



Celebrating 10 Years
Of Excellence
1997 - 2007

Company Brief

Rescott Marketing is the creative content side of Rescott, LLC. For over ten years, we've built our clients' business through innovative and creative uses of internet marketing solutions as well as traditional services such as print advertising, TV and radio. Our goal is to make our clients' brands more differentiated, functional and successful.

But we are much more than marketing. We have built a team of professionals with expertise in design and development to match our client's objectives of form and function in their internet based applications with core expertise in PHP, ASP, .NET, and AJAX platforms.

Methodology

Our model begins with an initial session that focus on understanding concepts surrounding the problem domain, potential difficulties, restricted time frames, client requirements, etc.

Following the initial session, requirements analysis is performed in which a detailed document is produced for the client. This project document encompasses specifications, timeframes, implementation targets, technologies, resources and other project details. Conceptual artifacts may be created on complex designs.

Development starts after the client accepts the detailed project requirements document. Project managers, architects, programmers, designers, quality assurance, documenters and testers, work together with the client to develop the target solution.

Both formal and informal testing may occur depending on the scope of the project. Informal testing may occur at any time and cover specific features, functions, entire subsystems or even the complete project. Formal testing is defined as a time period in which a documented version of the end product is validated under controlled tests.

Final acceptance is the last stage at which the client signs off on the final solution, releasing all source, binary packages, documentation and final invoice.

Recent Projects

Rescott's design and development team has created some very innovative web-based applications for clients, including:

- Online Airline Reservation and Calendaring System for air charter service
- GUI-based FTP management system for engineering firm
- e-Newsletter sign up and management system for various firms
- e-Commerce applications for UV products, computer products, web hosting and cleaning supplies firms




Rescott also has a product line called Connopia featuring web based internet applications that we have and are continually developing for small to medium organizations, including:

- Connopia Email Manager
- Connopia CMS (Content Management System)
- Connopia CRM (Customer Relationship Manager)
- Connopia Entrepreneur Relationship Planner
- Connopia Project Manager
- Connopia Human Resources Manager



Core Development Team

Rescott's core development team consists of more than 27 designers, programmers, managers, quality assurance specialists, and testers. Core managers include:

	<p>Toby Reeves Toby started Rescott in 1997 as IndyLogic, selling IT products, which expanded over the years into the internet based technology and marketing solutions that you see today. Toby has a B.S. degree from Indiana University in Business with intensive studies in International Business. Toby's is a Certified Behavioral Consultant as well as CompTIA A+ Certification for computer technologies, and is currently studying for the Adobe Certified Expert in Web Development. He has development expertise in Dreamweaver and Premiere, and is experienced in developing effective and focused marketing campaigns and analyzing human behavioral metrics. Toby manages the combined teams at Rescott.</p>
	<p>Tony Avellana Tony is our web designer/developer, graphics artist, and project manager. He provides a unique blend of Information Technology network administration experience, Adobe graphics and web development expertise, and project management skills. Tony has a bachelor's degree from Purdue University in Electrical Engineering Technology as well as extensive Masters program studies at the Krannert School of Management focusing on business administration and brings over 25 years of IT and project management experience. Tony manages the web development teams to ensure all projects meet or exceed the client's expectations.</p>
	<p>Ashesh Shah Ashesh manages the team of team of 25 business professionals who provides our clients with the complex back end database applications that our clients require in order to conduct business using the internet with core expertise in LAMP, PHP, ASP and .NET, AJAX platforms. He works with our graphics design team to provide form and functionality in web based applications. Ashesh holds a Post Graduate Diploma in Marketing and Computer Applications, and possesses the MCP certification in Windows server 2003.</p>



Skills Competencies

<p><u>Q- Core skills</u> Application Frameworks Microsoft .NET 1.0 / Microsoft.NET 2.0 / MVC(PHP) /</p> <p><u>Databases / RDBMS</u> Microsoft Jet [Access] / MS SQL Server 2005 /2000 / 7.0 Oracle 8i/9i [Basic] MySQL 4.0+ / PostgreSQL</p> <p><u>Application/Web Servers</u> Apache Web Server Resin Web Server Microsoft IIS</p> <p><u>Programming Languages</u> C# / VB.Net / ASP.Net Microsoft Visual Basic C++ [Basic] COM/COM+ / DCOM /Ole</p> <p><u>Testing Tools</u> RoboHelp nDoc / NUnit Manual testing / User case testing</p> <p><u>Reporting Tools</u> Crystal Reports / Active Reports</p>	<p><u>Web Technologies</u> ASP / ASP.NET / AJAX PHP / AJAX HTML / DHTML / CSS / WS / JavaScript / VB Script Action Script (in Flash) XML / XSL, XML Schema, XSD / XHTML / SOAP</p> <p><u>Design Tools</u> Adobe Illustrator / Photoshop/ Dreamweaver/Flash Adobe Contribute / Fireworks Adobe Premiere Pro Microsoft Frontpage / Expressions Corel Draw [Basic]</p> <p><u>Mobile/Handheld Computing</u> Microsoft Mobile 5.0 Symbian Java x-code for i-Phone</p> <p><u>Other Tools</u> Microsoft Source Safe Microsoft Visio Microsoft V.S. 2000 / V.S. 2003 / V.S. 2005 Microsoft FxCop 1.32 / SQL Best Practices Analyzer Infragistics, Telerik etc, third party components</p>
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Company Strength

Man Power	Total
CMD/CEO – Management	4
Project Manager	2
Sr. Programmers	5
Programmers	6
Designer	4
Tester	1
SEO Programmer	5
Total Team Size	27

Skill Competencies

Technology	Manpower
.NET Programmer	9
PHP Programmer	4
ASP Programmer	2
Database Programmer	2
Flash Action Script	1
SEO Programmer	4
Video Production/Edit	1
Web Designer	3
Total Team Size	26

