



COMPANY PROFILE

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» Company Overview

E-dreamz, Inc., is an accomplished interactive professional services firm specializing in user-centric, dynamic application development, design, marketing, and hosting. Our solutions empower forward thinking companies to redefine their business through the innovative use of advanced technology.

E-dreamz is a privately held firm based in Charlotte, NC. The company is comprised of a select group of designers, developers and strategists. We combine the industry expertise, business infrastructure and processes most associated with larger firms, while also maintaining the free-spirited culture, progressive style and personal service typically found only in smaller boutique firms.

What sets E-dreamz apart?
It's how we approach your business.



Since its formation in February 1999, E-dreamz has become one of the leading design and technical development firms in the region.

You can drop an email to our team or call us at 704.716.3400.
(Toll Free: 1-866-EDREAMZ)

affiliations



recent awards

2008 - Hermes Creative Awards

Pease Associates

Platinum Award - Website Overall

Fairway Styles

Gold Award - E-commerce Online

Storefront

MG&C Law

Gold Award - Website Overall

ProAD Awards 2007 - BMA Carolinas

SnD Coffee

Bronze Award

The ADDY® Awards 2007:

Case Farms Chicken

Silver ADDY Website B-to-B

Beck Imports

Silver ADDY Website Consumer

Prince Parker

Silver ADDY Website B-to-B

Reel Scout

Silver ADDY Website B-to-B

The ADDY® Awards 2006:

Extreme Motorcycles

Silver ADDY Website Consumer

SnD Coffee

Silver ADDY Website Consumer

» Our Team

At E-dreamz, we don't have a B Team or a C Team; there is only an A Team. What does that mean to you? It means that every project we undertake receives the best that our firm has to offer.

We foster the principles of commitment, integrity and teamwork. We set the right priorities and follow through with them every time. That's why we are recognized as one of the leading interactive services firms in the area. That's also why the majority of our new business comes from word of mouth, for which we are quite proud.

Management:

Nathan Pulver - President
704.716.3400 ext. 105

Corey Miller - Vice President
704.716.3400 ext. 102

Joe Brislin - Production Manager
704.716.3400 ext. 103

E-dreamz is an equal opportunity employer.

We offer a great working facility, competitive salaries, and an excellent benefits package.

Send resumes to info@edreamz.com

Company Benefits include:

- Paid Vacation
- 8 Paid Holidays plus 2 float Holidays
- Health and Prescription Drug Insurance
- Dental Coverage
- Basic Life Insurance
- Short and Long Term Disability
- 401K Plan
- Flexible Spending Accounts
- Employee Flex Schedules
- And Free Stamps!

affiliations



recent awards

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» Our Process

E-dreamz' typical development process includes five major steps; Define, Architect, Design, Build and Deliver. The defined production process includes primary activities, milestones, approval points and deliverables. This helps to insure that projects stay on time and on budget. It also greatly improves communication and sets expectations.

Below you will find a listing and descriptions for the standard production process steps.

1. Define

The initial phase is an important fact-finding, dialogue-based process during which E-dreamz will confirm project goals, technical requirements and the key business drivers supporting the project. It is only after fully understanding all these pieces that E-dreamz can solidify the final project scope, timeline and budget.

Activities during this phase traditionally include discussions on objectives, creative, content/content management requirements, existing applications and/or databases, and third-party services. The end result is a detailed strategic plan that assures the project will meet the desired goals.

2. Architect

During the Architect phase, E-dreamz becomes immersed in the consumer experience, both online and off, and crafts a site architecture that is ultimately user-centric and intuitive, delivering on customer needs and providing an enriching experience.

The deliverables of this phase are sitemap and wireframe diagrams. A sitemap is an outline of a site's hierarchical structure detailing what pages/functions should be grouped together and includes definition on the specific names of sections and pages. Wireframe diagrams are a basic visual guide used to suggest the layout and placement of fundamental design elements including copy and user options within the interface design. For example, they help define the positioning of global and secondary levels of navigation in a prominent and intuitive position, as well as provide areas for utilities such as searching.

3. Design

The Design phase represents the conceptualization or creative portion of the project. The goal of this phase is for E-dreamz and the client to settle on a general creative direction that drives both the message and the visual personality of the business.

The visual design of the website is the synthesis of the research and planning that has taken place in the Define and Architect phases. E-dreamz' design team will take the inspiration provided from various creative exercises to create mock-up or the "look & feel" design compositions that include colors, navigation placement, user options and content areas so that the presented designs attempt to portray the look and feel of the finished website.

It is important for the designs to reflect the client brand (i.e. logo, color palette, font, etc.), work for the type of functionality and content that will be present on the site and also be useful for the audience. Clients frequently gravitate towards one design combining elements from the other to produce a final design. Once the overall "look & feel" has been approved, the design can be applied throughout the site or application with the ability to customize sections as the need occurs.

4. Build

Upon completion of the first three phases, E-dreamz and the client will have produced the final functional requirements, content strategy and creative direction that will be adhered to throughout the project. With all of the approvals in place, E-dreamz production artists and engineers are now in a position to create databases, develop code and construct all pages. It is also during this phase when the content management system will be developed (if the project requires) to maintain dynamic areas of the site.

The end result of this phase is a website that is technically flawless and reliable while the technology itself remains invisible. The user, after all, cares about the user experience – not the tools used to create it.

5. Deliver

When the build has been completed and the project has passed internal quality assurance testing, it is then made available to the client for acceptance testing. E-dreamz provides a staging environment for all projects to facilitate testing at any location. The staging environment will mirror the live production environment that was agreed upon to maximize testing effectiveness. Upon final client approval, the site is deployed and made available to consumers.

Part of the delivery includes drafting a measurement strategy that enables E-dreamz to evaluate how well we executed against the strategy, quantify the actual return-on-investment, and modify and improve the site to deliver success in even greater measure.

» Our Vision

The foundation of our success is our desire to listen. We don't sell an "off the shelf" product, we assemble a dedicated team to develop and deliver valuable custom solutions based on your requirements and your business model.

While there's a lot that goes on during our process, the end result can best be summed up by what we ultimately deliver - great creative ideas, robust technical solutions and timely, on-budget delivery.

We have a proven track record in the world of interactive professional services. We have delivered exceptional value to some of the largest brands in the Southeast and we're more than confident we can do the same for you.

We support businesses in the following ways:

- Develop solid Internet strategies and execution plans for deploying strategic eBusiness initiatives
- Utilize the Internet technology to improve company communication and processes both internally with employees and externally with vendors and trading partners
- Help companies gain competitive advantages by deploying cutting edge communications tools and technologies
- Increase revenue opportunities by opening up new interactive business channels and markets
- Implement innovative and measurable Internet Marketing programs that focus turning qualified visitors into customers
- Decrease costs by implementing process efficiencies that utilize interactive technologies
- Build long-term partnerships with our clients by consistently proving the value behind our strategic recommendations and solutions

» Our Services

At E-dreamz, we do more than talk about solid solutions - we deliver them. We have made a conscious effort since day one to hire a strong staff of talented professionals that would allow us to produce results that are visually dynamic, technologically advanced and most importantly, easy-to-use.

We have the strategic, creative and technical expertise required to offer true end-to-end solutions. Our team can offer a variety of services from front end design to back end development, based on your project needs.

Our core services include:

- > APPLICATION DEVELOPMENT
- > DESIGN
- > INTERNET MARKETING
- > HOSTING



» Our Services – Application Development

A great solution on paper is nothing if it's not implemented correctly on the Web. Getting it right the first time requires knowledge, foresight and experience. E-dreamz's technical team possesses these attributes and is dedicated to actualizing great ideas.

When we begin a new project, we determine the appropriate technologies to apply based on several factors, such as budget, deadlines and existing hardware/software resources. We follow strict development guidelines for producing clean code and modular architecture that will scale with your business.

With E-dreamz, you can be assured that your interactive solution will be just as technologically sound as it is visually captivating and user-friendly.

Our application development services include:

- Content Management Solutions
- Dynamic Web Sites
- Custom Applications
- Managed hosting
- Usability testing
- Paper prototyping
- E-commerce
- Graphic Production
- Intranet/Extranet Development
- Website Production
- CRM Solutions
- Wireless Applications

sample shotz



Client: Carowinds



Client: S&D Coffee



Client: Verbatim

» Our Services – Design

Sure, we love to produce extraordinary design... but at the end of the day, a great creative concept without a clear message is just a pretty picture. First, our design team takes the time to understand your company, your project and your goals. Once we know the objective, we can produce a compelling interactive design driven by brand personality, and the desired end result for the user.

Our goal is to produce interactive pieces that are engaging and informative while maintaining balance between artistry and usability. We ensure that our solutions are clear and easy to navigate, and that animation and audio/video content are used in a way that enhances the user's experience. Most importantly, our goal is to create a final solution that not only works for your business, but represents a good investment.

Our Design expertise includes:

- User Interface Design
- Interactive Multi-Media
- Laptop Presentation Tools
- FLASH Animation (intros, commercials, demos)
- CD-ROM / Kiosk Development
- DVD Authoring and duplication
- Gaming

In addition to Interactive Design, E-dreamz is well skilled in traditional print design.

- Logo and Identity Design
- Collateral Packaging
- Brochures
- Print Advertising & Marketing campaigns

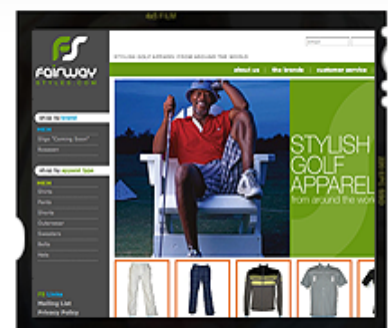
sample shotz



Client: Smart Logix



Client: Pease Associates



Client: Fairway Styles

» Our Services – Internet Marketing

With the increased adoption of broadband Internet access, millions of Americans are online everyday emailing, instant messaging, blogging, downloading music, working, browsing, and using search engines such as Google, Yahoo, MSN, and Ask. The Internet has quickly become an extremely powerful medium for advertising merchants' products and services. As a result, Internet Marketing is now an essential piece of the overall advertising strategy.

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Internet Marketing is a highly dynamic, ever-changing industry covering a vast array of offerings to target your users, prospects, and customers. Keeping up with the options, trends, tools, algorithms, and techniques can be a daunting task. E-dreamz can help you achieve success by examining your current online visibility, explaining the strengths and limitations of Internet Marketing, and by helping you determine realistic goals. Our Internet Marketing specialists will then plan, launch, and continually optimize your campaigns to ensure an optimal return on investment.

Our Internet Marketing services include:

- Internet Marketing Strategy Development
- Search Engine Marketing
 - Search Engine Optimization
 - Paid Placement (Pay-Per-Click) Management
 - Paid Inclusion Feed Creation & Management
- Shopping Search Feed Creation & Management
- Email Marketing
 - **Emailz Direct by E-dreamz**
 - **www.emailzdirect.com**
- Affiliate Marketing
- Media Placement
- Behavioral Targeting
- Internet Yellow Pages Placement
- Website Analytics
- Conversion Tracking, Reporting, & Analysis

Contact us for a free Internet Marketing Strategy proposal.



» Our Services – Email Marketing with Emailz Direct

Whether you are marketing a product or service, the key to success is and has always been, communicating with people. Permission-based email marketing is one of the most effective tools for providing people with the information they are looking for, and at the same time building community around your business. Averaging a 10-15% response rate, it also beats all other media in cost-efficiency and scope.

E-dreamz' Emailz Direct is a Web-based broadcast email tool that allows users to create personalized HTML or text-formatted email messages and send them out to a bank of stored email addresses. With permission-based marketing, customers are able to choose what they want know about, so you are building lifetime customer relationships while inexpensively delivering valuable marketing content to a wide customer base.

Emailz Direct Competitive Advantage

Emailz Direct will allow you to convert one-time website visitors into repeat customers by instantly engaging them in high-value interactions that are tailored to their unique interests. It should come as no surprise that the faster the response, and the more optimized the response, the greater the chance you have for success. A solution, like Emailz Direct, that tightly integrates online marketing information with customer touch points is now a must to stay ahead of the competition.

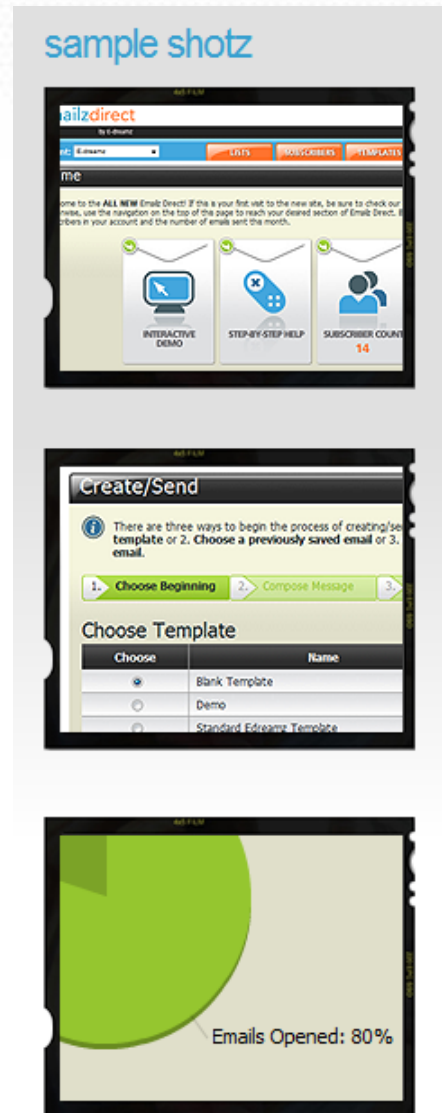
Increase ROI on Marketing Dollars

According to a recent IMT Strategies report, companies currently utilizing permission-based campaigns average response rates of more than 14 percent and conversion costs that are a fraction of those found in traditional direct marketing. Additionally, the IMT study shows that almost 70 percent of those who receive permission-based email marketing view it favorable and that an astonishing 75 percent of users respond to permission-based marketing. What are you waiting for?

Why Emailz Direct?

- Drive online sales
- Reduce sales cycles
- Build brand awareness
- Communicate with customers
- Improve customer loyalty
- Immediate results
- Increase response rates at significantly lower costs

View more information at: EmailzDirect.com



» Our Services – Hosting

E-dreamz, Inc. owns and maintains its own servers in a carrier-class facility in Charlotte, North Carolina. The facility is designed with multiple levels of security, diesel generators and redundant UPS and HVAC systems. This state-of-the-art infrastructure, complete with around the clock network monitoring and multiple carrier and network options, allows us to guarantee up to 99.5% up time.

Why choose E-dreamz, Inc. hosting?

If we built it, there's little doubt we know your website and your web application best. We have a limited number of clients on our servers, unlike others who can put more than a hundred sites on a single server. We manage all activity, which means we know all of the code and software installed. The bottom line, our hosting solutions are designed to provide you with greater-piece-of-mind.

Our Hosting Environment includes:

- Live Stats - Real-time Traffic Reporting
- Security - Intrusion Detection Service
- 24x7 monitoring of servers
- Diesel generator able to run for 3 days with no external power
- 99.5% up time guarantee
- Daily backups of both SQL and Website
- UPS/Line conditioner for brownouts or spikes
- Control the SPAM filtering on your own E-mail Domain
- Dual Cisco 12000 Series Routers
- A minimum of five Tier 1 Internet backbone connectivity points
- Speeds from 1.5 mbps to gigabit levels as desired
- Five levels of security (biometric, proximity card with PIN, video surveillance, motion detectors, no open cabinets)
- Infrastructure built on best practices of a Fortune 200 company

sample shotz



Client: Inspiration Network



Client: Beck Imports



Client: Carolina CAT

» Experience – Client List

E-dreamz takes pride in the fact that we operate primarily on a referral basis. E-dreamz strives on building long-term relationships that focus on meeting the overall strategy and business objectives of its clients and partners.

Our ideal client is an established company with a firm commitment to creativity and an understanding of the importance websites and interactive applications have in today's business world.

A sample of our clients:

- › Cedar Fair Entertainment
- › Carolina CAT
- › Sunbelt Rentals
- › Carolina Pad and Paper
- › Tony Stewart Racing
- › Microban
- › Carolina Industrial Equipment
- › Lexington Home Brands
- › Huber Engineered Woods
- › Presbyterian Anesthesia Associates
- › MG&C Law
- › Tyndall Furniture
- › Summit Road Distributing
- › Special Olympics of North Carolina
- › Ortho Carolina
- › CPP International
- › Boyles Furniture
- › Vision Group Realty
- › Piedmont Healthcare
- › Freeman Jewelers
- › Aquesta Bank
- › Verbatim Corporation
- › Morris Jenkins
- › Forest Hill Church
- › S&D Coffee
- › UNCC
- › Inspiration Network
- › Charlotte Regional Partnership
- › Boyles Furniture
- › Living Concepts
- › Celgard
- › Midrex

Developed Sites:

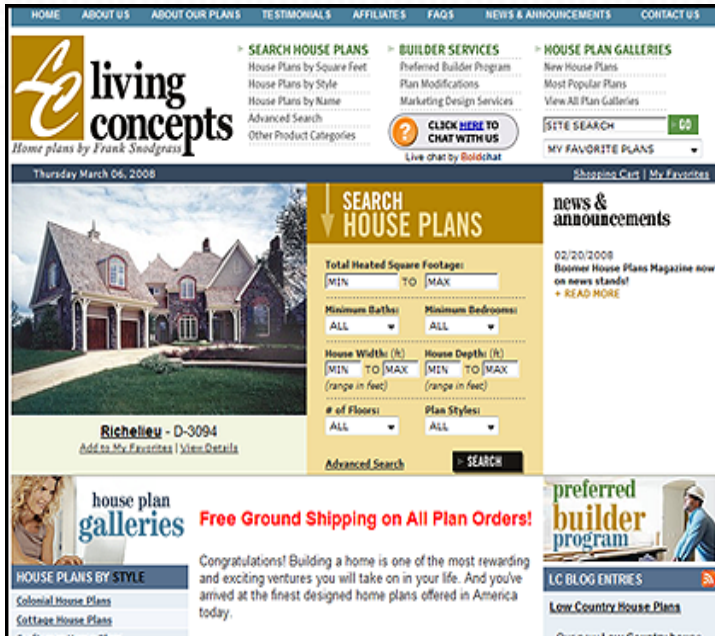
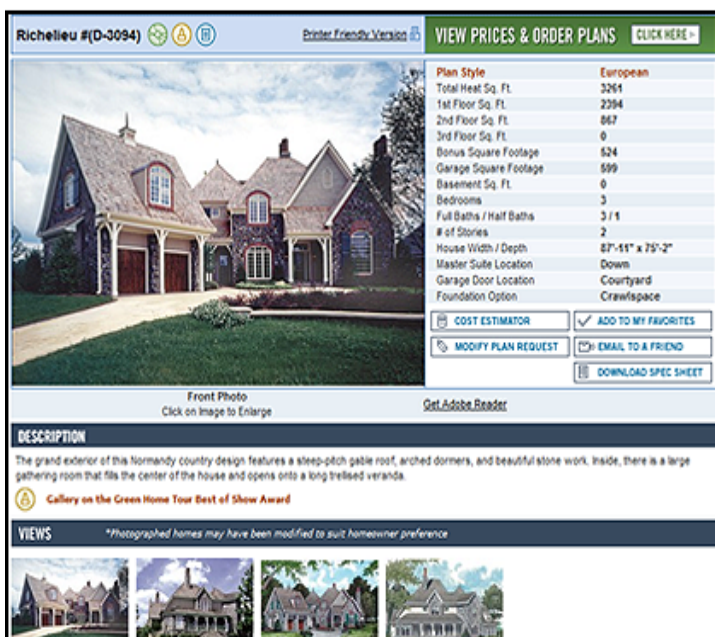
- › verbatim.com
- › carowinds.com
- › carolinacat.com
- › pease-ae.com
- › tyndallfurniture.com
- › lexington.com
- › mgclaw.com
- › criswellandcriswell.com
- › carolinapad.com
- › aquestabank.com
- › tatumllc.com
- › sndcoffee.com
- › morrisjenkins.com
- › vgrusa.com
- › livingconcepts.com
- › inspiration.net
- › charlotteusa.com
- › orthocarolina.com
- › slbagby.com
- › freemanjewelers.com
- › oasyssports.com
- › queens.edu

View more at Edreamz.com

» Experience – Case Studies

Living Concepts

Site Architecture, Creative Design, Site Construction, Ecommerce, Content Management System and Hosting

Plan Style	European
Total Heat Sq. Ft.	3261
1st Floor Sq. Ft.	2394
2nd Floor Sq. Ft.	867
3rd Floor Sq. Ft.	0
Bonus Square Footage	524
Garage Square Footage	599
Basement Sq. Ft.	0
Bedrooms	3
Full Baths / Half Baths	3 / 1
# of Stories	2
House Width / Depth	87'-11" x 75'-2"
Master Suite Location	Down
Garage Door Location	Courtyard
Foundation Option	Crawlspace

DESCRIPTION
The grand exterior of this Normandy country design features a steep-pitch gable roof, arched dormers, and beautiful stone work. Inside, there is a large gathering room that fills the center of the house and opens onto a long trellised veranda.

VIEWS
*Photographed homes may have been modified to suit homeowner preference

Challenge

Living Concepts, a North Carolina based company providing stock home, house and floor plans, needed an Ecommerce web site with an easy to use interface where customers could search and purchase plans using a combination of variables such as house style, lifestyle, house size or available features. New logo and branding elements needed to be incorporated into a clean, uncluttered creative design. Additionally, internal Living Concepts employees required an administrative tool that would allow them to update content and add new plans frequently.

Solution

Reorganize content and features and create a new look and feel encouraging users to search and purchase plans. The site would also need a powerful search engine allowing visitors to find the specific plan they needed based on what's important to them (on a golf course, by the lake, on a narrow lot, number of stories, square footage, number of bathrooms or even porch style, to name just a few). E-dreamz would also integrate an easy to use content and products management application that would allow users to update information and customize pricing as needed, as well as add plans categorized by specific criteria.

Result

The clean design invites users to search over 500 house plans quickly and easily. The customized shopping cart means a streamlined purchase and overall improved user experience for both the home buyer and the builder users. The Builder Services program now allows members to utilize all aspects of the program online—something they could not do before.

URL

www.livingconcepts.com

Cedar Fair Theme Parks

Site Architecture, Site Construction, Ecommerce and Content Management System



Challenge

Cedar Fair is a leading developer and operator of world-class theme parks, entertaining more than 13 million guests annually. The company currently owns and operates five of the most popular theme parks in North America including: Canada's Wonderland (Toronto, Ontario, Canada); Carowinds (Charlotte, NC); Great America (Santa Clara, CA); Kings Dominion (Richmond, VA); and Kings Island (Cincinnati, OH).

Cedar Fair had two major objectives; move away from an older, unstable platform that serviced all of the parks and enhance their online ticketing process across the board. Several back office systems needed to be interfaced with, including a mechanism to sync turnstiles at the parks so customers with e-tickets could be instantly validated.

Solution

E-dreamz's strategists worked collaboratively with Cedar Fair's IT and marketing teams to identify the technical needs and key business objectives behind the online sales interface initiative. The plan called for an optional customer registration process that would help speed up purchasing as well as build a customer database for better service and marketing purposes.

The old sites, built using Java Server Pages (jsp) and MySQL, were completely reengineered using ColdFusion and Microsoft SQL server. Multiple servers are used to help balance the load during peak selling times and a custom content/product management system is used to accommodate Cedar Fair's unique needs.

Interfacing with various back office systems is accomplished with a combination of flat file and XML import/exports.

Result

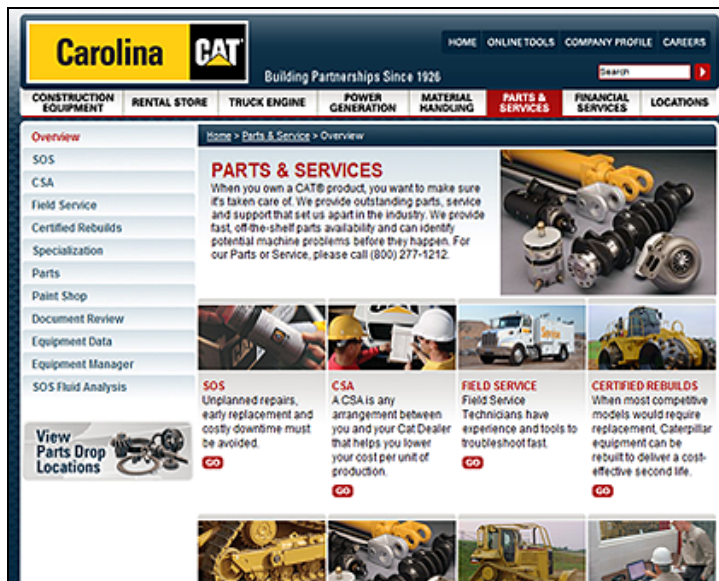
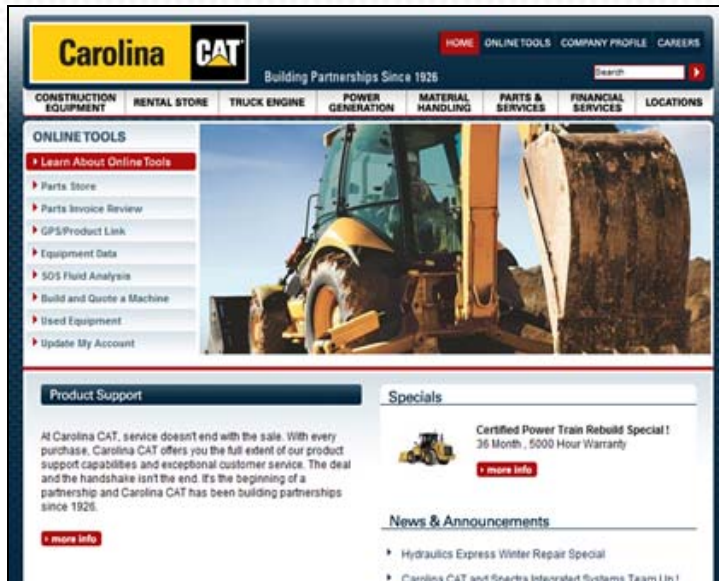
The enhanced ticketing interface has facilitated rapid customer transactions while changes to site design and architecture have improved ease-of-use and customer satisfaction. A guest survey shortly after launch returned ratings of 6 or 7 on every purchase experience attribute. The sites have handled thousands of concurrent connections without any downtime. E-dreamz continues to support Cedar Fair's in all aspects of the park sites.

URL

www.cedarfair.com

Carolina Tractor

Site Architecture, Creative Design, Site Construction, Content Management System, Internet Marketing, Email Marketing and Hosting



Project Overview

In business for over 80 years Carolina Tractor has served the construction industry by providing a full line of construction, forestry, paving products in addition to a complete line of material handling equipment, engineered systems, truck engines and power generation systems. With twelve locations and four primary divisions, Carolina Tractor was tasked with developing an online presence that could take advantage of new technologies and also effectively communicate a diverse set of products and services to a wide range of audience groups.

Carolina Tractor and E-dreamz decided to develop four separate public-facing websites, one website implementation for each of the primary product divisions. All four websites possess their own unique creative design which is consistent with each divisional brand. In order to create economies for Carolina Tractor, E-dreamz created a single content management system that powers all four websites; this scenario has created both a central content repository and website publishing efficiencies for organization. The Carolina Cat website includes an advanced feature that queries an external database through an API and displays construction equipment product information on-the-fly. Additional tools such as an online parts store, used equipment search functions and online HR capabilities round out the usefulness of the website application. Carolina Tractor's divisional website launches include: Carolina Cat, Hydraulics Express, Pinnacle Cranes and LiftOne (coming soon).

URL

www.carolinacat.com

MG&C Law

Site Architecture, Creative Design, Site Construction, Content Management System, Email Marketing and Hosting



Challenge

McAngus Goudelock and Courie is one of the largest law firms in the Carolinas with offices in Columbia, Charlotte, Charleston, Greenville and Raleigh. The law firm's online presence struggled with brand consistency and did not adequately represent the firm's growth in office locations, attorneys and practice areas.

Solution

Upon completion of a lengthy partner search, McAngus Goudelock and Courie selected E-dreamz to create a new and improved website that is more representative of where the firm is today. E-dreamz reworked the website's entire architecture to ensure that firm's messaging was aligned with primary audience groups, use of rotating graphics and subtle Flash were implemented to promote the firms extensive practice areas and a robust content management system was integrated to ensure that website edits could be completed in a quick and efficient manner.

Result

McAngus Goudelock and Courie with E-dreamz help launch a great-looking and informative website that everyone is proud to share. New features such as an attorney search tool, online seminars calendar, registration function and an updated career center provide an improved experience for website visitors and help streamline internal tasks at the firm.

URL

www.mgclaw.com

» Contact Information

Thank you for considering E-dreamz for your next project.

For further information or to set up an appointment please contact us by the following:

E-dreamz, Inc.

4805 Park Road, Suite 220
Charlotte, NC 28209

Website: edreamz.com

Toll Free: 1-866-EDREAMZ

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Email: info@edreamz.com

