



Capabilities, Methods and The Team

Capabilities

Internet Strategy

A successful digital presence starts with a great strategy and vision. DI offers complete Internet strategy and visioning services that help your organization define where it wants to be and how to get there. Whether you are just getting started with your organization's online presence or you have an existing presence that needs a boost, DI can ensure your tactics – no matter the scale - are comprehensive and sound.

Web Design and Development

Employing a vast array of web development techniques, DI provides modern website design services that meet current standards, including responsive (RWD) and adaptive design (AWD), HTML5, CSS3 and more. From a development standpoint, we are proficient in both Windows and Open Source platforms, are proficient with integrating a variety of Content Management Systems (Joomla, Drupal, WordPress, DotCMS, Kentico, etc.), and Association Management Software (iMIS, Memex, etc.).

Email Design and Production

Web Design does not stand alone! It's critical for your promotional emails, newsletters and e-announcements to maintain a consistent look and feel. What's more, given the plethora of email clients on the market, your emails must work across a variety of mail clients while still achieving its goal – generating a response. DI's team members are skilled in designing, testing and producing HTML email promotions, newsletters, announcements and more. What's more, we use the most advanced tools to ensure your email campaigns work across all email clients, are effective in messaging and are results producing.

Social Networking

A strong Social Networking presence is just as important as having a flagship website. DI helps organizations to plan, build and deploy strong social presences on sites like Facebook, LinkedIn, YouTube, Twitter, and others.

Mobile Application Development

Whether your organization is looking for a fast and simple HTML5 web app, an elegant native app for iOS or Android devices, or a hybrid app, DI can provide you with the most appropriate solution based on your needs, usage scenarios and budget.

Custom Software Development

Our custom software development services include identifying ideal technologies and solutions based on business

requirements, building prototype and implementing robust solutions for our clients. Sample services include Software Analysis and Design, Custom Software Development, Enterprise Content Management Portal, Rich Internet Applications, .NET and J2EE Technologies.

Digital Media

Today's organizations need to be ready to meet the expectations of today's web users. And today's users expect a rich media experience including video, audio and other media-rich content. DI can provide your organization with a complete Digital Media strategy roadmap, production and post-production resources.

Online Search and Marketing (SEO/SEM/PPC/SMM)

To compete in today's massive Internet landscape, you need to be "findable." Our team has spent years working with large and medium scale websites to optimize content so that it is more "findable" - both in public search engines like Google or within internal search engines (Google Site Search, Vivisimo, etc.). What's more, we can help you plan and deploy search engine marketing campaigns (like Google AdWords) and social media campaigns to bolster your "findability" for target keywords, key demographics and geographic regions.

Business Intelligence (BI) and Web Analytics (WA)

Organizations must understand consumer and member demographics, how they interact with the organization and their propensity to engage further. In addition, organizations must understand website user behavior, their level of engagement on the site and their actions while traversing the site. Whether you need a Web Analytics solution or just need to refine your existing metric gathering and measurement techniques, DI can provide you with comprehensive BI and WA services.

Production Coordination and Staffing

If your organization needs an extra set of hands or two, we are experienced with a wide variety of systems, programming languages, web development and production techniques. We provide advanced staffing in business analysis, software development, software quality assurance, IT project management and related areas surrounding application development and maintenance.

Methods

Discovery

Discovery allows DI staff to work with the client organization to learn more about the vision and mission of the organization, the operations, existing technologies and more. Typical Discovery engagements include interviewing key stakeholders, reviewing metrics and demographics, conducting usability studies, providing an analysis of the site's content, evaluating search engine optimization, performing "Voice of the Customer" surveys and analyzing the technology infrastructure. At the end of the Discovery phase, the organization is provided with a comprehensive blueprint document that acts as a roadmap for the entire project.

Design

Design incorporates three distinct stages, including "Mood Boarding" – where color preferences, imagery and visual design options are examined – and style – which fonts will be used and where. This is followed by a "Sketching" phase – where the site's wire frames (i.e., where elements will appear on the page) are planned out. The last stage includes development and design of page templates or a site "theme."

Development

After the design is finalized; the development team begins its work to program the site or software according to the design and functional specifications. Throughout Development, testing and correction is paramount. As various development stages are complete, the client is guided through User Acceptance and Quality Assessment steps. We follow either Agile or Waterfall development models, depending on the client's preferences and best practice for the situation.

Deployment

Deployment is the process of launching the website, email or other digital service. During deployment, client staff members are trained on techniques for maintaining the site. Additionally, any bugs or style issues not caught in the UA/QA sessions are addressed.

The Team

Denman Wall leads a passionate, knowledgeable and experienced team, ensuring that your digital presence is second to none.

Denman Wall, Director of Interactive Services

Denman brings over 15 years of experience developing Internet presences for many large and small associations/societies, including JCC Association (JCCA), ASME, AIP, ASHRAE, Federal Bar Council, 7x24 Exchange, METFDA and other clientele. Denman has a Masters of Fine Arts degree from University of North Carolina, Greensboro and a Bachelor of Fine Arts degree from Louisiana State University.

Srujal Shah, Project Manager

Srujal Shah is an expert in web and mobile app development and online marketing. Over the last 10 years, he has developed web applications for Merck, Merrill Lynch and Deutsche Bank. As Vice President of Credit Risk Technology for Bank of America, he headed up the development of web technology and applications that have redefined industry standards. Srujal has a Bachelor's Degree in Software Engineering and a Masters of Technology Management from Stevens Institute of Technology in Hoboken, NJ.

Jwalit Shah, Lead Developer

Jwalit has over 8 years of experience in enterprise technology. Some of the major companies Jwalit has worked are Panasonic, BOC Gases, Citigroup, Merrill Lynch and Bank of America. Jwalit has experience building platforms for Institutional Loans, Mortgaged-backed securities, Bond Trading Systems (Municipals) as well as Global Wealth Management. His expertise includes developing robust architecture, strategic product planning and managing remote teams. Jwalit has a Bachelor's of Engineering in Computer Engineering and a Masters of Engineering in Computer Engineering (Focused on Security) from Stevens Institute of Technology in Hoboken, NJ.

Jessica Mission, Graphic Designer

After graduating with a B.A. in Publishing and a minor in art, Jessica spent 8 years as design director of several magazines, including South Carolina Magazine, Greenville Magazine, and most recently, Mechanical Engineering Magazine. While at these companies, she honed her web design skills, working on projects from site redesigns to social networking initiatives.