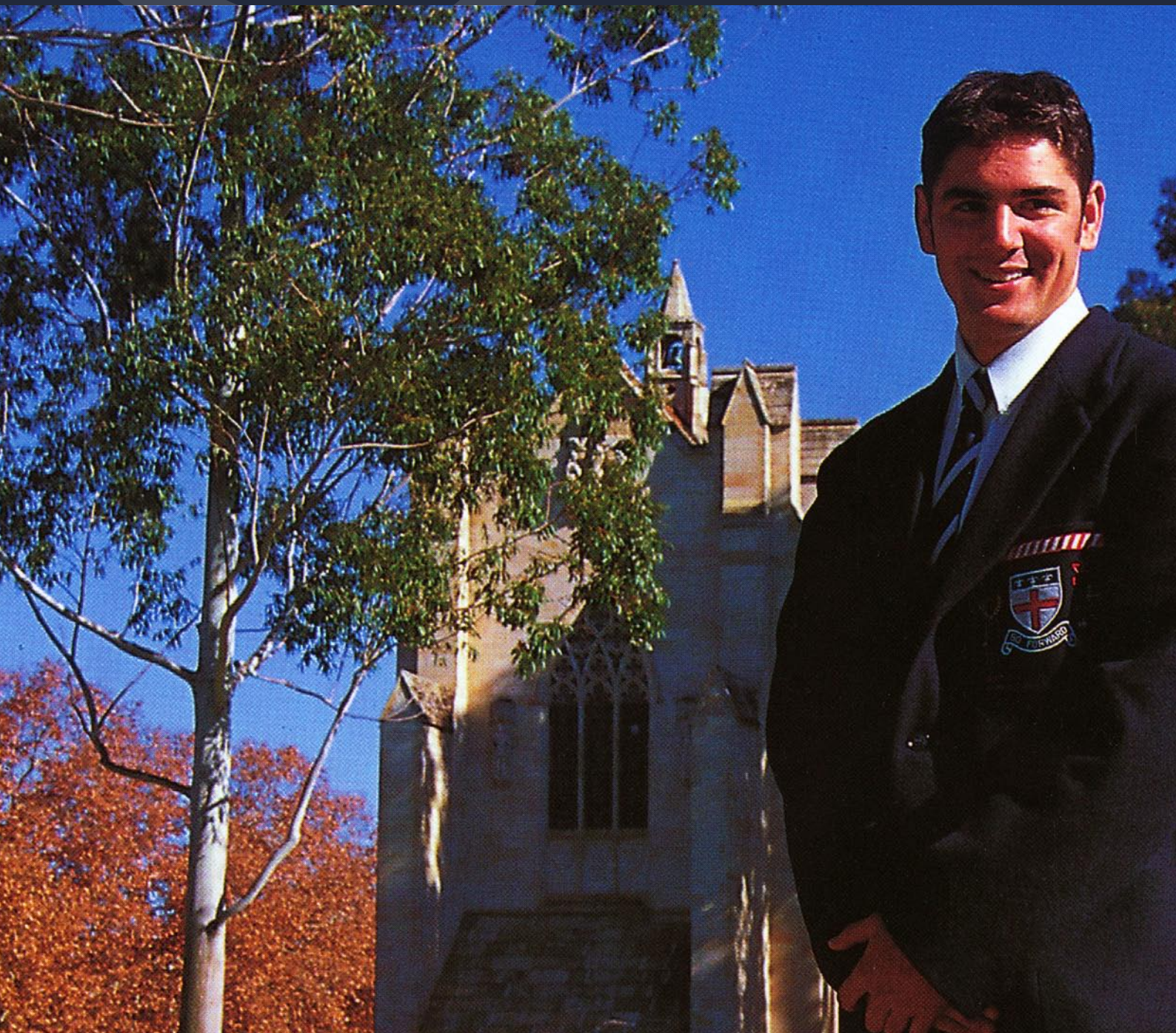




CASE STUDY: REFLECTING THE SCHOOL'S IMAGE



When top private boys' school Guildford Grammar wanted to transform its dated website into an effective and efficient business and communication tool which reflected its first-class image, it turned to the Vivid Group.

FOR MORE INFORMATION,
CONTACT US ON 1800 632 341

By working with Vivid,
the school today
boasts a website
which is both easy to
navigate and simple to
keep up-dated
– two key criteria for
the school.

The content management system - tailor made for the school and its requirements - allows Guildford Grammar staff to up-load information on a range of subjects, from up-coming drama productions to inter-school sports results quickly and easily.

In fact, the website has given rise to a new healthy competition at the school between teachers and heads of departments who are taking pride in ensuring their areas of expertise are well represented on the content rich site and up-dated regularly.

Because the website was developed to cater for a range of users - from parents of boarders in remote locations to potential new students - Guildford Grammar wanted to ensure that no matter what quality screen or dial-up service a particular person was using, the images on the site could be viewed at a relatively high quality resolution. Vivid achieved this by adopting key components of cutting edge technology to meet the school's objectives but still keep the project within budget.

In fact, it was Vivid's meticulous account keeping, project management philosophy and transparency regarding what components of a site's development were additional costs that perhaps impressed the school the most.

While the school is now enjoying compliments from a wide cross-section of the community regarding its well-used website, it is comforted by the fact Vivid's after sales service is as dedicated as it was when it was being developed.