



Accella

Web Design & Mobile Application Development



Who is Accella?

Accella specializes in the design & development of interactive websites and mobile applications with a distinct focus on our client's individual needs and requirements

Accella is:

Responsive

Accountable

Accessible



“Make sure we talk about keeping our client's best interests in mind, that is a key differentiator and a main reason why our clients choose us to work with.”

- Jason King, President



Our Capabilities

Mobile Application Design, Development & Migration

- iPhone/iPad
- Android
- Blackberry
- Windows Mobile

Mobile Website Development

Interactive Website Design & Development

- Open Source Platforms

Marketing Support

Why the Chameleon? Chameleon's have a unique ability to quickly adapt to their environment. Our team has a similar ability to adapt to each client's needs and requirements. Not to mention our love for crickets.



Mobile Applications

Designing Mobile Applications across a variety of platforms

Mobile Application Design, Development & Migration

- iPhone/iPad
- Android
- Blackberry
- Windows Mobile

Accella designs mobile applications from scratch, migrates them from existing platforms, such as web apps or pre-existing mobile apps, and can help update your current mobile applications.



Mobile Applications

Mobile Development Expertise

- Both Native & web-based mobile application development
- Languages include Object-C, Java, .Net, and Windows Mobile
- Apps include search, social networking and logistics platforms



Mobile Applications

Mobile Capabilities

- Interaction with GPS, Accelerometer, Music, Internal Storage, Database, Camera
- Facebook Integration, Send to Friend, Mobile Ads
- Web Services, API Integration, Database Architecture
- Mobile User Interface Design



Web Design & Development

When building out a website, whether from scratch or migrating existing sites, our project managers work closely with our clients to make sure their needs are clearly defined and met.

Some of the common Open-Source CMS platforms we develop on include:

Alfresco

Joomla!

DotNetNuke

Windows SharePoint

Drupal

Wordpress

Expression Engine



Web Design & Development

Web Capabilities

- Complete project implementation from wireframes & design to analytics & SEO
- Variety of Languages including PHP, .NET, Java, Ruby on Rails, HTML/CSS, Flash, Javascript
- Primary focus is customizing open-source technologies
- Experience with a variety of CMS, CRM, E-Commerce, Widgets, & API Integrations



Marketing Services

Going Above and Beyond Simple Design

Accella keeps in mind best practices in Search Engine Optimization when designing and developing websites

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

- Google
- Yahoo!
- Bing

Social Marketing

[Accella - SEM & SEO Help](#)

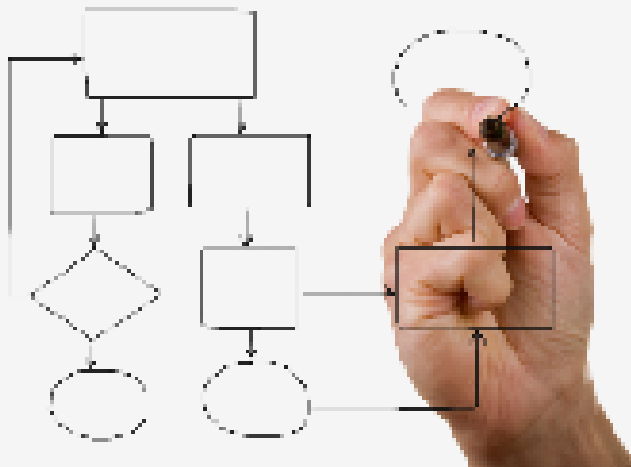
Run Campaigns on Google, Bing, Yahoo
Get Found on the Major Search Engines

www.accella.net



Project Management

Accella Project Managers work with our clients to keep their projects moving; staying on time, in budget, and with-in scope.



Define

- Info Gathering
- Business Analysis
- Content Gathering
- Planning/Architecting/Wireframe
- Marketing Analysis

Design

- Design Comps
- Marketing Review

Develop

- Coding
- Testing

Deliver

- Launch
- Maintenance
- Marketing

Values

At Accella we focus on a few core values

- Finish projects on-time, within budget, and to the defined specifications
- Be accessible, be reliable, and be accountable for the work that you do
- Make sure that each client you work with would be happy to be a reference

When you work with Accella you can trust that these values will be shared with each and every project we do for you.



Case Study

Volvo Rents Web Design

How often have you wanted to rent a bulldozer but just don't know where to find one? Volvo Rents allows you to walk out, or rather, drive out of their store with a bulldozer, chain saw, jackhammer, or a variety of other construction equipment.

There problem was nobody knew this. They wanted a website that would inform not only contractors, but do-it-yourselfers that they could lease any and all construction equipment, from a pneumatic drill to a three ton bucket truck.

Volvo's Requirements

- Generate leads
- Allow individual franchise owners to update their own pages
- Give customers & employees a portal to find available equipment and check on invoice balances

Accella delivered a site that address all of their requirements, built with Drupal CMS, the site can easily be updated by individual franchisees, while generating leads on a daily basis.

www.volvorentsconstructionequipment.com



Case Study

Volvo Rents Mobile Web App

Along with the website, Volvo wanted a way for their sales reps and customers to login and view available inventory at their local stores as well as view open invoices.

Accella designed a custom .Net application connecting to a SQL database for use by Volvo customers & employees

Customers view available inventory at their local stores as well as current invoices

Sales Employees have remote access to critical information including customer pricing and inventory levels

The application is optimized to run on the iPhone, Androids, and Blackberry mobile platforms.



Case Study

DROdio Real Estate CMS Web Development & Database Integration

Accella developed a variety of lead generation websites that funnel into a customized backend CRM management system. Properties are downloaded to a local DB for storage from the MRIS server for MD, VA, & DC.



Customers search for available homes in the Mid-Atlantic region using a variety of criteria to refine their search. They can then fill out a form for more info.

Employees follow-up on inquiries from the website, use the sites as marketing tools to generate leads and drive in new revenue.

www.tbhse.com

www.drodio.com



Case Study

Dräger Medical - Web to iPhone App Migration

Dräger is a leading innovator in the field of medical safety and technology. They had a web app for training NICU nurses on their incubators, allowing them to adjust environment-based parameters and view the effect it would have on babies inside an incubator. They were looking to take this application and mobilize it.



Accella successfully migrated their web application for use on iPhones

- Multi language for support in 190 countries
- Translated application from full screen .NET Windows based application code
- Allows doctors and nurses to email results
- Dräger has nearly 10,000 employees worldwide and is present in over 190 countries around the globe.



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