

Pop Quiz:

1. Are you **PAYING** someone else to **MAINTAIN** your web site?
2. Do you capture immediate **FEEDBACK** from your **CUSTOMERS** through your site?
3. Are you struggling with a **TINY** web budget and a **BIG** “to do” list?

1969 Communications is a value-priced web developer in Los Angeles, California. We specialize in creating complex web sites with lead management, e-commerce, content publishing, system integration, and more.

Our flexible, cost-effective solutions range from open source frameworks for small businesses to commercial software products for Fortune 500 corporations.

Frustrated with your web site or your web developer? 1969 makes fixes fast, easy, and affordable. Our debugging experts can repair, replace, or rebuild your web site in little time.

WHO WE ARE

We formed our company in April 2001, and have worked with large Fortune 500 companies and small start-ups in many industries.

What Makes 1969 Different

Our idea was to create a client-centric company offering exceptional value. We differ from our competition in three ways:

1. We specialize in building web-based business tools at exceptional value.

We evaluate the needs of each client and recommend the most cost-effective solution, including commercial software, open source frameworks, and custom-built applications.

2. Our rates are not burdened with expensive overhead.

Our model has a mix of permanent and freelance resources with low fixed costs. This allows us to charge less than other shops, while servicing your business with a senior team.

3. We are a proven team of seasoned agency principals.

Each of us had a successful career, before we entered the web business. We've been working in the web since its inception, and have streamlined our development process over many years.

Our Experience

- Software engineering in the aerospace and computer industries, before the dawn of the web
- Exceptional problem-solving and debugging skills
- Consumer marketing and advertising experience

Our Approach to Business

- Develop an Internet strategy that maximizes the ROI of the entire marketing effort.
- Understand the needs and desired behavior of the end user.
- Build more than web sites...build business tools.

Our Bios



Stacy Burgum, President

"I founded 1969 as a place for talented creative and technical people to collaborate on ground-breaking work for clients. This spirit of "accomplishing the unthinkable" is reminiscent of the 1969 moon landing."

As Director of Client Strategy at Magnet Interactive Los Angeles, I helped new and existing clients to develop their business strategies. My work included both business-to-consumer and business-to-business accounts with diverse target audiences and media solutions.

In the four years prior, I served as Senior Producer of award-winning web sites, such as www.nissandriven.com and www.infiniti.com. I managed client services, production, and media buying for Magnet's largest client, Nissan North America. Additional projects included business-to-business sites for the advertising, financial, real estate, and retail industries.

Prior to joining Magnet, I worked in non-theatrical sales and distribution at Metro-Goldwin-Mayer. I have a Master's degree in International Business from Georgetown University and a Bachelor's degree in Political Science from the College of William and Mary.



Ron Boyd, VP Strategy

I provide the gray hair at 1969. Before jumping into the Internet business, I spent over twenty years working with a handful of major national advertising agencies. The last place I hung my hat was as Director of Client Services for D'Arcy/Los Angeles (DMB&B), where I worked for over ten years.

Just before helping to form 1969, I was Managing Director of Magnet Interactive's West Coast office. In the rough and tumble Wild West days of the new economy between 1998 and 2001, we grew Magnet's annual revenue to over \$10,000,000. We built portals, introduced cars and owner retention programs for Nissan and Infiniti, created online catalogs for clients like Quiksilver, and launched nearly a dozen dot-coms.

While in the advertising business, I worked with many types of clients, selling products and services to nearly every imaginable target audience. I helped to introduce Honda Preludes and CRXs for Rubin Postaer; sold Ore-Ida and Hunt Wesson new products at Foote, Cone and Belding; got kids of all ages excited about seeing Shamu at Sea World; and helped first-time computer buyers get to the Silicon Prairie to buy a Gateway Computer at D'Arcy. While running the account management department and new business at D'Arcy, I also worked with the Australian Tourist Commission, Makita Power Tools, MoneyGram Payment Systems, Lockheed Martin, NBC and Paramount Pictures among other accounts.

One of the more interesting assignments I supervised at D'Arcy was a program to help rebuild GM brand equity and market share in California by introducing Value Pricing. The success of this program led to the introduction of a bold and innovative comprehensive Internet strategy for all of GM's divisions, GM BuyPower.

Our Bios



Samuel Goldstein, VP Technology

"It's exciting to be working with the same great team over an extended period of time, and doing the kind of technical development work that we only dreamed would be possible a mere ten years ago."

Before coming to 1969, I was Vice President of Technology at Magnet Interactive in Los Angeles, where I directed the technical staff, researched emerging technologies, and designed high-performance distributed systems for our clients. Before joining Magnet, I served as Director of Engineering at COW, and Lead of the Programming Department at BoxTop Interactive. Projects at these companies included development of reusable frameworks, web-based applications, and data-driven systems. Clients ranged from dot-coms to well-known companies such as Nissan/Infiniti, Quiksilver, National Lampoon, Stanford University, Guess?, USC, Kahlua, UPN, UCLA, Major League Soccer, and SegaSoft.

Prior to focusing on Internet technology, I spent seven years as a member of the technical staff at The Aerospace Corporation, where I researched on distributed systems and database technologies. I hold a Bachelor of Arts in Physics from Pomona College in Claremont, California and a Master of Science in Computer Engineering from the University of Southern California.



Karl Zilles, Senior Technical Architect

"I'm working [at 1969] because I respect the people and enjoy working with them. I've been with this team for years. With their intelligence and their depth, they magnify the work I do, taking it to a higher level than I could have reached on my own."

Working at Magnet Interactive Los Angeles, I created application frameworks and performed system level programming on the dynamic web sites we built for our clients. Whether creating portals with plug-in components for MyPersonal.com or managing credit applications for Nissan North America, I found my twelve years of programming experience to be a real asset.

Prior to Magnet, I worked for Rhythm and Hues to program a PlayStation game, Eggs of Steel. The challenge was to showcase the incredible artistic talent of the 3D artists of Rhythm and Hues on the very limited hardware of the original PlayStation.

At Compulink Management Center, I programmed three-tier imaging applications, similar to the web-based applications I develop now. I was sending images and logic across networks for years before Netscape even existed.

At IBM I worked in the Computer Aided Chemistry department at the Almaden Research Center. I designed algorithms to perform image recognition of chemical diagrams. Massive Chemical Manuals detail properties of various molecules. To transfer this information into computer databases, I developed a technique that takes a scanned diagram of the molecule, identifies bonds between the atoms, and generates a binary representation of the chemical. IBM received two patents on the technique.

WHAT WE DO

We think of web sites as Business Tools that need to provide measurable value and return on investment...to help build market share, support an advertising campaign, assist customers in the shopping process, tie to your supply chain, communicate with your dealers, etc.

Your web site is only one of many components of your business. We begin by understanding how your web strategy fits within your overall business and marketing strategy. Then we learn as much as possible about your business' and customers' needs.

1969's Strategic Lens

Our Strategic Lens provides a way of looking at your business to answer the following questions:

- What drives demand in your category?
- What do your customers believe about your category?
- What drives your customers' purchase decisions?
- Why do you win some customers and lose others?
- How can we build the greatest bond between you and your customers?

This upfront thinking provides the foundation for a successful web strategy.

Your Business Tool

To make your business tool successful, we provide a solid technical solution at a reasonable price that will grow with your business. Whenever possible, we focus on open, standard solutions. If your budget or time limitations prevent a full implementation at first, we lay a sound foundation and roll out functionality in subsequent phases.

Technology

We view technology as a means to enhance your business. Rather than starting with the technology, we begin with your business objectives and strategy.

Internal Tool & Die

We pride ourselves on our extensive technical experience. Our engineering team has been developing distributed and mission-critical systems years before the Web existed. Pre-dot-com era experience in distributed systems and mission-critical software includes:

- A real-time pollution monitoring system in use at Vandenberg Air Force Base.
- A document imaging and indexing system used by numerous municipalities, states and law firms.
- A telemetry processing system used by the Inertial Upper Stage booster (rocket).
- A chemical formula imaging and recognition system.

This experience has shaped our programming approach. We use proven methodologies, established engineering processes, and industry-standard tools. We use tools and methodologies where they are appropriate. Just as we would never build a system without a good requirements document, we also don't believe in over-analyzing a project. Some of our tools and approaches include:

- Unified Modeling Language (UML)
- Use-case analysis.
- Object-Oriented Analysis & Design
- Revision Control (CVS, svn, git)

Empowering Technologies

We build empowering systems that give you control over content and freedom from maintenance headaches. We give you the tools to maintain and update your own site. Depending on your requirements, we can provide you with tools to do anything from headline updates on a single page to full workflow-based publishing systems. Our systems will integrate with your other assets and eliminate redundant data entry. We can integrate your web site with just about any back-end or legacy system. As long as the system has a network-accessible service interface and a well-defined protocol, we can connect your site with it.

All too often, systems are engineered for a particular set of requirements without considering potential future needs. And while no one magical approach will "future-proof" a project, we believe in developing foundations with the future in mind. We architect for the future by observing the basic tenets of distributed computing:

- Scalability
- Extensibility
- Availability
- Performance

Content Management Systems

Content Management means many different things to many different people. It can be as simple as the ability to update the content of a scrolling news ticker on a homepage, or as complex as full editorial workflow management with access controls, multiple levels of approvals, and revision control. Content may be structured with precisely defined fields or more free-form ("page oriented"). Many times, Content Management will be specific to an application, such as the ability to add, edit, and delete job listings or calendar events.

Content management is not a simple "one size fits all" endeavor. Identifying how the content management system works within your business processes is key. The specific implementation flows from that starting point.

We have implemented systems for clients using a number of technologies and solving many different kinds of problems.

Structured Data, Advanced Workflow, Web Application Integration

When a client needed a CMS that provided complex workflow with multiple distinct user roles and approvals, we built them a site using Ingeniux. Ingeniux can serve out pages dynamically or bake out static pages. We used this latter approach to bake out PHP files for a seamless integration between managed content and other web applications.

Structured Data and Data Aggregation

Other clients required the ability to submit articles, product descriptions, event information, and file uploads, which then may be approved or rejected by editors. These systems also needed to bring in XML data from a variety of sources. We implemented these systems using VerticalSite, which provides all of the CMS function. Then we added in custom Java EJBs for the data aggregation.

Page-Oriented Content

We were core developers in the award-winning CMS Made Simple project, which is a free, open source, page-oriented site management tool written in PHP. We have built numerous sites using CMSMS as the entire content management system or as the framework for more complex web applications. If you don't require complex workflow, CMSMS provides great flexibility at a lower price point.

Other Content Management Systems

For clients needing a blogging platform, we've set up Wordpress and created custom configurations. Other clients wanted a community-oriented site. While we have often added forums to existing sites (using SimpleMachines or PunBB), this particular site needed pervasive community-provided content, which made it the ideal candidate for Drupal.

Also, we have integrated content management into a variety of other applications, including an online auction site and an ecommerce system.

Content Management Expertise

What sets us apart from other web development shops that have implemented CMS sites? We haven't merely set up a handful of content-managed sites using various products. We have both breadth and depth of experience when it comes to Content Management: we've evaluated systems, we've gotten down to the code level and extended systems, and we've even written systems. We've thought a lot about the subject of Content Management, and have some strong opinions.

We have done in-depth analysis of CMS capabilities for clients. We start by laboriously evaluating organizational requirements. These evaluations are not just feature checklists, but involve an understanding of how products match (or don't match) the business processes. This activity is fundamental to the Content Management problem, since subjects like content types, workflow, and organizational acceptance need to be understood before any product is even considered. From there, we have performed in-depth evaluation of dozens of products (both commercial and Open Source).

We have implemented a variety of sites using a variety of Content Management solutions. These implementations have targeted and satisfied a gamut of requirements. Some have been highly complex, with multistage workflow and integration into external data sources, while some have been simple, stand-alone systems. We have used software ranging from Free / Open Source to high-end commercial systems.

Our experience, however, goes beyond simply evaluating CMS systems and implementing sites using them. We have gotten down to the bare metal, and worked on the underlying code itself. We've built modules for several Open Source CMS systems (including Drupal and Wordpress), and built EJB modules for commercial systems. We are members of the core development team on CMS Made Simple, an award-winning Open Source CMS, where we have written portions of the underlying CMS system plus many, many modules to extend its capabilities.

E-Commerce

With numerous sites advertising e-commerce as a free add-on to their basic web package, you might wonder why you need an expert in online selling. To quote an old phrase, "the devil is in the details."

At 1969, we have experience handling those details. We understand the layers that comprise an e-commerce solution, where the pitfalls lurk, and what is necessary to be successful in both business and technical perspectives.

For example, we know that implementing a "shopping cart" product is, by far, the simplest part of migrating to selling online. But even a simple shopping cart has lots of details to understand and manage. There are simple issues, such as the ability to adapt the cart's look and feel to match your branding. There are product-related issues, such as the ability to handle complex rules (e.g., can you sell shirts in four colors and four sizes, but make only red shirts available in extra-large without having to create a separate product for each possible combination?) And there are feature-related issues, such as the ability to sell non-physical products, create coupons, offer affiliate programs, allow user reviews, etc.

Beyond the shopping cart, there are many supporting systems for online sales. What kind of payment processor will you use? How will you fulfill orders? How will you integrate with your existing inventory, customer management, and other business intelligence systems?

These questions barely scratch the surface of the requirements for a successful e-commerce system. You need expert help, when you build your e-commerce site.

At 1969, we are e-commerce experts. We understand the details of e-commerce implementation. We have worked with a variety of products including Miva Merchant, X-Cart, Zen-Cart, osCommerce, and Magento, as well as custom solutions built from the ground up in Ruby on Rails or Java. We understand the details of complex back-end functionality. We have integrated e-commerce sites with proprietary legacy inventory systems. We have implemented payment gateways for new e-commerce systems, and helped customers migrate from one payment processor to another without downtime. We have built e-commerce subscription and membership systems that handle recurring payments. We have audited and re-mediated open-source products for security issues.

We also understand the less technical problems presented by e-commerce. We can help you with designing the customer experience, promoting the site, and documenting store policies. By assessing the needs specific to your products and your business, we can build the optimal solution for you.

System Integration

Many of our clients have existing IT infrastructures that they need to integrate with their web sites. Time and time again, we've successfully designed, built, and certified robust systems to move information where it needs to go.

Our experience spans a wide array of data formats and communication protocols. Whether your back-end system runs on modern technology like XML and web services, or 30-year-old techniques like fixed length fields and FTP drop folders, we will make it work.

Here are some examples of projects we've completed and technologies we've handled for our clients:

- Helped a high volume wholesaler by integrating with their UniVerse mainframe database to create XML web services for distributing inventory and pricing information and accepting automated restocking orders from its resellers.
- Integrated an e-commerce site with the customer's 40-year-old legacy system to keep product inventory up-to-date and submit purchase orders directly into their ordering system.
- Helped a customer build a front-end for an on-demand publishing system, enabling their dealers to create customized marketing materials.
- Integrated an existing e-commerce site with the client's AS400 system to submit order information directly into their back-end, retrieve status information, and keep customers informed of their order status.
- Integrated real-time stock prices, tweets, Facebook posts, and investor press releases into the Home page of a client's site.
- Integrated various payment processing gateways, such as Payflow Pro, Litle & Co., and PayPal, with recurring billing cycles.
- Integrated Google maps for international dealer locators, automatic geocoding, and driving distance calculations.

- Integrated Google maps with mobile phone GPS to instantly find the customer's closest location with no user input.

It's a big world out there, and you may have requirements that we haven't seen before. No problem. We love to learn new systems. With our decades of experience, we will pick things up quickly and deliver the right solution the first time around.

Troubleshooting

"Before I came to 1969, my web site was crashing every day for 6 months, and needed to be rebooted manually every day. As a multi-million dollar company, I was told by two separate web developers, that my web site was just too old, couldn't handle the traffic and needed to be rebuilt. When I met with 1969, they listened patiently and attentively to my issues and asked many questions. They were the only company that did not immediately recommend a site rebuild. They told me to give them 1 week to figure out the issue. After 2 days, Karl told me he had figured out the problem and had solved it! To my amazement, he was right! That day was 4 years ago, and we are still operating on the same web site as we did that day, with web site crashes only but a distance memory. I recommend 1969 without hesitation to anyone looking for complex problem solvers and just good, honest, ethical hard working people." -- Janice Lee, President & Founder Mygatsby.com

Potential clients often ask, "What makes you stand out from the other web developers in the business?" One of our strongest differentiators is our ability to troubleshoot problems in people's existing web sites.

Our clients have come to us with web sites that crash, lack security, and don't behave the way they're supposed to.

Often the clients are no longer in touch with the original developer, have no documentation of the system, and have worked with other companies that were unable to help them.

We step in and quickly fix the issue.

We are relentless in pursuit of a solution. We ask the right questions. We don't make assumptions. We study the initial data, form a hypothesis, and then develop tests to confirm or reject our theory. We won't stop digging until we fix the initial cause of the problem, rather than just trying to treat the symptoms.

If your web site is critical to your business and isn't performing the way it should, we can help.

Conversion of Flash to HTML 5

Our client was concerned: over 65 Million iPhone, iPod touch, and iPad users couldn't view the videos on their site. Here's how we fixed it.

Background

Since the early days of the World Wide Web, Adobe Flash has been a popular tool for adding interactive games, animation, and video to web pages. While it was not without its controversies, Flash was (and is) widely available and widely used on the desktop, and is promised for many mobile platforms. Because of this widespread availability, many people were surprised when Apple declined to allow Flash support for iOS (their iPhone and iPad platforms). We won't weigh in on whether Flash should be done away with, or whether Apple is making a big mistake. However, facing the fact that Flash is not available on these popular Apple devices, and is not yet universal on other vendors' mobile devices, we felt it was important to provide an alternative.

Hypertext Markup Language (HTML) is the standard "language" that underlies all web pages on the internet. While there are many server-side technologies like Java, ASP or PHP, these technologies all generate HTML, which is how your browser knows what to display. The HTML standard is driven by the W3C, a standards body that includes virtually all of the major companies that create web technologies, along with academics and open source developers. The W3C has proposed a new version of HTML, version 5, that will include many (although not all) of the capabilities that are currently only possible using Flash. Preliminary support for HTML5 already exists in many browsers, including Mozilla's Firefox, Apple's Safari, Google's Chrome, and Opera's Mini; furthermore, Microsoft has announced that support will be built in to the next generation of Internet Explorer.

The Solution

HTML5 has native support for several video encodings, but there is no one format that works on all major browsers. Furthermore, with Internet Explorer not yet supporting HTML5, we needed a solution that would work for everyone.

The first step involved encoding video into the two most widely-supported formats*: Ogg and h.264. The page hosting the video was recoded to HTML5, and these videos were included using the "video" tag. Because Internet Explorer does not yet support the "video" tag, we used an embedded Flash player object within the video tag. Fortunately, the Flash player can play the same h.264 stream as is supported by HTML5.

Because this page contained a clickable library of videos, we had to do some special Javascript to swap the current playing video. The JavaScript detects whether the video is being played natively by HTML5, or being played via an embedded Flash player. This is where we discovered that certain browsers don't stream h.264 video correctly when using a Flash player and dynamically played using Javascript. So to avoid long waits when switching videos in the Flash player, we opted to fall back on the original Flash FLV (h.263) video format.

The result is we now have a video page that will work equally well across many platforms. It requires more video encodings than the original Flash-only version, but has the advantage that it will work well on countless devices including iPhone, iPad, and phones built using the Opera Mini browser.

(*These format names are actually shorthand for their more specific and cryptic names. For example, "Ogg" format is an Ogg container using the Theora video codec and the Vorbis audio codec. Future efforts would probably use Google's new WebM format as well.)

WHAT WE'VE DONE

Our clients range from Fortune 500 corporations to tiny start-ups in diverse industries. Often, our web projects require complex content management, e-commerce, and system integration.

Our work includes custom coding web applications, deploying third party solutions, and troubleshooting sites created by other web developers.

Examples of Our Current Work

Project	Custom Development	3 rd Party Software*	System Integration	Solution Type
Bioness		Yes	Yes	Multilingual Content Management
Helmet House		Yes	Yes	E-commerce Content Management
Isuzu Trucks	Yes	Yes	Yes	Lead Management Loyalty Program Mobile Site Online Auction Sales Incentives Program Used Inventory
TreatPeople		Yes		E-commerce

*3rd party software includes both commercial and open source solutions.

Previous Engagements

Previous engagement have included clients such as Aaron Brothers, Ark Advisors, Beverly Center, Calpis, Channell Commercial, DYG, Goetzman Group, Lieberman Research, MyGatsby.com, North American Scientific, Select Resources, Toyota, and TYR Sport.

Bioness: www.bioness.com

Deploy a robust Content Management Solution to manage sales inquiries, product information, job updates, press releases and more for an innovative manufacturer of medical devices.

- Conduct a thorough examination of Bioness' CMS requirements, and evaluate over fifty products to select the best match.
 - Select a scalable solution that will support the fast-growing demands of Bioness' business and web site.
- Work autonomously to implement a commercial Content Management Solution that supports multiple web sites and languages.
 - Configure a robust workflow process for multi-stage reviews of content.
 - Conduct onsite training sessions and develop customized training materials for staff.
 - Enable staff to maintain the site by themselves with no programming knowledge.
- Enable prospective customers to locate the closest facilities that integrate Bioness' products into their rehabilitation programs.
 - Send email notification to prospective customers, when new facilities open nearby.
- Enable marketers with no programming knowledge to maintain centralized control over the multilingual international sites.
 - Publish all of the international sites from a single template for easy and cost-effective maintenance.
 - Support left-to-right and right-to-left languages.
- Integrate with Salesforce.com, Facebook, Twitter, Saepio's Marketing Asset Manager and a third-party fulfillment system.
- Integrate the Facility Finder and Event Calendar to promote peer user calls and screening days.

HOME > FOR HEALTHCARE PROFESSIONALS



REGISTER
LOGIN
SELECT COUNTRY

L300
FOR FOOT DROP

L300 PLUS
FOR THIGH WEAKNESS

H200
FOR HAND PARALYSIS

GET STARTED



Regain the Function. Reclaim Your Freedom.

> **LEARN MORE**
ABOUT THE NESS L300
FOR FOOT DROP

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Replay Introduction 

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What's New?
Learn about the new L300 Plus and other breaking Bioness news.
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Participate in the L300 Study
Participate in a study to investigate the effects on walking, safety and function.
[LEARN MORE >>](#)

Resources & Downloads
Find helpful resources, such as Bioness product user guides.
[GET RESOURCES >>](#)

Helmet House: www.tourmaster.com and www.cortechperformance.com

Create an online store for a manufacturer of motorcycle gear and apparel that balances the needs of dealers and customers.

- Develop an online store for Helmet House's Tour Master and Cortech brands of motorcycle gear and apparel.
- Support dealers by encouraging customers to buy from their local dealers, before providing the option to buy online.
- Integrate with legacy systems to display price and inventory levels in real-time.
- Set up static catalog publishing to accelerate the site's performance.
- Use YouTube's API to easily integrate videos from Helmet House's YouTube channel into the Technology section of the web site.
- Enable customers to sign up for email announcements, and provide Helmet House with a tool to send email blasts.
 - Enable Helmet House to select the email recipients based on customers' previous purchases or proximity to event locations.
- Create a password-protected extranet to easily distribute digital assets to the press.

The screenshot shows the Tour Master website interface. At the top, there is a navigation bar with links: TOUR MASTER, CORTECH, DEALER LOCATOR, TECHNOLOGY, TESTIMONIALS, ADVERTISING, COMPANY, LINKS, PRESS, HELP, and SEARCH. Below the navigation bar is a banner with the text: "go on a variety of new Tour Master products? Click to our youtube channel at www.youtu".

On the left side, there is a vertical menu with the following categories: TEXTILE SUITS, LEATHER JACKETS, LEATHER PANTS, BOOTS, HEATED APPAREL, RAINSUITS, and GLOVES. Under the TEXTILE SUITS category, a list of jackets is provided:

- Epic Jacket
- Flex Series 2 Jacket
- Intake Air Series 2 Jacket
- Jett Series 2 Jacket
- Jett Series 3 Jacket
- Metro Jacket
- Motive Jacket
- Pivot 3 Jacket
- Range Denim Jacket
- Raven Jacket
- Rincon Jacket
- Saber Series 2 Jacket
- Sonora Air Jacket
- Transition Series 2 Jacket
- Trinity Series 2 Jacket

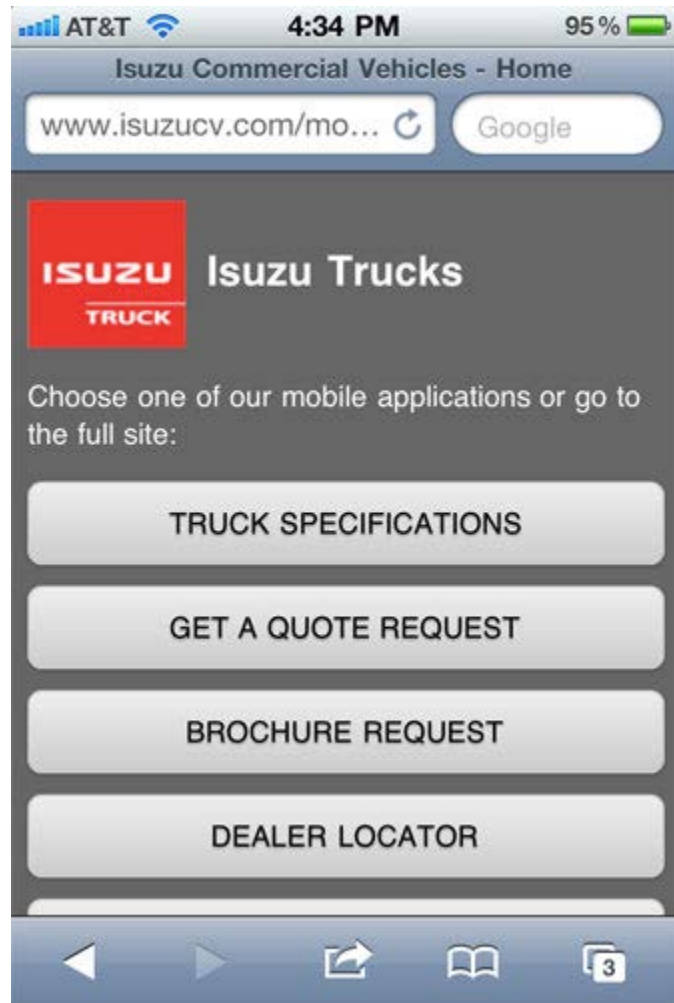
Below the list, there is a large image of a rider on a motorcycle. Underneath this image, there are five product images of jackets, each with a caption:

- RANGE DENIM JACKET
- TRANSITION SERIES 2 JACKET
- SABER SERIES 2 JACKET
- JETT SERIES 2 JACKET
- FLEX SERIES 2 JACKET


Isuzu Trucks: www.isuzucv.com, www.isuzuwinnerscircle.org

Create a dynamic web for Isuzu Truck, America's #1 seller of low cab forward trucks.

- Refresh the look and feel to emphasize Isuzu's branding.
- Create a web-based system to help salespeople manage Get a Quote and brochure leads.
 - Create a lead-capture and follow-up mechanism to close the sales loop and convert more prospects to customers.
 - Automatically generate sales conversion reports, matching Get a Quote leads to sales.
- Enhance the Dealer Locator to search by GPS coordinates on smart phones and web browsers.
- Create Isuzu Truck's Facebook page and YouTube channel.
 - Create a script to automatically monitor the Facebook page and generate email notifications of new wall posts, comments, photos, videos, links, & events.
- Create an eBay-style auction site, enabling dealers to sell used trucks to one another.
 - Integrate with legacy systems to minimize data entry for listings.
 - Automatically notify dealers of new listings in their area.
- Display used inventory, which customers can search by zip code.
 - Automatically integrate used inventory with the auction site, so dealers can list used vehicles on both sites with a single mouse-click.
- Create online sales tools for used truck reporting, Gold Star applications, gas vs. diesel calculation, lowest cost of ownership calculation, and EcoMax calculation.
- Create a mobile version of the site for users of smart phones.
 - Automatically detect a smart phone user and take him to the smart phone-friendly site.
 - Include the key web applications like Get a Quote request and Dealer Locator.
 - Include complete specifications for all Isuzu models.
 - Provide a link to the regular site, if the smart phone user wants more information.
- Create a loyalty program for Isuzu Trucks to retain customers and drive repeat sales.
 - Provide special benefits and discounts to registered Isuzu owners.
 - Integrate with Isuzu's business systems to provide vehicle build and service information.
 - Create ongoing two-way dialogue between Isuzu and its customers.
 - Identify owners ready to make a repeat purchase.
- Create a web-based sales incentives program for Isuzu Trucks' salespeople.
 - Enable salespeople to track their sales and identify the incremental sales needed to attain travel, merchandise, and other awards.
 - Use unique logins to personalize and filter the information displayed to dealers, districts, regions, and Isuzu Corporate.



- Integrate with Isuzu's legacy system and Citi Prepaid to exchange the needed personnel, sales, and payment data.
- Provide a "one stop shop" to access key web-based sales tools and programs.
- Create Dealer Locator apps for iPhone and Android smartphones.



Isuzu Commercial Vehicles
America's #1 Selling Low Cab Forward Truck Every Year Since 1986

GET A QUOTE
USED INVENTORY
BROCHURE REQUEST
DEALER LOCATOR
CONTACT US

Enter Search »

HOME

N-SERIES

REACH VAN

OWNER'S CLUB

ENGINES

VOCATIONS

WARRANTIES

SERVICE & PARTS


EMAIL SIGN-UP


BODY BUILDER GUIDES

FINANCING

FAQS BLOG

NEWS & EVENTS


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Reach™

A true commercial van with an aerodynamic design and fuel-efficient Isuzu powertrain that delivers up to 35 percent better fuel-efficiency† – a new definition of safety, performance and cost-effectiveness.

† Compared to class 3-5 commercial walk-in vans; testing conducted by an independent, certified party.







Optional Equipment Shown


Watch the reveal of the new Reach commercial van ➔


America's #1 Selling Low Cab Forward Truck Every Year Since 1986


For 25 years, Isuzu low cab forward trucks have been America's #1 choice. An amazing 86% of all Isuzu commercial vehicles ever sold in America since 1986 are still registered today.












Home
Contact Us

Welcome to the Isuzu Winner's Circle



Login

If you already have an account, please enter your username and password.

Username *

Password *

Remember me next time

[Forgot your Password?](#)

Register

If you're a first-time visitor, please [create an account](#). Please allow up to 2 business days for processing.

Useful Links

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FAQ

Q. What have you learned since you started the business in 2001?

A. Our business model is sound. Our ability to nimbly scale up and down enables us to offer our clients the best resources for their projects. Our overall value proposition is much better than that of our competitors.

Q. How many employees do we have?

A. 4 principals. Our team is split roughly 1/2 strategy and 1/2 technical. We draw upon a vast pool of freelance creative talent that we've worked with over several years. So, it's easy to augment our resources with the right people for the job, when the need arises.

Q. What does the name 1969 mean?

A. It reflects the spirit of achievement of the moon landing. Putting a man on the moon required a multi-disciplined group of committed individuals to function as a team and focus on a singular purpose. It reminds us on a daily basis that the right team can accomplish anything.

FAQs/Strategy

Q. What's your favorite part of the strategic process?

A. Digging. We are curious people and like learning about a client's business and customers.

Q. What is your approach?

A. We start by understanding how each client fits into their category and stacks up against the competition. We focus on their customer and put ourselves in their shoes.

Q. How do you do this?

A. Over the years, we've developed metrics to evaluate the competitive landscape and our client's ranking within it. This customer-centric analysis generates a plan to move our client into a position of competitive advantage in the web space.

Q. That sounds like consulting company jargon.

A. It's really pretty straightforward. We look for an opportunity for our client to focus on their customers' needs better than their competition. We always assume the position of the potential customer, when we develop any strategy. Time-pressed customers have many choices just one click away. We want to meet their needs quickly and efficiently, while providing an enjoyable experience along the way.

Q. So how do you know if your strategy worked?

A. At the very beginning of each project, we create a series of measurable objectives. But any long-term strategy must understand the dynamics of the marketplace. So, we monitor the consumer and the competition continuously. If not, our client might enjoy competitive advantage one day and play catch-up the next. You have to be proactive and flexible.

FAQs/Technology

Q: What's your favorite Platform?

A: Depends. We tend towards Unix for large-scale and highly dynamic applications, but often use Windows 2000 as well. What are your requirements?

Q: What's your favorite Database?

A: Depends. For really big stuff, we use Oracle. For less intensive applications, we use SQL Server, Postgres, or MySQL. Let us know the demands on your database, and we'll give you a more definite answer.

Q: What's your favorite Programming Language?

A: Depends. In general, we recommend server-side Java. But we've been known to build stuff in C, Perl, and Python. We've even got an in-house project to create an OCAML application server.

Q: Monolithic or micro-kernel?

A: Depends. If you're looking to emulate a variety of operating systems on a single machine, or allow user-space processes to handle I/O and device drivers that can't affect the entire system if they fail, then micro-kernel's the way to go. But if you're looking for raw performance, aren't too worried about portability, and have the memory to spare, we'd recommend monolithic. Actually, we'd be happy to discuss modular monolithic approaches.

Q: Do you ever answer a question directly, without resorting to "Depends?"

A: Nope. In Engineering classes during Grad School, we learned to answer questions along the lines of "absolutely not" and "impossible!" We look upon this as progress.

FAQs/Contacts

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