



Simple or sophisticated, find out how Launch Pad for Web (LP4W) can easily adopt your company's brand making your web site look great—inside and out!

"LP4W allows our marketing people to maintain the web site easily without worrying about having any html knowledge. The level of comfort and confidence it provides to the people responsible for the content is immeasurable."



Art Skibicki
Assistant Vice-President, Information Technology
SCEPTRE INVESTMENT COUNSEL LIMITED

Our Solution

Web Content Management using LP4W

Point Alliance worked with Sceptre to implement their new web site design using Point Alliance's intuitive web content management product, Launch Pad for Web (LP4W). By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project. The key objectives of this solution were to support Sceptre's strategic plan and branding and to provide simple content creation and management.

Here are some of the key features that Sceptre wanted their web site to have:

- **Mutual Funds Calculators**
Ability to calculate fund and portfolio performance on-the-spot
- **Organized and colour coding of main sections**
Allows for quick and easy reference of copious content
- **What's new**
Front and centre on the home page. Recent press releases are only one click away !

Some other home page categorization included (in no particular order):

- Investor relations
- Who we are
- News/events
- Unit values
- Customer login
- Mutual funds
- Private asset management
- Institutional
- Risk management system

Opportunity

The Sceptre Investment Counsel Limited (Sceptre) web site, which was a modest web project established in 1997, was initially intended as an information source to their clients, prospective clients, and investors. Unfortunately, the site had become unwieldy and had lost its focus with many sections buried making content difficult to find. The overall design was dated and no longer reflected the image Sceptre wanted to project. Further, the content management platform was not flexible enough to incorporate some of the enhanced features Sceptre was interested in showcasing on their web site.

Client Snapshot SCEPTRE

Sceptre Investment Counsel Limited manages segregated and pooled fund portfolios for pension and other savings plans of corporations, government sponsored funds, universities, unions, charitable foundations, endowments and reserve funds of insurance companies. Additionally, the Private Asset Management Group provides individual investment management products including a full range of mutual funds as well as segregated account management.

To learn more about our valued client, please visit their web site at:
www.sceptre.ca



Outcome

Sceptre's new web site became consistent with and reflective of their new branding as well as being an easy-to-navigate and intuitive web site for clients, prospective clients, and investors to visit (and, more often!).

Visitors are quickly able to locate fund objectives and performance, as well as reviewing Sceptre's corporate and investment team information.



About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective.

What can LP4W do for your business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management