

MS
DATA
STEP

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<MS Datastep>

<About Us>

MS Datastep, Inc. was founded over a decade ago in the historical village of Dixboro, Ann Arbor, Michigan. Our design and development team has extensive experience in database system engineering, graphic design, web integration, corporate branding and data analysis. Some long-term clients include: DTE Energy, AFFINA, Dairy Management, KALPA Learning Systems, and STA Travel. We can work in concert with major corporate IT departments or act as virtual ones for smaller companies. We are builders in the background, knowing clients' reputations are influenced by the systems we implement.

<Philosophy>

Positive attitudes and a sincere willingness to be helpful have lead to long-term partnerships with many of our clients. When MS Datastep, Inc. takes on a new project, we become an important part of the client's success. Because of this, we work on maintenance tasks as enthusiastically as upgrades and enhancements. We preemptively resolve issues before they turn into problems. It's a simple business practice that has been ingrained into our corporate culture.



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<Service Steps>

<Application Development>

We design and develop web enabled software applications. These enterprise solutions automate specific tasks such as: information management, order taking, credit card processing, e-learning, event registration, e-mail notification, financial tracking, and a variety of other business needs.

<Systems Integration>

If a client is tied to a particular software, we can design a new application to "talk" to it, adding new features to an existing system. This may include projects such as: adding access from the web, migrating existing data to a completely new system, adding credit card processing or inventory management, developing new features like e-mail notification, and more.

<Corporate Identity>

If a client is starting a new business or introducing a new product, we can help establish a new business identity. Coordinating logos, business cards, letterhead and marketing material can accompany website development, unifying electronic and print media representations.

<Product Branding>

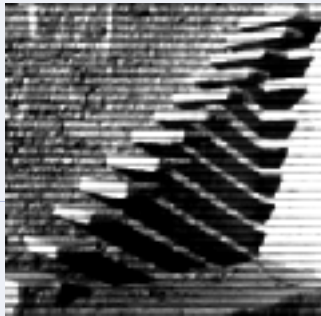
Branding is a means of identification for the general public and can be as simple as a logo, or as complex as an entire visual environment. Our Graphic Design department can develop a strategy for representing and marketing a product or service. We can create new representations or work with existing corporate identity rules.

<User Interface Design>

How customers interact with a website is important to project success. We have experience designing systems for large bodies of users including call center applications and public websites. Our screen designs are intuitive, efficient and innovative.

<Reporting and Analysis>

MS Datastep, Inc. offers a wide variety of web based reporting. Our services include: database mining, dynamic report generation, demographic trends, and web traffic patterns. Our consulting services help clients determine their reporting needs.



<Development Steps>

<Learning>

We start new projects by letting the client educate us about their business. We set up a meeting to listen to what they want, and ask questions to gather as much information as possible. Some clients have very specific needs and other would like advice on how to accomplish their goals.

<Thinking>

We will use the client's information, industry research, and our experience to propose thorough solutions that include detailed specs, timetables and aesthetic considerations. It's our goal to look beyond the immediate needs of the program and provide a solution that is flexible and expandable for the future.



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<Start up>

Once the system has been developed, we test it fully so the only surprise at the go-live date is a pleasant one.

<Continuing>

We consider all the hard work put into the application an important investment of ours, as well as the client's, and will continue to provide maintenance and implement updates as needed. Because systems evolve over time, long-term partnerships are beneficial to project success.



<Fact Sheet>	
<Corporate Description>	<p>MS Datastep, Inc., is a software application development company that specializes in web technology. Our solutions include: database system design, system development, graphic design, usability, data analysis, reporting, and continuous system enhancements.</p> <p>We have helped utilities, communication companies, call centers, environmental organizations and educational institutions step up to web enabled database systems. Where is your next step?</p>
<Years in Business>	Twelve
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<Short List of Specailties>	Web based Application Development Database Design and Development eCommerce eLearning On-line Surveys Reporting and Analysis Corporate Identity Product Branding Systems Integration

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PDF copy of this brochure:

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step up.