



# *Hendela System Consultants, Inc.* *Services and Projects*

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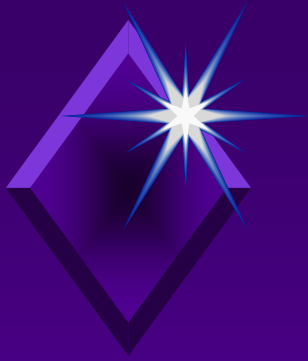
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# *Who is Hendela System Consultants?*

- Web Development, Search Engine Optimization, and Database Consulting company based in Little Falls, NJ
- Established in 1988 as a custom program shop
- Clients include many Fortune 500 companies, small and medium businesses, and government agencies



# *Partial List of Services*

- Landing Pages
- Online Surveys
- Search Engine Optimization (SEO)
- Custom Websites
- e-Commerce
- Database development
- Custom Programming
- Networking

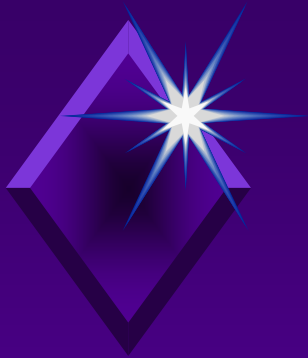


# *Landing Pages*

Create landing pages to help determine the effectiveness of your advertising and promotion efforts. Visitors to special landing pages arrive because they saw your ad. You can analyze traffic specific to the campaign.

Recent projects include creating landing pages to:

- Support new product launch
- Offer free product trial samples
- Increase trade show booth traffic
- Attract guests to special topic seminars
- Promote an international science lecture series



# *Online Surveys*

Create online surveys to target your marketing efforts, determine the need for products, or judge customer satisfaction.

Recent projects include online surveys to:

- Pre-qualify sales leads by assessing customer requirements and project timing
- Gather customer data to support new product launch
- Prioritize marketing efforts based on customer feedback forms
- Assess EEOC compliance to determine staff diversity

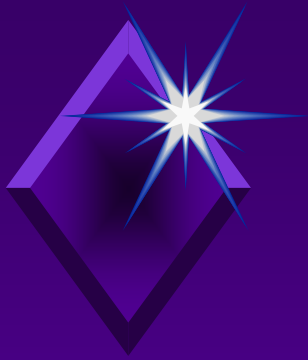


# *Search Engine Optimization (SEO)*

Create a cost-effective search engine optimization (SEO) strategy to improve your website's visibility and traffic via Google, Yahoo, MSN, and others.

Recent Search Engine Optimization projects include:

- Change website content and structure that moved product visibility from the 600<sup>th</sup>+ result on Google to much higher placement. This was done without paying for keyword clicks.
- Evaluate company search terms. Change content to emphasize effective terms while eliminating ineffective terms.
- Analyze website traffic to choose optimum site keywords and audience.
- Register websites with target market search directories.



# *Custom Websites*

Create websites and online database applications to support your business information needs.

Recent projects include custom websites to:

- Develop an online seminar and training course registration system with payment gateway
- Create a customer event barcode email invitation and check-in system
- Build a secure customer-only information portal
- Create a contact list database for email newsletter subscriptions
- Publish an email-based newsletter to subscribers



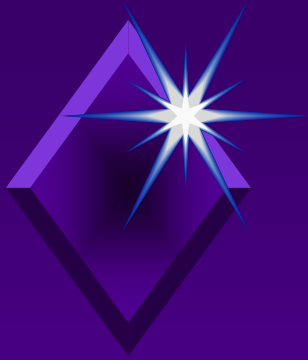
# *E-Commerce*

Create and analyze e-Commerce sites where customers can buy your products or develop qualified leads to target marketing efforts.

Recent projects include:

- Develop and maintain an online spare parts e-commerce storefront
- Implement a credit card purchase interface
- Create a pharmaceutical records management order/entry intranet
- Analyzing web store traffic to help content emphasize highest margin products.





# *Database Development*

Develop information systems using a variety of database managers including SQL Server, DB2, Oracle, Access, and Visual FoxPro

Recent projects include:

- Create an MS Access-based data repository for laptop analysis of mainframe-based OSHA compliance data.
- Integrate Oracle pharmaceutical sample accountability data into a DB2 records management data system
- Convert a Tomcat/JSP record keeping system into a new SQL Server/Visual FoxPro program.

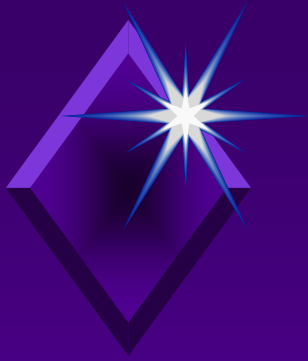


# *Custom Programming*

Programming in ASP.NET/Visual Basic, Visual FoxPro, Access, and NOMAD

Recent projects include:

- Expand a field expense tracking system for a major philanthropic organization
- Create a pharmaceutical sample accountability records management interface
- Reorganize a major oil company's OSHA statistics program based on new business requirements

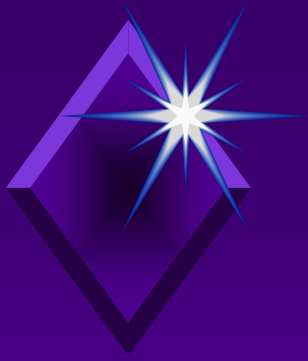


# *Networking*

- Design Microsoft-based networking solutions
- Install and test your system
- Provide on-going support

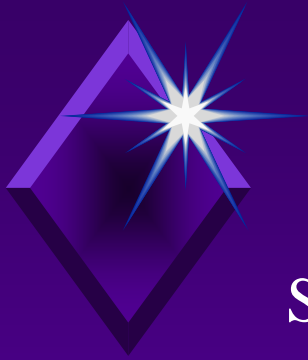
Recent projects include:

- Design and install Windows 2008 servers using HP Proliant equipment
- Upgrade and migrate older Windows servers
- Specify and install hardware firewalls, routers, switches
- Specify and install workstations, printers, and other network equipment



# *Environments*

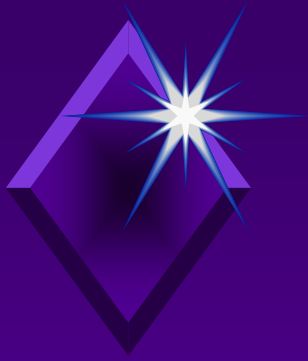
- Microsoft operating systems including Windows 2003 / 2008 / XP
- IBM mainframe operating systems including:
  - z/OS 390
  - MVS/TSO
  - VM/CMS



# *Industries Served*

Some of the industries served during our 21 years

Medical Equipment	Insurance
Philanthropy	Manufacturing
Petrochemical	Pharmaceutical
Banking	Government
Restaurant	Laboratory research



## *Why partner with Hendela System Consultants?*

- Our SEO, Web, software, and hardware solutions work
- Diverse experience in a variety of platforms to meet today's complex business requirements
- Correct mix of developers/installers both onshore and offshore to ensure success
- Global presence not found in most local firms
- Friendly service to help your entire business succeed