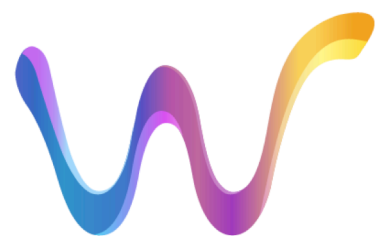


# W3Blender Overview

Custom Application & Web Development Services



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A Division of MediaWorks 7, LLC



**w3Blender**  
Professional Web Energy

# A Little About Us

w3Blender, a division of MediaWorks 7, LLC, is a full service interactive design and technology agency with vertically focused products and services designed to enhance corporate image and elevate online capabilities.

Headquarters

Columbus, OH, USA

Number of Employees

27

Number of Offices

3

Year Founded

2007

Global Reach

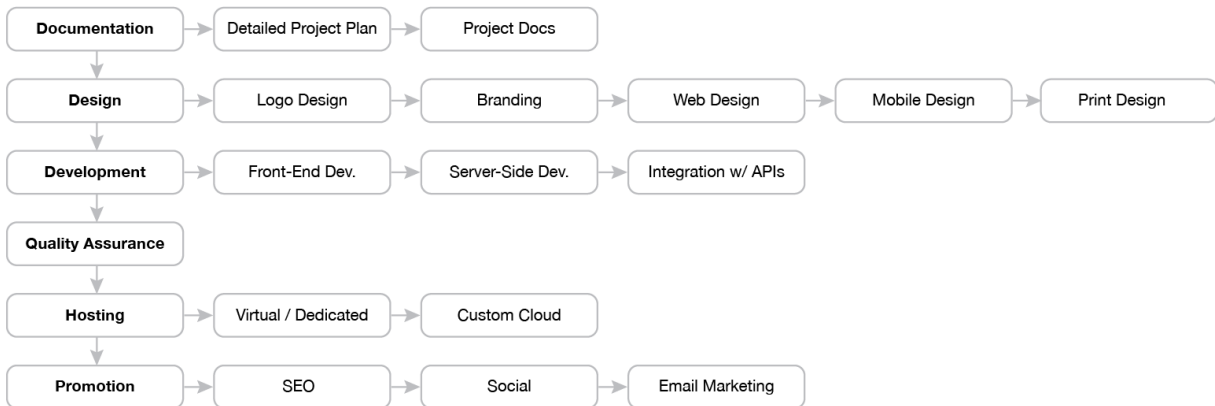
Clients in 52 countries

Projects Completed

11,000+

# Our Services

Our team consists of designers, web developers, project managers, systems administrators, QA analysts, marketing strategists, ecommerce specialists and more. See below for a full list of services we provide to help you build great things!



-   
 Documentation
-   
 Logo Design & Branding
-   
 Responsive Website Design
-   
 Web Application Development
-   
 CMS & Ecommerce Development
-   
 Advanced Web Hosting
-   
 SEO, Promotion & Marketing

# Why Choose Us?

## Our Process Makes Us Better!

### ***Define. Design. Develop. Deploy.***

With over seven years of experience in advanced web application development, W3B has established methodologies and procedures to approach projects of varying scopes. Our process serves as a general outline and is designed to be adaptable for each client's specific needs. Divided into four general phases, our process is briefly described below:

## Define

Clear definition of scope and the tasks to be performed are essential to the success of any development project. Our first step is to clearly define the most efficient approach which involves intense product/competition research resulting in the creation of documentation including:

- Statement of Work (SOW) & Project Development Checklist
- Gantt Chart & Event Calendar Plan
- Data Modeling & ER Diagrams

Close collaboration from our clients is encouraged during the discovery process serving as a crucial component of the project's overall success.

## Design

Converting a business's core values into compelling visual graphics is the ultimate goal during the design phase. Direct consultation with the client helps our graphic Designers to better understand design preferences and targeted audiences. Multiple concepts are created for your review, while unlimited revisions are allowed on the chosen concept.

W3B's design team is well-equipped to handle all design requests including:

- Corporate Identity & Logotype Development
- Website & User Interface (UI) Design
- Icon, Illustration & Vector Art Design
- Print Design & Corresponding Documents

# Develop

An agile development team with experience in a multitude of technology platforms is an important advantage W3B offers its clients. With years of experience in implementing advanced feature-rich applications, our Developers and Business Analysts are able to explore all available solutions ranging from open-source to proprietary.

As a distinct contrast to other firms, this open-minded atmosphere eliminates the limitations normally imposed by a singular approach based on sole areas of competency. Our ability to implement both established and emerging technologies provides our clients the dynamic edge required in today's online marketplace.

In general, web application development involves markup programming, client-side and/or server-side scripting and database development. Below is a list of development technologies and platforms supported by W3B.

## Software Development Platforms:

- Custom Web Application Development (CMS, CRM, Ecommerce)
- Desktop Application Development (Mac, Windows)
- Mobile Application Development (iPhone, Android, Windows)

## Third Party Applications:

- WordPress, Joomla, Drupal
- ExpressionEngine, Tumbler, MODX
- Magento, Shopify, BigCommerce
- Plus many other popular 3<sup>rd</sup> party platforms

## Core Development Technologies:

- HTML5, CSS3, JavaScript, AJAX
- PHP/MySQL, ASP.NET, RoR
- Flash Action Script 2.0/3.0
- C# .NET, C++, Java

## Client-side & Server-side Frameworks:

- jQuery, Ext.JS, Mootools, Dojo
- Symfony, CodeIgniter, CakePHP, Zend, Yii

The final step of the development phase involves rigorous testing and QA to ensure complete compliance with common industry standards, as well as, maximum cross-browser and cross-platform compatibility. Upon client approval, the project proceeds to the deployment phase.

# Deploy

As the development life-cycle nears completion, W3B's System Administrators, Marketing Analysts and Support Professionals are actively planning the implementation of both the technical and marketing aspects of the deployment process.

## Hosting Configuration & Product Launch

With established partnerships at leading data centers in North America and Europe, W3B's System Administrators are able to deliver the most efficient, reliable and secure hosting solutions possible with support for Virtual, Dedicated and Cloud Hosting. Managed hosting services include:

- Server Setup, Configuration & Security Optimizations
- Core Services Management including Database, Monitoring & Backups
- Website & Database Migrations with Zero Downtime
- Traffic Monitoring & Load Balancing

W3B's emphasis on application portability during the planning and development phases allows for the versatility of an internal or third party hosting environment if desired. With either scenario, our team provides the necessary technical requirements and guidance to ensure a seamless migration and launch based on the project's specific technical needs.

## Marketing Campaigns & Promotion

With a comprehensive marketing approach crucial in today's dynamic marketplace, W3B evaluates each client's individual objectives to construct a unique online marketing campaign to compliment traditional marketing initiatives which may already be in place. Leveraging a balanced combination of traditional and digital marketing efforts, W3B implements search and social visibility initiatives to drive measurable results to include:

- Search Engine Optimization (SEO) & Social Media Optimization (SMO)
- Google Adwords Campaign Management & Other Pay-Per-Click (PPC) Advertising
- Email Marketing, Article Marketing & Linking Campaign Strategies

## Maintenance, Training & Support

W3B provides ongoing general maintenance as well as support for feature enhancements. Depending on the client's business and system requirements, we may recommend a maintenance plan based on retainer or a per incident arrangement.

For product training and support, a variety of options are available to W3B clients ranging from on-site training to custom online tutorials. Regardless of method, W3B is equipped to provide the necessary and thorough training needed for a successful deployment of new websites and applications. We work with our clients to update, maintain, support and build new features on their web platform.

# Let's Talk :)

We hope the information in this document has been helpful and that you will consider us for your upcoming project. The next steps will be to review your formal RFP, or we can even assist you in creating this document as well.

W3B's entire team would like to sincerely thank you for the opportunity to share this brief overview about our company and services. We are eager to potentially be involved in the future growth and success of your business. Contact us today to discuss how we can help.

If you can imagine it,  
we'll make it happen!

**(614) 827-0499**

**[www.w3blender.com](http://www.w3blender.com)**

**Define. Design. Develop. Deploy.**