

Talking Technology

New spin on multimedia

By Steve Burns, Capital News contributor

Global Multi-media Inc. CEO talks about Web site development

The market for Web development companies is saturated with many home grown businesses designing Web pages.

This week we go inside a relatively new player to this market with a fresh approach —Global Multi-media (www.globalmultimedia.net) for a Q & A with the president and CEO of the company, Clint Shaddock.



Commercial Web sites and i-disks are just two of the multimedia solutions Global Multi-media president and CEO Clint Shaddock offers his clients. Photo Gordon Bazzana

What is the history of your company?

From the moment that I wanted into their offices on Hunter Court, I could sense that something was different. Not only were they proactive in contacting me but they definitely communicated their passion in telling me what they were up to. Their enthusiasm was contagious.

Although Global has been operating for about 18 months, its management team has many years of experience. "We seek to understand the client's business first, then provide them with a technology solution that fits both their needs and their budget. We do this by assisting their clients in a four step process:

"We analyze the company's needs internally within the office and externally by looking at clients, strategic partners and suppliers.

"We diagnose the main issues and provide our recommendations. Together with the client we formulate a focused plan utilizing communication tools such as the Internet and our own proprietary tool entitled SecureNET.

"We stay active throughout implementation to ensure that the client's needs are met. This could include activating any related marketing plans, media campaigns and any fine tuning of strategies that is required.

"To help our clients achieve the full value from their investment, we provide follow up support after implementation."

The company has an experienced management team that is comprised of professionals on both the consulting and the Web development side.

I would describe them as having a consultative approach to their market with deep expertise in both areas.

What differentiates your company from others?

Prior to entering the Web development and multi-media market, the Company did its homework.

Their research indicated that there were three categories of businesses that provide Internet communication solutions: basement Web developers operating out of their home; basic Web developers with some commercial presence and full service communications solutions providers.

"We are a full service provider. We differentiate ourselves by providing our clients with the most comprehensive approach to the development of their unique Web site that integrates all of their communications needs.

"Even if a company is not selling their product online, they are showcasing themselves to the world when someone looks at their Web site.

"Having a Web site that communicates low value will result in that perception of your business by external customers, strategic partners and suppliers.

"We believe that a multi-media solution will often enhance the value of the Web site significantly. It leaves a lasting impression on most Web site visitors.

"Whether this solution is used and how much depends on the specific needs of the client. Another clear differentiator for us is that we provide custom solutions for every business. We tailor our solutions to the company's specific needs.

"Many other Web development companies have "packaged" solutions which we do not believe fit most businesses. You have a unique way of doing business, which should be reflected in your Web site.

"Our company has also significantly invested in two technologies to help their clients. We have developed their customized version of the I-Disk, which provides a customer with more than an infomercial about their business.

"We have targeted companies, such as golf courses, etc. that want to showcase all of their capabilities to a specific audience.

"It fully integrates with the Web site. An example of this is the Harvest Golf Club where the I-Disk is being used in conjunction with the Web site to promote both the golf experience as well as the full range of services that the Harvest provides, including its popular dining room.

"Our Global SecureNET solution provides our customers with the opportunity to communicate every area of their business over the Web.

"The Global SecureNET is a secure private Internet communication center from which authorized clients, employees, suppliers and stakeholders can access various company resources and communicate critical information.

"This password-protected company portal can be accessed via the Internet from anywhere in the world."

(I was provided with an online tour of the capabilities of this tool. I was impressed with the integration in one place of all of a company's critical project management, communication, contact management and accounting information.)

What are your key challenges?

"Once we make contact with a potential customer and show them our solutions they have no difficulty in seeing the value to their business.

One of the most significant challenges we face is reaching the busy small business person. We have a global reach but many companies do not see the value of a Web site communication solution until they implement it in their business. We are overcoming this challenging by continuing to build strong relationships with our customers and delivering on our promises.

"Customers appreciate this and will refer us to other businesses facing similar challenges.

...

Shaddock has three pieces of advice for entrepreneurs:

Do your homework: "We did extensive market research to ensure that we crafted a plan that would differentiate our company from the very beginning. This has enabled us to penetrate our target markets much more quickly than a shot gun approach."

Stay focused on the big picture: "You must be able to stay focused on providing the customer with a solution that fits the big picture of their business strategy. In working closely with the small to medium sized business owner, we are able to help them craft new strategies that fit with how their business operates. Without this focus, we would end up providing short term solutions that lack long term value."

Communicate, Communicate, Communicate: "Just like we are doing with this article, communicate to everyone possible the solution that you have. This will result in the right people finding out about your company and what unique solutions you have to offer."

After 18 months the company remains focused, the team is humming and they are having fun creating new solutions for clients. Maybe it is time for all of us to move beyond our conventional thinking to embrace a new multimedia world of communication possibilities—communication without boundaries.

Next Week: Inside Intrinsic Software

Steve Burns, CA, CMC, CFP, is the president and CEO of the Burns Innovation Group Inc. If you would like your technology company profiled, contact Steve at 763-4716 or e-mail: