



ONLINE CONTENT + COMMUNICATIONS

ElevationOnline, Inc. is a San Francisco-based consultancy dedicated to helping clients use web-based and interactive information and services to communicate effectively with their customers, employees and partners.

Founded in 1999 by Kevin O'Connor, Elevation provides a wide range of interactive and online communication services, including:

- website development
- strategic messaging
- content development, writing and editing
- audio and podcast production
- information architecture
- HTML e-newsletters
- visual design
- usability testing
- social media communication
- website programming
- website maintenance
- project management

Our clients

Elevation has developed and maintained intranet, Internet and extranet websites for:

TIAA-CREF Tuition Financing, Inc., SanDisk, Agilent Technologies, Hewlett-Packard, Kaiser Permanente, Lunar Design, Motorola, the San Francisco Apartment Association, Palm, palmOne, Adobe Systems, the Urban School of San Francisco, the San Francisco School, the Marin Education Fund, the Electronic Frontier Foundation and the Business Leadership Network (an association of Fortune 500 companies committed to promoting the employment of people who have disabilities)

Elevation's work has been recognized by Graphis Interactive Design and HOW Interactive Design.

60 marietta drive san francisco, ca 94127

t: 415.587.8906 f: 888.830.0383



ONLINE CONTENT + COMMUNICATIONS

Select projects

- Eleven college-savings websites administered by TIAA-CREF, including www.scholarshare.com, www.edvest.com, www.oregoncollegesavings.com and www.path2college529.com. Elevation provides project management, information architecture, visual design and content development/maintenance services.
- Sprocket, SanDisk Corporation's news and information intranet for a global audience of about 9,000 employees. Elevation co-led a major redesign of Sprocket in 2014-2015 and has provided content strategy, content development, user experience and visual design services on an on-going basis 2008.
- www.lunar.com: Showcase and information site for LUNAR, a top tier industrial design and engineering firm based in San Francisco. Elevation provides project management, information architecture, writing, production and maintenance services.
- www.sfaa.org: External news and information site and repository for the San Francisco Apartment Association, including 10 years' worth of *San Francisco Apartment* magazine. Elevation provides project management, information architecture, writing, production and maintenance services.
- Agilent Technologies' beAgilent intranet for a global audience of about 50,000 employees. Elevation provided website usability, redesign and production services on two redesign initiatives in 2004 and 2011.
- www.icon-o-cast.com: For Lunar Design. Elevation provides blog writing and management, and audio and video production services for Lunar's Icon-o- Cast podcast.
- www.Impartnership.org: Kaiser's Labor Management Partnership site for 80,000 employees and union members relaunched in August 2010 with a new design, site architecture, content and content-management system. Elevation provided project management, information architecture, user testing, and content development services.

60 marietta drive san francisco, ca 94127

t: 415.587.8906 f: 888.830.0383



ONLINE CONTENT + COMMUNICATIONS

- www.urbanschool.org: External website for public information (prospective students and their families, and the general public) and internal community (parents, faculty, staff) for the Urban School of San Francisco. Built in the FinalSite content management system. Elevation provided information architecture, production consulting and Facebook development.
- Quarterly podcast messages from Agilent Technologies' CEO Bill Sullivan for Agilent employees (2009-2014).
- Podcasts for the American Institute of Architects San Francisco chapter, including a series of walking tours produced for the 2009 AIA National Conference. Elevation provided strategic planning and production services for all aspects of these walking tours and podcasts.
- A Walking Tour of San Diego's Gaslamp District produced for the American Institute of Architects California Council for their 2008 California conference. Elevation provided strategic planning and production services for all aspects of this audio tour.
- www.sfschool.org: External website for public information (prospective students and their families, and the general public) and internal community (parents, faculty, staff) for The San Francisco School. External Parent portal redesigned and rebuilt in Drupal CiviCRM; currently used to manage daycare sign-ups, check-in/check-out and password-protected school content.
- www.globaldialoguecenter.com and related network of sites: External websites for the Global Dialogue Center, a virtual gathering place for people throughout the world with a focus on leadership, professional and personal development. Elevation provided project management, information architecture, writing, production, podcasting and maintenance services.

In addition, we have provided writing and editing, information architecture, website production, visual design and production services on intranets managed by:

- Hewlett-Packard (open source-based content management system) (websites for HP Philanthropy, HP Global Diversity and HP communications)
- Palm, Inc. (open source-based content management system)

60 marietta drive san francisco, ca 94127

t: 415.587.8906 f: 888.830.0383



ONLINE CONTENT + COMMUNICATIONS

- Adobe Systems (internally developed content management system)
- Motorola (Project collaboration extranet tool and social network for 200 industrial design professionals -- internal employees and consultants -- engaged in design planning for future mobile phones)

What we bring to a project

We believe an effective website is first and foremost a communications tool capable of supporting and extending the strategic objectives of an organizations. We bring to this project:

- extensive experience developing and contributing to a wide variety of external and internal websites.
- a deep understanding of how to address communications issues and strategies using online tools.
- broad experience in helping organizations effectively present themselves and connect with their audiences online.
- the ability to form a team scaled to the needs of a specific project.
- a cost-effective business model that has worked well for clients on dozens of projects.

For more information please contact Kevin O'Connor at 415.587.8906 or kevin@elevationonline.com. Thank you.