

# STATEMENT OF CAPABILITY

## Company Overview

Precedence is a full-service web development company well-known for its creative and functional website design, custom web application programming and successful internet marketing campaigns.

We are the largest web services provider in north Queensland, employing 12 full-time web professionals across a complementary range of niche specialties. The business has operated for 9 years and maintains strong business growth through high customer satisfaction, long-term industry partnerships and strategic acquisitions.

Complementing the range of services is a business-grade hosting facility, with primary infrastructure situated in Canberra, a purpose-built datacentre in Cairns, and additional servers in the US. Our hosting infrastructure allows us to provide business-grade web hosting, wholesale web hosting solutions, colocation facilities and other related products.

## What Sets Us Apart?

### Complete team of in-house staff

The production of your website is done by our team of designers, programmers and support staff on location in Cairns. We do not outsource our work to sub-contractors which allows us to give you reliable and accurate prices, timeframes and project management.

### Honest, friendly and approachable project managers

The project managers working alongside your staff are technical experts yet possess excellent communication skills to ensure expert advice is presented without industry jargon. Each brings years of industry experience to every project undertaken. Their recommendations are made with integrity and all interactions follow our company's principle of building relationships, not just websites.

### Quality control and testing

Our company prides itself on its quality structures, where all work, regardless of size, is overseen by a manager and follows a quality control procedure that is constantly refined and developed. This not only ensures the work is done correctly and to specification, it also encourages production staff to constantly strive for greater precision, alignment to industry standards and the development of better ways to meet our clients' goals.

## Organisational Structure

Our company works in close-knit teams, with each team taking operational responsibility for a business division. Many key staff members are skilled in multiple divisions to ensure continuity and flexibility in our service delivery.

### Web Development

Project Manager  
Graphic Designers  
Web Developers

### Web Programming

Project Manager  
System Architect  
Web Programmers

### Internet Marketing

Campaign Manager  
Marketing Specialists

### Web Hosting

Operations Manager  
Client Support  
Systems Administrators

Nicky Jurd and Kaj Haffenden founded the company in 2001. These two managing directors work full-time in the business and provide direction, business development and project management. In 2010 the company was rebranded from *cityofcairns.com* and *Get Web Services* to the single entity, Precedence.

We are an equal opportunity employer and are proud to have an above-industry-average percentage of women in both production and management roles.

## Capabilities

### Website Development

The websites we develop are functional, easy for your customers to navigate and focus on your bottom line. We are committed to providing a product you are proud to show your customers.

Our websites are tested across all browsers and operating systems and look great on both large and small monitors with varying resolution sizes. We ensure your websites will print beautifully, are search engine friendly and meet or exceed accessibility guidelines.

Specific services offered include:

- Website Design
- Website Maintenance
- Graphic Design
- Email Newsletters
- Flash Animation
- Website Statistics
- Strategic Consultation

## Capabilities

### Web Programming

Our programming team comprises experienced professionals with a commitment to consistency, quality and innovation. By writing and refining internal standards and procedures that together forms the basis of our training programme, we are able to rapidly produce reliable, well-thought out and easy to use web applications.

An inclusive project management style coupled with peer review and adherence to industry conventions ensures every project, from a blog installation through to a large-scale business management system, is delivered on time, on budget and to specification.

Examples of commonly-requested programming services include:

- Content Management Systems
- Reservations Systems
- Online Bookings
- Availability / Inventory Management
- Business Management Systems
- eCommerce / Shopping Carts
- Large-Scale Applications
- Credit Card Processing
- Funds Distribution
- Document Management
- Blogs
- Dynamic Photo Galleries
- Discussion Forums
- Video Streaming
- System Architecture

Examples of some of our larger projects include:

- Tour booking website including inventory management, payment distribution, affiliate tracking and APIs (visible at [www.tourstogo.com](http://www.tourstogo.com))
- Corporate travel application including flight, hotel and car bookings and management; API interface with GDSs (not publicly accessible)
- Business management system including job scheduling, complex company permissions, reporting, iPhone application (not publicly accessible)
- Civil infrastructure planning tool including dynamic report generation (on behalf of Arup for the Australian Government, not publicly accessible)

## Capabilities

### Internet Marketing

From its inception our business was known for its high level of internet marketing expertise. Our knowledge in how search engines work permeates all parts of our service offerings and the discussion of strategies for marketing your website online are part of the project management process we adopt for all websites.

We respect the fundamental importance of measuring return on investment, identifying key goals of the website, and implementing the appropriate statistical tools to ensure you are armed with the reporting you need to track target markets, assess the value of leads and ascertain customer acquisition costs.

We provide ongoing services for the management of pay-per-click campaigns, with a focus on identifying the purpose of the campaign — brand awareness, lead generation or sales — and tailoring a campaign management and reporting service to suit that purpose.

Our internet marketing services are performed as a subsidiary business, Precedence Internet Marketing, which allows the team to partner with other web design companies in providing a unified service to mutual clients.

Specific services offered include:

- Search Engine Optimisation
- Pay-Per-Click Management
- Statistical Analysis
- Reporting
- Internet Marketing Training

## Datacentre

Our hosting services maintain a presence in three locations:

- Canberra
- Cairns
- USA

Our primary hosting infrastructure is situated in the *TransACT* datacentre in Canberra. Our infrastructure comprises clustered IBM blade servers, redundant IBM SAN storage, and multiple bandwidth providers. All services are managed through VMWare virtualisation technology, allowing us to deploy tailored solutions to all types of business applications, from business-grade shared hosting through to multiple virtual servers.

We maintain a purpose-built secure datacentre located in Cairns which allows us to provide colocation services for clients requiring a secure, controlled, and monitored environment for their physical servers.

We also maintain servers in the US which provide geographically redundant services outside Australia.

By owning and operating our own infrastructure and employing network technicians to manage the services we can provide a true business-grade hosting service backed by competent and proactive client relations that extends to 24/7/365 emergency telephone support.

In addition to our retail hosting services, we also offer wholesale services to web design companies, IT specialists and other web hosting companies. We can provide consultation, advice and a professional network configuration for companies wishing to operate their own web hosting services.

Specific services offered include:

- Business-Grade Shared Web Hosting
- Virtual Private Servers
- Wholesale Web Hosting
- Hosting Infrastructure
- Domain Name Management
- Secure Remote Backups
- Secure Colocation
- File Storage Servers
- Application Servers
- DNS Servers
- Mail Servers
- Secure Certificate Provision
- Video Streaming
- Technical Assistance

## Contact Details

All business units operate from a single, connected set of offices to ensure seamless interaction between teams and to ensure complete accessibility for our clients.

Phone: 1300 363 460 (Outside Australia: +61 7 4033 7811)

Fax: 07 4033 0626 (Outside Australia: +61 7 4033 0626)

Email: [info@precedence.com.au](mailto:info@precedence.com.au)

Website: [www.precedence.com.au](http://www.precedence.com.au)

Address: 3/472 Mulgrave Rd, Cairns, Queensland 4870, Australia

*"It is a pleasure having Nicky Jurd and her entire team at Precedence involved in the creation and ongoing development of our web site. This process has called for a balance of innovation and creativity coupled with a high degree of in depth knowledge of the rapidly advancing areas of web technology.*

*Responses to update requests and a general "Can do" attitude amongst the entire team has been tremendously gratifying. Particular thanks to Maggie in hosting, and Kaj in programming. Nicky has a good team that are an absolute delight to work with."*

**Michael Heaver**  
Sales & Marketing Manager  
Kewarra Beach Resort