



PCD Group is an interactive marketing agency that specializes in delivering custom websites, intranets and interactive applications. With over 14 years of experience and in-house expertise across disciplines, we deliver effective and successful results. PCD Group solutions deliver improved usability and productivity, increased traffic and sales, systems integration, accurate MIS reporting and strengthened online security.

Through unparalleled customer service and forward-thinking development strategies, we've built lasting partnerships with top-tier, national organizations who trust us to be their advocates and rely on us to be an integral part of their interactive marketing teams.

EXPERIENCE

PCD Group started out as Paulette Carter Design in the early '90s and was transformed into a group of innovative visual designers and programmers. By 1996 we positioned ourselves exclusively as an interactive marketing agency, concentrating all of our efforts into progressing with the development of the Internet – an essential channel for communication, sales, brand extension and workflow applications.

PCD Group has kept pace with the development of the interactive environment during this time of explosive growth. Our long-term work within the early adopting Financial Service industry has allowed us to develop and provide ground breaking, high stakes solutions – being the first to market with leading technologies, customer service strategies and usability design principles. This in-depth experience in interactive strategy, design and development covers a wide range of projects. These include online community and customer loyalty programs, interactive marketing campaigns, systems integration, and MIS reporting.

“PCD Groups greatest strengths are an excellent understanding of our business, a high level of creative strategy and the development of very user-friendly tools. It's rare that I come across an entire team, which is so proactive and supportive.”

— A.A., Citibank



EXPERTISE

PCD Group combines expertise in interactive strategy, creative design, programming services and delivery management processes to provide fully integrated, centralized development of business initiatives. PCD Group's in-house expertise across disciplines ensures that all aspects of project development are seamlessly delivered giving you peace of mind as well as extra cost savings to your business. PCD Group has a flexible development model and can provide multi-tiered solutions depending on your need. We work as partners with corporate in-house teams, offering support where needed and adapting to our client's procedures when necessary.

PCD Group solutions can help you with:

- Tools to manage customers and sales pipeline
- Tools to improve productivity
- Consulting, Technical or Creative assistance
- Flexible MIS and reporting
- Online community building/loyalty programs
- User guides, training and online help
- Improved usability and user experience
- Integration of multiple sites and systems
- Online customer service solutions
- Secure online account opening and financial transactions
- Easy ways to publish and manage content
- Search engine marketing and increased traffic

EFFECTIVENESS

PCD Group believes the overall effectiveness and success of any project depends on a 360 degree approach. Our solutions strategically balance an in-depth understanding of market and business objectives with creativity, usability, performance and cost. In order to ensure an optimal solution is delivered, we gather and define requirements in each of these key areas at the start of a project, and monitor them throughout the development-cycle with a dedicated project manager and quality assurance team. PCD Group's managers utilize centralized internal systems to keep track of your job details and activity, which allows us to provide you with timely, accurate status and expenditure reports.

PCD Group's approach guarantees that each website or application delivered:

- Effectively communicates branding
- Measures up to the criteria for success
- Ensures a return on investment
- Is secure and reliable
- Is optimized for performance and scalability
- Is intuitive and easy to use
- Seamlessly integrates with other systems
- Complies with an organization's standards



I took an in-depth look at your programming efforts and I'm really impressed. Not only did you make the necessary changes but you also made the code more scalable and easier to work with. The changes you made will really come in handy when it comes time to add more segments and implementing other improvements. You went the extra mile and I really appreciate your work. What makes your work even more impressive is that you did it all at the last minute. It would have been very tempting just to hack everything together. But instead, you left us much better off.

– J.C., Mercy Corps



CLIENTS

PCD Group believes that an in-depth understanding of our client's business objectives, cost effectiveness and reaching the target audience with the right message is paramount to building successful websites and applications. Every member of our team is trained in Client Advocacy to provide outstanding service. We always give the extra effort to ensure success by creating solutions that focus on the current goals as well as anticipating future needs. PCD Group's level of commitment to client advocacy has been rewarded with business partnerships that span over a decade.

Clients Include:

Astro Data Services, Inc.



Citigroup

- Citibank
- Citibank Direct / Citibank Online
- Citibank at Work
- Citibusiness
- Citigold
- Commercial Real Estate Group
- Citicorp Investment Services
- Women & Co.



Mercy Corps



Merrill Lynch

Salomon Smith Barney

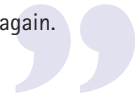
Scott Foresman Publishing

smith barney



From 1999–2004, I had the opportunity to work very closely with PCD Group on several complex projects. Their ability to tackle jobs large and small with the same professional enthusiasm is impressive. Keeping projects moving and on budget are important to every business and they never forget that. Particularly noteworthy is their ability to understand short- and long-term goals and act as an advisor, providing proactive support and advice to help every project realize it's potential. Working with a giant financial services firm like Citibank is not easy . PCD Group took every challenge we put in front of them in stride. They are a terrific partner and I look forward to working with them again.

—C.C., Citibank





Consulting Services

- Application Design
- Marketing
- Online Security
- Research and Best Practices
- Strategy and Planning
- Systems and Data Integration
- Usability Testing and Reporting
- Workflow Design

Engineering / Design Services

- Application Design and Programming
- Database Design and Programming
- Data Warehousing
- Information Architecture
- Interface Design and Specification
- Performance Optimization
- Programming for Users with Disabilities
- Search Optimization
- Systems Integration
- Traffic Reporting and Analysis
- Web Programming

Creative Services

- Brand Extension
- Content Development
- Graphic Standards and Guidelines
- Graphical User Interface Design
- Multimedia and Motion Graphics
- Print Design

Delivery Management

- Content Management
- Dedicated Account and Project Management
- Functionality Testing and Quality Assurance
- Timeline and Budget Management

To discuss your next project, get a cost estimate or find out more about PCD Group, please contact

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