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3213 Stellhorn Road
Fort Wayne, IN 46815

www.cirrusabs.com

HERE ARE JUST A FEW OF THE CLIENTS WHO'VE REAPED REWARDS FROM OUR NETCENTERED SOLUTIONS.

Petroleum Parts, Inc. (PPI)
Rick Byanski - *President*

rbyanski@petroleumpartsinc.com
260.749.9200

Industry: Petroleum Pumps & Parts

Website Address: www.petroleumpartsinc.com

Project Notes: Made up of former Tokheim personnel, Petroleum Parts, Inc. (PPI), specializes in remanufactured petroleum pumps and parts that can cost as much as 70% less than the cost of new. Cirrus ABS helped PPI focus its marketing message to better demonstrate the value it offers customers. What's more, Cirrus ABS helped bring PPI's catalog of over 2,000 parts to the Web, where it can be better organized, made searchable, and easily maintained. The new website also showcases PPI's professionalism more effectively than ever, explaining its unique (and uniquely thorough) processes with far greater clarity. Aiding in this is the high-quality photography Cirrus ABS was contracted to provide for the site.

PayServ Systems
Todd C. Saylor - *Founder & President*

todd@payservsystems.com
260.624.3200

Industry: Payroll Services

Website Address: www.payservsystems.com

Project Notes: PayServ Systems is a complete payroll, benefits management, and HR outsourcing organization. Cirrus ABS helped bring a professional look and feel to the firm's new website, establishing it as a key player in the highly competitive payroll services market. Working with Cirrus ABS's skilled content writers, PayServ Systems was able to convey its unique position to its target demographic with unprecedented force and significantly improve its search-engine visibility results.

Kinetic Group
Michelle Alonzo - *Principal*

malonzo@getkg.com
260.927.9636

Industry: Consulting and Marketing

Project Notes: Kinetic Group is a national consulting and marketing firm that helps customers sell their products and grow their businesses in an ever-evolving, ever more-competitive economy. The firm has relied on Cirrus ABS to supply solutions for its own Web-based technology as well as for its many internet clients, including such names as Intel, Freightliner, and Citrix.

Detroit Economic Growth Corp.
Olga Savic - Executive Director

osavic@degc.org
313.879.3261

Industry: Economic Development

Website Address: www.degc.org

Project Notes: DEGC is the primary economic development council for the City of Detroit. After a nationwide search, Cirrus ABS was selected to provide a world-class Web solution to promote Detroit's business advantages and facilitate management of the council's many construction projects. These include recent projects like Ford Field for the Detroit Lions and Comerica Park for the Detroit Tigers. DEGC leverages the power of our Cirrus e-Business Suite tools, which make it easy for DEGC personnel to manage extensive content areas over multiple departments. The innovative new site we created for them significantly improves internal communication throughout the DEGC and aids them in their business dealings across the global marketplace.

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Emergency Radio Service, Inc.
Daphne Knox

dknox@ers2way.com
800.377.2929

Industry: Radio Services

Website Address: www.erstower.com, www.erssite.com,
www.ersdatasolutions.com

Project Notes: Emergency Radio Service provides on-site paging, two-way radios and accessories, wireless telephony, ruggedized laptop computers, security systems, and wireless data solutions for public safety. Cirrus ABS worked with the company to create a website for each of three ERS divisions, each website promoting the services of the particular division to its target audience. Given the tremendous success of these three websites, especially in terms of the results they've produced, ERS has sought our help again, this time to develop five more Web solutions.

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N.E. Indiana Innovation Center
Karl LaPan - CEO

klapan@niic.net
260.438.2328

Industry: Business Accelerator & Technology Park

Website Address: www.niic.net

Project Notes: The Northeast Indiana Innovation Center (NIIC) operates the only certified "technology park" in Northeast Indiana. With its high-tech features and ample resources, the center figures prominently in northeast Indiana's economic development strategy, which is to cultivate highly successful, high-growth companies that add jobs and create economic opportunities throughout the region. Cirrus ABS worked with the NIIC to develop what is widely recognized as one of the top websites in the country for business accelerator/incubator facilities. The site provides information about the NIIC and its programs as well as valuable resources for the business community.

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Lancia Homes
Jamie Lancia - Partner

jamiel@lanciahomes.com
260.489.4433

Industry: Residential Construction

Website Address: www.lanciahomes.com

Project Notes: Lancia Homes is another of the largest home builders in northeast Indiana and one of the most respected. The company recognized that, even though it had recently built a new, good-looking website, the architecture of the site and its strategy for Search Engine visibility was costing the company business. Cirrus ABS's eBusiness Suite proved to be just the solution Lancia needed. Working with the builder, Cirrus ABS was able to help with Search Engine Optimization (SEO) and marketing strategies that have resulted in Lancia getting top placement on Search Engine Results Pages (SERPs). Not only has website traffic increased because of this, but Lancia also has realized significant new business originating from the site.

Tippmann Affiliated Group

Todd Ellinger - Partner

todd.ellinger@polarking.com
800.752.7178

Industry: Various

Website Address: www.polarking.com, www.polarleasing.com, www.tdyne.com, www.cabinetsbygraber.com, www.hilgersmarket.com, www.americangriddle.com, www.tippmannoutfitters.com

Project Notes: The Tippmann Affiliated Group is a dynamic entrepreneurial organization made up of various companies that serve a wide range of industries. To develop and implement the overarching Web strategy for its top companies, Tippmann has formed a strategic relationship with Cirrus ABS, making us their preferred “go to” firm for NetCentered business solutions.

Magnatech Corporation / Superior Water Conditioners

Chuck Sanderson - Director of Marketing

chuck@superiorwaterconditioners.com
260.456.3596

Industry: Non-Chemical Water Treatment Systems

Website Address: www.superiorwaterconditioners.com

Project Notes: Superior Water Conditioners has been treating hard water effectively without chemicals for over 42 years. Its solution is an award-winning technology that supplants chemicals with applied physics. The company’s former website failed to portray Superior and its accomplishments adequately. It also had poor Search Engine visibility, resulting in low site traffic. Cirrus ABS worked with Superior to create a site that a) conveys the right message to its target demographic, b) generates a significant amount of additional, Web-originated sales revenue, c) enhances the company’s customer service efforts, and d) enables multiple business efficiencies.

Auburn Gear Inc.

Flip Flueckiger - Manager of I.S.

260.920.1396

Industry: Manufacturing

Website Address: www.auburngear.com

Project Notes: Auburn Gear is a leading manufacturer of traction-enhancing differentials and planetary drives. A growing demand online for information about its products and services led the company to Cirrus ABS. The challenge? To create a distinct Web presence for each of Auburn Gear’s core business units while maintaining the company’s overall brand image, in which it had built considerable equity. Cirrus ABS rose to the challenge, providing a website that’s become the market leader in Auburn Gear’s industry. Clear navigation paths allow site visitors to access a wealth of information quickly—no mean feat, given the site’s large size. The site also integrates with Auburn Gear’s internal systems and processes, giving customers direct access to key data, such as bill-of-material information.

C-Point Marketing

Scott Elgin - Sr. Technology Director

selgin@craftlineprinting.com
260.484.3186

Industry: One-to-One Personalized Marketing Systems

Project Notes: Cirrus ABS worked with C-Point Marketing and Wellpoint/Anthem, the largest healthcare provider in the United States, to create a unique, personalized marketing plan for Wellpoint/Anthem. This plan unites print, Web, and telephony in an innovative way that’s transformed how the provider reaches out to prospective clients. Not only has the plan improved marketing response, it’s also introduced greater transparency throughout Wellpoint/Anthem’s agent network. A Web management program integrates the plan’s multiple IT systems to permit various levels of user access, workflow, lead routing, and process automation. In so doing, it’s saving the company millions of dollars a year.

Zoom Information Systems

Mike Fritsch

mfritsch@zoominfosystems.com

260.399.1643

Industry: Transportation Informatics

Website Address: www.zoomlbs.com

Project Notes: Zoom Information Systems is a national provider of transportation informatics systems to state DOTs and other large government entities. It has contracts with many states, including Texas, Florida, Minnesota, Iowa, and Indiana. Making use of our eBusiness infrastructure platforms and online marketing services, Zoom is partnering with Cirrus ABS in a unique venture. We're conceptualizing and building next-generation Web-content personalization platforms. The intent is to simplify and improve Web-user identification—via user profile, location, login/logout times, and other variables—to more-accurately target the delivery of relevant information.

Industry: Healthcare

Website Address: www.compcareonline.com

Project Notes: Comprehensive Care is an occupational-medicine practice that helps businesses deal with work-related healthcare issues. Its services include, among other things, providing x-rays, injury care, physical exams, therapy, and drug/alcohol testing. Cirrus ABS partnered with the company shortly after it opened, delivering Web solutions that have helped the company grow by leaps and bounds. Today, Comprehensive Care continues to expand its practice expertise as well as its facility, thus enhancing its treatments and the quality of the patient care it provides.

Granite Ridge Builders

Jason Spuller - Marketing Director

jspuller@graniteridgebuilders.com

260.490.1417

Industry: Residential Construction

Website Address: www.graniteridgebuilders.com

Project Notes: Granite Ridge Builders is the largest home builder in northeast Indiana. Cirrus ABS created a new website for the firm—and also equipped it with Cirrus ABS's own online Community Application. This powerful tool makes it especially easy to provide Granite Ridge customers community-specific information for each of the communities in which Granite Ridge builds. The information includes lot availability and floorplan availability along with listings of open houses, model homes, and homes for sale. All of the information is searchable and sortable by the customer, which makes his or her online experience much more engaging and rewarding. Granite Ridge acknowledges that factor as having led to several home sales within the first month of the new site's launch. It's also interesting to note that the site has reduced the company's sales cycle by nearly two weeks and has significantly improved all site usage statistics. Granite Ridge itself can update any and all of the site content easily, thanks to Cirrus ABS's effective browser-based site-management tools. These are provided in the administrative area of the site and can be used by anyone. No technical skills are needed, no special software required. The cost of site maintenance is definitely reduced.

SchenkelShultz

David Burwell - Associate

dburwell@schenkelshultz.com

260.424.9080

Industry: Architecture

Project Notes: SchenkelShultz, with 10 offices located from Indiana to Florida, is one of the premier architecture firms in the United States. It engaged Cirrus ABS to create a three-year strategic marketing and technology plan that would transform SchenkelShultz into an industry-leading eBusiness entity. The company is now in an excellent position to take advantage of the positive effects the Internet is having on the architecture industry as a whole.

DWD Technology Group
Sherry Simerman - Marketing Manager
ssimerman@dwdtechgroup.com
800.232.8913

Industry: Accounting / Software / Networking / Consulting
Website Address: www.dwdtechgroup.com

Project Notes: DWD Technology Group is a subsidiary of Dulin, Ward & DeWald, one of northeast Indiana's top accounting firms since 1938. Being in the technology business, the group understood the importance of creating a cutting-edge website that could become the centerpiece of its marketing initiatives. It undertook a wide-ranging search, locally, regionally, and nationally, to find the right Web development company. After careful evaluation, DWD Technology Group concluded that Cirrus ABS offered the most comprehensive Web solutions—and the best overall value. The site we developed has produced an extremely high return on investment for the group, generating a significant amount of new business while, at the same time, reducing the group's cost of doing business. Shortly after launching the technology group's website, Dulin, Ward & DeWald itself—the parent company—also deployed a Cirrus ABS Web solution.

***You need solutions. We've got 'em.
And we'll stick with you to help you continue using our NetCentered approach
Visit our website, cirrusabs.com, or call us at 260.420.2222***

About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today, we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.