

COMPANY PROFILE



FORFRONT.NET™

WE MAKE IT **SIMPLE**

INTRODUCTION

Net Formation t/a Forfront.net is primarily a software house specialising in design and development of internet solutions. Since it was founded in 1998 forfront have invested heavily in providing scalable solutions for its clients.

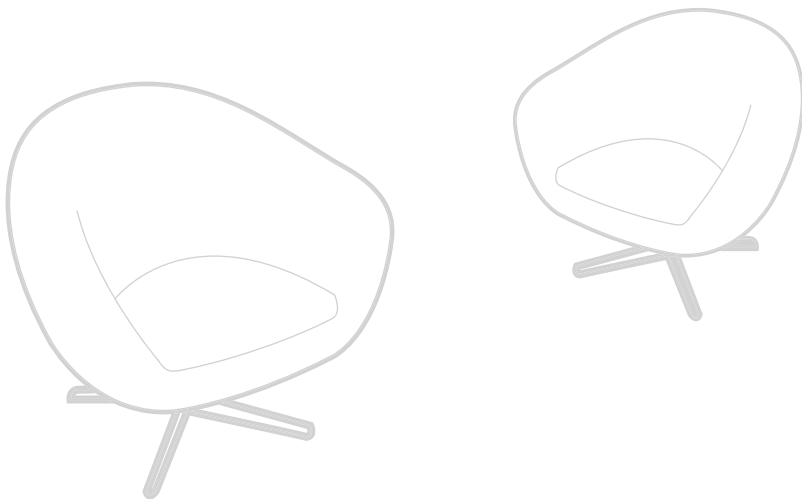
Services include:

- ▶ Consultancy for internet integration
- ▶ Design and development of digital solutions using modules from our **e-glu™** web Content Management System (CMS)
- ▶ Provision of outbound e-mailshot and marketing solutions with **e-shot™**
- ▶ Project Management, QA and Deployment
- ▶ Managed Hosting and Monitoring
- ▶ Support and Training
- ▶ Domain name, DNS and email services

Products:

- ▶ **i-Know™** – an e-learning tool designed to enhance and maintain high standards of competency in an industry or organisation. The tool was designed to meet the demands of the regulated financial services industry.
- ▶ **e-shot™** – a web based e-mailshot tool. Designed to meet the demands of small and large organisation that use electronic messaging to communicate with their customers, clients and prospects.

At Forfront.net we are confident that, backed by our extensive experience in providing scalable digital solutions, we are the ideal solution provider for your internet requirements.



MISSION

To achieve its mission and subsequent goals Forfront.net delivers viable solutions with a truly demonstrable ROI.

**“INVEST AND WORK HARD
TO DELIVER HIGH QUALITY,
CREATIVE AND SUCCESSFUL
SOLUTIONS FOR OUR CLIENTS.
TO IMPROVE CLIENTS’
PROFITABILITY AND LEVELS OF
CUSTOMER SERVICE USING NEW
MEDIA DIGITAL TECHNOLOGIES”**

Forfront.net achieves its success by embracing new technologies. It couples the use of SQL database technology with the creative front and back end design that provides simple, use user-friendly solutions for large and small organisations. Forfront.net’s solutions integrate with an organisation’s existing channels for business and deliver true, end-to-end solutions from design of the digital initiative through to the hosting of the solution.

WHY FORFRONT?

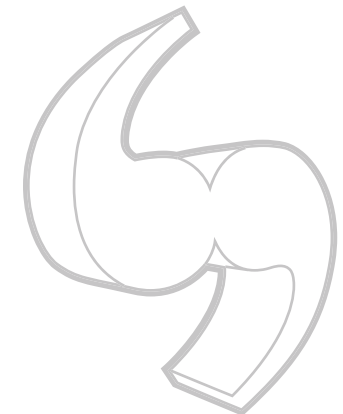
Forfront.net provides original and dynamic marketing, web applications and e-commerce solutions for businesses.

We team with our clients to create a concept and build your presence on the web which interacts with your existing and prospective clients. A team of creative professionals will be responsible for your web solution. It will be tailor-made to your requirements and use pre-built modules from the **e-glu™** CMS suite.

Forfront.net specialises in corporate web presence, portals, e-commerce, e-learning, catalogue and directory sites, ASP (Application Service Provision), B2B, B2C, intranet, extranet, auctions and any other database driven solutions.

The keys to a successful site are **up-to-date information** and **ease of navigation**. We have developed the **e-glu™** CMS to enable an easy way for webmasters, knowledge workers, web authors and other assigned **non-technical staff** to manage site content and achieve a **dynamic presence**.

Forfront.net offers the advantage of a **one-stop shop**: consultancy, concept, design, programming, QA, Managed Hosting and monitoring, maintenance, training and support all under one roof.



A HISTORY OF DELIVERING SUCCESSFUL SOLUTIONS

Forfront.net was founded in 1998 as Net Formation Limited t/a Forfront.net.

Forfront.net has achieved many successes within new media solutions and has completed over 200 projects in 11 vertical markets and in multiple languages. Among its achievements in the public and private sectors are:

- ▶ BinleysOnline.com and Binleys.com for Beechwood House Publishing Limited who provide multiple media support for NHS and local government related information and documentation. [e-glu™, e-hive™, e-shot™]
- ▶ The Council for Licensed Conveyancers (theCLC.gov.uk) - the regulatory body for Licensed Conveyancers who are qualified specialist property lawyers and operators. [e-glu™, e-hive™]
- ▶ Coffeepoint PLC - one of the top vending machines suppliers in the UK. [e-glu™, e-shot™]
- ▶ Competent Adviser, a subscription-based e-learning solution specialising in ensuring competency to match the regulatory requirements of all sectors of the mortgage community. [i-Know™]
- ▶ first4sale.com was created to provide the property sellers and buyers with a real alternative to using an estate agent. Mark Fisher, MD of first4sale: "We aim to offer you fantastic market exposure and unbeatable value for money. By combining the incredible marketing power of the internet with traditional methods of property advertising, we can target a huge property buying audience. Our state of the art website gives you complete control of your marketing campaign and you'll receive SMS and email alerts as soon as you receive a viewing request or offer." [e-glu™, e-shot™ & e-hive™]
- ▶ NICE (National Institute for Clinical Excellence) email guidelines to NHS professionals [e-shot™ Enterprise]
- ▶ Voyages Jules Verne [e-shot™]

Forfront.net has relevant experience in creating solutions for both B2B and B2C e.g. Curzonpartnership.com, wallakerscommercial.com, blissetts.com, selectoverseas.com, Impact Power Tools and many more.

These examples demonstrate our ability to plan, create and host robust internet solutions.

To view our portfolio please go to our website: www.forfront.net

OUR PERSONNEL

Forfront.net employs staff that hold key skills in graphics design; software analysis, design and programming; creation and integration of digital media; database design integration and management; systems administration and security. In practice, a project team is created to work with the client and offer the skills required for the project. We do not use contract staff and the senior members of the business each have over twenty years experience in IT.

FINANCIALS

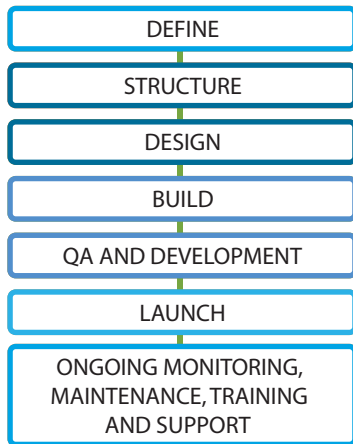
Forfront.net has been trading since 1998. The company was formed from two established companies in the IT sector (software and systems) and it has increased its turnover consistently by more than 50% every year since 1999. Net Formation Limited t/a Forfront.net is registered in England with Company Number: 3643637 and VAT registration number: 702849533. Banker: Barclays Bank Plc.

STRATEGIC RELATIONSHIPS.

Forfront enjoys strategic relationships with some major forces in the e-business and digital industry. Of particular interest are the following:



PROCESS DESCRIPTION



Project management

Forfront employs experienced project managers whose job it is to smooth the process of creating a solution from inception to completion. Importantly, we place an emphasis on effective communication between developers, designers and the client's project team.

This is assisted by our tried and tested support system enabling us and the client to communicate securely, with unsurpassed efficiency.

QA

A vital part of our project management involves the strict adherence to regular quality control and stress-testing to ensure bug-free code and usable designs for all published websites and applications for the entire life of the project.

Monitoring, Training, Support and Security

All hosted projects are monitored 24/7/365 beyond the site completion and deployment stage. Coupled with our managed hosting service and the benefits of automated error alerts going directly to the support team, it is unsurpassed in ensuring the best user experience for any of our online solutions.

Training required is usually minimal as the user interface is simple and user-friendly. However, if further training is necessary, it is only a 'phone call away.

The support system complements the whole process from initial specification throughout the life cycle of the solution and helps to maintain the project efficiently.

We consider security the primary ingredient in our developed code and Managed Hosting and therefore invest time and money into making sure we are always one step ahead of the "enemy."

SEARCH ENGINE OPTIMISATION (SEO)

No matter how good your website, if it does not generate any traffic it will not create customers. SEO is the job of making sure prospective customers can find your website. The job involves:

- ▶ Making sure your website is optimised for the key phrases that are not only relevant to your company but the ones that people actually use.
- ▶ Managing a link community that compliments your website and raises the rankings that search engines generate.

Forfront.net works closely with search engine marketing specialists who help our clients to achieve SEO. Typically the process involves three stages:

1. Research and planning

The whole process starts with in-depth research into the market place and competition. By comparing key phrase popularity, relevance of searcher and manner of competition a list of key phrases are generated that will determine the most efficient way of reaching the most customers.

2. Optimisation of website

The website is designed so that it is search engine friendly and optimised to the chosen key phrases. Then the website is mapped into a complimentary link community that is designed around the keyphrase chosen in the research and planning phase. The website is then submitted to all the main search engines and directories.

3. Ongoing Optimisation*

After initial submission, the website is monitored and updated according to changes in search engine algorithms and the competitive corporate landscape. Continual communication with external websites and subsequent alteration of link pages to build the best link profile.

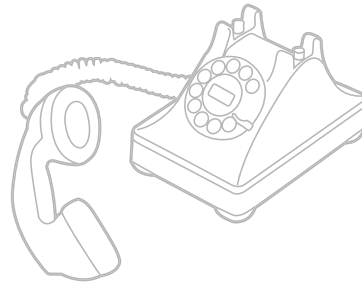
* This service is outsourced

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