

Case Study



“Overall, Effective Digital have helped to not only bring alive our vision in terms of how abintegro is going to change the traditional hiring process for sales people, recruiter and employers but they have also influenced and shaped our thinking regarding how the online medium can apply to what we're trying to achieve.

They are not an agency who simply executes, rather an organisation that creates new possibilities and challenges ideas and processes in order to then execute more effectively.

In terms of what I now expect of web agencies, the bar has now been truly raised by the standards they set. I now expect:

- Creativity
- Challenge
- Client engagement where the agency feels like part of my company
- Ideas, new possibilities and innovation
- Commitment to delivering above and beyond

I sincerely believe that these standards, set by the team at Effective Digital, are not easy to come by and firmly believe that other agencies would struggle to bring together such a mix of skills.

I am happy to act as a reference for Effective Digital and showcase the outstanding work that has been achieved.

My message to other prospective clients is that when you buy Effective Digital you buy a level of online consulting and execution that enables the web to work for your business.”

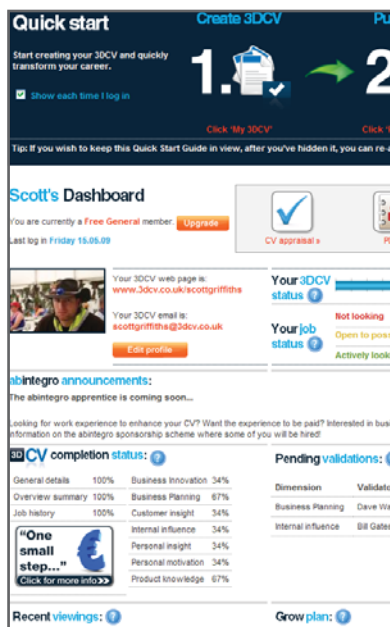
Tony Heard
Managing Director - Abintegro

Abintegro is a brand new career-building website. It offers job-seekers the chance to stand out from the unprecedented level of competition with an innovative, three-dimensional CV.

Our brief was to quickly demonstrate how amongst other features the Abintegro three-dimensional CV (3DCV) brings to life a job-seeker's strengths, achievements, personality and career experience, enabling them to make that great first impression and maximise their chances of success.

The site represents a massive investment not only for its founders but also in terms of the sheer design and technical resource provided by Effective.

The site is constantly evolving as is the technology we have used.



Site features

- Advanced member registration and management tools
- Custom dynamic charting
- White-label flash “express product”
- Intensive Search Engine Optimisation
- Standardised Accessibility compliance
- Advanced business logic
- Document export tools for MS Word & PDF
- Advanced data mining and reporting for agencies and partners
- “Multi Dimensional” architecture for advanced user demographics.