

# CASE STUDY



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## Unifund, LLC :: website re-design

Unifund's BudgtSense® accounting software is the heart of a service package tailored for town governments and school systems. The BudgetSense system is based on proven Microsoft technologies, but Unifund goes beyond software with their Target of Peak Performance (TOPP) methodology. Communicating this essential difference was the challenge presented to ActiveEdge.

### challenges

Unifund had become more known as a software reseller than for their technical support service. They wanted to refocus on their service and highlight their unique TOPP (target of peak performance) methodology, as well as update their web site to match their newly designed print material. They also needed to improve how they electronically supported and communicated with their client base, and to efficiently manage that client interface with connection to their in-house databases. They needed to:

- Provide a visually appealing website
- Develop a means to manage the site administration functions and downloadable software modules

- Streamline the online interface so customers could access multiple aspects of the customer help desk through an integrated, unified login system on the Internet
- Focus on their TOPP philosophy

### solution

The technical strategy incorporated a client extranet to the site to facilitate client interaction and dialogue. The extranet function became the company's e-ServiceCenter, which increased the overall level of service a customer received while reducing the internal cost of service. Back end programming connected the many downloads, help desk) for ease of access, and a content management system provided administrative flexibility of site updates.

The creative strategy highlighted the TOPP methodology, and re-designed the look to reflect a more mature, professional appearance.

### results

The Unifund web site exists with the dual purpose of functioning as the company's primary online marketing presence, and as an extranet for its clients to access the full range of online software and support services. The web site redesign significantly improved the visual appearance to more closely support the company's philosophy and TOPP service methodology. It also combined the previously disparate help desk, downloadable software modules, and newly created online user chat fo-

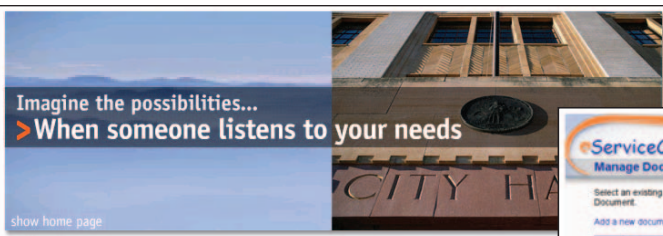
rum into a single point of access, the Unifund e-ServiceCenter.

### deliverables

- Web Site Development
- Content Management System
- Database Integration
- Integrated Client Service Center with Unified Login

### applications / software used

Windows 2000 based server  
 Dreamweaver  
 VisualStudio.net  
 SQL server  
 ASP Scripting  
 Adobe Illustrator  
 Adobe PhotoShop  
 Macromedia Flash



FLASH INTRO:: A brief animated intro delivers the mood, atmosphere and setting for the experience.

INTERIOR PAGE :: An example of an interior e-serviceCenter page where customers can log in and find a multitude of resources at their disposal.



HOME PAGE :: The Home Page is a welcoming entry point allowing users to easily access the section of their choice.