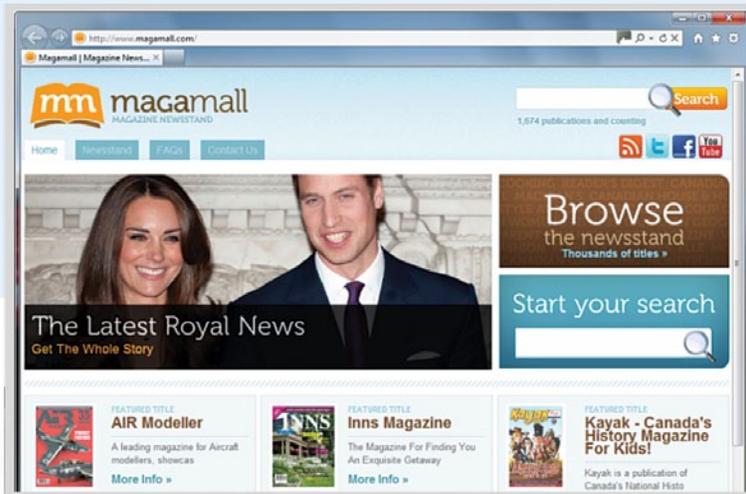




Looking to grow your business? There's an app for that!

"Point Alliance did an outstanding job understanding our project requirements and providing us with solutions that met all of our goals. Our exciting new mobile application allows us to put our best foot forward by showcasing our service offerings. This new application in addition to the website's new social media elements have been instrumental in our focused marketing and communication efforts. Thank you Point Alliance!"

Mark Lafranier
President & Chief Operating Officer
DISTICOR MAGAZINE DISTRIBUTION SERVICES



Our Solution

Mobile Application & Content Management

Point Alliance worked with Disticor to identify their project objectives from both a client and user perspective. The result was two initiatives designed to significantly enhance their user experience: a new mobile application and an entirely re-designed website complete with a fresh new look and feel.

Here are some of the key components of the solution delivered to Disticor's Magamall.com:

Mobile Application

Magamall.com's first - ever mobile application allows users the ability to enjoy the same services offered on their website - conveniently through their mobile device. It's intuitive design not only means that accessing **Magamall.com** has never been easier, but is always within reach.

Enhanced Features

Magamall.com's new website, equipped with brand new features such as the ability to digitally download material as well as link to the Apple App Store and social media platforms, raises the bar in both convenience and customer satisfaction.

Content Management

By leveraging Point Alliance's LP4W web content management solution, Magamall.com can now update, post, and manage online content more efficiently, significantly reducing the amount of time and resources required to maintain the website.

Easy Navigation

The intuitive flow of content on the revitalized website is complimented by an enhanced user interface, allowing Magamall.com clients to navigate throughout the site with ease

Opportunity

Like many growing online organizations, Disticor needed to revitalize their **Magamall.com** website in order to further develop their customer base and enhance their services to their existing clients. From an internal perspective, **Magamall.com's** existing website had proven to be time-consuming to administer and a new solution was required in order to improve the website management process. More importantly, the incorporation of social media elements would be the key focus for the new website as it would serve to directly support the organization's recently launched communications strategy. As such, the development and launch of **Magamall.com's** first-ever mobile application would be a critical element in their social network and communication strategy.

Client Snapshot

Disticor Magazine Distribution Services is a distributor of international mass market and special interest newsstand publications ranging from the UK to Australia and spanning over fifty magazine newsstand categories.

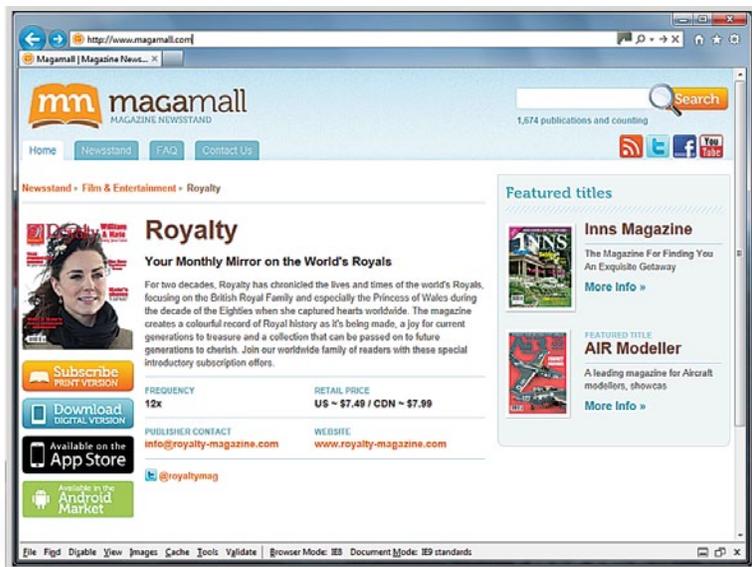
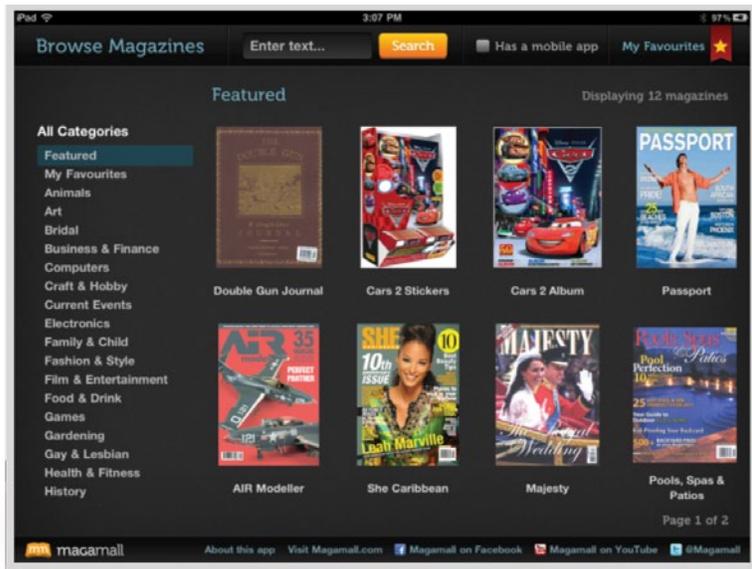
Magamall.com is a comprehensive resource for newsstand magazines. By providing internet listing services to magazine publishers of over 1,300 magazines, Magamall.com enables users to access publisher information with a click of a button.

For more information on our valued client, please visit their website at: www.magamall.com



Outcome

Disticor's launch of their new mobile application and website, www.magamall.com has been well received by both clients and internal users alike. Magamall's mobile application, now available at the Apple App Store, has enabled the organization to further communicate with their existing customers, while expanding their online network and user base. The website's fresh new appearance has also proven to be successful in generating incremental online traffic, while the flexibility in the system allowed for the site to be more efficiently managed.



About Us

As experts in IT consulting and development, Point Alliance specializes in collaborative custom solutions, particularly in the mobile solutions field. Showcasing a strong track record in developing and executing outstanding mobile solutions for over 10 years, we take pride in the quality of our work and most importantly, in experiencing our client's goals come to life.

At Point Alliance, we strive to leverage the most current technologies to build the best solution to fit each client's needs. Today, our range of custom solutions includes the incorporation of the iOS platform (iPhone/iPad), BlackBerry, Windows 7 and Android devices.

Our dedicated team works closely with clients throughout the entire experience from project inception to execution to provide the most creative and engaging mobile application possible. Our ability to capture client's visions through an innovative solution has been proven to add significant value to organizations.

Professional Services

Point Alliance offers an array of solution possibilities with experience in multiple technologies. Our portfolio includes projects that extend data residing in platforms such as Microsoft SQL, IBM Lotus Domino, Microsoft SharePoint and AS400, leveraging devices ranging from iPhone/iPad, BlackBerry, Windows 7 and Android.

Mobile Services:

- Custom Application Development
- QA Testing and Support
- Migration/Expanding of applications from one platform to another
- Back end database development
- Network Analysis
- Disaster recovery planning