



IS YOUR
WEBSITE...

1

... A GOOD REPRESENTATIVE FOR YOUR COMPANY?

2

...HELPING TO GROW YOUR BUSINESS?

3

...HIGHLY-RANKED IN GOOGLE SEARCH RESULTS?

4

...UP-TO-DATE AND EASY TO CHANGE?

Every website is unique.
For some companies, the internet is a place to make contact. For others, it is the heart of their business.

Whatever your needs, SoftForge is here to guide you. We will help you get the most from your internet presence, translating your ideas into a fully-functioning website.

Our experience of designing and running websites ranges from the smallest static content sites to large social networking portals.

SoftForge provides a full service throughout the process of website construction and maintenance. Every site is different, but here are the key steps we follow:

- > provide advice on your choice of an effective domain name
- > translate your thoughts and ideas into striking, navigable web design
- > suggest services and features that will help you make the most of your site
- > write, edit and/or proof-read your site content (if required)
- > automate key processes, such as shopping carts
- > provide new ways for you to source clients and keep in touch with them
- > provide advice on getting all the documents for your merchant ID, allowing you to trade online (if required)
- > alert you to ways of generating web-based income that you may have overlooked, for example associate and affiliate schemes
- > utilise search engine optimisation (SEO) to help move your prized website up the Google search rankings, and keep it there.

Once your site is up and running, we will discuss reviews, which can be monthly, annual, or on a timescale to fit your business model. Reviews are essential to keep the site – your investment – fresh, relevant and up-to-date. Our graphics and copywriting team will be happy to bring in new material, and our technology specialists to advise you on new ways of addressing your clients or automating your business, as they arrive on the market.

The web is an ever-changing medium, and for some that prospect is daunting – but we can turn it to your advantage. With the SoftForge team pushing your business into the future, your place on the web is secure.



GROUP OVERVIEW MEET THE TEAM



PHILIP WALTON DIRECTOR

Phil started young. He built his first computer at 15, dreaming of the new, amazingly large 1kb memory upgrade. Now the average PC has 2,000,000 times more memory!

He moved online in February 1996, and has been hosting client sites, creating content management systems and writing and championing open source software for over a decade. In 2004, he teamed up with Joe Palmer on a content management project, and they went on to form SoftForge with Joe's colleague Pavan Sawhney.

Phil's main concerns are administration, security, backups and generally sorting out things that don't behave as they should. He is in charge of the dark arts of DNS and hosting, and is sometimes allowed out for good behaviour.



JOE PALMER DIRECTOR

Joe started building websites in 2001, back when most were just static pages of information. A lot has changed since then, but he has always stayed at the cutting edge of innovation, building ever more complex systems and developing his expertise in web application integration.

Joe started his first business at 19, when he launched an entertainment listing site across several university campuses. In 2005, he embarked on a three-year computer science degree at UCL. The professional training he received vastly enhanced his programming ability, and he is now fluent in a wide range of languages. This resulted in the creation of two very successful projects in his final year: Skeeple, which is a social networking site for entrepreneurs, and SizeUK, which will soon be conducting the first national 3D body scanning survey of children in the UK.



PAVAN SAWHNEY DIRECTOR

Pavan started to explore the world of web design at the age of 15. What intrigued him most was the potential of a website to change the way in which companies, and in some cases entire industries, communicate, conduct transactions and function as a whole.

Pavan has a wide knowledge of both software and hardware, gained in education and various places of work. Since joining SoftForge, he has honed his expertise in developing, deploying and maintaining sophisticated content management systems across a diverse set of sectors.

Pavan's work exposes him to a wide variety of people and environments, from offices to trade shows to recording studios. He is the SoftForge client liaison, with a friendly and outgoing nature.



ALEX ZANZICO HEAD OF GRAPHICS

As an in-house designer, Alex has worked on a wide variety of printed and digital projects, from corporate brochures to golfing and betting magazines such as Golf Pages and Flush, with a readership of over 100,000.

More recently, he has specialised in corporate reporting, both printed and digital, including meeting with clients to train them in editing their websites and printed reports.

Alex sees himself as a creative and artistic individual, who constantly strives to embrace new trends and fresh ideas, and incorporate them into his work.



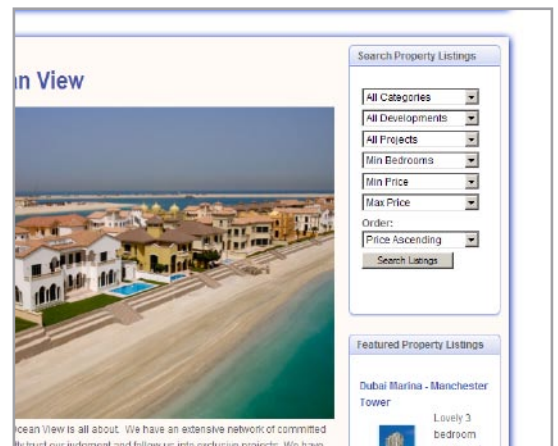
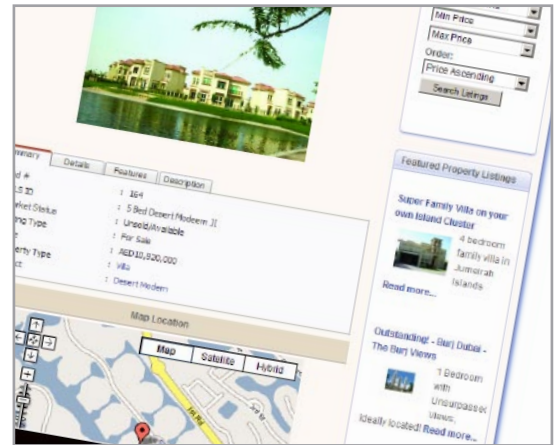
ANNA BOWLES HEAD OF COPY

Anna has been published widely in print and online. You might not have heard her name, but she has sold over a million copies of her media tie-in books, ranging from Ben 10 to Star Trek to Wallace and Gromit. She has also written the rhyming couplets for the Rupert Bear Annual!

Phil approached Anna to join SoftForge because of the clarity of her writing style. Her 10 years' experience writing for the target audience of widely differing brands gives her the expertise to perfectly tailor the text of your website to your customers' needs.

WEB INTERFACE & DESIGN OCEAN VIEW REAL ESTATE

Ocean View has an extensive network of committed investors who implicitly trust their judgement and follow them into exclusive projects. They have built these relationships with high net worth individuals through extensive advertising in top quality worldwide media. Their foundation as a company is their strong knowledge of the Dubai property market, and their expertise in selling both commercial properties and homes.

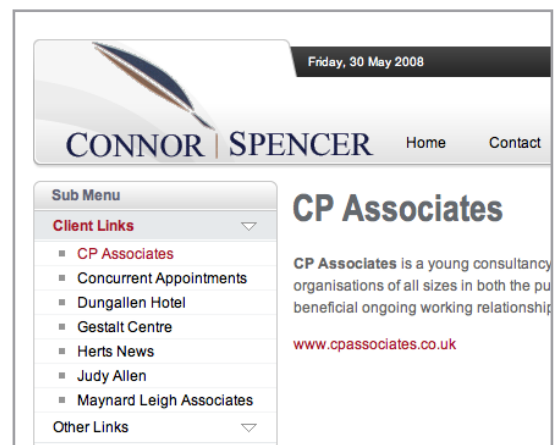
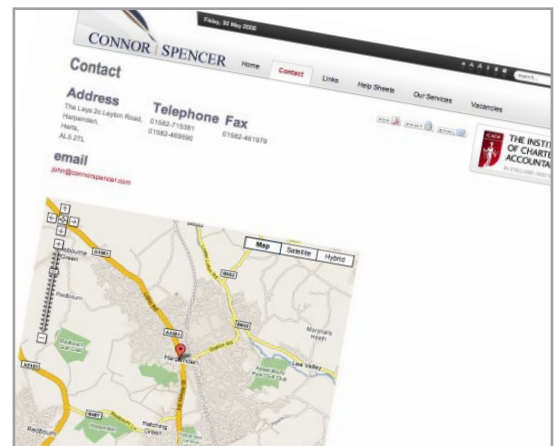
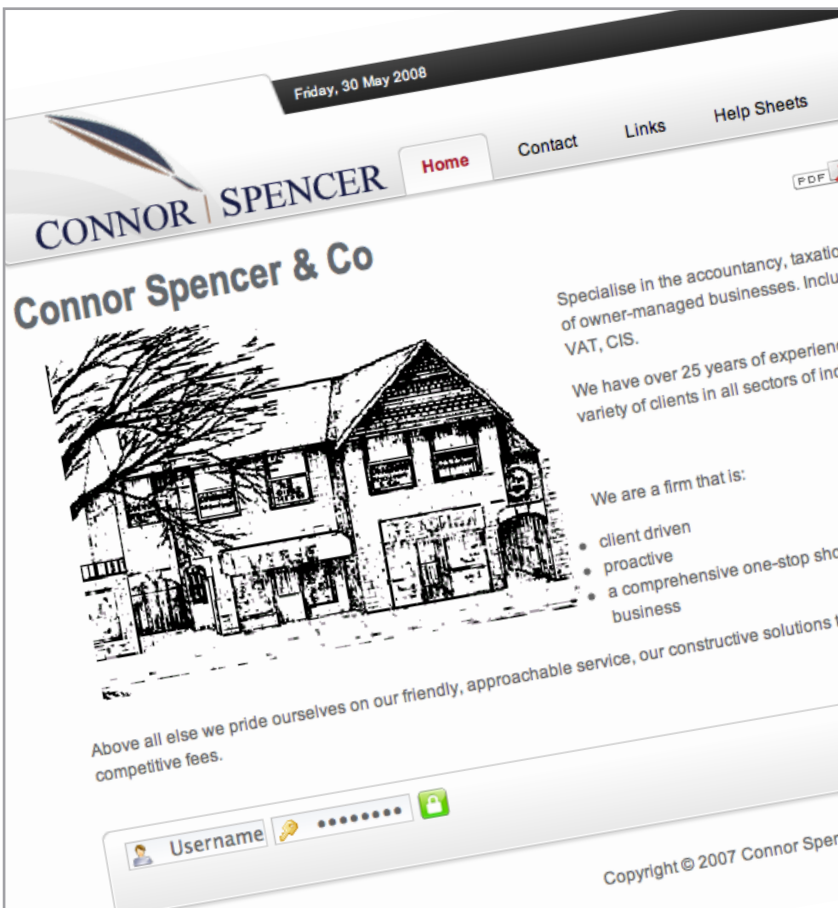


WWW.OCEANVIEWDUBAI.COM

WEB INTERFACE & DESIGN CONNOR SPENCER

Connor Spencer & Co specialise in the accountancy, taxation and consultancy needs of owner-managed businesses, including book-keeping, payroll, VAT and CIS.

They have over 25 years of experience in dealing with a wide variety of clients in all sectors of industry and commerce.



WWW.CONNORSPENCER.COM

WEB INTERFACE & DESIGN DR ROBERT GREENBAUM'S PRACTICE

Dr Greenbaum runs a website for people concerned that they may have a heart problem. It's designed to help visitors understand a little more about conditions such as angina, heart attacks, palpitations, high blood pressure and high cholesterol. It describes some common investigations, and also some current treatments, including coronary angioplasty and stenting.

The screenshot shows the homepage of Dr Robert Greenbaum's website. The header features the name "Dr Greenbaum" in a large, white, serif font on a dark blue background. Below the name, there are navigation buttons for "Home", "Search", "Map", and "Links". A vertical sidebar on the left contains a menu with items: "Home", "Dr Robert Greenbaum", "Making an appointment", "Map & directions", "Cardiology terms", "Investigations", "Cardiac catheterisation", "Coronary angioplasty", "Cardiac medication", "Links", and "Contact us". Below the menu is a search bar. The main content area is divided into two columns. The left column is titled "Popular Info" and lists various medical topics with expandable arrows, such as "Coronary angioplasty", "ACE Inhibitors - eg Ramipril; Perindopril; Lisinopril", "Calcium antagonists - eg Amlodipine; Diltiazem; Verapamil", "Cardiac catheterisation", "Angiotensin 2 receptor antagonists - eg Losartan; Valsartan", "Beta blockers - eg Bisoprolol; Atenolol; Propranolol", "Ambulatory monitoring (24hr tape)", "Atheroma / Coronary Heart Disease / Ischaemic Heart Disease", "Diuretics - eg Furosemide; Bendroflumethiazide; Indapamide", "The Treadmill exercise (stress) test", and "Statins - eg Simvastatin; Atorvastatin; Rosuvastatin". The right column features a portrait of Dr Robert Greenbaum, a man with glasses wearing a suit and tie. Below the portrait is a section titled "Welcome to Dr Robert Greenbaum's Practice" which contains a paragraph of text and a photograph of a patient lying in a hospital bed with medical equipment attached to their chest. At the bottom of the page, there is a small logo for "Softforge Ltd".

This screenshot shows the "Making an appointment" page. The page has a blue header with navigation buttons for "Home", "Search", "Map", and "Link". A vertical sidebar on the left contains a menu with items: "Making an appointment", "Map & directions", "Cardiology terms", "Investigations", "Cardiac catheterisation", "Coronary angioplasty", "Cardiac medication", "Links", and "Contact us". The main content area is titled "Making an appointment" and contains several sections. The first section is "General information for Private Referrals" which explains that patients from the UK are asked to bring a letter from their GP and that the secretary will arrange the appointment. The second section is "What you attend it is helpful if you bring with you all tablets or medicines (except insulin) that you are taking. If this is not possible a copy of your most recent prescription is very helpful." The third section is "Parking is often a concern for patients. There are two bays for the disabled immediately outside my practice. On-street pay and display parking is available very close by." Below these sections are two columns of text. The left column is titled "Private Practice" and states "I see private patients by appointment in my Private Rooms at" followed by the address "The Wood Street Clinic, 133 Wood Street, Barnet, Herts EN5 4BX" and the phone number "020 8441 2922". The right column is titled "NHS Practice" and states "I am a Consultant Cardiologist at both Barnet Hospital NHS Trusts." and "My secretary is based at Barnet Hospital" followed by the address "Cardiology Department, Barnet Hospital, Welwynhale Lane". There is also a small image of a stethoscope on the right side of the page.

This screenshot shows the "Contact us" page. The page has a blue header with navigation buttons for "Home", "Search", "Map", and "Link". A vertical sidebar on the left contains a menu with items: "Making an appointment", "Map & directions", "Cardiology terms", "Investigations", "Cardiac catheterisation", "Coronary angioplasty", "Cardiac medication", "Links", and "Contact us". The main content area is titled "Contact us" and contains a form for sending an email. The form includes fields for "Enter your name:", "E-mail address:", and "Message subject:". Below these fields is a large text area for "Enter your message:". To the right of the form is a red heart rate line graphic. Below the form is a "Send" button. The page also includes contact information for "Robert Greenbaum, Consultant Cardiologist" at "The Wood Street Clinic, 133 Wood Street, Barnet, Herts EN5 4BX" with phone numbers "020 8441 2922" and "020 8449 2334".

WWW.THEHEART.CO.UK

WEB LIST SOFTFORGE PROJECTS COMPLETED

The links below are our current active sites.

SITE LIST:

<http://www.adstudioconsultants.co.uk>

<http://www.afghanaction.com>

<http://www.aroundardent.com>

<http://www.azudoo.com>

<http://www.dylan-miles.com>

<http://www.grahambrowne.co.uk>

<http://www.heatherleighhotel.co.uk>

<http://www.heavensspecialchild.co.uk>

<http://www.lrr.co.uk>

<http://www.monosphere.net>

<http://www.oceanviewdubai.com>

<http://www.parallelpayments.com>

<http://www.prettyfrills.co.uk>

<http://www.skeegle.com>

<http://www.stopsmokinghandbook.com>

<http://www.theheart.co.uk>

<http://www.connorspencer.com>

<http://www.lionel-fanthorpe.com>