



❑ Web Channel Solutions

Your website is the most visible and professional depiction of your organization to the outside world.

Today, what better way to demonstrate and deliver your organization's capabilities than through web channels to:

- Customers
- Suppliers
- Employees
- Competitors

Leveraging the Internet as an integral part of your business strategy is imperative. Whether business-to-consumer (B2C), business-to-business (B2B), or business to employee (B2E), an organization's competence is demonstrated by its ability to deliver and communicate through web channels.

The web channel serves as a portal -- an organization's face and access point to the world. Behind the scenes there must be core operating systems; ERP / Supply Chain, eCommerce, Content Management, Customer Service Systems, and a host of other critical business applications. Developing your web channel strategy is not about technology, it is about an understanding your markets, customers, suppliers, employees, and competitors.

At Business Solution Partners, we not only assist with defining business and web channel strategies, we **turn strategy into reality** by delivering working solutions. Success stories prove that tangible and successful results will follow a **business first, technology second** approach.



- Strategy and Planning
- Organizational Impact Analysis
- Development of industry transaction models
- Audience Analysis and Requirements Definition
- User Adoption
- Web Design and Development
- Web Content Management
- Web Portal Implementations
- Release Management