

## **Company Description:**

Norex.ca is a 100% owned and operated Atlantic Canadian web development company based out of Halifax, Nova Scotia. We are an experienced team of 18 full time professionals with a diverse wealth of knowledge in all things related to application development for the web. Established in 2000, our focus has always been on building software as internet applications for the web. We provide specialty web design and web programming custom built "Web 2.0" applications and database solutions.

What sets us apart in this intensely competitive industry is our ability to really listen to our customers, deliver on time, on budget, and follow through with the support needed once an application has been delivered. Our constant commitment to staying on the leading edge of new technology and providing it to our customers in a cost effective way has proven to be a winning approach. But, the real key to our success is our amazing staff who go above and beyond the normal call of duty to meet the needs of our customers each and every day.

We know and understand the value of going the extra mile for our customers. Over the better part of the last decade we have made a commitment to our customers as well as the Halifax and Calgary communities as a whole. We are proud members of the Halifax Better Business Bureau (BBB), The Canadian Federation of Independent Business (CFIB), and we contribute to many local and national charitable organizations in both Halifax and Calgary.

If you require the services of a professional Halifax web design firm please call us and we would be happy to setup a meeting to introduce you to our team, give you an idea of how we can achieve your goals and provide you with some references from other companies that we have done web design work for in the recent past.

### **Our Mission**

To develop exceptional custom made websites and web based applications for small businesses in Atlantic Canada.

### **Company Background**

Norex.ca was established in 2000 by three Saint Francis Xavier graduates with the goal to provide Atlantic Canadians with high quality website development and hosting. As the company grew, so did it's reputation for customer satisfaction and community support. Now serving clients all over the globe Norex has continued to grow from its foundation of providing our customers with nothing but the highest level of service at very competitive prices.

In early 2006, we opened a sales office in Calgary, Alberta to better serve our customers in western Canada. As a result we have increased our sales from outside the province and have been able to hire several additional key staff members in our Halifax office. We are extremely proud of our Atlantic Canadian roots and appreciate being ambassadors for this area by exporting our services to the other Canadian provinces and the rest of the world.

Recently we experienced a significant surge in growth due the success of our custom built Content Management System (CMS). Although it took us several years, 4 generations, and 1,000's of man hours to develop the code, the CMS product we've created was well worth the investment. Using the same PHP / MySQL technology that has made Facebook so easy

to use, we've made our CMS so simple to use from the customers point of view it's been described as very intuitive by our customers. With the successful implementations of several high profile clients such as Neptune Theatre, Linear Gold (publicly listed), CGA Nova Scotia, and Winalta (publicly listed) and the amazing feedback we've received, we have seen explosive growth in this area of our business.

## **Technical Resources:**

### **David Wolfe, Phd**

- BS Electrical Engineering, Cornell University, 1985,
- PhD Computer Science, UC Berkeley, 1991
- Associate Professor, Department of Mathematics and Computer Science, Gustavus Adolphus College, 1996-2007
- Lecturer, Division of Computer Science, UC Berkeley, 1992-1996
- Barra, Consultant, 1991, Implemented a stochastic model of interest rates for evaluating bond options

### **Brandon Kolybaba, BBA, BBIS**

- BComm, St. Francis Xavier University. Major in Global Business Management.
- Business Intelligence Analyst, Shell Canada 2002-2006

### **Chris Troup, CCNA**

- 3 years of Computer Engineering at University of Western Ontario
- Web Design / Programming (5 years)
- IT Support and Setup at Nortel Networks
- CCNA

### **Heather Fraser, BBA**

- BComm, St. Mary's University. Major in Global Business Management.
- Transcontinental Specialty Publications/Holiday Media; 2001-2003 Account Executive; 2003-2006 Project Manager

### **Mike MacMullin**

- Information Technology Systems Management and Networking Diploma from Nova Scotia Community College.
- System Administrator at Norex, responsible for technical support and system administration.
- Systems Engineer at SolutionInc, responsible for world wide technical support

### **Justin Bellefontaine**

- Diploma in Graphic and Digital Media Design from the Centre for Arts and Technology
- Associate member with the Society of Graphic Designers of Canada

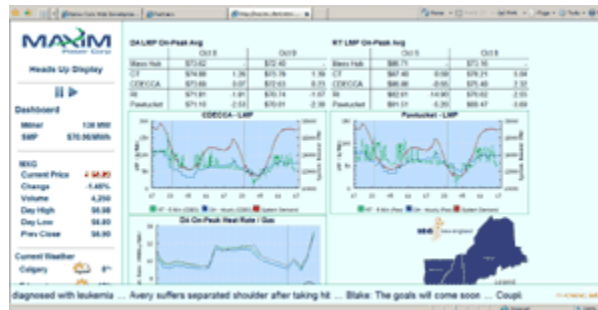
**Project experience:**

**Maxim Power – MIS Business Intelligence Data Warehousing Reporting Application**

Maxim Power is a publicly traded power company. They chose Norex.ca to develop a custom reporting application that would give them valuable insight into their business data. By using a series of reports to automate their processes and allow them to react more swiftly to an ever increasing competitive energy market they transformed data into valuable Business Intelligence (BI).

The Project - Norex built a dynamic analytical reporting application that enables Maxim to gather data from 11 separate data sources. The data is then stored in a database and re arranged to ensure it is easily query-able. A number of custom reports were developed that are updated every 5 minutes. In total there were over 30 tables, 15 graphs, and several energy specific news feeds that were presented to decision makers in one centralized place. In total, over 80 data elements were collected, disseminated, stored, and presented through this reporting application.

The Result - Maxim was so impressed with the end product that they mounted a 50 inch plasma screen monitor in their Head office. In addition they were so happy with the initial launch they have contracted Norex to develop a whole new phase of the application that when complete will eclipse the scope of the original contract.



### **Sure Courier – Realtime Wireless Logistics Application**

Sure Courier is a well known courier company servicing southern Nova Scotia. They chose Norex.ca to develop a custom web-based software solution to give them several key competitive advantages.

The Project - Norex built a mission critical system that enables sure courier to manage the complicated logistical aspects of their business.

The system was built with real time updating of data so that if a dispatcher makes a change while a driver is looking at the screen it will update in front of his eyes if a change is made without any action from the driver.

Integrated Google map technology means that in addition to always having the address easily accessible, a searchable map of the local area is also automatically generated for each delivery. Integrated text message notification is used to communicate with the fleet drivers. This dramatically streamlines the ordering process, reduces fuel consumption, and reduces the probability of errors occurring due to data duplication.

The Result - The new web based application has completely revolutionized how Sure Courier is able to exceed their customers expectations every day. As a result they have expanded the system in several ways and continue to find additional advantages as they grow and outperform the competition.



### CBDC – Online Business Plan Builder

Norex built an online business plan builder for CBDC clients to use online. The system is a multi-browser / Operating System compatible web based application allowing new and aspiring entrepreneurs the ability to prepare a three year business plan online.

Developing the application required a significant amount of requirement gathering, analysis, and planning. As the system was The system is used to qualify potential clients for financial services ensuring that the math and algorithms used were defined and implemented without error.



## **Sustainability:**

In addition to the typical efforts most environmentally conscientious companies undertake, we have gone to great lengths to try and reduce our footprint online where energy consumption is a paramount concern. Specifically starting in 2006 we began to use wind power to provide both our offices and all our servers and workstations with renewable energy. It costs more than traditional power but we know it gives our customers the peace of mind that the company that hosts their website is powered by 100% renewable energy as provided through the Pembina Institute ([www.pembina.org](http://www.pembina.org)).

Our commitment to corporate, social and environmental responsibility drives us to look for ways to minimize any negative impact our web design / hosting business may have on the planet. This is where green energy certificates or Green Tags come into play. After auditing our energy usage, we were able to calculate the electricity usage of our office and computers. We were then able to purchase the necessary amount of Green Tags through a nationally recognized provider: The Pembina Institute.

In addition to this, we also do the following in an effort to reduce our negative impact:

- We use recycled paper stock when possible
- We only print paper documents when necessary
- We deliver invoices to clients via email when possible
- The majority of our staff use laptop technology (Mac book Pro's) that is more energy efficient
- The websites we make run on Linux servers that consume less power (See this article for details: [www.networkworld.com](http://www.networkworld.com))
- The majority of our staff either carpool or take city transit to commute to our office
- When feasible our staff members work from home so they don't have to commute
- We have engaged the Dalhousie University Eco Efficiency Center to conduct an energy efficiency survey of our main office (Halifax) to find other ways we can reduce our footprint like using ceramic coffee mugs rather than paper cups