

## A New Website for a Global Leader

NovusCG, the leading provider of independent enterprise storage solutions, had been turning clients' heads with its industry standard-setting services, but it lacked a web presence to showcase its impressive capabilities.

NovusCG came to Trinity to develop a website that would emphasize its independent, expert consulting services while conveying its unique, forward-thinking corporate attitude. The website would also have dynamic features, requiring a robust web application framework.



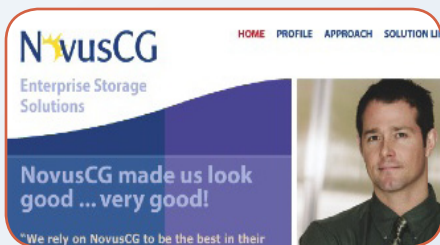
### The Solution

#### A Website that Functions as Good as it Looks

Trinity delivered a complete web design that emphasized tangibles: real people, real solutions; evocative of a confident handshake, and sound practical advice. Trinity also authored all the content for the website based on Brand Guidelines established in a prior engagement with the client.

The website included Company Profile, Vision & Solutions, News & Events, Testimonials, Partners, Contact Us, with multiple sub-pages for each area — some pages displaying databased information that was managed through a robust back-end application suite. The website Admin Area included Security Layer/User Authentication; User Management; Content/File Management tools for press releases, articles, events, white papers; and Management/Reporting for a Customer Needs Analysis System.

As an extension of the website project, NovusCG contracted Trinity Design Services to develop a service/product logomark for its Enterprise Standardization Program. The branded ESP service/product would become a prominent feature in the future acquisition of NovusCG by its business partner IBM.



### The Benefits

#### New web presence contributes to corporate growth and acquisition.

NovusCG realized increased lead generation and visibility in its industry via the new website. This enhanced market reach contributed to its increased market value and future acquisition by IBM.

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