

EQS CASE STUDY

WEBSITE REDESIGN AND CLIENT EXTRANET

PHFE, Inc is a 34 year old 501(c)3 nonprofit organization located near Los Angeles, California that provides back office support and management services to public health and nonprofit programs. PHFE's current revenues are in excess of \$69,000,000. Since inception, PHFE has supported hundreds of programs that "make a real difference in the lives of people and their communities".

PHFE issued a Request For Proposal (RFP) looking for a web design firm that could overhaul it's existing website, and provide critical back-end programming that would allow them to more efficiently disseminate information to their clients. The key requirements included the following:

<u>Front End:</u>	<u>Extranet/ Backend:</u>	<u>Additional:</u>
?? User friendly	?? Several levels of admin and client permissions	?? Stable developer with proven track record
?? Clear, understandable and functional	?? Documents upload	?? Hosting solution
?? No horizontal scrolling	?? Confidential client areas	?? Maintenance contract
		?? Technical/ graphical/ usability expertise

After interviewing over 25 vendors, PHFE chose EQS to build and maintain their new site.

Our approach centered on a five-phased plan. The first phase, discovery, allowed us to get to know the company, it's clients, and what their specific needs were. This phase included several "face to face" meetings as well as numerous telephone conversations between our design team and their website task force. Using this information, we were able to create specific site maps and flow charts.

The second phase, design, commenced with us providing several different concepts to the client. Taking these, PHFE chose one, and we worked with them through several revisions until we had a home page design that met both their specifications as well as their design preferences. Using this as a base, we constructed sample interior pages and made revisions per the client's instructions.

The third phase, construction, was the longest and most intense phase. It entailed us building the pieces, constructing the database, entering the content from the client, and making the site work properly. It also included numerous client reviews and minor changes based on feedback. The most critical components in the construction phase are quality of the work done in the previous phases. Due to the extensive experience of EQS, the construction phase was completed on time and on budget.

The fourth and fifth phases were deployment and rollout. Deployment included extensive alpha and beta testing, populating the database, and previewing the site to select clients. Rollout included setting up a new, dedicated server, taking over management of their various domain names, and staff training. In addition, PHFE entered into a long-term maintenance contract with EQS to keep the site current, perform ongoing training, and make sure that server is functioning properly.



Conclusion-

After 6 months, PHFE had over 450 active clients using the extranet. After seeing how the database was being used, we made several small revisions to it. We received high marks from the client in all areas including customer service, technical expertise, and design ability. In particular, PHFE commented that they were impressed with how easy it was to work with our team, and how responsive we are to their requests. PHFE has since referred several other clients to EQS.