

marshad enterprises, inc.
marshad technology group
neal marshad productions

12 Desbrosses Street
New York, NY 10013 USA
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Overview

Marshad Enterprises, Inc., offers a broad portfolio of interactive, video, IT and web products and services that can be delivered individually or combined to create a comprehensive solution. Through two divisions: Neal Marshad Productions and Marshad Technology Group, the company provides broadcast and webcast television production, proprietary and third party software on a licensed or hosted basis, eBusiness and eLearning applications, design and consulting services, and business services including: secure transactional websites, live and on-demand webcasts, intranets, extranets, web teleconferencing, live web cameras, interactive multimedia, virtual reality applications, web database applications, animation, special effects, and satellite communication services.

From strategy to assessment to design, development and implementation to ongoing operation and support across a broad range of Internet and video services, we are committed to design and production that is engaging, whether it be for entertainment, commerce or education.

Core Competencies

BROADCAST – Emmy Award winning Neal Marshad Productions provides services for all aspects of film and video production including: initial treatment; script development; pre-production, production and post-production services; international and domestic satellite services; animation and distribution.

WEB – Marshad Technology Group provides information technology, information architecture, use case scenarios, and design services for all aspects of B2B and B2C eBusiness development including: rapid development of web-based business applications; video, audio, animation, visual design and production for streaming on websites; content development and maintenance; conceptualization and planning of internet business strategy; implementation and web hosting services; e-mail and web integration into existing networks; live and on-demand webcasts; multi-lingual websites; and statistical analysis of website visitors and server activity.

INFORMATION TECHNOLOGY – Marshad Technology Group develops knowledge sharing and collaboration solutions across all platforms. **Marshad Technology Group WEBdb™** products help customers reduce the cost of and increase the value in their information technology and ecommerce investments.

MULTIMEDIA – Neal Marshad Productions provides digital multimedia services in film, video and multimedia authoring and production including: multimedia authoring in Macromedia Director and Flash, ActiveX components, digital television production and post production; consulting in all aspects of visual and interactive communications; digital non-linear editing; animation; and total graphic design and creative writing services.

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Mission Statement

Our mission is to help our clients use technology and visual media wisely to communicate and share information for collaborative work environments, entertainment, commercial and educational purposes.

Client List

Ahava North America
American Express Company
America Online
Ameritech
Arbinet Communications Inc.
AT&T
Authentic Fitness Corporation
Chanel, Inc.
Clinique Laboratories
Cosmetico LLC
Disney (ABC Network)
DuPont
Estée Lauder International
Europa Cosmetics LLC
Georgette Klinger, Inc. (Advanced Aesthetics)
General Electric (NBC Entertainment)
Gartner Group
Guerlain
Harvey Entertainment Company
Hoecsht Marion Ruessel
IBM Corporation
IMS Health, Inc.
Johnson & Johnson
LaPrairie
Laura Mercier Cosmetics
LVMH
Mattel
Neiman Marcus Group
Netscape Communications
Nielsen Media Research
Origins Resources
Pfizer
Prescriptives
Providian Bank
Shiseido Cosmetics
Sun Microsystems
TimeSoft, Inc.
Van Cleef & Arpels
Warnaco Group
Wella Group

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MARSHAD TECHNOLOGY GROUP WEBdb™

Marshad Technology Group has developed a suite of web-based business applications called **Marshad Technology Group WEBdb**. The purpose of **Marshad Technology Group WEBdb** is to provide medium and large enterprises with web-enabled business applications that are cost-effective, providing IT solutions for today while simultaneously planning for tomorrow.

Marshad Technology Group WEBdb contains the following modular components:

- WEBdb eLearning System
- WEBdb Events Calendar
- WEBdb News List Mail System
- WEBdb Asset Management System
- WEBdb Secure User Administration System
- WEBdb Hosting Solution
- Marshad Tech Group Alliance with Google

MARSHAD TECHNOLOGY GROUP WEBdb eLearning System™

Marshad Technology Group WEBdb eLearning System enables the use of rich media exercises and streaming video as study material for students - all through a web browser. Student users study the eLearning System's content, take tests and the system immediately grades their work. Students are able to promptly determine their understanding of the subject matter upon completion of their exercises. Administrators and teachers monitor students' activities, generate reports, and assess the progress of each student in the system. Marshad Technology Group WEBdb e-Learning System is scalable so new brands, products, categories and users can easily be added at any time.

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MARSHAD TECHNOLOGY GROUP WEBdb Events Calendar™

Marshad Technology Group has designed a self-administering web-based Events Calendar. This Events Calendar enables time-sensitive events such as new product launches, customer and press communications events, and any other private or public event to be easily presented and automatically updated on an enterprise's website. Multiple password-restricted administrators of the site can add, modify and delete events which interest visitors, customers, suppliers and company employees. The ability to automatically generate a web page dedicated to each event on the site, as events are added, provides our clients with a marketing tool to attract special interest groups to these events. This is another example of how important it is for our clients to be able to globally manipulate web presented data as time lines dictate.

MARSHAD TECHNOLOGY GROUP WEBdb News List Mail System™

Marshad Technology Group WEBdb News List Mail System enables interested viewers on an enterprise's website to subscribe to news items which are sent out via email on a timely basis. Anyone within an enterprise whose responsibility it is to distribute press releases, newsletters, or general information can use the News List Mail System to broadcast news to this targeted group of subscribers. The News List Mail System raises brand awareness through repetition and direct customer contact, and can re-target those subscribers who have visited the website previously by sending special offers directly to them via email. With carefully targeted emailing, response rates can be 10% to 15%, compared to 1% to 3% with direct mail delivered via regular mail. The News List Mail System effectively forms a community, prompts repeat visits to an enterprise's website.

MARSHAD TECHNOLOGY GROUP WEBdb Asset Management System™

Marshad Technology Group WEBdb Asset Management System provides an enterprise with the ability to distribute its intellectual assets, graphics, logos, high-resolution photos, stationary, letterhead, business cards, envelopes, executive bios, PDF files, white papers, reports, financial data and any other file types either publicly or privately on their website through password restrictions.

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MARSHAD TECHNOLOGY GROUP WEBdb Secure User Administration System™

Marshad Technology Group WEBdb Secure User Administration System provides an enterprise with the ability to administer permissions and restrictions to multiple users. The Secure User Administration System enables multiple administrators to dole out password restrictions to users on a global basis, allowing access to various parts of the Marshad Technology Group WEBdb suite components. Administrators can create, modify, and delete new users, passwords, and groups. The purpose of this is to allow specified people to modify content on the enterprise's website or intranet. The system utilises 128 bit encryption algorithms to issue cookies allowing users permissions to any of the Marshad Tech Group WEBdb suite components.

MARSHAD TECHNOLOGY GROUP WEBdb Hosting Solution

Marshad Technology Group Web Hosting Solution provides redundant 45 megabit-per-second connections with multiple suppliers to the Internet. The Web Hosting Solution provides redundancy, so if one of these major carriers experiences a problem, data packets are automatically re-routed to another other carrier.

Marshad Technology Group Web Hosting Solution provides 24-hour service. When clients call for service during our business hours (8am to 6pm Eastern Time) they get a knowledgeable support person on the line without waiting 99% of the time.

Marshad Technology Group Web Hosting Solution provides security and backup. A third-party managed Firewall is deployed on all accounts. All accounts can come with secure (https) encrypted server space. Marshad Technology Group's system security is guarded through IP filtering and "one time" password systems and the application of the latest security patches. Finally, Marshad Technology Group does daily, weekly backups and monthly off-site backups on state of the art back up hardware.

We also provide Oracle, mySQL, Real Media Servers, text search engines, SMTP and POP3..

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MARSHAD TECHNOLOGY GROUP provides online visitor analysis

Marshad Technology Group maintains a strategic alliance with Google providing online server log analysis tools. Site owners are enabled to go to a password protected URL to monitor sophisticated and detailed statistical user information on a daily basis. These include: reports on user statistics and visitor's activities on the site, referring URL, ecommerce statistics, conversion rates, search engine used, keywords used in search engines, browser type, operating system, entry page, exit page, path taken while on the site, duration spent in the site, number of forms submitted, etc. This presents the site owner with more marketing intelligence than ever before available in any medium. Server use analysis reports are automatically archived on a daily basis to create a legacy enabling the site owner to track the results of their online marketing efforts.