, these trade shows have been very highly attended and include close-knit communities. Diversified Communications wanted to create an online environment around these communities which would allow them to still communicate after the trade show was over.

CHALLENGE

Diversified Communications had a central attendee database for all the trade shows but did not have a unified web platform with which to create these online communities.
Solution

SOLUTION

Fuseideas selected Ektron CMS 7.5 beta and then worked with Ektron to deploy that release as a full release. We used a beta version as a platform for the following reasons: First, Ektron 7.5 had built-in social networking tools which were necessary for the users in these communities to share and collaborate within the portal environment. Second,

Case Studies (Continued)



Diversified Communications, Integrative Practitioner Ektron CMS Web Site (Continued)

Diversified Communications' IT infrastructure was built around Microsoft technologies. The first portal was designed to be a platform which could then be used and customized for other shows and online communities.

RESULTS

The portal was deployed in February of 2008 and is seeing active membership sign-ups. Features of the portal include user generated content management, social networking, e-Commerce, blogs and commenting, article rankings, RSS data feeds, and extensive member management.

www.integrativepractitioner.com

The screenshot shows the IntegrativePractitioner website. At the top, there's a navigation bar with links: HOME, MY PRACTICE, MY PATIENT, DISCUSSION, MARKETPLACE, MEMBER CENTER, and RESOURCES. A search bar is on the right. Below the navigation bar, there's a 'Quick Links' section on the left with a list of links: Herbal Database, Interactions Checker, Conditions Index, Blogs, Multimedia, Associations, Education, Resource Links, News Feeds, Event Calendar, American Journal of Chinese Medicine, and Integrative Healthcare Symposium. The main content area features an 'Events Calendar' for March 2008, with a calendar grid showing dates. To the right of the calendar is an 'event search...' box with filters for Conferences, CME Classes, Industry Events, and a State dropdown menu. Below the calendar, there's a section for 'Events in April 2008' listing three events: Friday, April 11, 2008 (3rd Annual Joint American Homeopathic Conference), Thursday, April 10, 2008 (20th Annual AAMA Symposium), and Wednesday, April 09, 2008 (ACAM Spring Conference and Trade Show). On the right side of the page, there are several promotional banners: 'The National University System Center for Integrative Health', 'Living Foods USA', 'The finest in organic functional foods and Food State Biologics', 'Click Here for More Info', 'PEKANA Take Your Practice to the Next Level Superior Detoxification, Drainage and Regeneration', 'BIORESOURCE Celebrating 25 Years of Excellence', and 'Distributing'.

Case Studies (Continued)



Opthome Ektron CMS Web Site



OVERVIEW

OptHome, an online resource for home-owners, hired Fuseideas to create an engaging web site and social networking platform in early 2007. As a brand new venture, OptHome needed to finalize their company name, their logo and branding, and also a preliminary web site that would educate the public on OptHome's offerings and services. OptHome helps homeowners manage their single largest investment – their home. In exchange for a vast amount of information and resources, as well as cash and gift card incentives for signing up, OptHome receives a referral fee if and when its registered users sell their house.

CHALLENGE

As a brand new business and completely unknown commodity, OptHome's biggest challenge was establishing a presence in the marketplace and gaining the public's trust. There are numerous online real estate sites and OptHome needed to stand out. The web site also needed content, tools and features to keep users engaged.

Case Studies (Continued)



Opthome Ektron CMS Web Site (Continued)

SOLUTION

Fuseideas architected, designed and engineered a cutting-edge web site that provides users with necessary information and resources to maximize the value of their home. The design also gives users the feeling of a warm and trusting environment. Key elements of the portal include ability for users to register their home, verify its value, and then collect real rewards from merchants such as Best Buy, Macy's and Target. In addition, the site provides users with homeowner advice, calculators, real-time integration with neighborhoods and school data; as well as collection of social networking tools.

RESULTS

Key features include electronic e-signing of the OptHome contract, web service feeds from data providers, e-commerce, full member management, as well as a real-time interface with the master OptHome customer database. Each time data is changed in the portal it is automatically reflected in a user's record in the master database.

www.opthome.com



Case Studies (Continued)



Conway Corporation Ektron CMS Web Site



OVERVIEW

With a proven track record for other clients in the cable and entertainment industry, Fuseideas was selected to develop a comprehensive web strategy for Conway Corporation in Conway, Arkansas. Conway Corporation is a regional municipality offering water, electric and cable television service. They sought a solution that created a community portal, which brought businesses and members of the Conway community together. Conway also wanted to give their customers the ability to conduct business online with Conway Corporation.

CHALLENGE

The client wanted a web site which conveyed the feeling of a big multi-system operator such as Comcast, Time Warner and AOL. They also wanted a site which created a sense of community where users would return on a regular basis.

SOLUTION

Fuseideas selected Ektron CMS as a platform for several reasons. First, this CMS is supported by an actual company, which was a main requirement

Case Studies (Continued)



Conway Corporation Ektron CMS Web Site (Continued)

of the client, thus we were able to qualify for all product upgrades as they became available. Second, Ektron is a .NET product and has extensive API support which was necessary since we were going to integrate with third party products for e-newsletters, mobile promotions, video and e-commerce.

RESULTS

We built the site in less than 30 days and received 50,000 unique visits during the first month of launch. We are now launching a second phase of the project, which will include online bill pay and other system integration activities.

www.conwaycorp.com



Case Studies (Continued)



Regis College Ektron CMS Web Site



OVERVIEW

Fuseideas' higher education experience was called on to create a new web presence for Regis College.

CHALLENGE

The college faced a challenge unique to higher education: targeting multiple audiences. Regis College's web site needed to attract potential students, parents and guidance counselors as well as provide a public face for the community and the press. In addition, the site needed to address communication issues of the staff and educators. All of this needed to be done at a time when the college itself was faced with a change from female-only to coed.

SOLUTION

Ektron CMS was picked as a platform that could easily be managed by Regis' single webmaster. She was tasked with updating course schedules, application submissions, news and events postings. Ektron allowed the college to offer several levels of administration so the webmaster could concentrate

Case Studies (Continued)



Regis College Ektron CMS Web Site (Continued)

on the more complicated procedures while staff of the events, academic and public relations departments could be tasked with integrating their own content.

RESULTS

We built the site in less than one month and received 50,000 unique visits during the first month of launch. We are now launching a second phase of the project, which will include online bill pay and other system integration activities.

www.regiscollege.edu



Assumptions and Parameters



1. The web based application developed will be delivered tested for the following supported browsers:
 - a. IE6x & IE7x for windows.
 - b. Firefox 1x & 2x for Windows & Mac.
 - c. Current version of Safari for Mac.
2. With the exception of the components which are built in Flash, the final site templates will be built to current accessibility standards as defined by the w3c.
3. All public templates will be developed according to current accepted standards for XHTML and CSS.
4. Any features, modules, deliverables, process or functionality not explicitly mentioned in this document entitled specific deliverables or requirements may be subject to a change in scope affecting the budget or schedule.
5. Hosting, email, intranet and domain name administration, database and other related technology management that has not been explicitly mentioned within the scope of the engagement defined in this document is not included but can be available with a change in scope.
6. There will be a 30 day warranty period beginning on the day the site is deployed to the production environment. The warranty period covers any code defects or features which were specified and accepted during the process but not included in the final deployed site at no charge. The warranty period does not cover changes to site content.
7. All files generated in the production of the web based application including original designs and digital assets will be made available throughout the project process. Fuseideas will not be responsible for storage of digital assets or other deliverables subsequent to project completion without a separate written agreement.
8. 3D modeling, shockwave and Flash content are not included in this agreement but may be available with a change in scope.
9. Final site content should be digitally delivered on or before a time to be specified in the final project time line in a manner agreed upon by both parties. This includes all digital image and design assets.
10. Delays to the project schedule which may occur and are outside of Fuseideas ability to control may incur a change in the overall project budget.
11. Client will maintain a single point of contact for Fuseideas to interact with throughout the project life cycle.
12. All client interactions with Fuseideas should be directed to the account executive.
13. Travel, tips, meals and other expenses incurred during development will be billed to the client.
14. Any third party fees or costs for software or hardware determined to be required during discovery and architecture and agreed upon by both parties may be out of scope.

Contact Information



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