



iCita, Inc. Company Profile

Company Overview

iCita (*pronounced eye-SEE-ta*) provides strategic web management solutions to companies enhancing their marketing and technical teams' efforts to increase revenue and save costs through Internet-based technologies. We deliver solutions designed to increase revenue and save substantial costs by streamlining technological processes or creating new processes replacing antiquated ones. Utilizing our proven design strategy we enable our clients to aggressively pursue new growth opportunities and drive efficiency into their organization.

Our experience comes from building tried-and-true technology solutions. Our passion is entrepreneurial excellence. We have worked hand-in-hand with large telecommunications and travel-based organizations optimizing their Internet software models to bring substantial sales opportunities one-step closer to their customers.

Solution Areas

We utilize our experience in all aspects of Internet software development to bring our customers innovative solutions to real world business challenges. Based on our experience, we have identified four core areas for business needs. These four areas have become the foundation of our business make up the cornerstone of our offerings. They include:

- **Internet Strategy**
- **Content Personalization**
- **One-2-One Project Management**
- **Integrative Web Development**

Internet Strategy

iCita assists companies in creating or transforming their Internet or e-Business strategy into a realistic model for success. Creating not just a plan, but also a workable return-on-investment strategy.

We can take full responsibility for the development, testing and deployment as well as the reliability and scalability of your project, leaving you to focus on your core business.

We work closely with our clients in the following industries:

- E-Business
- Non-Profits
- Local and US Government Departments
- Financial and Investment
- Travel and Transportation



- Bio Technology
- Real Estate

Content Personalization

To retain customers in the online environment a business must create a strong degree of personalization in their online business model. This requires the careful implementation of a rules-based personalization engine that utilizes much of the data you may have already collected. We develop a system that drives a results-based personalization model bringing comprehensive content delivery to your customers.

iCita has spent many years building 'push' personalization platforms creating positive user experiences and showing increased revenue based on those experiences. For example, in the travel industry web sites have been utilizing travel alert systems for some time. But these are archaic in their content delivery. By creating a push platform based on itinerary and user preferences, personalization brought a less offensive content delivery model to the passenger.

Personalization of content and the user experience means all forms of content delivery need to be consistent and user-focused. iCita excels in this arena bringing increased positive customer feedback and proven revenue producing behavior.

One-2-One Project Management

iCita's One-2-One project management services are where the psychology of teamwork and a deep technical knowledge make for successful and coherent project management. Our customers understand that outsourcing the functions of this type of project management to iCita allows them to save substantial project costs through team cohesion and increased communication.

iCita's commitment to quality is unique in the Internet industry. We guarantee that the projects that we take accountability for meet your expectations and objectives. We can give you this assurance because we focus on the following key concepts:

- We take the time to plan for quality
- We are results oriented
- We are open-minded and objective
- We pay careful attention to detail
- We attract and develop outstanding individuals and partnerships

Integrative Web Development

We start at the top by understanding your business model and company vision and work our way down identifying each detail affecting your web presence. We meld and transfer

this information to the Internet medium both functionally and visually. The four key areas of development include:

- Planning
 - Definition of the scope
 - Development of high-level functional requirements
 - Creation of user-scenarios
 - Development of technical requirements
 - Pinpointing key milestones
 - Critical Path alignment
 - Communication and meeting organization
 - Resource monitoring and allocation
- Creative
 - Aligning creative concepts to functional requirements and information architecture
 - Creating design comps for ALL aspects of project with support justifications
 - Development of all navigation aspects relating to an Internet or Intranet
 - Utilization of web multimedia tools such as Flash, DHTML, Shockwave, etc.
 - Storyboarding and development of marketing material such as CDs, CD business cards, and Flash or Shockwave demos
 - Corporate visual identity and annual report design
 - 3D modeling, video and musical soundtrack creation
- Technical Development
 - Evaluation of technical and functional requirements
 - Determination of application development environment
 - Determination of development tools and programming languages
 - Database access and integration to existing content management systems
 - Development languages and platforms include:
 - Unix, Linux and IIS/.NET platforms
 - JSP and ASP for dynamic web development
 - HTML, DHTML and XML
 - JavaScript, Perl, PHP and VBScript
- Testing
 - Evaluation of testing criteria based on functional requirements
 - Test sequences based in multi-browser and OS environments
 - System security based on test criteria and user-base



Company Experience

iCita and its employees have been designing and implementing web applications since 1996. Included here is a complete list of our clients we have worked with most recently.

- 2-1-1 Colorado
- AAA Colorado
- AAA Nebraska
- Advanced Energy
- American Express Travel Services
- AOV, Inc.
- Bolder BioTechnology
- C.A.R.E. Network of Summit County
- Class 5 Engineering
- Colorado Cancer Foundation
- Connexions by Boeing
- Customer Paradigm
- Deep Sky Productions
- Ania Mohelicki, DDS
- Dynamic Information Systems Corporation
- eCorks
- EDS/Centerpost
- EMCO Flow Engineering
- Flynn Consulting LLC
- iJet
- Interface Design Inc.
- International Science Film Festival
- Indian Peaks Networking
- Mark H. Carson & Associates, P.C.
- Metze Resources
- Mile High United Way
- Nancy J. LaTorra, CPA
- Pikes Peak United Way
- Real Media
- Rocky Mountain Events/Elephant Rock Ride
- TJourney
- Unimobile
- United Way of Weld County
- US West/Qwest Communications



- Voxeo
- Wavelength Media
- Worldspan L.P.
- Xavit, Inc.
- X2M, Inc.

Partnering with iCita

Partnering with iCita is easy and efficient. We understand your time and budget constraints and will create a business solution that will exceed your expectations. To launch our partnership we work quickly to understand your unique challenges and to provide you with a comprehensive proposal that will help your company explore its next move. Our proposals will include: project description, objectives, target audience, scope of work, deliverables, assumptions, project schedule and project estimate. Contact iCita, Inc. to start working with a strong technology partner.