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Company Profile



Helping your business to groWWW

Table of Content

- Our Competitive Advantages..... 3
- Company..... 4
 - History..... 4
 - Achievements..... 5
 - How We Work..... 7
- Services Offered..... 8
 - Web Design and Development..... 8
 - Support..... 9
 - Hosting..... 10
 - Content Management..... 11
 - Web Consulting Services..... 12
 - Graphic Design..... 13
- Development Process..... 14
- Pricing..... 15
- Completed projects..... 16
 - Widget..... 16
 - Corporate Website..... 18
 - Promo Website..... 20
 - Information site..... 21
 - Corporate Website..... 22
- Contacts 23

Our Competitive Advantages

1. Strong business acumen and client centric approach. Since 2000, the company slogan is "Helping your business to groWWW!" Altima understands that websites are created not to increase the number of beautiful pictures on the Internet, or play with brand new and confusing technologies, but to solve our clients' specific business problems.
2. Focus on Internet solutions. Website development is the core business of Altima, which is where the company has been professionally engaged for more than 10 years and where it acquired a rich and varied experience. As a specialized Web developer, Altima is one of the largest companies in the Ukraine with three offices and 32 employees that provide an ample level of reserves in case of contingencies.
3. Use Open Source. Generally, Altima designs its solution with open source software, which allows customers to choose various support options to significantly reduce the risk without support and the possibility to modify the developed products.
4. High professional level. Leading designers, developers and managers work in the company an average of seven years and are truly experts in the domain of Internet solutions.
5. Proven experience in development of truly complex solutions. Altima's portfolio contains simple websites, as well as complex and unique projects, such as service for ordering photo album printing directly from the Internet and a Web interface for a large financial company. We like complex and non-standard tasks and can solve them efficiently.
6. Quality. Every client wants to be sure of the quality of work developers produce. Quality is not just a mere name for Altima, and as a proof of this, the company provides a 12-month guaranty on developed websites¹. During this period, any bug, if it appears, will be fixed free of charge.
7. Comprehensive approach. Altima provides a full range of services for your Internet presence, from strategy to support and promotion. Our client works with one contractor that simplifies the interaction time, reduces costs and risks.

¹ Conditions apply

Company

History

Altima was founded in 2000 by group of private investors who decided to create a company that specialized in Internet solutions. Thanks to competent business practices, professional management, and creative and technical teams, in a short time, Altima was able to claim a significant niche in the Ukrainian Web development market and became one of the market leaders.

The next two years were difficult for the company, due to an Internet bubble burst and the resulting shrinkage of local markets. Those were tough times for the company, and the key management of Altima changed in those years. The company activity was diversified and Altima started to offer Web design and development services on the foreign markets, working as outsourcing providers for western customers. Thanks to high quality services and affordable prices in U.S. and Western Europe markets, the outsourcing business of Altima has been successfully developed and now it plays a large part in the company's business.

Since the mid 2000`s the local market has started to recover as well, and Altima currently serves both foreign and local clients.

In 2004, Altima has opened a branch in the city of Kherson and in Mykolaiv in 2007.

In 2009, a representative office was opened in Australia.

Altima today is:

- 25 highly professional technical experts;
- Experienced management team - four specialists that have a extensive experience both in IT and business;
- Back office (three people) providing successful support of the main company operations;
- Thorough development process with internal quality standards;
- Extensive knowledge base of developed solutions and methods and ;
- More than 600 completed projects for more than 100 clients.

Since 2000, Altima has come a long way and is able to develop complex projects of the high degree.

Achievements

Over the past 10 years, Altima has received a number of awards. It is a recognized leader in the Web design and development industry. Whether it's designing, programming or technical support, the task of the company is to exceed expectations. Altima's portfolio is appreciated by customers as well as the professional community.

Altima is proud of all the awards it has received. Some of the most recent include the following:

2009
TOP-100 Ukrainian Web Studios
CMS Magazine



2008
Best Kiev`s web studio
Runet TOP-100 Leading Web Studios
TagLine



2006
Silver Award
W3



2006
Creative Award Winner, 2B2 Service
Web Site
Summit International Awards



Altima is a certified advertising agency:

Google AdWords Certified Partner

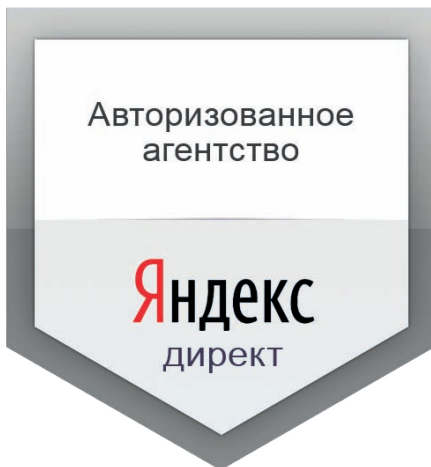


Begun Accredited Agency



аккредитованное
агентство

Yandex.Direct Accredited Agency



How We Work

Altima follows the following in all its business transactions:

- Customer orientation. Altima exists, develops and earns thanks to customers. The company appreciates, loves and respects its clients and understands that there is no business without satisfied customers.
- Custom approach. Every project and every business is unique. This is why Altima specializes in custom solutions designed to best meet the needs of the individual company and effectively solves its problems and requirements. A website is an investment project that should bring a positive ROI rather than being one-time expense.
- Mutual respect and partnership. Altima respects its customers and is aware that they know to operate their business and expect clients to recognize that experts from Altima have a better understanding of how to do the “right” Web projects. Altima clients are considered long-term partners, not transactional buyers.
- Commitment and openness. Altima does not promise impossible things, but strives to do 101% of what it has promised. In a case of any problems with a project, the policy of Altima is to inform a customer about the issue and jointly find a solution.
- Readiness to explain. Altima understands that a client may not be an expert in Internet technologies. Altima is always ready to explain complex items and terms, as well as why it provides the best solution for the project.

Services Offered

Web Design and Development

Development of Internet solutions is a core business of Altima. The company has gained extensive experience working with a variety of customers. From the foundation, Altima has developed solely or in cooperation with partners over 600 projects of various complexities for clients from different industries.

Several works can be found at the end of the Profile in “Completed Projects”, and for a more complete list, we recommend visiting the Portfolio section of Altima’s corporate website.

You can find rich, animated presentation sites, e-commerce and corporate solutions for large Ukrainian and foreign companies in the company Portfolio. Altima has developed websites for banks and financial companies, advertising agencies, auto dealers, realtors, wholesale and retail trade companies (including online shops with e-commerce), model agencies, nonprofit organizations, IT-companies, industrial manufacturers, household equipment, food production and customers from many other industries.

In addition to websites, Altima has extensive experience developing non-standard solutions:

- Rich Internet Applications - interactive web applications with complex interfaces (almost like desktop applications) that work directly in browsers;
- Flash games (for the Internet and offline use);
- Facebook applications;
- Multimedia production (presentations, videos, banners);
- Online video and audio solutions and;
- Interactive training system

Thanks to the earned experience, streamlined production process and qualified team, your project will be completed properly, efficiently and on time.

Support

Clients often begin a website project, become busy with something else and forget about it. As a rule, developed Web sites need to be supported in all aspects, from a simple change of text information to the change of business logic created in the system.

Altima's support policy is based on the following principles:

- In 99% of projects, Altima uses open source solutions that allow customers to organize internal support if they have necessary resources and desire to do it. Thus, there is no tie-in of the client's projects with Altima as an exclusive source of support.
- Altima offers a variety of support options for customers who are unable or unwilling to organize support by themselves:
 - Irregular. When the need arises and a client contacts Altima, the firm estimates work, agrees on terms and price, then the customer remits payment and Altima does the work.
 - Prepayment. A customer prepays a specified number of hours of support per month. Tasks immediately come into play. In case of extra hours, the customer pays a reduced price, compared with the first option. Altima offers several options with different amounts of prepaid hours.
 - A dedicated developer. When the project calls for a large amount of work, Altima can provide a specialist who will work on full or 50% employment exclusively with the client's tasks.

To manage the support effectively, Altima uses a specialized Internet-based solution that provides a convenient way to keep track of the project for the customer. The system records all of the customer's requests and allows a manager to assign it to a developer, to track the progress of work, exchange information, and to send notifications by e-mail.

Hosting

Fast and reliable hosting service is a critical component for success of Internet projects. Internet users are impatient and if your Website takes too long to load, the user will just close it. Nowadays, few people need to be convinced of the importance of data stored on a server, sometimes the cost of information can be hundreds of times more than the cost of server hardware.

Altima offers hosting for small and medium projects on its own dedicated server, hosted at one of the best Web hosting centers in Western Europe.

Altima hosting advantages are:

- High speed connections;
- Reliability - mirroring data in real time, daily data backup to a separate server;
- Extreme situation plan (up to a full stop of the hosting site) and;
- In-house system administrator's support;

For bigger projects with high loads, Altima will help you to choose a good virtual dedicated server, private dedicated server or cloud hosting. As a part of the support, system administration may be provided.

Content Management

As a rule, most websites are developed with a content management system (CMS) but resources that can create content are required anyway. If a client does not have such resources, Altima proposes creation and updating of content on customer's websites.

Content, which is necessary to create and/or update, can be grouped according to types of sources:

- External. Industry news (from Ukrainian, Russian and English resources), articles, reviews, comparisons, interviews, etc. In turn, this type of content can be divided into exclusive (specifically written based on several sources), translations, adaptations and the full citation;
- Internal. The source of this content is the customer's company (company news, information about new products and services, press releases, etc.).

Altima content managers can work in both directions: in the first case, such work can be carried on independently, in the second instance, it requires active cooperation with the source of information - the customer.

For projects which involve active users (Web 2.0, User Generated Content) in the initial stage (when there is no user-generated content or information is not completed), it is important to make a critical base of interesting content (news, commentary, reviews, etc.). Altima offers effective solutions for such cases as well.

Web Consulting Services

Even the most simple business project requires preparation, case analysis and strategy development. From Altima's point of view, Internet solutions is a business project and an investment that should yield returns. Understanding of the problem, analysis of various options and selection of the optimal strategy are very important for the success of the project.

The Internet is a constantly changing industry. Technology and solutions, which worked fine just a few years ago, may be quite ineffective today. At Altima, we understand that each client is an expert in his business but may not thoroughly understand all the details of doing business online. Therefore, we are ready to offer consulting services. Leading Altima experts have 7-10 years experience in online business and know what works and what does not in the Internet today, what are the options for solving a problem, in addition to their pros and cons.

Altima consulting services include:

- Analysis of the subject area (industry, customers, competitors, market trends);
- Analysis of possible solutions and recommendations for choosing the optimal;
- Technical specifications creation for project development;
- Development of the online business strategy;
- Marketing strategy (online) and the promotion strategy for the resource and;
- Independent analysis of the suppliers proposals (of course, in this case, Altima cannot be one of the contractors)

Often during the creating of Internet solutions there is the temptation to move as soon as possible to the design, without thinking about the business strategy. In some cases, such projects may even end up successful. Even more often rush to realization without any analysis and planning, which leads to lot of rework, increase of the project budget and terms, and often ends-up as a complete failure. You seriously increase the chances of success for your project if you order professional consulting from Altima.

Graphic Design

Efficient, user-oriented and attractive design is important for the success of most digital solutions. According to the researchers at Stanford University, design is the most important factor by which users decide their trust level. That is why Altima pays great attention to creating memorable, high quality, convenient and original designs for their projects. Altima designers have at least five years experience in the industry and are true professionals. The company has received numerous awards at national and international competitions.

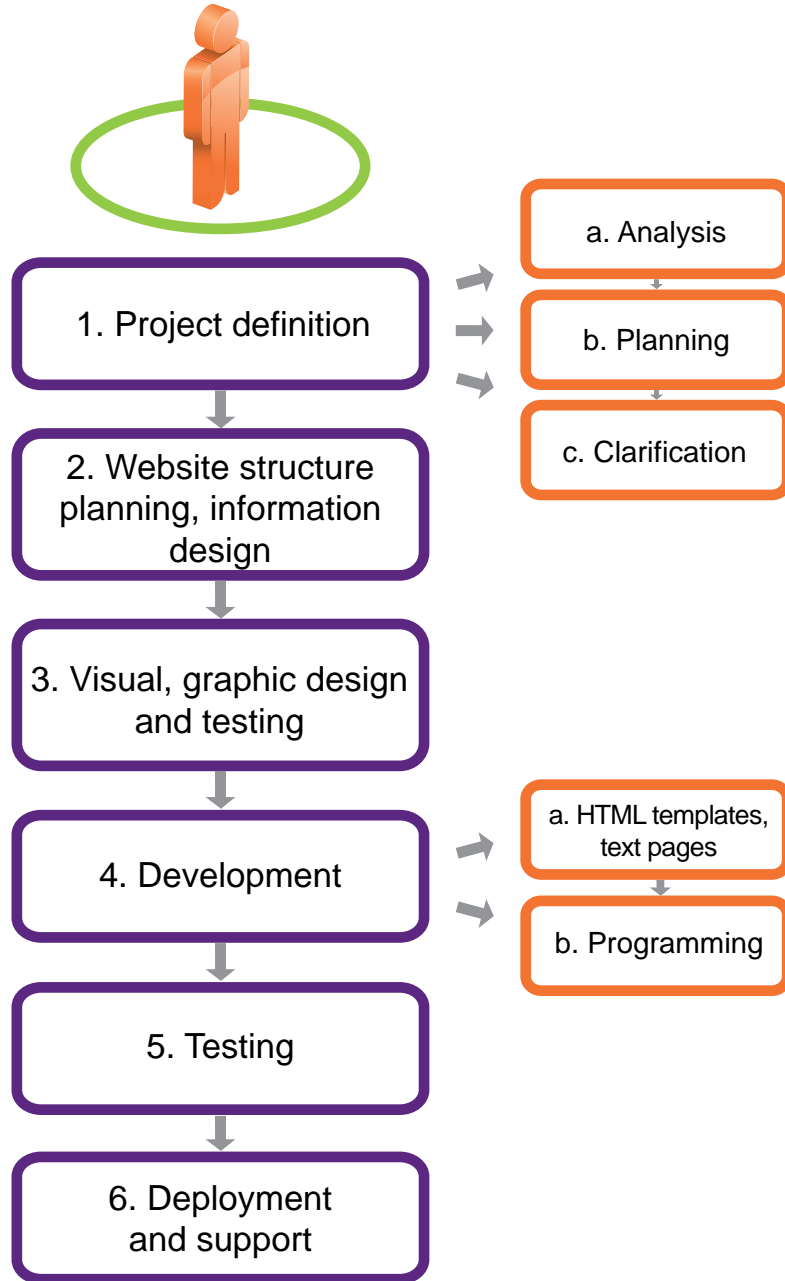
Besides website design and Internet applications, designers from Altima create such solutions as:

- Logo and corporate Identity;
- Brochures and posters;
- Icons;
- E-mail newsletter templates;
- Wallpapers;
- Screensavers;
- Interfaces for computer programs

Altima has not taken very complex print projects such as design of the newspapers or huge catalogs, but the company has gained serious experience in the creation of the above options and they will be made with an excellent quality and in a competitive time frame.

Development

The development process of a website is comprised of the following phases (for other solutions there may be some simplification of the process):



In complex projects, this cycle can be repeated as new versions of the end product replace older ones.

The first phase is, as a rule, completed before the contract is signed. For larger and more complex projects, this step can be the subject of a separate deal, at the end of which the client receives a proposal with a description of the solution offered with a price quote and time frame. If everything is acceptable, a contract is signed and the specifications regarding all project requirements are listed in the contract.

Pricing

Like most quality products and services, development of a website (or other solutions) in Altima is not inexpensive, but it is affordable. The cost of turnkey website creation is calculated individually in each case, but starts at \$3,000.

Prices for some other types of work are listed below:

- Logo (3-4 drafts, updating selected) - \$840
- ID: business card template, letterhead, envelopes (all in at least three draft versions), brand book - \$2,730.
The cost of the logo is not included.
- Flash animation - from \$350
- Static banner - from \$70
- Animated banner - from \$165
- E-mail template - from \$350
- Support (per month) - from \$150

Prepayment is 30-50% of the project cost with a sum of more than \$1,000. Payment of the remaining work is made in stages at agreed upon milestones. Projects with a value less than \$1,000 are done with 100% advance payment.

Completed projects

Widget

Client: Mindshop/Symphony3

Industry: consulting

Assigned task:

The client is a large network of consultants with 500 participants in nine countries. The company has decided to develop a web application based on existing methods of calculation for evaluating effective business practices and recommendations for choosing the optimal business strategy. The application should be easily integrated by the participants (on their own resource or regardless of the client's) in any website and be convenient for the end user. At the same time, the customer has expressed a desire to be able to monitor the application, promptly make changes to it and collect usage statistics.

Solution:

Altima, in cooperation with Symphony3, developed the architecture under which the system is centrally located on the customer's server and the participants integrate the widget on their websites as a special code, which loads the Flash application to the page for implementation.

MINDSHOP STEP 1 > STEP 2 > STEP 3 > RESULTS

Step 1. Business Growth and Profit Questions

Please rank each Growth and Profit question by scoring it on a scale of -5 to +5. After answering all of the Growth and Profit questions, the ten key success factors' scores will be calculated. Review the scores, especially the three lowest ones that indicate the worst performing areas. For a further breakdown on what affects the scores, click on each success factor to see what questions relate to the scores.

01. Our documentation of a clear vision for the business?	0
02. Level to which a common approach to strategy development exists within the business?	0
03. Our ability to define clearly our target market(s)?	0
04. The ability of the business in its current form to achieve its 12 month growth targets?	0
05. The level to which we are seen as innovators in our market-place?	0
06. Confidence level of the team in our leaderships' ability to grow the business?	0
07. The quality of our web based sales and marketing material?	0
08. The understanding of what products and services will specifically deliver our growth target	0
09. The level of cooperation and trust between teams or divisions?	0
10. The documentation and understanding of our sales process?	0
11. The level to which we are early adopters of relevant new technologies into the business?	0
12. Leaderships' level of motivation to improve the current performance of the business?	0
13. Our track record of obtaining regular new referrals from customers?	0
14. Our current ability to re-shape our business to adapt to market conditions?	0
15. Our ability to check at any time profit, sales, expenses and cash flow?	0
16. The current level of profitability we are achieving in the business?	0
17. The continuous improvement of our internal processes?	0
18. The amount and quality of training we provide for our staff?	0
19. The quality of our contact management system with existing / prospective clients?	0
20. Our understanding of a clear competitive advantage for the business?	0
21. The ability of the business to still operate effectively if the CEO was away for a month?	0
22. Our control of waste and inefficiency in our business?	0
23. Our historical ability to implement strategies well and consistently hit our targets?	0
24. Our ability to attract and retain high quality staff?	0
25. The quality and capability of our current sales team?	0

Click on each factor below to view what questions impact on its success.

Vision	0.00	1
Profit	0.00	2
Sales / Marketing	0.00	3
Technology	0.00	
Leadership	0.00	
People / Team	0.00	
Strategy	0.00	
Growth	0.00	
Innovation	0.00	
Continuous Improvement	0.00	

powered by **SYMPHONY3** **← BACK** **CONTINUE →**

The advantages of such solutions:

- The participants are required a minimum of special knowledge to install the widget (you only need to generate and insert the page code, for example, insert a video from YouTube).
- The widget runs on a user's computer with minimal interaction with the server, this means economical consumption of server resources.
- Customer has the ability to change the widget easily and does not require it to be reinstall it on the sites of participants.
- Usage statistics naturally accumulate in a centralized database and there is no need to organize any data exchange further.

Corporate Website

Client: PJSC Insurance company Universalna

Industry: finance

Assigned task:

PJSC Insurance Company Universalna is in the TOP-10 insurance companies in the Ukraine. The Universalna regional chain has more than 200 points of sale across the country. Because of new trends in the web industry and a need to update the current site, the client requires the development of a new version of the site. The new site should become a full information resource and tool for insurance questions.

Solution:

Altima has developed a unique design for the site with an extraordinary display of information on the pages, which are on the main and sub-menus. All information on this site is managed through the administrative interface. For user's convenience, the site is presented in three languages.

Relax

[українською](#) [по-русски](#) [in english](#)

Without worries



[About company](#)

[Info center](#)

[Contacts](#)

[Investor relations](#)



[For retail clients](#)



[For corporate clients](#)

There are several interactive features on the site for users and potential customers.

- *Call-in an insurance agent*
You can call an insurance agent at a specified address and time by filling a special form. The information from the completed form is delivered to the administrative interface of the site and e-mailed to the responsible manager as order notification.

- *Map of Ukraine*
Flash-map with company office locations in the Ukraine allows a user to find the nearest branch in any region of the country.

- *Sections for Individuals and Legals*
The list of insurance services for individuals and legal entities is realized in the most convenient way for reviewing of all the variants of insurance services. The transition is implemented using JavaScript. This feature allows the user to switch quickly between the tabs of the types of insurance on the same page.

Against the background of the navigation usability in this section of the site, the current realization is the best solution. Insurance services are displayed as a list with its brief description, preview images, links with the detailed description and the cost calculation. The ability to manage this section and its services is provided through the administrative interface.

Information on the website is easy to understand because of simply and convenient content organization.

Promo web site

Client: PostPro18

Industry: advertising

Assigned task:

PostPro18 Company, which is providing post-production services in video and audio advertising, has decided to develop a vivid animated Flash site with easy administrative interface. The client expressed the desire to focus on a content management system where video advertising could be uploaded, creating the main core of the company.

Solution:

Altima used such solutions as Flash and PHP programming that provides users with the ability to view video clips, news and activities of the company. Information presented is in English and Russian. The easy management system provides all the features to the site administrator, allowing for editing the information and managing videos. Videos can be sorted and put in the necessary list position regardless of the upload date. With the help of the special site functionality elements, news and video clips can be viewed before posting on the site.



Information site

Client: Emask (subcontract with JM Web Designs)

Industry: sales

Assigned task:

Redesign of the corporate website for the company that provides design and distribution of personal protection for active sports. The main aim was a new look of the site, unique, not like its competitors, website design which would demonstrate dynamism and activity of the company, which agrees with the specifics of production, and at the same time, giving full information about offered products

Solution:

Each of the products was developed with Flash elements, in addition to a general view. Brief information is provided for each. On the product pages, you can see the proposed color product's solution. Visitors are asked to select the desired state and see a list of dealers to find a regional distributor. We did not integrate CMS, but it did not cease to show all needed information about the products.



Corporate Website

Client: Kievgorstroy-1 Group

Industry: construction

The problem:

The scope of the work was to develop a website that would cover three main directions of the client's activity. The first was corporation information about the company, the second was objects of construction and the third was production services.

Solution:

Due to the high degree of differences in the businesses of KGS-1, it was decided to create three separate sub websites with the unique theme and corresponding design solution for each theme.

Sections with information about the company and production services include typical descriptions, highlighted with the original design. A section with the company projects was realized through Flash elements. The information is maintained by the administrative interface, as well as other sections of the site.



Contacts

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