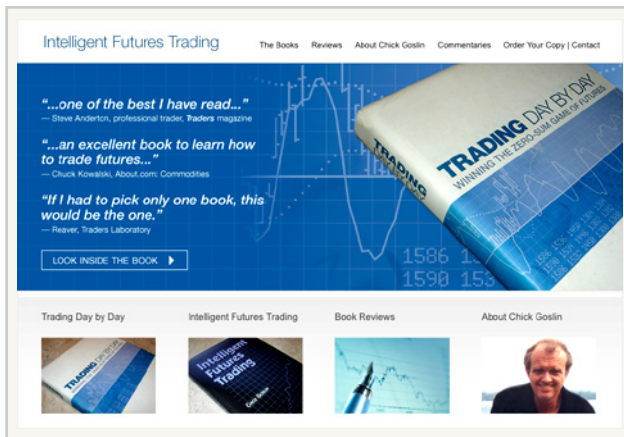




# Intelligent Futures Trading e-newsletter and bestselling books on commodities trading

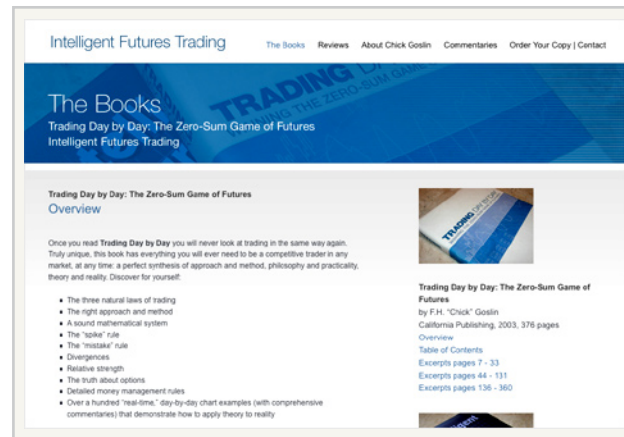


## Scope of Work

Website Design, Website Development, Content Management System, Search Engine Optimization, Social Media, e-Newsletter, Interactive Marketing including Email Marketing Campaigns, Branding and Print Design

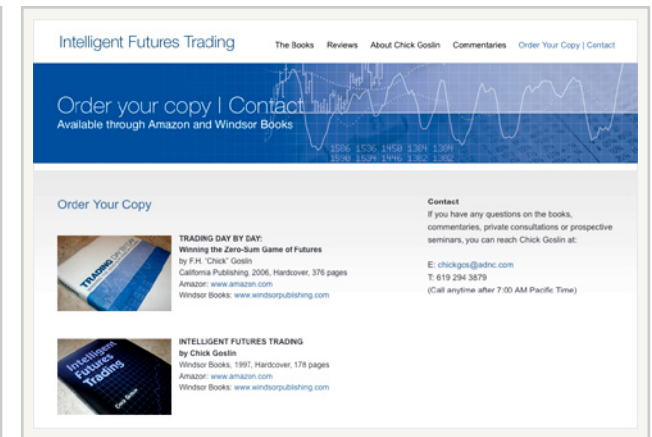
## Client Background

California Publishing is a San Diego-based publishing house specializing in books on commodity trading.



## Challenge

The objective of the Intelligent Futures Trading website is to promote sales for two of the publishing house's best-sellers: *Trading Day by Day* and *Intelligent Futures Trading*. S/2M2's task was to revitalize Intelligent Futures Trading's previous online presence by developing a new site that would captivate and intrigue potential buyers, thus stimulate sales. The challenge was to create an objective, user-friendly online presence without the use of additional images or photographs.



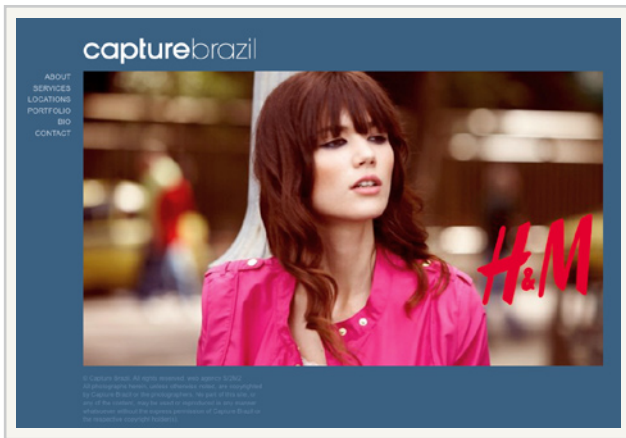
## Solution

S/2M2 created a bold interface that bolsters immediate product recognition while allowing prospective buyers to quickly access pertinent information, such as book reviews, purchasing and contact details. Features include market commentaries by the author, an RSS feed and a MODx Content Management System.

[www.intelligentfuturestrading.com](http://www.intelligentfuturestrading.com)

# Capture Brazil

## On-location stills photography production services

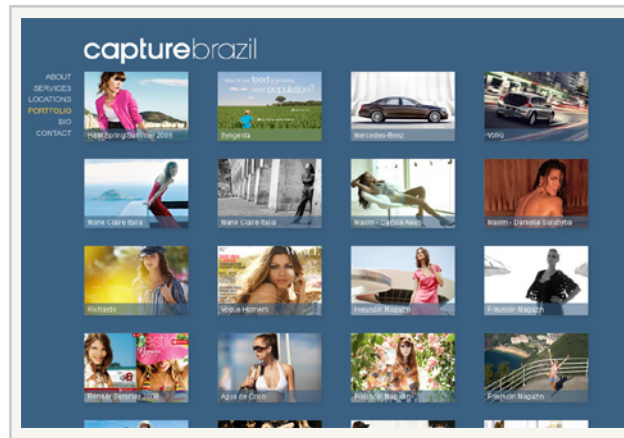


### Scope of Work

Website Design, Website Development, Content Management System, Search Engine Optimization, Branding and Print Design

### Client Background

Capture Brazil provides complete production services for stills photography. Specializing in on-location photo shoots for advertising, catalog, editorial, and stock, Capture Brazil is the leading choice for production management services in Rio de Janeiro and throughout Brazil.



### Challenge

Capture Brazil looked to S/2M2 to develop a unique online presence. Their objective was to present their services to a wide range of audience groups, including major advertising agencies, photographers, and decision-makers in the fashion industry. The key challenge was to create an efficient user interface to showcase Capture Brazil's vast location directory and portfolio within a flexible management system.



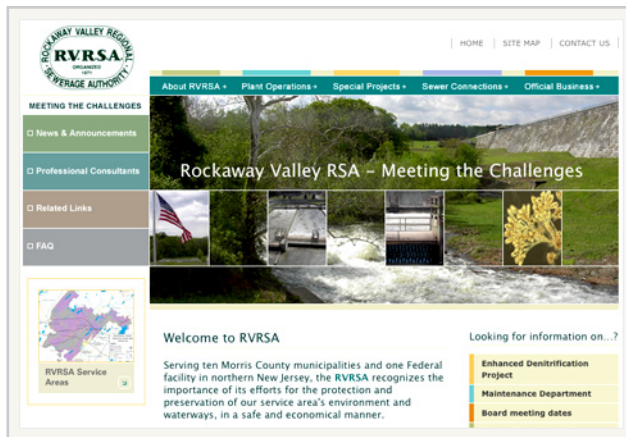
### Solution

A beautiful, yet highly objective website that clearly communicates Capture Brazil's key business message: complete photo production services and location scouting. As a result of S/2M2's SEO services, the site has ranked No.1 in Google for their key search term. Key features include a locations image gallery and a Content Management System that allows Capture Brazil to update their portfolio and location images on the fly.

[www.capturebrazil.com](http://www.capturebrazil.com)

# Rockaway Valley Regional SA Meeting the Challenges™

Case Study

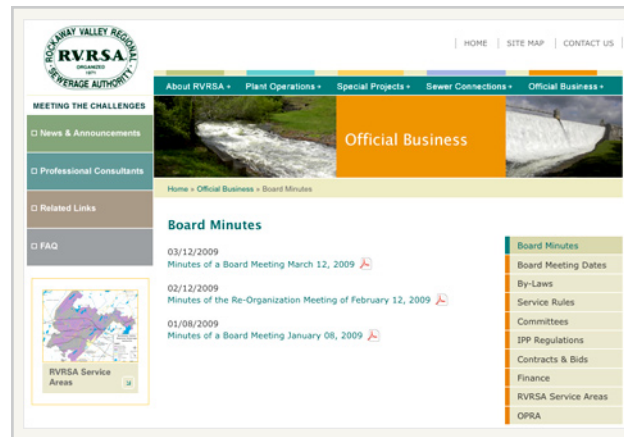


## Scope of Work

Website Design, Website Development, Content Management System, Search Engine Optimization

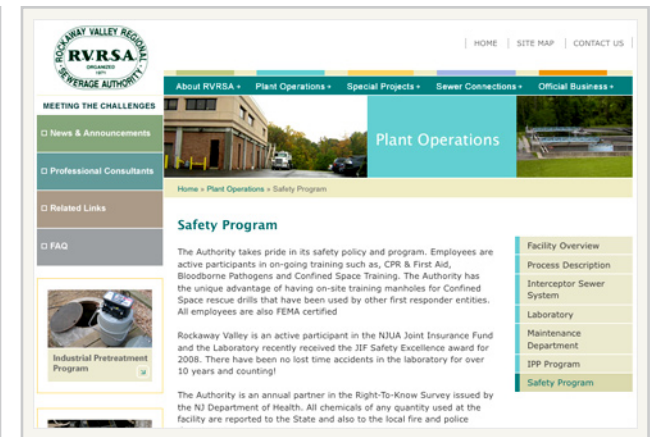
## Client Background

Serving ten Morris County municipalities and one Federal facility in northern New Jersey, the Rockaway Valley Regional Sewerage Authority (RVRSA) was formed in 1972 as a direct result of the need to provide high quality treatment of wastewater being discharged into the Rockaway River and to also protect the Rockaway River watershed.



## Challenge

The Rockaway Valley Regional Sewerage Authority looked to S/2M2 to design and develop their first online presence. The challenge was to create an intuitive corporate website, with strong focus on preservation messaging, user-friendly navigation, and information access.



## Solution

The result is an invitingly colorful site that clearly conveys RVRSA's commitment to the environment while enabling the community, as well as professionals active in the sector, to learn more about RVRSA plant operations, special projects, and business activities. Developed on a Content Management Functionality platform, thus maximizing Search Engine Optimization, RVRSA is guaranteed a site that delivers the best in online performance and usability.

[www.rvrrsa.org](http://www.rvrrsa.org)

# Agilium Worldwide

## Executive search with a local approach and global perspective

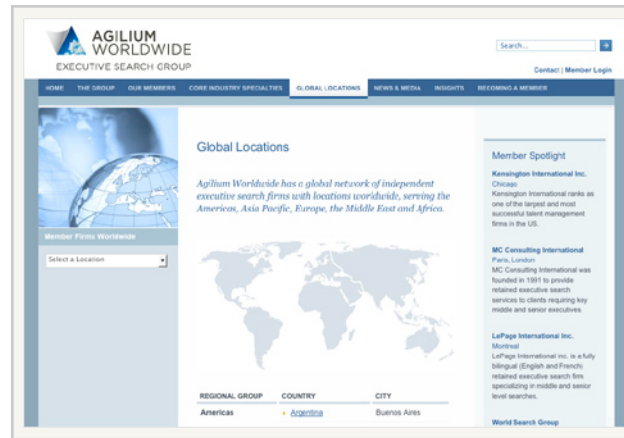


### Scope of Work

Website Design, Website Development, Content Management System, Search Engine Optimization, Intranet Development, Social Media

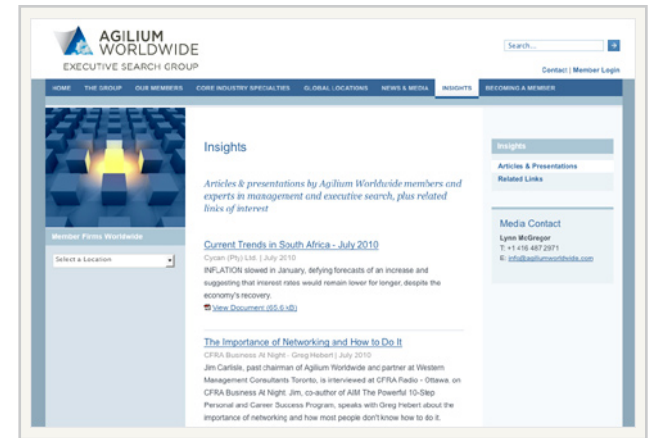
### Client Background

Agilium Worldwide is an international strategic alliance of independent retained executive search firms with locations worldwide, serving the Americas, Asia Pacific, Europe, the Middle East and Africa. Each World Search Group member firm is independently owned and operated by experienced professionals.



### Challenge

S/2M2 was contracted to redesign and develop the Agilium Worldwide global website to accurately reflect the Group's position as one of the top 20 executive search organizations in the world, while at the same time efficiently routing visitors to the appropriate member firms' websites. With over 30 member firms in 23 countries around the globe, the challenge was to create a global website and intranet that is both informative and flexible.



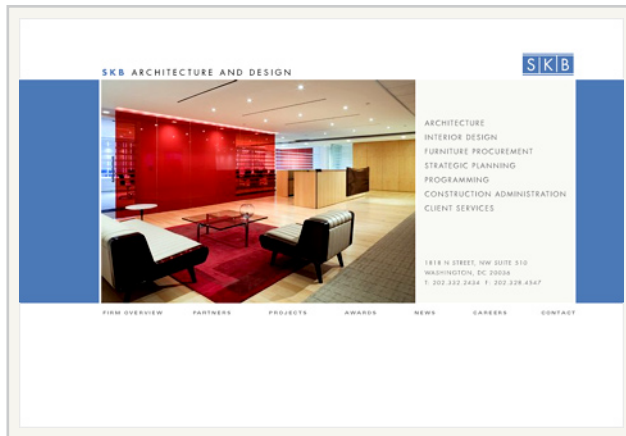
### Solution

A stylish yet very effective group site that brings together the strengths of each individual member firm, enabling them to regionally market their services while benefiting from a global marketing strategy and brand identity. As well as accessibility compliant, the site's framework is based on a sophisticated Content Management System, empowering Agilium Worldwide to manage their website effectively and efficiently.

[www.agiliumworldwide.com](http://www.agiliumworldwide.com)

# SKB Architecture and Design

## Innovative architecture, innovative interior design, innovative solutions

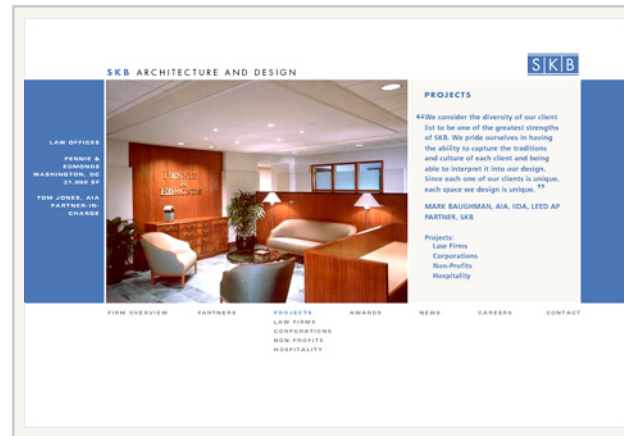


### Scope of Work

Website Design, Website Development, Content Management System, Search Engine Optimization

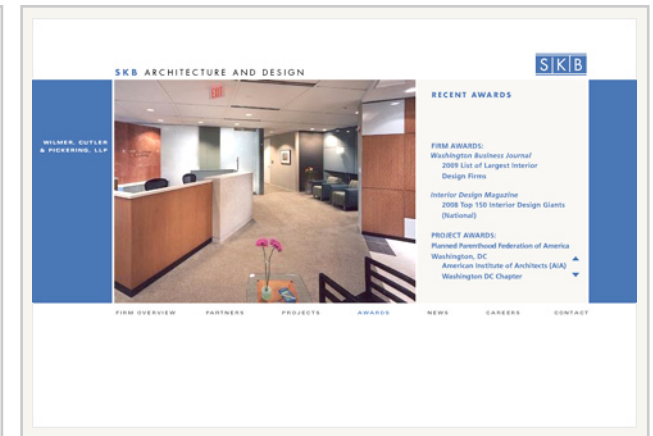
### Client Background

Established in 1982, SKB Architecture and Design is a Washington, D.C.-based firm providing architectural, interior design, furniture procurement, strategic planning, programming, construction administration, and client services.



### Challenge

SKB called upon S/2M2 to plan and redesign their website to better market their services and broad project portfolio. With over 50 projects, and numerous images of each project, the challenge was to create an efficient user interface for navigating between projects.



### Solution

S/2M2 designed and developed a contemporary, yet elegant, environment to showcase SKB's extensive project portfolio. The new site's color motif and format reflect SKB's corporate identity, thus creating bold brand recognition. As all projects are contained within the site's frame, visitor's are afforded a comprehensive overview of each project. While certain elements were developed in Flash, the site's interface was created within an HTML framework to guarantee Search Engine Optimization (SEO) and individual page book marking.

[www.skbarch.com](http://www.skbarch.com)

# RH Internacional

## Providing solutions for your Human Resources needs



### Scope of Work

Website Design, Website Development, Content Management System, Interactive Marketing including Email Marketing Campaigns, Branding and Print Design

### Client Background

RH Internacional (RHI), a subsidiary of the Randstad Group, is one of Brazil's leading Human Resources firms providing quality service through its twelve branches located throughout Brazil.



### Challenge

S/2M2 was approached by RHI to restructure and redesign their bilingual website. With an average of 2,000 temporary and long-term staff on contract with clients, the challenge was to create a site structure catering to two very distinct user groups, clients and candidates, as well as develop a user interface that would integrate seamlessly with their existing recruitment database housing over 300,000 candidates.



### Solution

The result is a vibrant, clean design that reflects RHI's status as a leading provider in the HR industry. The portal structure, with information organized into three sectors — corporate, client, and candidate — facilitates user access to services, branch office details, client access to restricted information, candidate registration, job listings and online job applications. S/2M2's Search Engine Optimization services has resulted in improved search engine visibility and increased visitor traffic.

[www.rhi.com.br](http://www.rhi.com.br)

# Clients

## CORPORATE

Globo Cabo S.A.  
Globo Comunicação e Participações S.A.  
Odebrecht S.A.  
Rockaway Valley Regional SA

## ENTERTAINMENT/PRODUCTION

California Publishing  
Capture Brazil  
Carlão Dantas: Ata-me  
EuroSport Karting  
F1 Race Factory  
Livros TwoCan  
Galeria de Arte Ipanema  
Hotel Pierre  
Hotel Praia dos Anjos  
Indoor Kart World Championships  
Interface Designers  
Malena Fotografia  
Masterarte  
Tawaric Promoções  
21Sun Productions

## HUMAN RESOURCES

Abrahams & Associates  
Adia do Brasil  
Agritalents  
Boyden do Brasil  
RH Internacional  
Telerecursos - RHI  
World Search Group  
Zaitech Consultoria

## INSTITUTIONAL

Associação Thalamus  
DAAD Brasil  
European Trade Study Group  
Instituto Terra Brasil  
Johannes Kepler University, Linz Department of  
Economics  
SENAC

## MANUFACTURING

Alma Caipira  
Horst John Brazilian Bows  
LM Hipismo  
Manufacturing Solutions

## PROFESSIONAL SERVICES

Atlantic Capital  
Andrade Advogados  
Fasti Consultoria  
Glide in Rio  
Global Index International  
Hanafi Brasil  
Ipanema Kravet  
Language and Culture Worldwide  
Maia Advogados Associados  
Mercosul Invest  
Novoe  
O Roteiro de Cinema  
Paradigma Consultoria  
Pessoa Moss Ltda  
SKB Architecture and Design  
Southern Cone Consultants  
Speak Portuguese  
Trade Partnership Worldwide  
Visual Enterprise Support