



Capital IT

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## **SERVICES AND CREDENTIALS**

## Table of Contents

<b>1. MISSION STATEMENT</b> .....	<b>3</b>
<b>2. STRATEGIC AND CREATIVE SERVICES</b> .....	<b>3</b>
<b>3. TECHNICAL DEVELOPMENT SERVICES</b> .....	<b>4</b>
<b>4. EMERGING TECHNOLOGIES</b> .....	<b>4</b>
<b>5. COST MODEL</b> .....	<b>4</b>
<b>6. CLIENTS</b> .....	<b>6</b>
<b>7. PROJECT SHOWCASE</b> .....	<b>7</b>
7.1 DEN BOSCH + FINCHLEY .....	7
7.2 PETBREEDERCONNECTION.....	7
7.3 LINKORY.COM .....	7
7.4 JUST JEEPS .....	8
7.5 MAPLE LEAFS SPORTS ENTERTAINMENT .....	8
7.6 BET AMERICA .....	8
7.7 VIRTUAL HORSE RACING .....	9
<b>8. SENIOR TEAM BIOGRAPHIES</b> .....	<b>10</b>
RAY GERTNER – SYSTEMS ARCHITECT .....	10
LISA SUGAR – BUSINESS DEVELOPMENT MANAGER .....	10
GEOFF BURBIDGE – MULTIMEDIA DIRECTOR .....	10
VICTOR QIAN – SENIOR SOFTWARE DEVELOPER .....	11

## 1. Mission Statement

- to be regarded as the best solutions provider in our fields of expertise
- to consistently provide enhanced services and enhancements that meet or exceed client expectations
- to provide cost-effective solutions to our clients which impact positively on the client's bottom line
- to deliver projects on time and on budget

## 2. Strategic and Creative Services

Capital IT provides services in management, research, design and development of technical projects. Our trained and experienced group offer expertise in the most current and popular design methodologies and technologies.

We work with clients on or off site to crystallize the business concepts and requirements of projects and to guide the development team to clearly and methodically define and design the build. This detailed-oriented approach is extremely important for small to medium size projects, and essential for large-scale developments.

At Capital IT, we strives to give the client a level of service beyond expectation and provide excellent value. Our industry contacts and commitment to excellence enable us to deliver a wide range of services including:

- complete application development from design to implementation
- JAD (Joint Application Development) sessions to brainstorm and to direct creative development in a methodical way
- development and design sessions to define and craft implementation plans for internal projects using standard methodologies and notation
- creative contribution sessions which expose the client to our internet expertise, familiarity with new development and cutting edge technologies; these meetings are intended to enhance project motif, provide a fresh perspective, and potentially guide the client in a more creative, cost effective and/or efficient direction
- project and risk management of larger dimensions with expertise in management tools and experience leading large-scale technical projects to deliver projects on time and on budget
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### 3. Technical Development Services

We offer skills as technical developers on a variety of subject matter. Our core skills bring together expertise in programming on both UNIX / LINUX platforms as well as Windows, using languages including:

- Java
- ASP
- Java
- PERL
- PHP
- Visual Basic
- Delphi
- C/C++
- C#
- Shell Scripting

We have extensive database experience designing and integrating with SQL databases including:

- Oracle
- SQL server
- MySQL
- Sybase
- Informix
- MS Access
- Postgre

Tool sets, standards and environments with which we work extensively include:

- Macromedia Flash and
- Macromedia Shockwave
- Cold Fusion
- Elgg
- wordpress
- xcart

### 4. Emerging Technologies

Information Technology is a fast paced industry with new and remodeled technologies constantly being introduced. We are able to evaluate these tools and recommend a direction to take.

### 5. Cost Model

We work around our clients' needs offering project-based costing with defined requirements and timelines at a fixed price. Alternatively, clients may elect a time and materials costing model which allows greater flexibility on project development.

With either cost model we give guarantees to the client to prevent cost overruns. Our process includes a requirements definition provided by the client or developed jointly with our input, a project proposal and scope document outlining costs and details.

## 6. Clients

Our satisfied clients include:

- CIBC
- Shoppers Drug Mart
- GlaxoWellcome SKB
- Trimark Investment Management Inc.
- Heinz
- AON Consulting Services
- Mosaic Group Inc.
- Ontario Hydro
- Metro Toronto
- Algario Knowledge Powers
- Oakville Hydro - Blink Communications
- Reich + Petch International Design
- Coral Group – Kids Can Press

## 7. Project Showcase

Below are examples and discussion of our work. This list is in no way exhaustive but illustrates the diversity of solutions we provide.

### 7.1 Den Bosch + Finchley

Site : <http://www.denbosch.ca/>

This is an example of a site developed in 2002. The significance of the site is that even though it was developed 8 years ago, the site design is still relevant by today's standards. This sites' perfect balance between form and function that allowed it to stand the test of time.



### 7.2 PetBreederConnection

Site : <http://www.petbreederconnection.com/>



This is an example of a site visually pleasing and easy to use that hides a very complex engine underneath. Petbreederconnection hides the inherent complexity of recursive parental lineage and include dozens of user feature that are well laid out and intuitive. The success hinges on significant search engine optimization techniques employed.

### 7.3 Linkory.com

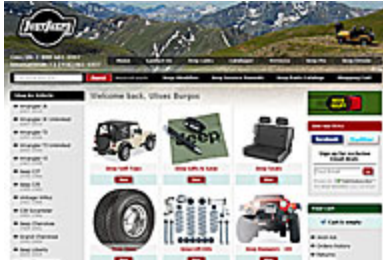
Site : <http://www.linkory.com/>

Linkory.com is a venture into social networking. Attempting to capture and link memories of historic events as remembered by the general public, citizen journalism. It contains many of the features you would expect including accounts , groups and themes and visually categorizes memories in an easily searchable fashion.



## 7.4 Just Jeeps

Site : <http://www.justjeeps.com/>



This site demonstrates an online store with integrated and customized cart software. The site is well laid out and intuitive to use and positive feedback by users are of use of use. After implementation, sales increased by 1000% from the previous site and this increase is wholly attributed to the new site design.

## 7.5 Maple Leafs Sports Entertainment

Site : <http://www.facebook.com/torontomapleleafs>

This is an example of a facebook application created for Maple Leaf Sports Entertainment. It allows facebook users to create virtual playing cards or shirts and send them to their friends. This demonstrates our capabilities in new media and the new paradigm of social and viral marketing, an absolute must in today's world which opens businesses to new and targeted markets.



## 7.6 North Americal Horse Racing



This is an example of an extremely robust and complex site. It encompasses , ecommerce from multiple payment gateways, large scale relational database, multiple redundant servers, portals, multiple source data feeds from various service providers, multiple heterogeneous technologies including open source and social media with a high degree on integration. This site runs 24/7 and requires a high degree of availability. This site demonstrates that very complex products are well within our capabilities.

### 7.7 *Virtual Horse Racing*

Currently under development, this project serves the gaming industry by providing existing gaming sites with the ability to integrate virtual horse races. The premise is based in a virtual racing world where, through AI algorithms, horses are matched in races and a winner is determined based on the horse's performance history and other proprietary considerations. Program users can watch the races in a 3D world. The wagers are pari-mutuel with payouts based on system usage. This product serves an ever-increasing need in the gaming industry to offer new and diverse products in order for gaming companies to distinguish themselves from the competition.



## 8. Senior Team Biographies

Capital IT offers a professional in-house development staff dedicated exclusively to the client's projects with 24/7 technical support. Regardless of the project scope, we bring together the necessary talent to properly deliver a high quality solution. Additional team members with specific expertise can be added to our core group as appropriate. By retaining talented individuals on staff, Capital IT maintains a high level of corporate knowledge in all required areas.

### ***Ray Gertner – Systems Architect***

Ray is a system and data architect for client servers and other n-tier solutions such as web-enabled applications. He develops and oversees the data blueprint design to address current and future business concerns.

Ray has a solid 20 years experience in the IT industry with proven results. He has extensive experience in the client/server arena, working with networked computers and large relational databases such as Oracle, MS SQL and Sybase. At various times throughout his career, Ray has effectively assumed the roles of Manager, Designer, Developer, Advisor and User Liaison in large corporations including Ontario Hydro, Glaxo Wellcome and Heinz.

Ray is multi-talented with a keen sense of how and where technology can make a difference.

### ***Lisa Sugar – Business Development Manager***

Lisa brings with her a dynamic background working with many vertical markets. With outstanding interpersonal skills and extensive experience as a vocational consultant, she works with clients, developing markets and new opportunities while helping them use technology to find effective solutions. Lisa acquired her Bachelors of Arts Degree from York University.,

### ***Geoff Burbidge – Multimedia Director***

Geoff oversees the design and development of interactive multimedia. He possesses a wealth of both new media and internet programming skills.

Geoff has pursued a career as a multimedia developer, creating interactive games and training applications for the internet. He is a talented new media artist with knowledge of both graphics and programming. He specializing in the design of online flash and

shockwave applications. He wields various technical skills enabling him to troubleshoot on a variety of computer issues.

***Victor Qian – Senior Software Developer***

Victor is a senior developer of commercial software applications and solutions. He has hands-on experience with many technologies and is astute in the software development life cycle. Victor has expertise in various business aspects including sales, purchasing, finance, manufacturing, delivery inventory control and e-commerce.

The detail-oriented nature of Victor's approach consistently results in product which is elegantly built with enhanced serviceability.