



# Looking to revitalize your website and streamline operations—all with outstanding cost efficiencies? Look no further than Launch Pad for Web!

*"We are delighted with our new web site. It meets the needs of our various audiences by being easy to navigate and by providing features that are now expected by web users, such as online donations and program registration.*



*LP4W makes it easy for us to update the site as often as we need to. The feedback from our staff, our board of directors, and our users has been overwhelmingly positive. It's been a pleasure working with Point Alliance on this major project."*

Karen Paikin  
Manager of Communications  
JEWISH FAMILY & CHILD

## Our Solution

### Web Content Management using LP4W

Point Alliance worked with JF&C to implement the new web site design and centralize the web content using Point Alliance's Launch Pad for Web (LP4W) product. By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project.

#### Here are some of the key components of the solution provided to JF&C:

- Enhance online experience**  
 JF&C's new website design is both intuitive and user-friendly. The appealing layout and website functionality allows JF&C to better educate the public on a variety of topics such as program information and involvement opportunities.
- Improve communication**  
 Using LP4W allowed JF&C to incorporate and organize a variety of content into their new website. Visitors to the JF&C site can now easily access information about the organization online. With LP4W, JF&C is able to extend the solution to assist with all of their communication to their user community in significantly less time and effort.
- Streamline operations**  
 Using LP4W has enabled JF&C to facilitate multiple processes and features such as managing donations and program and service registrations online.
- Cost efficiency**  
 By leveraging LP4W's capabilities, JF&C can now enjoy cost savings benefited from streamlined operations and less stringent management requirements.

## Opportunity

Jewish Family & Child of Greater Toronto (JF&C) wanted to give their web site a fresh new look and feel to be consistent with their ongoing re-branding effort. Since its inception, the web site had only been a small brochure-ware site, waiting for the development of the full-service web site.

JF&C had the following goals & objectives:

- Improve their communications with the community
- Facilitate the process of registering for programs & services
- Attract and recruit new volunteers
- Education on the legal obligation to report child abuse
- Offer the ability to make online donations

## Client Snapshot



Jewish Family and Child has a staff of more than 110 and a budget of over \$13 million, and is the Children's Aid Society and social services agency for the Jewish community in the Greater Toronto Area (GTA). JF&C supports the healthy development of individuals, families and communities in the GTA through prevention, protection, counselling, education and advocacy services within the context of Jewish values.

To learn more about our valued client, please visit their web site at:  
[www.jfandcs.com](http://www.jfandcs.com)



## Outcome

The Jewish Family and Child's launch of their new website, www.jfandcs.com was received with great praise from both the board of directors and the user community. The website's new design had a fresh look and feel consistent with the agency's direction. Using Launch Pad for Web, Point Alliance implemented a user-friendly solution to facilitate program registration and donations, streamlining the agency's operations. Web site content management was now distributed throughout the organization, allowing the IT department to only be responsible for supporting the underlying infrastructure, resulting in reduced time and cost involved with web site maintenance.

## About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.



## About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective?

### What can LP4W do for your Business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding



## Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management