



From re-branding capabilities to business user empowerment- Take web content management to the next level with Launch Pad for Web!

"Point Alliance has gone above and beyond to create us a fantastic website that is both attractive and functional. We are thrilled with the launch of our new website, and have already received numerous compliments and accolades on our new look. Not only has Launch Pad for Web greatly improved the way we communicate online, it also allows us to easily manage our website moving forward. Thank you to the entire Point Alliance team who have done a commendable job in helping us achieve our project goals."

Ivan Sestak

Manager, Web & Application Services
SCHULICH, SCHOOL OF BUSINESS



Our Solution

Web Content Management using LP4W

Point Alliance worked with Schulich to identify their project goals and to create a new website designed to address their online challenges. Based on Schulich's project objectives, Launch Pad for Web (LP4W) was selected as the content management solution for their new website.

Here are some of the key components of the solution provided to Schulich:

Opportunity

Schulich was in need of a complete website revitalization to enhance their online communication and manage their web content more efficiently. Schulich's existing web content maintenance proved to be too complex and tedious to operate as the existing site was run by numerous backend databases. In addition, Schulich faced the challenge of having a stale online presence as its website had grown outdated and information was becoming difficult to locate due to poorly managed and categorized content. Furthermore, Schulich was finding that the process of having the IT department solely responsible for web site content maintenance was wasting valuable time and resources that could be used more efficiently elsewhere.



Client Snapshot

Known as Canada's Global Business School™, the Schulich School of Business in Toronto is ranked among the world's leading business schools by a number of global surveys. Schulich's MBA program is ranked #1 in the world by the Aspen Institute in a global survey that identifies which schools are doing the best job of preparing future business leaders for the environmental, social and ethical complexities of modern-day business.

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

- **Engaging Design**

Point Alliance worked closely with the Schulich team to deliver a web site design that was fresh, clean, professional with an engaging design that aligned with the Schulich identity. The new user experience included dynamic Flash movies being fed real-time content from LP4W which profiled current and former students.

- **Content structure and organization**

Point Alliance provided insight and recommendations to assist Schulich with the new website blueprint and information architecture. Intuitive navigation and quick links allowed users to access content that had been re-organized into logical groupings.

- **Business user empowerment**

LP4W's intuitive design allows Schulich users with minimal technical skills the ability to competently manage web content. Web content maintenance responsibilities have now been shifted from the IT department to the business users to ensure that valuable resources are used as effectively as possible.

- **Content management system**

LP4W enabled Schulich to streamline their web content management from the numerous databases the site was running on to a single and simple to use management system.

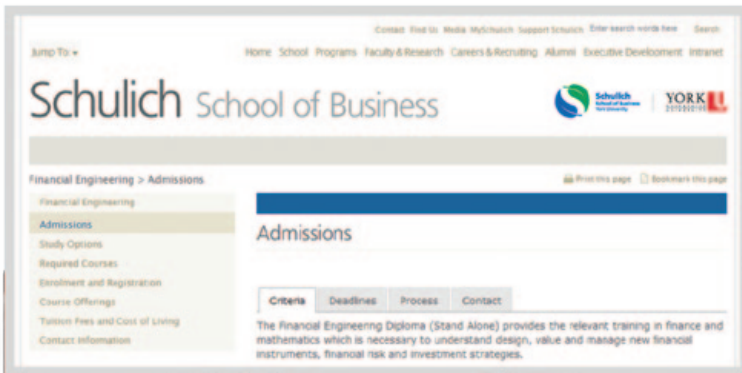
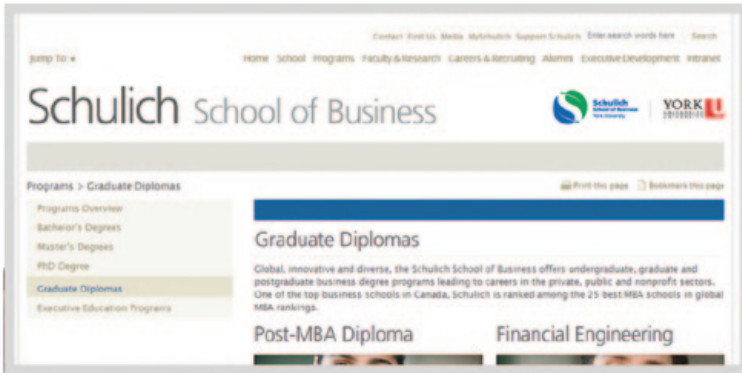


Outcome

Point Alliance provided Schulich with www.schulich.yorku.ca, a newly designed website complete with a centralized and automated content management system.

By leveraging LP4W's capabilities, Schulich was able to achieve all of their project goals and benefit from the following capabilities:

- Sophisticated workflow and security**
 Schulich's new website now features an automated workflow system and pre-defined access levels for greater site security.
- Centralized information**
 Schulich's many databases that were previously required to run their site were reduced to one. Over a dozen applications that used to store course information were also consolidated into a single repository directly integrated into LP4W.
- Search Engine Optimization**
 Schulich's new website now benefits from search engine optimization features that can be applied at the page level or for the entire site.



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