

## The Long Reach Team

We feel that the capabilities outlined here represent a comprehensive and compelling service offering for organizations seeking to develop and deploy market leading business models and processes. We look forward to helping your organization set new performance standards by focusing our special blend of Management Consulting, Communications, and Information Technology services on your organization's challenges.



**Get our team working for you!**

**Doing Business, Better**



*Watson's Mill, on the Rideau Waterway's 'Long Reach'.*

*Our focus is the 'Long Reach' of the web browser, and the ability of web applications to reduce commuting and pollution, while enhancing both business efficiency and quality of life.*



## Services Overview

- ➔ Business & IT Strategy
- ➔ Communications & Design
- ➔ Networking & Security
- ➔ System Development & Integration
- ➔ CMS/Portal Solutions
- ➔ Info At Hand Corporate Portal



**Doing Business, Better**

## THE LONG REACH CORPORATION

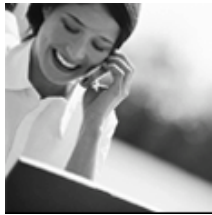
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Instant Business Information, Anywhere

# Doing Business, Better

At The Long Reach, we focus on continuously improving business information and processes, and making them web-



accessible. We succeed by offering a unique blend of services across the different disciplines which are critical to the process.

Although there are many larger organizations in both the Management Consulting and Information Technology fields, there are few which offer the depth of experience and expertise across the gamut of business and technology to be found at The Long Reach.

## Business & IT Strategy

Your organization needs to develop integrated operations across the enterprise to support evolving client, supplier and partner requirements, and to become more proactive in managing relationships with them and with internal stakeholders. The Long Reach Business and IT Strategy Practice uses its proprietary methodologies and tool sets to help senior and mid-level managers address the most complex and challenging issues, and to develop strategic alternatives that can be pursued and measured in meeting their needs.



## Communications & Design

Effective Communications and Design play a critical role in the usability and acceptance of new business systems, processes and services. We offer a full range of Communications and Design services, including communications planning, web site design, usability design & testing, online branding, graphical design, copy writing, and technical writing.

## Networking & Security

As organizations increasingly leverage the Internet to deliver key services online, the need for a robust network architecture and infrastructure security becomes para-



Info At Hand Information Appliance

mount. Networks must be secure, scalable and adaptable to keep up with the relentless advances of Internet technology. Our Network Services division is focused on the design and integration of the right network infrastructure to enable your organization to enhance its customer relationships, reach new markets and streamline internal processes.

## System Development & Integration

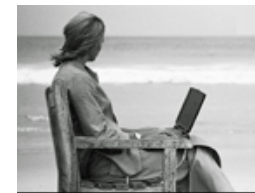
Within the System Development & Integration domain, Intranets, extranets, and public Internet sites are our specialty, to provide information and to perform transactions. We have a fundamental belief that both internal and external systems are more effective, simpler to use, and cheaper to maintain, when they deliver to a web browser.

Content Management Systems, Enterprise Portals, and integrated web applications which transform manual processes and services – these are the IT systems we are likely to create to enhance your business. Java and the XML family of technologies are the most likely foundation technologies we will use to implement them – although solutions will always lever existing systems as much as possible. Across all this technology runs a consistent and thorough approach to security, a vital necessity for key business systems with broad accessibility.

## Info At Hand Corporate Portal

Info At Hand provides integrated management of corporate information on customer relationships, current projects, sales opportunities, human resources and more. It enables sharing of business documents from HR policies to pricelists, and manages a staff directory, and a corporate calendar.

Affordable by businesses of any size, and



Instant Business Information, Anywhere

designed to grow with your business, Info At Hand gives your organization instant access to its vital corporate information, via desktop or mobile devices. Long Reach developed and sells Info At Hand, together with installation, configuration, customization and support services.

